

AEJMC NEWS

The Newsletter of the Association for Education in Journalism and Mass Communication

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2011 AEJMC Election Results Poindexter Elected AEJMC Vice President



Paula Poindexter, Texas at Austin, has been elected AEJMC Vice President for 2011-2012. She will become president-elect in 2012-2013 and president in 2013-2014. Poindexter ran against **Joe Phelps**, Alabama. Poindexter received 452 votes and Phelps received 348 votes.

Linda Steiner, Maryland, will be installed as 2011-12 AEJMC president during the AEJMC Conference in St. Louis. **Kyu Ho Youm**, Oregon, will become president-elect.

Committee on Professional Freedom & Responsibility

Elected to the Professional Freedom & Responsibility seats were: **Jane Singer**, Iowa, with 456 votes; **Marie Hardin**, Pennsylvania State, with 402 votes; and **Deb Aikat**, North Carolina Chapel Hill, with 401 votes. Other candidates who ran for the PF&R Committee were John Pavlik, Rutgers, with 354 votes; Phil Jeter, Winston Salem State, with 257 votes; and Ron Leone, Stonehill, with 102 votes.

Committee on Research

Elected to the Committee on Research seats were: **Kim Bissell**, Alabama, with 458 votes; **Victoria Ekstrand**, Bowling Green State, with 293 votes; and **Douglas Blanks Hindman**, Washington State, with 274 votes. Other candidates who ran for the Committee on Research were Edward Alwood, Quinnipiac, with 252 votes; Zeny Panol, Middle Tennessee State, with 240 votes; and Richard Waters, North Carolina State, with 196 votes.

Committee on Teaching

Elected to the Committee on Teaching seats were: **Karen Miller Russell**, Georgia, with 359 votes; **Susan Keith**, Rutgers, with 296 votes; and **Anita Fleming-Rife**, Northern Colorado, with 272 votes. Other candidates who ran for the Committee on Teaching were Marianne Barrett, Arizona State, 269; Tim Bajkiewicz, Virginia Commonwealth, with 262 votes; and Robert Trumpbour, Pennsylvania State-Altoona, with 207 votes.

All elected candidates will take office on October 1, 2011. A total number of 2509 ballots were distributed to eligible members in early March. Ballots were returned by 34.3% of the eligible voting members.

Features

4 AEJMC BYLAWS — Proposed Revisions

9 New Logo! AEJMC Centennial Logo Announced

10 CONFERENCE SESSIONS
AEJMC has a lot for Conference attendees to do in St. Louis

12 ... And the Award Goes to ...
AEJMC members to be honored in St. Louis

15 IT'S AN APP!
AEJMC Welcomes its First "Mobile App" for St. Louis Conference

From the President

Meet Me in St. Louis in the Good Old Summertime



**Interim Dean, College of Media
University of Illinois
2010-11 AEJMC President**

Happy Summer! We wait all year for this – thinking about all that we will accomplish – write a paper, go to the beach, clean closets, take a vacation, prep a new course, read a trashy novel, watch movies. Whatever is on your list, I hope you are having a good, productive and fun summer.

St. Louis isn't that far away. If you haven't registered or booked your hotel, do it now because you won't want to miss what's on tap for our annual conference. The divisions and interest groups have done a fantastic job of scheduling panels that showcase a wide range of topics and quality scholarship that are all relevant to our research, teaching, and service. Once published, you'll want to peruse the program and begin filling out your own grid of must-see sessions.

Just to give you a head start, here's some things you won't want to miss.

Tuesday, August 9th

You've got to get to St. Louis on Monday because the pre-conference workshops on Tuesday look amazing. There's digital, ethics, law, scholastic, advertising, public relations, social networks – amazing top-

ics that you'll be able to put to use when you return to the classroom this fall.

We'll also be reporting on the Idea Summits that have taken place this year. The four regional summits – Dallas, San Diego, Chicago and Washington, DC – provided the forum for professors and professionals to explore how we can improve JMC education and how we can keep current with the fast-pace of change surrounding us. I hope you will join the discussion on Tuesday from 3 to 7 p.m. as we debrief the findings, develop next steps, and make plans for keeping the conversation going through the coming year.

Wednesday, August 10th

You can't miss the keynote! Rishad Tobaccowala, chief innovation officer for VivaKi, is known worldwide for his futurist thinking about delivering messages across multiple platforms. VivaKi is part of Publicis Groupe (<http://www.publicisgroupe.com/>) the world's third largest communications group, the world's second largest media counsel and buying group, and a global leader in digital and healthcare communications. If you want to get a head start, follow Rishad on Twitter. Fascinating! P.S. The Tankard Book Award will be announced at the session right before the keynote.

Thursday, August 11th

Attend the Plenary, which will focus on grade inflation (very topical). Planned by the Standing Committee on Teaching, the plenary will feature "Grade Inflation expert" Stuart Rojstaczer who has studied this issue for years. The First Amendment Award session, just after the plenary, will honor Michael Kirk, known for his work on Frontline and for his incredible award-winning documentaries such as *Breaking the Bank*, *Rumsfeld's War*, and *Cheney's Law* to name just a few. The Standing Committee on Professional Freedom and Responsibility host this session and you won't want to miss it. Get there early, this

is always a popular session.

Later in the day, the Presidential Panel will focus on award-winning writing from Pulitzer Prize winning journalists.

Friday, August 12th

You need to be at the business meeting as we discuss key issues about AEJMC and update you on the festivities for our 100th anniversary in 2012. And there's the Knight panel on the News Challenge winners, the Deutschmann Award is presented, Urban Journalism Award is presented, as is the Gerald Sass Award for Distinguished Service to Journalism and Mass Communication. Busy, busy. But wait – the Cardinals are in town and AEJMC has a special block of discount tickets – \$20 per ticket to see them play



Whatever you choose – either at the conference or in St. Louis – it will be great!"

the Rockies at 7 p.m. (purchase on the conference registration form).

Saturday, August 13th

The morning is full of great sessions (and training for those who are incoming officers of the divisions and interest groups). Things wrap up in the afternoon so that you could ride to the top of the Arch, explore beautiful Forest Park, see the Clydesdales at Grant's Farm, count the mosaics at the beautiful Cathedral Basilica, or watch the Cardinals play the Rockies.

Whatever you choose – either at the conference or in St. Louis – it will be great! This is why we look forward to the AEJMC Conference. We are always in a fun location and we always have amazing programming to choose from (and it can be hard to choose).

So – get busy and get all those things done that you wanted to this summer and get ready to be in St. Louis on August 9th. I'll meet you there.

AEJMC 2011 St. Louis Conference Keynote

Keynote Speaker: Rishad Tobaccowala, VivaKi

Wednesday, Aug. 10 from 6:45-7:45 p.m.

Rishad Tobaccowala helps guide strategy and serves as a catalyst to innovation efforts across VivaKi – a Publicis Groupe entity that combines the collective scale, clout and talent sitting inside of Denuo, Digitas, Razorfish, Starcom MediaVest Group (SMG) and ZenithOptimedia. Working closely with brand CEOs and VivaKi Country Chairs, he helps VivaKi's companies show clients the way forward in an exciting and changing time for marketing.

Prior to his current role, Tobaccowala was CEO of Denuo – a Publicis Groupe company that invents, inspires and instigates new forms of creativity to help brands meet challenges of modern marketplaces.

Tobaccowala has also served as the Chief Innovation Officer of Publicis Groupe Media and was the founder and President of SMG Next, the first and most comprehensive futures practice in the media industry. The development of SMG Next resulted in the launch of several successful practices for SMG including: SMG Play, the first company to leverage video games as a marketing platform; word-of-mouth practice Reverb; and Digits, a leader in mobile marketing. Tobaccowala was also responsible for developing SMG Search, a dedicated unit of SMG that specializes in leveraging search applications in new ways.

Before conceptualizing SMG NEXT, Tobaccowala was president and founder of SMG IP, the digital arm of SMG. As such, he played a central role in the agency, which was selected by *Media* in 2002 and 2004 as Interactive Agency of The Year.

In 1993, Tobaccowala formed Leo Burnett's Interactive Marketing Group. Between 1996 and 1999, he served as the President of Giant Step, Leo's interactive agency.

Tobaccowala was named by *BusinessWeek* as one of the top business leaders for his pioneering innovation (2005), and *TIME* magazine dubbed him one of five "Marketing Innovators." He was appointed to *Advertising Age's* Interactive Hall of Fame; named *Adweek's* 2000 Media All-Star for Interactive Media; and honored by *OMMA* as a Media Strategist All-Star in 2005. In 2008, he was named an industry legend by Ad Color, and in 2009, conferred an Industry Achievement award at ad:tech for long-term dedication and industry service.

In addition to the VivaKi board, he serves on the board of directors for leading behavioral marketing firm Audience Science, distributed media network Snap (an Idealab Company) and Recycle Bank. He also serves as an advisor to a broad range of companies, including Feeva, Greycroft Partners, House Party, Marketshare Partners, My6Sense, Viewpoints, Visible Measures and the Berlin School of Creative Leadership.

Tobaccowala holds a bachelor's degree in mathematics from the University of Bombay and an M.B.A. from the Booth School of Business at the University of Chicago.



Rishad Tobaccowala

AEJMC NEWS

Newsletter for the Association for Education
in Journalism and Mass Communication

www.aejmc.org

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The contents of this newsletter may not reflect
the editor's views or the association's policies.

AEJMC 2011 St. Louis Conference Abstracts Online

The full 2011 St. Louis Conference paper abstracts will be available on the AEJMC web site on July 1. Paper abstracts are no longer printed in *AEJMC News*. See aejmc.com/home/scholarship/abstracts-archive/ for complete listings.

AEJMC Bylaws — Proposed Revisions

AEJMC members will consider these proposed changes to the Bylaws during the AEJMC General Business Meeting **Friday, August 12 at 10 a.m. at the St. Louis Conference**. The AEJMC Board of Directors approved these changes in March so they come before the membership as motions (which do not require a second). This process started in August 2009 when the Task Force on Bylaws began reviewing the bylaws and discussing proposed changes.

Proposed Changes:

Additions are in **boldface and underlined** and deletions are struck-through.

Rationales are *italicized* and follow the language. Only the Articles and Sections where changes are proposed are included in this document. A copy of the complete Bylaws is available on the AEJMC website under the “About” section.

Bylaws Article II — MEMBERSHIP

(3 changes) — Section 1

Classifications of membership, with their respective qualifications, are: Regular members, who shall be **university or college** faculty members engaged in education for journalism and mass communication; **Retired Regular members**; Associate members, who shall be other persons engaged in journalism and mass communication education or shall be persons with professional interests, whose qualifications are acceptable to the Committee on Membership of AEJMC; Student members, who shall be ~~graduate~~ students in journalism and mass communication and who are not eligible for Regular membership; International members, who shall be persons in journalism ~~& and~~ mass communication education at institutions above the preparatory level outside the United States and Canada; Affiliate members, which are educational or professional journalism and mass communication organizations.

Rationale (in order of changes): post secondary faculty distinguished from secondary school faculty; retired members added; allowing undergraduate students to become members since they sometimes are co-authors on accepted conference papers. Changed ampersand to “and.”

Bylaws Article II — MEMBERSHIP

(2 changes) — Section 2

Individuals eligible for **Associate** membership include secondary school teachers who teach one or more structured classes in **journalism or** mass communication.

Rationale: Clarifies that secondary school teachers are not regular members but rather Associate members; adds journalism to the classes that might be counted as fulfilling the requirement for membership.

Bylaws Article II — MEMBERSHIP

(2 changes) — Section 5

Regular, Retired **Regular**, and International members in good standing are eligible to hold office in divisional and non-divi-

sional positions and to vote. The executive director shall have available at any session of any annual or special meeting a list of Regular, Retired **Regular**, and International members in good standing, and only those members shall be eligible to vote.

Rationale: Clarifies Regular and Retired Regular per Section 1 above.

Bylaws Article II — MEMBERSHIP

(3 changes) — Section 6

When Regular members ~~retire, reach age 65 or when they have retired because of ill health before age 65~~, they may elect to remain Regular members or to become Retired Regular members, effective at the beginning of their next membership year. ~~If they choose Retired status, Retired Regular members they shall remain on the membership roll without dues for life, retaining all rights and privileges of a Regular member except subscriptions to AEJMC publications.~~ **with two options: “Retired without Periodicals” status will receive only the newsletter; “Retired with Periodicals” status will pay a periodicals surcharge to receive AEJMC journals.**

Rationale: Age 65 has been removed from this section given that current employment practices allow early retirement (before 65) even without ill health. Task force thinking was it should be up to members, regardless of their age, to signal they want to be considered “retired” for membership purposes. Other clean-up to make language clearer.

Bylaws Article III — OFFICERS

(2 changes) — Section 1

The Board of Directors shall consist of the president, the president-elect, the vice president, the immediate past president, the heads of the ~~three~~ elected standing committees, two officers designated by the Co-founding Affiliate, two officers designated by the Council of Divisions, and an officer designated by the Council of Affiliates, and one officer each designated by the

Commission on the Status of Women and the Commission on the Status of Minorities. The executive director shall be a non-voting member. **The Board of Directors shall have the power to fill all vacancies in elected offices pro tempore.**

Rationale: Allows for heads of any standing committees. Last sentence relocated from the middle of Section 2 to the end of Section 1 where it fits better with the specified elected offices.

Bylaws Article III — OFFICERS

(1 change) — Section 2

The president shall appoint all officers and committee members not otherwise provided for in the Bylaws. ~~The Board of Directors shall have the power to fill all vacancies in elected offices pro tempore.~~ In case of the death, inability to act, or resignation of the president of AEJMC, the president-elect shall become president to serve until the end of his or her elected term as president, and the vice president shall become president-elect.

Rationale: Duties assigned to the board are now deleted from list of presidential chores in section 2 and appropriately housed in section 1.

Bylaws Article III — OFFICERS

(3 changes) — Section 3

Terms of office of all officials elected by the AEJMC membership, and of the committee members appointed by the president, shall **be for one calendar year following their election or appointment** – from the October 1 following their election or appointment through the next to September 30 – **unless otherwise specified in the Bylaws or appointment/election criteria.**

Rationale: Cleaning up cumbersome language as well as allowing flexibility in service time.

Bylaws Article III — OFFICERS

(2 changes) — Section 5:

The president shall be the principal officer of the corporation and shall establish its policies, with the advice and consent of the Board of Directors. The president shall chair the Board of Directors; (delete comma) and shall be responsible for preparing and presenting an annual report at the annual meeting on all matters of policy, ~~and~~. **He/She** shall have a discretionary fund in an amount set by the Board of Directors.

Rationale: delete comma before “and shall” for grammatical reasons. The last sentence is important enough to set it apart from prior sentence.

Bylaws Article III — OFFICERS

(4 changes) — Section 6:

The president-elect shall succeed the president; (delete semicolon) **and** shall serve as chair of the Committee on Finance; ~~and, in~~. **In** consultation with the executive director, **the president-elect** shall prepare a budget and submit it to the Board of

Directors at its annual meeting; (delete semicolon) and shall report at the annual meeting on the fiscal condition of the corporation.

Rationale: Restructuring ensures clarity.

Bylaws Article III — OFFICERS

(6 changes) — Section 9

The Board of Directors shall approve all matters of financial policy for the corporation. ~~It shall act~~ **including acting** on the proposed budget before the beginning of each fiscal year. Its annual meeting shall be held at the time and place of the AEJMC annual meeting. Other meetings of the Board of Directors may be called by the president at any time, and **also shall be called** upon request of a majority of the **Board members** committee. In the interim between meetings, matters may be submitted to the members of the Board of Directors in writing **or via email** and votes cast in writing **or via email**. ~~these~~ **These** votes shall have the effect of votes at any official meeting.

Rationale: Language clean up, and allows for votes via email.

Bylaws Article IV — MEETINGS AND ELECTIONS

(1 change) — Section 2

The place of the annual meeting shall be selected by the Board of Directors. **The Board will seek feedback from the Council of Divisions and elected standing committees prior to making its decision.**

Rationale: Provides that Board will seek feedback from the membership.

Bylaws Article IV — MEETINGS AND ELECTIONS

(1 change) — Section 3

Decisions of the corporation and of its Board of Directors shall be effected by a majority ~~vote~~ of members ~~present and~~ voting, except that Bylaws may be suspended only by a three-fourths ~~vote~~ **majority** of those present and voting.

Rationale: Deleted “present and voting” to allow for electronic or other voting that is already in use (i.e. for standing committees, president etc.). It does retain the “present and voting” requirement for any decision that involves suspension of the Bylaws, which means a vote would be required to take place during the face-to-face business meeting at the annual conference.

Bylaws Article IV — MEETINGS AND ELECTIONS

(1 change) — Section 4

Robert’s Rules of Order, ~~Newly Revised Edition~~ **current edition**, shall be the manual for parliamentary procedure in the meetings of this corporation and its Board of Directors.

[Continued on page 6]

Rationale: Makes this clearer.

Bylaws Article IV — MEETINGS AND ELECTIONS

(3 changes) — Section 5

This shall be the uniform nomination and election procedure for the vice president, ~~and~~ members of the elected standing committees and the association's representatives to the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). ~~A president-elect and a vice-president shall both be elected the first election after the adoption of this amendment.~~ Not less than six months before each annual meeting, the executive director of the corporation shall provide ~~and mail~~ nomination forms to all members. Such forms shall be returnable to the chair of the Nominations and Elections Committee by the date specified by the committee. The date specified shall not be less than 21 days from the date forms are ~~mailed~~ **distributed**. The date may vary from year to year but shall be selected to encourage maximum response from the members and to enable the committee to complete its work in a timely manner and meet other deadlines indicated in the Bylaws. The Nominations and Elections Committee shall give serious consideration to the results, but the poll shall be advisory only.

Rationale: Added language would allow all eligible members to vote for our representatives to ACEJMC. Deleted references to "mail" allow AEJMC to conduct elections online.

Bylaws Article IV — MEETINGS AND ELECTIONS

(2 changes) — Section 7

The executive director shall prepare ~~a~~ **an online** ballot that conforms to the Nominations and Elections Committee's reports and that provides space for write-in candidates for each elective office. One copy of the **online** ballot shall be distributed to each Regular, Retired Regular, and International member in good standing at least three months before the annual meeting. The executive director shall also distribute to each member in good standing a summary of the professional record of all candidates for office.

Rationale: Added language would allow AEJMC to conduct elections online.

Bylaws Article V — DIVISIONS AND INTEREST GROUPS

(9 changes) — Section 1

~~A new~~ Division shall be created from an interest group in good standing by a majority vote of the annual meeting. Before that vote, following approval by the Board of Directors must approve of a petition signed by ~~10~~ **20** percent or ~~200~~ **400** (whichever is less) of the Regular members of this corporation, the petition to certify that at least ~~50~~ **150** signatories meet membership requirements for and intend to become members of the division specified. The petition shall include a description of the program planned by the division in each of the three AEJMC functions:

teaching, research, and public service; and a detailed explanation of the need for the change in status. A \$50 deposit shall accompany the petition, to cover the initial division expenditures through the central office of AEJMC.

Rationale: The size of the membership has changed since this section was written, and it is suggested that the percentages should be adjusted to reflect that increase. This also requires a two-step process to become a division, starting first as an interest group.

Bylaws Article V — DIVISIONS AND INTEREST GROUPS

(Entire New Section 2)

Interest Groups of 100 or more Regular members shall be formed and recognized by action of the Board of Directors. Petition requesting creation should include a description of the program planned by the Interest Group in each of the three AEJMC functions: teaching, research, and public service, with at least 150 Regular member signers, of which 100 Regular members must intend to become members of the Interest Group specified. A \$50 deposit shall accompany the petition to cover the initial Interest Group expenditures through the central office of AEJMC. Dues collection and funds for a recognized Interest Group shall be handled by the central office. Formal status as an Interest Group is normally for a finite term of one to three years, but is renewable by Board of Directors action. Each Interest Group shall report annually to the Board of Directors. An Interest Group in good standing may petition to become a Division after it has undergone at least one positive five-year assessment, following the procedure outlined in Article V, Section 1. The 100-member requirement does not apply to Interest Groups existing as of Oct. 1, 2010.

Rational: The size of the membership has changed since this section was originally written, and it is suggested that the percentages should be adjusted to reflect that increase.

(Entire old Section 2 deleted and replaced by a new Section 3) — Section 2

Divisions shall be dissolved through action of the annual meeting, on recommendation of the Board of Directors. Divisions may request and thus receive a hearing by the Board of Directors when the dissolution of a division is being considered by the Board of Directors. Divisions shall report annually, not later than June 15 on their previous year's program of activities. These reports shall be used during each group's assessment process.

Each division and interest group will be assessed every five years by an Assessment Committee comprised of one member of each elected standing committee and the chair and vice chair from the Council of Divisions. The officers of each group being assessed in any given year will meet with the Assessment Committee during the annual convention and discuss the group's activities and projects over the five year period. The Assessment

Committee will report to the Board of Directors on these meetings and recommend any actions that might be needed as a result of the assessments.

(Entire new Section 3) — **Section 3:**

Divisions and interest groups shall report annually, not later than June 15, on their current year of activities. These reports shall be used during each group's assessment process. Each division and interest group will be assessed every five years by an Assessment Committee composed of one member of each elected standing committee and the chair and vice chair from the Council of Divisions. The officers of each group being assessed in any given year will meet with the Assessment Committee during the annual convention and discuss the group's activities and projects over the five-year period. The Assessment Committee will report to the Board of Directors on these meetings and recommend any actions that might be needed as a result of the assessments.

Divisions and interest groups may be dissolved in two ways: 1) any group may voluntarily seek to be dissolved through a majority vote of its members. Such recommendation would go directly to the Board of Directors, which may grant the request, or 2) through action of the members during the annual business meeting, on the recommendation of the Board of Directors. The Assessment Committee can offer such a recommendation to the Board of Directors following the five-year assessment of the division or interest group. If such a recommendation is made, the division or interest group may request and thus receive a hearing by the Board of Directors. The hearing should be held no later than the next regular meeting of the Board of Directors. If the hearing is unsuccessful, the Board of Directors must notify AEJMC membership of the motion to dissolve at least 30 days prior to a vote during the annual business meeting.

Rational: These changes clarify the assessment process for divisions and interest groups, and allow for a group to dissolve itself.

(8 changes) — **Section 3 Section 4**

Eligibility for membership in divisions **and interest groups** shall be determined by the divisions **and interest groups** themselves. However, no person eligible for Regular membership in AEJMC may become a member of any division **or interest group** without first becoming a Regular member of AEJMC by paying the appropriate dues. Persons not eligible for Regular membership in AEJMC (but who may be Associate or Student members) may join divisions **and interest groups** if eligible under division/**interest group** criteria and may hold division **and interest group** office, but such persons shall have no voting privileges in **association-wide AEJMC** meetings and elections, nor hold **association-wide** office in AEJMC, nor be served by the AEJMC central office without extra charge. AEJMC officers who fail to pay dues on time or who become ineligible to hold office will be replaced by action of the AEJMC Board of Directors at its next meeting or by mailed ballot.

(2 changes) — **Section 4 Section 5**

Divisions **and interest groups** shall be empowered to assess dues on their members other than those required for corporation membership.

(2 changes) — **Section 5 Section 6**

The chief officer of each division **and interest group** shall be designated as "head."

(3 changes) — **Section 6 Section 7**

Divisions **and interest groups** shall be entitled to use central office facilities at cost for their programs. All division **and interest group** funds must be deposited with the AEJMC central office.

(2 changes) — **Section 7 Section 8**

Divisions **and interest groups** shall plan programs for the annual meetings in cooperation with the Council of Divisions.

(Delete entire old Section 8, replaced by new Section 2) — **Section 8**

Interest Groups of 25 or more Regular members may be formed, and recognized by action of the Board of Directors. Dues collection and funds for a recognized Interest Group shall be handled by the central office. Formal status as an Interest Group is normally for a finite term of one to three years, but is renewable by Board of Directors action. Each Interest Group shall report annually to the Board of Directors. An Interest Group may change its status to that of a division through the procedures of this Article.

Rationale for changes in old Sections 3 through 8: Above changes reflect renumbering of sections; adds interest groups to each section in appropriate place; and in renumbered Section 4 clarifies that associate and student members may hold division or interest group office, but cannot vote in association-wide meetings or hold association-wide office.

(Delete entire Section 9, relocate to Article VII, Section 9)

Section 9

~~The Board of Directors shall be the final authority for policy concerning AEJMC publications.~~

Rationale: It is recommended that content in this section be moved to the more logical place in Article VII, Section 9, that addresses AEJMC publications.

Bylaws Article VII — COMMITTEES AND COMMISSIONS

(2 changes) **Section 3**

If a member of an elected standing committee does not fulfill the duties of office during his/her three-year term, and specifically does not participate in the activities of the committee, or send required materials for which he/she was responsible, or attend the main committee meeting at the ~~convention conference~~,

[Continued on page 8]

then the Board of Directors, through established procedures, may deem that person's seat on the committee vacant. The established procedures will allow the inactive committee member to respond and participate in the discussions regarding the status of the seat. The Board of Directors may then fill the remaining years of the position through its authority from the Bylaws Article III, Section ~~2~~ **1**, or through the next regular election.

Rationale: Updated to reflect name change of the convention to conference; sentence has been relocated from section 2 to section 1.

Bylaws Article VII — COMMITTEES AND COMMISSIONS

(2 changes) — Section 4

The elected standing Committee on Teaching shall be primarily concerned with teaching excellence:

- Principles of Curriculum
- Principles of Leadership
- Principles of Course Content and Teaching Methods
- Principles of Assessment
- Additional matters related to teaching as identified by the committee or the AEJMC membership.

This committee shall bring before the annual meeting such resolutions on such matters as it considers appropriate.

~~This committee shall represent AEJMC in matters of accreditation. It shall choose from among its members those who shall represent AEJMC on the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), arranging the selection so as to assure both continuity and rotation of representation.~~

Rationale: This addition encourages the Teaching Committee to bring forward resolutions within its purview. Deletion of wording about the Accrediting Council representatives allows for eligible members to elect our representatives at-large, along with our other elected leaders. Changes letters to bullets for easier reading.

Bylaws Article VII — COMMITTEES AND COMMISSIONS

(1 change) — Section 6

The elected standing Committee on Research is responsible for:

- Policies that will enhance the scholarly activities of AEJMC
- Conferral of academic honors on behalf of AEJMC for meritorious scholarly achievements
- Liaison with other associations and organizations concerned with communication processes.

This committee shall bring before the annual meeting such resolutions on such matters as it considers appropriate.

Rationale: This addition encourages the Research Committee to bring forward resolutions within its purview. Formatted with bullets to mirror Teaching Committee.

Bylaws Article VII — COMMITTEES AND COMMISSIONS

(1 change) — Section 9

The appointed standing Committee on Publications shall administer the publications of the corporation and shall have the responsibility of recommending to the Board of Directors a qualified AEJMC member for the editorship of *Journalism and Communication Monographs*, *Journalism and Mass Communication Educator*, *Journalism and Mass Communication Quarterly* and *Journalism and Mass Communication Abstracts*. The editor of each AEJMC publication is appointed by the Board of Directors upon recommendation by the Committee on Publications. **The Board of Directors shall be the final authority for policy concerning AEJMC publications.**

Rationale: Moved from Article V [Divisions and Interest Groups] to this more logical position where publications are specified.

Section 10

The appointed standing Committee on Membership shall administer the membership policies of the corporation and shall have the responsibility of reviewing qualifications for membership in AEJMC, ~~and of recommending to the Board of Directors the dropping of members from good standing.~~

Rationale: The Membership Committee no longer reviews members prior to deletion. Members are deleted if they do not renew.

Section 11

The appointed standing Committee on Finance ; (delete comma) **=** (add —) under the guidance of its chair, the president-elect — (delete dash) and in consultation with the president **=** (add —) shall supervise the fiscal records of the corporation, including the annual audits arranged by the executive director. The committee shall review the fiscal condition of AEJMC, shall recommend to the Board of Directors any changes deemed desirable and, under the supervision of the Board of Directors, shall have overall responsibility for the coordination of fundraising activities. The Committee on Finance, in consultation with the president and executive director, shall recommend to the Board of Directors policies regarding investment of the corporation's reserves. Withdrawals from the corporation's long-term reserves shall be recommended in advance by the executive director and approved by the president and president-elect.

Rationale: Minor punctuation changes make this clearer.

Section 12

The appointed standing Committee on Nominations and Elections shall be responsible for soliciting and making nominations for all AEJMC **elect** offices and for the conduct of elections, in accordance with the Constitution and Bylaws.

Rationale: Minor change makes this clearer.

AEJMC Signs Contract with Sage Publications

AEJMC recently signed a five-year contract for SAGE to publish our three journals beginning in January 2012:

- *Journalism & Mass Communication Educator (JMCE)*
- *Journalism & Mass Communication Quarterly (JMCQ)*
- *Journalism & Communication Monographs (JCM)*

This new relationship will provide AEJMC members with free online, full-text access of our journal content as soon as an issue publishes. Members will also continue to receive hard copies of the issues via mail. There will be no dues increase related to this new service. Members will also be able to continue to use journal articles for classroom use at no charge.

Our relationship with Sage will provide immediate online access to our journal content to researchers around the world (where currently our online content is on a one-year delay). We expect that some accepted articles will be accessible online prior to actual publication, which is a service we have not been able to offer. Sage is also digitizing past issues of each journal at no cost to the association. AEJMC anticipates that our subscriber base will in-

crease, especially internationally, due to our relationship with Sage.

The AEJMC Publications Committee began exploring the idea of an outside publisher for our journals in August 2009. In August of 2010, the committee recommended to the AEJMC Board of Directors that a contract be negotiated with Sage, and the Board unanimously approved. From September 2010 to March 2011, a special Contract Committee (with representatives from the Board, Finance Committee, Publications Committee and Research Committee) worked with Sage representatives on a final contract. The Board approved the final contract in late March.

"It is very exciting for Sage to have been selected by AEJMC as their new partner," said Jayne Marks, Sage Vice President and Editorial Director, Library Information Group. "These journals are integral to AEJMC members and the field of journalism and mass communication education and will fit very well alongside Sage's existing strong communication list. Journalism today is changing rapidly and the highest standards are even more important in a world awash with information on the web. It will be a privilege to work with our new partner to help further their mission."

New editor for *Journalism & Communication Monographs*

AEJMC has selected Paul Lester of California State Fullerton as the new editor of *Journalism & Communication Monographs*. Lester will begin his term October 1. The journal will continue its same mission and submission process. Lester plans to add more graphics to the journal, where appropriate, and conduct virtual chats with authors to build interest in the content.



Paul Lester

Lester is a full professor of communications and head of the Photo-communications Concentration at Cal State Fullerton, where he has taught since 1990. He is a member of the AEJMC Professional Freedom & Responsibility Committee, and editor of *Visual Communication Quarterly* (the Visual Communication Division journal). He is the author of several books, including *On Floods and Photo Ops: How Herbert Hoover and George W. Bush Exploited Catastrophes* (2010), *Visual Journalism: A Guide for New Media Professionals*, with Chris Harris (2002), and *Desktop Computing Workbook: A Guide for Using 15 Programs in Macintosh and Windows Formats* (1996). Lester received his doctorate from Indiana University.

AEJMC Centennial Logo Announced



AEJMC is pleased to announce the association's centennial logo.

The logo represents the association's constant evolution and gives the sensation of moving forward. It also represents the wind, the natural element that gave Chicago the name of "the windy city". (AEJMC was founded in Chicago in 1912, and it will be the site of our 2012 Conference.) The "wind" is divided in three, representing the 3 main groups that form the association: scholars, students and practitioners. It also represents sound, transmission and wireless connection.

The upper section of the graphic represents the sun, light, creativity and guidance that AEJMC has given for 100 years. The lower section of the graphic represents the flow and capacity of adapting and evolving during those years. It also represents Lake Michigan.

The logo will be used during our year-long celebration of the association's 100th birthday. AEJMC member Eugenia Highland, a graduate student at Wisconsin-Madison, was commissioned to create the logo. She has more than 10 years of professional experience in design, branding, corporate identity and advertising. She worked in the creative department of Grupo Editorial Expansion, the Time-CNN affiliate in Mexico City.

AEJMC 2011 St. Louis Conference Sessions

Hosted by ASJMC and Poynter News University

E-Learning's Impact on Journalism Education

Thursday, Aug. 11 from 3:15 - 4:45 p.m.

Presenters: **Howard Finberg**, director of interactive learning, Poynter News University; **Mark Biggs**, head, Media, Journalism and Film Department, Missouri State University; **Susan Reilly**, director, School of Communication & Multimedia Studies, Florida Atlantic University

Description: Poynter's Journalism 101 project is a bold new experiment that brings together university educators and Poynter News University e-learning for creative, digital approaches to teaching journalism. In a pilot program funded by the Carnegie Corporation, Poynter and its partner schools will teach students the basics of journalism through a unique 16-week e-learning program. Built on the foundation of Poynter News University's e-learning content and platform, the program will satisfy graduation requirements for a core journalism class and will launch in the Fall 2011 semester. During this session, we'll explore the aspirations and goals of project and the future of e-learning and journalism education.

Also: Other new Poynter NewsU offerings for academic users include an advanced course report that gives professors an online dashboard of their students' e-learning activities, and NewsU International that features courses in languages other than English. These new offerings join our interactive, always available self-directed modules and real-time Webinar learning. Educators and students have embraced Poynter's NewsU over the last five years since its introduction at AEJMC 2006.

**Sponsored by AEJMC and School of Journalism and Mass Communication
at Texas State University San Marcos**

AEJMC Equity and Diversity Award Panel — Making an even Stronger Case for Diversity in Journalism & Mass Communication: Demographics, International/Intercultural Public Relations, Social Research, and Academia

Wednesday, Aug. 10 from 11:45 a.m. to 1:15 p.m.

Moderating/Presiding: **Federico Subervi**, Texas State San Marcos

Panelists:

"What the 2010 Census reveals about the changing ethnic/racial landscape of the United States, especially regarding the youth population." **Emmett Morris**, Partnership and Data Services, U.S. Census Bureau

"Including ethnic media in social research: It's about time." **Sandra Ball-Rokeach**, Southern California

"Hispanic Enrolling versus Serving Institutions: Why the Difference Matters." **Timothy Mottet**, Texas State San Marcos

"Online Global Business for a Diverse Market." **Katerie Troutman**, Vice President, Fleishman-Hillard

AEJMC is pleased to present its 2011 Equity and Diversity Award to the School of Journalism and Mass Communication at Texas State University San Marcos.

Co-sponsored by the International Communication Division and Law and Policy Division

Freedom of Information Around the World

Tuesday, Aug. 9, 2011 from 9 a.m. to Noon

Photo of St. Louis Gateway Arch and Reflecting Pool: Copyright © St. Louis Convention & Visitors Commission.

Overview: **AEJMC Pre-Conference Panels** — Freedom of information laws are spreading around the world with more than 80 countries protecting the rights of citizens to access their government information. But laws differ and the way they are applied even more so. Three morning panels — **free and open to all conference attendees** — will feature three 50-minute sessions, led by experts in international FOI law and include panelists who can speak to developments in this growing area of law.

Session 1: Freedom of Information as a Human Right

In the first session, experts will discuss the growing body of work making the case that freedom of information is a human right necessary for individuals to live and govern. This is the basis for some countries' choices to adopt access laws.

Moderator: **Charles Davis**, Missouri

Panelists: **Cheryl Ann Bishop**, Quinnipiac; **Jane Kirtley**, Minnesota; **Gregory Magarian**, Washington University in St. Louis

Session 2: Comparative/Foreign Law Approach to Freedom of Information

This session will look at the growing body of research that compares freedom of information laws from around the world.

Moderator: **Jeannine Relly**, Arizona

Panelists: **Jane Kirtley**, Minnesota, will discuss Europe and Eurasia FOI law; **Nikhil Moro**, North Texas, will discuss India's law; **Sundeep Muppidi**, Hartford, will discuss information policy in Singapore; and attorney **Fassy Yusuf**, adjunct professor of media law and ethics at University of Lagos, Nigeria will discuss information-access legislation in Nigeria and the movement on the continent of Africa.

Session 3: The Diffusion of Freedom of Information Legislation in Latin America

Freedom of information laws are taking off in Latin America - El Salvador, for example, just passed its FOI law; Brazil has a draft of the legislation that is expected to be adopted soon; and Mexico's legislation has served as a model around the world. This session will focus on FOI law in countries in Latin America that could affect government transparency in the Western Hemisphere.

Moderator: **Celeste González de Bustamante**, Arizona

Panelists: **Rosental Alves**, Texas at Austin; **Manuel Chavez**, Michigan State; **Sallie Hughes**, Miami; **Jeannine Relly**, Arizona; **Maria de los Angeles Flores**, Texas A&M

Sponsored by AEJMC Standing Committee on Research and AEJMC Publications Committee

Successfully Navigating from Conference Paper to Journal Submission

Wednesday, Aug. 10 from 1:30 to 3 p.m.

Moderator: **Earnest L. Perry**, Missouri

Panelists: **Sharon Dunwoody**, Wisconsin; **Marie Hardin**, Penn State; **Patricia Moy**, Washington; and **Linda Shipley**, Nebraska

This panel brings together members of the AEJMC Research and Publications committees to discuss a range of topics surrounding the relationship between conference papers and journal articles. Ethical and practical considerations will be discussed.

Sponsored by the Elected Standing Committee on Teaching

The Balancing Act: Addressing Questions of Balance... or Lack Thereof...

Friday, Aug. 12 from 1:45 to 3:15 p.m.

Moderating/Presiding: **Birgit Wassmuth**, Kennesaw State

Panelists: **Rochelle Ford**, Howard; **Don Heider**, Loyola University; **Diana Rios** and **Mary Helen Millham**, Connecticut; and **Bey-Ling Sha**, San Diego State

Can you balance your personal time with time at work? And at work, do you struggle balancing teaching, research and service? What about balancing between the "me" and the "them" — family, students, and supervisors? How does the balancing act change from assistant to associate to full, and from faculty to administrator? And finally, is there an upside to imbalance? The focus of this interactive session will be the "Balancing Act" that many academics strive for in life. Each panelist will offer brief remarks with the rest of the session devoted to answering your questions and discussing concerns. Come hear what struggles others share and possible solutions that will help you find your balance.

AEJMC 2011 St. Louis Conference Awards

Covert Award in Mass Communication History

The 27th annual Covert Award in Mass Communication History has been won by Sheila Webb, assistant professor in the Department of Journalism at Western Washington University.

Professor Webb won the award for “Art Commentary for the Middlebrow: Promoting Modernism & Modern Art through Popular Culture—How Life Magazine Brought ‘The New’ into Middle-Class Homes,” *American Journalism*, Vol. 27, No. 3 (Summer 2010), 115-150. The piece was selected from 10 articles nominated.

The award, endowed by the late Catherine Covert, a professor of public communications at Syracuse University and former head of the AEJMC History Division, goes to the article or chapter in an edited collection that represents the year’s best essay in mass communication history. The article by Prof. Webb was selected from 10 nominations.

The Covert Committee includes some long-time members, several of them Cathy’s students and colleagues, as well as the current and immediate past heads of the History Division. Committee members this year were: Terry Hynes, Nebraska at Omaha; Susan Henry, Cal State-Northridge; Eliot King, Loyola; Ann Thorne, Missouri Western; and Nancy Roberts, Chair, State University of New York at Albany. The History Division will present the award to Professor Webb at its business meeting at the AEJMC St. Louis Conference.

For more information, contact: Nancy L. Roberts Covert Award Committee Chair Professor and Director, Journalism Program Professor, Communication Department University at Albany, SUNY SS-351, 1400 Washington Ave. Albany, NY 12222; Office (518) 442-4884; FAX (518) 442-3884.

2011 History Division Book Award Winner

The 2011 AEJMC History Division Book Award, honoring the best journalism and mass communication history book published in 2010, has been won by Richard R. John, author of *Network Nation: Inventing American Telecommunications* (Harvard University Press). A Professor of Journalism in the Graduate School of Journalism at Columbia University, John is also author of *Spreading the News: The American Postal System from Franklin to Morse* (Harvard University Press, 1995) as well as two other edited volumes.

Network Nation was chosen from 22 entries this year by a panel of three distinguished media historians. The judges admired both the breadth and depth of this history of telecommunications: “Supported by meticulous archival research and exceptional writing, the author shows the power of discrete political economies to determine how telephone and telegraph networks would develop and who would have access to their services.”

John, who will receive a plaque and a cash prize, has been invited to speak about his work during the History Division business meeting on Friday, August 12 (7:00 - 8:30 p.m.) at the AEJMC Conference in St. Louis.

Feldstein Book wins Research Book Award

Mark Feldstein has won the Frank Luther Mott / Kappa Tau Alpha Research Award for the best book on journalism and mass communication based on original research published in 2010.

Poisoning the Press: Richard Nixon, Jack Anderson, and the Rise of Washington’s Scandal Culture is a detailed history of the antipathy the President and the journalist had for each other and how it “helped stoke the toxic sensationalism that contaminates contemporary media discourse.”

“Feldstein’s study is impressively researched and engagingly told,” observes finalist judge W. Joseph Campbell, professor at American University and president of Kappa Tau Alpha, the national college honor society for journalism and mass communication.

Feldstein is an associate professor at George Washington University and a former correspondent for ABC, NBC and CNN. The book is published by Farrar, Straus and Giroux.

Other finalists included Stephen J.A. Ward for *Global Journalism Ethics*, Cristina Archetti for *Explaining News: National Politics and Journalistic Cultures in Global Context* and Jack Fuller for *What is Happening to News: The Information Explosion and the Crisis in Journalism*.

The award is in honor of Mott, Pulitzer Prize winner, educator and long-time leader of Kappa Tau Alpha. The competition has been held annually since 1944. The \$1,000 prize will be presented Aug. 13 in St. Louis during the AEJMC Conference.

Photo of Forest Park - After Grand Basin at Night: Copyright © St. Louis Convention & Visitors Commission.

Abrahamson Named 2011 Magazine Division Educator of the Year

David Abrahamson, professor of journalism at Northwestern University's Medill School of Journalism, has been named the 2011 Magazine Division Educator of the Year. He will be honored at the Division's members' meeting at the AEJMC Conference in St. Louis August 10-13.

"David's many years of service to the division and his leadership within the profession make him incredibly deserving of this award," said Lyn Lepre, head of the Magazine Division. "He is an inspiration to those of us who strive to be better professors."

Abrahamson also holds the Charles Deering McCormick Professorship of Teaching Excellence at Northwestern. He founded Medill's Literary Journalism seminar and was co-director of the Magazine Publishing Project from 1994 to 2002. Abrahamson also organizes the Literature of Fact series that invites major national and international journalists to talk about their work, and he serves as the general editor of the historical series, "Visions of the American Press," published by the Northwestern University Press. Abrahamson also teaches magazine writing and editing, and he served as head of the Magazine Division in 1997-98.

The Magazine Division alternates yearly between the Educator of the Year and the Professional of the Year awards. As immediate past head, Ted Spiker oversaw this year's nomination and selection process.

2011 Tankard Book Award Finalists Named

The AEJMC Research Committee is pleased to announce the three finalists in the 2011 Tankard Book Award competition (alphabetically by author's last name):

- *Knights of the Quill: Confederate Correspondents and their Civil War Reporting* edited by Patricia McNeely of University of South Carolina, Debra Reddin VanTuyll of Augusta State University, and Henry Schulte of University of South Carolina; 2010, Purdue University Press.
- *Global Journalism Ethics* written by Stephen Ward of the University of Wisconsin Madison; 2010, McGill-Queen's University Press.
- *About to Die: How News Images Move the Public* written by Barbie Zelizer of the University of Pennsylvania; 2010, Oxford University Press.

The committee received 15 entries for the competition. The winner will be named at the end of a special panel during the AEJMC Conference in St. Louis. The panel, which is scheduled for Wednesday, August 10 from 5 to 6:30 p.m., will feature all three authors answering questions that will range from the inspiration for writing their book to how they conducted their research. It will be a cross between *Face the Nation* and *Washington Week in Review* with just a little bit of *Larry King Live!*

Gutiérrez to Receive Barrow Award for Distinguished Achievement in Diversity



Félix Gutiérrez

Félix Gutiérrez of the Annenberg School for Communication and Journalism at the University of Southern California will receive the 2011 **Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education** during the AEJMC Conference in St. Louis.

Created in 2009 by the Minorities & Communication Division and the Commission on the Status of Minorities, the award recognizes outstanding individual accomplishment and leadership in diversity efforts within the Journalism and Mass Communication discipline.

Gutiérrez is recognized for his lifelong commitment to diversity within JMC, and his impact on the profession as well as the academy. His varied career has included work as a professional journalist, journalism educator and philanthropic executive with the Freedom Forum.

As one support letter noted, "Although Felix is rightfully recognized as a preeminent scholar and advocate for the advancement of Latino/a journalists, he has been a staunch advocate and champion of opportunities for all disfranchised persons and groups. He has steadfastly emphasized the importance of understanding the need for cooperative efforts that would insure success for all peoples of color."

Named for the late Lionel Barrow, the award honors Barrow's lasting impact on the discipline, and recognizes others who are making their mark in diversifying JMC education.



2011 Baskett Mosse Award for Faculty Development



Mugur V. Geana

The winner of the 2011 Baskett Mosse Award for Faculty Development is Dr. Mugur V. Geana of the University of Kansas.

The award stipend will support Geana's continued research on colorectal cancer prevention, and provide funds for community outreach on this issue to the Latino population. For the past three years Geana has been conducting basic and applied strategic communication research with medically underserved populations in the state of Kansas, including rural-dwelling residents, American Indians living in North-Eastern Kansas and Latinos living in Southwestern Kansas and Kansas City. The award will continue his development as a scholar, while also having an impact in reducing health disparities for underserved populations.

This award was created by AEJMC and ACEJMC in memory of the late Dr. Baskett Mosse, executive secretary of the Accrediting Council for 26 years. The award recognizes an outstanding young or mid-career faculty member and helps fund a proposed enrichment activity.

Frazier to Receive 2011 Sass Distinguished Service Award



Connie Frazier

ASJMC will present Connie Frazier, Chief Operating Officer of the American Advertising Federation, with its 2011 Gerald Sass Award for Distinguished Service to Journalism and Mass Communication. The presentation will take place Friday, Aug. 12 during the AEJMC Conference in St. Louis. The association will present the award during a session from 5:15 to 6:45 p.m. The session is open to anyone attending the AEJMC Conference.

Frazier joined the Federation in January 2004 as the senior vice president of the AAF Mosaic Center and AAF education services. She was promoted to Chief Operating Officer August 1, 2010.

She leads all AAF programming to increase diversity and multiculturalism within the advertising industry. The programs include the Most Promising Minority Students, AAF Mosaic Awards and Mosaic Career Fairs. She also promotes tools that aid the industry's multicultural efforts, including the AAF Mosaic Principles and Practical Guidelines.

In her work with AAF's education services, Frazier promotes AAF's 215 college chapters and oversees programs such as the National Student Advertising Competition, AAF Student Conference, Alpha Delta Sigma Honorary Society and various other internship and scholarship programs designed to provide students with opportunities to pursue a career in advertising.

Before joining AAF, Frazier was an advertising educator for 12 years at Howard University. She currently serves as the AAF representative to the Accrediting Council on Education in Journalism and Mass Communications.

Kalyanaraman Named 2011 Krieghbaum Under 40 Award Recipient



Sri Kalyanaraman

Associate professor, Sriram "Sri" Kalyanaraman of the University of North Carolina Chapel Hill will be presented with the 2011 Hillier Krieghbaum Under-40 Award during the AEJMC Conference in St. Louis. The award will be presented Friday, August 12 during the AEJMC Business Meeting.

Kalyanaraman has established a national and international reputation as an authority on the psychosocial properties of digital media, especially as it relates to persuasion and attitude change in online environments. He also studies the social and marketing effects of sexual and violent content, and persuasion strategies in health communication.

Active in AEJMC as well as other associations, Kalyanaraman was head of the Communication Technology Division in 2005-2006. He serves on the editorial board for *Journalism and Mass Communication Educator*, and has a book in press titled "Tailoring for New Technologies: Conceptual Premises and Empirical Advances" (Morgan-Claypool).

The Under-40 Award was created in the early 1980s by the late Hillier Krieghbaum of New York University to honor an AEJMC faculty member who has made outstanding contributions in AEJMC's three key areas: teaching, research and public service. It has become one of the highest honors that AEJMC can bestow on a member. Krieghbaum served as AEJMC president in 1972.

Matthew Ragas Named 2011 Nafziger-White-Salwen Dissertation Award Recipient



Matthew Ragas

The 2011 Nafziger-White-Salwen Dissertation Award will be presented during the AEJMC St. Louis Conference to Matthew W. Ragas, assistant professor in the College of Communication at DePaul University.

His winning dissertation, completed at the University of Florida, is "Agenda-building and Agenda-setting in Corporate Proxy Contests: Exploring Influence Among Public Relations Efforts, Financial Media Coverage and Investor Opinion". The dissertation was nominated for the competition by his adviser, Professor Spiro Kioussis of Florida.

The AEJMC Standing Committee on Research reviewed 23 dissertations for the 2011 dissertation competition. The entries covered a wide range of topical, methodological, and theoretical approaches to mass communication research. The committee was impressed with the high quality of the entries this year. The Standing Committee felt Ragas's dissertation made a notable contribution to the field and has excellent potential for publication.

The award will be presented during the AEJMC Business Meeting Friday, August 12 at 10 a.m.

The Urban Communication Foundation and AEJMC to Honor George McCue and Susan Seznasy



Susan Seznasy

The Urban Communication Foundation (UCF) is honoring the journalistic legacy of the late George McCue at the AEJMC Conference on Friday Aug. 12, 2011 from 3:30 to 5 p.m. in St. Louis, Missouri with the presentation of a posthumous achievement award.

George McCue was the urban design critic for the St. Louis Post Dispatch from 1966-1975. In 1967 *Time Magazine* named McCue as a prominent urban critic with a “civic conscience,” and credited him with bringing St. Louis architects, artists and city planners together.

George McCue was recognized by the magazine *Architecture* in 1989 as one of the few newspaper journalists “who gave a large part of their time to consideration of architecture and urban design”. He was also credited as one of the “people behind the comeback of St Louis”. McCue was born in 1910 and retired from active journalism in 1975. An honorary member of the American Institute of Architects (AIA) he died in 2003.

The award will be presented at a reception that will also honor Susan Seznasy, editor of *Metropolis Magazine* who will receive the Gene Burd Award for Urban Journalism. Since 1986 Seznasy has lead the magazine in landmark design journalism, achieving domestic and international recognition. She is internationally recognized as an authority on sustainability and design. Along with *Metropolis* Publisher Horace Havemeyer III, she was a 2007 recipient of the Civitas August Heckscher Award for Community Service and Excellence. Ms. Seznasy holds an MA in Modern European History from Rutgers University, and honorary doctorates from Kendall College of Art and Design, the Art Center College of Design, and the Pacific Northwest College of Art.

St. Louis Conference Mobile App Coming!

In a first for the association, delegates to the St. Louis Conference will be able to download a St. Louis “mobile app” that will feature the conference program and maps of the hotel meeting rooms. You will also be able to build your own conference schedule within the “mobile app”. In this initial year, the “mobile app” will only work on iPhones, iPads or Android phones.

By mid-July, registered conference delegates will receive a link via email that will allow them to download the “mobile app”. There will be no cost to the delegate for the download. The link will also be provided to delegates who register onsite.



The Knight News Challenge and JMC Programs

Friday, Aug. 12 — 12:15 to 1:30 p.m.

This session will feature a look at some of the end products of the Knight News Challenge Grants. One of the conditions of these grants is that any software or platform developed through the grants must be made available for free to other users.

Several project developers will present their work and field questions from the audience. Tentative projects to be discussed include: NewsCloud, FeedBrewer, BookBrewer, Ushahidi, and SnagFilms. To see these and other Knight News Challenge project products, visit <Knightapps.org>.

Related to this session, AEJMC has been awarded a grant from the Knight Foundation to help fund innovative and creative academic applications of projects already funded through the Knight News Challenge. The goal is to implement these projects in ways that enhance the education of future journalists for the new media landscape. This fall AEJMC will award up to 10 grants of up to \$8,000 each.

The full call for this new grant program will be available at this conference session, and published in the September issue of *AEJMC News*.

AEJMC Conference Registration Hours

Conference Registration will be in the Landmark Foyer at the Renaissance Grand Hotel in St. Louis. Hours are listed below:

Mon.: 6 p.m. - 9 p.m. | Tues.: 8 a.m. - 7 p.m. | Wed. — Fri.: 8 a.m. - 5 p.m. | Sat.: 8 a.m. - 3 p.m.

DIG NEWS

Divisions and Interest Groups have been asked to contribute one original column per year related specifically to its perspective area. This issue features columns from Advertising Division, Communication Technology Division, Cultural and Critical Studies Division, History Division, Law and Policy Division, Public Relations Division, Radio Television Journalism Division, Scholastic Journalism Division, and Visual Communication Division, Graduate Education Interest Group, Religion and Media Interest Group, Small Programs Interest Group, and Sports Communication Interest Group.

ADVERTISING DIVISION

A substantial number of Advertising Division papers to be presented at AEJMC 2011 address product placement as an advertising medium. Those onscreen moments in which the product becomes the star seem to be multiplying at an accelerating pace, a result of marketer discontent with traditional ad media.

One of the industry measures of product placement effectiveness is audience recall. Recall is typically higher for product placement incidents in which the brand sticks out: the characters interact with the brand, the camera lingers on the logo, and for a moment, the action stops for what can be an in-program commercial.

However, some observers are predicting that a more subtle form of product placement is on the rise. According to a recent article in the *Los Angeles Times* (5/15/11), a few marketers are moving to product placements in which the brand takes a backseat to the action. An example of the more subtle approach to product placement, says *LA Times* media reporter Adam Tschorn, was a February, 2011, episode of the Fox primetime show "Glee" in which a dance number was set in a clothing store. The store logo wasn't seen during the number, but it was clear from the white walls, wood floor, stacks of folded jeans, and muted clothing colors, that the store must be The Gap.

The rationale for the logo-

less product placement is that while front-and-center placements are more memorable, they also engender counter-arguing. The background placements are less likely to trigger resistance from ad-weary viewers.

Frank Zazza, who has been placing brands in movies and television since the 1980s and now runs a product placement valuation firm, iTVX, says "the era of logo-slapping is over. These days it's more about a brand's essence and its character—and those things are written right into the script without mentioning the brand at all."

Perhaps the most glaring—in its subtle way—example of incorporating a brand into entertainment was Pixar's 2008 "Wall-E." The design of the love-interest robot, Eve, was inspired by the flowing shapes and glossy white color of Apple's product line. Pixar is owned in part by Apple co-founder Steve Jobs.

While less intrusive product placements provide the short-term viewer benefit of not stopping the action, they also further commercialize entertainment. Whether subtle placements will lead to subtle resistance remains to be seen.

BY JAY NEWELL,
IOWA STATE UNIVERSITY

COMMUNICATION TECHNOLOGY DIVISION

Starting a new journal

For several years, the Communication Technology Division (CTEC) has explored the idea of

affiliating itself with an existing academic journal or starting a new one. Record-breaking submission rates for the CTEC paper competition every year and the lack of a publication outlet of its own has led the division to seriously push for a journal option this past year. Our members voted unanimously at last year's conference to establish a task force that either establishes an affiliation or puts forward a prospectus to an academic publisher.

While no fitting affiliation could be found that would have accounted for the variety of research areas and methods in our division, the task force of research chair, vice head and division head (Jacob Groshek, Homero Gil de Zuniga and I) has now completed the journal prospectus and has established an editorial board of respected scholars in our field. Currently we are in the process of recruiting a journal editor and are hopeful to send the prospectus to a publisher before the conference in St. Louis.

The mission of the journal is proposed to be the following: "To bring together research that facilitates discussion and cultivates understanding of the ways in which communication technologies are changing not only media processes and content, but also audiences, institutions, and society at large. Since communication technologies themselves have now come to fulfill a central, social role in virtually all forms of me-

diated communication, the journal welcomes scholarship from a broad area of inquiry. Provided that the focus pertains to communication technologies, this includes but is not limited to studies of advertising, science, networks, health, politics, history, policy, public relations, management, economics, ethics, minorities, visual communication, and social media."

We are planning to give a detailed update to our division members on the journal efforts at this year's business meeting in St. Louis. The final journal decision, which will likely also have an effect on division membership rates, will be put up for a vote to our members, most likely during the upcoming academic year.

BY MARCUS MESSNER,
VIRGINIA COMMONWEALTH
UNIVERSITY

CULTURAL & CRITICAL STUDIES DIVISION

The past, present, and future of cultural-critical studies will be the focus of the C&CS Division's signature panel in St. Louis, scheduled for Friday, August 12, from 5:15-6:45.

The event will be combined with the ceremony to honor the division's Professional Freedom and Responsibility Award winners. It will be shared this year by Robert McChesney of the University of Illinois at Urbana-Champaign and Charles and Rose Klotzer, founders of the *St. Louis Journalism Review* (SJLR).

Getting to meet the Klotzers will be a treat for those interested in grassroots media criticism. The Klotzers started *SJR* in 1970 after seeing a copy of the *Chicago Journalism Review*, which was founded in 1968 by journalists who felt the Chicago media had misrepresented the Democratic National Convention that year. In response, a number of local journalism reviews sprang up around the country, but most were short-lived. Now in its 41st year, *SJR* is a clear exception—thanks to the Klotzers.

Charles and Rose are being honored together because, as Charles said in an e-mail, “Yes, officially I am the founder and have kept it going for the past forty years. However, my wife Rose, was also very much part of this venture although her name never appeared on the masthead. Nothing was ever published without her proofing and editing. No major decision was ever made without consulting Rose.” (For more, see <http://sjreview.org/about-2/>).

Joining the discussion will be will be Gigi Durham of the University of Iowa and Ralph Beliveau of the University of Oklahoma. The panel is based on the idea that cultural and critical studies is at an important juncture. Certainly the “cultural turn” in the 1990s opened up new possibilities for media research. Where is it now? What do we do with our traditions, our identity, and our vision in a changing media landscape?

McChesney said in an e-mail that he “cut his teeth” in C&CS’s predecessor, the Qualitative Studies Division. Unfortunately he has a family obligation, so he will be there “in spirit” only, but we are proud to honor his work. He is, of course, co-founder of the media reform organization, Free Press, and author or editor of eight books, including *Rich*

Media, Poor Democracy: Communication Politics in Dubious Times (New Press, 2000) and, with John Nichols, *Our Media, Not Theirs: The Democratic Struggle Against Corporate Media* (Seven Stories Press, 2002). See www.robertmcchesney.com/.

BY JANE MARCELLUS,
MIDDLE TENNESSEE STATE UNIVERSITY

HISTORY DIVISION

The History Division has been very active this year with a variety of projects including establishing the new online Media History Exchange, building contacts with graduate students in media history, and creating an additional award.

The Media History Exchange is coordinated by Elliot King and funded through an NEH grant. It provides a digital forum for archiving and social networking for those interested in media history. This new social network will allow media historians new ways to collaborate digitally. It was also used for reviewing papers for the joint AJHA/AEJMC History Division meeting in March. At last year’s conference the History Division voted to establish a committee to work with the Media History Exchange Board and suggest ways that we can support each other. The committee will present its report at the St. Louis conference.

Another important project this year was headed up by Lisa Burns, division secretary/newsletter editor. She worked with the executive committee to expand the contacts and interaction with graduate students in media history. This effort received many favorable responses from both students and faculty.

This year, too, following the guidelines voted by the History Division members at the Denver meeting, the executive board established a new award for the best Poster Session

Paper. This award will join three other awards the History Division makes each year: the Covert Award, for the year’s best article about media history; the Book Award, for the year’s best book published about media history; and the Top Paper Award, for the best faculty paper and best student paper presented at the annual conference.

Finally, we are continuing to explore the best ways we can support our members and encourage graduate students in the study of media history. Defining who we are has been a central theme of our executive board this year, and much of our newsletter has been devoted to that issue. We invite everyone to take a look at our outstanding newsletter, *Clio*, at <http://www.utc.edu/Outreach/AEJMCHistoryDivision/newsletter.html>.

BY ANN THORNE,
MISSOURI WESTERN STATE UNIVERSITY

LAW & POLICY DIVISION

Julian Assange might as well be a Law and Policy Division member - during the past year he has had a crash course in media law, not to mention a little criminal law as well.

Throughout the country, division members have expounded on the implications of WikiLeaks on society, government, and press freedom. Jane Kirtley (Minnesota) was a guest on WCCO Radio. Dwight Teeter and Ben Bates (Tennessee) spoke at a campus event. Journal articles are emerging, including in *Federal Communications Law Journal* and *Harvard Law & Policy Review*, both by Jonathan Peters (Missouri-Columbia doctoral candidate).

You can’t toss a flash drive without hitting a conference that features WikiLeaks. At the Global Conference on Transparency Research at Rutgers in mid-May, several communica-

tion professors, including Michele Bush Kimball (South Alabama) and Jeannine Relly (Arizona), heard keynote speaker Christopher Hood (Oxford) talk about the new “WikiLeaks World.”

A few days later, in Providence, R.I., law division members Tony Fargo (Indiana), Chip Stewart (Texas Christian), Brooke Barnett (Elon), Joey Senat (Oklahoma State), Christina Locke (Florida), and Mike Farrell (Kentucky) attended the National Freedom of Information Coalition conference that featured a panel on WikiLeaks and its impact on journalism, including the killing of a federal shield law bill and whistleblower protections.

The leaking of sensitive classified documents isn’t new, of course. Daniel Ellsberg provided records about the Vietnam War to the press, leading to the seminal Pentagon Papers case in 1971. It’s this Supreme Court ruling that resulted in a congressional report to conclude that the government would have a difficult time prosecuting WikiLeaks or the *New York Times*.

The discussion will continue at this fall’s AEJMC conference in St. Louis. The Law and Policy Division and History Division will co-sponsor a panel about the 40th anniversary of the Pentagon Papers case (1:45-3:15 p.m. Friday, Aug. 12), moderated by Tim Gleason (Oregon) and featuring Christina Wells (Missouri-Columbia), Jeffery Smith (Wisconsin-Milwaukee), media law attorney Chuck Tobin, and St. Louis *Post-Dispatch* Editor Arnie Robbins.

Kyu Ho Youm (Oregon), who organized the Pentagon Papers panel, says, “The ongoing heated debate on national security v. press freedom in connection with WikiLeaks makes our celebration of the

Continued on page 18

landmark U.S. Supreme Court case compellingly relevant. The distinguished invited panel of academics and professionals in law and journalism will offer a rare opportunity for us to 'imagine the past, remember the future.'"

BY DAVID CUILIER,
UNIVERSITY OF ARIZONA

PUBLIC RELATIONS DIVISION Wilcox Gift Supports Scholarship of Research and Teaching in Public Relations

Dennis Wilcox, Professor Emeritus of Public Relations at San Jose State University and former Head of AEJMC's Public Relations Division, continues his leadership in our discipline. Wilcox has generously funded two sets of awards for the Public Relations Division. Beginning this year, the top three papers in both the Open Paper Competition and the Teaching Paper Competition will receive cash awards: \$300 for the Top Paper, \$200 for the second paper and \$100 for the third paper in each category.

It is especially fitting that the next generation of Public Relations scholars will be honored with Wilcox Awards: Many of those scholars likely got their introduction to the field through Wilcox's work. He is co-author, along with Glen Cameron, of one of the best known textbooks in our discipline, *Public Relations: Strategies and Tactics*, now in its 10th edition, and the author of *Public Relations Writing & Media Techniques*, among other texts.

Through his generosity, Wilcox has made it possible for the Public Relations division to recognize outstanding scholarship and teaching efforts. The division already recognizes the Top 3 Student Papers through the Plank Awards, funded by the University of Alabama's Plank Center for Leadership in Public Relations.

BY COLLEEN CONNOLLY-AHERN,
PENN STATE UNIVERSITY

RADIO-TELEVISION JOURNALISM DIVISION New Name for RTVJ?

From the professional world to the hallowed halls of academia, organizations are reacting to the changing scope of the news industry. Pews most recent State of the News Media report put it succinctly: "News organizations — old and new — still produce most of the content audiences consume. But each technological advance has added a new layer of complexity—and a new set of players—in connecting that content to consumers and advertisers."

Those advances are online, from more traditional internet interfaces to smart phone and tablet technologies. In addition, social media like Facebook and Twitter have become powerful ways to connect with audience members and also provide content and information. As we saw with the anti-government protests in the Middle East, social media can also help us to see how people can inform and influence news coverage.

We've had discussions at RTVJ about our division name, and whether it accurately reflects both the industry and our scholarship about it. Some of our sister organizations have already taken the plunge: the Radio Television News Director's Association is now the Radio Television Digital News Association. And we got word late last year that our colleagues in the Newspaper Division of AEJMC are planning to change their name to the Newspaper and Online Division.

AEJMC will be 100 years old next year. And the board thinks it may be an opportune time for our division to ring in the second century of AEJMC with a new name. In our last oficer's meeting, we bandied

about a few ideas:

- Radio Television Digital Journalism Division (aligning with RTDNA)
- Electronic News Division (aligning with our division journal)
- Broadcast and Digital Journalism Division
- Electronic Journalism

Of course, these aren't the only — or even best — options. Or perhaps the membership would prefer not to change the division name at all.

The only way to find out is to have a vote from the RTVJ membership. We are holding the vote this summer, so that we can reveal the results at our divisional meeting during the August conference. We'll forward the link to division members via the listserve and include it in the Summer issue of *Static*.

BY KATHLEEN RYAN,
UNIVERSITY OF COLORADO

SCHOLASTIC JOURNALISM DIVISION Colorado high school students push for First Amendment rights

Colorado high school students Lori Shafer and Jaclyn Gutierrez were not looking for a fight when they reported on the January death of a fellow student at Overland High School in Aurora. They just thought they were doing solid journalism.

The Overland juniors reported on the death of wrestler Liebert Phillips, who developed a fatal blood clot after sustaining a broken ankle during a school-sponsored match in January. When Shafer and Gutierrez prepared to publish a story about Phillips' death in Overland's student newspaper, *The Scout*, the principal censored it, despite a state law that prohibits such action. Indeed, Principal Leon Lundie suspended *The Scout* and remove the adviser from the newspaper.

Lundie claimed the story

on Phillips' death lacked balance, that another point of view was needed on the cause of death. Shafer told Lundie that she interviewed Phillips' mother, who showed the student journalist the death certificate from the coroner.

"Our job is to report the news, good or bad," Schafer told the *Denver Post*.

Shafer, editor, and Gutierrez, the opinion page editor, stood up for their free press rights. They won eventually, although for a while it looked like they would be allowed to have only an online edition with student names omitted as required by district policy.

However, after a few months of inactivity, the newspaper and adviser were reinstated by the Cherry Creek School District late in the semester. Shafer, who worried there would be no *Scout* during the 2011-12 academic year, said the newspaper was restored permanently and would remain a print product.

"Unfortunately, because of the power imbalance, this is a rare happy ending when it comes to censorship of the scholastic press," said Frank LoMonte, executive director of the Student Press Law Center.

Several factors led to positive result the in the Colorado case. One, as LoMonte noted, was the bravery of Shafer and Gutierrez, since most high school students would have relented in the face of authority. Second, the students took advantage of social media, posting on Facebook.com about what had happened. This caused the news about their censorship case to spread quickly beyond Aurora. Third, Colorado High School Press Association President Carrie Faust, who teaches at another Cherry Creek high school, gave wise counsel and notified friends of scholastic journalism across the country about what

was happening at Overland. Fourth, the girls contacted the Student Press Law Center and benefited from its legal expertise. Fifth, the news media in Denver kept the story in the public eye.

AEJMC's Scholastic Journalism Division will be analyzing censorship cases like the Overland episode at the Gateway Teach-In on Aug. 9 at St. Louis University. Kent State University journalism professor Mark Goodman will lead the discussion.

BY DAVID W. BULLA
IOWA STATE UNIVERSITY

VISUAL COMMUNICATION DIVISION **Design Products and Services, Not Just Content or The Call for Media Product Designers**

The late 1990s was the apogee of content design. Designers ruled newspapers and magazines. Visual journalism was finally an acknowledged craft, and news organizations hired page designers, graphic reporters and art directors in great numbers.

But this was a fleeting moment. Today large publishing companies have consolidated or outsourced their design needs. Automation is chipping away at the need for skilled content designers just as pagination did for compositors. Web content has proven the worth of templates and publishers have trouble justifying the cost of content design.

Instead of teaching and training student journalists to design visual content, we must teach them to design media products.

In a time when the public seems less and less interested in printed content design, product and service designers have become revered figures. CEOs clamor to be associated with the design of products — Apple's Steve Jobs is hailed as an industrial designer, an expe-

rience designer and a systems designer depending on the particular triumph being trumpeted. Ford is making a comeback based on the quality of its latest automotive designs and new manufacturers like Dyson — maker of fans, hand dryers and vacuums — market its design above all else.

This is wider definition of design — not just the appearance of a tool, system or object — but the experience of using, participating or consuming it.

For journalists this means not thinking of how to tell a story but discovering where the story is most likely to be read, how much time the user will spend and what actions they will take. It means looking at new platforms and technical solutions to user problems. It means seeking opportunities in idle moments and unfulfilled needs.

To become media product designers, journalists must adopt ethnographic research methods. They must learn to observe before the brainstorm and find ways to include users in their design processes.

This new generation of designers must be equally comfortable with low-fidelity paper prototypes as they are with high-fidelity digital mockups. These designers must understand information design — flow and navigation — as well as color and typography. They must test, iterate and re-test every product or service to continually improve it.

Today's visual journalists cannot be satisfied with just creating beautiful centerpieces or informational graphics. It is their job to intuitively craft the kinds of news media experiences that make the consumer choose or return to trusted media sources in whatever form is distributed.

BY JEREMY GILBERT
NORTHWESTERN UNIVERSITY

GRADUATE EDUCATION **INTEREST GROUP**

For the Graduate Education Interest Group (GEIG), 2010-11 has been a year dedicated to further establishing our role as the central voice for graduate students within AEJMC. To this end, we have made a number of key strides toward clarifying the focus of the group and opening new avenues of graduate student research. During the 2010 Members Meeting, a formal motion to change the interest group name was unanimously approved by those present. A subsequent survey was sent out to the entire GEIG member list, with each member given the opportunity to vote for one of four names. Based on the results of this survey, the decision was made to change our name to the Graduate Student Interest Group, a motion which is currently awaiting approval by the AEJMC Board of Directors. By rebranding the Interest Group, we seek to more firmly establish our identity inline with our mission and clear up the increasing confusion over our focus among the larger AEJMC membership.

In accordance with our refined focus on graduate student research and advancement, GEIG is proud to announce the establishment of a new award program aimed specifically at graduate students. In the coming year, GEIG hopes to present the first annual Graduate Conference Award, designed to provide financial and logistical assistance for graduate students seeking to establish graduate student research conferences within their respective institutions. Other improvements, including increased efforts to connect graduate students and faculty across institutions, will be highlighted at our next business meeting in St. Louis. We invite all members, as well as those

interested in becoming members, to the meeting to learn more about our division's efforts, as well as to contribute new ideas about how the interest group can continue to improve its service to its membership.

GEIG reminds graduate student members of AEJMC that our interest group is focused solely around the needs of graduate students in journalism and mass communication. Our goal to provide as many opportunities as possible to graduate students to advance their research, network with each other and interested faculty, and pursue the career goals of their choice. Please consider joining GEIG when you renew your AEJMC members (dues are only \$7) or at the annual conference in St. Louis.

BY D. JASUN CARR
UNIVERSITY OF WISCONSIN-MADISON

RELIGION AND MEDIA **INTEREST GROUP**

Atheism is Worthy of Coverage by Religion Journalists

RMIG was a participant in the 3rd annual Religion and Media Conference at Elon University in Spring 2011. The first conference in 2009 addressed issues concerning religion in the public sphere. In 2010, the subject was Megachurches and Media. This year's subject was atheism.

Atheism as the subject of a Religion and Media conference?

Since atheism is, by definition, anti-theistic, why, some asked, are we addressing it? And what does the subject have to do with media and communications?

Panelist and RMIG Vice-Head Cecile Holmes, former religion editor of the *Houston Chronicle*, put it this way: "When I was a fulltime member of the working press, American

Continued on page 20

atheists kept making headlines and were regularly involved in a cross section of concerns.”

In 1988, for example, the Austin-based American Atheist office did a survey of Texas area childcare centers asking questions such as:

- If a parent requested his or her child not be included in any religious activity at the childcare center, would that be possible?
- Are children attending this childcare center asked to pray?

According to the Pew Research Center, 16.1% of Americans are unaffiliated with any religion. Only 1.6% of those polled claim to be atheists, and 2.4% claim agnosticism.

In the non-news media arena, Steve Martin’s tune “Atheists Don’t Have No Songs” is a viral video hit:

*Some folks sing
a Bach cantata,
Lutherans get
Christmas trees,
Atheist songs add up
to nada,
But they do
have Sundays free.*

Atheists are often stereotyped by a series of shallow portrayals, Holmes says. “And I have tried to counteract such portrayals in my classroom teaching and in my research.

**BY ANTHONY HATCHER
ELON UNIVERSITY**

SMALL PROGRAMS INTEREST GROUP

The Small Programs Interest Group has had an exciting academic year exploring a new platform for the delivery of information — a new blog and wiki have been created, and the beginning of a new on-line journal is in the making.

Thanks to the work of past heads Vivian Martin and Margo

Wilson, as well as co-teaching chair Mitzi Lewis, the new multimedia presence of SPIG is well underway. The wiki has been “Blowing Up Journalism 101,” and the blog has included guest posts that explore that “wonderland” we call journalism and mass communication education. Called Mediaminder (and located at <http://mediaminder.wordpress.com/>) the blog is an opportunity to discuss issues pertinent to our faculty. Your ideas and input are both welcomed and needed.

The structure of the journal is still “under construction,” but it should be a lively discussion at the annual SPIG business meeting in St. Louis. Professors Martin and Lewis are working with the prototype, and this new publication opportunity is expected to be in a prototype format soon.

SPIG also has big plans for the annual conference in St. Louis, including an exciting pre-conference session that will not only honor our Scholarship of Application Winner Brian Poulter, Eastern Illinois University, but will discuss the importance of showcasing both scholarship and application for promotion, tenure, and awards.

Members of SPIG invite all AEJMC members interested to come to the session, which begins at 1 p.m. Tuesday, Aug. 10, and discuss how to showcase your work for future conferences and journals, use your professional productivity in the classroom, and reasons to generally enhance a teaching and scholarship portfolio. There is no charge for this pre-conference session this year. For information about the session, contact Senior Vice Head Susan Lewis, Abilene Christian University at lewiss@acu.edu.

Finally, SPIG is honored to

announce that Dr. Kay Colley of Texas Wesleyan University has been named the 2010-2011 SPIG Teacher of the Year. Colley will be honored at the annual SPIG Membership luncheon, planned for Friday, Aug. 12.

**BY GINGER CARTER MILLER,
GEORGIA COLLEGE & STATE UNIVERSITY**

SPORTS COMMUNICATION INTEREST GROUP

Building an interest group takes time, dedication and a willingness to go above and beyond, a trait the Sports Communication Interest Group members have demonstrated during our inaugural year. What began with casual conversations in recent years, evolved into an informal Boston sports bar gathering, which led to an early-morning meeting at the Las Vegas Hilton’s Paradise Café during the 2010 Broadcast Education Association Conference. At that April meeting, Marie Hardin, Brad Schultz and myself outlined what would become the IG’s mission and bylaws. Our work that day and in subsequent months was guided by the insight of dozens of interested Sports IG members.

It long had been thought that sports media research and teaching was without a home at AEJMC. Although sports-related papers were accepted by a multitude of divisions, groups and commissions through the years, a home base was clearly warranted. For instance, at the 2010 AEJMC Denver conference, sports venues were scattered throughout 12 sessions in nine divisions or interest groups.

With the development of the Sports Interest Group, we have provided a permanent and more visible home for sports media research, teaching and discussion. We encour-

age a wide array of research interests and methodologies, and embrace innovative ideas in classroom instruction. The Sports IG offers opportunities to interact with leading sports media researchers and university instructors from an assortment of fields, including newspaper, marketing, television, public relations, radio, new technology, advertising, entertainment, management, ethics, gender studies, online and social media.

In the first year we have substantially grown our membership, and received a surprising number of paper submissions (38). Under the guidance of Marie Hardin, and the dedication of Web designer Melanie Formentin, Penn State University has graciously agreed to host the Sports IG website (<http://comm.psu.edu/about/centers/john-curley-center-for-sports-journalism/about/centers/john-curley-center-for-sports-journalism/aejmc-interest-group>). We have also produced our first online newsletter, and have a full slate of activities set for the 2011 conference in St. Louis — see conference web site at: aejmcstlouis.org/home/schedule.

As the first elected chair of the Sports IG, I received an incredible amount of assistance and guidance from our officers, particularly vice chair Pam Laucella, and research co-chairs Bob Trumpbour and Mary Lou Sheffer. And, although the Sports IG is not the lone idea of one individual, Marie Hardin had the vision to initiate the conversation and move us forward. Without her direction, the idea would have not become reality so quickly.

**BY SCOTT REINARDY
UNIVERSITY OF KANSAS**



aejmc.com/home/about/groups/dignews

Teaching Tips Corner: Tips from the AEJMC Teaching Committee

AEJMC Plenary — Grade inflation: Does ‘B’ stand for ‘Bad’?



By Sheri Broyles, Chair
AEJMC Standing Committee on Teaching
University of North Texas
sbroyles@unt.edu

Grade inflation. Now that’s a prickly subject.

Some cite the Vietnam War as the beginning of grade inflation. Students – and professors – were rebelling against the war, and grades were raised so young men could avoid the draft by maintaining their student deferment. Others point to graduate programs where a “C” is a failing grade, a standard which may have passed down to undergraduates.

Every faculty member has a story. There’s the “My parents paid for an A” saga. Really, I had a student say that. My response: “I think you owe your parents a refund.” I was new to teaching and, perhaps, too honest. But that was the mentality at the private university where I was teaching at the time. Now I realize it was a push for grade inflation.

Grade inflation – that upward shift in GPAs without a similar shift in what was learned – seems to be systemic. And wherever the grade inflation debate surfaces, many questions bubble up.

Why are grades inflated? Do we, as faculty, fear poor student evaluations? Or do we have so many spinning plates that we can’t spend the time grading – and giving detailed feedback – to justify lower grades?

Is an “A” the trophy entitled millennials expect for showing up, similar to the trophies they received in elementary school for being on the team, no matter the record?

Is the earned grade worth the harassment from students – and sometimes their helicopter parents? Do you wait until the last minute to post your grades, then bolt from campus before anyone can find you?

Even more basic, does grade inflation exist? Or are reports of grade inflation inflated?

The Standing Committee on Teaching has been kicking the grade inflation topic around and realizes this is an issue for all of us – whether you’re in a public or a private school, a big or a small program. We plan to tackle the grade inflation quagmire in our plenary session titled *The Lake Woebegone effect: Are all our students above average?*

The session will kick off with Stuart Rojstaczer, a Ph.D. from Stanford and former Duke University professor who is the founder of GradeInflation.com, a website that publishes research on grading. Dr. Rojstaczer has written extensively about higher

education, including articles in *The New York Times*, *The Washington Post* and *The Chronicle of Higher Education*.

In addition, a panel also will share perspectives on grade inflation – as junior and senior faculty, as an administrator and as a student. Then we’ll open the floor for Q&A so you can join in the discussion.

We hope you’ll learn both the myths and facts associated with grade inflation. For example, do tough teachers receive bad student evaluations? Or higher? Is rigorous grading related to how much our students learn? If students work, and have less time to study, are their grades higher or lower?

And we’ll address other concerns: What will my chair and dean think of me if I’m tough? Will they support me, or cave to student demands? Should we expect more of our students? Should our classes be more rigorous? Will they meet the challenge?

This is especially relevant to those of us in journalism and mass communication programs. What do we teach in journalism? Writing. Above all else, we are writers. And to be a writer you have to be a critical thinker that requires complex reasoning. So we, professors of journalism, have a tough job.

You’ll hear solid advice gleaned from other experts that will point the way to possible solutions. Don’t miss this thought-provoking plenary session at 10 a.m. to 11:30 a.m. on Thursday, August 11. We anticipate a packed house and hope you’ll join the conversation.

Now for a bit of wisdom from a cartoon that’s taped to the wall of our copy room. The name of the strip is missing, but the message is clear. The setting is the exchange between a young student and a person sweeping the floor.

Student: “Isn’t the customer always right?”

Reply: “Right.”

Student: “So Mrs. Olsen is always wrong and I’m always right.”

Reply: “Wrong.”

Student: “I’m the student! I’m the customer!”

Reply: “Wrong.”

Student: “I’m the product, aren’t I?”

Reply: “Right.”

We want our students – the products of our programs – to be the writers and thinkers for the next generation. We hope this plenary strengthens your understanding of why “tough is good” – leading to stronger “products” for a better future.

AEJMC Welcomes New Staffer Chris Neiger



Chris Neiger

Chris Neiger started as AEJMC's new Public Relations/Marketing Specialist in mid-March. Neiger is responsible for our online communications, Facebook and Twitter feeds, posting content to the Hot Topics website, online chats, press releases, developing and maintaining the conference website, and development of new online member services. His most recent project is development of a "mobile app" for the St. Louis Conference.

Before coming to AEJMC, he worked for more than three years as the online marketing manager for the National Association for Campus Activities. Neiger holds a master's degree in Journalism from Regent University and a bachelor's degree in Criminal Justice from the University of Delaware. He has been a freelance writer for companies such as AOL and Discovery Communications. His work has appeared on several websites including CNN.com, Yahoo.com, and the *San Francisco Chronicle*. His work has also been mentioned in the *Columbia Journalism Review*.

Global Media Journal-American Edition

Special Spring 2012 Issue — The State of Media Conglomeration: Synergy, Power, Resistance

Deadline for Submissions: October 15, 2011

www.globalmediajournal.com

The focus of this special issue of the *Global Media Journal-American Edition*: Is "Big Media" dead and buried, or alive and prospering—or both?

In May 2009, *Newsweek* magazine eulogized "Big Media" in the aftermath of Time Warner CEO Jeffrey Bewkes' announcement that the corporation would spin off AOL, noting that "the long-suffering Vertically Integrated Media Conglomerate (1989-2009) passed away" and suggesting that synergy was an "over-hyped" business model.

Yet in early 2011, the Federal Communications Commission and the U.S. Department of Justice approved Comcast's 51% stake in General Electric's NBC Universal, creating what the New York Times called, "a media powerhouse." Comcast, the largest cable company in the United States, longed to own a major media company before its purchase of NBC Universal, as evidenced by several failed attempts to purchase Disney in recent years. Furthermore, in 2011, AT&T announced the purchase of T-Mobile for \$39 billion, which, if approved by governmental regulatory agencies, will create the largest mobile phone company and again consolidate the industry into two main players. On the other hand, Google's attempted purchase of social shopping site Groupon for a price of \$6 billion was rejected, largely acknowledged as due to fears by Groupon that the acquisition would invoke anti-trust action toward Google. Elsewhere,

though, the largest media conglomerates, including Disney, Viacom, News Corporation, and Time Warner, appeared to be continuing their quest to purchase digital and traditional media outlets.

In light of these paradoxes, articles for this special issue may address (but are not limited to) matters such as: The use of new synergistic strategies to create barriers to entry, corporate power and media, the use of social media technologies as resistance to dominant corporate practices and content, consolidation in the telecommunications industries, the viability of transnational and transindustrial media corporations, and alternative democratic communication systems.

Graduate Student Research: In keeping with the mission of the journal to provide opportunities for graduate student publication, this special issue of *Global Media Journal* will have a graduate research section. For submission guidelines, please visit http://lass.calumet.purdue.edu/cca/gmj/gmj_submission_guidelines.htm. All papers must be submitted via electronic attachment.

Please direct all inquiries and submissions to Dr. Jennifer Proffitt, Florida State University, jproffitt@fsu.edu, and Graduate student submissions and queries should be directed to Dr. Doug Tewksbury, Niagara University, dtewksbury@niagara.edu.

Call for Papers

The *Journal of Mass Media Ethics* seeks papers for a special issue on neuroscience, moral psychology and media ethics. Co-editors of the special issue will be Professor Clifford G. Christians, University of Illinois, and Professor Lee Wilkins, University of Missouri.

The journal specifically seeks papers that build theory, examine the connections between neuroscience and/or moral psychology and professional ethics in the form of interpretive essays, or employ neuroscience to re-examine issues of media effects and/or professional performance. Papers may be single or jointly authored and should conform to the journal's length and bibliographic requirements. Scholars from all disciplines are welcome. Those interested should submit a 1,000-word abstract outlining the proposed paper (with appropriate bibliography) by October 1, 2011, to Lee Wilkins at wilkinsl@missouri.edu.

Those selected for inclusion in the special issue will be notified by the co-editors on November 1, 2011. Final manuscripts will be due about March 1, 2012, and publication is anticipated in the fourth issue of the journal in 2012.

Placement Ads

Ad Rates

AEJMC Placement Service ad rates are \$150 for the first 200 words and 25 cents for each additional word. Ads should be sent to Kysh Brown, Newsletter Editor, via e-mail to aejmcnews@aol.com. Type "Newsletter Ad" in the subject line.

Please include the name of a contact person, a fax number and a phone number. Schools are billed after publication and sent one tearsheet of their ad and a copy of the newsletter.

(Prices effective September 2010)

Copy Deadlines

January.....	Dec. 1
March.....	Feb. 1
July.....	June 1
September 15.....	Aug. 1
November.....	Oct. 1

FLORIDA MEMORIAL UNIVERSITY, School of Arts and Sciences, Department of Humanities, Communications — **POSITION ANNOUNCEMENT: Assistant Professor of Broadcasting** — Tenure Track. Florida Memorial University invites applications for an Assistant Professor of Broadcasting. Successful candidate will teach a mix of lower and upper level courses in broadcast journalism and advise majors. Courses will include Writing for the Electronic Media, Television News Reporting, Television Production, Television Practicum, Fundamentals of Radio & TV Production, and Television News Casting. Duties include attending faculty meetings, advising students, and involvement in university and community service. Qualifications: Master's degree required. Ph.D. preferred. Preference will be given to candidates with professional experience in electronic media studio and field production. Candidates must also be proficient with emerging news-delivery technologies, including new media. A record of scholarly/professional publication and demonstrated excellence in teaching preferred. Application Procedures: Applicants should submit: Application letter; Vita; Official Transcripts; Three letters of Recommendation (two years or less); Samples of scholarly or creative activity; Evidence of teaching excellence. Materials should be sent to: Dr. Denise Callwood-Brathwaite, Interim Provost, Florida Memorial University, 15800 NW 42nd Avenue, Miami Gardens, FL 33054. **Deadline: March 31, 2011 or until position is filled.**

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ROCHESTER INSTITUTE OF TECHNOLOGY, Department of Communication, **Assistant Professor in Journalism** — Rochester Institute of Technology's Department of Communication invites applications for an assistant professor position in Journalism to begin late August 2012. The successful candidate will teach from undergraduate courses including multiplatform journalism, computer assisted reporting, introduction to journalism, history of journalism, reporting & writing, news editing, reporting in specialized fields and law and ethics of the press. Applicants also able to develop courses in web design, graphics, and rich media content are especially desirable. Additional assignments in area of specialty are possible. The primary responsibility for the tenure-track position is teaching, with other expectations including research, student advising, service to the institution, and continuing professional development. Additionally, the position provides the successful candidate the opportunity to work with other faculty in the Department's quickly evolving degree in Journalism. We are seeking an individual who has the ability and interest in contributing to a community committed to Student Centeredness; Professional Development and Scholarship; Integrity and Ethics; Respect, Diversity and Pluralism; Innovation and Flexibility; and Teamwork and Collaboration. Select to view links to RIT's core values, honor code, and statement of diversity. A Ph.D. in journalism or communication is required. Professional experience, successful teaching, a record or promise of published scholarly research, and an active research agenda are desirable qualities. Research interest in the intersection of journalism and digital media is considered a plus. The Department of Communication is a dynamic department with an ambitious vision. The department offers the following degrees: a BS in Journalism, a BS in Advertising & Public Relations, a BS in Professional & Technical Communication, and an MS in Communication & Media Technologies. RIT attracts students from all 50 states and more than 90 countries. RIT has been recognized on The Chronicle of Higher Education's "Great Colleges to Work For" list for two consecutive years. Rochester, located in Monroe County, is the 79th largest city in the United States and the third largest city in New York State. Five additional counties are included in the Greater Rochester Region: Genesee, Livingston, Ontario, Orleans and Wayne. The Greater Rochester region is inhabited by a little more than one million people. The Rochester area has a diverse population that includes African Americans (38% of the

city and 14% of Monroe County) and Latin Americans (13% of the city and 5% of the county). In addition, more than 7% of the population is foreign born. It is also home to the largest Deaf community per capita in the United States. Rochester is ranked 7th among the "10 Best Cities to Raise a Family" by Child Magazine. Places Rated Almanac ranked Rochester as the 6th "Best Places to Live in America" out of 379 metropolitan areas. Expansion Management Magazine ranked Rochester as number one among metropolitan areas having the best Quality of Life in the Nation. Essence magazine ranked it among the "Top 10 Cities for Black Families," Rochester was twice named one of America's Friendliest Cities by American Demographics magazine. Apply online at <http://apptkr.com/191989>. Please upload a letter of application, curriculum vitae, a statement of your experience with and/or interest in RIT's core values, honor code, and statement of diversity and names and contact information for three references. **Interviews may also be arranged at the AEJMC Convention in St. Louis, August 10- 13, 2011.** You can contact the search committee with questions on the position at: Keith B. Jenkins, Rochester Institute of Technology, 3047 George Eastman Hall (01-3047), 92 Lomb Memorial Drive, Rochester, NY 14623-5604; Email: keith.jenkins@rit.edu; Telephone: 585-475-6347; Fax: 585-475-7732; <http://www.rit.edu>. **Applications will be reviewed immediately and continue until an acceptable candidate is found. Applicants are encouraged to apply by Friday, September 16, 2011.** The Rochester Institute of Technology is an equal opportunity/affirmative action employer.

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Advertising & Public Relations | Tenure Track Assistant Professor | Fall 2012 | Department of Communication, **Trinity University**, San Antonio, Texas — Communication: Trinity University. Tenure Track Assistant Professor of Communication, Fall 2012. Ph.D. required by August start date. Teach six undergraduate classes per year (9 contact hours per semester) with primary teaching responsibilities in the practical application and critical examination of advertising and public relations. Candidates would be expected to (a) develop both theoretical and applied courses in their area of specialization – advertising and/or public relations, (b) be active in teaching core communication courses (either Mass Media, Media Interpretation and Criticism, and/or Media Audiences), and (c) contribute to teaching

Continued on page 24

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The 2011 AEJMC St. Louis Conference Logo (above) was designed by Logo Competition Winner, Christine Cirillo, California State University-Fullerton.

St. Louis, Missouri

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courses in the university's Common Curriculum and/or the university's introductory seminar for first year students. Trinity University, a highly selective, primarily undergraduate liberal arts and sciences institution, has an ideal student-faculty ratio, and excellent facilities, equipment, and services. Embracing the liberal arts and sciences mission of the university, our department stresses an integrated, non-sequenced approach to communication that links theory and practice. Our core is composed of three courses: Mass Media (focusing on structural relationships within mass media industries), Media Interpretation and Criticism (emphasizing communication theories regarding aesthetics, interpretation and criticism), and Media Audiences (exploring how audiences use and are affected by media). In addition to core courses, the major is composed of three content areas: Media Studies (classes focusing on the close examination of a single media-related topic), Media Management (courses preparing students for organizational and managerial responsibilities in media industries), and Media Messages (courses combining hands-on production with critical analysis). The major culminates in a Senior Capstone Ex-

perience in which students synthesize their understanding of communication theories and practices with a substantial academic paper, professional project, or creative work. Typical course sizes in the department are 15 students (for courses emphasizing media production) and 25 students (for media studies and media management courses.) **Deadline for receipt of applications is October 21, 2011.** Women and minorities are encouraged to apply. Send letter of application, curriculum vitae, three letters of reference, graduate institution transcript(s), a sample of written work, samples of public relations and/or advertising syllabi, and teaching evaluations from those courses (if available) to Dr. Jennifer Jacobs Henderson, Chair, Search Committee, Department of Communication, Trinity University, One Trinity Place, San Antonio, TX 78212-7200, email: jennifer.henderson@trinity.edu, Fax: 210-999-8355. Electronic submissions preferred. EEO Employer.

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Tenure-Eligible Faculty Opening • Assistant Professor Integrated Marketing Communications and Sullivan, Higdon, and Sink Faculty Fellow* — Elliott School of Communication, **Wichita State University — THE ELLIOTT**

SCHOOL OF COMMUNICATION at Wichita State University seeks a full-time, tenure-eligible assistant professor in integrated marketing communications. We are seeking collegial candidates with a demonstrated commitment to excellence in research, teaching, and service for appointment beginning August 2012. Specifically, *we are seeking scholars who can bring expertise in advertising and branding (creative and/or account management) and recent and successful advertising industry experience.* *Candidates with the Ph.D. and demonstrable agency experience will also be eligible to apply for the Sullivan Higdon and Sink Faculty Fellowship, an award designed to aid the Elliott School in attracting cutting-edge faculty in a competitive academic hiring environment. For more on qualifications, visit us at www.wichita.edu/esc. **To ensure full consideration, apply by October 1, 2011.** Send a cover letter that addresses interest in and qualifications for the position, a curriculum vitae, and names, addresses, e-mail addresses and phone numbers of at least three references to: <http://jobs.wichita.edu>. Visit us at www.wichita.edu/esc. Wichita State University is an Affirmative Action/Equal Opportunity Employer.

July 2011