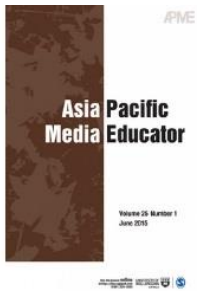


JENNIFER C. THOMAS

Relevant and Recent Publications

Published:

Reassessing Journalistic Pedagogy: Howard University's Broadcast Coverage during the 2014 Midterm Election



Academic Journal Article Published: [Reassessing Journalistic Pedagogy: Howard University's Broadcast Coverage during the 2014 Midterm Election Sage Publications | Asia Pacific Media Educator](#) | December 2015 | 25(2), 238-246. doi:10.1177/1326365x15604935 (sole author)

Abstract (Abbreviated. See website/ abstract underlined above):

In the challenge of preparing broadcast journalism students for the realities of a high-pressured newsroom during an actual political news event, journalism programmes must embrace new pedagogies while underscoring the fundamentals of journalism. This commentary examines the challenges and practical and instructional opportunities for broadcast journalism students of Howard University's Department of Media, Journalism and Film, while covering the 2014 US Midterm Election. The author explains how her individual experience as a veteran news industry professional-turned journalism academic, influenced and informed processes, practices and outcomes for student journalists who lacked experience and in some cases interest in the political process. The students witnessed first-hand the plethora of challenges facing modern-day newsrooms during a major news event, which served as a reminder of the uncertainties of the profession while emphasizing the value of preparedness. Findings suggest the compelling need to focus on deadline management, develop students' ability to successfully master ever-present ethical encounters and re-evaluate approaches for addressing the mutable realities of teaching millennium journalism students. Finally, an analysis of the realities of working in a classroom-turned-broadcast newsroom is offered.

Impact:

This paper underscores the university and department's emphasis on contributing to research that examines issues relevant to pedagogy and practice. I conducted significant research, and drew upon my unique personal industry experience to examine, using the 2014 U.S. Midterm Elections as the basis of the article. I served as lead broadcast faculty member for this project, which resulted in dozens of reporter stories, and provided undergraduate journalists-in-training

unheralded opportunity to cover a national event. My experience for covering political journalism spans for more than 20 years. I am pleased to have covered the 1996 Democratic National Convention as a producer with NBC, and to have shared this experience and use it as a guideline as the broadcast mentor faculty during the 2016 Democratic National Convention.

Asia Pacific Media Educator is an international refereed journal published twice a year by SAGE Publications (New Delhi) in collaboration with the School of the Arts, English and Media, Faculty of Law, Humanities and the Arts, University of Wollongong in Australia. The journal follows international norms and procedures of blind peer reviewing by scholars representing a wide range of multi-disciplinary areas. APME focuses on generating discussions and dialogues among media educators, researchers and journalists.

Content ranges from critical commentaries and essays to research reports and papers that contribute to journalism theory development and offer innovative ideas in improving the standard and currency of media reportage, teaching and training specific to the Asia Pacific region. Papers that integrate media theories with applications to professional practice, media training and journalism education are usually selected for peer review. ([SAGE Publishing](#))