You can't Teach...If you can't Reach

Educating our future Journalists and Strategic Communicators demands that we discover our students' channel.
The disruption of the media was one of the first fall-outs from the rise of the internet...and this means we needed to learn how this applies to our field and begin teaching and modeling these things to our students.
SOCIAL MEDIA STRATEGIES

Developing analytics on how social media works and what posts are successful.
SHOOTING ON SMART PHONES

Shooting podcast and broadcast on phones

Using apps for editing

Scripps Howard School of Journalism and Communications 2020
Panel Discussions

Utilizing social media to solicit questions from the audience during panels with headliners
Website Creation
WE ARE IN A TIME AND PLACE WHERE NO MATTER HOW ESSENTIAL THE LESSON, THE KEY TO SUCCESSFUL STUDENT OUTCOMES WILL CENTER ON OUR WILLINGNESS TO EXPERIENCE TEACHING WITHIN THE STUDENT'S 'DESIRED SPACE.' AS TECHNOLOGY ADVANCES, SO MUST WE.