Patricia Emenpour from Saginaw, Michigan; Logan Patmon from Southfield, Michigan; Odille Parker from Holland, Michigan, Judge Fred Mester; Kyle Goodall from Lake Orion, Michigan; and Darnell Gardner, Jr. from Detroit, Michigan pose for a photograph after being recognized for the Lem Tucker scholarship. Photo by Robert Barclay, University Communications, CMU.
Six New Members Inducted into Journalism Hall of Fame

By Aaron McMann

The CMU Journalism Hall of Fame welcomed six new members in 2009-2010. The induction ceremony, held Nov. 7, 2009, at the Soaring Eagle Inn & Conference Center in Mount Pleasant, consisted of current and former writers, photographers, public relations and instructors. Jim Reindl, a 1978 CMU graduate and 2008 Hall of Fame inductee, served as master of ceremonies for the event.

The inductees were as follows:

- Jeffrey R. Caponigro, a 1979 CMU alumnus, who changed his career field path to public relations after beginning his journalism career in sports writing. He started Caponigro Public Relations Inc. in 1995, helping more than 500 businesses with their reputations, visibility and crisis communication.

  “I realized I just wanted a position where a lot of variety existed, with every day being different than the one before,” Caponigro said.

  Caponigro served on the CMU Board of Trustees from 2002-2008, including board chairman during the final two years. His contributions to the CMU journalism department include establishing the Caponigro Public Relations Endowed Scholarship and Caponigro Multimedia Lab in Moore Hall.

- Matt Dobek, a 1981 alumnus who also had an interest in sports writing early on – holding several sports-related positions at *CM Life* – also made the decision to go into public relations after graduating.

  He was named director of public relations for the Detroit Pistons in 1983 and promoted to vice president of public relations in 1994, a position he holds today.

  “I just enjoy the action of being around professional sports and being around the players,” Dobek said.

- Terry Foster, a 1981 alum and former *CM Life* sports writer, is a co-host on the Valenti and Foster radio show on Detroit’s 97.1 FM The Ticket and sports writer at the Detroit News.

  After covering Michigan football for the rival *Detroit Free Press* in 1988, Foster decided to join the News, where he covers various beats including U-M football and the Detroit Pistons.

  “The first time the News approached me, I said no,” Foster said. “It just didn’t seem right. But they came after me again, and they were more serious.”

- Monetta Richey Harr, an instructor at Michigan State University’s School of Journalism, was a reporter, photographer, copy editor and feature editor at *CM Life* before graduating in 1971.

  Upon graduating, she was named sports editor at the *Santa Paula Daily Chronicle* in Santa Paula, Calif., the first woman to hold a sports editor position at a daily newspaper.

  “It was just like working for *CM Life*, and I didn’t skip a beat,” Harr said. “I couldn’t ask for a better background.”

  She also serves as a freelance writer for the *Jackson Citizen Patriot*.

- Rick McKay, a 1976 alum and former photo editor at *CM Life*, spent his career in photojournalism. After starting at the *Hillsdale Daily News* and *Battle Creek Enquirer*, he was moved to USA Today, where he became photo editor.

  “Writing was hard and the photography was a lot easier for me,” McKay said. “Everything from there kind of clicked.”

  He became photo editor for the Cox Newspaper chain’s Washington bureau, a position he held for 25 years until the bureau was shut down in March 2009.

- Betsy Pollard Rau was recognized for her many awards in teaching journalism. Rau began her teaching career at Henry Herbert Dow High School in Midland, where the school’s *Update* newspaper earned many accolades, including reaching the top 1 percent of all high school papers.

  She currently teaches JRN 440: Advanced Online Journalism at CMU and is the adviser to *Grand Central* magazine. In addition, Rau teaches journalism courses and organizes conferences for high school students at Michigan State University.

  “I want to see a quality publication that students are anxious to work for,” Rau said. “One of the biggest joys about being a teacher is seeing kids who never succeeded in any place excel in a newspaper.”

- Chris Gautz, who graduated from CMU in 2004 and covers business for the Jackson Citizen Patriot, was honored as the 2009 Young Journalist of the Year.

By Aaron McMann

Judge Fred Mester, who was inducted into the Journalism Hall of Fame, speaks at a podium during the Hall of Fame dinner. Photo by Kent Miller, CMU assistant professor.

The 2009 inductees include:

- Jeffrey R. Caponigro (1979 graduate)
- Matt Dobek (1981 graduate)
- Terry Foster (1981 graduate)
- Monetta Richey Harr (1971 graduate)
- Rick McKay (1976 graduate)
- Betsy Pollard Rau (1975 graduate)

2009 Young Journalist of the Year:

- Chris Gautz
China Daily Exchange Program Opens Up New Opportunities

When Yilei Yu, the sports editor of the China Daily newspaper in Beijing, stepped off the plane in Lansing, Michigan on a cold February evening to begin his term as a visiting scholar in the China Daily exchange program he was welcomed by an empty terminal and already dimmed lights in the airport.

“I thought, ‘God, this is different than Beijing.” Yilei said. “Every time I'm in Beijing there are many people, taxis, 24-hour restaurants. I realized this is a very different life.”

For the past 11 years, Central Michigan University has been sending students as interns and receiving staff members as visiting scholars from the China Daily, Beijing's English-language newspaper. The program, which is headed up by Professor Jiafei Yin, a former staffer with the China Daily and sponsored in part by Dow Chemical, has survived several international disasters, including 9/11 - which tightened security - and the SARS epidemic.

Two CMU students who were sent to the China Daily as interns decided to stay there. Erik Nilsson went in 2006, and covers travel for the paper. Todd Balazovic came after Nilsson and is now covering metro.

Yilei remembers when Nilsson first interned with the paper. One night when they were both working late, Nilsson asked Yilei to dinner, which turned into a six-hour talk.

“He asked everything about China, I could feel his worries because he knew nothing,” Yilei said. “He's developed fast, now he's a fluent Chinese speaker.”

CMU senior Will Axford, Voices editor of CM Life, is leaving for Beijing in June, as the next CMU intern for the China Daily. While there, he will be writing feature stories, interviewing a lot of expatriots, and visiting places he has only seen in pictures.

“It's a unique opportunity,” Axford said.

“Professor Yin puts a lot of work into this program, other universities don't offer something like this.”

Meanwhile Yilei has been taking advantage of the last of his time in the U.S. before he, too, leaves for Beijing in June. As a visiting scholar, he has been taking classes, speaking to students, and getting to know American culture first hand.

“Before I think I watched too much TV that portrayed American students in one way.” Yilei said. “Now I understand it's not easy.”

According to Yilei, a large difference between American and Chinese students is that American students often support themselves, while Chinese students have the support of their whole family behind them. If there is a tragedy in the family, like the death of a grandparent, Chinese parents may not tell so the student can continue to focus on studies.

One thing Yilei has found disappointing is the portrayal of China in the U.S. media: “I feel like the U.S. media likes to give a label to everything: communist, control, censor. The message they give to the American people is that China stays the same, but I'm even surprised at how fast China is changing.”

The benefit of this, Yilei said, is although the coverage seems biased, unfair and even malicious at times, it helps China see its flaws and fix them.

As a sports editor, Yilei thinks both China and the U.S. can look at how they treat sports and learn from that to help international relations.

“Basketball makes the Chinese very interested,” Yilei said. “It is the one time people put their pride and prejudice aside and say [to the U.S.] we're number two, you're number one.”

At the same time, people in the U.S. can learn respect from sports.

“No one says 'You're just a communist,' to Yao Ming,” Yu said.

China Daily Sports Editor Yu Yilei Says Sports is a Bridge

Something as simple as basketball led to a bond between two nations that may have seemed to have little in common.

Yilei Yu, the sports editor for the China Daily newspaper, offered a presentation on the CMU campus titled “U.S. – China Ties: From ping pong to the NBA.” His speech featured a unique twist on the relationship between the United States and China.

Yilei provided several sports statistics and information using a detailed PowerPoint slide show, offering some surprising knowledge to his audience. To start, he spoke of the basketball game in Beijing between the United States and China during the 2008 Olympics.

Although China lost the game by 31 points in what was a preliminary game for the U.S., it was an all-out party for China. Everyone in the stands or watching on television absolutely loved the action.

“The game was a very symbolic game. This game represents the relationship between the U.S. and China, not just on the basketball court,” Yilei said.

He highlighted the sports exchange between China and the U.S., most notably with regards to Chinese NBA All-Star Yao Ming. Yilei explained the insane popularity of Yao Ming in China, and how proud the nation's people are to see him succeeding in America.

Yilei then explained how basketball – and sports in general – is a way of bringing the U.S. and China together.

“Yao Ming is just one signal of our shared love for basketball,” Yilei said.

Yilei discussed sports relationships between people of the United States and China, and the ties started to become more and more apparent.

Several U.S. Olympians, including speed skater Apollo Anton Ohno and gymnast Shawn Johnson, were led by Chinese coaches. The

By Adrianna Neuenschwander

By Evan Dean

coach of the silver medal-winning U.S. women's volleyball team was a Chinese woman, and it's becoming more and more common to see U.S. athletes with Chinese heritage representing their nation in the Olympics.

Yilei then used other examples, outside of just sports, of how the U.S. culture is infusing its way into China. He explained how many students from prestigious universities in China travel to the United States to continue their education. He also spoke of the popularity of American fast food and clothing brands in China – particularly McDonald's and Nike.

The presentation showed how something small can create a bond between people of two completely different parts of the world. Basketball seems to have helped to do that for the people of the United States and China.
Alum of the Year Lorrie Lynch Discusses Changes in Journalism

By Katie Sidell

CMU journalism Alumna of the Year Lorrie Lynch is going through a major life change. After 31 years of working for USA Today, Lynch is looking for a new way to survive in journalism.

The former senior editor of USA Weekend Magazine, Lynch was laid off in January due to cutbacks. Now she is trying to find her way in the new world of journalism where good reporting skills are just a small part of any job description.

Lynch finds herself in a place where her old job doesn’t exist anymore. Her former position left her with a higher pay scale than most publications can afford and lacking multimedia skills many journalists today learn in their early college classes.

“I would not be truthful if I said I was not unhappy about my layoff,” said Lynch over breakfast on a sunny Washington, D.C., morning in March. She said she has some residual anger over being let go, but it was a close friend of hers who helped put her situation in a more positive light by reminding her how the 35 years from college until now have been an incredible time in journalism.

Lynch recounts milestones in investigative reporting, starting with Woodward and Bernstein, being on the start-up staff for USA Today, covering the AIDS epidemic and being one of the people who set a standard for women in the newsroom. Over the course of her career she has interviewed celebrities, covered state dinners at the White House when Nancy Reagan was the first lady and attended the award shows such as the Oscars and the Emmys.

A 2007 CMU Journalism Hall of Fame inductee, Lynch holds the art of journalism in high regard. Her love for her field of work along with the desire to learn new skills has given her a drive to move forward into new career endeavors.

“There’s not going to be a job like I had,” said Lynch. She is looking for new opportunities in freelance writing, internet-related positions and even public relations.

When asked to give advice to new journalists, Lynch said, “if I were talking to students I would say to take risks.”

She stressed the importance of people always pushing themselves and not becoming too comfortable in any position.

“All of the people that I know who are successful, however you judge success, took risks in their careers,” Lynch said.

She said every move she made in her career seemed risky at the time but they all paid off. Lynch said her biggest risk was moving to California to live with friends in 1981. The job she found there is what led her to USA Today and the next 31 years of her life.

With a supportive family and a strong ambition, Lynch said she believes she will find her own way in the world of journalism and is excited to see what it has to offer.

By Alek Frost

Annual Awards Luncheon Honors Students and Outstanding Alum

By Alek Frost

The 10th annual CMU Journalism Awards luncheon provided laughs, tears and the occasional award. Scholarships were awarded to students, and Lorrie Lynch was honored as the Alum of the Year.

More than 40 students were recognized for their accomplishments, both academic and practical on Wednesday April 14. The Lem Tucker Journalism Scholarship, a full scholarship awarded annually that enables a student to earn a CMU bachelor’s degree in a journalism-related field, was awarded to two students, Odille Parker of Holland and Logan Patmon of Southfield.


“This first year with the Lem Tucker Scholarship was fun, stressful, and enlightening,” Gardner said.

Hernandez said the scholarship enabled her to receive an education she would otherwise not have received.

“Without the Lem Tucker Scholarship, I would not be standing here today,” Hernandez said. “And for that scholarship, I am eternally grateful.”

CM Life and Grand Central magazine were honored by the Society of Professional Journalists. CM Life won in 14 different categories and Grand Central magazine, in its first year of entry, was named “Best Online Independent Publication.”

The 2010 Journalism Awards Luncheon attendees included award winners from The Society of Professional Journalists (Region 4), the Michigan Collegiate Press Association (Division 1), the Michigan Press Photographers Association, and the Department of Journalism Scholarships and Endowments.

The luncheon recognized the 2010 Distinguished Alumna of the Year: Lorrie Lynch, former senior editor and columnist for USA Weekend, a sister publication of USA Today that reaches 49 million readers, for over 30 years. Lynch is a 1975 graduate of CMU and a former editor-in-chief for CM Life. Lynch was inducted into the CMU Journalism Hall of Fame in 2007.

Lynch addressed the current trends, possible destinations for the journalism industry and attempted to ease student concerns over the potential job market and the so-called dying profession. She offered advice based on her 30 years in the industry and encouraged students to take risks.

“Mess up that clean slate,” Lynch said. “Life does not offer prizes for keeping it pristine.”

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“Mess up that clean slate,” Lynch said. “Life does not offer prizes for keeping it pristine.”
A chance encounter with a flier advertising an open dean position for CMU’s College of Communication and Fine Arts two years ago inspired Salma Ghanem to throw her hat in the ring.

The former chairwoman of the communication department at the University of Texas Pan American landed the job and is wrapping up her first year after starting the gig on Aug. 3, 2009.

She said the experience thus far has been wonderful.

“People have been very very welcoming,” Ghanem said. “Faculty have been welcoming, the staff have been wonderful, the students that I’ve met have been very professional. It’s been a good experience.”

But trying to lead a college during a time of budget cuts can be challenging, Ghanem said.

Despite the financial crunch, she said faculty and staff have been supportive.

“I’ve been really amazed by the cooperation and understanding that I’m getting from everybody,” she said.

In addition to managing the budget, Ghanem said she also handles everything from program reviews to faculty needs to personnel issue. She also deals with many CCFA-sponsored events.

Most recently, Ghanem revised the CCFA’s mission after drafting a new version and consulting with the department chairs.

Running an authoritarian regime isn’t Ghanem’s style. She likes input from her professional peers and feeds off of the flow of ideas.

She said working in the academic setting at CMU energizes her.

“There’s a constant flow of ideas and what better job in the world could you get besides that,” she asked.

Instead of single-handedly setting an agenda at the beginning of the year, Ghanem said she did not personally set any goals for CCFA.

Rather, she took her time getting to know the college and designed a strategic plan for the CCFA in collaboration with the department chairs.

“The way we’ve done it is I asked each of the units (departments) to provide me three- and five-year goals,” she said. “I don’t want it to be a top-down strategic plan. I want the strategic plan to come from the units (departments).”

She also wanted the plans designed around students’ needs. Ghanem said she sees herself as an advocate for the college and to capitalize on that role, she said she likes “to focus on students and then go backward from there.”

She asks herself “what’s in the best interest of the students?” and then determines how to accomplish the identified initiatives.

A pressing problem Ghanem identified is a lack of computers that students need to help with their coursework.

She’d like to add an additional computer lab in the CCFA to alleviate the issue.

“Some students in certain departments don’t have access to the labs as much as they need to so we need to deal with that problem,” she said.

For the journalism department specifically, Ghanem said she’d like to hire more faculty, organize more study abroad opportunities and provide more financial assistance for the existing study abroad programs.

Overall, though, Ghanem said CMU has a wonderful journalism program.

“l think we have a great quality program,” she said. “I think the students have wonderful opportunities for internships as well as hands-on experiences here on campus.”

Ghanem said her mission is to make the already-exceptional CCFA programs as strong as possible.

“As long as I’m here, I’m going to try and do the best job I can,” she said.

EXPERIENCE

Ghanem worked in public relations before entering academia.


After that, she was a communication specialist for four years at the Scott and White Hospital in Temple, Texas.

She earned her bachelor’s degree at the University of Texas-Pan American, and her master’s and doctorate at the University of Texas – Austin.

In 1994, she joined the faculty at UTPA; seven years later, she became the chairwoman of the communication department. She was chairwoman for eight years before coming to CMU.
Maria Marron revamped the Association of Schools of Journalism and Mass Communication's mission and goals nine years ago, and in the process, she forged a bond with the organization that’s lasted ever since.

Marron, the chair of Central Michigan University’s journalism department, is now the president of ASJMC.

ASJMC is a group that represents the deans, directors and chairs of journalism mass communication programs across the United States.

“It’s a professional organization in many respects,” she said.

As president, Marron said it’s her mission to try and brand ASJMC as the most legitimate national leadership organization among schools of mass communication.

To accomplish that, Marron established a committee on prominence to market ASJMC. In the process, she’s helped put CMU on the national radar.

“It gets the name of CMU out there,” Marron said. “It shows we are involved on the national level.”

ASJMC “deals with the big picture,” Marron said, and so it gives her good insight into issues affecting journalism schools concerning budgets, personnel and curriculum.

Marron said the ASJMC has identified several issues affecting journalism programs across the country, including declining state funds for programs, the impact of online curriculum, the need to keep curriculum current with trends in the mass media and the need to retrain faculty who haven’t worked in the digital era of journalism.

She said being involved in ASJMC helps her understand how these issues will affect CMU and what she can do to alleviate the impact to make sure CMU comes out ahead.

For example, CMU journalism students now have the privilege of learning in the high-tech, Caponigro Multimedia Lab on the fourth floor of Moore Hall thanks in large part to Marron and her involvement with ASJMC.

Marron sought funding for such a lab after becoming acutely aware of the need to do additional fundraising for the journalism department after attending an AJSMC gathering in which the need to do so was discussed.

“I got very aware of the need to generate money here,” Marron said after reflecting on the experience.

“I think (the Caponigro Lab) came about because of my willingness to work with the development people at CMU to make it happen,” Marron said.

PRESIDENTIAL DUTIES

As president, Marron said, “You try to set the course for the year ahead.”

She was nominated for president nearly three years ago but in ASJMC, you have to serve as the vice president, president-elect, then president and then you serve as the post-president.

“One comes up through the ranks,” Marron said.

Marron organized the ASJMC conference that took place in Mexico City last year. This theme of that conference was “Globalization and Media Education.”

“It was a big program and it was quite interesting to do that from afar,” she said.

Though Marron didn’t plan the most recent conference that took place in Atlanta – planning is the vice president’s job – she still contributed input and said she enjoyed it.

“It was a very good conference,” she said. Though Marron said serving as president has been going fine, she said she actually contributed significantly to the organization as a committee member revising the organization’s mission and goals.

“I was very taken with the idea of changing the plan, mission and goals,” she said. “I sort of continued to be involved.”
Dr. Hartman Lectures in Saudi

Central Michigan University journalism professor John Hartman is becoming a fan favorite in the Middle East.

Hartman and his wife, Kay, recently returned from the Saudi Arabia, where he taught journalism to undergraduate students at King Saud University. It was Hartman’s third trip to Saudi Arabia in the last three years.

“They invited me out of the blue,” Hartman said. “I later learned they were very interested my expertise about USA Today.”

Hartman previously visited Saudi Arabia in 2008 and 2009 in addition to his 2010 trip, all for two-week stays. Aside from teaching the students at the university, Hartman conducted journalism seminars for a daily newspaper, and also gave speeches and participated in panels.

Journalism in Saudi Arabia has significant differences with the profession in the United States, and the government is highly protective when it comes to the news media.

“The monarchy must be respected in news coverage, as well as the nation’s Muslim religion, Hartman said. “The emphasis is on conviviality.”

While teaching, Hartman ran into some interesting cultural differences that he had to adjust to, such as segregated universities.

“I taught to all men except that, on a few occasions, women viewed my lecture by telecommunication and asked questions,” he said.

Women must wear black robes and have all or part of their head covered, a custom that his wife Kay had to abide by. Also, the seven-hour time difference made sleeping difficult.

Though he was well treated during his time there, Hartman said there is some skepticism about the United States.

“Beneath the surface, there is some resentment of the United States and what many Saudis believe is our superior attitude,” he said.

Some Saudis believe they are not portrayed well in the Western media.”

Hartman also said many Saudis believe that the United States is biased toward Israel, a notion he disagreed with on many occasions.

Although he had his differences with the locals on some issues, Hartman plans on returning to Saudi Arabia in 2011, as part of a four-year commitment.

“It was very gratifying as the students, professors and professionals seemed very appreciative of my efforts,” he said. “My wife and I were treated very hospitably during our visits.”

While Saudis and Americans disagree on many things, Hartman says there is common ground between our two nations.

“They care about their country, are very family oriented and believe in education,” he said. “On those three points, our two nations are in accord.”

Professors Use Sabbaticals to Revamp Research and Classroom Techniques

Professors at CMU who have earned their doctorate and are full time can go on a sabbatical once every six years. Three professors in the journalism department are going to or have recently had a sabbatical.

Dr. Maria Marron, Dr. Dennis Jeffers, and Dr. Jiafei Yin are all using this period of time to research topics they feel important to the journalism department and are all using the time they get a little differently. Dr. Marron, who went on sabbatical in fall of 2009, traveled to England for the majority of her sabbatical.

“I’ve long been interested in researching the investigative journalism of Great Britain,” Marron said. She spent the majority of her sabbatical building contacts and relationships in London, she said.

Marron was invited to speak at London Southbank University as well. She spoke of the changing nature of Michigan’s media.

“They were very receptive and I got a lot of input from the faculty,” Marron said, “One of the faculty is actually from Michigan.”

Dr. Jeffers, who was on sabbatical during the spring semester, spent his time upgrading his knowledge of the technology and tools journalists are using in today’s media, he said.

“Many of these technological tools, from cloud computing to enhanced social media platforms, are now being adopted by communicators in all areas of the business and political world,” he said.

Jeffers said he is also spending his sabbatical updating the curriculum for his JRN 101 class.

“It seems that each week there are new technological and professional practice developments that affect this area: everything from new hardware like the iPad to changes in the business model of Twitter -- that have an impact in this area,” he said, “It takes a lot of time to stay current with these new developments and being on sabbatical helps.”

Jeffers is also researching the transition of newspapers to electronic formats. He said he spending a lot of time researching the transition of the Detroit News and Detroit Free Press as they increasingly move online.

Dr. Yin, who is going on sabbatical in the fall, said she will spend her time in China researching international communication. Yin will also spend a large portion of her time researching the press in China and how it has changed as the country has evolved.

“There are five communist countries left in the world, and China is the largest and is going under fundamental change,” Yin said. “Nobody knows how the media is going to change.”

Yin said how the Chinese media evolves during this transitional period will shape China and even the whole world. Yin also said that the Internet is having a large effect on Chinese media.

“Freedom of speech is so hard to control, especially with the Internet,” Yin said.

She also said that the Internet is helping to free up the print newspapers as well.

Yin plans on spending her time getting the feel of the media from the Chinese public as well.

“I want to know how people feel and where the media is going,” Yin said.
Spotlight on New Media

Social Media Classes Coming to CMU

Facebook, Twitter, MySpace, and even YouTube are now major tools employers use to find new employees. CMU professor Pat Lichtman is teaching a new course about these social media and how they are going to shape the future of journalism and business.

Lichtman is starting the class JRN 397A in fall 2010. She said the class will be a great opportunity for students to learn how to appropriately use social media in their everyday lives.

“Social media is a way to blend in video, text, and Internet to be interactive with people,” Lichtman said, “Companies are looking for people who can critically analyze these tools in those organizations.”

She also said that most students are unaware of how harmful social media pages can be if the user does not know what they are doing.

“Employers check social media sites regularly,” she said. “They can be good or bad for students.”

Lichtman says she learned social media by doing, but the process is never done because so many new social media sites come out all the time.

“I would bet 25 to 50 new social media sites will emerge by the time I start teaching the class in the fall,” she said. “We need to learn about these. This isn’t going to go away.”

Many companies now have social media positions that need to be filled, Lichtman said.

“General Motors has entire departments for social media, and you better believe they played a big part in their turnaround,” she said.

The class will count as an elective for the journalism major at CMU or as an elective for interdisciplinary majors and minors.

“Students will want to take social media if they’re looking to fill a hole in their schedule or if they want a leg up,” Lichtman said. “Plus, it’s fun.”

Spotlight on Extraordinary Staff

Cindy Gall: An Asset to Department

At the top floor of Moore Hall is one of the journalism department’s greatest and most reliable assets.

No, it’s not a computer or any type of technology. This asset is Cindy Gall.

Gall is the executive secretary for the Department of Journalism and has been for three years. Before that, she worked for 27 years in the Registrar’s Office in Warriner Hall.

“She not only knows everything that’s going on in the journalism department, [but] her years of experience in the Registrar’s Office move her from queen of information to empress of knowledge, in my book,” said journalism instructor Betsy Rau.

As executive secretary, Gall supervises the student assistants in the journalism office, arranges receptions for speakers, and defines herself as the “general problem solver.”

“Cindy has bailed me out of every kind of trouble a new instructor could run into,” Rau said. “She’s wonderful.”

During her first year in the journalism department, Gall said she played a big role in planning the journalism awards banquet, but this has since been taken over by one of professor Jim Wojcik’s classes.

Gall can be found in the Journalism office Monday through Friday during normal business hours.

“It’s an 8 to 5 job,” Gall said. “When everyone is telling me to have a nice summer, I tell them, ‘I’ll still be here.’”

During her time at CMU, Gall said the biggest changes she has seen on campus include the construction of new buildings, as well as the new SLMC/SAP computer system.

Faculty members are not the only ones who notice Gall’s commitment.

“Cindy has been a tremendous help to me,” said journalism instructor Dr. Fred Hein. “Everything just runs more smoothly with her support.”

When not putting all of her time and effort into the journalism department, Gall likes to spend time camping up north. She also is very involved with her daughter’s high school athletics, such as track and volleyball.

Social media websites, such as Facebook (above-left), and MySpace allow individuals to interact with others around the world. Other media websites, such as Twitter (above-right), enable users to post and view photographs. Sites like YouTube (left) and Vimeo let users post and view short videos and movies online. Learning how to use social media websites will be essential to journalists seeking to keep up with changing technology and social movements.
**SPOTLIGHT ON NEW MEDIA**

**Grand Central e-zine offers online experience**

*Grand Central* magazine is giving students a challenging and rewarding experience in a feature-heavy, online magazine environment.

Recently, the magazine won the “Best Online Independent Magazine” award in region 4, from the Society of Professional Journalists.

Betsy Rau, journalism professor and adviser for *Grand Central* magazine, emphasized that the publication is essential to the curriculum of the journalism program, and that the unique experiences gained by students are quite valuable.

“*Grand Central* is an important part of CMU journalism,” Rau said. “It gives students online experience, which will pay off greatly in the changing world of journalism.”

For Carisa Seltz, a Harbor Beach junior who has written for *CM Life* and served as an editor for *Grand Central* magazine, that experience goes a long way.

“As a journalism student, I can put on my resume: reporting experience [and] online writing experience,” Seltz said. “And that’s really important.”

Seltz was one of seven original editors who were around for the online magazine’s creation more than three years ago. She reflected on her experience with the, then newly-created magazine.

“It was challenging,” she said. “I was a freshman. I hadn’t even completed a journalism class at that time.”

Seltz also mentioned that many changes have occurred. One such change involves the magazine’s ability to attract volunteers through a newly developed class – JRN 497A - as opposed to *CM Life*’s monetary incentive.

“It’s a class now,” Seltz said. “There’s probably 60 students doing it for either one, two, or three credits. And then there are tons of volunteers, like myself.”

Rau also reflected on the success of the new class.

“I think we sometimes get the short end of the stick if a student can get paid to write for [CM Life] and has no compensation for working on *Grand Central,*” Rau said.

“The addition of [JRN] 497A helped loads because it added the credit component to our magazine. At least students get something from it now.”

According to CMU’s website, the new course entails: “Applying various online journalism theory and skills, such as web design, audio and video production, and photography, to publish a web magazine as a group.”

*Grand Central* magazine, as a program, is helping students learn about the major trend of journalism’s migration to the Internet. But there were challenges during the transition that still exist today.

“Specifically with *Grand Central,* there is no newsroom like *CM Life,*” Seltz said. “It’s online. What’s difficult is a lot of the times you’re communicating electronically through email. And so, there’s miscommunication with that because you’re not face to face.

“In my position as a copy editor, I don’t have any control over when I get stories. Sometimes I wasn’t getting stories until Thursdays. They were due Tuesdays, because we upload [on] Fridays.”

At the same time, the magazine does have a large advantage over traditional media: the cost.

*Grand Central* can publish for next to nothing, since the ability of hosting on the Internet is only limited by the capacity of a computer acting as a server, and content does not require paper or ink to be published.

“It doesn’t cost us nearly as much to publish,” Rau said. “We just need to get more circulation.”

Circulation has been a difficulty for *Grand Central* since the start. But the magazine is constantly growing and attracting more readers. Seltz said that, despite *CM Life*’s larger audience, the two are complementary, in terms of readership.

“*CM Life* and *Grand Central* are independent publications,” she said. “But they can only help each other.”

“In an ideal world, students are going to read breaking news in *CM Life* and then check out *Grand Central* for media, like video; or they’re going to get a more of an in-depth experience with the event, which they may or may not have been to.”

Both Seltz and Rau are happy to have had *Grand Central* magazine as an opportunity at CMU, and have benefited from the experience.

“I love working with the students on *Grand Central,*” Rau said. “They’re fantastic.”

“I’m really proud of the stuff,” Seltz said.

“All of the section editors this year have certainly put in a lot of work.”

*Grand Central* magazine is updated weekly and can be read online at: www.gcmag.org.
I would like to support the Department of Journalism’s outreach programs.

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