

MC & S NEWS

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Anti-intellectualism in U.S. newsrooms is paradoxical and counterproductive

By Dane S. Claussen, Head
Point Park University

One of the central paradoxes of the way that newspaper newsrooms operate is that about half of their reporters, on average, are beat reporters, yet by those beat reporters' own admission, they frequently have little or no background in the beat they cover. We all can come up with perplexing evidence of this: one of my favorite examples was when Alan K. Ota, now at *Congressional Quarterly* but then at *The Oregonian*, was moved from being the newspaper's architecture critic to covering the state legislature. Perhaps Ota was an expert on both architecture and government, but it seems unlikely. (And the only thing architecture criticism and the Oregon state government had in common was noting the contrast between state's distinctive art deco capitol building and the ugly boxes containing every other state agency.) More to the point, if Ota was an excellent architecture critic, and one of those would seem to be difficult to find, then why move him to the legislature? And vice versa. (I'll return to that question later.)

Or how about this: While conducting some research in early 1998, I found that beat reporters at a major southeastern U.S. metro daily were simply rotated like tires from beat to beat, reporters themselves confessing they had no experience with and no expertise on their new beats—and, it seemed, often little interest in them either. There were rare exceptions, such as a long-time environment writer who wasn't forced to move. (I'll also return to the latter case later.)

But first, allow me to discuss the evidence that the newspaper industry doesn't take most beats particularly seriously, the explanations that are given, the

possible true reasons for that fact, and what, if anything, can and should be done about it.

The evidence that the newspaper industry doesn't take beats particularly seriously is not simply anecdotal, although I will mention various individual examples as I go along. Several years ago, while developing an interdisciplinary course called Science, Technology and Mass Media, I read much of the scholarly literature on U.S. science journalism. As those who teach and/or conduct research in this area already know, the picture isn't pretty; scientists complain, with much justification, that much science journalism in the general interest news media focuses on: glamorous achievements such as "wonder drugs" and NASA; scientists who can speak to a broad audience without translation and/or who are good at self-promotion; and what the public is interested in at the moment as contrasted with what is important to science; etc. What is even more damning, however, is how much science journalism is out of context even in the eyes of concerned laymen, and how much science journalism contains inaccuracies, or in part or in whole comes close to being inaccurate and easily can be misinterpreted. In the latest example of incompetence, much U.S. journalism has emphasized balance on the issue of global warming, giving the distinct impression that the scientific community is split roughly 50-50 on an issue on which it appears to me that scientists are just about unanimous. Here is a case in which "fairness" and "balance" impede "accuracy."

Business and economics journalism is another weak point in U.S. daily newspapers. Without even getting into the issue of whether pages of stocks and

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bonds quotes are a good, let alone best, use of several pages every day, or the question of why small business receives very little coverage and labor unions almost none at all (especially when they are not on strike), the coverage is still lousy, a relatively recent *American Journalism Review* article claiming the contrary notwithstanding. In the early to mid-1980s, when American City Business Journals was launching and buying weekly business newspapers all over the country, various metro dailies were sufficiently frightened and/or otherwise motivated by new or revitalized competition to their business sections that they also decided to beef up business coverage. However, the corporate bean counters didn't see this coverage increasing advertising revenue or circulation (a standard to which they do not hold each and every section of the newspaper). And although the United States has experienced only two recessions in the last 20 years (1989-90) and (2001-2), newspaper chains have cut costs in response to other economic conditions, supposed demands by Wall Street for higher profits, and newspaper executives' personal desires for high profits so that they could obtain larger salaries, larger bonuses, and larger stock option windfalls, all courtesy of their boards of directors. Hence, business coverage in U.S. daily newspapers (with exceptions such as *The New York Times* and *The Wall Street Journal*) never became excellent. The failures of the U.S. newspaper industry to either scrutinize the entire dot.com sector before it became a "bomb" or to figure out what was going on at corrupt companies such as Enron, Bristol-Myers Squibb, Tyco, WorldCom, Global Crossing, AOL Time Warner, Cendant, Adelphia, Arthur Andersen, and so on (the list goes on and on) are devastating indictments of U.S. business journalism.

Business reporters at most newspapers seem to come in three flavors: younger reporters who think business journalism is a fast-track and pays better but don't really know much about business, and older reporters who have gotten bored with or burned out on covering something else. Neither is a good reason to be a business reporter. The third, business reporters with business degrees, are still a rarity, and while they wouldn't necessarily help (business schools teach the same ideology of perfect- or efficient-market domes-

tic capitalism, international free trade, anti-unionism, low regulation and low taxation, that business executives and almost all moderate to conservative politicians of both parties), they wouldn't necessarily hurt either. For one thing, MBAs such as me at least know that Enron's trick of annual huge increases in profits, over many years, while cash flow remains modest and growing slowly, defies the logic of accounting, let alone that same efficient market economics. (Theory preaches that any company with large and increasing profits will be targeted by competitors, and those large and increasing profits won't last.)

Finally, many business reporters are simply overworked: at the *Pittsburgh Post-Gazette*, a reporter named Don Hammonds extensively covers the automobile beat, while also covering the small business beat and the international trade beat!

Over the past nine years, I have had the opportunity to read just about every scholarly book and article, and every professional or industry-oriented book or article related to religion reporting in the United States over the past 90+ years. While a number of these articles and books were written from a normative perspective—i.e. taking the position that religion reporting is important and not getting enough emphasis—the more relevant literature for my purposes are the scholarly journal articles and certain book chapters that have concluded that religion reporting is getting better and, sometimes, that religion beat reporters are getting "better" in terms of years of experience on the beat, training for the beat, interest in the beat, and so on. Such conclusions present two questions: is this true, and even if it is, is U.S. religion reporting good enough, let alone as good as it can be?

One of my former graduate students, Laurie Fumea, wrote her master's thesis under my direction at Point Park University, based on a survey of religion writers, plus editors in charge of religion coverage, at daily newspapers in Ohio, Pennsylvania, and West Virginia. Although her study included only three states, her response rate could have been higher, and so on, the results were disturbing yet rang true. Few newspapers had even a part-time reporter devoted to

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religion news; space limits were severe; various religion writers claimed that their editors were indifferent or even hostile toward religion news; many religion writers were under pressure from their communities if not their colleagues to publish only favorable news about local clergy and congregations; almost none of the reporters had any kind of college major or minor in comparative religion, theology, divinity, sociology of religion, anthropology of religion; and so on. When asked about whether religion reporters need any educational and/or occupational background in religion, editors were generally indifferent or even hostile to the idea—even though I would bet that almost no U.S. journalists could tell me the difference between an evangelical Christian and a fundamentalist one, let alone the difference between a charismatic and a Pentecostal. One editor expressed concern about a well-trained religion reporter being a biased religion reporter (as if ignorant religion reporters would not be susceptible to as many or more biases), and another one simply said that religion reporters need only “spend time in the pews”!

To use one more example of a beat that gets short shrift, how about the education beat? While working on my latest book, *Anti-intellectualism in American Media: Magazines and Higher Education*, I read all of the extant scholarly literature on news media coverage of U.S. higher education; again the picture wasn't pretty if one were looking for coverage that is timely, relevant, accurate, in context, relatively complete, fair, and otherwise competent. Virtually no one who covers higher education in for a daily paper has ever worked as a full-time, permanent employee at a college or university, and virtually no one who covers U.S. higher education has a degree in higher education administration or anything else related to the politics, finances, pedagogy, etc., of higher education. This might be too much to ask, but the picture is similar among reporters covering primary or secondary education: perhaps 10 percent of them have degrees in elementary or secondary education, OR have ever worked at a school. Again, some scholarly literature over the past 15-20 years has suggested that education reporting in the United States has been good and/or getting better, but it's

hard to believe considering the current confusion over the No Child Left Behind law, the capture of so many school boards by political and religious special interests, public ignorance about the financial needs and legal constraints on public schools, usually brand new reporters being assigned to cover local education, and so on.

When individuals such as me have asked daily newspaper editors why they don't have reporters more qualified to cover their beats covering those beats, one typically gets one or more of the following responses, about which I will comment: “*Specialists cost too much.*” Although this would seem logical, based on the economic principle that reporters more experienced and/or more educated in a particular beat would command higher salaries than other reporters covering the same beat, I never have seen any evidence of this. In fact, many reporters are going off to weekend and weeklong seminars on covering energy, or the economy, or healthcare, and they do not and probably could not ask for a raise simply for attending a workshop. Second, how much is “too much” if specialized reporters write more contextualized, more accurate and otherwise more interesting and useful articles for the reading public? Third, paying for a reporter to get an additional degree might well be less expensive than hiring someone who already has one. “*Specialists aren't available.*” This is an easy excuse to make, but no one knows if it's true now, or especially if it would be true over the long run. If it became known among the general public, for instance, that a newspaper wanted to hire a former schoolteacher to cover local education, or wanted to hire a young person with a science degree but who couldn't get a job in that science, to be a science writer, applicants would emerge. Moreover, if journalism students knew that they could double-major in, say, business and journalism and get a job as a business journalist, more of them would do so. (Today, they often are taught to prepare for one of three careers: general assignment reporter, sports reporter, or copyeditor.) And unfortunately, the newspaper industry has never been either energetic

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or creative about seeking out good employees.

"If they're too invested in a beat, I couldn't move them to another beat when I need/want to." My response to this is: if a newspaper editor has an expert on, say, mass transit covering mass transit, why would a smart editor want to move that person to another beat?

"Reporters shouldn't invest too much in one beat, because they'll get bored with it and want to move around anyway." [redacted] reporters who cover subjects such as business or religion or sports or science often stick with them for decades, so it doesn't seem that boredom is a legitimate reason in most cases.

"Reporters who have a lot of expertise in a beat filter their writing through their own biases and can't be objective." This excuse is truly astonishing: as I mentioned above, it implies, for example, that an ignorant religion reporter will do a better job than a well-trained one! On the business beat, there is no doubt that the reporter who knows a lot of economics is going to be more skeptical, in all the right ways and for the right reasons, about rhetorical claims that the efficient market theory and international free trade is the best and only solution to economic growth in the United States and everywhere else.

[An alternative to #3, #4 and/or #5, is to become concerned that long-time, expert beat reporters will "go native," i.e. that they will become too sympathetic to the individuals and institutions that they have covered for a long time. First, familiarity can also breed contempt. Second, reporters who allow themselves to "go native" perhaps shouldn't be reporters. Third, short-time reporters also can "go native." Fourth, isn't this one reason for editors—i.e. to monitor this risk?]

"A specialist will use a lot of jargon that our readers can't understand." Again, isn't this what city editors and copy editors are there for? And it's not as if jargon doesn't appear in the newspaper every day anyway, especially in sports news and in local tax and/or economic development stories ("The tax incremental financing plan will, together with the power of eminent domain, allow for the officially blighted neighborhood to undergo eco-

nomie redevelopment, the mayor explained.").

"A reporter who doesn't have a journalism degree or other journalism experience won't be able to write very well, and especially won't know journalistic writing, so such a person would require a lot of on-the-job training." Teaching a motivated person journalistic writing isn't that difficult, and note that many newspapers are starting to move away from hardcore inverted-pyramid stories anyway to narrative and other forms. Second, as a general rule, my graduate students at Point Park University who have an undergraduate degree in something other than journalism usually are better writers than those who have an undergraduate journalism degree (note that almost none of our M.A. students are our own alumni).

Frankly, I think the real reasons why newspaper editors don't seek out better qualified beat reporters are: 1) tradition, in that the newspaper industry has rarely been proactive about seeking the best employees; 2) it might be time consuming and expensive; and 3) they would have to give up one or more of the excuses about why they haven't done so in the past. I also wonder if many editors are also consciously or unconsciously intimidated by the idea of having to competently supervise, for example, a science reporter who knows a lot more about science than his/her editor does.

The fact is that every newspaper editor who I've ever met or heard of already knows the value of having beat reporters with expertise related to those beats, if only because of occasional exceptions such as the environment reporter mentioned above, and because no newspaper editor will hire a sports reporter who is ignorant about, and especially not one who is hostile toward, sports and recreation. So the \$64 million question, if you will pardon the expression, is why sports journalists must meet employment standards that other beat reporters don't. When I have asked daily newspaper editors why sports news gets 25% of the news hole in the typical U.S. daily newspaper—the most of any type of news, by far—the responses also are numerous

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and varied. The first is that sports news is highly popular with readers. But studies by the Media Management Center at Northwestern University, trade groups, academics, and individual newspapers also show it isn't true; the large, recent study by Northwestern ranks sports news only ninth (9th) among content areas preferred by subscribers, and even lower among single-copy buyers and pass-along copy readers. The second reason given by editors is that advertisers like sports sections. But looking at almost any U.S. metro daily shows one the opposite: it's amazing, even shocking, how little advertising the typical sports section has in it; it looks to me like advertisers are actually avoiding it. A third reason given by editors is that sports news is a relatively inexpensive way to fill space. But now that newspapers are paying all of their reporters' expenses (mileage, hotels, air fare, meals, etc.), and those expenses are going up, this also doesn't hold water.

The best explanations for large and well-staffed (in terms of expertise and size) sports sections are that: 1) the self-defining nature of sports news (local high schools, local colleges, local pro teams, plus wire copy) have allowed a premium to be placed on comprehensive coverage of sports news, but not comprehensive coverage of, say, local government news; 2) sports staffs generally are very vocal in demanding additional resources; 3) editors don't read, or at least are in denial about, some results of their own and national readership surveys; 4) my experience has been that a very high percentage of newspaper editors are themselves sports fans, which may be related to their own demographics: white, male, college educated, middle-aged, middle-class, disproportionately suburban; and 5) newspapers have covered a lot of sports for 100 years, and it would be damning the past (going back decades) to change this practice now. None of these are good reasons to continue publishing too much sports news.

The anti-intellectualism implicit in the editor who is essentially too anxious to supervise reporters who have more expertise than they do can be observed at other moments in the U.S. newspaper industry. With the exception of most of the country's 100 largest newspapers (of about 1,450), a person applying for a reporting job with a law degree, a medical degree, a

Ph.D. and probably even an M.B.A. or M.F.A. degree, will almost always be rejected as a serious candidate because he/she will be regarded as "overqualified" or an "ivory tower intellectual" or otherwise unsuited for the supposedly middlebrow newsroom. Even many journalism departments/schools still resist hiring persons with Ph.D.s. Yet can one imagine most other academic departments, let alone professional corporations (law offices, hospitals and clinics, management consulting firms, CPA partnerships, engineering firms, etc.) refusing to hire someone on the basis that they are "overqualified"? In the high tech, information intensive economy in which we now live, is there really such a person as an "overqualified professional"?

Of the three types of U.S. anti-intellectualism theorized by Daniel Rigney and earlier documented by Richard Hofstadter, one of them is unreflective instrumentalism, which primarily means focusing on the practical. The newspaper industry cannot be faulted for this, although it can be faulted for generally simply assuming that well-educated and/or intellectual employees or potential employees are necessarily impractical. More damning is evidence in the newspaper industry of a second type of anti-intellectualism, populist anti-elitism, because market and cultural forces already have increasingly made newspapers into an elite medium, with very little contributing effort by newspapers themselves. Elite media's audiences demand a very high quality product and are aware of alternatives (specialized magazines, specialized newsletters, books, and the World Wide Web); an elite medium cannot be produced without an elite staff, which here simply means a highly qualified one—one in which one errs on the side of hiring overqualified, rather than underqualified, employees. Note that one of the reasons why the newspaper industry's credibility has declined is the public spotting errors; reporters who know about what they are writing are much less likely to make errors than reporters who don't know about what they are writing. That's just common sense.

Granted, as noted above, some parts of the newspaper industry are sending some reporters to special-

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MC&S Division's refereed paper panels at Toronto AEJMC Convention

Wednesday, August 4; 8:15 to 9:45 a.m.

Health communication & communication campaigns
Moderator: Osa Amienyi, State University of Arkansas

"Campus binge drinking: Is the '0-to-4' social norm believable?" Lindsey D. Polonec, Centers for Disease Control and Prevention, Atlanta, GA and Ann Marie Major, Pennsylvania State University

"Intervention of eating disorder symptomatology using educational mass communication messages" Sung-Yeon Park, Bowling Green State University, Jacqueline Bush Hitchon, University of Wisconsin-Madison, and Gi woong Yun, Bowling Green State University.

"The public's need to know: Public service advertising and the effects of using the actor portrayal label." Jensen Moore, University of Missouri--Columbia (3d place, Student Paper Competition)

"Skinny like you: Visual literacy, digital manipulation and young women's drive to be thin" Kimberly Bissell, University of Alabama

Discussant: Donica Mensing, University of Nevada-Reno

Wednesday, August 4; 11:45 a.m. to 1:15 p.m.

Communication about war and other crises

Moderating: George Gladney, University of Wyoming
"Duck and cover vs. duct tape: Comparing U.S. government's domestic propaganda tactics." Whitney

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ized workshops and seminars, but this is a Band-Aid approach: sending someone to a weekend seminar on economics reporting does not turn the typical reporter into a qualified economics reporter.

And then there are two more problems: the almost total lack of beat reporting in broadcast journalism, and the fact that many journalists (and many of our journalism students) aren't even very bright. (Last summer, a Pittsburgh lawyer handling a First Amendment case told me that a newspaper reporter who interviewed him was unprepared, impatient and

Anspach and Patricia Moy, University of Washington
"Framing SARS in Toronto: A comparative analysis of the World Journal and the Toronto Star." David Oh and Wanfeng Zhou, Syracuse University (Leslie J. Moeller Award Winners)

"Antiwar framing devices and US media coverage of Iraq war protesters: A content analysis of the New York Times, Washington Post and USA Today." Frank Dardis, Penn State University

"Press coverage of anti-war and pro-war demonstrations before and during the 2003 U.S.-Iraq War." Catherine Luther and M. Mark Miller, University of Tennessee

Discussant: Tien-Tsung Lee, Washington State University

Wednesday, August 4; 5:00 to 6:30 p.m.

"Best of MC&S"

Moderating: Dane S. Claussen, Point Park University
"How network TV news affectivity framed the 2000 election: A second-level agenda-setting conceptualization of TV's visual elements and the candidates' non-verbal communication." Renita Coleman and Stephen Banning, Louisiana State University (Top Faculty Paper)

"The framing of Iraq war reporting by embedded and unilateral newspaper journalists." Susan C.

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bored, and just plain stupid; he's not the only person who has run into a reporter like that one....) I'll leave those issues for another time.

Dr. Dane S. Claussen is Associate Professor and Director of the Graduate Program, Department of Journalism and Mass Communication, Point Park University, Pittsburgh, where he teaches newspaper and magazine management; news media ethics; mass communication history; and other courses.

Promising Professors to share tips on strategies for classroom success

Baldasty to be recognized as distinguished educator

By **Diana Knott, Co-Chair, Teaching Standards Committee, Ohio University**

Four promising professors will share their strategies for classroom success at the Promising Professors Workshop August 3 from 5:30 to 7:30 p.m. in Toronto. The first- and second-place professors and graduate students in the 2004 Promising Professors Competition will make presentations, as will Gerald Baldasty, Ph.D., who is being recognized as this year's distinguished educator.

In all, six promising professors were selected from a field of 16 outstanding nominees from around the country. The winners and their school affiliations follow:

Professors with fewer than five years' full-time teaching experience:

- 1st place: Shelly Rodgers, Ph.D., University of Missouri
- 2nd place: Chris Roush, University of North Carolina at Chapel Hill
- 3rd place (tie): Teresa Lamsam, Ph.D., University of Nebraska at Omaha, and Jennifer Fleming, Cal State--Long Beach.

Graduate students:

- 1st place: David Cuillier, Ph.D. student at Washington State University
- 2nd place: Cindy Royal, Ph.D. student at University of Texas at Austin

Entrants submitted teaching packets that included syllabi, assignments, teaching philosophies, letters of support and other materials demonstrating teaching excellence.

They were evaluated by professors from 15 different colleges and universities, who assessed each entrant's packet on a variety of factors, including evidence of enthusiasm for and dedication to teaching, creativity, communication of course expectations and

requirements, responsiveness to students, and dean or department chair recommendations.

Winners will be recognized at the Promising Professors Workshop and will receive monetary awards ranging from \$250 for first-place to \$75 for third place in the professors category and \$75 and \$50 for the first- and second-place graduate student winners.

'Jerry Baldasty is a true mentor to those of us whose passion lies in teaching. He approaches each class, every quarter as a new adventure...'

— Dr. Jennifer Henderson

Teaching Standards Co-chair Jennifer Henderson, Ph.D., will introduce Distinguished Educator Gerald Baldasty, Ph.D., for his dedication to teaching excellence. A professor of communications, Baldasty established the teaching assistant training program at the University of Washington in 1978 and received a Distinguished Teaching Award in 2000.

In addition, he chairs numerous graduate committees, is author of two books, serves as senior editor of *Journalism History* and co-chairs UW's two leading lectureships.

One of Baldasty's students, Henderson said: "Jerry Baldasty is a true mentor to those of us whose passion lies in teaching. He approaches each class, every quarter as a new adventure, looking for new material and new exercises to reach his students. He has taught those of us lucky enough to be his students the importance of being fair, patient and involved educators—to look beyond faces of our students into their hearts and minds." The Promising Professors Competition and workshop is sponsored each year by the Mass Communication & Society Division and the Graduate Education Interest Group.

Cone to lead tour of Toronto's MZTV Museum

A tour of the MZTV Museum in Toronto will be available to members of the Mass Communication & Society Division and their friends from 11:45 a.m. until 1:15 p.m. on Thursday, August 5, 2004. The tour will be led by Stacey Cone, Assistant Professor at the University of Iowa, and Chair of the MC&S Division's Professional Freedom & Responsibility Committee.

Anyone planning to attend should gather in the lobby of the Sheraton Centre Toronto Hotel at 11:30 a.m. Participants will walk five minutes up Queen Street to the museum, which is at 151 John Street. The cost of entry with ten or more people is \$4. Otherwise it's \$6.

The museum's Web site describes the history and mission of the museum as follows:

"Television has touched all of our lives. It has changed the world. Yet most of us either abuse it or tend to take it for granted. The mission of the MZTV Museum is to contribute to one's understanding of the impact of television through the museum's collection and interpretation of television sets and related ephemera. What makes this museum unique is that it exists in several dimensions. Physically it is in the ChumCityTV complex in the heart of Toronto, but it is also an e-museum on the web and has been made available to different audiences through an exhibition called Historic Television and Memorabilia from the MZTV museum.

"A brainchild of Moses Znaimer, President and Executive Producer of Toronto's innovation independent television station, Citytv, the museum stemmed from his personal need to collect televisions and preserve their histories. His first piece was a Philco Predicta, which he found to be a beautiful and commanding piece of sculpture. Znaimer wonders why, considering television's ubiquity, there has been a neglect of the older television models. He notes that, 'there are fewer pre-war TV's left in the world than Stradivarius violins.'

"With over a billion televisions on the planet it is surprising that the study of their history and design has been almost completely neglected. Several of the museum's pieces, such as the 1939 world's Fair Phantom Teleceive, and pre-war models like the Baird Televisor and Alexanderson's Octagon are extremely rare.

"This museum seeks to redress the situation by charting the history of over 60 of the 250 sets in the collection, from their inception in the 1920's to the advent of solid-state electronics in the 70's. The hope is to invoke nostalgia from visitors. Depending on their ages, people will remember different images. With the Oral History Project, the MZTV Museum seeks to develop a collective history of television by recording visitor's habits and memories. In that way everyone can contribute to television's history."

Nominations sought for the Traves Award

The division annually seeks to recognize someone who has contributed to AEJMC and to mass communication scholarship through research, service and teaching by honoring the recipient with the Traves Award.

The award was established in 1985 and was named in honor of Ed Traves, founding editor of *Mass Comm Review*, which until 1999 was the division's journal. Traves, who edited the journal from 1972 to 1986, was a former head of MC&S.

Last year the division honored Donald Shaw with the award. Previous winners include John Merrill, Del Brinkman, Keith Sanders, Maxwell McCombs,

William and Diana Stover Tillinghast, Barbara Reed, and Ed Traves.

This is a meaningful way for division members to recognize those who have made major contributions to our field and to AEJMC. Please send a letter of nomination for your candidate to Kathy Brittain McKee, P. O. Box 495029 Berry College, Mount Berry GA 30149-5029 or kmckee@berry.edu no later than June 25 for consideration by the Traves Selection Committee.

The Traves Award winner will be announced at the 2004 AEJMC convention in Toronto.

MC&S Panels scheduled for 2004 Toronto convention

By Denis Wu, Vice-Head/Program Chair
Louisiana State University

The Mass Communication and Society Division is the sole or primary co-sponsor of several thought-provoking and otherwise extremely beneficial panels at the upcoming AEJMC Convention in Toronto.

I'd just like to give you a sneak peek, so you can make your travel plans accordingly. The Mass Communication & Society Division is co-sponsoring several other panels, but I don't have the specifics yet. Most of our research sessions are scheduled on August 4 and August 7 – the details of which can be found elsewhere in this newsletter.

I'm very excited about the panels we have put together. They are going to be extremely beneficial and thought-provoking. I hope you make plans to join us.

See you all in Toronto!

August 3, 5:30 to 7:30 p.m.

“Promising Professors Workshop”

(see article elsewhere in this newsletter)

Moderators: Jennifer Henderson, Trinity University
Diana Knott, Ohio University

August 4, 1:30 to 3:00 pm

“Getting published in AEJMC divisional journals”

Moderator: Carol J. Pardun, outgoing editor, *Mass Communication and Society*

Panelists:

H. Wat Hopkins, editor, *Communications Law & Policy*

James Shanahan, incoming editor, *Mass Communication & Society*

Sandy Utt, co-editor, *Newspaper Research Journal*

Linda Hon, editor, *Journal of Public Relations Research*

Mary Alice Shaver, editor, *Journal of Advertising Education*

Dan Stout, co-editor, *Journal of Religion and Media*

August 5, 2004, 11:45 a.m. to 1:15 p.m.

“MZTV Museum of Television Tour”

(see article elsewhere in this newsletter)

Moderator: Stacey Cone, University of Iowa

August 5, 8:30 to 10:00 p.m.

Members Meeting

Presiding: Dane S. Claussen, Point Park University

August 6, 8:15 to 9:45 a.m.

“You may be intellectual, and your students may come from the general public, but you're probably not a public intellectual: Perspectives by and for JMC educators”

Moderator/Respondent: Dane S. Claussen, Point Park University

Panelists:

James W. Carey, Columbia University, “The Responsibility of Intellectuals in the Age of Electrical Machines” (tentative title)

Robert W. Jensen, University of Texas at Austin, “A Public Hunger: Academics' Obligation to Public Conversation”

Robert McChesney, University of Illinois at Urbana-Champaign, “Ruthless Criticism and Mass Communication Scholars”

Radhika Parameswaran, Indiana University, “Crossing Academic, Disciplinary, and Cultural Boundaries: Edward Said as the Agile Public Intellectual”

August 6, 6:45 to 8:15 pm

“How media cover new immigrants in Canada and the United States?”

Moderator: Denis Wu, Louisiana State University

Panelists:

Brad Hamm, Elon University

Melissa Johnson, North Carolina State University

Alex Tan, Washington State University

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Sivek, University of Texas at Austin (Top Student Paper).

“Reality TV and third-person perception.” Ron Leone, Stonehill College and Kimberly L. Bissell, University of Alabama (2nd place, Faculty Paper Competition)

“Citizen competence and public opinion about science controversy: Exploring the functions and effects of the mass media.” Matthew Nisbet, The Ohio State University and Robert K. Goidel, Louisiana State University (3rd place, Faculty Paper Competition)
Discussant: Denis Wu, Louisiana State University

Thursday, August 5; 8:15 to 9:45 a.m.

Cognitive effects of mass media

Moderating: William Griswold, University of Georgia
“President's agenda-selling effect in direct communications---A time-series Quasi-experiment on President Bush's 2003 state of the union speech.” Xu Wu, University of Florida

“Exploring cognitive mechanisms behind agenda setting, priming, and framing.” Janie Diels, Cornell University and James E. Shanahan, Cornell University

“Media salience, media use, and attitude strength: Agenda-setting effects on attitudes toward political figures during the 2000 presidential election.” Kideuk Hyun, University of Texas at Austin and Nakwon Jung, University of Texas at Austin

“A salience scale to enhance interpretation of public opinion.” Dixie Shipp Evatt, Syracuse University and Salma Ghanem, University of Texas - Pan American
Discussant: Patricia Moy, University of Washington

Friday, August 6; 11:45 a.m.-1:15 p.m

Scholar-to-scholar session (co-sponsored with other divisions)

Moderating: Margot Hardenberg, Fordham University
“The intersection of race and gender in election coverage: What happens when the candidates don't fit the stereotypes.” Lesa Hatley-Major, Louisiana State University and Renita Coleman, Louisiana State University

“Public meetings in the news: A baseline content analysis.” John Besley, Cornell University, and Katherine McComas, Cornell University

“Conversational conventions and public opinion sur-

vey interviews.” Richard Craig, San Jose State University

“Exploring possible correlates of journalists' perceptions of audience trust.” Yariv Tsfati, University of Haifa

“Testing self-knowledge in third-person perception: Media violence and the case of Kobe Bryant.” Juliet Gill, Jesus Arroyave, Michael Salwen, Bruce Garrison, Tina Carroll, Lynn Gregory, Matt Grindy, and Li-Wen Shih, University of Miami

“Media conglomeration and soap opera storytelling: The evolution of network television news.” James Wittebols, Niagara University

Friday, August 6; 3:15-4:45 p.m

Poster session of MC&S research papers (co-sponsored by Media Management & Economics and Communication Theory & Methodology divisions)

“The relationship between television viewing, expectancies, and intentions to drink alcohol among a group of Norwegian adolescents.” Steven R. Thomsen, Brigham Young University and Dag Rekve, Norwegian Ministry of Social Affairs

“An application of the newsworthiness model to online international news coverage.” Jong Hyuk Lee, Syracuse University (2d place, Leslie J. Moeller Award competition)

“Does a news anchor's gender influence audience evaluations of the anchor? Thomas Smee, Pennsylvania State University

“How we performed: Embedded journalists' attitudes & perceptions towards covering the Iraqi war.” Shahira Fahmy, Southern Illinois University, Thomas J. Johnson, Southern Illinois University

“Queer guys for straight eyes?: Gay men respond to Queer Eye for the Straight Guy.” Joseph Schwartz, Syracuse University

“Gender difference in the media use of middle school students.” Joseph Bernt, Phyllis Bernt, and Sandra Turner, Ohio University

“Patriotic images, the Super Bowl, and advertising content in post 9-11 America.” Bob Trumbour, Penn

See refereed paper panels, page 11

Refereed paper panels, from page 10

State Altoona and Nicholas Darr, Southern Illinois University

"What sexual messages do teenagers see in movies? A content analysis of top-grossing teen movies."

Amy H. Chu, University of Alabama

"The impact of viewer's perceptions of the behavior of reality program cast members: the gratifications of foolishness, failure, and fakery." Alice Hall, University of Missouri-St. Louis

"Changes in the professional values of Canadian journalists: A panel study, 1996-2003." David Prichard, University of Wisconsin-Milwaukee, Paul R. Brewer, University of Wisconsin-Milwaukee, and Florian Sauvageau, Laval University in Quebec City

"The television as nanny or nuisance: The relationship between attitudes toward television's effects on children and parental efficacy." Stacey Hust, University of North Carolina at Chapel Hill

"Exploring news dissemination on the internet." Abhiyan Humane, University of Wisconsin-Madison

"Another person's perspective': A qualitative case study of adolescent media producers and their conceptions of audience." Timothy Bajkiewicz, University of South Florida

"Going beyond exposure to local news media: An information-processing examination of public perceptions of food safety." Kenneth Fleming, Esther Thorson, and Yuyan Zhang, University of Missouri-Columbia

"Citizens' perceptions of media performance and political disaffection," Bruce Pinkleton, Washington State University

"Moving from theorizing to application: Predicting audience use of new TV formats." Leo Jeffres, and Kimberly Neuendorf, Cleveland State University

"All the students that are fit to teach: A survey of enrollment management in communication programs." Brad Rawlins, Brigham Young University

"Structural pluralism, ethnic diversity, and crime news in local newspapers: A community structure approach." Jae-Hong Kim and Douglas M. McLeod, The University of Wisconsin-Madison

"Sourcing, social structure, & counter-hegemony in news articles about pesticide use: A case study of

California newspapers." Joseph Harry and Elizabeth Burch, Slippery Rock University

"Scene of the crime: The study and practice of local television crime coverage from the mid-1990s to the present." Debroa Wenger and Jeff South, Virginia Commonwealth University

"Unwillingness-to-communicate, perceptions of the internet and self-disclosure in ICQ," Miranda Lai-ye Ma and Louis Leung, Chinese University of Hong Kong

"Surf onto this Web site and tune in tomorrow!" Cynthia Flores, Georgetown University

Discussants: Catherine Luther, University of Tennessee (Papers 1-7); Kathy McKee, Berry College (papers 8-15); Carol Pardun, University of North Carolina at Chapel Hill (Papers 16-22)

Saturday, August 7; 8:15-9:45 a.m

Public intellectuals and public communication
Moderating: Ted Pease, Utah State University

"The psychological impact of 'Foxified' news on news processing and public mood." Zengjun Peng, and Esther Thorson, Missouri School of Journalism (Winner, Theme Competition)

"Rethinking capital punishment: Changes in news media framing of the death penalty debate." Leigh Moscowitz, Indiana University

"Framing health care reform: Elite sources, pluralism and conflict." Jennifer Schwartz, University of Oregon

"The blogs of war: Reliance on weblogs for information about the Iraqi war." Thomas Johnson, Southern Illinois University and Barbara K. Kaye, University of Tennessee

Discussant: Dane S. Claussen, Point Park University

Saturday, August 7; 1:30-3 p.m.

The internet as a mass medium

Moderating: Donnalyn Pompper, Florida A&M University

"Developing a model of adolescent friendship formation on the Internet." Jochen Peter, Patti M.

Valkenburg, and Alexander P. Schouten, University

See refereed paper panels, page 12

Panel to discuss ethical implications of concentrated media

By Diana Knott, Co-Chair, Teaching Standards Committee, Ohio University

Renowned scholars, honored teachers and a Pulitzer Prize winner will speak about the ethical implications of media concentration at a 3:15 p.m. session August 7 in Toronto.

Co-sponsored by MC&S and the Media Management and Economics Division, the panelists will discuss the influence media consolidation has on news coverage, entertainment culture, freedom of speech and democracy and what it means in terms of how and what we teach students.

Titled "Serving the Public Interest or Serving the Corporate Brass," the panel will include Knight Chair in Journalism Phil Meyer from the University of North Carolina at Chapel Hill; Oscar L. Tang Family Professor of Public Policy, Economics and Political Science James Hamilton, Ph.D., from Duke University; Shott Chair in Journalism Terry Wimmer, Ph.D., from West Virginia University; nationally rec-

ognized broadcasting professor Mary Rogus from Ohio University; and award-winning converged media professor Tim Bajkiewicz, Ph.D., from the University of South Florida.

The group will discuss the handful of multinational corporations that control nearly everything we see and hear on the screen, over the airwaves and in print.

Meyer will explore the topic from a civic journalism and professional "grounds-up" approach; author of *All the News that's Fit to Sell*, Hamilton will bring an economic perspective to the discussion; and investigative journalist and Pulitzer-winner Wimmer will discuss threats to investigative reporting.

Rogus and Bajkiewicz will share their research and professional backgrounds regarding media ownership and media convergence.

The panel discussion, which ends at 4:45 p.m., concludes the division's 2004 national conference activities.

Schedule, from page 9

Marina Jimenez, Globe and Mail, Toronto
Daniel Stoffman, author of *Who Gets In*, Toronto

August 7, 3:15 to 4:45 p.m.

"Serving the public interest or serving the corporate brass: Media concentration and its ethical implications in the newsroom"

Moderator: Diana Knott, Ohio University

Panelists:

Philip Meyer, University of North Carolina at Chapel Hill

Terry Wimmer, West Virginia University

Mary Rogus, Ohio University

Tim Bajkiewicz, University of South Florida MC&S

Refereed paper panels, from page 11

of Amsterdam

"Internet use as a contingent condition in the agenda-setting process." Wayne Wanta and Sooyoung Cho, University of Missouri

"Always in touch: A preliminary study of instant messaging." Ha Sung Hwang, Temple University (2d place, Student Paper Competition)

"Parental guidance of children's internet use in Hong Kong." Kara Chan, Fei Shen, and Jeffrey S.

Wilkinson, Hong Kong Baptist University

Discussant: Patrick Plaisance, Colorado State University

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