

**AEJMC Annual Division Report  
2004-2005**

**1. Cover sheet with:**

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**2. On the demographic form (in a PDF only) (for both annual and mid-year meetings where appropriate) please report number and ethnicity of:**

- \* officers
- \* panel presenters
- \* moderators
- \* discussants

**\*\*See Attachment.**

**In a written report, provide the following GENERAL information using the section headings and the question numbers.**

**3. Please provide an overall statement weighting the division or interest group's activities for this year in the Research, Teaching and PF&R areas. The new assessment process recognizes that the relative weighting of these three activities will be different from year to year, but over the five-year reporting period, the three areas should receive generally balanced attention.**

**Programming Overview:**

Since the ICD was given only six chips instead of the usual seven this year, we are especially proud of the solid, well-balanced research/PF&R/teaching program we were able to put together. While we set 3.5 chips aside for our open research competitions, we used 2.5 chips for our panels, which mostly focused on our PF&R and teaching pursuits.

Our especially diverse, promising group of research papers will be presented and explored in a variety of venues – via a wide variety of research sessions, scholar-to-scholar presentations and, for the first time, a much anticipated, experimental high-density session. We are also especially pleased that so many of our research paper winners and presenters this year are from different countries.

As for our PF&R and teaching panels and workshops, the ICD is the primary sponsor of three PF&R panels, one teaching panel and a four and one-half hour Latin-American-themed teaching/PF&R pre-convention international mass communication teaching workshop. The ICD is also co-sponsoring the teaching-oriented GIFT (Great Ideas for Teachers) mini-plen.

Overall, the division has a good mix of PF&R, research and teaching panels, sessions and workshops. These sessions are also timely and relative to the conference's San Antonio venue. In addition, many non-AEJMC members, most of them foreign, will be offering their personal, academic and media insights on panels. Many of these non-AEJMC members are government officials, non-government professionals and media practitioners, all of whom will add important depth and understanding to our program offerings.

## **Programming**

### **I. Selection Process**

A total of 16 panel proposals were received this year. The criteria used to evaluate panels submitted for possible programming were:

- a] relevance to the division's focus and goals in mostly three areas:
  1. professional freedom and responsibility,
  2. research and
  3. teaching
- b] Timeliness of topics
- c] Appeal or likelihood of panel to be supported by other AEJMC divisions.

Based on these factors, all 16 panel proposals were submitted to AEJMC for further evaluation and programming during the association's winter meeting in San Antonio. Of the 16 panel proposals, seven were PF&R, six were research, three were teaching, one of which focused on Dr. Everett Rogers' teaching/scholarly contributions. We also decided to continue our popular pre-convention international communication teaching workshop.

At the mid-winter programming meeting we were informed that the ICD would be one of the divisions given one less chip for programming this year, six instead of the usual seven. The ICD was able to get five of the above proposed panels co-sponsored by other AEJ divisions. And, when we couldn't find a co-sponsor for the Dr. Rogers' teaching/scholarly panel, we decided to hold a brief award ceremony on his behalf at this year's ICD business meeting.

### **II. Number, Titles and Types of ICD Panel Sessions**

As stated above, the ICD is a sole sponsor of its pre-convention teaching workshop and the primary sponsor of four panels -- three PF&R and one teaching panel. It is also co-sponsoring the GIFT teaching-oriented mini-plenary and will present a teaching/scholarly award to Dr. Everett Rogers at its divisional business meeting in San Antonio. These workshops, panels and sessions are described below.

## **1. Sole ICD Sponsorship:**

### **Pre-Convention Teaching Workshop**

The ICD is once again sole-sponsoring its annual, popular pre-convention international mass communication teaching workshop, which will run from 5:30-10 p.m. on Tuesday, Aug. 9. This year's workshop, titled "Teaching International Communication: Whatever Happened to Latin America?" will bring prestigious international scholars together to discuss how to better teach our future mass communication students to understand, cover and interact with Latin America and its people.

We chose to spotlight Latin America this year not only because so many of our members are interested in this world region, but it will help AEJ pursue this conference's Latin American venue. For example, this year AEJ helped fund a select group of Latin American scholars to attend this year's conference in hopes that they will become active members of AEJ. At least two of these scholars, and the amazing, unstoppable Rosental Alves, will take part in this workshop.

This pre-convention teaching workshop, which is also an ICD fundraiser, has been heavily advertised throughout the year via the ICD's Executive Officers, AEJMC newsletters and the division's Web site and listserv.

A promo for the teaching workshop, written for a recent AEJMC newsletter, follows:

#### **Pre-convention ICD International Teaching Workshop**

Whatever happened to Latin America? Since the U.S. media cover Latin America so infrequently, few of us really know. If you have ever tried to teach your students about Latin American journalism and mass communication issues and practices, you know how difficult it is to find relative textbooks and teaching materials.

But don't despair, help is on the way.

This year's annual International Communication Division Pre-Convention Teaching Workshop is taking advantage of its San Antonio location to bring prominent media scholars and experts together to share their Latin American professional and classroom knowledge, resources and "best practices." Whether you are just now considering introducing your students to the Latin American media or have been teaching related topics for years, this workshop is for you.

This hands-on, interactive special event, a combination of short presentations, hand-out swapping and small group discussions, hopes to provide participants with the type of practical tips, strategies and information they need (such as textbooks, reading lists, Web sites and syllabi) to improve their print, broadcast and online Latin American offerings. In addition, all workshop

participants will receive a certificate for completing this session, which can be added to their promotion and tenure materials.

Scheduled featured speakers and workshop moderators include the following Latin American scholars, media experts and professors:

**Rosental Alves**, Professor and Knight Chair in Journalism and Director of the Knight Center for Journalism in the Americas and UNESCO Chair in Communication, University of Texas, Austin;

**Sonia Virginia Moreira**, Professor of Radio Journalism and Media Culture, University of the State of Rio de Janeiro, Brazil;

**Sallie Hughes**, Assistant Professor in Journalism and Photography, University of Miami, FL;

**James Scotton**, Chair, Department of Journalism, Marquette University;

**Guo Ke**, Chair, Department of Journalism, Shanghai International Studies University;

**Ralph Berenger**, Graduate Director, School of Communication, The American University in Cairo;

**Arnold de Beer**, Professor Emeritus, Stellenbosch University, South Africa.

This ICD teaching workshop will run from 5:30-10 p.m. Tuesday, Aug. 9, at the upcoming San Antonio convention. The cost of participation is \$25, and participants will be taken on a first-come, first-served basis. To reserve your seat, contact AEJMC's business manager, Rich Burke (Richaejmc@aol.com), or sign up for the workshop when you register for the San Antonio convention. For more information about the workshop, contact its coordinator, James Scotton (james.scotton@marquette.edu).

## 2. Primary ICD Sponsorship:

### PF&R Panels

***PF&R Panel #1: The 2004 US Presidential Elections and Global Opinion: How the World's Press is Portraying Us***

Co-sponsor: Community College Journalism Association (CCJA)

***PF&R Panel #2: Progress on the Access of Women and the Portrayal of Women's and Gender Issues in the News Media around the World***

Co-sponsor: Commission on the Status of Women (CSW)

**\*\* The ICD received an unprecedented, generous \$4,000 from the AEJ leadership to support this panel.**

***PF&R Panel #3: Culture, Power, & Dialogue: Free Expression in a Diversifying World***

Co-sponsor: Media Management and Economics (MME)



### Teaching Panel

**Primary-sponsored Teaching Panel:** *Take 'Em Away, Send 'Em Away,  
Bring 'Em In: How to Effectively Use  
Study Abroad in Journalism and  
Mass Communication Programs*

Co-sponsorship: Graduate Education Interest Group (GEIG); Internship and Careers

### 3. ICD Co-sponsored panel:

**Teaching Mini-plenary Session: Great Ideas for Teachers (GIPT)**

Primary sponsor: CCJA

Additional co-sponsors: SPIG and Scholastic Journalism

### III. Number, Names, Titles, Affiliations and Countries of Non-AEJMC Members Invited as ICD Panel Speakers

We are truly international in the number of non-AEJMC members invited as ICD panel speakers – of the 10 speakers, only four are from the United States. The names of the speakers, and their affiliations, follow:

1. Ralph Berenger, The American University in Cairo, Egypt
2. Guo Ke, Shanghai International Studies University, China
3. Rose Baseleres, Philippines
4. Dr. Glory Dharmaraj, national coordinator of Global Media Monitoring Project in the United States, World Association for Christian Communication (WACC), U.S.
5. Rita Henley Jensen, editor-in-chief, *Women's eNews*, U.S.
6. Patricia Made, gender and media consultant and former director general of Inter Press Service, Zimbabwe
7. Colleen Lowe Morna, director of Gender Links, South Africa
8. Sujatha Mukhiri, Professor, Centre for English and Foreign Languages, India.
9. Wes Turner, CEO and publisher, *Fort Worth Star-Telegram*, Texas
10. Dionicio (Don) Flores, executive vice-president & editor, *El Paso Times*, Texas.

### IV. Strengths and Weaknesses of 2005 Panel Sessions

As mentioned in the above “programming overview” section, the ICD has developed an especially strong 2005 program that consists of many diverse, compelling research, PF&R and teaching elements. We are looking forward to one of our most interested, varied years ever.

We believe our main weakness this year is that we are offering two less panels. However, since we were given one less chip, this situation was unavoidable.

Once again, here is our review of our programming strengths and weaknesses:

Since the ICD was given only six chips instead of the usual seven this year, we are especially proud of the solid, well-balanced research/PF&R/teaching program we were able to put together. While we set 3.5 chips aside for our open research competitions, we used 2.5 chips for our panels, which mostly focused on our PF&R and teaching pursuits.

Our especially diverse, promising group of research papers will be presented and explored in a variety of venues – via a wide variety of research sessions, scholar-to-scholar presentations and, for the first, a much anticipated, experimental high-density session. We are especially pleased that so many of our research paper winners and presenters this year are from different countries.

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- 4. Please write a bullet-point statement (500 word maximum), to be co-authored by the outgoing and incoming Heads, addressing: \*What are your most important goals for the upcoming year? \*What goals did your group set this year that you were unable to reach? Why? \*How may any or all of the Standing Committees help you to achieve your goals in the coming year?**

*What are your most important goals for the upcoming year?*

1. To Continue expanding international cooperation and providing additional visibility for the division at home and abroad in order to "internationalize" both the ICD and AEJ as thoroughly as possible.

For example, over the past few years the ICD has spearheaded AEJ's Internationalization Task Force's efforts to meet and work with AEJMC counterparts worldwide. The ICD leadership is currently formalizing and advancing such relationships in its efforts to get such organizations to join AEJ and to co-sponsor the

ITF's World Journalism Education Conference, a major PF&R/international journalism education effort, which is scheduled to take place in Singapore in 2007.

In addition, the ICD has established, and continues to nurture, cooperative arrangements with two international publications, one in Asia and another in South Africa. While continuing to foster these ties, we will try to explore similar ventures with publications or organizations in one or two of the following areas: Europe, Central or South America, Australia and Africa.

2. To computerize the ICD's paper review system, to improve its Web site and listserv distribution system and to place as much ICD business and materials on-line as is possible/practical.

3. To continue to increase the ICD's membership, especially among graduate students and Caucasians.

4. To establish a scholarship program for students interested in international journalism.

5. To better market the division's academic journal, the *International Communication Bulletin*, in order to continue receiving the highest quality research submissions possible.

***What goals did your group set this year that you were unable to reach? Why?***

We are still only in the planning stages of setting up a scholarship fund to support graduate students' international mass communication research. We need to find more people to work on this project, which will be a significant goal next year.

After doing more research on setting up an additional scholarship fund in honor of Mary Gardner, we discovered that the AEJ's Women's interest group has beat us to the punch. We are presently deciding whether to join its efforts, which we've been encouraged to do, or just pursue our own on Mary Gardner's behalf. This discussion, among many others, will take place at this year's business meeting.

***How may any or all of the Standing Committees help you to achieve your goals in the coming year?***

It would be great if the Standing Committees could help us better understand how exactly they are available for our assistance. If we had a better idea of how they could help us achieve our goals, we would certainly call on them when we needed them.

**RESEARCH:**

Each Division/Interest Group is assessed based on diversity in

participation and programming. A primary goal of the Research Committee is to enhance the scholarly activities of AEJMC.

**Questions 5 through 8 apply ONLY to refereed research competitions.**

The ICD continues to draw a steady number of quality papers to both its open and student competitions. The division also continues to attract submissions from various parts of the country and abroad.

The ICD was also responsible for five additional competitions: The ICD's Best Faculty Research Competition, Best Student Research Competition, The 2004 International News Story Contest, the ICD's *Asian Journal of Communication Research* Competition and the ICD's *Ecquid Novi: South African Journal of Journalism Research* Competition.

**5. Number of faculty research paper submissions 62;  
number of acceptances 34; 54%. (overall research activity;  
please note the Research Committee guideline is a 50%  
acceptance rate).**

**6. Number of student research paper submissions 30;  
number of acceptances 14; 46%. (research activity with  
students; please note the Research Committee guideline is a  
50% acceptance rate).**

**\*\*The overall acceptance rate for the ICD's open research  
competition and student competition was 50%.**

**7& 8. Overview of judging process (forms used, please attach).**

- Calls for paper submissions were sent to all division members through a personal mailing from the chair of the research committee in November 2004 and through e-mail reminders up until the deadline. Deadline reminders and submission information were also available on the divisional Web site and sent through the ICD's new, updated listserv.
- Judges were identified using a list of ICD judges compiled during the past three years. Judges were also added to this list during the previous year's ICD business meeting. A request for volunteers was also made to ICD members through two direct mailing and several e-mail requests. In addition, the research chairs and vice head used personal contacts to find more judges.

- (#8) A combined total of **75 judges** were used for this year's open and Markham student paper competitions – 40 judges for the open competition, and 35 for the Markham competition.
- While the open research judges reviewed, on average, 4-to-5 papers, the Markham research judges reviewed, on average, 2-to-3 papers. The number of papers assigned to each judge was determined by the division's needs (the number of experts available on specific topics) and, often, a judge's request.

\*\*All papers were reviewed through a blind process by a minimum of three judges. All ratings were normalized by computing z scores and T tests and then combined and averaged.

A standardized paper evaluation instrument was supplied to the judges (evaluation form attached below).

Paper # \_\_\_\_\_

Judge # \_\_\_\_\_

**JUDGING SHEET: AEJMC DIVISION RESEARCH PAPERS**

First, write the number of the paper you are considering in the space above. Next, evaluate the paper with the following statements in mind. Finally, indicate your agreement or disagreement with the following statements by circling a number on the scale. Explain your marks on the back of this or on a separate sheet of paper.

	Not Applicable	1	2	3	4	Highly Disagree.....	Highly Agree
1. The purpose of the paper is stated clearly....	NA	1	2	3	4	5	
2. The paper is organized effectively....	NA	1	2	3	4	5	
3. The literature review is adequate...	NA	1	2	3	4	5	
4. The research method is described clearly	NA	1	2	3	4	5	
5. The research method is appropriate and effective.....	NA	1	2	3	4	5	
6. The evidence is good and related to the purpose of the paper.....	NA	1	2	3	4	5	
7. The evidence is presented clearly...	NA	1	2	3	4	5	
8. The conclusions are related directly to the purpose of the paper.....	NA	1	2	3	4	5	

9. The evidence supports the conclusions...	NA	1	2	3	4	5
10. The subject represents a significant direction for International Communication research...	NA	1	2	3	4	5
11. The questions addressed in this study are handled creatively.....	NA	1	2	3	4	5
12. The writing is good.....	NA	1	2	3	4	5
13. This paper is relevant to the focus of the International Communication division.....	NA	1	2	3	4	5

RATING: (circle one)            1                    2                    3                    4                    5  
    poor                    marginal            good                very good           excellent

RANKING: \_\_\_\_\_ (write in number)

NOTE: Rating is a grade based upon your own standards of quality. More than one paper may be given the same rating. Ranking is the relative quality of the paper compared with the others you are reading in this competition. Ranking must be done after you have read all the papers, with 1 = best. No two papers may be given the same rank number. Also, rankings need not correspond to ratings for the set of papers you have read.

\*\*Please note that when this form was added to this report, it no longer fit into its one-page format and its spacing has changed a bit.

- The papers accepted were the first 34 rank-ordered papers for the open competition and the first 14 rank-ordered papers for the Markham student competition of the papers evaluated. Papers were then assembled into panels by an assortment of themes. No consideration was given to panel placement except for the top three open and top three Markham student papers. Hence, both student and faculty papers and a number of highly ranked papers were included in the scholar-to-scholar session, the ICD poster session and the high-density research session, as per AEJMC instructions.
- The vice head and research chairs for both the open and Markham student competitions notified each author of his paper's acceptance or rejection. Detailed comments from the judges were also sent to authors of accepted and rejected papers alike. For those whose papers were accepted, a copy of the division program and a copy of the author's responsibilities were also provided. Presenters for the research panels and scholar-to-scholar and high-density sessions were all given detailed guidelines/instructions for their presentations.

- The top three papers in the open competition and Markham Student competition were selected based on rankings of judges, and the research chairs were notified accordingly.
- Moderators and discussants were identified and notified by the vice head and research chairs. Panel coordinators also made sure their moderators and discussants received their papers and/or guidelines.

\*\*\*This year, the Markham chair conducted the student competition electronically to save mailing costs and to reduce mailing time lags, especially when judges are based abroad. Papers were matched with each judge's stated expertise and then sent, along with review guidelines and evaluation forms, to selected judges via e-mail. The reviewers were also asked to provide comments on each paper.

\*\*\*The open research competition continued to be conducted through the regular mail.

\*\* Research program copy/AV forms were sent to AEJMC by May 15.

- Thank-you letters were sent to all paper reviewers.
- Program copy of panels and sessions were proofed in June 2005.

\*\* The ICD's head, vice head and research chairs did their best to respond to all research-related queries in an effective, timely fashion.

**9. Did your group conduct any other type of refereed competition? (Could be creative projects, teaching papers or any other non-traditional method of inquiry.) Number of submissions \_\_\_\_\_; Number of acceptances \_\_\_\_\_. Briefly explain the competition and the selection process.**

The ICD was also involved in six additional competitions: The ICD's Best Faculty Research Competition, Best Student Research Competition, The 2004 International News Story Contest, the ICD's *Asian Journal of Communication* Research Competition, the ICD's *Ecquid Novi: South African Journal of Journalism Research* Competition and the GIFT (Great Ideas for Teachers) Competition.

### **1. Best Faculty Research**

In an attempt to inspire and support quality research, we award the top-ranked faculty papers with cash and certificates, which we hand out during the ICD's business meeting. This year's session, and winners, follow:

International Communication Division

Refereed Paper Research Session: Top Faculty Paper Session

Moderating/Presiding: **Vandana Pednekar-Magal, Grand Valley State University**

Voice of America's Kinyarwanda/Kirundi Service as an Example  
of Peace Journalism in Rwanda\*

Carol Pauli, Marist

Obtaining "Better News" Through Better Internal Management: A Survey of First-Line  
Managerial Competencies in South African Mainstream Media Newsrooms\*\*

Elanie Steyn, TFJ (Derik) Steyn, North West and Arnold S. De Beer, Stellenbosch

A Victory of the Internet Over Mass Media?: Examining the Effects of Online  
Media on Political Attitudes in the Most Wired Country Around the World\*\*\*

Daekyung Kim and Thomas J. Johnson, Southern Illinois at Carbondale

Discussant: Bela Mody, Colorado

\* First Place paper

\*\* Second Place paper

\*\*\* Third Place paper

## 2. Best Student Research

To inspire the best quality student research possible, we also award the top-ranked student papers with cash and certificates, which we hand out at the ICD's business meeting. This year's session, and winners, follow:

International Communication Division's Markham (student) Session

Hong Kong Cultural Identity in Jackie Chan's Hong Kong and Hollywood Movies

\*\*\*Jun Wang, University of Minnesota (First place)

Hegemonic Framing: A Study of U.S. Newsmagazine Coverage of the 1997 Asian

\*\*\*Economic Crisis - Takuya Sakurai, University of Oklahoma (Second place)

Antecedents and Impacts of the Internet Activity Scope on Political

Engagements: A Case of South Korean Adolescents - Kyun Soo Kim, University

\*\*\*of Alabama (Third place)

The Reception of Japanese Television Programming by Taiwanese Audiences:

Examining the Impact of Cultural Proximity in the Regionalization of

Television - Goro Oba, University of Florida

O, Say, Can You Read? U.S. and Brazilian Online News and Print Media

Coverage of U.S. Military Involvement in Post-war Iraq - Tania H. Cantrell,

University of Texas at Austin

Moderator: Xigen Li, Southern Illinois University

Discussant: Seema Srikhande, Oglethorpe University



### 3. The 2004 International News Story Contest

The ICD's unique International News Story Contest, our special effort to attract and support U.S. students' interest in covering the world in a more professional manner, is in its eighth year. In this competition, open to undergraduate students worldwide, applicants attempt to send in the academic year's best college newspaper articles based on international topics. Announcements for the contest were made as early as last year's convention in Toronto. Flyers were distributed at the division's business meeting and copies were given to all officers to distribute. Announcements and guidelines for the international newswriting contest were also displayed at various AEJMC tables, published in the *AEJMC News*, posted on the division's Web site and distributed via its new, updated Listserv.

Submissions were requested from both U.S. and international students. This year a total of 19 entries were received, the highest ever (and eight more than last year). The entries were submitted from students associated with a wide-range of universities, including one from Japan. The contest's judges consisted of Terry Scott Bertling, Assistant Managing Editor for Features, *San Antonio Express-News*; and David Cohen, Editor, *The University Star*, Texas State University, San Marcos. Three winners were selected, who will be presented with cash awards and certificates at the ICD's business meeting in San Antonio, Texas.

The winners, and their awards, follow:

First Place: Rachel Lefkowitz, Rutgers University, will be awarded \$100 and a certificate for a story titled: "Decrease in the number of international students in the United States: its first drop in 32 years."

Second Place: Rachel Upton, Louisiana State University, will be awarded \$75 and a certificate for a story titled: "A New kind of Promised Land."

Third Place: Lisa Ciraulo, California State University, Monterey Bay, will be awarded \$50 and a certificate for a story titled: "Local Immigration Reaches a New High."

### 4. The ICD's *Asian Journal of Communication* Research Competition

In this competition, all open research papers with Asian themes are considered. This competition was promoted in the division's call for papers and several times during the year via the division's listserv. Once these Asian papers are located, they are placed in order of their previous-determined rankings. This year, the ICD's third top open research paper, the highest ranked paper with an Asian theme, won this competition. The paper's two authors will split a \$200 award and will receive individual award certificates at this year's ICD business meeting. But, most importantly, these authors will be given the opportunity to publish their article in the *Asian Journal of Communication*.

Information on this year's Asian contest winner follows:

"A Victory of the Internet Over Mass Media?: Examining the Effects of Online Media on Political Attitudes in the Most Wired Country Around the World," by Daekyung Kim and Thomas J. Johnson, Southern Illinois at Carbondale.

### **5. The ICD's *Ecquid Novi: South African Journal of Journalism Research* Competition**

In this competition, all open research papers with African themes are considered. This competition was promoted in the division's call for papers and several times during the year via the division's listserv. Once these African papers are located, they are placed in order of their previous-determined rankings. This year, it was easy to determine the competition's three winners, first-place and two runner-ups, since the ICD's open competition's top two papers, along with its fourth-ranked paper, all dealt with African subject matter. The winner of this competition will receive \$100 and a certificate, and the runner-ups will receive certificates, at the division's San Antonio business meeting. All three authors will also be encouraged to submit their work to this journal for a final editorial review, which will most likely lead to publication.

The winners follow:

Winning paper: Carol Pauli, Marist College, Poughkeepsie, USA. "Voice of America's Kinyarwanda / Kirundi Service as an Example of Peace Journalism in Rwanda."

First runner-up: Elaine Steyn & TFJ (Derik) Steyn, University of North-West, and Arnold S. De Beer, Stellenbosch University, South Africa. "Obtaining 'Better News' Through Better Internal Management: A Survey of First-Line Managerial Competencies in South African Mainstream Media Newsrooms."

Second runner-up: Frank E. Dardis, Penn State University, USA. "Military Alliance, Media Difference: A Comparison of Framing Devices Implemented in UK versus U.S. Press Coverage of Iraq War Protest."

### **6. GIFT (Great Ideas for Teachers) Competition**

The ICD is co-sponsoring the GIFT (Great Ideas for Teachers) mini-plenary competition. GIFT's primary sponsor is the Community College Journalism Association (CCJA). The mini-plen is also being co-sponsored by the Small Programs Interest Group (SPIG) and the Scholastic Journalism Division.

This year, the ICD is an especially active co-sponsor of this event – all eight of the GIFT judges are ICD members.

The GIFT mini-plen is based on a highly competitive contest in which scholars try to convince judges that a particular lesson plan deserves special recognition. This year, of the 56 teaching proposals submitted to this contest, only 25 were selected (a 45%

acceptance rate). These GIFT winners will present their exceptional teaching ideas during this popular GIFT session. GIFT judges are currently determining a grand prize winner, which will be announced during the GIFT mini-plen.

A few examples of GIFT's 25 winning teaching ideas follow:

- You Choose the News  
How to create a weekly lab focusing on news and news values in world media regions,  
Jan Quarles, Middle Tennessee State;
- The Power of Words  
How to stop painting stereotypical pictures by avoiding racial identifiers  
John R. Irby, Washington State; and
- \* Recognizing and Revising  
How to create more diversity-aware student journalists  
Kimberly Wilmot Voss, Southern Illinois-Edwardsville.

For more information regarding GIFT, check out its impressive Web site, which even includes a "most asked" question entry!, at: [www.geocities.com/aejmcgift](http://www.geocities.com/aejmcgift)

## 10. Please list your in-convention activities related to research.

The ICD considers the support and promotion of quality international journalism and mass communication research to be one of its most important objectives. Accordingly, the division is especially pleased with this year's particularly high quality research papers and the fact they have been submitted by an especially wide variety of U.S. and international-based students and scholars and cover a wide breadth of international journalism and mass communication topics, methodologies, theories and approaches.

As mentioned above, in addition to our faculty and student research paper competitions, we also coordinated the Asian and African journal research/publication competitions. And finally, the ICD is especially excited to experiment, for the first time this year, with a high-density research session. As you know, the high-density sessions represent one of AEJMC's efforts to help audience members better achieve their attendance objectives. For example, such sessions will hopefully help researchers improve their own work by allowing them to share more quality time with the researchers, and papers, that best advance their personal research goals.

The division's first high-density session will present six very strong, refereed papers focused on some aspect of framing and discourse in the news. A moderator and discussant have been assigned to this session. Each speaker will present his paper for five minutes, and then will proceed to a special section of the room, in which he will converse with interested audience members and, eventually, the session's moderator. A description of this session follows:

### **Framing and Discourse in News**

Moderator: Jeff Wilkinson, Regent

Discussant: Byron T Scott, Missouri

"A Tale of Two Wars: Framing Analysis of Online News Sites in Coalition Countries and the Arab World During the Iraq War," Daniela V. Dimitrova, Iowa State & Colleen Connolly-Ahern, Pennsylvania State

"Military Alliance, Media Difference: A Comparison of Framing Devices Implemented in UK versus US Press Coverage of Iraq War Protest," Frank E. Dardis, Pennsylvania State

"Build It and They Will Use It: Framing E-Government in India's Silicon Valley," Veena V. Raman, Pennsylvania State

"Frames Reshaped: A Textural Analysis of China's Image in the New York Times, 1966-1976, Jianchuan "Henry" Zhou, Georgia

"Framing Globalization: The Financial Times' Coverage of the 1997 Thai Currency Crisis," Frank Durham, Iowa

"Framing SARS: A Comparative Content Analysis of the Coverage of SARS by Two Major Chinese Newspapers," Yong Cao, Southern Illinois at Carbondale

## **11. Please list your out-of-convention activities related to research.**

The ICD is proud of its out-of-convention research activities, which include publishing quality international research in its scholarly journal, maintaining strong relations with two international journals and running an International Task Force with a strong research orientation

The ICD's journal, the *International Communication Bulletin*, is one of the only U.S.-based scholarly international communication journals and one of the few such journals worldwide. Accordingly, its mere existence helps our division achieve many of its most important research goals, which include offering research publication opportunities and a venue for not only ICD scholars, but all international-oriented journalism and mass communication scholars worldwide. The ICB's very existence helps attract students and scholars alike to international interests and helps them find important access to like-minded individuals. The fact that the ICB is published by the nation's premier journalism and mass communication education association also offers international scholars the opportunity to truly get their research into international journalism and mass communication classrooms, a real plus.

The ICD also worked hard this year maintaining strong relations with two respected international scholarly publications: the *Asian Journal of Communication* and *Ecquid Novi: South African Journal of Journalism Research*. It's very important for us to keep such relationships strong so our ICD members can gain as much international exposure and quality research opportunities as possible. Due to this hard work, our members continue to publish in these journals via our on-going research publication competitions

with them and ICD members' independent submissions.

Several years ago, the AEJMC leadership endorsed the creation of the Internationalization Task Force, consisting of some 40 ICD members. The ITF, which conducts most of its work in-between conventions, is an ICD-driven task force developed to help internationalize AEJMC. Although the ITF is exploring many avenues to help internationalize AEJ, helping figure out how to truly internationalize its research journals is a major concern. The ITF has spent much time brainstorming on how to possibly internationalize AEJMC journals and how to build the ICD's *International Communication Bulletin's* international reputation.

This past academic year, the ITF has concentrated its efforts on creating a World Journalism Education Congress, which will bring together AEJMC-like organizations from every continent to update us all on the current state of journalism education worldwide. This Congress will take place in Singapore in July of 2007. One of this Congress' main components is research-oriented. This Congress will not only hold a worldwide journalism and mass communication open research competition, it will gather journalism editors worldwide to establish and nurture relations with each other and to publish the Congress' best research papers.

**12. Please describe briefly the research goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.**

The ICD remains committed to attracting and featuring high quality research using diverse methodologies, theoretical frameworks and international sources. Our main research commitment remains to help support and promote international journalism and mass communication research worldwide.

This year, we continued to pursue our research goals through the open research and Markham competitions, our traditional research sessions (presentations, scholar-to-scholar, etc.) and our new high-density session approach, which hopes to offer researchers a new, highly effective way to spend more quality time with the researcher/paper of their choice. We also continued pursuing publication opportunities by coordinating publication competitions with the *Asian Journal of Communication* and *Ecquid Novi: South African Journal of Journalism Research*. And, as these competitions continue to gain more attention, we are continuing to attempt to establish additional quality relationships and more such competitions with additional quality international journals.

Since one of our major research goals is also to nurture and reward research on international communication issues, we are continuing to work on establishing a scholarship program to support international-related graduate work. In addition, through the international newswriting contest, we hope to provide undergraduate students early exposure to international topics, which we hope they might focus their journalism and/or

academic careers on.

The *International Communication Bulletin*, the division's research journal, continues to feature a wide variety of quality refereed articles from U.S.- and international-based scholars alike.

A sampling of this year's *ICB* published articles includes:

"Anatomy of a Pro-Development Television Program: The Integrative Content of Kenyan KBC-TV's 'Face to Face,'" by Osabuohien P. Amienyi

"News Coverage of Terrorists Abroad: Characterizations, Sources and Labels," by Thimios Zaharopoulos

"The Proposed First Step Toward Internationalizing AEJMC: Creating a World Journalism Education Congress," by Robyn S. Goodman and Kazumi Hasegawa.

"Is it Right, Wrong or Different? Exploring the Impact of Cultural Factors in Validating Research," by Barbara DeSanto, William Thompson and Danny Moss

"Creating Exotica: Caribbean Images in U.S. Magazines *Ebony* and *Life*, 1960s and 1970s," by Juliette Storr

"Romantic Revolutionaries or Repugnant Rebels? New York Times Coverage of the Irish Republican Army Before and After the 1993 World Trade Center Bombing," by James D. Ivory

The *ICB* also chronicles recent publications covering Asia, Africa, Europe, Latin America and the Caribbean, the Middle East, the United States and Canada. In addition, the *ICB* showcases book reviews on international journalism and communication issues.

The ICD-driven AEJMC Internationalization Task Force has spent much time brainstorming on how to internationalize all of AEJMC's journals and how to build the ICD's own *International Communication Bulletin* into a major leader in its field. However, last academic year most of the ITF's attention focused on nailing down the details of its World Education Journalism Congress, which is scheduled to take place in Singapore in 2007. As state above, one of this Congress' main components is research-oriented. This Congress will not only hold a worldwide journalism and mass communication open research competition, it will gather journalism editors worldwide to establish and nurture relations with each other and to publish the Congress' best research papers.

The ICD will continue to organize and promote its many convention and in-between convention activities through its *International Communication Bulletin*, which is publishing a special section on its ITF activities, its Web site and its new, updated listserv.

## TEACHING:

It is in the interests of the students we are training to be taught by faculty and led by administrators who have given thoughtful consideration to excellence in curricular matters, course content and teaching methods, and teaching performance. To this end, the Teaching Standards Committee of AEJMC urges divisions and interest groups to include activities concerning curriculum, leadership, course content and teaching methods, and assessment.

13. Please list your in-convention activities related to teaching. Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

The International Communication Division spent much of the 2004-2005 academic year creating especially strong teaching offerings, many of which deal with all of the above Teaching Standards Committee concerns. These teaching activities include an ICD sole-sponsored four and one-half hour Latin-American-themed teaching/PF&R pre-convention workshop, titled "Teaching International Communication: Whatever Happened to Latin America?", an ICD sole-sponsored teaching panel, titled "Take 'Em Away, Send 'Em Away, Bring 'Em In: How to Effectively Use Study Abroad in Journalism and Mass Communication Programs," an ICD co-sponsored teaching-oriented GIFT (Great Ideas for Teachers) mini-plenary, the selling of last year's pre-convention teaching workshop booklet and the presentation of a post-mortem career achievement teaching/scholarship award to Everette Rogers.

### Pre-Convention Workshop

The ICD is once again sole-sponsoring its annual, popular pre-convention international mass communication teaching workshop, which will run from 5:30-10 p.m. on Tuesday, Aug. 9. "Teaching International Communication: Whatever Happened to Latin America?" will bring prestigious international scholars together to discuss how to better teach our future mass communication students to understand, cover and interact with Latin America and its people. We chose to spotlight Latin America this year not only because so many of our members are interested in this world region, but it will help AEJ pursue this conference's Latin American venue. For example, this year AEJ helped fund a select group of Latin American scholars to attend this year's conference in hopes

that they will become active AEJ members, etc. At least two of these scholars, and the amazing, unstoppable Rosental Alves, will take part in this workshop.

This pre-convention teaching workshop, which is also an ICD fundraiser, has been heavily advertised throughout the year via the ICD's Executive Officers, AEJMC newsletters, the division's Web site and listserv.

The workshop will be run as a carefully designed interactive training and brainstorming session. Leading the workshop will be six carefully chosen "mentors," whose bios are listed on the ICD Web site. Their duties as mentors will include addressing the importance of teaching international communication, with a special focus on their special teaching areas; leading group breakout sessions; and presenting the group's instructional ideas. All AEJMC members who attend the workshop, as well as the mentors, will receive a commemorative certificate of participation as a testament of their commitment to excellence in teaching international communication. A photo of all participants, and a review of the session's highlights, is also scheduled to be added to the ICD's Web site soon after the convention.

A promo for the teaching workshop, written for a recent AEJMC newsletter, follows:

Whatever happened to Latin America? Since the U.S. media cover Latin America so infrequently, few of us really know. If you have ever tried to teach your students about Latin American journalism and mass communication issues and practices, you know how difficult it is to find relative textbooks and teaching materials.

But don't despair, help is on the way.

This year's annual International Communication Division Pre-Convention Teaching Workshop is taking advantage of its San Antonio location to bring prominent media scholars and experts together to share their Latin American professional and classroom knowledge, resources and "best practices." Whether you are just now considering introducing your students to the Latin American media or have been teaching related topics for years, this workshop is for you.

This hands-on, interactive special event, a combination of short presentations, hand-out swapping and small group discussions, hopes to provide participants with the type of practical tips, strategies and information they need (such as textbooks, reading lists, Web sites and syllabi) to improve their print, broadcast and online Latin American offerings. In addition, all workshop participants will receive a certificate for completing this session, which can be added to their promotion and tenure materials.

Scheduled featured speakers and workshop moderators include the following Latin American scholars, media experts and professors:

Rosental Alves, Professor and Knight Chair in Journalism and Director of the Knight Center for Journalism in the Americas and UNESCO Chair in Communication, University of Texas, Austin;

Sonia Virginia Moreira, Professor of Radio Journalism and Media Culture, University of the State of Rio de Janeiro, Brazil;

Sallie Hughes, Assistant Professor in Journalism and Photography, University of Miami, FL;



James Scotton, Chair, Department of Journalism, Marquette University;

Guo Ke, Chair, Department of Journalism, Shanghai International Studies University;

Ralph Berenger, Graduate Director, School of Communication, The American University in Cairo;

Arnold de Beer, Professor Emeritus, Stellenbosch University, South Africa.

This ICD teaching workshop will run from 5:30-10 p.m. Tuesday, Aug. 9, at the upcoming San Antonio convention. The cost of participation is \$25, and participants will be taken on a first-come, first-served basis. To reserve your seat, contact AEJMC's business manager, Rich Burke (Richaejmc@aol.com), or sign up for the workshop when you register for the San Antonio convention. For more information about the workshop, contact its coordinator, James Scotton (james.scotton@marquette.edu).

\*\*\* "Fifty Fabulous Ways to Internationalize Your Journalism and Mass Communication Courses," the teaching booklet created from last year's international teaching workshop, will be promoted and sold during this year's event.

#### Primary Sponsored Teaching Panel

The ICD is also the primary sponsor of a teaching panel, titled "Take 'Em Away, Send 'Em Away, Bring 'Em In: How to Effectively Use Study Abroad in Journalism and Mass Communication Programs," co-sponsored by the Internship and Careers and Graduate Education Interest Groups. It is described in the program as follows:

Teaching Panel Session: **Take 'Em Away, Send 'Em Away, Bring 'Em In: How to Effectively Use Study Abroad in Journalism and mass Communication Programs**

Moderating/Presiding: **Eric Freedman, Michigan State**

Panelists: **Kent Middleton, Georgia**  
**Aden Hayes, EUSA — European Study Abroad, London**  
**Darcy Greene, Michigan State**  
**Aurelio Collado, Tecnologico de Monterrey**  
**Diana Stover, San José State**

#### Co-Sponsored Teaching Mini-plenary

The ICD is co-sponsoring the GIFT (Great Ideas for Teachers) mini-plenary competition. GIFT's primary sponsor is the Community College Journalism Association (CCJA). The mini-plen is also being co-sponsored by the Small Programs Interest Group (SPIG) and the Scholastic Journalism Division.

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Jan Quarles, Middle Tennessee State;
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John R. Irby, Washington State; and
- \* Recognizing and Revising  
How to create more diversity-aware student journalists  
Kimberly Wilmot Voss, Southern Illinois-Edwardsville.

For more information regarding GIFT, check out its impressive Web site, which even includes a "most asked" question entry!, at: [www.geocities.com/aejmcgift](http://www.geocities.com/aejmcgift)

#### Selling/Distributing ICD Teaching Booklet

At the end of last year's Toronto ICD pre-convention teaching workshop, workshop mentors created a list of their group's best tips on how to internationalize journalism and mass communication classrooms. Over this past academic year these mentors worked closely with ICD member Dr. Edna Bautista, the workshop's leader, to create a list of 50 practical tips that anyone could use to make their classes more international-oriented. As a result of these efforts, an official post-convention teaching booklet was published, titled "50 Fabulous Ways to Internationalize Your Journalism and Mass Communication Courses." Ever since the booklet was published, in December of 2004, the ICD has been heavily promoting it via its Executive Officers and a well-designed, attractive flyer, which we have posted on our Web site and listserv and have passed out at a variety of journalism conferences. The ICD is also advertising the booklet in the July AEJ newsletter.

As of May, the ICD has sold, for \$10 each, 122 of these booklets. ASJMC generously bought 95 of them, and the ICD hopes to sell many of its remaining 300 booklets during the San Antonio convention. Since the Toronto pre-convention teaching workshop was also a successful fundraiser, each participant was charged \$25 (we earned about \$800), these funds, combined with those earned above, have just about paid off our booklet expenses. Accordingly, most of our future sales will lead to pure profits.

#### Everett Rogers' Career Achievement Award

We will be honoring Dr. Rogers' many teaching and research achievements at the ICD's San Antonio business meeting. His students will reminisce about the many lessons they've learned from him, and his widow will be present to pick up his award.

Overall, the pre-convention workshop and teaching panels will address many of the Teaching Standard Committee's concerns, including curriculum, course content, teaching

methods and leadership issues.

As for the pre-convention workshop, it will spend time on assessment methods for various teaching strategies and on sharing syllabi and other teaching resources. In addition, the workshop's activities will be aimed at developing clarity and consistency in one's international-oriented lesson plans and at encouraging creative approaches to delivering course content. Since many of the top leaders in our field will be leading the workshop's many group break-out sessions, workshop participants will obviously be encouraged to both learn and model our top leaders' international teaching successes and to develop such successes of their own.

As for the study abroad teaching panel, it will help faculty learn how to get more students abroad, which will in turn help students better understand the world and make them more effective future leaders in our field – as practioners and/or scholars. In addition, the GIFT panel will award faculty members who work hard developing the most solid, creative lesson plans possible and will also offer other faculty members the opportunity to learn from their peers how to do the same. And the ICD's teaching booklet will specifically help our leaders in international journalism and mass communication education pass on their "best practices" to their colleagues. Finally, the Dr. Everette Rogers' award ceremony at our business meeting should help inspire our members to continue teaching at the highest standards possible, just like Dr. Rogers.

**14. Please list your out-of-convention activities related to teaching. Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.**

Our division spent much time this past academic year focused on out-of-convention teaching objectives, such as developing and publishing our booklet on how to internationalize journalism and mass communication courses, insuring that the World Journalism Education Congress we are creating, to be held in Singapore in 2007, includes a significant teaching component, offering two significant panels at the winter ASJMC conference detailing how to internationalize our courses and how to find funding to do so, publishing an article on this topic in the Spring edition of ASJMC Insights, adding a teaching site to our Web page and supporting ICD member's Rosental Alves' unique Journalism in the Americas Web site.

International Journalism and Mass Communication Teaching Booklet

As described above, a large part of the ICD's in-between convention work this past year focused on developing, editing, laying out and publishing this unique booklet. Since it basically shares many of our leading international scholars' "best practices" when it comes to internationalizing our curriculums, those reading this text will pick up on all kinds of important practical tips. They will not only learn how to internationalize their overall curriculum, they will also learn how to improve course content for a variety of classes and to create new, effective teaching approaches/methods to reaching such goals.

AEJMC's ICD-driven International Task Force recognizes that AEJMC is this country's premier journalism and mass communication education association leader. Accordingly, much of its work is focused on helping AEJMC become not only the premier leader in journalism education in America, but the premier leader of journalism education worldwide. This is the main reason the International Task Force took on its first major project – to hold an unprecedented gathering of AEJMC-like organizations from all continents to discuss the current state of journalism education worldwide. The resulting conference, the World Journalism Education Congress, is scheduled to take place in Singapore in July of 2007.

This meeting of journalism leaders will no doubt touch on all of AEJMC's Teaching Standards Committee's concerns, including curriculum, leadership, course content, teaching methods and assessment.

### ASJMC Panels and Publication

Soon after the AEJ Toronto meeting, former AEJ president, Internationalization Task Force creator and ICD member Joe Foote, in recognition of my International Task Force leadership and my position as ICD Head, invited me to create a panel for February's Nashville ASJMC convention on the need to internationalize our journalism and mass communication curriculums. At ASJMC's urging, Joe created a sister-panel focused on how to find the necessary funding to make such changes. As a special incentive, those who attended both meetings received a free copy of the ICD's teaching booklet, "50 Fabulous Ways to Internationalize your Journalism and Mass Communication Courses." I was happy to hear that the AEJMC and ASJMC leadership considered these panels, which hosted many of our top international teachers and administrators, a real success.

In order to get the word out on the need to internationalize our courses to administrators who could not attend the ASJMC meeting, I was asked to write an article reviewing both sessions for the Spring *ASJMC Insights* journal. It's my hope this article, which ended up being quite lengthy, will inspire our top journalism and mass communication administrators and leaders to more actively internationalize our curriculum and to reward professors who are internationalizing their course content and are using creative new teaching methods to make sure all their courses are as internationally savvy as possible.

The ASJMC article mentioned above is attached to this report.

### ICD Web Site Teaching Section

The ICD has added a teaching page to its Web Site, which can be accessed at: <http://userpages.umbc.edu/~hasegawa/aejmc-icd/index.html>.

The teaching Web page is used to announce pre-convention workshop and teaching panel program information, spotlight members' teaching achievements and provide a means for sharing syllabi and instructional ideas.

By offering features such as syllabi exchanges and teaching ideas, this Web site could certainly influence our members' course content and teaching methods.

### News on Journalism in the Americas

ICD leader, Knight Chair and UNESCO Chair Rosental Alves has created a unique Web site dedicated to helping scholars keep up on breaking news in Latin America, which is linked to the ICD Web site and also available directly at: [http://knightcenter.utexas.edu/austinforum\\_article.php?page=2210](http://knightcenter.utexas.edu/austinforum_article.php?page=2210). This Web site is a valuable resource for both teaching and research on news in Latin/South American countries. Supported by the Knight Center for Journalism in the Americas, this site also sends out weekly Latin American news updates to many internationalists, including all ICD members.

Since this Web site keeps all ICD members updated on major current events related to journalism and the Americas, I am certain it influences class content worldwide. Professors teaching everything from introduction to mass media to international communication courses are mentioning Rosental's Web site in their classes.

### **15. Please describe briefly the Teaching goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.**

This year's ICD teaching programming clearly demonstrates our deep commitment to improving the state of journalism education worldwide.

First, our pre-convention Latin American teaching workshop represents an especially valuable opportunity for international scholars to share ideas on how to better internationalize their courses from the bottom up.

Second, our primary-sponsored study abroad panel will help faculty members get their students abroad, one of the best ways to inspire them to learn about the world.

Third, our secondary-sponsorship of GIFT will help inspire all faculty to improve their overall teaching.

Fourth, our continued distribution of our "50 Fabulous Ways to Internationalize your Journalism and Mass Communication Courses" will teach our faculty how to make all their courses more international-minded. Currently, this booklet is already in the hands of many of our ICD members and the majority of administrators attending the February Nashville ASJMC meeting, thanks to Jennifer McGill. And our efforts are well under way to sell more of these books to educate our colleagues and to raise profits for future efforts to improve journalism education worldwide. Since we have just about covered our publishing expenses, we hope to raise at least \$1,000 to invest in a future journalism education campaign.

Fifth, our ASJMC panels and publication demonstrate our understanding that, in order for our students to truly learn about the world and their place in it, our internationalization efforts must capture our administrators' heart's and mind's. In other words, in order for us to achieve our goals, we need to make sure that administrators get behind our efforts. I strongly believe that the ICD's involvement at

the ASJMC conference was an excellent first step to bringing international scholars and administrators together to achieve important internationalization goals.

Sixth, the ICD's establishment of a new teaching Web site and listserv has made it possible for us to continue important out-of-convention discussions on a variety of teaching issues, such as textbook recommendations for different classes.

And seventh, Rosental Alves, with his Journalism in the Americas Web site and many additional ICD-related contributions, such as finding quality Latin American scholars to apply for AEJMC's special funds this year, is almost single-handedly helping keep our members updated on important international current events and how exactly they are affecting our field.

## **PF&R**

**Each year the PF&R Committee expects some programming both during the convention and between conventions in at least three of the five PF&R areas to meet minimal expectation. Over a period of a few years, divisions and interest groups should have activities in all five areas. A few activities of high quality are preferred and evidence that helps assess quality is helpful.**

**It is important to fully explain the division or interest group's role in organizing a session or panel. Suggested notations: division planned, division was primary or secondary sponsor, division sent out a special paper call on the topic, division provided names for panelists, etc.**

**16. Please list your in-convention activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, or public service. Include a list of non-member invited convention speakers with names and affiliations.**

Our division has consistently demonstrated a strong dedication to our PF&R programming both during and in-between conventions. However, this year we feel especially proud of the many PF&R objectives we were able to achieve.

From the moment we began requesting panel submissions, we emphasized our special interest in PF&R panels via our Executive Officers, especially our PF&R chair, and our official call for panels, which we post on our Web site and sent out via our listserv on several occasions. This "push" for PF&R panels was evident in our actual

submissions, 7 of 16 were PF&R related, and the panels we ended up programming -- 3 of our 4 primary sponsored panels -- are PF&R. We are especially honored that our first PF&R panel, focused on women's issues and the world news, received an unprecedented \$4,000 AEJMC grant to enable panelists to attend from around the globe. In addition, our pre-convention Latin American teaching workshop also fulfills many PF&R goals.

Our in-convention PF&R successes are described below:

## **Convention Programs/Activities**

### **I. PF&R Panels and Workshop**

Our panels, and their co-sponsors, are listed below. These panels, as a whole, touch on **all five** PF&R areas.

#### **PF&R Sessions in which the ICD is a primary sponsor:**

1. "Progress on the Access of Women and the Portrayal of Women's and Gender Issues in the News Media around the World (Co-sponsor: Commission on the Status of Women)

Moderating/Presiding: Margaretha Geertsema, Butler

Panelists:

Dr. Carolyn M. Byerly, associate professor, Journalism Department, Howard University

Dr. Glory Dharmaraj, national coordinator of Global Media Monitoring Project in the United States, World Association for Christian Communication (WACC)

Rita Henley Jensen, editor in chief, Women's eNews, U.S.

Patricia Made, gender and media consultant and former director general of Inter Press Service, Zambabwe

Colleen Lowe Morna, director of Gender Links, South Africa

\*\*This panel will address all five of our PF&R Committee's main issues (free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, and/or public service).

2. "Culture, Power, & Dialogue: Free Expression in a Diversifying World" (Co-sponsor: Media Management and Economics Divisions)

Moderating/Presiding: Anantha S. Babbili, Middle Tennessee State

Panelists: Wes Turner, CEO, Publisher, Fort Worth Star-Telegram  
 Lee Becker, Georgia  
 Ann Hollifield, Georgia

Dr. Sujatha Mukhiri, Central Institute of English and Foreign Languages

Dionicio 'Don' Flores, Vice-President, Editor, El Paso Times, TX

\*\*This panel will address all five of our PF&R Committee's main issues (free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, and/or public service).

3. "The 2004 U.S. Presidential Elections and Global Opinion: How the World's Press is Portraying Us" (Community College Journalism Association)

Moderating/Presiding: Zeny Sarabia-Panol, Middle Tennessee State

Panelists: Rose Baselers, Silliman, Philippines – representing Asia

Serajul Bhuiyan, Texas A&M, Texarkana – representing Middle East

Marcie Hinton, Middle Tennessee State – representing Europe

Eronini Megwa, California State, Bakersfield – representing Africa

\*\*This panel will address all five of our PF&R Committee's main issues (free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, and/or public service).

#### **Non-AEJMC Panel Participants:**

Many ICD division members helped our panel organizers find excellent out-side speakers. Six of our 10 non-AEJMC participants are professionals, government officials and/or non-profit organization leaders:

1. Ralph Berenger, The American University in Cairo, Egypt
2. Guo Ke, Shanghai International Studies University, China
3. Rose Baseleres, Philippines
4. Dr. Glory Dharmaraj, national coordinator of Global Media Monitoring Project in the United States, World Association for Christian Communication (WACC), U.S.
5. Rita Henley Jensen, editor-in-chief, *Women's eNews*, U.S.
6. Patricia Made, gender and media consultant and former director general of Inter Press Service, Zimbabwe
7. Colleen Lowe Morna, director of Gender Links, South Africa



8. Sujatha Mukhri, Professor, Centre for English and Foreign Languages, India.
9. Wes Turner, CEO and publisher, *Fort Worth Star-Telegram*, Texas
10. Dionicio (Don) Flores, executive vice-president & editor, *El Paso Times*, Texas.

### ***PF&R-Related Workshop***

The ICD is once again sole-sponsoring its annual, popular pre-convention international mass communication workshop, which will run from 5:30-10 p.m. on Tuesday, Aug. 9. "Teaching International Communication: Whatever Happened to Latin America?" will bring prestigious international scholars together to discuss how to better teach our future mass communication students to understand, cover and interact with Latin America and its people. We chose to spotlight Latin America this year not only because so many of our members are interested in this world region, but it will help AEJ pursue this conference's Latin American venue. For example, this year AEJ helped fund a select group of Latin American scholars to attend this year's conference in hopes that they will become active AEJ members, etc. At least two of these scholars, and the amazing, unstoppable Rosental Alves, will take part in this workshop.

This pre-convention workshop, which is also an ICD fundraiser, has been heavily advertised throughout the year via the ICD's Executive Officers, AEJMC newsletters, the division's Web site and listserv.

The workshop will be run as a carefully designed interactive training and brainstorming session. Leading the workshop will be six carefully chosen "mentors," whose bios are listed on the ICD Web site. Their duties as mentors will include addressing the importance of teaching international communication, with a special focus on their special teaching areas; leading group breakout sessions; and presenting the group's instructional ideas. All AEJMC members who attend the workshop, as well as the mentors, will receive a commemorative certificate of participation as a testament of their commitment to excellence in teaching international communication. A photo of all participants, and a review of the session's highlights, is also scheduled to be added to the ICD's Web site soon after the convention.

A promo for the teaching workshop, written for a recent AEJMC newsletter, follows:

Whatever happened to Latin America? Since the U.S. media cover Latin America so infrequently, few of us really know. If you have ever tried to teach your students about Latin American journalism and mass communication issues and practices, you know how difficult it is to find relative textbooks and teaching materials.

But don't despair, help is on the way.

This year's annual International Communication Division Pre-Convention Teaching Workshop is taking advantage of its San Antonio location to bring prominent media scholars and experts together to share their Latin American professional and classroom knowledge, resources and "best practices." Whether you are just now considering introducing your students to the Latin American media or have been teaching related topics for years, this workshop is for you.

This hands-on, interactive special event, a combination of short presentations, hand-out swapping and small group discussions, hopes to provide participants with the type of practical tips, strategies and information they need (such as textbooks, reading lists, Web sites and syllabi) to improve their print, broadcast and online Latin American offerings. In addition, all workshop participants will receive a certificate for completing this session, which can be added to their promotion and tenure materials.

Scheduled featured speakers and workshop moderators include the following Latin American scholars, media experts and professors:

Rosental Alves, Professor and Knight Chair in Journalism and Director of the Knight Center for Journalism in the Americas and UNESCO Chair in Communication, University of Texas, Austin;

Sonia Virginia Moreira, Professor of Radio Journalism and Media Culture, University of the State of Rio de Janeiro, Brazil;

Sallie Hughes, Assistant Professor in Journalism and Photography, University of Miami, FL;

James Scotton, Chair, Department of Journalism, Marquette University;

Guo Ke, Chair, Department of Journalism, Shanghai International Studies University;

Ralph Berenger, Graduate Director, School of Communication, The American University in Cairo;

Arnold de Beer, Professor Emeritus, Stellenbosch University, South Africa.

This ICD workshop will run from 5:30-10 p.m. Tuesday, Aug. 9, at the upcoming San Antonio convention. The cost of participation is \$25, and participants will be taken on a first-come, first-served basis. To reserve your seat, contact AEJMC's business manager, Rich Burke (Richaejmc@aol.com), or sign up for the workshop when you register for the San Antonio convention. For more information about the workshop, contact its coordinator, James Scotton (james.scotton@marquette.edu).

\*\*This workshop will address all five of our PF&R Committee's main issues (free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, and/or public service).

## II. Convention Papers

For both its general and Markham open paper competitions, the ICD stressed its desire for papers dealing with PF&R topics in its official call for papers. The division is pleased to report that in its general and student competitions, about 50 percent of accepted papers deal with PF&R topics.

Since 1973, the ICD has awarded, on an annual basis, a small cash prize and certificates to the few best student papers submitted each year. (Since 1979, undergraduates have been allowed to submit their papers to this competition). In addition, since 1993 the ICD has awarded, on an annual basis, a \$100 cash prize and certificate for the best faculty paper submitted each year.

This year's top student and faculty papers, listed below, all deal with PF&R topics. The top three PF&R faculty papers and student papers will be presented in separate, special sessions at this year's conference.

**Top faculty papers session:**

Moderating/Presiding: Vandana Pednekar-Magal, Grand Valley State University

Discussant: Bela Mody, Colorado

First place: Voice of America's Kinyarwanda/Kirundi Service as an Example of Peace Journalism in Rwanda, Carol Pauli, Marist

Second Place: Obtaining "Better News" Through Better Internal Management: A Survey of First-Line Managerial Competencies in South African Mainstream Media Newsrooms, Elanie Steyn, TFJ (Derik) Steyn, North West and Arnold S. De Beer, Stellenbosch

Third Place: A Victory of the Internet Over Mass Media?: Examining the Effects of Online Media on Political Attitudes in the Most Wired Country Around the World\*\*\*  
Daekyung Kim and Thomas J. Johnson, Southern Illinois at Carbondale

**Top student papers session:**

Moderating/Presiding: Xigen Li, Southern Illinois University

Discussant: Seema Srikhande, Oglethorpe University

First Place: Hong Kong Cultural Identity in Jackie Chan's Hong Kong and Hollywood Movies, Jun Wang, University of Minnesota

Second Place: Hegemonic Framing: A Study of U.S. Newsmagazine Coverage of the 1997 Asian Economic Crisis - Takuya Sakurai, University of Oklahoma

Third Place: Antecedents and Impacts of the Internet Activity Scope on Political Engagements: A Case of South Korean Adolescents - Kyun Soo Kim, University of Alabama

\*\*\* The division's call for papers, which emphasized PF&R work, is attached below:

**Call for Papers 2005**  
**International Communication Division**  
**(Deadline: Postmarked April 1st, 2005)**

The International Communication Division welcomes all papers that clearly deal with international aspects of mass communication. Any theoretical orientations and methodological

approaches appropriate to the research are acceptable and encouraged. Papers dealing with research and teaching are welcome, and we especially encourage papers dealing with Professional Freedom and Responsibility (PF&R) areas. These PF&R areas include Free Expression; Ethics; Media Criticism and Accountability; Racial, Gender, and Cultural Inclusiveness and/or Public Service.

Authors do not have to be AEJMC or ICD members to submit a paper, but they must attend the convention to present their accepted papers, at which time they must become an AEJMC member. Papers are submitted either to the open competition (faculty and student-faculty) or the Markham competition (strictly student-authored papers).

Authors are responsible for following the guidelines for paper submissions outlined in the AEJMC uniform paper call. Papers that do not meet guidelines will not be reviewed. Requirements in addition to those in the uniform call: 1) Suggested paper length is 25 pages, 12-point type (7,500 words), excluding notes, references, and figures or illustrations. 2) Please include AEJMC Copyright Permission Form ([http://www.aejmc.org/calls/repro\\_permission.html](http://www.aejmc.org/calls/repro_permission.html)). Submissions cannot be under consideration for presentation at other conferences or publication by hard copy or electronic journals. 3) All six submission copies of paper should include two title pages. On first cover page include the title, author(s), affiliation(s), phone number(s), fax number(s), and email address(es), indicate submission is to the International Communication Division, and include a 75-word abstract. On the second cover page, include only the title, ICD indication, and again the 75-word abstract. Attach both first and second cover pages to each paper (first on top, followed by second). Running head beyond first title page includes just the title. 4) Paper on computer disk must accompany the submission. Title of paper and complete contact information must be written on the disk. Disks not returned.

All submissions will be blind-reviewed by a panel of judges; selections will be strictly based on merit. As usual, the ICD will award cash prizes for three top faculty papers and three top student papers. The Asian Journal of Communication and *Equid Novi*: South African Journal of Journalism Research also will sponsor a "Best Paper Award" (with cash prizes), respectively, during ICD's 2005 Open Paper Competition (For details of these two awards, please check ICD's website: (<http://userpages.umbc.edu/~hasegawa/aejmc-icd/>)). Cash prizes are forfeited, however, if an author fails to present his work.

Please send papers to the following:

Open Competition: Vandana Pednekar-Magal, Ph.D, Asst. Professor, School of Communications, Grand Valley State University, Allendale 49401, Tel: 616 331 3337, Fax: 616 331 2700, Email: [Pednekav@gvsu.edu](mailto:Pednekav@gvsu.edu)

For the Markham Competition (Student Papers): Xigen Li, PO Box 1930, Department of Journalism and Printing, Arkansas State University, AR 72467, Tel: 870-972-3210, Email: [lixigen@astate.edu](mailto:lixigen@astate.edu)

Vandana

Vandana Pednekar-Magal, Ph.D  
Asst. Professor  
School of Communications  
Grand Valley State University  
Allendale 49401  
Tel: 616 331 3337  
Fax: 616 331 2700

### III. Internationalization Task Force Meeting

During the past academic year, the ICD-driven AEJMC Internationalization Task Force, which consists of about 40 ICD members, has been vigorously working on inviting and securing the involvement of international-based AEJMC-like organizations in its first major attempt to internationalize AEJMC: a 2007 Singapore World Journalism Education Congress. The ITF is working hard to help AEJMC become the leader not just in American journalism education but

journalism education worldwide. It believes that this Congress, by introducing top journalism education administrators, faculty, etc., to their counterparts worldwide, will help them get a more accurate idea of the state of journalism education worldwide.

In an attempt to nail down the details of this Congress, the International Task Force will meet with many of its international counterparts at an all-day planning session on August 10 at the San Antonio convention. World Journalism Education Congress members will also meet in India during the summer of 2006 to continue planning this Congress, which will take place during July of 2007 in Singapore.

The World Journalism Education Congress will include an open call for papers and panels in which we will stress all five PF&R-related categories (free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, and/or public service).

#### **IV: PF&R Internationalization Booklet**

The ICD will be selling its internationalization booklet, titled "Fifty Fabulous Ways to Internationalize your Journalism and Mass Communication Courses," at this year's San Antonio Conference. Find out more about the booklet in this PF&R report's out-of-convention section.

Overall, this booklet's teaching tips deal with all five crucial PF&R goals: free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, and public service.

#### **V. PF&R Contests/Awards to be Presented**

##### **1. The ICD's International News Story Contest**

Launched by former ICD Head Sandhya Rao in 1997, this 8-year-old contest/program continues to encourage students to value, and to report on, international topics. During the 1999-2000 academic year, the ICD set up a task force to study the feasibility of opening the International News Story Contest to undergraduates in all countries, not just America, in order to make the division's activities more inclusive of all international scholars. This task force decided to open this contest to undergraduates in all countries beginning during the 2000-2001 academic year.

In this competition, applicants attempt to send in the academic year's best college newspaper articles based on international topics. Announcements for the contest were made as early as last year's convention in Toronto. Flyers were distributed at the division's business meeting and copies were given to all officers to distribute. Announcements and guidelines for the international newswriting contest were also displayed at various AEJMC tables, published in the *AEJMC News*, posted on the division's Web site and distributed via its new, updated Listserv.

Submissions were requested from both U.S. and international students. This year a total of 19 entries were received, the highest ever (and eight more than last year). The entries were submitted from students associated with a wide-range of universities, including one from Japan. The contest's judges consisted of Terry Scott Bertling, Assistant Managing Editor for Features, *San Antonio Express-News*; and David Cohen, Editor, *The University Star*, Texas State University, San Marcos.

Three winners, whose papers all touched on PF&R topics, will be presented with cash awards and certificates at the ICD's business meeting in San Antonio:

First Place: Rachel Lefkowitz, Rutgers University, will be awarded \$100 and a certificate for a story titled: "Decrease in the number of international students in the United States: its first drop in 32 years."

Second Place: Rachel Upton, Louisiana State University, will be awarded \$75 and a certificate for a story titled: "A New kind of Promised Land."

Third Place: Lisa Ciraulo, California State University, Monterey Bay, will be awarded \$50 and a certificate for a story titled: "Local Immigration Reaches a New High."

The existence of this contest/award program achieves many PF&R goals in itself. For example, this program promotes the need for better international news coverage (media criticism/accountability), works toward including more voices in this coverage (racial, gender and cultural inclusiveness) and, through an award system, pushes students to fulfill their journalistic public service obligations (better international coverage leads to a more peaceful world).

## 2. GIFT Mini-plenary

The ICD is co-sponsoring the GIFT (Great Ideas for Teachers) mini-plenary competition. GIFT's primary sponsor is the Community College Journalism Association (CCJA). The mini-plen is also being co-sponsored by the Small Programs Interest Group (SPIG) and the Scholastic Journalism Division.

This year, the ICD is an especially active co-sponsor of this event – all eight of the GIFT judges are ICD members.

The GIFT mini-plen is based on a highly competitive contest in which scholars try to convince judges that a particular lesson plan deserves special recognition. This year, of the 56 teaching proposals submitted to this contest, only 25 were selected (a 45% acceptance rate). These GIFT winners will present their exceptional teaching ideas during this popular GIFT session. GIFT judges are currently determining a grand prize winner, which will be announced during the GIFT mini-plen.

A few examples of GIFT's 25 winning teaching ideas follow:

- You Choose the News  
How to create a weekly lab focusing on news and news values in world media regions,  
Jan Quarles, Middle Tennessee State;

- The Power of Words  
How to stop painting stereotypical pictures by avoiding racial identifiers  
John R. Irby, Washington State; and
- \* Recognizing and Revising  
How to create more diversity-aware student journalists  
Kimberly Wilmot Voss, Southern Illinois-Edwardsville.

The ICD, along with its other sponsors, will be contributing to cash awards for the winning teaching ideas, most of them PF&R related.

The existence of this contest/award program, like the news story contest, achieves many PF&R goals in itself. For example, this program promotes the need for higher quality journalism and mass communication products (media criticism/accountability), works toward including more voices in this coverage (racial, gender and cultural inclusiveness) and, through an award system, pushes faculty members to fulfill their ethical and public service obligations.

### 3. ICD's Distinguished Service Award

The ICD began giving out this award in 1975, an award that "conferred on an individual or medium adjudged to have made an outstanding contribution in the field of international communication during the preceding year or over a period of years" (*ICB*, Vol. 15, No. 2, 1980, p. 265). Often, this award is given in appreciation of work done by journalists around the world facing hazardous situations, such as coverage of worldwide terrorism. This year, two long-time ICD members and academics/journalists will receive this award for helping our membership truly understand and embrace the highest standards of journalism worldwide. These members (we're keeping their names confidential until the award ceremony takes place) will be honored and presented plaques at this year's ICD business meeting.

By calling attention to those supporting/practicing the highest standard of journalism, both awards/contests support, and applaud, all five PF&R areas.

**17. Please list your out-of-convention activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability racial, gender and cultural inclusiveness, or public service.**

#### Out-of-Convention PF&R Work/Activities/Events

The ICD has had an especially productive between-conference schedule as well.

#### I. International Communication Bulletin Publications

This past academic year, all six major articles published in the ICD's academic journal, the *ICB*, dealt with PF&R issues. In addition, as a whole, they covered **all five** PF&R areas.

*From the Fall 2004 (vol. 39/No.3-4) issue:*

"The Proposed First Step Toward Internationalizing AEJMC: Creating a World Journalism Education Congress," by Robyn S. Goodman and Kazumi Hasegawa.

"News Coverage of Terrorists Abroad: Characterizations, Sources and Labels," by Thimios Zaharopoulos

"Anatomy of a Pro-Development Television Program: The Integrative Content of Kenyan KBC-TV's 'Face to Face,'" by Osabuohien P. Amienyi

*From the Spring 2005 (vol. 40, No. 1-2) issue:*

"Is it Right, Wrong or Different? Exploring the Impact of Cultural Factors in Validating Research," by Barbara DeSanto, William Thompson and Danny Moss

"Creating Exotica: Caribbean Images in U.S. Magazines *Ebony* and *Life*, 1960s and 1970s," by Juliette Storr

"Romantic Revolutionaries or Repugnant Rebels? New York Times Coverage of the Irish Republican Army Before and After the 1993 World Trade Center Bombing," by James D. Ivory

\*\*\*As is evident in Fall 2004 lead article, "The Proposed First Step Toward Internationalizing AEJMC: Creating a World Journalism Education Congress," the *ICB* is helping promote the International Task Force's largely PF&R efforts. Although several years ago the *ICB* decided to change its emphasis from newsletter/academic journal to a purely academic journal status (newsletter items are now dealt with on the division's Web site and through AEJMC e-mail lists and listserv mailings), the *ICB* has decided that the task force's efforts are too important to the ICD's internationalization goals to not be covered via article-length entries in the division's journal. Accordingly, the *ICB* will devote a section of the journal to the ITF's World Journalism Education Congressional efforts for the next couple of years.

The *ICB* also chronicles recent publications covering Asia, Africa, Europe, Latin America and the Caribbean, the Middle East, the United States and Canada. In addition, the *ICB* showcases book reviews on international journalism and communication issues.

## II. World Journalism Education Congress Preparations

Planning a one-of-a-kind world journalism convention could certainly be a full-time job.

However, the International Task Force's leading officers, former AEJMC President Joe Foote, ICD Head Robyn Goodman and former ICD Head Kazumi



Hasegawa had no choice but to excellerate their efforts after the two-day World Journalism Education Congress planning session at last year's Toronto convention. Although the Toronto meeting was a great success, much still needed/needs to be done in order for the Congress to take place as planned in July of 2007 in Singapore. For example, right after the meeting, these ITF members needed to re-evaluate and update the Congress' goals, keep in frequent touch with international-based representatives from AEJMC-type organizations who attended the Toronto meeting, find new such representatives in unrepresented world regions and secure their official support of the Congress, etc., etc.

These ITF members, along with several ICD members, will need to continue working diligently up until the San Antonio conference begins on such duties as fully organizing their day-long San Antonio Congressional planning meeting, preparing for the next planning meeting in India during the summer of 2006, etc.

The following sample of an invitation letter to join the World Journalism Education Congress' San Antonio meeting sheds light on the great deal of out-of-conference ICD effort being put into this venture, along with its PF&R sensibilities:

May 23, 2005

Dear Journalism and Mass Communication Association Leader:

The Association for Education in Journalism and Mass Communication (AEJMC; <http://www.aejmc.org>) is inviting a very select group of organizations (including yours) to participate in a unique World Journalism Education Congress, which is scheduled to take place in July of 2007 in Singapore. The Congress will bring together educators from across the globe to discuss the current state of journalism and mass communication education worldwide. There has been explosive growth in journalism education around the world, and yet we have not had a collective opportunity to take stock of it and to discuss where our field is headed. We hope the Congress will help rectify the situation.

If you accept our invitation, we will ask you to send a representative to the Congress' next planning session, which will take place on August 10, 2005, in San Antonio, Texas, USA, at the upcoming annual AEJMC convention. (Your delegate to the meeting would receive complimentary AEJMC registration.) For more information on this year's AEJMC convention in San Antonio, click onto the following link:  
<http://www.aejmc.org/convention/05%20San%20Antonio%20Promo.pdf>

Two years ago, an AEJMC task force proposed bringing every media education association in the world together in 2007 for a World Journalism Education Congress. Last August, AEJMC invited some of the organizations to a planning meeting in Toronto, Canada. Many of these organizations responded positively, including one from Asia (AMIC), Australia and New Zealand (JEA), Europe (EJTA), Middle East (AUSACE), Russia (RAME), Saudi Arabia (SAMC), Israel (ICA), South Africa (SACA), the United

Kingdom (AJE) and the United States (AEJMC); eight of those organizations sent representatives to Toronto. Each of the organizations that participated in the Toronto meeting is excited about the possibilities that the World Journalism Education Congress hold for all of us. I hope your organization will endorse our efforts and join us in San Antonio.

We will hold another planning meeting for the 2007 Singapore Congress this August in San Antonio, Texas, and would very much like to have a representative from your organization participate in it. The Asian Media Information and Communication Centre (AMIC; (<http://www.amic.org.sg>) has agreed to serve as the host organization for the conference. Our 2007 Congress meeting will be held either just before or just after AMIC's annual conference. In San Antonio this year, AMIC's Executive Director, Indrajit Banerjee, will tell us more specifics about the support that his organization is able to provide.

A summary of our work in Toronto, including additional insight into the Congress' objectives, can be found at the following link: <http://userpages.umbc.edu/~hasegawa/aejmc-icd/2007Congress.html>. As you will see, most of our discussion revolved around ascertaining the need for a global conference and the possibilities for the agenda. In San Antonio, we will try to narrow the focus and develop a firm outline of the content and logistics of the conference. Some of the topics we will discuss are: (1) AMIC's offer to serve as host; (2) Size of the conference and composition of the delegates; (3) Programming for the conference; (4) Conference budget; (5) Role of co-sponsoring organizations; (6) Funding sources; (7) Recruitment of other journalism education associations.

Some of the issues that have been raised concern curriculum, assessment, accreditation, teaching materials, distance education, international exchanges, academic integrity, responses to the media industry and technological changes, resource needs, the role of media education in transitional democracies and regional and global publications. The San Antonio meeting will no doubt add more such issues to this list.

The input of your organization will be critical to our success. Only with broad-based representation from throughout the world can we hope to achieve our goals.

We are asking participating organizations to do the following:

1. Send a representative to our planning meeting in San Antonio, Texas, on Wednesday, August 10, 2005, and to Bangalore, India, in July 2006.
2. Endorse the concept of a World Journalism Education Congress in 2007.
3. Designate a person who will serve as your organization's liaison to the Congress through 2007.
4. Send a representative to the Singapore conference in July 2007.
5. Publicize the Singapore conference to your membership.

Please let us know as soon as possible if your organization may be interested in participating in the World Journalism Education Congress so we can plan accordingly.

Sincerely,

Dr. Robyn Goodman  
 AEJMC International Communication Division Head  
 International Task Force Executive Officer  
 Alfred University / E-mail: fgoodman@alfred.edu / Phone: +1-585-243-4813

\*\*In this letter, the reader is urged to click on the following site for information about the task force's past work and a better idea of the World Journalism Education Congress' agenda, which is very PF&R-related: <http://userpages.umbc.edu/~hasegawa/aejmc-icd/2007Congress.html> . For your convenience, the information found on this link, posted on the ICD's Web site, is pasted below:

***World Journalism Education Congress Meeting***  
 Toronto, Canada  
 August 2004

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Here is a brief summary of what eight delegates representing journalism education associations worldwide accomplished in Toronto.

- We reached a consensus about the importance of bringing together journalism education organizations from every continent for a conference in 2007. It seemed to be clear to all that the proliferation of journalism education programs during the past 15 years has created a genuine need for cross-border cooperation and sharing of information.
- We decided that the conference should include the following five elements: (1) meetings of the heads of the world's journalism education organizations; (2) sessions emphasizing the teaching of journalism, the development of faculty, the leadership of journalism programs and opportunities for student and faculty exchanges; (3) a research strand that would allow scholars from around the world to deliver papers; (4) a meeting of journal editors in our field from around the world; (5) sessions on issues involving freedom of media and its responsibilities to the public.
- We discussed the possibility that information from the teaching sessions and the best of the research papers could be published in various journals published by the sponsoring organizations. Several organizations at the meeting believed that special issues of their journals devoted to the output of the Congress were possible.
- We asked the board of directors of each participating organization to do five things over the next three years (including items 1 & 2 before October 1, 2004):

(1) Endorse the concept of a World Journalism Education Congress in 2007; (2) Designate a representative who could serve on the Steering Committee of the Congress for the next three years; (3) Send at least one representative to the Congress in 2007; (4) Try to send a representative to planning meetings in 2005 and 2006; (5) Publicize the meeting to organization members and urge participation.

- In addition to getting an endorsement from the nine organizations that replied positively to the initial call, we will now solicit support of the remaining journalism education organizations that did not respond.
- The planning group that met in Toronto determined that the most promising venue for the Congress would be Singapore in July 2007. Other sites discussed were Dubai, Athens, Malta, Rome, Beijing and Seoul.
- Singapore became a favored site because Indrajit Banerjee, the Executive Director of the Asian Media Information and Communication Centre, tentatively volunteered his organization to serve as host coordinator for the Congress. AMIC organizes an annual multi-nation conference in Asia and has a staff that could help in the organization. Among the organizations represented in Toronto, only AMIC (<http://www.amic.org.sg>) and AEJMC had full-time staff employed and had experience with organizing a large conference.
- The group recommended interim meetings in 2005 and 2006 to plan for the conference. The sites suggested were the AEJMC conference in San Antonio in August of 2005 and the AMIC conference in Bangalore, India, in summer 2006.

Organizations participating in this meeting:

Arab-U.S. Association for Communication Educators  
 Association for Education in Journalism & Mass Communication (U.S.)  
 Association for Journalism Education (U.K.)  
 Asian Media Information and Communication Centre (Singapore)  
 Journalism Education Association (Australia & New Zealand)  
 Russian Association for Media Education  
 Saudi Association for Media & Communication  
 Israel Communication Association  
 South African Communication Association

### III. Internationalization Fund-raising Effort

The ICD's head requested, and was granted, a box stating "AEJMC Internationalization Efforts" on this year's AEJMC membership renewal form. Her hope is that many AEJ members will contribute at least a few bucks to this major PF&R effort when they renew their membership.

#### **IV. Increasing ICD Membership**

One of the ICD's and AEJMC International Task Force's main goals is to internationalize AEJMC via increasing its international membership. ICD Membership Chair Eliza Hawkins worked diligently on this goal throughout the 2004-2005 academic year. Her impressive efforts, and successes, are discussed in her year-end report, which follows:

##### **Report on the Membership Chair Activities for 2004-2005**

**Eliza Tanner Hawkins**  
**Brigham Young University**  
23 May 2005

This year, I decided to try something a little different to see if we could increase the membership of the International Communication Division. I had a research assistant look at all the major communication/journalism academic journals for the past five years and compile a list of the people who had published papers relating to international communication topics (defined quite broadly). We then compared the list of those people to the most recent membership directory for AEJMC and the membership list for the ICD. We selected all the people who were members of AEJMC, but not members of the ICD, and sent out an e-mail saying we would be happy if they would join the division because of their recent published research.

Attached to this brief report is a copy of the letter we sent out. We received several positive replies and inquiries. One person wrote, "Sounds like a great division. Don't know why I didn't join before. I'll sign up." Of course, we will have to see what the actual results are over the next few months and at the 2005 convention.

The second part of the project was to collect contact (e-mail address) information on all the other people who had published articles relating to international communication. Unfortunately my research assistants were a bit slow on this part of the project, and so we were not able to send out an invitation to these people before the April 1 paper submission deadline. However, I now have a database of these people, with contact information for about two-third of them.

My suggestion for next year is that we review the ICD membership list and the AEJMC list to see if there are any additions or updates. We can also quickly review the most recent journals and update the list of people who publish on international communication topics. In the Fall, we should send out another invitation to AEJMC members who publish on international communication topics to join the ICD. We should also send out an invitation to people who are not members of AEJMC, and invite them to join the organization and the ICD. By sending out the invitations in the Fall, with the information about the call for papers, we may attract more people who would like to both join the organization and submit a paper. A follow-up email in the spring of 2006 might also be useful.

Eliza's invitation letter, which she e-mailed out, follows:

**Invitation to join the AEJMC–International Communication Division**

29 March 2005

We noticed that you have recently published research dealing in some way with international communications. Based on your research interest, we would like to invite you to join the International Communication Division of AEJMC. We are actively seeking people who are scholars in international communication topics to enrich the division and help us improve the quality of scholarship and education. Our major goal for the year is to lead the effort to internationalize AEJMC and thus help improve journalism education worldwide. As part of the internationalization effort, we are working toward a World Journalism Education Congress in 2007. We also publish the International Communication Bulletin. This journal includes research articles, book reviews, case studies, international reading lists, and other materials that are useful to scholars interested in international media issues. The International Communication Bulletin is especially useful for classroom settings and as a source for graduate student readings. You can find more information about our other goals and activities at <http://userpages.umbc.edu/~hasegawa/aejmc-icd/>.

Again, we extend an invitation to join the International Communication Division. Information on membership is available at <http://www.aejmc.org/about/> or by contacting Richard Burke at the association's main office at [Richaejmc@aol.com](mailto:Richaejmc@aol.com) or (803) 798-0271.

We would be happy for you to submit a paper for the 2005 convention. Information about the convention is located at the AEJMC website, <http://www.aejmc.org/>. The deadline for submitting papers is coming right up on April 1, 2005.

Sincerely,

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\*\*\*\*The ICD is definitely planning on following up with Eliza's membership efforts this upcoming year. Accordingly to Eliza, many of the new members we are trying to recruit are internationally based. Our stepped-up membership campaign certainly helps promote our PF&R public service efforts via increasing our understanding of free expression, the need for racial, gender and cultural inclusiveness, the need for Western societies to step-up their media accountability, etc.

#### V. ASJMC Panels and Paper (see attachment)

Soon after the AEJ Toronto meeting, former AEJ president, Internationalization Task Force creator and ICD member Joe Foote, in recognition of my International Task Force leadership and my position as ICD Head, invited me to create a panel for February's Nashville ASJMC convention on the need to internationalize our journalism and mass communication curriculums. At ASJMC's urging, Joe created a sister-panel focused on how to find the necessary funding to make such changes. As a special incentive, those who attended both meetings received a free copy of the ICD's teaching booklet, "50 Fabulous Ways to Internationalize your Journalism and Mass Communication Courses." I was happy to hear that the AEJMC and ASJMC leadership considered these panels, which hosted many of our top international teachers and administrators, a real success.

In order to get the word out on the need to internationalize our courses to administrators who could not attend the ASJMC meeting, I was asked to write an article reviewing both sessions for the Spring *ASJMC Insights* journal. It's my hope this article, which ended up being quite lengthy, will inspire our top journalism and mass communication administrators and leaders to more actively internationalize our curriculum and to reward professors who are internationalizing their course content and are using creative new teaching methods to make sure all their courses are as internationally savvy as possible.

This article helps promote most of the PF&R Committee's main goals, including dealing with the needs of international citizens that are unethically restrained from practicing free speech, especially speech dealing with the media's accountability, by political and/or economic factors. This article also services a public service by helping administrators and teachers figure out how they can more successfully help their students truly understand the need for racial, gender and cultural inclusiveness.

## VI. New Latin American AEJMC Attendees for San Antonio

AEJMC, at the ICD's request, gave generous \$1,200 grants to 9 Latin American media scholars/specialists who would not have been able to attend the San Antonio conference otherwise. Such actions surely help our organization achieve its PF&R inclusivity goals.

A list of these nine scholars/specialists follows:

1. Carlos Agudelo, Univ de Antioquia, Colombia
2. Cecilia Balbin, Univ Catolica Argentina
3. Antonio Brasil, Rio de Janeiro State Univ, Brasil
4. Anilyn Diaz-Hernandez, Univ of Puerto Rico - Arecibo
5. Ursula Freundt-Thurne, Univ Peruana de Ciencias Aplicadas, Lima
6. Maria Elena Gronemeyer, Pontificia Univ Catolica, Chile
7. Jorge Liotti, Univ Catolica Argentina
8. Sonia Virginia Moreira, Rio de Janeiro State Univ, Brasil
9. Victor Rivera, Univ of Puerto Rico - Mayaguez

## VII. ICD JLID Winners

AEJMC and ASJMC founded the Journalism and Mass Communication Leadership Institute for Diversity (JLID) program in 2000. The program was created to provide training and mentoring for people of color and women interested in becoming JMC deans, directors or chairs.

The ICD's Out-going Head, Zeny Panol, current Head, Robyn Goodman, and next year's Head, Sundeep Muppidi, all recently won AEJMC/ASJMC JLID placements for this upcoming academic year. Since a major goal of JLID, is to train promising women and minorities to lead Journalism and Mass Communication Programs in an accountable, ethical matter, there is little doubt these three individuals will continue to carry their strong PF&R commitments into their future leadership roles.

## VIII. PF&R Public Relations/Promotions

The ICD has not only spent much time this year developing PF&R panels and activities, it has devoted, and continues to devote, a significant amount of time and space to promoting them. For example, it has used its newly created distribution list, its journal and its Web page to promote its PF&R panels and activities, World Journalism Education Congress and contests and awards. It has



also promoted the World Journalism Education Congress, its international journalism booklet and its pre-convention Latin American workshop in AEJMC newsletters. Its promoted activities often touch on **all five** PF&R areas.

**18. Please describe briefly PF&R goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.**

As mentioned in great detail in questions #16 and #17, the ICD developed and participated in a wide variety of in-convention and between-convention PF&R activities during the 2004-2005 academic year.

For example, most of the ICD's in-convention panels, and its pre-convention workshop, are PF&R-related, as are most of its award-winning papers and referred papers. The ICD put much effort into recruiting PF&R panels and papers, and such efforts paid off.

As for between-convention PF&R activities, the ICD has focused on its Internationalization Task Force efforts, specifically creating a one-of-a-kind World Journalism Education Congress, which will take place in July of 2007 in Singapore. It also promoted its ITF efforts via an indepth *International Communication Bulletin* article, its international journalism booklet, presenting panels at the ASJMC Nashville convention and publishing an indepth article covering these panels in the Spring issue of *ASJMC Insights*.. Both articles are attached to this report.

As also described above, the ICD no longer uses its journal as a newsletter. Newsletter-type information is instead posted on the ICD's Web site, via ICD-member e-mail lists and a new, updated ICD listserv. However, the ICD's journal has made an exception when it comes to promoting the Internationalization Task Force's efforts – it has reserved a special space for such coverage, an example of which is attached to this report.

**Final Note:** The ICD is extremely proud of its many in-conference and out-of-conference 2004-2005 PF&R achievements, which have often covered some aspect of all five PF&R areas. Throughout the year, many of its members have called and e-mailed division officers with words of encouragement and support and offers to volunteer to help us continue to achieve as many PF&R goals as possible. With this type of enthusiasm, we're looking forward to heavy participation in ICD conference events this year in San Antonio and beyond.

**General Information:**

**19. Please attach copies of the newsletters sent by your group this year, and any other material you wish us to note.**

The ICD has spent much of the 2004-2005 academic year trying to locate a copy of its by-laws for the organization at large and for the *International Communication Bulletin*. Since countless former and present ICD officers say they have never seen either set of by-laws, the ICD's head is working closely with Jennifer McGill to draw up a new set of by-laws, which will be presented, and voted on, during the San Antonio business meeting.

The ICD head and vice head are also currently reviewing last year's ICD panel review forms, which were handed out during all ICD sessions for the first time last year in Toronto. The ICD will continue to assess its panels in San Antonio this year.

**2004-2005 Year-end Report Written and Submitted**

**by ICD Head Robyn S. Goodman**

**Contact information – Phone: (585) 243-4813; E-mail: [fgoodman@alfred.edu](mailto:fgoodman@alfred.edu)**

#2 ICD Report 2004-2005  
 AEJMC Demographic Information

	Officers	Annual Convention Sessions				Mid-Year Meetings				Total
		Paper Judges	Panelists	Moderators	Discussants	Paper Judges	Panelists	Moderators	Discussants	
Male (total):	8	45	12	5	5					75
Amer. Indian or Alaska Native	—	—	—	—	—					—
Asian	2	11	—	—	—					14
Black or African American	—	3	2	—	1					6
Hispanic/Latino	—	1	3	—	—					4
International	3	11	3	2	2					21
Native Hawaiian or Pacific Islander	—	—	—	—	—					—
White	3	19	4	2	2					30
Multi-Racial	—	—	—	—	—					—
Female (total):	9	30	14	6	4					63
Amer. Indian or Alaska Native	—	—	—	—	—					—
Asian	2	7	—	—	—					10
Black or African American	—	2	4	—	—					6
Hispanic/Latino	—	1	2	—	—					3
International	4	7	2	4	3					20
Native Hawaiian or Pacific Islander	—	—	—	—	—					—
White	3	13	6	—	1					24
Multi-Racial	—	—	—	—	—					—
Did not report	—	—	—	—	—					—
Total:	17	75	26	11	9					138

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Presented by the International Communication Division of the Association for Education in Journalism and Mass Communication (AEJMC), this booklet is the result of a brainstorming session at the 2004 AEJMC annual pre-convention workshop on "Teaching International Communication" held in Toronto, Canada. In this session, international scholars shared successful teaching tips and lesson plans and generated practical pedagogical advice, which is featured in this booklet. (5.5"x8.5"/ b&w pages / saddle binding / 2005)

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