

ESIG in Louisville, Oklahoma City; Bring On Boston

By Brad Yates ESIG Head



As the spring semester comes to a close, ESIG officers have been, and continue to be, on the front lines planning and organizing for the upcoming Beantown Blowout. Vice Head/Program Chair Tony Ferri (drums@unlv.nevada.edu) and I made the annual trip to the AEJMC Winter Meeting, held in lovely Louisville, Ky., amidst the snow and rain. At the chip auction we “chipped” our way to a fine group of panel sessions that we hope all ESIGers and many others will find interesting and valuable.

In other news, kudos to Graduate Student Liaison Nick Bowman for a superb job organizing and coordinating the research paper competition for the AEJMC Mid-Winter Conference held at the Gaylord College of Journalism and Mass Communication on the campus of the University of Oklahoma. Nick also took the lead to moderate and respond to all of the papers. Congratulations to all of the paper authors who were selected to present at the Mid-Winter Conference. ESIG was well represented.

Much appreciation is extended to Research Chair Kelly Poniatowski for her hard work coordinating the refereed research competition. She will continue to lead the charge as she organizes the papers for our Best of ESIG research panel, one of the AEJMC Scholar-

to-Scholar sessions, and our co-sponsored poster session with our colleagues in the Advertising, Public Relations, and Cultural and Critical Studies Divisions. We had what is likely a record number of submissions this year (65), and we are still looking for reviewers. Paper authors are to be notified by May 15 if all goes according to plan.

Once all papers have been selected, Kelly will submit all of the author names and paper titles to AEJMC headquarters for typesetting. Tony has already submitted panel details for all programmed panels, but he, Danny Shipka (Vice Head-Elect) and I will have the chance to copy edit all of ESIG’s

information before it goes to press in early July. Thus, if there are any pressing updates that we need to know about, please contact me immediately so the proper copy will appear in the program. It may be necessary for Tony, Danny or Kelly to solicit your assistance via the listserv to ensure the program copy is accurate; therefore, I ask all members, accepted authors, discussants, and moderators to pay close attention to all listserv messages, especially after May 15. I, too, will solicit information for the annual report via the listserv, and your help will be greatly appreciated.

I extend a hearty thanks to Teaching Standards Committee

ESIG continued on page 2

ESIG Aces Mid-Winter Conference

By Nicholas David Bowman Graduate Student Liaison

On March 6 and 7, the University of Oklahoma played host to AEJMC’s annual Mid-Winter Conference. For members of the Entertainment Studies Interest Group, the gathering provided an additional outlet for research and other scholarly work destined for presentation and publication in other venues.

ESIG accepted 12 papers for presentation in three separately-themed panels. The presentations featured a mix of qualitative and quantitative research from graduate students and tenured faculty alike.

The first panel, themed “At the

Intersection of Celebrity and Reality,” featured research and discussions related to reality television and celebrity influence. Papers presented dealt with the uses and motivations of viewing reality television, the effects of entertainment media on voting behaviors, the portrayal of celebrities as physicians, and a brief history and analysis of paparazzi. Nearly three dozen people attended the panel, which generated a good amount of discussion and analysis from the audience.

Panel two highlighted a variety

Mid-Winter continued on page 3

ESIG 2008-2009 Officers

Head

Brad Yates
University of West Georgia
byates@westga.edu
Tel. 678.839.4938

Vice Head

Anthony Ferri
University of Nevada, Las Vegas
drums@unlv.nevada.edu
Tel. 702.895.1371

Vice Head-Elect

Danny Shipka
Louisiana State University
dshipka@lsu.edu
Tel. 352.246.4202

Research Chair

Kelly Poniatowski
Duquesne University
kponiatowski@duq.edu
Tel. 814.883.9199

PF&R Chair

David P. Pierson
University of Southern Maine
dpierson@usm.maine.edu
Tel. 207.780.5898

Teaching Standards Chair

Kevin Williams
Mississippi State University
kwilliams@comm.msstate.edu
Tel. 662.325.8330

Graduate Student Liaisons

Nicholas David Bowman
bowmann5@msu.edu
Emily Garrigues Marett
egarrigues@wsu.edu

Newsletter Editor

Heather Paige Preston
Appalachian State University
prestonhp@appstate.edu
Tel. 828.262.2449

Webmaster

Carole V. Bell
George Washington University
cvbell@gwu.edu
Tel. 919.933.3327

Secretary

Howard Fisher
Ohio University
hdeanf@att.net
Tel. 740.274.2367

Entertaining Ideas is published three times a year by the Entertainment Studies Interest Group of AEJMC. The newsletter is intended to provide readers with timely information concerning entertainment studies research, theory and teaching.

Article submissions may be sent to **Entertaining Ideas**, in care of Editor Heather Paige Preston at prestonhp@appstate.edu.

Boston Programming Sneak Peek

By Tony Ferri Vice Head

The Image of the Gay Journalist in Popular Culture

10-11:30 a.m. • Wednesday, Aug. 5

Moderated by Joe Saltzman of the University of Southern California, this program explores the history and contemporary image of gay journalists, covering topics of the self-perpetuating stigma of the gay journalist, the 21st century gay journalist, and the Lesbian as sleuth.

ESIG from page 1

Chair Kevin Williams for working with Frontline and WGBH TV to secure representatives for our teaching panel this year.

To our Professional Freedom & Responsibility Committee Chair David Pierson, I say thank you for recruiting many quality research panel proposals that Tony and I were able to get programmed at the Winter Meeting.

Thanks to Secretary Howard Fisher for maintaining our records and serving us diligently for the past two years.

I extend my regards to Graduate Student Liaison Emily Marett for her helpful hints article for graduate students who may be attending AEJMC for the first time.

For her ongoing service as webmaster, I salute Carole Bell for maintaining ESIG's Web site and posting vital information in a timely manner. If you have any information the membership would find useful, please submit it to Carole and copy me.

And, I am so appreciative of Heather Paige Preston for her years of service as our newsletter editor.

Produced in Boston: Teaching Around the World

5-6:30 p.m. • Wednesday, Aug. 5

Moderated by Kevin Williams of Mississippi State University, this program examines WGBH Boston and its educational and documentary programming. Planned participants include producers from WGBH who will share their experiences as educators as well as videographers. ★

Each issue requires a lot of time and dedication, and HP has consistently produced a top quality product. Please send her any information that we can include in our next issue at your earliest convenience.

I also want to thank the membership for continuing to support ESIG's efforts and for allowing me to serve as your head. If there is anything I can do to assist you in your endeavors to research and promote entertainment studies, please do not hesitate to contact me byates@westga.edu.

In the meantime, I also encourage you all to consider running for an executive office for 2009-2010. More information about officer duties and elections will be forthcoming.

Our final newsletter before August will highlight all of the great panels and research presentations we have planned for the conference and note several opportunities to take in some of Boston's unique and engaging entertainment.

ESIGers, we are Boston Bound! ★

Overcoming Research Presentation Jitters

By Kelly Poniatowski Research Chair

As I sit in the wake of an April 1 AEJMC deadline, I feel as if Christmas has come and gone again for another year.

I'm happy to report that ESIG had a record number of submissions this year, 65. Those of you who submitted papers will be notified of your acceptance status by May 15. Papers accepted to be presented for ESIG will fall into one of two categories, the traditional research session or a poster session. Here are a few guidelines for each.

The traditional research session should be roughly a 10-minute presentation. Depending on the number of participants, presenters may be able to stretch to 15 minutes, but planning less is always better. It is not always guaranteed that PowerPoint will be available in the rooms where presentations take place. Therefore, if you need visuals, it is good to have a backup plan. For first-time presenters, we are mostly interested in your research. One mistake I see presenters make repeatedly at conferences is spending the bulk of 10 minutes talking about the literature review and theories, leaving no time to actually discuss their own findings. Most audience members have a working knowledge of theories; mentioning which theories have informed your research is generally enough and will give you more time to focus on your results, which no one has yet heard. Presentations can be daunting, but, remember, everyone does want to see you succeed!

Poster sessions are a lot like traditional research sessions. The

main difference is that poster session presentations are presented on posters. Participants in this category will be given an 8-foot-by-4-foot bulletin board to hang their "poster" on. Some participants may choose an actual poster, while others may choose to hang PowerPoint sheets to create the poster-effect. Either way, color, graphics, and font size become more important in this type of presentation. 144-point type sounds gigantic, but translates to letters that are 2 inches tall. You should think of your poster as an advertisement; use colors that are pleasing to the eye and a typeface (what most people call a font) that is easy to read. Adding graphics to the poster

helps make it more interesting and attracts viewers. Poster session participants might also consider a handout containing their contact information that people can take with them. More information on poster session guidelines can be found at: http://www.aejmc.org/_events/convention/papercall/aboutpostersession.php

If you have any questions or concerns about your presentation, please do not hesitate to contact me at kponiatowski@duk.edu. I am excited about all of the papers that have been submitted. I cannot wait to see everyone and the presentations in Boston. ★

Mid-Winter from page 1

of studies focusing on entertainment studies, including work on pacing and educational quality in children's television, the social uses of video games, a discussion of vaudeville's Hilton sisters, and some insight into the portrayal of post-Katrina New Orleans as represented by area fiction writers. The panel was especially energized, with presenters fielding several questions and comments from a crowd of nearly two dozen.

The final panel of the day, "MediaSport and the Sports Fan," featured work on disposition theory and sports viewing, college fans' responses to negative press about their fan sections, and an analysis of the growing popularity of ice hockey in the Midwest.

As research chair and respondent for the conference, I thought the ESIG papers were a fine reflection of the type of work done by our members. The selection contained a good mix of both empirical data and critical/cultural analysis, and all papers seemed to generate a good amount of discussion. Overall, it was an enjoyable conference and I encourage those interested to contact all presenters to read their work.

All papers presented at the Mid-Winter Conference are eligible for the national AEJMC convention in Boston, Mass.

A complete list of authors, paper titles and abstracts can be viewed at http://ndbowman.info/ok_esig_2009.html. ★

Boston or Bust: Advice for Graduate Students

Travel, Network and Save Money With These Helpful Tips

By Emily Garrigues Marrett Graduate Student Liaison

The conference experience can be pretty intimidating for the uninitiated. Here are a few tips for making the most of your conference experience.

Getting There

Attending a conference can cost what seems like a small fortune for graduate students on limited incomes. What can you do to keep it within reach?

First, check to see if your department provides travel funds for graduate students. With many universities facing severe budget problems, this source of funding is unlikely, but it never hurts to ask. If the research you are presenting is connected to a grant, ask faculty if the grant provides any funding for travel. Don't be shy. Such a request is not an inappropriate or unreasonable request.

Next, check to see if a pool of funds from your university-wide graduate student association or graduate school exists. Applying for these types of funds takes some planning, but are worthwhile because they could cover the cost of your conference registration and/or part of your travel expenses, depending on how much money is typically awarded at your university.

Finally, search for as many graduate student discounts as you can find. For example, at AEJMC graduate students enjoy a special reduced rate at the conference hotel. And don't forget about the cost-saving power of roommates. Coordinate with your classmates to

share hotel rooms and transportation to and from the airport to significantly reduce conference costs.

Map Out Your Day

It's worth taking a few moments to plan out each day and highlight sessions you'd like to attend. There's nothing worse than realizing that you missed seeing one of your scholarly heroes the day after the presentation occurred. Look for sessions that will keep you up-to-date on current research in your areas of interest, especially topics, methods and theories you plan to use in your dissertation or thesis. And keep an eye out for sessions that will inspire your research—they may not apply directly to your area of interest, but they are great for sparking your creativity about new study ideas or methodologies.

Prioritize Networking

Networking is one of the major reasons to attend a conference. It's worth the effort to push yourself outside your comfort zone and talk to new people. The people who feel like strangers today may be the ones who will evaluate your job application in a couple of years. The conference is your chance to make a great first impression. Practice networking in a risk-free setting such as the poster sessions. The conversation will flow naturally around the presenter's research. If you know a specific scholar will attend the conference, think of a question in advance. Remember that everyone enjoys talking about

Boston On A Budget

From Trip Advisor.com

U.S.S. Constitution

Boston National Historical Park
Charlestown

Arnold Arboretum

125 Arborway, Jamaica Plain

Boston Common & Public Garden

Charles Street, Boston

Boston Theatre

Half-price Tickets
BosTix.org

Faneuil Hall Marketplace

State & Congress Streets

Fenway Park

4 Yawkey Way, Boston

MBTA Bus & Subway Pass

http://www.mbta.com/fares_and_passes/subway/

their research, so if you don't get a chance to ask a question during the session, don't think that the opportunity is lost. Most scholars will still be excited to answer your question days later. And don't forget that valuable networking can occur in the most unexpected situations. Simply asking someone loitering in the hotel lobby or waiting for the elevator, "Are you here for AEJMC?" can create an opportunity for a great networking conversation. ★