

## I. International Communication Division

**Division Name: International Communication  
Division****Current Officers:**

**Head:** Sanjay Asthana, Middle Tennessee State University

**Vice Head/Program Chair:** Elanie Steyn, University of Oklahoma

**Secretary:** Amy Struthers, University of Nebraska

**Membership Chair:** Heloiza Herscovitz, California State University

**Newsletter Interim Editor:** Zeny Panol, Middle Tennessee State  
University

**PF&R Committee Chair:** Seema Shrikhande, Ogelthorpe University

**Research Committee Chair:** Marcie Hinton, Middle Tennessee State  
University

**Teaching Committee Chair:** Smeeta Mishra, Bowling Green State  
University

**Student Paper Competition Chair:** Margaretha Geertsema, Butler  
University

**Liaison To Divisions:** Frauke Hachtmann, University of Nebraska

**Website/Online Editor:** Amy Schmitz Weiss, University of Texas-Austin

**International Newswriting Contest Coordinator:** Sandhya Rao,  
Texas State University – San Marcos

**Chairperson, ICB Editorial Selection Committee:** Robyn S.  
Goodman, Alfred University

## 2. Demographics:

Annual Convention Sessions, 2008

Officers:

Male -- 1 Asian

Female -- 8 Caucasian and 4 Asian

Paper Judges: Of those who recorded their gender, 25 were male, 13 were female. The ethnicity data is as follows:

Other 2  
African 5  
African-American 1  
Asian 10  
White 12  
Latin 1  
Native American 1

## 3. Weighting of Activities in Research, Teaching and PF& R Areas:

For 2007-2008, the division's activities have been focused on teaching and research followed closely by PF&R. This makes an approximate weighting of 30 percent research; 50 percent teaching and 20 percent, PF&R. The International division has been an active participant in the Great Ideas for Teachers (GIFT) session over the past several years. In addition, a few pre-conference workshops on some important social issues that have a bearing in globalization and journalism are on the program for the Chicago convention. For instance, two important pre-convention topics worth noting are: "*Women, aging and the media: A US and an international perspective,*" and, "*The Middle East in the classroom: Challenges and strategies.*"

A sample of panel themes indicate the balanced mix of three activities point along with a diversity of subjects: "*Global perspectives on the US and the war in Iraq*"; "*New trends and challenges in the international media industries*"; "*Online and offline social networking: contexts and applications in the academy*"; "*Life and death in newspaper opinion columns: a global comparison*" with "*News through the gender lens...*"

4. As the division head, I explored the possibilities on how to expand the membership of ICD beyond the borders of United States. A major way to do this is via a digitized version of the ICD Bulletin for faster circulation. This will enable to attract new international members, besides, of course, with other important benefits of an electronic bulletin. A major part of my academic interests and research engagements,

this past year had taken me to Saudi Arabia, United Kingdom, and France. During these visits, I had been actively involved in promoting AEJMC and ICD.

I was also invited to the AEJMC strategic meeting in New Orleans to debate and discuss a whole range of issues pertaining to the future of AEJMC. I actively participated in the brainstorming sessions. I shared my ideas on how to internationalize AEJMC.

After assuming the leadership of the international division, one of my main goals was to appoint an adhoc committee on publications to deliberate on the ICD Bulletin. The Bulletin matter had not been taken up by past Heads of the division. As the Program Chair (and vice head), I began to involve fellow ICD members in informal discussions on the future of the Bulletin. This year, I initiated an email discussion with the division members on the content, structure, and format of the publication in view of the rapid changes due to globalization of media, geopolitical realities, and technological convergence. I continued the conversation with my fellow officers as well. The current editor of the Bulletin, Yorgo Pasadeos, informed me in April 2008 that he would like to relinquish the editorship later this year due to pressing personal and family matters. Yorgo had been the editor of the Bulletin for over twenty years. He was outstanding as an editor. In late May, I contacted Robyn Goodman, Editorial Board chairperson to constitute a committee to discuss the appointment of an Interim Editor. The committee made a recommendation, and the division officers unanimously approved the name of Zeny Panol as the Interim Editor for one year (with a provision to extend it to another year). In the meantime, the division will continue to deliberate about the Bulletin, and seek the advise of AEJMC as well. We would like to explore the feasibility of production and distribution of the Bulletin in digital and electronic formats. This, it is believed, would enable us to reach a wider audience from the Middle East, Africa, Asia, and Latin America.

The financial well being of the unit can be developed further by bringing in new members, both from the United States and outside. To this end, I have initiated some discussion in involving journalism scholars from the postcolonial world. More important, the proposed changes for the International Bulletin would build a wider membership. This past year, the division transferred some funds to set up the Robert L. Stevenson scholarship fund.

An important development in the past couple of years relates to the International division website. We have a highly committed person in Amy Schmitz Weiss as the website editor who had been instrumental in not only placing content on the website, but working on the layout and design aspects. I must mention that this is not an easy task. Amy is doing a superb job! The past Head of the division, Maria Marron, and I (as the program chair) made some changes to the way our website needed to be developed. The website previously had been hosted on the university server of the incumbent chair/head; it was decided that this should not be the case because it poses problems in continuity at the start of each year. Doteasy provided the solution, and I have paid the hosting fee (relatively small). Similarly, contact with Diane St. John, a communications consultant/educator who undertook a survey of members' interest in international internship and job opportunities was also something that should benefit the

division. The division was able to host the survey on the website and through the listserv of members, thereby providing a service to members and facilitating Diane in her goal of assessing opportunities. Our vice chair/programming chair Elanie Steyn who did a marvelous job in following up on things that needed to be done and in organizing the convention program at the chips auction in St. Louis. She continues to work very hard in the interest of the division. The research chair, Marcie Hinton is also doing a commendable job.

## RESEARCH

5. The Bob Stevenson Faculty Research Paper Competition received 66 papers, while the Markham Student competition received 58 papers. The papers were assigned to 55 judges, who reviewed approximately 3 or 4 papers each.
6. Upon the completion of the paper reviews, 25 faculty papers (38%) and 29 student papers (50%) were accepted (meaning a 44% acceptance rate for the combined competitions). The papers were arranged into 4 research sessions, a scholar-to-scholar session and a poster session.
7. Overview of judging form process -- A call was sent out to all members of the division to participate in the judging of papers. Last year only 20 people had responded. To ensure that we received a larger response this year, I sent out an email to all ICD members soliciting their participation in the reviewing process. The research chair was also very pro-active in getting the reviewers lined up. Thus, we were able to secure the response of 65-70 people who wanted to judge the papers. The 124 papers received were distributed among 55 judges. About 3 papers were rejected (because of a lack of papers being attached or identification on papers). The total number of papers evaluated was 124. Unlike last year, where there was quite a lot of confusion, this year the online evaluation was rather smooth. There was, however, an issue of some 12 judges not submitting papers on time. The research chair quickly redistributed the papers to other members (who had volunteered as judges earlier). The review process was conducted within the stipulated deadline. The forms used were the standard forms for evaluations.
8. There were 55 judges for 124 papers. Approx. 3 papers per judge (some 12 judges did not respond on time, see explanation above).
9. The division did not conduct any other refereed competition in the research sense, but has been involved in conducting the International Newswriting Contest for the past several years. The past Head of the Division, Sandhya Rao is instrumental in conducting this for the division. Results are yet to be announced.
10. In-convention activities related to research are the refereed research paper presentations, the scholar-to-scholars sessions (poster sessions) and panel presentations.

11. No out-of-convention activities related to research.
12. The research goals of the division are to encourage research for both refereed sessions and panel presentations related to matters of international media, e.g., everything from the framing of certain stories to matters pertaining to ownership, economics, law and ethics in the international media. Toward that end, the division offers three prizes for the Top Three Faculty Papers and three prizes for the Top Three Student (Markham Competition) Papers. The division also publishes the International Communications Bulletin to facilitate the publication of members' research in the international arena.

## TEACHING

13. Teaching and research constitute an important part of this year's agenda. The in-convention activities pertaining to teaching are through the research presentations -- mostly in the poster sessions, and the panel presentations.
14. No out-of-convention activities related to teaching.
15. The division's goals and activities related to teaching encompass the International News-writing Contest where students working for campus media or working on international news-writing assignments for news-writing classes, may submit their work.

## Professional Freedom and Responsibility (PF&R)

16. The division's PF&R activities revolve around refereed research presentations, panel presentations and poster sessions. PF & R activities are also important, and primarily emerge in terms of co-sponsored panels. Some important panels this year pertain to the Middle East (information provided in the earlier sections).
17. No out-of-convention activities related to PF&R.
18. The PF&R goals of the division involve exploration of ethics, criticism and accountability, etc. Usually, the goals are realized in part through the division's collaboration in pre-convention workshops, through contributions of a scholarly nature to the International Communications Bulletin, etc.
19. The only newsletter sent by the group is the International Communication Bulletin is printed in hardcopy. Other important communications were via the ICD website and the members' listserv

