



Building Strategic Directions for AEJMC

By Mary T. Rogus
Ohio University
RTVJ Division Head



Change is hard, but necessary. For an organization such as AEJMC, change is not just necessary, it's vital to survival. This organization serves members who are teaching, researching and doing professional work for industries that at this moment in time are defined by dramatic change, probably more than ever before.

During our mid-winter convention meeting, I, along with other division heads, had an opportunity to participate in the ongoing Strategic Planning process for AEJMC.

I have to say, when I first received the schedule that called for nearly eight hours of strategic planning meetings, I wasn't exactly thrilled at the prospect. While I agreed that division representation was extremely important in this process, does

anyone look forward to eight hours of meetings?

The outcome of those meetings turned me around completely. This is a very serious and dynamic process that I believe will result in a different organization from the one we now know.

Most importantly, our leadership is making every effort to be as inclusive and open as possible. This is clearly not a top down process, and that is a very good thing for our organization.

After a year of surveys, meetings and sessions with people at all levels in the organization, we came to St. Louis with eight basic strategic visions for AEJMC to achieve in the next three to five years.

These goals ranged from internal practical issues of organizational structure and financing to broad external questions of how to expand AEJ's outreach to the professions, to international journalists and scholars, and to all JMC educators and students.

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Get Ready for Chicago!

From Virtual Worlds to the World of Edward R. Murrow

By Nancy McKenzie Dupont
University of Mississippi
RTVJ Research Chair

Journey into virtual worlds. Protect your academic freedom. Be inspired yet again by the work of Edward R. Murrow. These are just a few of the uniquely-RTVJ experiences you can have at the AEJMC convention in Chicago August 6-9. RTVJ is partnering with several other divisions and interest groups to give our members an exciting and thought-provoking program.

Kicking off our activities at 8:15 a.m. on Wednesday, August 6, will be a PF&R panel discussion on a

topic of importance to all professors: Academic freedom. Karen Turner of Temple University is coordinating the panel with the Law and Policy Division.

"Increasingly faculty have come under attack from within and outside of their colleges and universities," Karen writes. "This panel will explore the state of academic freedom. Panelists will include those who have been the recipients of those attacks as well and those developing solutions."

At 10 a.m. Wednesday, we'll begin the

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You Have Research. RTVJ Needs It

Gary L. Hanson
Kent State
RTVJ Research
Chair



We're coming up on our own version of

March Madness— the last minute rush to finish research papers for the April 1st AEJMC research competition deadline. Now is an important time for scholarship in the fields of radio and television journalism. We work in an age where new forms of content and distribution, new voices in the media marketplace, new owners and business models, and new technology are changing the very foundation of journalism. Each of these is an important topic that we as scholars have a responsibility to examine critically.

The annual research competition is an important venue for showcasing research that illuminates each of these issues. Unfortunately, the number of research paper submissions in the RTVJ division has been steadily declining for a number of years – down to just 30 papers last year.

You could point to some reasons for the decline: demanding time commitments, changing research priorities, other avenues for scholarly output, old-fashioned “burnout.” At the same time, consider that each of our programs has tenure-track colleagues who are looking for feedback and support for scholarly work. One way to solve the submissions problem is to encourage them to submit their most recent scholarship to the competition.

Many of us work with inquisitive graduate students who are just beginning their academic careers and whose research needs to be vetted and published. Same thing – encourage them to submit, too. Many of you already have earned tenure and promotion. Your years of experience and, yes, wisdom are needed as well.

I would argue that we have the responsibility as scholars to add our voices to the debate over the future direction of electronic journalism – in both theory and in practice.

This is why research competitions are important. Clearly there isn't time to start a new project for the April 1 deadline, but there is time to finish one, right up to 11:59 p.m. on April 1.

But we need help in getting the word out one last time. Prod your colleagues on the path of tenure; see what your grad students have in the pipeline, put the finishing touches on some work of your own and help facilitate the discussion over the current and future practice of journalism.

This is the second year that AEJMC research papers will be submitted using the All-Academic online submission process. You will be able to submit your manuscripts right up until the midnight deadline on April 1. (No more last-minute dash for overnight delivery.)

There were some bumps in the road last year with All-Academic. The AEJMC staff has revamped its training process, so this year should go much more smoothly, but you can do some things to make it easier.

Simple as it sounds, make sure you submit your paper to the correct division, upload an abstract of no more than 75 words, make sure you complete the online submission form completely (name, affiliation, address, etc.) and make sure you remove all identifying material from the manuscript (those pesky codes inside Microsoft Word as well as clearly identifiable information in the reference list.)

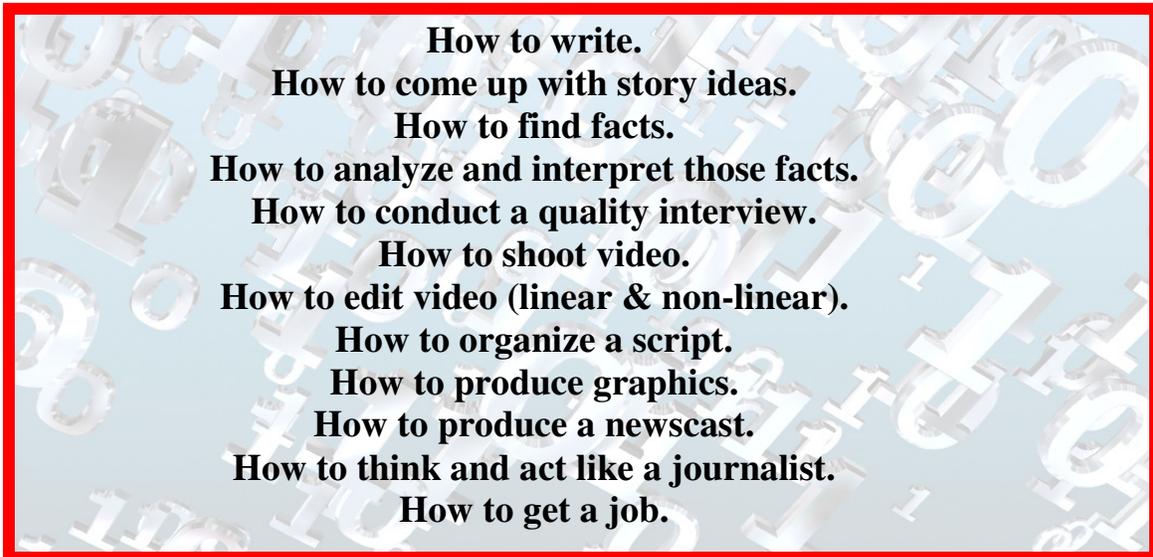
Two tips from last year's research chair Nancy Dupont: Register with AllAcademic only once (multiple accounts under the same name can be confusing) and consider submitting your paper as a PDF file to preserve formatting and to be certain that all parts of the paper are submitted. Most importantly, at least one author of an accepted faculty paper must attend the convention to present.

We're counting down to the April 1 deadline. I urge you add your voice, your wisdom and your scholarly output to the debate. We need to hear from you.

And the list keeps on growing . . .

News for Teachers from the Convergence Trenches

By Laura Smith
RTVJ Teaching
Chair



These are just *a few* of the things we teach in radio and TV journalism classes every day. In addition to teaching students to be critical thinkers, to become quality writers, and to understand core journalistic principles, a growing number of skills (many of them technology-driven) are crowding today's broadcast news syllabi.

This is especially true in the modern media environment, where broadcast educators are now expected to teach students to do "convergence" alongside more traditional broadcast skills. I put this word in quotation marks only because the definition of convergence varies so widely. No matter how you define it, though, there is no doubt... many of our students will be doing *it* once they get into the industry.

The key question is – what (and how) do we need to teach *it* so our students are prepared for their first news jobs.

There's been a growing debate in journalism

programs across the country about this. Following the lead of some American newsrooms, certain schools have "converged" their print, photo, and broadcast curricula. Others have stuck with "the program" and kept the walls up between broadcast and print. While there's no definitive answer as to the right approach, a new study may provide some insight into the issue/s.

My former colleague, Assistant Professor Andrea Tanner, and I wanted to know what we should be teaching in our respective broadcast classrooms – so we went straight to the source for our data.

Instead of talking to academics or news directors, we surveyed producers and reporters working in small and medium-sized TV stations across America – the newsrooms where our students would most likely land their first jobs.

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What would Mr. Murrow say now?

RTVJ Celebrates the Murrow Legacy

**By Gary L. Hanson
Kent State,
RTVJ Research Chair**

2008 is an important year for the legacy of legendary CBS newsman Edward R. Murrow. This is the 100th anniversary of his birth and the 50th anniversary of his famous speech to the Radio Television News Directors Convention in 1958.

Thanks to the movie *Good Night and Good Luck*, a new generation of Americans has been introduced to Ed Murrow. The movie opens and closes with the RTNDA speech. The most famous line is its closing one, in which Murrow reminds the attendees that the without the possibility of teaching, illuminating or inspiring, television is nothing more than "...wires and lights in a box."

The end of the speech is memorable, but the impact of his words begins with the very first line when he promised to speak with some candor about what was happening to radio and television.

Murrow, the best-known broadcast journalist of his day, challenged the business and programming decisions of the television networks, specifically his employer, CBS. He suggested that journalism holds a special place in American democracy and warned of the clash between the public interest and the corporate interest. If only he could see us now.

I wonder what Murrow would say if he were to see his industry 50 years later. The state of broadcasting is well known to those of us who study and teach the craft – who "labor in the vineyard," as Murrow put it in his speech.

For many of us, Ed Murrow is closest the thing

This instrument can teach, it can illuminate; yes, and it can even inspire. But it can do so only to the extent that humans are determined to use it to those ends. Otherwise it is merely wires and lights in a box.

*Edward R. Murrow
Address to RTNDA, 1958*

we have to a patron saint. He invented much of what would become broadcast news and developed a legendary stable of correspondents for CBS.

But Murrow's legacy is much more complicated that it may seem. Murrow's reporting was not always objective – from his famous McCarthy broadcast in 1954 to his *Harvest of Shame* several years later. Murrow understood that most stories have two sides, but that those two sides are not necessarily equal.

Murrow introduced some of the first personality journalism with his "other" broadcast, *Person to Person*, which focused on interviews with celebrities and other famous people.

It is because of this complicated legacy of our patron saint that the RTVJ Division has issued a special call for research papers that examine the life and legacy of Edward R. Murrow. The winning manuscripts and essays will be presented at a special session at our Chicago convention – back-to-back with an additional panel that looks at Murrow's legacy to broadcast journalism.

Murrow's speech was given in Chicago, too. Perhaps that should be our legacy as journalism scholars and teachers, to continue the debate over the future of radio and television journalism, to follow in the footsteps of the man with that courageous voice who spoke out 50 years ago this summer, and to produce scholarship that can teach, can illuminate and yes, can inspire.

Edward R. Murrow Sessions

Wednesday, 10 a.m.: Panel:
The Work of Edward R. Murrow

Following the panel: Research session:
Murrow's career and life

Call for Nominations

Ed Bliss Award for Distinguished Broadcast Journalism Education

Deadline: March 19, 2008

The Edward L. Bliss Award for Distinguished Broadcast Journalism Education is presented annually by the Radio-Television Journalism Division (RTVJ) of the Association for Education in Journalism and Mass Communication. This award recognizes an electronic journalism educator who has made a significant and lasting contribution to the field.

Criteria for nomination and selection:

- Teaching: Evidence of excellent teaching may come from a nominee's dean, director, or department chairperson, current or former students, faculty colleagues, etc. Letters should contain specific examples of teaching quality.
- Service: This may include major responsibilities or leadership in professional or educational organizations such as AEJMC, RTNDA, SPJ, state broadcast news organizations, etc.
- Research: The nominee should exhibit enhancement of teaching and service through professional and/or academic writing and research. Examples include journal articles, articles in professional trade publications, and creative work for broadcast.

The award will be presented at the RTVJ

business meeting at the conference in Chicago on Thursday, August 7, 2008. The recipient will receive a personal plaque and a waiver of conference registration fees. In addition, the recipient's name will become part of a permanent plaque to be housed at American University in Washington, D.C.

Nominations are solicited from the broadcast media, professional organizations and associations, and broadcast educators or students. Nomination materials should include a nomination letter attesting to the nominee's qualifications in teaching, service and research; recommendation letters supporting the nomination, and any other testimonial materials that may advance the nominee's cause. Letters from students, faculty or broadcasters are welcome.

Send nominations postmarked by March 19, 2008 to:

Prof. Denise Dowling
Don Anderson Hall
32 Campus Drive
Missoula, MT 59812
(406) 243-4143

Past winners of the Ed Bliss Award (formerly Distinguished Broadcast Journalism Educator Award)

Jack Shelly, Iowa State (1983)
Ed Bliss, American University (1984)
Dick Yoakam, Indiana (1985)
Henry Lippold, Wisconsin-Eau Claire (1986)
Rod Gelatt, Missouri (1987)
Mitchell Charnley, Minnesota (1988)
Don Brown, Arizona State (1989)
Irving Fang, Minnesota (1990)
Ernest F. Andrews, Syracuse (1991)
Al Anderson, Texas-Austin (1992)
Michael Murray, Missouri-St. Louis (1993)
Joseph R. Dominick, Georgia (1994)
Joan Konner, Columbia (1995)

Gordon Greb, San Jose State (1996)
Travis Linn, Nevada-Reno (1997)
Vernon Stone, Missouri (1998)
Elmer Lower, ABC, NBC (1999)
Ken Keller, SIU-Carbondale (2000)
Lincoln Furber, American University (2001)
James Hoyt, University of Wisconsin (2002)
Phillip O. Keirstead, Florida A&M University (2003)
Thomas Griffiths, Brigham Young University (2004)
Peter Mayeux, University of Nebraska (2005)
Bill Knowles, The University of Montana (2006)
Jim Upshaw, The University of Oregon (2007)

From our RTNDA Liaison . . .

RTNDA Emphasizes Education at Convention

**By Denise Dowling
University of Montana
RTNDA Liaison**



My tenure as liaison to the RTNDA board is drawing to a close.

I want to thank you for the opportunity to serve you in this capacity for the past two years. Members of RTVJ and BEA have done a wonderful job reaching out to the RTNDA this past year, and building those bridges is paying off.

In August, the RTNDA Board met with representatives of RTVJ at our annual convention in Washington D.C. The lively conversation ranged from information on student chapters to convention programming to “bundling” registration for RTNDA and BEA conventions. RTNDA listened! The proof is in the changes you’ve seen and will be seeing.

The RTNDA website was completely overhauled this past year, creating a much more user-friendly page. You’ll notice the top tabs contain an education section.

RTNDA is working hard to turn news events and newsroom dilemmas into teaching tools for high school and college educators. The site contains lesson plans, notes, handouts and video. If you haven’t had a chance to check it out please visit rtnda.org.

The RTNDA board of directors is hard at work putting the finishing touches on the convention programming for RTNDA @NAB 2008.

This year, the convention will give special attention to educators, with panels targeted to this segment of the audience. You will see more panels and workshops specifically for educators and see more academics presenting.

The last day of the convention overlaps with the beginning of the BEA conference. Wednesday, April 16th has a bevy of programming you and your students won’t want to miss.

- Career Day
-60 media representatives from around the country meet with 1,500 job-seekers.
-Networking roundtable allows one-on-one conversation with leading media executives.
- Managing Millennials
-Educators and industry leaders talk about the challenges and rewards of managing this generation of journalists.
- Coaching Young Talent
-Educators get some practical tips on how to bring out the best in students who are bound for an on-air career.
- The Many Hats Journalists Wear
-The newsroom of today demands different skills of its employees. Educators will learn how technology is impacting job descriptions and how educators may need to adjust curricula to meet the demands.

And that’s just Wednesday! There are plenty of panels, presentations and workshops on Monday and Tuesday that focus on preventing burnout, writing, solo journalism, building brands and legal issues. This year’s Paul White Award winner is Sam Donaldson. He will be honored in at the award ceremony and reception on Monday evening.

Finally, work continues on creating an RTNDA student award. I’ve been working closely with Ken Fisher to coordinate with BEA in managing the award. This is still a work in progress. I’ll be passing the torch to Mary Rogus in April as she will be your next liaison to the RTNDA board.

Hope to see you all in Las Vegas in April!

RTNDA@NAB Convention
April 13-16
Las Vegas Hilton

Register at:

<http://www.rtnda.org/conv08/registration.html>

Remembering those who speak the truth

By Joy Chavez Mapaye
University of Alaska
Anchorage
PF&R Chair



The day I arrived in Washington, D.C. for the 2007 AEJMC convention, it was about 100 degrees. I'm not sure if that was the exact temperature, but to someone from Alaska, it was HOT—and the humidity didn't help. I had every reason to stay in my air-conditioned hotel room. Instead, I got into a taxi and headed for a special destination in Arlington, Virginia.

Freedom Park is an outdoor museum in Arlington. It is dedicated to journalists who have died on the frontlines of freedom. I had wanted to visit the park since I first found out the AEJMC convention would be in Washington, D.C. Now,

here I was—taking a tour of the park in the blistering heat.

However, when I read the names on the memorial, the temperature didn't seem to matter as much. I was humbled to be present in a place where so many great journalists were honored. Sometimes we forget in the middle of deadlines that the job of the journalist is to let freedom and truths speak. It is a responsibility inherent in the profession. Another is to abide by a strong code of ethics and professional conduct.

I am reminded of this responsibility as another university campus shooting makes the headlines, this time at Northern Illinois University. Six are dead including the gunman. More than a dozen students are injured. Hundreds more are traumatized. News coverage during such tragic times must be done with much care. The weight of professional freedom and responsibility is never to be taken lightly.

RTVJ Officers for 2007-2008

Head: Mary T. Rogus,
Ohio University
rogus@ohiou.edu

Vice Head: Nancy McKenzie Dupont,
University of Mississippi
ndupont@olemiss.edu

PF&R Chair: Joy Chavez Mapaye,
University of Alaska-Anchorage
jmapaye@jpc.alaska.edu

Research Chair: Gary Hanson,
Kent State University
glhanson@kent.edu

Teaching Chair: Laura K. Smith,
l-k-smith@hotmail.com

Membership Chair: Rich Landesberg,
Elon University
rlandesberg@elon.edu

RTNDA Liaison/DBJE Chair : Denise Dowling,
University of Montana
denise.dowling@mso.umt.edu

Secretary: Susan Zuckerman,
Rhode Island College
szuckerman@ric.edu

Webmaster: Tim Bajkiewicz,
University of South Florida
tbajkiew@cas.usf.edu

Building Strategic Directions . . .

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We were also presented with a series of contradictions and obstacles to reaching those goals. Our mission during the two days of meetings was to come up with some strategic directions in order to move the organization toward the vision of the future and deal with the contradictions and roadblocks to getting there.

It was an invigorating experience to share ideas with other divisions, including many with which I have had little or no interaction. The discussions were rich with ideas and excitement about the future of the organization.

Although we were all trying to think about the organization as a whole, I think we also sent a clear message to the strategic planners and leadership that the divisions are the heart and soul of this organization. Yes, our industries may be crossing boundaries, but we are dealing with that quite successfully in our co-sponsorships of programming and the many ways we as members work with one another.

So, I clearly think we don't need to worry about divisions being blown up in favor of some other organizational structure. There may be changes in the way divisions are organized, but they will remain a core of AEJMC.

What did come out of the meetings are a series of Strategic Directions that I believe point the organization in several very positive ways. Broadly defined, those directions include:

- Create Brand Awareness
- Develop Academy and Industry Prestige/ Reputation/Influence
- Develop Financial Strategies
- Redefine Internal Structure
- Develop Membership Programs
- Expand Expertise Everywhere
- Develop an Innovative Scholarship Center
- Engage Internationally and Multiculturally

What do these lofty sounding titles mean? At the core of many of these strategic directions is a desire to expand the research, teaching and leadership expertise of the academy beyond our ivy

covered walls.

There is a strong recognition that the research members do and the leadership they provide in the classroom for the next generation of journalists and mass communication practitioners is virtually unknown outside of our group. But we have limitless potential to influence the industries most of us were a part of before coming to academe. We just have to get the word out, and what better platform than through our "trade organization."

The other broad theme in these strategic directions is service to our members. By strengthening the organization financially and structurally, we create more resources to provide those services. We become more than an organization that brings members together once or twice a year and provides outlets for our research.

I encourage you to go to this link for some specific ideas for implementing these strategic directions:

http://aejmc.org/strategicplan/strategic_directions_chart.pdf

Then, provide your own feedback on what you read:

<http://aejmc.org/talk/?p=999>

The next step in the process is for these strategic directions to be incorporated into the entire Strategic Plan. You will be asked to vote on that plan at this summer's convention in Chicago. But now is the time to weigh in with your ideas. The strategic planning committees truly want your feedback and are very open to it.

AEJMC Convention

August 6 – 9 in Chicago
Convention Hotel: The Marriott

540 North Michigan Avenue

For online registration:

<http://www.aejmc.org/events/convention/hotel/index.php>

Convention Preview . . .

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first of two sessions that focus on the career of broadcast news pioneer Edward R. Murrow. Joy Chavez Mapaye of the University of Alaska Anchorage, along with help from the Cultural and Critical Studies division, will lead a panel discussion of Murrow's work. The discussion will be followed by an RTVJ research session presenting papers focusing on Murrow's career and life.

We'll head into a new dimension at 5 p.m. Wednesday. Don Heider of the University of Maryland will present "News and Communication in Virtual Worlds: Identity and Reality." This panel will examine the uses and implications of virtual-reality worlds such as Second Life. The Communication Technology division is co-sponsoring.

Rise and shine early Thursday for an 8:15 a.m. session on the state of convergence in 2008. This panel has a special focus on the digital platforms adopted by Chicago media. Bob Papper of Hofstra University is the organizer, with co-sponsorship from the Media Management and Economics division. We'll hear from the people who are on the front line of convergence about how it's going and where it's heading.

RTVJ Division Head Mary Rogus of Ohio University is well known for keeping us up-to-date on technology, which is no easy task. This year, she tackles this challenge again with "Electronic News Technology Decisions (On an Academic Budget)." The panel, co-sponsored by Media Management and Economics, will be at 3:15 p.m. Thursday. Expect lots of industry and vendor involvement here, too.

Late last year, a lively discussion broke out on the RTVJ list serv when Anthony Moretti of Point Park University asked this question: "Should print and broadcast journalists be accredited, and would such a move actually improve the quality of news?" Anthony will continue the discussion at 8:15 a.m. Friday with a panel co-sponsored by the Internships and Careers interest group. Plan to be there,

and bring your opinion!

Late Friday and early Saturday RTVJ joins with other divisions and interest groups to co-sponsor panels on what media students should know about accounting and finance (with Media Management and Economics), the state of newspaper and television collaborations (with Newspaper), and how to prepare students for new media careers (with the Internships and Careers interest group).

So make your plans. Pack your curiosity. We'll see you all in the Windy City in August!

***Deadline for Research
Submissions:
April 1, 11:59 p.m.***

Submit original, non-published research papers through the ALL-ACADEMIC web site. This web site will accept papers for all AEJMC divisions.

More information is available at the following link:

<http://www.aejmc.org/events/convention/papercall/index.php>

From the Convergence Trenches . . .

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Generally, we asked respondents: (1) What type of convergent activities they were doing every day; (2) How convergence affects their workload; and (3) Whether they felt they were properly trained to do this work.

You can read the complete findings in the most recent edition of *Electronic News*. But here are the cliff notes. Our study found that in TV newsrooms today, overwhelmingly, convergence means posting TV content onto a station's Web site. More than 60% of respondents said they put content on the Internet. Fewer than a quarter did any work for another TV or radio station and only 8% worked with newspapers.

When it came to working on their station's Web sites, most posted their stories *as is* or in an abbreviated version. Only 22% of respondents said they put original, un-aired video or sound bites on the Web. Fewer still provided streaming video or still pictures, blogged, or added additional facts to their stories for the Web.

In short, convergence equals repurposing. Most TV reporters and producers spent less than 30 minutes a day on convergence-related tasks. And while nearly half of respondents said additional training would help improve their personal job performance, the majority felt they knew what they needed to know to get the job done.

So what can teachers learn from this data? Our survey suggests that teaching students to write "across platform" and produce content for multiple media may be more than they need – at least right now. Instead of adding additional skills to our syllabi, results show students may be better off if we just keep focusing on the basics.

Even if they aren't producing *fresh* content for other mediums, TV news workers are

multi-tasking more than ever before. The amount of time they have to focus on writing and reporting is dropping.

Perhaps the best we can do for our students is to keep hounding them about quality writing, teach them how to write multiple versions of the same story, make sure they are comfortable and familiar with computers (and methods for posting content on the Internet), and – above all – teach them to work quickly and efficiently.

Because producers are significantly more likely to write and post content to the Internet than reporters are, and because reporters are more likely to repurpose for the radio, Dr. Tanner and I *do* have some suggestions for specific training for those students. But if I told you what they were, I'd be taking readers away from *Electronic News*.

If you haven't picked up the December issue, you should. See what you can do to help your students "converge" their collegiate experience with real world expectations.

AEJMC Convention

Early Bird registration rates:

Member: \$125

Non-member \$230 (includes dues)

Student member: \$60

Non-member student: \$105 (includes dues)

Retired member: \$60

An online Early Bird registration link will be available in May. Register by July 7 for these reduced rates.