

SERVICE STATEMENT  
By Sue Burzynski Bullard

My service is designed to increase my effectiveness as a teacher and scholar.

Because I was hired to be the primary editing teacher at CoJMC, I immediately got involved in the American Copy Editors Society, the largest professional organization of news editors in the nation. My first task: Reviving a UNL student chapter.

I was elected to the ACES 15-member national executive committee in April 2010 as one of only two academics on the board. I was [re-elected](#) in April 2012 and again in 2014. I am one of two academics on a board of mostly editing professionals. I serve as the adviser to the UNL student chapter of ACES, recognized as the most active of a handful of student chapters in the country.

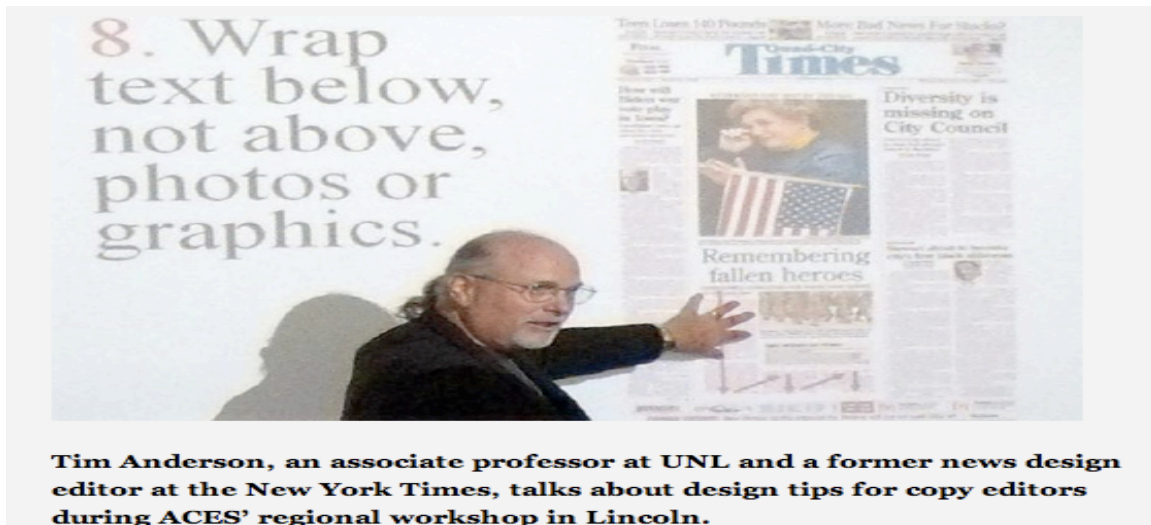
In 2012, I became the point person for developing online training opportunities for ACES members. I helped develop an editing certification course being used by the Poynter Institute's News University.

I've presented at ACES national and regional conferences on a variety of editing-related topics. In 2014, I helped organize and lead an editing boot camp for professionals held in Omaha. And I've written for the ACES website as well, focusing primarily on editing in today's digital world.

Each year, I also accompany students to national ACES conferences around the country. ACES\_UNL students have won national editing internships and scholarships because of their involvement in the association.

In October 2010, I organized an ACES regional meeting at UNL, attracting more than 50 students and professionals from around the Midwest and Plains states. It was one of only two regional meetings held in the country. The daylong workshop included participants from Minnesota, Wyoming, Kansas and Illinois. The session served several purposes. It spotlighted UNL's program and our students for editors, who may hire graduates in the future. It also showed off our program to potential students. As an example, two students from a two-year college in western Wyoming drove 14 hours to attend the program. They told our students that part of the reason they made the trip was to check out Nebraska's journalism program. One of them transferred to UNL the following year. It also exposed professionals from throughout the region to our faculty. Three of our faculty members – Charlyne Berens, Tim Anderson, and I – presented at the conference. In a welcome to participants, former Dean Gary Kebbel discussed journalism's future. The conference's exposure went beyond actual attendees. Photos and a story by our students were featured on the ACES national website and in its newsletter. With the help of a handful of students, I was responsible for the entire conference – from planning the program, marketing the event to students and professionals, coordinating logistics, ordering food, working with the Lincoln visitors bureau, copying handouts and assembling tables and chairs. ACES Vice President Lisa McLendon said it was the most organized regional conference ACES had had.

She wrote this to Dean Gary Kebbel: "Sue Burzynski Bullard asked last year at the workshop at the University of Missouri whether ACES would consider holding a regional at UNL, and I said, if you can host it, we'll do it. She worked and planned for months to get this organized (and in the meantime was elected to the ACES board, where I for one am really glad to have her as a colleague), and she got her students excited and involved as well. "



I also have headed a committee of educators and students examining how ACES can increase both its value and membership among its constituencies. I recruited the committee's members and solicited ideas for review by the full board. In 2011, we launched a first attempt at adding resources to the ACES website aimed at editing educators. We started with a collection of stories and resources on editing breaking news online. I wrote or compiled most of the material, along with a professor from Kent State University.

## Editing's Rubik's cube: Online, the shape of the story changes

### Basic journalistic principles remain the same, but the approach is different

By Sue Burzynski Bullard | 5:43 pm May 3, 2011

When a blogger reported that University of Nebraska quarterback Taylor Martinez was quitting the team, editors at the Lincoln Journal Star had to decide quickly whether to publish the report.

They were hearing the same buzz. Although social media networks like Twitter and Facebook were exploding with the Martinez story, none of it had been confirmed.

The Journal Star did not publish the rumor. And, as it turned out, Martinez did not quit the Cornhuskers.

But the Martinez incident is an example of how the Internet has changed editing, particularly breaking news.

Basic journalistic principles remain the same, especially a commitment to accuracy. Yet, online editing is different too. The need for speed is one major difference.

ACES members know UNL students. I've worked hard to increase our visibility. Our students' pictures or stories are in almost every quarterly newsletter for the national chapter. In 2012, a recent UNL graduate who had been active in my student chapter was elected to the national executive committee. He is the youngest board member and had become known throughout the organization because of his high-energy student involvement. Our students often are the largest student contingents at the national conferences. They not only attend the conferences; they've served on panels. After the regional conference in Lincoln, McLendon wrote this in an e-mail to Keibel: "I have to say that you all have the best bunch of j-students I've ever met -- a couple of years ago a group drove all the way to Wichita and back in a single day to attend an ACES regional. They're bright and enthusiastic and very connected to the profession in all its changing incarnations. I told Sue last year that if this is the future of journalism, we have nothing to worry about. You should be proud."

Our chapter meetings are aimed at increasing the awareness of editing among students. As newsrooms lose staffers and cut the layers of editing, students are realizing they all must be self-editors. ACES chapter meetings have involved grammar and style games, speakers from the Omaha World-Herald and Lincoln Journal Star, and Skyped-in guests including Poynter's Ask the Recruiter Joe Grimm and National Geographic Society Deputy Managing Editor David Brindley. This has helped our students establish wonderful relationships with professionals and get jobs. One of our graduates was recruited for a job at the Omaha World-Herald after meeting editing supervisors at an ACES national conference. Another of our new graduates toured National Geographic with Brindley after participating in our chapter's Skype chat in the spring. Our chapter also has [its own website](#), serving to publicize events and the college and to give ACES students hands-on experience with a content management system.

**ACES**  
at the University of Nebraska-Lincoln

Home Blog Blogroll Photos About

### Regional conference rocks

Published October 10, 2010 by admin  
Categories: Conferences | Tags: conference



More than 50 editors – both students and professionals – came to Lincoln Saturday for a regional American Copy Editors Society conference. They attended sessions on headlines, ethics, design, grammar and Twitter. The attendees came from as far away as Powell, Wyo., a 14-hour drive.

And based on the post-conference surveys, the comments from attendees and even the Twitter feeds, it was a huge

**Find us online**

Facebook Twitter Facebook RSS

#### Recent blog posts

Regional conference rocks  
Coming to the regional? Make it a weekend of fun  
First meeting for Fall 2010

I've also pushed our students to apply for the prestigious Dow Jones News Fund editing internships. I not only coordinate the test; each year I create a practice test aimed at helping students succeed. I also have created practice games to help our students succeed in the program. And they have succeeded: Students have won internships almost every year that I've been teaching at Nebraska.

In 2014, I became a co-director of one of the Dow Jones editing boot camps held around the country every spring. I helped train sports copy editors in a 10-day workshop held on the UNL campus. I've also become involved in the Dow Jones selection process.

All of this helped me increase my credentials as an editing professor and expert. I've become involved in training professionals at the Poynter Institute, conducting workshops on such topics as ethics and curation. In summer 2012, I was asked to contribute to a [language learning module](#) offered by the Poynter Institute's News University. In August 2012, I served on a [panel at the Breakfast of Editing Champions](#), held at the Association for Education in Journalism & Mass Communications conference. The topic: Social Media in Editing classes. I also won awards for two separate editing teaching ideas at the AEJMC conference. One, presented in a poster session, was for [AP Style Game Days](#). Another on "[Comparing Coverage: You be the judge](#)" won third place in the Teaching News Terrifically in the 21 Century. In January 2011, I was an invited guest/panelist on a Society of Professional Journalists Twitter chat on copy editing, held by Society of Professional Journalists.

In addition to editing, I've kept my focus – in teaching, scholarship and service – on changes in our industry, changes sparked by the need to tell stories across several platforms. In 2012, I was one [of six professors chosen for externships](#), funded by AEJMC and the Scripps Howard Foundation, to work in newsrooms studying social media and multiplatform journalism. I've presented and shared what I learned with faculty in the college and created a [series of videos](#) with newsroom experts available to the faculty to use in the classroom. My externship at the Chicago Tribune had a side benefit: I was

able to connect the CoJMC recruiter with editors who run a high school journalism program in Chicago. As a result, our recruiter was able to promote our program with a visit to the Tribune's high school journalism boot camp this summer.

I've also presented on social media or curation at numerous conferences including the 2012 AEJMC conference, the 2012 Broadcast Educators national conference and ACES conferences in 2010, 2011 and 2012. And I've taught workshops on such topics as social media engagement in newsrooms.

In addition, I've taught daylong workshops on All Things Web through the college's One Day University program, aimed at increasing college revenue. By focusing on the Web, the workshops also telegraph to the greater Lincoln community that our college is staying current.

**All Things Web, Part II (afternoon session)**  
**Instructor: Sue Burzynski Bullard**  
Heard the buzz about Twitter and other social media tools but just don't get it? You'll get up to speed in no time with this workshop.  
Learn how to:

- Save time and be better informed by using RSS feeds and social media networks like Twitter and Delicious.
- Use social media tools to get out your own message.
- Create guidelines for social media use in your organization.

**SIGN UP**

In 2009, I organized and was responsible for bringing an ethics workshop to UNL, specifically targeted at how online publishing has affected traditional journalism ethics. This was funded by grants from the Ethics and Excellence in Journalism Foundation, the American Press Institute and the Nebraska Press Foundation. More than 150 journalists attended. Steve Buttry, an editor who presented in Lincoln and at other venues throughout the country, said it was the largest turnout he had for the program. I marketed the event, working with the Nebraska Press Association. I even created a website to promote it and to host handouts.

## Journalism 2.0 Ethics & Technology

Digital age poses new challenges

Posted in Journalism by burzynskibullard on October 31, 2009 Edit This



- Pages
- About this seminar
- Breaking news coverage standards
- Ethics in social networks
- Ethics in the blogosphere
- Seminar schedule
- Visual journalism ethics
- Wall Street Journal
- Washington Post

- Blogroll
- American Press Institute
- College of Journalism and Communications
- Ethics and Excellence in Journalism

All of these outreach and service activities help me stay current in my teaching. I'm in constant contact with professionals, particularly through ACES, so I know exactly what is happening in newsrooms around the country.

I've made scores of videos of professionals across the country offering advice to students on a variety of journalism topics and posted them on my [YouTube](#) journalism channel. Some of the videos have had thousands of page views. An editor asked to include links to my videos on beat reporting in a Web package being developed for Harvard University's Nieman Reports. In 2012, I added more than two dozen videos from my Chicago Tribune externship to my collection.

I've also served on college committees to inform my teaching. In 2012, I was appointed to the UNL Teaching Council. In 2011 and 2012, I served on the CoJMC's curriculum and substitutions committees. From September 2009 to September 2010, I was the journalism sequence's PEARL representative and also its representative on the assessment committee.

I've served on several accrediting teams for ACEJMC, traveling to different universities each year. My visits have given me an opportunity to closely examine curriculum elsewhere. I've used the experience and the information I've gained in my work on our college's curriculum committee and as the editing curriculum coordinator for our program.

All of these activities have helped me learn how to better assess whether my own teaching is meeting its goals. And I've gotten new ideas on how to better assess whether my students are learning what I expect them to learn.