Communication Arts professor chosen to attend national journalism institute

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Georgia Southern University Department of Communication Arts assistant professor Dr. S. Camille Broadway has been chosen as one of 12 fellows for the 2013 Scripps Howard Entrepreneurial Journalism Institute and will participate in a weeklong program in January at the institute, housed at Arizona State University in Phoenix.

The nationwide fellowship program is designed to help faculty develop courses and programs in entrepreneurial journalism at their home universities. A five-day series of seminars will introduce the educators to investors and media entrepreneurs in addition to other entrepreneurial journalism educators.

“It is an honor to be chosen as a fellow,” said Broadway, a former newspaper journalist. “I am excited to dig into entrepreneurial journalism. I didn’t get training like this in college or during my career.”

As part of her participation, Broadway will develop a course in entrepreneurial journalism for Georgia Southern University.

“We saw a need in our program for a class that taught students to think like innovators and to see industry changes as a series of opportunities,” Broadway said.

At the institute, the fellows will learn what business concepts students need to understand to be successful in developing media start-ups.

“While I cannot predict what the media environment might look like 20 or 30 years down the road, I believe getting our graduates ready for both the marketplace and the newsroom will put them in the best position to be industry leaders,” Broadway said.

Fellows were chosen from a competitive pool of applicants. As part of the application process, Dr. Pam Bourland-Davis had to write a letter affirming the Department’s commitment to offering the course as part of the multimedia journalism sequence’s offerings.

“My fellow faculty members and my department chair have been very supportive generally of my interest in starting an entrepreneurial journalism course at Georgia Southern and especially with my application to the Scripps Howard program,” Broadway said.