

Static

The Newsletter of the Radio-Television Journalism Division of AEJMC

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October 2000

Convention Teaching Panel Plans Taking Shape

By LEE HOOD

RTVJ Teaching Standards Committee Chair

August seems a long way off, but this is a busy time for RTVJ officers making plans for next year's convention. We are sorting through many excellent panel ideas in preparation for the mid-winter "chip auction". Among the ideas for teaching panels, several broad themes have emerged.

First, diversity. Proposed panels in this area include teaching diversity and sensitivity in journalism skills courses, teaching bias-free writing and imaging, and teaching students to recognize media myths about race. Such panels will fit well with the convention theme, "Bringing In The Outs: Toward Inclusivity and Democracy." It's interesting how issues like this continue to be pertinent. I recently saw an AEJ program from the late '80s or early '90s, which included what sounded like an outstanding teaching panel on diversity. So the idea is not new, but it's an area I believe is always worth revisiting.

Another theme that has been prominent at the last two or three conventions, and that we can still do more on, is media convergence. We are looking at a number of ideas in this area. Thanks to Jerry Renaud at the University of Nebraska-Lincoln for proposing a panel on how to team-teach with faculty in other areas of convergence, such as print, advertising and new media. It's an issue I know schools are wrestling with, and a panel with good ideas on it could benefit a lot of us. Other ideas in the area of convergence include how to teach students to evaluate the credibility of information on the Web, ethics of the new media, and what skills should we be teaching, anyway? Convergence is a broad theme for many divisions in AEJMC, and we likely will co-sponsor at least one panel with comm tech and policy or other divisions.

A third theme that stands out among the panel ideas is in the area of professional development. Proposals in this area include empowering new graduates to influence the news, teaching ideals vs. the "real world," and preparing students for the business end of the industry — contracts, unions, agents. And what about before students become profes-

sionals? We have a proposal for a panel on improving the pay-free world of internships. In the area of skills development, we are looking at a pre-convention workshop on teaching live reporting.

A fourth theme among the proposals is teaching students a broader perspective. This includes incorporating other themes into radio & TV classes — everything from ethics and history to entertainment programs. Also, how do we awaken students to national and world news? (I know I'll be attending that panel!)

Many of the panel ideas in the area of professional freedom and responsibility dovetail nicely with the same themes as those in teaching. Diversity, broader perspectives, convergence, and improving the profession are all worthwhile areas to address. In the current media climate, they are of vital importance. I always find the AEJMC convention an enriching experience, and our goal will be to make this year's program as meaningful as ever!



AEJMC

August 2001, Washington D.C.

A Busy Year for RTVJ; On to Washington, D.C.

Even as the Phoenix Convention was winding down, your new RTVJ Executive Committee was brimming over with enthusiasm and ideas for the Washington, D.C. August, 2001 meeting.

As the committee met, It was great to hear the creative ideas of Vice Head Suzanne Huffman, Teaching Chair Lee Hood, and PF&R Chair Gary Hanson. Research Chair Charlie Tuggle and Membership Chair Kathy Bradshaw were also ready for the new convention year. Bill Knowles of Montana had new ideas about the DBJE presentation that he coordinates. As outgoing head, Chris Allen, also provided some guidance.

And because of their work and the many panel ideas that you members have proposed by mid-October (more than twice the number of last year's), you can feel confident that your D.C. convention will be memorable. The theme is "Bringing in the Outs: Toward Inclusivity and Democracy."

Important items:

■ As the August convention is taking shape, RTVJ will participate in a mid-winter convention with three other divisions at Fordham University in New York City in early February. The theme is "Uncertainty in the Marketplace." (Please see an article elsewhere in the newsletter for details.)

■ In the Executive Committee meeting in Phoenix, a decision about whether to make *Static* an on-line publication only was delayed in order to receive feedback from the membership. Some other divisions have gone to on-line only newsletters to save printing/ mailing costs and to enable

members to download at their convenience. (Typically, a postcard or on-line reminder is provided to alert users to the presence of a new edition.)

In Phoenix, some members supported this proposal. Others said they were more likely to read a printed publication that comes in the mail than to find a web site and download material. If you'd like to share your opinion about *Static*, please send an e-mail with the subject line "Static format" to JNROLLBERG@UALR.EDU by Dec. 8.

■ Here's another item to consider. The RTVJ by-laws passed in 1996 at the Anaheim convention require that for the position of vice head/program chair, "the nominating committee shall present at least two persons for the position." This provision was intended to encourage more participation and provide more choices for members. The vagaries of Executive Committee selection being what they are, however, it hasn't worked well. The person who is not selected (and I speak from experience) feels somewhat like a pawn in someone's game...It's hard enough to find good folks to volunteer for these positions without pitting other talented folks against them and then trying to find a division activity for the rejected candidate to put on the resume. In Phoenix, we voted to suspend the rules because we had just one nomination. Next year, we'd like to delete the requirement to find two candidates, if the membership does not object. We'd like your opinion. Please e-mail me (see above) with the subject line "Vice Head Selection" by Dec. 8.

■ Here's a broader issue. AEJMC is looking at whether Web postings of

academic papers should disqualify them for publication in AEJMC journals.

This issue raised the hackles of more than a few at the Council of Divisions meeting in Phoenix. Your opinions will be sought throughout the year on this issue. We will keep you informed as we hear more.

■ Also, the convention schedule topic arose again. There have been on-going complaints about "over-scheduling" for years, with particular concerns about how to attract large enough audiences to division sessions (as opposed to plenaries) featuring key speakers. Another concern mentioned was the problem of attracting sufficient audiences for research sessions. My feeling is that the convention length/number of sessions is problematic, and that if each division would give up even one session it didn't really need, we'd be better off. Getting to RTVJ's good panels plus others of interest outside the division is increasingly difficult.

Finally, as Head of the RTVJ Division, let me say "thank" for allowing me to serve. And as program chair for the Phoenix Convention, it is my pleasure to say a big "thanks" to Teaching Chair Suzanne Huffman of TCU, PF&R Chair David Kurpius of LSU, and Research Chair Keisha Hoerrner, formerly of LSU. Last year's division head, Chris Allen, Nebraska-Omaha organized a good pre-convention workshop on producing, and Bill Knowles of Montana did a fine job organizing the DBJE presentation. Thanks, too, to Bill for maintaining the listserv and for for the ongoing work of Larry Burkum with the newsletter and the web site.



The RTVJ Division of AEJMC will participate in a Mid-Winter conference with the Communication Technology & Policy Division, the Media Management & Economics Division, and The Religion and Media Interest Group February 8-9, 2001 at Fordham University in New York City. The theme will be "Uncertainty in the Marketplace."

Divisions will be responsible for two paper sessions each. There will also be a luncheon provided by Fordham that will feature a guest speaker on Friday. Tours of media entities such as Bloomberg Financial News, The Wall Street Journal, The New York Times, Barnesandnoble.com (BN.com), and CNBC, ABC, or CBS will be scheduled.

No registration fee will be charged.

Updates/details will be provided on RTVJ-L, the division's listserv.



Visit the redesigned division web site by pointing your browser to <http://www2.drury.edu/rtvj>.

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Future Convention Dates:

2001 AEJMC Convention
August 5-8
Grand Hyatt
Washington, DC

2002 AEJMC Convention
August 7-10
The Fountainbleau Hilton and Towers
Miami, FL

Static

Got a teaching tip you'd like to share? Some research you're working on? A take on the state of broadcast journalism today? Why not submit an article for publication in Static?

The deadlines for the next two issues of the newsletter for the Radio-Television Journalism Division of AEJMC are as follows:

March 2001 issue: February 16, 2001
July 2001 issue: June 22, 2001

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