



Best Practices in the Teaching of Diversity Competition

*Sponsored by the Elected Committee on Teaching,
Association for Education in Journalism and Mass Communication*

Diversity is vital to journalism and communication. The AEJMC Elected Committee on Teaching is looking for Best Practices in the Teaching of Diversity. The competition theme has relevance across the repertoire of our field. Diversity may relate to:

- ▶ Multiculturalism, racial, gender, sexual, cultural, and ethnic heterogeneity.
- ▶ Perspectives, theories and concepts that address differences in race, class, history, society, ability, gender and sexual orientation, age, religion, language and socio-economic status.
- ▶ Complexity of people, perspectives and beliefs in communities or global societies.
- ▶ Representation of ideas, people and perspectives from historically underrepresented groups and other related issues in media, communication and other fields.
- ▶ Other diversity issues.

The AEJMC Teaching Committee will select winning entries for publication in an AEJMC booklet. We will invite winners to present their ideas at the 2009 AEJMC convention in Boston, Massachusetts (The Sheraton Boston Hotel), August 5-8, 2009.

Showcase your best ideas and win a cash prize! First prize: \$300 and certificate, Second prize: \$200 and certificate, Third prize: \$100 and certificate

Deadline for Entries:

Entries should be received by 5 p.m. Eastern Time, Wednesday, March 4, 2009.

Submission Guidelines:

1. The first page of your entry should be a cover sheet with name, affiliation, contact information, entry title and a 125-word bio (written in third person). We will detach this cover sheet to facilitate blind judging.
2. Word, PowerPoint, Portable Document Format (PDF) or Rich Text Format (RTF) files are acceptable; large digital files may be sent by regular postal service mail.

3. Examples of materials may include (but are not limited to) a syllabus, one good teaching idea, an instructional unit, a multimedia presentation, an online learning module, etc.

4. Do not include author name or any other identifying information in the description section of your entry. The description section of your entry should be a TWO-PAGE executive summary and include:

- a) Title
- b) 100-word abstract
- c) Explanation of the teaching practice or activity
- d) Rationale
- e) Outcomes

Under no circumstances should the description exceed two pages in 12-point type with one-inch page margins.

5. Submit your entry as an attachment by email to Dr. Deb Aikat at **da@unc.edu** (Mention "09_AEJMC_diversity" in the subject line of your email submission) AND by regular mail to

Dr. Deb Aikat

School of Journalism and Mass Communication

CB # 3365, University of North Carolina at Chapel Hill,

Chapel Hill, NC 27599-3365, USA.

6. Do not send original copies of documents. Entries cannot be returned.

Criteria for Judging

The criteria to evaluate entries are outlined below:

1. Excellence in teaching of diversity (20 points).
2. Effective creativity or innovation (25 points).
3. Real-world application of diversity theories, concepts and principles (15 points).
4. Focus on critical thinking (20 points).
5. Compliance with format in Call for Papers (10 points): (i). Explanation of teaching/methodology, (ii). Rationale, and (iii). Outcomes
6. Overall impression or assessment (10 points)

Judging:

The AEJMC Teaching Committee's panel of judges will decide the winners. All entries will be blind judged. Judges will not have access to any identifying information about entrants. The judges reserve the right not to award prizes. Competition results will be announced by Tuesday, May 5, 2009.

End of competition call