

MEDIA, COMMUNICATION, AND FILM PROGRAMS
AT LIBERAL ARTS COLLEGES

M C F L A C
SYMPOSIUM
2016

TUESDAY MAY 24
WEDNESDAY MAY 25

MUHLENBERG COLLEGE
ALLENTOWN, PA

Sponsored by Muhlenberg College, Ursinus College, and Lake Forest College,
with support from the President's Office of Muhlenberg College

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Conference Organizing Committee

Lead Organizer: Beth Corzo-Duchardt (Muhlenberg College). Committee: Aggie Ebrahimi Bazaz (Muhlenberg College), Irene Chien (Muhlenberg College), David Park (Lake Forest College), Jeff Pooley (Muhlenberg College), and Louise Woodstock (Ursinus College).

Acknowledgements

First and foremost, we thank Muhlenberg President John I. Williams for his generous support of the symposium. Additionally, Amanda Jenkins-Ford went above and beyond her job description as administrative assistant for the Media & Communication Department in preparation for this event. Special thanks also go to Muhlenberg Media Services for taking care of our A/V needs, Veronica Corzo-Duchardt for program design and layout, Amy Corbin, John L. Sullivan and Lora Taub-Pervizpour for moderating panels, and Meredith Salisbury for tweeting the conference.



GUEST WIFI ACCESS

Username: Guestpres
Password: hoffman
(both are case sensitive)

MCFLAC SYMPOSIUM 2016



This symposium began as a modest endeavour that sought to gather together faculty from a diverse range of SLAC programs to compare curricular models, discuss the challenges and opportunities of teaching media in the liberal-arts context, and explore establishing an association of liberal arts college programs in media, communication, and film.

As the responses from our call for proposals came in, we were overwhelmed by the outpouring of excitement and support not only for this event but also for the idea of establishing an association. The question before us now is no longer whether a MCFLAC association should exist, but what it could/should look like and do. We hope that the presentations and discussions that take place over the next two days will lead us towards the development of a collective vision. In order to better facilitate that goal, we invite participants to share their thoughts on the large sticky notes placed on the wall in the back of the room and in the final session of the symposium, which we're calling "What Now: An Inclusive Discussion Concerning the Future of a MCFLAC Association."

Thanks for being part of the (first) MCFLAC Symposium.

— Beth Corzo-Duchardt

SYMPOSIUM SCHEDULE

TUESDAY MAY 24TH

Shuttles from Holiday Inn depart at 7:45 AM AND 8:15 AM

8:00 - 9:20

Breakfast/Introductions

8:30 - 8:40

Welcome by Muhlenberg President, John I. Williams

8:40 - 8:50

Introduction by Beth Corzo-Duchardt

9:30 - 10:30 | TEACHING THEORY PANEL

Moderator: Amy Corbin, Muhlenberg College

Film Theory and the Liberal Arts: Exploring the Changing Role and Place of Theory in Screen Studies Courses

Matthew Holtmeier, Ithaca College

Andrew Utterson, Ithaca College

Chelsea Wessels, Cornell University

Theory Without Tears: Teaching Film and Critical Theory

Shannon McRae, State University of New York at Fredonia

10:40 - 12:10 | TEACHING THEORY WORKSHOP

Ah, The Dreaded Theory Course: Considering the Essential Elements An Interactive Pedagogical Workshop and Resource

Workshop Leader: Pam Wilson, Reinhardt University

12:20 - 1:10 | LUNCH ~~~~~

1:20 - 2:50 | BEYOND THE CLASSROOM

Moderator: Aggie Ebrahimi Bazaz, Muhlenberg College

Critical Media Studies and Civic Engagement: Theory in Practice

Sarah Wolter, Gustavus Adolphus College

Martin Lang, Gustavus Adolphus College

McKayla Murphy, Gustavus Adolphus College

Documentary on the Edges: Innovation through Collaboration

Lora Taub-Pervizpour, Muhlenberg College

Andy Smith, Lafayette College

Doing Interdisciplinary Digital Projects

Nicole Maurantonio, University of Richmond

3:00 - 3:30 | TEA TIME ~~~~~

3:30 - 4:50 | IN THE CLASSROOM

Moderator: Lora Taub-Pervizpour, Muhlenberg College

The Inquiry Approach for Media and Communication Courses

Jeanita Blue, Baldwin Wallace University

Miranda Bennett, Baldwin Wallace University

Sean Gilmore, Baldwin Wallace University

**Integrating Film History, Theory, and Production in Teaching
Documentary and Experimental Film**

Stu Minnis, Virginia Wesleyan College

5:00 - 5:45 | INTEGRATING PRODUCTION WORKSHOP

Integrating Production Assignments into Traditional Liberal Arts Courses

Workshop Leader: Jennifer Fleegeer, Ursinus College

Workshop Leader: Anthony Nadler, Ursinus College

6:00 - 7:30 | DINNER ~~~~~

Shuttle to Holiday Inn and the Hamilton departs at **7:45 PM**

8:00 | DRINKS AT THE HAMILTON (NO HOST)

645 Hamilton St., Allentown, 7th and Hamilton

(two blocks from the Holiday Inn) | thehamiltonkitchen.com

SYMPOSIUM SCHEDULE

WEDNESDAY MAY 25TH

Shuttles from Holiday Inn depart at 7:45 AM AND 8:15 AM

8:00 - 8:50 Breakfast

9:00 - 10:30 | HISTORIES

Moderator: John L. Sullivan

Media, Communication and Film Programs at Selective Liberal Arts Colleges

Anne Kitz, Muhlenberg College

Jeff Pooley, Muhlenberg College

Survival Strategies for Small Student Newspapers

Sara Vigneri, Muhlenberg College

(Re) Envisioning Media Studies: A Field Without A Fence?

William Sonnega, St. Olaf College

10:40 - 12:10 | WORKSHOP: TEACHING INTRODUCTORY MEDIA, COMMUNICATION, AND FILM STUDIES COURSES

Workshop Leader: Lisa Patti, Hobart and William Smith Colleges

Workshop Leader: Leah Shafer, Hobart and William Smith Colleges

12:20 - 1:10 | LUNCH 

1:20 - 2:50 | VIRTUAL ROUNDTABLE ON MENTORSHIP

Moderator: Rebecca Gordon, Northern Arizona University

Participants (via Skype):

Tarik Elseewi, Whitman College

Rashna Richards, Rhodes College

Traci Reeves, University of Chicago

**3:00 - 4:30 | PRE-PROFESSIONAL TRAINING
AND THE LIBERAL ARTS**

Moderator: Jeff Pooley

**So . . . what kind of job can I get with a COMM major?
Bridging the Practical and the Critical in Communication Studies**

Jennifer Gauthier, Randolph College

Communication Theory, Practice, and the Liberal Arts

Molly Swiger, Baldwin Wallace University
Joe Tarantowski, Baldwin Wallace University
Sean Gilmore, Baldwin Wallace University
Andy Dohanos, Baldwin Wallace University

**Capital-C, no “s”: Opportunities & Challenges in Building
a Communication Major at a Liberal Arts College**

Jonathan Lupo, Saint Anselm College
Carmen McClish, Saint Anselm College

4:40- 6:00 | CLOSING SESSION

Coffee, tea, and light snacks will be served

**What Now: An Inclusive Discussion Concerning the Future
of a MCFLAC Association**

David Park, Lake Forest College
Beth Corzo-Duchardt, Muhlenberg College
Louise Woodstook, Ursinus College

This session is dedicated to an inclusive conversation regarding the unique value that MCFLAC can offer to faculty in media, communication, and film programs at liberal arts colleges. This will involve discussion of both short- and long-term goals for the organization as well as discussion of the concrete steps individual participants can take towards implementing these goals. Additionally, we will focus discussion on the proper administration of the organization itself. All symposium attendees may offer input through use of the large post-it notes first made available on Tuesday morning. We will build on these suggestions to generate a wide-ranging conversation regarding the potential contributions of MCFLAC to all of the dimensions of academic work in media, communication, and film programs at liberal arts colleges.

Shuttles to Holiday Inn depart at **6:10 PM AND 6:40 PM**