

Speak now about CJIG's future status

By Sharon Hartin Iorio
CJIG president

Decisions, decisions.

During the past year, we asked your help in creating the 2002 program for the annual meeting and with setting CJIG goals, and you responded with many great ideas. The Civic Journalism program for the Miami meeting is timely and relevant as you can see elsewhere in this issue. We need to thank Mike McDevitt for chairing the refereed research paper submissions.

CJIG goals

Thanks to your input and Tanni Haas, who organized the Delphi rounds, the final report on CJIG goals and funding priorities can be read on **page ??** of this newsletter. The report will be discussed at the CJIG business meeting in Miami as an action item. We hope we can respond to the Council of Divisions' request for a written goals statement after our business meeting discussion.

And, now, on to another decision—the really big one.

CJIG status

This past week, I received correspondence from Jennifer McGill of AEJMC. She informed us that the Interest Group status of Civic Journalism will expire on Sept. 30, 2002.

Maintaining interest group status requires filling a formal petition for renewal to be considered by the AEJMC executive committee at the

August convention in Miami.

Interest group status is awarded for one-, two- or three-year terms. CJIG has been operating under a three-year term.

Because the deadline for filling the petition is noon Thursday, Aug. 8, and our CJIG business meeting is scheduled for Thursday evening at 8:30 p.m., we must decide what to do prior to convening in Miami.

Our options

Here are the options:

** Apply for another one-, two-, or three-year term and remain an interest group.

** Apply for division status for Civic Journalism within AEJMC.

** Make no CJIG application for an additional term.

The advantages of remaining an interest group are that we keep our three-and-one-half chips, and our programming opportunities at the annual meeting stay the same. Currently, we may co-sponsor or sponsor up to six panels, one referred research paper session and send papers to a "scholar-to-scholar session."

Achieving division status would mean more opportunities for programming at the annual meeting. Divisions are allowed more invited panels and more referred



research panels. Organizing the annual program and committee work, however, would also increase. Division status requires a fairly large group of active members to carry out the additional work.

The purpose of interest group status is to accommodate small groups with specialized interests and provide venues for support from colleagues and professionals. An interest group may disband (although very few or no AEJMC groups have) when the group believes it has fulfilled the need for its creation.

The question

What action among the three options above do you choose?

Please let me know via email at Sharon.Iorio@Wichita.edu; phone at

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CJIG members say primary goal should be to bring groups together

Showcasing academic work to help both practitioners and academics also ranks high among priorities

By Tanni Haas

Following the last issue's call for members to rank-order various proposals for the future goals of the interest group, I have prepared a brief summary.

It appears, from the responses received, that members believe the primary goal of the interest group should be to bring together academics, practitioners and students for discussion of civic journalism theory, research and practice.

Close second and third goals are to showcase the latest academic thinking on civic journalism to inspire practitioners and to help academics learn about current civic journalism practices.

More distant goals include the following:

** to create connections within AEJMC between civic journalism and related areas of scholarly inquiry.

** to engage academics in fields related to civic journalism and practitioners in all areas of mass communication in dialogue to strengthen civic engagement in democratic institutions.

** to expand civic journalism initiatives by networking with interested individuals, including diverse groups and youth at the community, state, national and international levels.

As to the approximately \$7,000 in funds the interest group has accumulated, it appears, from the responses received, that members believe the primary goal should be to invite and pay editors to participate in panels organized by the interest group.

Close behind, for second place, is awarding \$200 for best faculty and student paper, \$100 for second place and \$50 for third place and advertising these awards early in the call for papers process. The third place suggestion is to honor an outstanding civic journalist each year by presenting an award and plaque at the annual convention.

More distant goals include paying for a luncheon with a keynote speaker, paying someone (or a team) to create a comprehensive, online civic journalism bibliography that covers the first 10 years of the movement and paying someone (or a team) to create a Web page that includes everything on civic journalism that is online.

Be sure to attend the business meeting at the coming convention where the CJIG will discuss these goals in greater detail to try to develop a coherent vision for the future.

Deadline approaches for decision on interest group's future in AEJMC; members urged to speak up now

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316-978-6713; or post at 1845 Fairmount, Wichita State University, Wichita, Kan. 67260-0005.

I will also post a message on the CJ list serve requesting responses regarding this very important decision.

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ing this very important decision.

Carrying on

If you favor applying for another term or going for division status and are interested in serving as an officer (chair, vice chair, research chair, newsletter editor, or a special

committee chair), please let me know that as well.

Chairing CJIG has been a wonderful experience for me. My tenure will end at the August meeting, and I will be stepping down as chair.

The active participation of the other officers and committee chairs has made my work during the past year easy. It's been rewarding for me to become more involved with AEJMC and civic journalism colleagues. The demands of the position are well worth the effort.

I very much favor continuing the civic journalism presence at AEJMC in some form, and I recommend serving as an officer to anyone who has an interest in civic journalism.

Thanks for a great year!



Sharon Hartin Iorio

Civic journalism on AEJMC schedule for August

Wednesday, Aug. 7

10 to 11:30 am

Civic Journalism Interest Group

Teaching Panel Session: **Civic Journalism: 10 Years of Work**

Moderating/Presiding: Jan Schaffer, Executive Director, Pew Center for Civic Journalism

Panelists: Sharon Iorio, Wichita State; Lew Friedland, Wisconsin—Madison; Philip Meyer, North Carolina; Cliff Christians, Illinois

3:15 to 4:45 pm

Internship and Careers and Civic Journalism Interest Groups and Public Relations and Visual Communications Divisions

Mini-plenary Panel Session: **Things Your Teachers Never Told You:**

War, Terrorism and Trauma

Moderating/presiding: Roger Simpson, director, Dart Center for Journalism and Trauma, Washington

Panelists: David Handschuh, *New York Daily News*; Meg Moritz, Colorado; Terry Clark, Central Oklahoma State; Sherry Ricchiardi, Indiana; Carl Juste, *The Miami Herald*

5 to 6:30 pm

Civic Journalism Interest Group and Minorities and Communication Division

Research Panel Session: **Delving Into Diversity: Race Reporting in U.S. Newsrooms**

Moderating/presiding: Ali Mohamed, Edinboro-Pennsylvania

Panelists: Michael Winerip, Reporter, *New York Times*; Jay Rosen, New York; Shirley Staples Carter, Wichita State; Jan Schaffer, executive director, Pew Center

Thursday, Aug. 8

3:15 to 4:45 pm

Civic Journalism Interest Group and Visual Communication Division

Teaching Panel Session: **Building Zones of Connectivity**

Moderating/presiding: Dave Loomis, Elon

Panelists: Jon Greenburg, senior news editor, *New Hampshire Public Radio*; Troy Turner, Managing Editor, *Anniston Star*; Frank Fee, North Carolina at Chapel Hill; Jan Schaffer, executive director, Pew Center for Civic Journalism; Mike Burbach, executive editor, vice president, *Columbus Ledger-Enquirer*

8:30 to 10 p.m.

Civic Journalism Interest Group Business Meeting

Moderating/Presiding: **Sharon Hartin Iorio, Wichita State**

Friday, Aug. 9

11:45 am to 1:15 pm

Association For Education in Journalism and Mass Communication
Refereed Paper Session: **Scholar-to-Scholar**

Civic Journalism Interest Group

David O. Loomis, North Carolina at Chapel Hill — Tale of Two Cities: Connections Between Community, Corporate Culture and Public Journalism.

David D. Kurpius, Louisiana State — Source Prominence and the Unaffiliated: Testing a Primary Tenet of Civic Journalism

3:15 to 4:45 pm

Civic Journalism Interest Group Refereed Paper Session

Moderating/presiding: **Frank Fee**, North Carolina at Chapel Hill
Sherrie L. Wilson, Nebraska at Omaha —How Public Sphere Theorists Have Influenced Civic Journalism*

Esther Thorson, Jae Shim, and Doyle Yoon, Missouri-Columbia — Crime and Violence in Charlotte, NC:

The Impact of a Civic Journalism Project on Knowledge, Mental Elaboration and Civic Behaviors

Chike Anyaegbunam and Buck Ryan, Kentucky —Students as Citizens: Experiential Approaches to Teaching Civic Journalism

Kim Trager, Jennifer Rauch and Eunseong Kim, Indiana — Clinging to Tradition, Welcoming Civic Solutions: A Survey of College Students' Attitudes Toward Public Journalism**
Discussant: **Kristie Alley Swain**, Texas A&M

* Top Faculty Paper

** Top Student Paper

5 to 6:30 pm

Civic Journalism Interest Group and AEJMC Council of Affiliates
Teaching Panel Session: **What Happens When Students Get It But the Profession Doesn't**

Moderating/presiding: **Steve Smith**, executive editor, *Statesman Journal*, Salem, Ore.

Panelists: Dave Kurpius, Louisiana State; Nancy Malone, Louisiana State; Mike McDevitt, Colorado; Gil Thelen, Editor, *Tampa Tribune*

Saturday, Aug. 10

10 to 11:30 am

Civic Journalism Interest Group and Radio-Television Journalism Division

PF&R Panel Session: **Caution: Slow Moving Broadcasters What Does It Take to Move Broadcasters to Civic Journalism?**

Moderating/presiding: **Don Heider**, Texas at Austin

Panelists: Lewis Friedland, Wisconsin-Madison; Tim Geraghty, Vice President, News, WTVJ (NBC) Miami, Fla.; Dave Kurpius, Louisiana State Gary Walker, vice president of Television, WXXI-TV (PBS), New York

Civic TV: diversifying race, gender, affiliation

By DAVID KURPIUS
Assistant Professor of Journalism
Louisiana State University

Looking for different faces on your nightly newscasts? Consider some civic journalism.

A review of 184 television entries to the James K. Batten Awards found not only more ethnic and non-traditional faces and voices on the air – but *significantly* more.

Moreover, citizens were just as likely as officials to be used as prominent sources in stories.

A new LSU study analyzed 1,071 television sources in the award entries. It found that among the sources portrayed on civic journalism entry tapes, 35.5 percent were minorities. That is well above the level of minorities – 25 percent – in the U.S. population, as recorded in the 2000 Census.

Earlier studies of source diversity in television news found reporters used a disproportionately low number of minority sources compared to U.S. Census figures. A 1991 study of news in the San Francisco area, one of the most diverse in the country, found only 19 percent of sources in television stories were minorities.

The LSU study suggested that the use of civic journalism techniques helped white, non-Latino journalists use more minority sources than previ-

ously documented in research: About 30 percent of the sources used by these journalists were minorities.

The study also showed what many have long suspected: Reporters appear to be best at covering their own race. For example, more than 38 percent of the sources used by African-American reporters were African Americans and only 2 percent were Latino. About 34 percent of the sources selected by Latino reporters were Latinos, and 19 percent were African-American.

Gender sourcing also improved in civic journalism stories. Women accounted for more than 40 percent of the sources in the civic work. While that does not reach parity with U.S. Census figures, it is twice as high as the 20 percent measured in a 1997 study of network television news sources, the highest previous benchmark.

Here again, the reporter's gender, like race, made a difference. Female civic journalists included about 7 percent more women in their stories than males did. And male civic journalists used about 10 percent more female sources than previously found in traditional television reporting.

It is no surprise that civic reporting practices lead to inclusion of more citizens – what researchers call “unaffiliated” sources.

Almost 50 percent of the

sources used in these television civic journalism entries were not representing government, businesses or organizations. They represented people as individuals and reflected experiences in their communities. That's about twice the 25 percent inclusion rate for unaffiliated sources previously documented in traditional journalism.

Civic journalists not only used more citizen sources, they also placed citizen sources more prominently as one of the first two sources in a story. And these citizen sources were given prominent placement at the same rate as government, business and organizational leaders.

So what does this mean in the field? First, it means that civic journalism significantly improves the diversity of voices in television work. Second, it does so in a variety of ways – race, gender, affiliation – making the resulting reporting richer in diversity. Third, the hard work of drawing sources from a multitude of civic layers in the community, as described in the Pew Center's “Tapping Civic Life” book (www.pewcenter.org/doingcj/pubs/tcl/index.html), is worth the effort.

The findings are drawn from “Sources and Civic Journalism: Changing Patterns of Reporting,” to be published soon in Journalism and Mass Communication Quarterly.

Free video of 2002 Batten Award winners available

NEW! “The Best of Civic Journalism: 2002 Batten Award Winners.” 11 minutes.

See the *Savannah Morning News*' winning “Vision 2010,” a solutions-seeking community endeavor that targeted failing schools. The runner-up, *The Cincinnati Enquirer*, convened discussions in nearly every neighbor-

hood of a community shaken by race riots. Legacy awards went to the *Wisconsin State Journal* and the *St. Paul Pioneer Press*. Innovator awards included *The Herald* (Everett, Wash.), Picture Projects—360 degrees and the

Media's coverage of Sept. 11 and aftermath shares stage with convergence at conference

By Ann Hollifield

Issues of media objectivity in the face of war, the challenges university journalism programs face in the age of media industry convergence and strategies for success in academic careers dominated discussions at the Midwinter Conference sponsored by CJIG and four other AEJMC groups.

Nearly 100 faculty, graduate students, and media professionals attended the conference at the University of Georgia in Athens Feb. 8-10. Other divisions sponsoring the event were Media Management and Economics, Communication Technology and Policy, Visual Communication

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The head of CJIG is Jack Morris of Adams State (phone 719-587-7427, e-mail jlmorris@adams.edu). Editors of CJIG News are Cheryl Gibbs at Earlham College (phone 765-983-1506, e-mail: chergibbs@aol.com) and Charlyne Berens at University of Nebraska-Lincoln (phone 402-472-8241, e-mail: cberens@unlinfo.unl.edu).

and Radio-Television Journalism.

The problems the American media have faced in covering the events of Sept. 11 and the war in Afghanistan dominated the conference's theme session, "Media and Terrorism." A lack of experienced international correspondents has been one of key problems, according to panelist Tim Lister, vice president of CNN International.

Many media gave up international coverage 10 years ago, "so having to ratchet that back up and understand a culture was a real problem," Lister said. "They don't have that core of experienced international correspondents who are able to go into

Today's audience is waiting for the next update, not the next news cycle.

—Scott Woelfel

another culture and understand a place like Afghanistan or Pakistan."

Despite such issues, the four panelists agreed that the media had, for the most part, risen to the occasion. "We have dramatically increased our news hole for foreign coverage, and I think that will last for a long time to come," noted Bert Roughton Jr., crisis editor for the *Atlanta Journal Constitution*. "The whole effect of Sept. 11 on us, and I hear this across the whole newspaper industry, is a new commitment to serious, thoughtful news reporting."

For more detailed information about the session, go to: <http://www.grady.uga.edu/faherty/home.html>

The issue of convergence and its implications for journalism programs was the topic that dominated the second plenary panel. The four panelists offered different definitions of convergence but shared similar views that teaching technology should not be a high priority for university courses.

"I believe convergence is driven by non-news business executives who think one building can house all the operations, non-news executives who believe that one staff can do it all," said Conrad Fink, director of the Cox Institute for Newspaper Management Studies at the University of Georgia. He added that both journalists and journalism educators needed to ask whether cost considerations should drive journalism or journalism curricula.

Scott Woelfel, president of Armchair Media and founder and former CEO of CNN Interactive, noted that no "breakout" application of converged media has yet been developed. But he also pointed out that the demand for media delivered across different platforms is growing. Meeting the constantly rolling deadlines of instant media — whether Internet or wireless — will require that the next generation of journalists be excellent reporters who understand that their audience is always waiting for the next update, not the next news cycle.

Kurt Greenbaum, mid-Atlantic general manager for Media General Interactive, agreed that stu-

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The ABC's of AEJMC

Getting the most out of the conference

Graduate student from all divisions can learn how to showcase themselves and capitalize on the networking opportunities offered by the AEJMC convention at a pre-conference session sponsored by the Public Relations Division.

The "ABC's of AEJMC" will include tips on effective presentation styles, networking, dress codes and the job search resources available at the conference. The session's format will emphasize open discussion of these and other significant topics for graduate students. The joint faculty/student panel will be moderated by Carolina Acosta-Alzuru of the University of Georgia.

"The ABCs of AEJMC" will be preceded by other sessions of special interest to communication graduate

students engaging in research projects. At 1 p.m. a panel will discuss "Mentoring Graduate Students into a Research Agenda." Following that panel, a series of round tables will discuss major research protocols and tactics. Included among the topics the roundtables will discuss are how to do consumer behavior research, how to gain research funding and how to conduct post-modernism research or communication audits.

The PR division's pre-conference will be held Tuesday, Aug. 6, from 1 to 6:30 p.m. The ABCs of AEJMC will begin at 5 p.m. All sessions are free and open to all faculty and graduate students who have registered for the Miami conference.

More on Midwinter Conference

Continued from page 5

dents need to be taught first to think and report but added, "We need to be teaching students to think about this."

For journalism programs, however, adding a focus on convergence is problematic, Jack Zibluk of Arkansas State University in Jonesboro, noted. "We're under pressure to cut back requirements and hours because it costs students too much to graduate," he said.

A more complete report on the panel's discussion is available at <http://www.grady.uga.edu/faherty/home.html>.

In addition to the two plenary sessions that took place on Saturday, 32 research papers were presented. One session showcased research on the conference theme of media and terrorism. The others focused on such topics as research on professional freedom and responsibility issues, management issues, the World Wide Web and online newspapers. Papers from all of the divisions were included in the research sessions so that

attendees had the opportunity to hear research from a wider variety of perspectives than usual in AEJ refereed research sessions.

The final plenary session of the conference was a "Breakfast with Senior Scholars" held on Sunday morning. Former MME Division Head Stephen Lacy of Michigan State University, Alison Alexander, head of the Department of Telecommunications at Georgia, Lee Becker, director of the Cox Center for International Mass Communication Training and Research at the University of Georgia, and Joe Dominick, professor at Georgia, offered advice to young academics about how to manage the pressures of the university life.

"Don't look at it as a teaching job," Becker advised. "Think about it as joining an academic unit as a professor. Then look at that unit's expectations for all the things they want you to do."

The demands of academic jobs have changed over the years, panel members noted, with professors

facing more pressure to do more things and to start bringing in outside funding. The key to success is making good decisions about where to invest one's time. "Don't spend your time writing books or writing major grants," Alexander advised those who did not yet have tenure. "It's too high-risk as a strategy."

Lacy added, "There are many things that comprise your life. Make sure that you give up the things in your life that are not as important. You can balance work and family, but you're going to give up other things."

For more information on the Breakfast with Senior Scholars Session, go to: <http://www.grady.uga.edu/faherty/home.html>.

The three-day meeting was hosted and supported by the University of Georgia's Michael J. Faherty Broadcast Management Laboratory, Cox Institute for Newspaper Management Studies, and Henry W. Grady College of Journalism and Mass Communication.

How *not* to teach civic journalism

Using the lessons of civic journalism to drive good teaching

By Cheryl Gibbs
Earlham College

It should be simple, really, to write an article about teaching civic (or public) journalism. Yet the longer I teach, the harder it is for me to see that label as much more than an artifact. I grow less and less able to point to this or that and say, “That’s civic journalism, and here’s a way to teach it.”

In the maelstrom of debate, rhetoric and experimentation unleashed by the pioneering work of people like editors Jack Swift, Buzz Merritt and Jim Batten and of journalism educators Jay Rosen, Ed Lambeth and Ted Glaser, journalists and educators alike have learned — and, in some case, re-learned — many lessons.

The most profound lesson for me as a teacher was that, just as civic journalists have benefited from reexamining the choices they make in the reporting process and then trying out different choices, I could benefit from reexamining and experimenting with the choices I made in my teaching.

I realized, for example, that some of my choices inadvertently fostered reporting reflexes that were at the root of recurring problems in my students’ stories.

I was focusing on craft instead of content, assigning each beginning reporting student to start with something easy — a basic story about a coming event selected from the college calendar. I found that nearly every student fell quickly into a comfortable pattern of telephoning or e-mailing obvious sources to get information and quotes. Once that pattern was set, it was almost impossible to change.

However, one of the lessons from

civic journalism is that relying too heavily on obvious sources and staying holed up at the office are liabilities. The stories that result are too predictable, reflecting the agendas and interests of a relatively narrow segment of the population. No matter how well-crafted those stories are, they often miss the mark in terms of reflecting what is most important in a given community.

Now I require would-be reporters to immediately go out, in person, to search for their own story ideas by talking to a diverse group of their fellow students. This pushes many of them way out of their comfort zones — but they inevitably come back with a much richer range of story ideas. It helps them see the value of interviewing people face to face. It changes their perceptions and perspectives about issues of general concern. It also sets a different pattern — that of seeking out diverse sources in person.

I have a hard time, however, saying that’s a way of teaching civic journalism, because it seems much more like teaching reporting reflexes that foster journalistic excellence. That holds true as well for changes that have resulted from other lessons learned through civic journalism.

Civic journalism has taught us, for instance, that journalists can present a more accurate, true picture of the range of perspectives on important public policy issues if they explore those perspectives systematically through civic mapping, deliberative forums and other approaches that have been widely used in civic journalism.

It has taught us that journalists can write fairer, more balanced stories if they more thoughtfully weigh the choices they make. Those choices include which stories to cover, how each story should be framed, which perspectives to represent, whom to interview, what questions to ask, which quotes to use and how to pre-

sent those stories on the page (or on the air).

It has taught us that journalists who engage citizens’ interest by writing more meaningful, relevant stories about public life and creating opportunities for citizens to interact about those issues can help to rejuvenate civic participation. Just as surely, journalists who write boring, jargon-laden stories about those same issues can inspire citizens to think public life is deadly dull and impenetrable.

But perhaps most importantly of all, it has taught us the value of being open to new paths to journalistic excellence.

Cheryl Gibbs teaches journalism at Earlham College, a small Quaker college in Richmond, Ind. Her textbook, Getting the Whole Story: Reporting and Writing News, written with Tom Warhover from the University of Missouri, will be released this fall by Guilford Publications in New York.

Send news, essays and teaching tips

If you have a civic journalism event to publicize, teaching tips to share or a short essay about civic journalism you’d like to see published, this is a good place to do it.

Articles should be 500 words or less, written in journalistic (not academic) style.

Send to Charlyne Berens, University of Nebraska-Lincoln via e-mail: cberens1@unl.edu. If you have questions, phone her at 402-472-8241.

Sign up now for Pew luncheon

The annual Pew Center for Civic Journalism Luncheon – from 11:45 a.m. to 1:15 p.m. on Thursday, Aug. 8, at this year’s AEJMC convention – will begin examining where journalists can get some new ideas for connecting with their communities.

“What Can Computer Games Teach Journalists” will be a conversation with Glenn Thomas, co-founder of Smashing Ideas, a Seattle adver-gaming company. Smashing Ideas helped *The Herald* in Everett, Wash/, build its award-winning clickable

map to engage citizens in waterfront development and *The Sun News* in Myrtle Beach construct its “Growth on the Strand” game to help people to interact with sprawl choices.

The luncheon will be the last function planned by Jan Schaeffer as director of the Pew Center for Civic Journalism. Those who plan to attend must register for the luncheon. To sign up, call or email the Pew Center: 202-331-3200 or news@pccj.org.

Fall conference on convergence calls for papers

Media convergence is the topic of a conference planned for November at the University of South Carolina.

“The Dynamics of Convergent Media” is inviting completed papers, proposals or abstracts of papers in progress or proposals for panels examining the attributes and

implications of the trend toward integrated information systems.

“A Showcase of Convergent Media Projects and Practices” seeks hands-on demonstrations, multimedia presentations, software demonstrations or case studies to showcase convergent media projects and practices.

The conference is scheduled for Nov. 15 and 16 in Columbia, S.C.

Proposals are due Aug. 1 and should be sent to Augie Grant, College of Mass Communications and Information Studies, Carolina Coliseum, Columbia, SC 29208. More information is available at <http://www.libsci.sc.edu/convergence>.

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AEJMC Civic Journalism Interest Group

c/o Charlyne Berens
College of Journalism and Mass Communications
University of Nebraska
142 Andersen Hall
Lincoln, NE 68588-0474