

Static

The Newsletter of the Radio-Television Journalism Division of AEJMC

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July 2001

Burned Out in Six Months: The One that Got Away

by LEE HOOD

RTVJ Teaching Standards Committee Chair

As a teacher, I try hard to help and encourage all my students. But I get the most satisfaction in helping those who show a talent and motivation for what I teach—television news. One bright and motivated student in my advanced class last spring might have been voted most likely to succeed. She was a good reporter, photographer and writer, and I knew she would go far. When she fell in love with producing, and decided on it as a path into news management, I knew her ascent would be rapid. A week after graduating at the top of her class, she was producing the early morning news in a medium-sized market. The pay was in the low \$20,000's, better than some of her classmates who took on-air jobs in smaller markets and qualified for low-income housing. I figured that with the turnover in producing jobs, she wouldn't be on the overnight shift for long. She visited my class in the fall, eager to relate how fun her job was and give students her tips for success.

So you can imagine how stunned I was this winter to hear she was quitting her job, leaving TV news altogether. She was discouraged by her difficult schedule, long hours, and the daily pressures. She had talked to producers on the prime shifts, and had no hope that things would get better for her even if her schedule changed. She was considering a career in banking.

She was worried she had let us

down at the school. I reassured her she hadn't, that it was her life to lead and not ours. Then I started wondering if I had let *her* down. And if the TV news industry had let us both down. Her case has made me wonder about the news industry's ability to keep its best prospects. In a world of increased competition, will news budgets be so lean, and

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resources stretched so thin, that no one in their right mind would want to work in such conditions?

I try to tell students that a career in news is a life-style choice, not just a job. And some things the industry can't change. Odd hours go with the territory; journalism is *not* a 9-5 profession. Working holidays are a given. Working under a certain amount of pressure will not change as long as journalists work on deadlines and cover breaking news.

But nothing inherent in news means stations have to overwork their employees rather than hiring enough help, or paying them poverty-level wages and keeping them there for the length of a contract. My former student, the pro-

ducer, signed a two-year contract, and the news director wouldn't even negotiate an "out" clause. As it happens, I know the news director involved, and I know he is a dedicated, caring manager. I can only imagine the kinds of budget constraints he is working under, and the difficulty he has in finding and retaining talented workers. And it's a vicious circle: the more newsrooms overwork the people they have, the harder time they have keeping those workers or finding others to take their place.

A few months ago we had a sometimes contentious debate on the RTVJ list about the news business and why anyone would recommend it as a career. I was one of the first to defend the news profession as worthwhile and rewarding, not to mention fun and exciting, and I still believe that. When I warn students about how little they'll make in their first job, I tell them the psychological rewards will be great, and I hope that will be as true for them as it was for me.

Yet I'm worried about the future of local TV news. At the same time critics decry the state of local news, and more viewers are leaving (see the Pew Center's 2000 media usage survey for evidence), the industry should be trying to do things better to shore up its future. But the suggestions in

*please see **Burned Out**, page 6*

Head Notes

by JEANNE ROLLBERG
RTVJ Division Head

Kudos to RTVJ Workers

As division head, it has been my pleasure to work in one capacity or another in RTVJ for about six years. It's heartening to see how we pull a convention together year after year despite the fact that much of it has to be done by fax and e-mail over a nine-month period of time. All of you who support the division by participating in panel sessions and/or attending them ultimately make the convention a success!

In looking through this year's program, we can also see the continuing work of former division heads and officers who are panelists and moderators or who serve in other capacities for us. Names that crop up year after year are dedicated RTVJ'ers like Don Heider, Jim Upshaw, Bill Davie, Bill Knowles, Chris Allen, and many others who have held officer/division positions. Larry Burkum has tirelessly edited and distributed our newsletter for a number of years while maintaining our web site.

One of the most rewarding parts of serving in the RTVJ Division is professional development and networking, getting to know people like this year's Program Chair, Suzanne Huffman, along with Teaching Chair Lee Hood, Research Chair Charlie Tuggle, PF&R Chair Gary Hanson, and Membership Committee Chair Kathy Bradshaw. All these folks are busy with myriad tasks at their schools, yet they give their time to go above and beyond the call of duty to create an important professional entity-RTVJ. Many of them also participate in various other professional organizations, or help form links between RTVJ and BEA or RTNDA.

Let's all say "thank you" to the folks mentioned here and others you know who tirelessly do the work. Our hats

are off to them. And we hope you will consider taking a leadership role in RTVJ yourself to experience its benefits!

Pre-Convention Workshop Showcases Live Reporting and Stand-ups

Broadcast news directors are looking for our students to have a skill set that includes good basic reporting, live coverage and the ability to do stand-ups well. Moderator Bill Silcock of Arizona State and a talented panelist pool will explore the live coverage and stand-up issues on Saturday, August 4, from 2 to 5 p.m. in RTVJ's pre-convention workshop.

You'll want to attend to hear from panelists such as Ken Fischer of Southern Illinois-Carbondale, Hub Brown of Syracuse, Dale Cressman of Brigham Young, KOMU-TV News Director Stacey Woelfel, and Terry Anzur of Southern California. It will be a great convention kick-off for our division, and we hope to see you there.

Annual Business Meeting

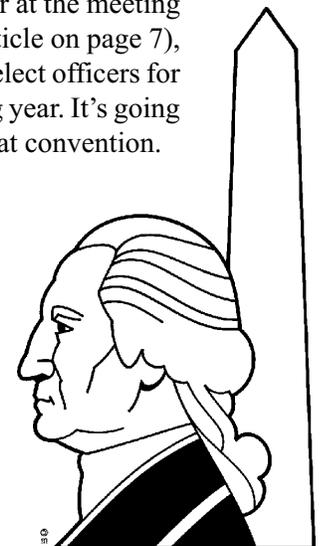
Be sure to attend the division's annual business meeting on Monday, August 6 at 8:00 p.m. We are again meeting off-site, this year in the Postmaster's Suite of the Capitol City Brewing Company in the Postal Museum at 2 Massachusetts Avenue.

We have two important items to discuss. The first is a decision about whether to make *Static* an on-line publication only or continue to provide a printed version mailed to 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.)

The second item is a vote on changing the division's by-laws. 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. Last year in Phoenix, we voted to suspend the rules because we had just one nomination. This year, we'd like to delete the requirement to find two candidates, if the membership does not object. You will find the by-laws on the division's web site at www2.drury.edu/rtvj under the "RTVJ Info" link.

We'll also honor Distinguished Broadcast Journalism Educator Lincoln Furber at the meeting (see the article on page 7), as well as elect officers for the coming year. It's going to be a great convention.



Global Opportunities: News World

by JOE FOOTE

Arizona State University

In most of our programs, broadcast journalism is strictly a domestic enterprise. Students study the U.S. model and prepare themselves to enter a local market. Likewise, faculty typically undertake mostly U.S.-based research. As American broadcast journalism increasingly becomes a global enterprise, however, there will be more reason for American students, teachers, and scholars to understand the world beyond their borders. Last year, I discovered an industry conference that provided an excellent opportunity to do just that. It is called News World, a conference and trade show that is held each November in Europe. This year, for the first time, there was also a News World Asia in Singapore. Both are dedicated exclusively to furthering broadcast journalism.

News World is headquartered in London and is run by its Executive Director, Sue Phillips. When I met Sue last year at one of their small conferences in London, she asked me if there would be interest among U.S. academics in attending the annual News World conference in Barcelona. I told her that there might be limited interest among faculty and potential student interest as part of Study Abroad programs at various universities.

I told Sue that I would attend News World in November 2000 and report back to the RTVJ membership. Meanwhile, Sue said that she would try to attend the AEJMC conference in either Washington or Miami.

My best description of News World is that it is a smaller and more diverse RTNDA convention. News executives from throughout Europe attend. There was also a good representation from the United States and Canada. Don Hewitt of CBS was the keynote speaker and other U.S. network executives played a role in the program, especially those from CNN. There were, of course, a large contingent from British Television (BBC, ITV, Reuters) and strong delegations from Scandinavia, Germany, France, Italy, and Spain.

While Americans participated fully in the conference, they certainly didn't dominate it. There was a refreshing European perspective throughout, most of which I had not heard before. For example, protecting the safety of journalists on dangerous assignments was a major topic that one does not hear often at RTNDA. While many of the companies represented were private, there was also a strong public service broadcasting perspective. These were people

who did not think kindly of the American propensity for playing to ratings, going for the lowest common denominator, and yielding to sensationalism. CNN International has done a fine job of transcending its American roots to develop global sensitivities. The leadership of Chris Cramer, an old BBC hand who runs most of CNN International, helped CNN to navigate some of the "ugly American" hazards that surfaced.

Despite the differences in perspective, many of the sessions had an RTNDA feel. Experts served on panels, vendors sponsored receptions and hosted booths, and there was abundant hallway buzz about technology, industry rumors, and strategic direction.

What was particularly refreshing about this conference was its intimacy. With just a couple of hundred delegates, there was ample time for extended conversations, and the

news leaders were incredibly accessible. News World promoted this interaction with a series of extended coffee breaks. They even provided chits good for coffee at any of the hotel restaurants or kiosks. I had several quality conversations with executives

that I couldn't possibly imagine at RTNDA. Because companies tend to send their top people to News World, there always seem to be executives huddled in a corner comparing notes.

The first day was devoted to the wireless Internet technology that had been dominating the trades from Tokyo to Helsinki. The discussions by news executives and technology experts foreshadowed the drop in excitement that would follow a few months later. While Japanese kids seemed to love this technology, checking horoscopes and betting on horses seemed to be the only service that European subscribers really used.

In addition to the standard panels one sees at RTNDA, News World provided some hands-on workshops as well. Canadian journalist Julian Sher did an outstanding workshop on advanced Internet searching for journalists. And, former CBS producer, Michael Rosenblum, showed delegates how providing non-journalists with cheap video cameras could product quality stories with minimum training. To prove his point, Rosenblum sent his "students" into the field to shoot and edit video. Because both hour-long ses-

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*please see **News World**, page 4*

Research Panel To Offer Publishing Tips

by C. A. TUGGLE

RTVJ Research Committee Chair

If the saying "publish or perish" has meaning in your life, mark Sunday morning August 5th at 8:15 on your calendar. At this year's AEJMC convention in Washington, D.C., RTVJ and VisCom are co-hosting a session titled simply "Getting Published."

Two of the four panelists have previously served as editors of journals in our field, and all the panelists have lots of experience in the 'revise and resubmit' wars. This session will contain lots of information to improve the chances that something you submit to conferences or journals will be accepted.

Even if you're one of those professors who have come out of the industry recently and you're now having to adjust your writing style to the way it is done for journals, you'll get some insights from our panelists about how to make the transition less painful, and how to get your work published even if you take a very practical approach to what you study and write about.

It's early on a Sunday morning, but attending this discussion just might be worth dragging yourself out of bed. The tenure clock is ticking, and the word "publish" has a much nicer ring to it than does the word "perish."



Future AEJMC Convention Sites:

**2002 -- August 7-10 at
The Fountainbleau Hilton
and Towers, Miami, FL**

**2003 -- July 30-August 2
at Kansas City, MO**

**2004 -- August 4-7 at
Toronto, Canada**

Plan to attend!!

News World, from page 3

sions spanned three days, you really could simulate a classroom experience with follow-up. It was a clever idea that I never had seen at a professional meeting and one that would appeal to any students who attended in the future.

Education is a brand new area for News World. Sue Phillips, who has been Executive Director for a little more than a year, is the driving force behind this effort. She understands the link between broadcast journalism and education.

It was Sue's initiatives that brought together all of us who had an interest in education or training. Fourteen of us gathered for a brainstorming session to see how News World might meet our collective needs. Most of the people in the room, including the head of training at the BBC training, represented in-house training that predominates in Europe. There was one other academic. By the end of the session, four strong ideas emerged:

- News World would consider marketing the videos of its sessions to academic institutions and consider the viability of streaming video of parts of the conference on its web site.
- News World could establish a clearinghouse for second hand equipment for training institutions.
- News World could provide a comprehensive listing of courses for journalists and students.
- News World will consider creating workshops for students who want to attend the News World conference and possible financial support as well.

The academic/training meeting was a positive first step for News World as it ventures into this area for the first

time. Especially in Europe where journalism schools are so new, this is a timely and important endeavor. It would be helpful if American academics, with our long-term experience in journalism education, could be a significant player in this effort.

What does all of this mean for members of RTVJ. At minimum, it is the introduction of a new source of information about broadcast journalism. The News World web site (www.NewsWorld.co.uk) is becoming a valuable gateway to broadcast journalism in Europe. News World also publishes a periodic e-mail update on timely issues in the field internationally (subscribe through the News World web site). If News World decides to stream part of its conference content over the Internet, the web site will become even more valuable.

I see the possibility of student groups visiting News World as part of an on-campus course in international media or a special study abroad experience. With advance preparations, an instructor could assemble an exciting course that combined the three-day News World experience with excursions to newsrooms in other parts of Europe. A limitation, however, is that News World Europe occurs in the Fall (November 13-16, 2001), making it more difficult for both professors and students to attend unless combined with the Thanksgiving break. News World Asia meets at the end of the spring term in mid May. A smaller technology conference is held in London in early June.

I hope that someone among our ranks will take advantage of this wonderful opportunity to explore broadcast journalism beyond U.S. borders. If you have questions about News World, please contact Sue Phillips (info@newsworld.co.uk).

RTVJ Panels And Workshop Set For 2001 Convention

by SUZANNE HUFFMAN

RTVJ Vice Head & Program Chair

The division is sponsoring a number of exciting PF&R and teaching panels at the upcoming convention. AEJMC'S 2001 Convention runs August 5 - 8 in Washington, D.C. and "Bringing in The Outs: Toward Inclusivity and Democracy" is the theme. Washington, D.C. is a terrific convention location and we hope to see you all in the Capital in August. Remember to contact your senator or congressperson soonest to arrange for a VIP tour of the White House or the Capitol while you're in town.

SATURDAY, AUGUST 4

2:00 - 5:00 p.m. Teaching Panel

RTVJ PRE-CONVENTION WORKSHOP

"Perfecting Performance: A Vision to Teach On-Camera Skills" -- The history, pros and cons of the various types of live shots and stand-ups done today, and the tools for teaching today's broadcast news students how to do them well.

SUNDAY, AUGUST 5

8:15 a.m. PF&R Panel

"Getting Published: How To Do It While Balancing Your Teaching Career and Your Life" -- Let's see the specific criteria manuscript reviewers use. How do editors handle widely divergent reviews of a manuscript? How do grad students and beginning professors get started and stay energized? Tips and guidelines. Question-and-answer session with those who make the decisions.

9:45 a.m. PF&R Panel

"Clustering Behavior in Media Ownership: How Has It Affected Advertising and Media Management" -- The late 90s saw recognition of the term "clustering" to describe the media industry's acquisition patterns. Clustering is a purposive attempt by chains to blanket a specific geographic area attempting to develop regional monopolies. This raises the specter of even more homogenized news.

11:30 a.m. Research Paper Session

(see abstracts on page 8)

4:15 p.m. Teaching Panel

"Mid-career Interning: Faculty Going from Classroom to Newsroom" -- A review of RTNDA's \$950,000 grant from the Knight Foundation to establish the Excellence in Journalism Education Project, a three-year program providing four-week placements in TV newsrooms for about 15 faculty members per year.

6:00 p.m. Teaching Panel

"Convergence in the Curriculum" -- Broadcast, print and new-media educators will discuss their collaboration in coming up with a common, converged curriculum that reflects the convergence in the industry. The educators will be joined by people from the industry who are dealing with the day-to-day reality of convergence.

MONDAY, AUGUST 6

8:15 a.m. Research Paper Session

(Scholar-to-Scholar Session) (see abstracts on page 8)

1:00 p.m. Research Paper Session

(see abstracts on page 8)

4:30 p.m. Teaching Panel

"Contracts, Unions and Agents: Preparing Students for the Business End of the Broadcast Industry" -- This panel will discuss some of the ins and outs, do's and don'ts of signing contracts, dealing with agents and unions.

6:15 p.m. PF&R Panel

"Sports News: The Times They Are A Changin'" -- It seems no matter where you go, sports looks the same and every sports reporter is an ESPN wannabe. The on-air people of ESPN have coined terms which are copied and have become standard fare in local newscasts. Also, is daily local sports dying? Stations in markets in various parts of the country have started to drop regularly scheduled sports segments from their newscasts.

8:00 p.m. RTVJ Business Meeting & Distinguished Broadcast Journalism Educator Award Presentation (off-site in the Postmaster's Suite of the Capitol City Brewing Company in the Postal Museum, located at 2 Massachusetts Avenue)

*please see **Panels**, page 6*

Panels, from page 5

TUESDAY, AUGUST 7

8:30 a.m. Teaching Panel

“Teaching Diversity and Sensitivity Issues in Journalism Skills Classes” -- Guidelines for teaching students about diversity, sensitivity, inclusive language and unbiased writing, language and imaging. Includes alternative life styles. What do newsrooms need to know to sensitize their employees? What are examples from newsrooms that do it right? Includes hand-outs.

1:00 p.m. PF&R Panel

“Drawing the Line Between News and Advertising” -- In a world where media conglomerates own chains of radio and television stations in addition to other commercial enterprises, the term “cross-promotion” has taken on new meaning for the broadcast journalist. How far has American journalism slipped in its grab for commercial dollars, and what can educators and ethically-minded broadcast journalists do to solve the problem?

4:30 p.m. PF&R Panel

“Rush to Judgment: The 2000 Election and the Florida Vote” -- The 2000 election will live in infamy. As the Florida vote demonstrated, the use of early returns and exit polling is becoming a perilous means of predicting results. This panel examines issues related to the election debacle and their implications for media institutions. Do episodes such as the Florida vote shake public confidence in the media? What can the broadcast networks do to supply accurate information in a ferociously competitive environment? Will audience members lose faith in our information systems in the current media environment?

6:15 p.m. RTVJ Executive Committee Meeting

WEDNESDAY, AUGUST 8

1:00 p.m. PF&R Panel, Mini Plenary

“Can Low-Power FM Democratize the Airwaves?” -- Current FCC plans call for the implementation of low-power FM radio (LPFM) as a means of broadening access to and uses of radio through its comparatively low cost and application guidelines that favor noncommercial, local community groups and services. This panel will assess not only the chances of LPFM actually being implemented, but related questions of whether it will indeed broaden access to airwaves, or if it will be the province of local government agencies, eclectic versions of commercial-radio formats, or mouthpieces for specific groups which remain closed to general access and full public participation.

2:45 p.m. PF&R Panel

“Experimentation and Innovation in Creating Good Quality Content for TV News” -- Both academics and professionals decry the relative lack of experimentation and innovation in creating content for television news. Certainly, civic journalism is an area where newspapers have done a fair amount and TV has done very little. It is time we start the discussion on how to encourage innovation in television news (and we are not talking about a new way to shoot from the helicopter). We are talking about ways to build audience and build good will with good journalism and by creating quality content.



Burned Out, from page 1

noble projects like The Project for Excellence in Journalism and Deborah Potter’s Newslab can’t be done on the cheap. And they require talented, dedicated people to pull them off.

I believe the local TV news business is at a critical juncture, and if the industry doesn’t improve working conditions it may continue to lose its best new talent before they even have a chance to make their mark. And that doesn’t bode well for the prospects of any improvement in quality. The issues are complex and difficult, but I believe it behooves us as journalism educators to ask what possible influence we might have in convincing the news business to re-examine its present course—to benefit the profession, our schools, and most of all, our students.

Author’s note: Find the Pew Center’s media usage survey at www.peoplepress.org/media00rpt.htm, The Project for Excellence in Journalism at www.journalism.org, and Newslab at www.newslab.org.

American University's Furber to Receive 2001 DBJE Award

by BILL KNOWLES
DBJE Committee Chair

Lincoln Furber, nationally acclaimed television reporter and retired American University professor, has been named the 2001 Distinguished Broadcast Journalism Educator award winner by RTVJ division of AEJMC.

The award will be presented at 8:00 p.m. Monday, August 6, as a part of the national convention of AEJMC in Washington. The presentation will take place in the Postmaster's Suite of the Capitol City Brewing Company in the Postal Museum at 2 Massachusetts Avenue.

For 40 years, Furber was either reporting, producing, editing or teaching broadcast journalism. He worked for a number major market broadcast outlets, covering stories large and small between 1957 and 1977. He holds an Emmy and a DuPont Columbia Award. One of Furber's great moments in broadcast was when as moderator of PBS' *Washington Week in Review* in 1971, he took on President Nixon's threat to halt funding of that program that was often critical of him. The program's viewers besieged the White House with letters of protest.

Furber began his academic career at American University in 1977 and in 1981 volunteered to establish a program that brought undergraduates from across the nation to Wash-

ington to study journalism for a semester.

A large number of Furber's former students and colleagues wrote letters to the DBJE committee. One particularly striking letter, from legendary professor and former DBJE winner Ed Bliss described Furber as "tough *and* caring, a case of 'Sir, with love'." Bliss quoted an item in AU's *American Senator* which described Furber's fondest memories as a teacher were when "students would burst into a cheer at the conclusion of a successful broadcast."

Former Furber student Dan Lothian of NBC said, "Before I learned how to run as a local television reporter and eventually a network correspondent, (Furber) taught me how to walk."

Station Manager Marilyn Buerkle of WSOC-TV in Salisbury, Md., described her experience as a graduate student under Furber: "He led us to examine our responsibilities and our commitment. He challenged us on ethics, and on our accountability, to ourselves and to our audience. He forced us to realize our career choice was about a lot more than being on camera."

Other members of the DBJE awards committee are Lee Hood of the University of Colorado and Rob Wick of the University of Arkansas.

Teaching Panels Topics to Include Contracts, Diversity, More

by LEE HOOD
RTVJ Teaching Standards Committee Chair

I hope you will join us for what promise to be some outstanding teaching panels in Washington. Jim Upshaw of Oregon is moderating a panel on helping students negotiate the sometimes tricky world of contracts, unions and agents. The range of viewpoints represented in the panel should give us a broad overview. The panel includes Marcy Vandervoort, on-air talent coordinator for the Broadcast Image Group; a news director, Dave Cupp; TV reporter Tim Furlong; John Doolittle of American University; and Bob Papper of Ball State. It seems every year we hear something different about what's happening with contracts and other issues our students face when they enter the broadcast industry. These panelists are well-qualified to bring us up to date on the issues. The Intern-

ship and Careers Interest Group (ICIG) is co-sponsoring the session, which will be at 4:30 p.m. Monday.

Tuesday morning, get up early and join us for "Teaching Diversity and Sensitivity Issues in Journalism Skills Classes". Don Heider of Texas-Austin, who researches race and class issues in news, has assembled a stellar cast of panelists to offer ideas on this important issue. Keith Woods of the Poynter Institute will be joined by Cristina Azocar representing News Watch, which monitors media coverage of people of color; Ron Kelley of Missouri, who works with news organizations to improve coverage of underrepresented peoples; and Vickie Beck of the *Tampa Tribune*, who covers people with disabilities. Our co-sponsor for this session is the Media

and Disability Interest Group. The session begins at 8:30 a.m. Tuesday.

RTVJ is also co-sponsoring two teaching sessions with the ICIG, both on Sunday. Dana Rosengard of North Carolina will moderate a panel on mid-career interning and the opportunities for enrichment it offers for faculty members. Charlie Tuggle of North Carolina will be on the panel, as well as Robert L. Jones II of Trinity College, Baltimore news director Staci Feger-Childers, and Roz Stark of the Radio and Television News Directors Foundation. The session will be 4:15-5:45 p.m. Sunday.

Go straight from that session to one on convergence in the curriculum, which starts at 6 p.m. Sunday. Michelle

please see Teaching, page 9

AEJMC 2001 Convention RTVJ Division Paper Abstracts

Sunday, August 5, 11:30 a.m. - 12:45 p.m.

Hype Versus Substance in the Final Weeks of the Broadcast Television Networks' 2000 Presidential Election Campaign Coverage

— Julia Fox and James Angelini, Indiana University — An analysis of the broadcast television networks' coverage of the final two weeks of the 2000 presidential election campaign found significantly more hype than substance in both the audio and video messages of presidential election campaign stories. Furthermore, even when audio messages contained substantive coverage, accompanying visuals often emphasized hype rather than substance. The importance of these results is discussed in the context of recent research findings about how viewers process audio and video messages.

Changing Frames on CSPAN Call-in Shows: The framing of citizen comments

— David D. Kurpius, Louisiana State University and Andrew Mendelson, Temple University — A content analysis of C-SPAN call-in shows was conducted to examine how citizen-callers frame the political ideas they present. The main issue of concern was do people rely on the same frames the mainstream news media rely on, focusing on image, strategies and conflict or do they rely on an issue frame? A secondary issue was how the guests and hosts of these call-in shows react to the different frames. Results show that callers were more likely to rely on issue frames in discussing political issues, though there was no difference in length of time spent by the callers on the different frames. The hosts/guests responded for a much longer time when callers used a conflict frame. However, when we examined the format of the response by the host and guest, we saw that they were much more likely to ask a question or elaborating on something said when a caller used an issue frame.

To Be On TV or To Be a TV Journalist: Students' and Professionals' Perceptions of the Role of Journalism in Society

— Ron F. Smith and George Bagley, University of Central Florida — The Jane Pauley Task Force found that news professionals were dissatisfied with the ethical and journalistic attitudes of new graduates. This study compares news directors' perceptions with those of broadcast majors and finds several significant differences between them. The higher percentage of students placed great importance in providing entertainment. Professionals are more likely to see their role as investigating government claims. Also, students and professionals differed on half the ethical issues presented to them.

Non-Users of Internet News: Who are They and Why Do They Avoid TV News and Newspaper Web Sites?

— Paula Poindexter and Don Heider, University of Texas-Austin — Who are non-users of Internet news and why do they avoid online news that is produced by TV, cable, newspapers, newsmagazines, and radio? To answer this question, randomly selected adults with Internet access in a southwestern metropolitan area were asked why they did not read news on the Internet. Survey respondents who ignored news online represented 42 percent of all Internet users. Both an age gap and a gender gap distinguished non-users and users of news on the Internet. Non-users of Internet news were

significantly more likely to be younger and older. Non-Internet news users were also significantly more likely to be female than male. The primary reason for avoiding news on the Internet is lack of interest. Slightly more than one-quarter of non-users of Internet news said they ignored online news because they weren't interested. Almost one-fifth indicated that they didn't read news online because they had already read newspapers and 18 percent said they avoided online news because they didn't have time. Seven percent said online news was too time consuming and four percent indicated that they avoided online news because they preferred TV news. The age distinction and reasons for avoiding news on the Internet are similar to what is known about nonviewers of network and local TV news and nonreaders of newspapers.

Monday, August 6, 8:15 a.m. - 9:45 a.m.

(Scholar-to-Scholar session)

Network Television Coverage of the 1980 and 1984 Olympic Boycotts: A Content Analysis of the Evening News on ABC, CBS and NBC

— Anthony Moretti, Ohio University — The United States and the Soviet Union led boycotts tarnishing the 1980 and 1984 summer Olympics. This study examined how the ABC, CBS and NBC evening news programs covered the boycotts. The press nationalism model holds that media follow the "official" government line in reporting international affairs. Based on abstracts from the Vanderbilt University television archives, this content analysis found evidence to support the hypothesis that press nationalism influenced coverage of the boycotts.

Commercial Quality Influence on Perceptions of Television News

— Stephen Perry, Dana Trunnell, Chris Morse, and Cori Ellis, Illinois State University — The impact of high and low-quality commercials upon high and low quality television newscasts were examined using Elaboration Likelihood Model and contrast effects research. This study showed some support for contrast effects. Results also suggest an interaction between news quality and the presence of commercials within newscasts in producing an emotional response. Additionally, we found that when commercials were present within the news program, participants were able to recall fewer of the news stories.

Monday, August 6, 1:00 p.m. - 2:30 p.m.

Identifying Juvenile Crime Suspects: A Survey of Ohio Television Stations and Newspapers

— Gary Hanson, Kent State University — Journalists traditionally have not reported the names of juveniles who are accused of committing crimes. Since the mid-1980s, this paternalistic approach has been challenged by the changes in the frequency and seriousness of juvenile crimes. As a result, news directors and editors in Ohio have begun to rethink their policies regarding the identification of juvenile suspects. This survey compares the way in which television stations and newspapers approach the issue.

**1st place faculty paper*

please see Papers, page 9

Papers, from page 8

Women in Sports Broadcasting: Credibility in the Ears of the Public — Michael A. Mitrook and Noelle Haner Dorr, University of Central Florida — This work used an experimental design to explore the impact of a radio sports broadcaster's gender on their perceived credibility by listeners. Results indicate that female sportscasters are not perceived to be as credible as their male counterparts. Furthermore, the results also exhibited a tendency for both male and female respondents to rate the male broadcaster higher than the female, but the male respondents provided much lower ratings for the female broadcaster than the female respondents.

**2nd place faculty paper*

Gatekeeping International News: An Attitudinal Profile of U.S. Television Journalists — Hun Shik Kim, University of Missouri-Columbia — This study explores the attitudes of U.S. television journalists toward international news and examines their selection criteria. Q factor analysis of 31 journalists from major national networks and local TV stations yielded three factors: Pragmatic Idealists, Global Diplomats, and Bottom-line Realists. The network journalists support a global view, selecting international news with diverse themes while the local journalists take a more pragmatic stance due to business pressures and audience demands, choosing international news with a local angle. All the journalists give priority to international news with U.S. involvement and are strongly opposed to governmental and advertiser influences.

**1st place student paper*

A Content Analysis of TV News Magazines: Commodification, Conglomeration, and Public Interest — Kuo-Feng Tseng, Michigan State University — This study conducts a content analysis of television news magazines to find out the impacts of media commodification and conglomeration on public interest. It finds that news story topics and presentation styles become more tabloidism than prior researches did, especially for 48 Hours, 20/20 and Dateline. Crime stories and sexy images were the popular strategies to attract audiences. News story topics have associated relationship with advertising and news sources. News magazines prefer to stories and sources from their conglomerate or partnership.

**2nd place student paper*

Other convention paper abstracts may be found on the AEJMC web site at www.aejmc.org/convention/2001conabs/index.html

Teaching, from page 7

Betz of Central Florida is moderating the panel. It includes Edward Jay Friedlander of South Florida and Donna Reed of the *Tampa Tribune*, who will talk about a very interesting affiliation between the newspaper, one of the leaders in the convergence trend, and USF. Jerry Renaud of Nebraska-Lincoln will add his insights on team-teaching with colleagues from different "traditional" sequences. Now *that* sounds like useful information!

I'll look forward to seeing you in D.C.!



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The newsletter of the Radio-Television Journalism Division of AEJMC

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Newsletter of the Radio-Television Journalism Division
of AEJMC Volume 40, No. 3, July 2001

Inside:

	Page
✓ BURNED OUT IN SIX MONTHS: Lee Hood ponders the future of local news, suggesting the industry must change its working conditions, or continue to lose its best talent.	1
✓ HEAD NOTES: Jeanne Rollberg previews the pre-convention workshop and the division's annual business meeting.	2
✓ NEWS WORLD: Joe Foote reports on an international conference providing opportunities for American students, teachers and scholars to understand the world beyond their borders.	3
✓ DC PROGRAM IN DETAIL: Suzanne Huffman shares information on RTVJ sponsored and co-sponsored sessions at the 2001 AEJMC convention in Washington, D.C.	5
✓ DBJE WINNER: Bill Knowles announces the winner of this year's Distinguished Broadcast Journalism Educator award, Lincoln Furber of American University.	7
✓ RESEARCH: Abstracts of RTVJ research papers to be presented in three sessions at the annual AEJMC convention.	8

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