

08-09

## 1. International Communication Division

### Current Officers:

**Head:** Elanie Steyn, University of Oklahoma

**Vice Head/Program Chair:** Margaretha Geertsema, Butler University

□

**Secretary:** Melinda Robins, Emerson College □

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

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

**PF&R Committee Chair:** Smeeta Mishra, Bowling Green State University □

**Research Committee Chair:** Amy Schmitz-Weiss, The University of Texas-Austin

**Teaching Committee Chair:** Manual Chavez, Michigan State University

**Markham Paper Competition Chair:** Seema Shrikhande, Ogelthorpe 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

## 2. Demographics:

### Annual Convention Sessions, 2009

#### *Officers:*

Male -- 1 South American

Female – 10 – 7 Caucasian and 3 Other

#### *Paper Judges:*

We had 58 reviewers this year, including the two individual chairs of both the Bob Stevenson Faculty Research Paper Competition and Markham Research Paper Competition. These two officers had to step in to judge some papers when reviewers who initially agreed to assist in the process could not participate anymore.

Of those judges who recorded their **gender**, 31 were female and 27 were male. Compared to the demographic distribution of judges in 2008, there is a significant increase in female reviewers (31 compared to 13 last year).

Even though we requested judges to record their **ethnicity data** on the judges' forms, many indicated that they did not feel comfortable recording this. As a result, we are not able to give a true reflection of this figure.

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

The division's activities predominantly focused on teaching (50%), followed by research and PF&R activities (25% respectively). As in the past, the ICD has continued its active involvement in the Great Ideas for Teachers (GIFT) session. Also, the division continued its tradition of hosting pre-conference workshops on salient issues in JMC teaching and research. These included issues related to press freedom and freedom of information; as well as focusing on Chinese media – how to teach about it and how to research it. The specific session titles are: *"Covering International News under New Challenges of Press Freedom and Access to Information"* and *"China's Media: Teaching About it, Researching About it."*

In addition, the division will be hosting a mini-plenary session during the upcoming Boston Convention. In cooperation with the Community Journalism Interest Group (COMJIG) and the Religion and Media Interest Group (RMIG) the ICD hosts this session on "Normative Theories of the Media Worldwide: Issues of Responsibility and Freedom". The issue of media freedom and responsibility in society is of ongoing importance. While theories of press freedom historically have been largely Anglo-American, in the contemporary world the media's mission must be articulated internationally and cross-culturally. This roundtable seeks common ground for understanding the media's role in public life among established democracies, new democracies, north and south, industrial and developing societies.

Another highlight on the Boston program includes the research panel titled "One quarter of a century after Madison Avenue in Asia: A Re-examination of Transnational Advertising's Role in the Age of Globalization". In 1984, Michael Anderson published his book, "Madison Avenue in Asia: Politics and

Transnational Advertising," in which he severely criticized the roles that transnational advertising agencies were playing in Asia. The panel will provide an opportunity to reexamine the socio-cultural and economic impacts of transnational advertising in selected Asian markets.

4. Over the current reporting period, the division continued its efforts to expand its **membership** beyond US borders. This was done specifically through the division head's involvement with the World Journalism Education Congress (WJEC) and other related activities and involvement of other officers and members.

For the first time in some years, the division's members also participated in the **AEJMC's Annual Midwinter Conference** hosted by the Gaylord College of Journalism and Mass Communication at the University of Oklahoma in Norman. Division members participated in reading 12 research papers in 3 program slots. Paper presenters focused on issues ranging from media coverage of the Virginia Tech shooting in US and Korean newspapers; HIV/Aids education in South Africa; Chinese Internet subculture; medical tourism; and media coverage of the 2008 Olympic Games in Beijing. Participating in this conference provided members of the division (especially graduate students) an opportunity to network with other divisions, as well as present their research on an academic platform. It also helped graduate students prepare research, present it and improve it for the upcoming Annual Convention in Boston. I would recommend that the division continue its involvement with this regional conference in future.

The division's head and vice head also participated in the **Winter meeting/Chip Auction** of the AEJMC in Louisville, Kentucky in December 2008. By cooperating with a wide variety of other divisions and interest groups, we were successful in scheduling research, teaching and PF&R panels and sessions on the program for the Boston conference. It also gave us an opportunity to network with other groups in the AEJMC.

Following up on initiatives started by the previous ICD head, officers continued this year with its activities to deliberate on the future of the **ICD Bulletin**. After looking into different options for the future of the publication, and involving the interim editor of the Bulletin, the ad hoc committee worked on putting out a call for applications for editorship of the publication and appointing an editor from those applications. This process was pre-empted by various email discussions among division members and the ad hoc committee, with significant input from Robyn Goodman and the interim editor Zeny Panol.

As in the past, the division's **website** played an important role in informing members about various activities. Through the website editor Amy Schmitz-Weiss the website and listserv became an integral part of the division's communication

process. Discussions are currently underway between the editor, outgoing head and incoming head on initiatives to improve on this website even more in the year to come. These initiatives will be discussed with division members during the members meeting in Boston. As in the past, Amy still is a highly committed, highly efficient person who devotes a lot of time and energy to make the division's communication with members as effective and efficient as possible.

Reflecting on this issue, Amy (as website editor) gave the following overview: "For our website, I have to admit that we did not have as many features and new information this year as the year past. I think we do need to incorporate our website more into the [aejmc.net](http://aejmc.net) structure next year and find ways to connect into social media to drive more discussions – such as the AEJMC blog and AEJMC Facebook. I would be happy to help lead these efforts next year. I do believe our website is in need of a redesign (sites should be redesigned every 2 years) and I am happy to help lead that effort. We did include a new section on the site for the Bulletin:

[http://aejmcicd.org/pb/wp\\_d47e690d/wp\\_d47e690d.html?0.6362002203379583](http://aejmcicd.org/pb/wp_d47e690d/wp_d47e690d.html?0.6362002203379583).

We did feature two other members of our division on the site for the past year: <http://aejmcicd.org/feature9.html>; <http://aejmcicd.org/feature8.html>. Overall, we posted information about job announcements, call for papers and contests on the site, but I believe we utilized the email listserv more this year than the website for this kind of communication to our members. I think it would be great if we can unite the email listserv with our website and social media efforts in 2009-2010."

The same can also be said of all the other officers who were involved with the division's activities this year. From the paper competitions (both the faculty and student competitions for the Annual convention and the competition for the midwinter conference) to the chip auction and subsequent program scheduling, to all the other activities that the division participated in this year, officers played a major role. I worked with a highly efficient team and I would like to commend them on their work, commitment and enthusiasm.

## RESEARCH

5. The Bob Stevenson Faculty Research Paper Competition received 72 papers for the 2009 Convention in Boston, of which 26 were accepted (36%). As far as the Markham Student competition was concerned, it received 69 papers of which 27 were accepted (39%).

These papers were assigned to the 58 judges, and each judge received 5 papers. Since the research chairs started an early initiative this year to recruit judges, we had slightly more judges this year than in the past. Still, each judge received 5

72  
69  
141

papers (2 judges requested to judge only 3 papers, and the chairs were able to honor this request). Each paper was subsequently judged by two reviewers.

The accepted papers were organized into 4 research panels, 1 poster session, and 1 scholar-to-scholar session for the Boston program.

7. **Overview of judging form process** – The judging form process mainly came down to the two research chairs. The research chair of the Bob Stevenson Faculty Paper Competition reflected on this process as follows:

*For the judge call, I began the process early – in October of last year. I used a list of previous judges from the past year as my start and also emailed all the members to ask if they would like to be a judge. Seema suggested we use a judge form this year to help identify judges by area and interest. I think this was great and it allowed us to organize the paper assignments more efficiently. I basically told the ICD membership that if they wanted to be a judge, they had to complete the form and respond by a date in November. I gave another reminder in December for any last minute people who may have changed their minds. Then, I had another call for last minute judges right before the AEJMC April 1 deadline. I think having multiple announcements and specific deadlines along with the judge form, helped to make the process flow in the manner it did this year.*

*As for complaints, I had about 10 people (rough estimate) that had issues with accessing their information and the papers in the new system. I directed them to Felicia at headquarters and in all cases she was able to solve the problem. Only one individual had a problem in which I had to enter in his judge information on his behalf because he still had issues entering the system.*

*As for judges, a few dropped out at the last minute and that left Seema and I to pick up some of the work but it was manageable. I did feel bad in giving 5 papers to all the reviewers, but there was no other option considering the high number of papers we received this year. For next year, I do think we need to have more judges – at least 80 to help with the number of papers we will probably receive next year.*

8. In addition to the AEJMC Midwinter Conference referred to above, the division has again been involved in the **International Newswriting Contest**, as it has been for the past several years. The past Head of the Division, Sandhya Rao was again instrumental in conducting this on behalf

of the division. Results of the contest will be announced during the division's members' meeting in Boston.

9. In-convention activities related to research are the refereed research paper presentations, the scholar-to-scholars sessions (poster sessions) and panel presentations.
10. No out-of-convention activities related to research.
11. As was the case in past years, the division still aims to encourage research from its members (despite the ever-increasing number of submissions it receives every year). As mentioned earlier, one way through which to do this is by continuing the members' participation in the midwinter conference, as well as involvement with the WJEC and its research activities. The division tries to encourage members to achieve these goals by giving 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. We are especially excited that this publication will play an even bigger role in this process in years to come.

## **TEACHING**

12. As indicated above, teaching activities again constitute an important part of the 2009 agenda. The in-convention activities pertaining to teaching are through the research presentations -- mostly in the poster sessions, and the panel presentations.
13. No out-of-convention activities related to teaching.
14. 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, as well as the division's continued involvement with GIFT (see above).

## **PROFESSIONAL FREEDOM AND RESPONSIBILITY (PF&R)**

15. 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 (see earlier).

16. No out-of-convention activities related to PF&R.
17. 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.
18. The only newsletter sent by the group is the International Communication Bulletin, printed in hardcopy. Other important communications were via the ICD website and the members' listserv (see earlier comments on these communication tools).