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#### FOR IMMEDIATE RELEASE

### Scripps Howard Foundation/AEJMC Announce Visiting Professor Grant Recipients

Facebook, Twitter, Instagram, YouTube, Pinterest, Storify — how are these and other social media platforms transforming the communications industry?

Six members of the Association for Education in Journalism and Mass Communication (AEJMC) will find out this summer as the newest recipients of Scripps Howard Foundation Visiting Professors in Social Media Grants.

The grants, funded by the Scripps Howard Foundation and administered by AEJMC, enable faculty to travel to different media outlets for two weeks during the summer to experience first-hand how media outlets are using social media to deliver and enhance their communications. Educators then take these updated skills and knowledge back to their classrooms, sharing with students what they have learned. The second phase of the program funds the travel of an outlet representative to the faculty's campus for a three- to five-day visit.

This is the fourth year the Scripps Howard Foundation has funded the program. The selection process was very competitive this year with a panel of judges evaluating the 43 applications from AEJMC members.

Recipients for 2014-15 include (in alpha order) **Adedayo "Dayo" Abah**, Washington and Lee University, who will visit Zero Dot marketing agency in Chicago; **Holly Easttom**, Oklahoma Baptist University, who will visit WCPO-TV and WCPO-Digital in Cincinnati, Ohio; **Kyle Heim**, Seton Hall University, who will visit the *Knoxville News Sentinel*, in Knoxville, Tenn.; **Scott Maier**, University of Oregon, who will visit the Scripps Washington Bureau in Washington, D.C.; **Lynn Owens**, William Peace University, who will visit C-SPAN in Washington, D.C.; and **Adam Peruta**, Syracuse University, who will visit Digitas advertising agency in Chicago.

[Grant recipient bios and photos follow.]

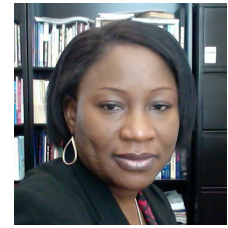
The grant provides \$3,000 for each visiting professor's travel, housing and other expenses for the two-week summer visit to the media outlet and \$1,000 for expenses related to the outlet representative's campus visit.

The call for applications was issued in February, and the selection process was completed in May. Applications were reviewed by an AEJMC panel who scored applicants based on the value/need of the program for the applicant, impact of the visit on the applicant's home campus, strength of ideas for the professional's visit and the overall quality of the application.

The Scripps Howard Foundation is the corporate philanthropy of The E.W. Scripps Company, which was founded in Cincinnati 133 years ago and today operates newspapers and television stations throughout the United States. AEJMC is a nonprofit, educational association of journalism and mass communication educators, students and media professionals; it was founded 100 years ago in Chicago, IL, by a group of 23 journalism educators and practitioners. For more information, contact Lillian Coleman, AEJMC Project Manager, [aejmcnews@aol.com](mailto:aejmcnews@aol.com).

BIOS/PHOTOS:

**Dayo Abah**, Washington and Lee University, will be spending two weeks at Zero Dot marketing agency in Chicago. She is an associate professor in Washington and Lee's Department of Journalism and Mass Communications, where she teaches courses in media law, media and society, crisis communication and global communication. She was a staff writer for a general interest national magazine in Nigeria, and, an editorial adviser for *Methodist News*, the national magazine for Methodist Church Nigeria. She has also worked in public relations and advertising for Kenbos Associates in Nigeria.



**Holly Easttom**, Oklahoma Baptist University, will be spending two weeks at WCPO-TV and WCPO-Digital in Cincinnati, Ohio. She worked as a writer for more than 20 years before transitioning to education. Easttom began teaching at Oklahoma Baptist in 2000 as an adjunct and became a full-time faculty member in 2002. She serves as advisor for the weekly student newspaper and yearbook as well. Easttom is a member of many professional organizations and is a strong advocate for student learning and providing hands-on experience.



**Kyle Heim**, Seton Hall University, will spend two weeks at the *Knoxville News Sentinel*, in Knoxville, Tenn. He is an assistant professor in Seton Hall's Department of Communication and the Arts, where he teaches courses in social media, communication research and journalism history. His research explores the influence of social media on journalistic practice. Heim, who holds a Ph.D. in journalism from the University of Missouri, worked in the news industry for 15 years at newspapers including the *Chicago Tribune* and the *Minneapolis Star Tribune*.



**Scott Maier**, University of Oregon, will spend two weeks at the Scripps Washington Bureau in Washington, D.C. He is an associate professor in Oregon's School of Journalism and Communication. A 20-year newspaper veteran, Maier has covered city hall, the state legislature, Latin America and other news beats. He co-founded CAR Northwest, an industry-academic partnership providing training in computer-assisted reporting. A leading researcher on media numeracy and accuracy, Maier conducts workshops on newsroom math and fact-checking. He also serves as U.S. co-director, European Journalism Observatory.



**Lynn Owens**, William Peace University, will spend two weeks at C-SPAN in Washington, D.C. She is an associate professor and department chair of Peace's communication program. Owens' research focuses primarily on newsroom best practices and diversity issues in broadcast news. Her work has been published and presented at numerous national and international mass communication conferences. Before returning to academe, Owens was a reporter at WNCT-TV in Greenville, N.C., where her work won a regional Edward R. Murrow Award and two Emmy nominations.



**Adam Peruta**, Syracuse University, will spend two weeks at Digitas advertising agency in Chicago. He is an assistant professor in Syracuse's Newhouse School of Public Communication and specializes in creative strategies in advertising, with a strong concentration in new media and interactive media. His interests concentrate in digital technologies and how new media impacts corporate advertising and marketing. He teaches courses in graphic design, interactive design, advertising art direction and brand design. Professionally, Adam focuses on interactive design, branding and web programming.

