

Static

The Newsletter of the Radio-Television Journalism Division of AEJMC

July 1997

Chicago Panel to Evaluate Pauley Report

by BILL KNOWLES
Montana

It's official name is "Tomorrow's Broadcast Journalists: A Report and Recommendations from the Jane Pauley Task Force on Mass Communication Education." But since its release late last year by the Society of Professional Journalists, it's been known as the Pauley Report, because the veteran NBC anchor paid for the study and served as honorary chair of the task force that wrote it.

Among other things, the 100-page report recommends raising standards of students of broadcast journalism, improving the quality and value of internships, and closing a perceived gap between broadcast journalists and educators. The report's recommendations apply to educators, students, the broadcast industry, and SPJ.

Co-authors of the report were former RTNDA and SPJ president Paul Davis, longtime news director of Chicago's WGN, and Dhyana Ziegler, broadcasting professor at Tennessee. Both will be part of a panel that will discuss the report at the Chicago convention Friday, August 1, at 8:45 a.m.

Also appearing will be the new president of RTNDA, Barbara Cochran, a former network television professional. Also on the panel is former longtime ABC News correspondent Steve Bell, now chair of the Telecommunications Department at Ball State where he's developing a prototype curriculum based on the report.

Providing what she terms a "mild" dissenting view will be Maryland journalism professor Maurine Beasley, whose professional background includes ten years as a reporter for the Washington Post.

Former RTVJ Division head Bill Knowles of Montana, a former colleague of Bell's at ABC, will moderate the panel. Knowles invited Pauley, who sent regrets because of a long-scheduled vacation but asked for a transcript of the session.

When the report was released, Pauley termed her bankrolling the project "the best investment I ever made." Chairman of the task force was

Pre-Convention Workshop Explores Convergency

The Internet, digital technology, and high-powered satellites are changing the methods of news production and delivery, blurring the lines between print and broadcast news media. Journalists may soon have to know how to write for print and broadcast, shoot digital video and stills, record digital audio, and place all of it on a web page. A pre-convention workshop will explore this new world.

Workshop participants will tour Chicagoland Television (CLTV), a cable news operation that combines elements of television and newspaper journalism. The tour will be followed by a panel discussion of convergency in news delivery. Panelists will include Roger Gafke (Missouri) and Travis Linn (Nevada-Reno), who teach courses in convergency, PCWeek Radio News Director Steve Kovsky, who produces radio news and programming delivered via the Internet, and CLTV News Director Jim Disch. Chris Allen (Nebraska-Omaha) will moderate.

The workshop costs \$10. Enrollment is limited to 40. If you haven't pre-registered, contact Larry Burkum (Evansville) to enroll. The workshop takes place Tuesday, July 29th from 1 p.m. to 5 p.m.

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New RTNDA President Takes Helm

Looks at Ethics Review

by BILL DAVIE
RTVJ Head

The Code of Ethics for the Radio-Television News Directors Association is getting a fresh look by its board members. New RTNDA President Barbara Cochran met with the leadership in Washington, D.C., June 14, and asked if it was time to revisit the code in view of public criticism of radio-television journalism. Given the informal and tentative nature of the discussion, no action was taken but there was support of Cochran's response to FCC Chairman Reed Hundt's criticism of broadcast news.

In a speech at the Museum of Television and Radio in New York City on June 3, the outgoing FCC chairman asked, "Wouldn't we all be better off if broadcast news was a lot more like print journalism?" Hundt said that radio and television journalists need "a stronger and more well developed set of industry-led principles," and added that ethical issues "ought to be examined openly and candidly by government and by TV news as an industry." Cochran responded in a letter stating that "broadcast journalism is in no way a second-class form of journalism," and pointed to a recent study showing that Americans regard television news

as more credible than newspapers.

Hundt pointed to the *New York Times* and the *Washington Post* as two newspapers with a "richly developed" sense of ethics, but Cochran called the FCC chairman's attention to the RTNDA Code of Ethics. And as for his suggestion that the government should play a role in defining ethical standards for radio and television news, the new RTNDA president called that remark, "chilling."

At the RTNDA board meeting, however, the former CBS News executive raised the possibility of revisiting the Code for several reasons. The question of hidden cameras has not been addressed, and its revision also could clearly define sensationalism and distortion in broadcast news coverage, such as was seen in the Lt. Kelly Flinn case. Another area untouched by the RTNDA Code is the problem of "parachute journalism," where television reporters land on-the-scene to deliver stand-ups at news events without having covered the story, vis a vis the Denver trial of Timothy McVeigh. No formal call for a rewrite of the ethics code was proposed at the meeting, but Cochran asked members to consider that possibility. Educators should be involved in the process if such a revision is deemed necessary, she said.

New era at RTNDA signals academic opportunities?

My personal impression of the Barbara Cochran administration at RTNDA is that it represents a new era for educators and professionals in this organization. Happily missing were signs of antipathy toward educators. In this atmosphere, I proposed to the board that "layman summaries" of our research papers and articles should be included in an RTNDA or RTNDF publication. A facelift for the *Communicator* was unveiled at that meeting, and a search for a new managing editor is underway. We should take this opportunity to expand our dialogue with professionals through the *Communicator* — as several of our members have done with individual contributions.

I also would like RTVJ members to consider in Chicago a resolution endorsing Cochran's suggestion that the RTNDA Code of Ethics be reviewed and revised to deal more clearly with the problems of sensationalism, distortion, and hidden-camera coverage. Cochran has accepted an invitation to join us at the business meeting, and will also speak to the session on the Jane Pauley Report on Broadcast Journalism Education. Now is a good time for us to strengthen our relationship with RTNDA,

RTNDA ex-officio members now judging the 'Murrows'

by BILL DAVIE
RTVJ Head

For the first time in Washington, D.C., ex-officio members of the RTNDA Board were invited to participate in judging entries for the Edward R. Murrow Awards. It required a day of audio and videotape reviewing, but yielded insights into the state of the art in radio-television news reporting. Judges were placed in teams of three. I joined News Directors Dave Busiek of KCCI-TV, Des Moines, and Mark

Millage of KELO-TV, Sioux Falls, South Dakota. We were given entries in the categories of local television newscasts, spot news, news series, continuing coverage, and sports features.

We gathered in Busiek's hotel room, where a television monitor was hooked up to videotape playback decks. There were stacks of videotapes lined up on a table at the other end of the room. Competing entries had secured the top prize in ten regional contests. After nine hours of watching humorous,

poignant, and thought-provoking examples of television journalism, there was consensus on a majority of entries, but there were also a number of close calls. After more discussion, disagreements were resolved, scores were tallied, and the winners were selected on the basis of content, creativity and execution. It was not always an easy task, but the camaraderie and experience made the day's efforts worthwhile.

Editor's note: Davie was substituting for RTVJ's RTNDA Liaison Bill Knowles.

Travis Linn Named 1997 Distinguished Broadcast Journalism Educator

by ROB WICKS
Chair, DBJE Committee

Professor Travis B. Linn of the Donald W. Reynolds School of Journalism at the University of Nevada, Reno, has been named the Distinguished Broadcast Journalism Educator (DBJE) for 1997. The award is to recognize excellence in electronic journalism and mass media education.

Linn is the fifteenth recipient of the highest honor presented by the Radio-TV Journalism Division (RTVJ) of the Association for Education in Journalism and Mass Communication (AEJMC). He will receive a plaque during a presentation ceremony at the annual AEJMC convention in Chicago this Summer.

Linn has enjoyed distinguished careers both in electronic journalism and in the academy. His academic experience dates to 1973 when he served for several years as Assistant to the Chancellor for the Dallas (Texas) County Community College District. In that capacity, Linn developed, organized, staffed and supervised the Instructional Television Center including producing telecourses which were used throughout the United States. Between 1984 and 1990, Linn served as the First Dean and Professor of the Reynolds School of Journalism. Under his leadership, the School gained national accreditation twice, the undergraduate curriculum was strengthened, the graduate program was refined and funding was obtained for a new \$5.2 million building.

In 1990, Linn stepped down as dean to focus his talents on teaching courses in broadcast journalism, media ethics and new technologies. He created undergraduate and graduate courses in "media technologies and society" and

"interactive media." More recently, Linn has taught courses in multi-media applications and on constructing of pages for the World Wide Web (WWW). He also chairs a campus-wide committee to develop ways to incorporate information-technology



Travis Linn

literacy into the core curriculum. This month, Linn will become director of the journalism school's New Media Center. In 1995 he was recognized as UNR's "Outstanding Faculty Member" upon nomination of the Faculty Senate.

Linn brings to his teaching a broad array of professional experience, grounded in some 20 years in the broadcast news industry which included eight years as a manager of the Southwest Bureau of CBS News between 1974 and 1984. Between 1966 and 1973, he served as news director of WFAA in Dallas building the station's news department from 15 to 75 employees, the budget from

\$75,000 to \$1.25 million, daily newscasts from 45 minutes a day to four hours a day and leading the station from third to first in the ratings. As a reporter at WFAA between 1962 and 1966, Linn covered stories such as the assassination of John F. Kennedy and the subsequent trials of Jack Ruby for the murder of Lee Harvey Oswald; the trials of Billie Sol Estes; the aftermath of the Six-Day War in Israel; the Democratic and Republican national conventions of 1972 and 1976 and the efforts of Ross Perot in 1969 to deliver supplies to American POW's in North Vietnam. Until recently Linn continued to be involved in broadcasting as editor/moderator of "To the Point," a weekly current issues production of the PBS station in Reno.

Linn earned his B. A. in 1961 at Harvard University with a major in English and cum laude in General Studies. He also holds a M. A. from North Texas State University (now the University of North Texas) with a major in political science and a minor in journalism. His peer-reviewed research has been published in the *Journal of Mass Media Ethics* and the *Journal of the Association for Communication Administration* and he is visible on panels of professional associations. Linn remains active in AEJMC activities as well as the Broadcast Journalism Association and the Radio-Television News Directors Association. Linn joins previous recipients of this award such as Ed Bliss (CBS, American University), Rod Gelatt (Missouri) and Joan Konner (Columbia) when he accepts the plaque this summer. His name will also be added to a permanent plaque residing at the Poynter Center honoring all recipients of the Division's highest honor.

Head Notes

Dues increase necessary to support RTVJ activities

by BILL DAVIE
RTVJ Head

Included among our benefits as RTVJ members is the publication of the newsletter, *Static*, the division's annual convention and mid-year conference activities, and our conduit to the professional community. In order to maintain such vital links, it has been necessary over the past year for us to allocate additional funds from the budget. Money was needed for laying out, photocopying and mailing *Static*, and the cost of travel for our representative to the RTNDA Board meeting in Anaheim. I am pleased to report that RTVJ is operating in the black, but future division heads will need more revenue in order to show a positive balance at year's end. The only means for maintaining our budget balance is an increase in RTVJ dues.

The argument in favor of such a hike is that it would support the financial cost of the newsletter; provide more money for convention speakers at the mid-year and summer conference; it would support the annual off-site business meeting and Distinguished Broadcast Journalism Educator award, and also defray the costs of our representation at RTNDA board meetings.

If the Washington, D. C. meeting of RTNDA was persuasive on any one count, it was that the academic voice of broadcast journalism is welcomed at RTNDA, and our failure to take a seat at the table alongside ex-officio members of the National Association of Hispanic Journalists, Asian American Journalists, and the National Association of Black Journalists, would be neither to RTVJ nor RTNDA's benefit. I was able to attend the pre-convention session without drawing upon division revenue, but for others that

may not be possible. For these reasons, I am proposing a modest hike in annual dues from \$5.00 to \$7.00 to be voted on at our annual business meeting.

I hope you plan to join us Friday evening, August 1, 1997 at the Chicago Museum of Broadcasting — not just to vote on a proposal for an RTVJ dues hike — but also to honor the 1997 Distinguished Broadcast Journalism Educator, Travis B. Linn, and to meet the new president of the RTNDA.

Pauly Report Panel

continued from page 1

veteran Indianapolis news director Lee Giles, who first hired Pauley as reporter. Giles also was invited but had a prior commitment.

Said Davis on release of the report, "Neither broadcast executives or journalism educators seem to be spending enough time with each other learning of the changes in each other's world." Ideas about how to fix that problem will be discussed as well.

Research papers to be presented

by JOSEPH A. RUSSOMANNO
RTVJ Research Chair

The 1997 RTVJ Division's research paper competition has produced an interesting line-up for presentation in Chicago. Twenty-five jurors from 24 institutions read and evaluated the 29 paper submissions. Thanks to all of them. Among the judging criteria used this year was one asking jurors to assess the extent a paper conformed to the Division's requirement that it pertained to a topic of radio and/or television journalism.

Nineteen papers were accepted for presentation, including five by students. The presentations will be made within the context of the following sessions: "Politics & Law in Electronic Journalism," which includes analyses of the role of television news in the electoral process; "Electronic Journalism and the Effects Tradition;" "Contemporary Issues in Local News," including topics central to local news management; and "Electronic News Then, Now, and in the Future," with papers ranging from historical analyses to examinations of broadcasting world wide web sites.

Two papers will receive the Division's "Top Paper" awards. Kathleen Hansen of the University of Minnesota and Joan Connors of Regis University wrote "The 'News of Your Choice' Experiment in the Twin Cities: What Kind of Choice Did Viewers Get?" This paper, recognized as RTVJ's Top Faculty Paper, examines a unique collaboration between two Twin Cities television stations designed to provide viewers with some degree of interactivity and choice. The authors used a content analysis and interview methods and conclude, in part, that the alternatives afforded to viewers remained dependent on the decisions of producers—people who seem tethered to the concept of maximizing ratings through human interest, sensational, and entertainment content.

The Division's Top Student Paper award will go to Geri Alunit of Michigan State who wrote "Laws & Ethics Behind the Hidden and Intrusive Camera." This paper examines two increasingly common television news-gathering techniques—the use of hidden and intrusive cameras—by analyzing two court cases involving television news organization defendants that employed those methods. In turn, the paper discusses the privacy rights of individuals who believe they have been victimized by the use of these techniques, and concludes by offering a four-part set of guidelines for using the hidden and intrusive camera.

See convention schedule on page 6 for the complete line-up of papers.

Controversial Reporting Practices topic of PF&R Panel

by JIM UPSHAW
RTVJ PF&R Chair

Prescription to an aspiring television reporter: Become a good writer. Figure out what “news” means. Perfect your video skills. Develop your voice. Buy some track shoes. Any questions?

Well, yes, professor: Shouldn't I also learn some really up-to-date stuff? Like how to disguise myself as a junkie or a tart, report live from a noisy helicopter, hide a wireless microphone, aim a lipstick camera at an accused crook, and swap tricks and tools with the local police?

Hmmmm. I'll get back to you on that.

Students won't pick up the latest aerial/electronic techniques or police-press collusion by reading a Murrow biography, combing most journalism texts or even renting “Up Close and Personal.” But judging from what now appears on television newscasts and newsmagazines, if you hope to get hired, it can't hurt to get—well, wired.

At this summer's AEJMC convention, a panel with long experience, strong views and some research news will address an array of controversial practices. They range from perennially debated undercover techniques to newer, high-tech investigative forms, and the dangers some may pose to impartiality toward the police. Among the issues:

*Should a reporter dress as someone else and wear a “wire” to buy drugs or hook johns, helped by police eager to publicize their street patrols?

*What's at stake when a station lends its helicopter to the cops for a pursuit and arrest, then uses (and heavily promotes) the video?

*How about the journalist who joins in searching for flood survivors—then rescues one of them, camera rolling?

*Is it reasonable for a station to stand by while police pose as reporters?

*What defines ethical undercover journalism? Does it really exist? And does constructive criticism have any effect on today's news directors?

Panelists include reporter-pilot Mike Silva of KCNC-TV, Denver, who stopped a dangerous fugitive; Chicago police media affairs chief Paul Jenkins; hidden-camera expert Bob Lissit of Syracuse; Clayton Taylor of WISH-TV, Indianapolis, whose recent undercover work exposed hospital brutality, and Bill Davie of Southwestern Louisiana, who's been studying such news techniques.

The session, entitled “Cops, Choppers and Electronic Surveillance,” is co-sponsored by the RTVJ and Communication Technology and Policy divisions. It's scheduled for 10:30 a.m. to noon Saturday, Aug. 2.

Former Anchor Marin part of Pragmatism vs. Principle Panel

by HUBERT BROWN
Syracuse

What would you do if the news operation where you worked embarked on a course that was diametrically opposed to your journalistic beliefs? What if your news director or general manager chooses to do one of those things that you once said you'd quit over? You tried to avoid news operations that take a “tabloid” approach to news; what if the station you work for suddenly goes tabloid?

Journalism educators will get the chance to discuss the clash between principle and pragmatism in the workshop “Taking Heat Over Principle” at the AEJMC Convention, Wednesday, July 30 at 3:00. Among the panelists is long-time Chicago television anchor Carol Marin, who resigned over what for her was an issue of principle.

Chicago's WMAQ didn't go tabloid, but it did hire Jerry Springer, the host of one of daytime television's sleaziest talk shows. Springer was to give regular commentary on issues affecting Chicago and the nation; he won awards for similar commentaries in Cincinnati before his talk show career. Marin, a 19-year veteran of WMAQ, would not have it. She vowed not to sit at the same anchor desk as the talk show host, and on May 1st, she resigned, touching off a nationwide firestorm of debate. Marin called the clash “a

debate for the very heart and soul of what is television news.” Springer was unsympathetic. He called the move “arrogant,” and in his first commentary, said, “This elitist snobbery that only people who meet an anchor's approval should be permitted to share the set is now being hidden in the self-righteous cries of journalistic integrity.”

But the conflict ended quickly. After just two commentaries, Springer, who had earlier referred to Marin as “just an actor,” quit the WMAQ job, saying the issue had become “too personal.” Carol Marin remains away from the anchor desk. She said at the time of her resignation that it was not a retirement, and she plans to continue her television career, away from WMAQ. In the wake of the clash, journalists all over the country were talking about how far they would go to defend their principles.

Marin will be joined by Joe Russomanno of Arizona State, who has researched freedom of expression in the television newsroom. The panel also includes Dow Smith of Syracuse, a former major market news director and general manager, and independent producer Beth Sanders. Sanders' documentary “Fear and Favor in The Newsroom” examines corporate influence on the newsroom and the struggles of individual journalists who fought against that influence.

Radio-Television Journalism Division

1997 AEJMC Conference Schedule at Chicago, Illinois

Tuesday, July 29, 1997

Pre-Convention Workshop 1 p.m. to 5 p.m.

“Witnessing Convergency:

A Visit to Chicagoland Television”

Chicagoland Television or CLTV is a cable news operation owned by the Tribune Company that combines elements of television and newspaper journalism. Workshop participants will visit the operation for a tour and panel discussion of convergency in news delivery. A bus will leave the Hyatt Regency Chicago at 1 p.m. and return approximately 5 p.m. (see article on page 1)

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Wednesday, July 30, 1997

8:15 a.m. - 9:45 a.m.

“The Newscasters Revisited”

The role of television news consultants will be discussed by a group of experts who have been close to this field almost from its inception. The panel will include **Joel Daly**, news anchor at WLS-TV; **Lou Prato**, former news director and RTNDA officer and currently on the faculty of Penn State; **Tom Dolan**, news consultant for the Broadcast Image Group; and **Mark Harmon**, past RTVJ division chair who has written widely on the news consulting process. The panel, moderated by Craig Allen of Arizona State, recognizes the twentieth anniversary of Ron Powers’s book *The Newscasters*, a breakthrough work which helped expose the news consulting industry. The panel is co-sponsored by the Visual Communication division.

10:00 a.m. - 11:30 a.m.

“New Structure for Delivering News”

Primary Sponsor: Newspaper

1:30 p.m. - 2:45 p.m.

“Will Freedom Flicker Out in Hong Kong?”

The stakes are high for American and international news media as one of the crown jewels of Asia changes hands from Western powers to Chinese Communists. While some observers predict that the ruling elite of Beijing would not trifle with a “cash cow,” others say it is just a matter of time before the dominant partner in this mixed marriage imposes an iron grip, and consequently freedom of the press will be one of the first expendable items.

This panel will be moderated by San Jose State’s **Zhou He**, and will feature panelists **Mary Walsh** from CBS News, **Tsan-Kuo Chang** from Minnesota and **Bruce Cumings**, the Director of the Center for International and Comparative Studies at Northwestern. The International division is co-sponsor.

3:00 p.m. - 4:30 p.m.

“Taking the Heat over Principle”

Journalism educators will get the chance to discuss the clash between principle and pragmatism with longtime Chicago television anchor **Carol Marin**, who resigned over what for her was an issue of principle. The session is co-sponsored by the Council of Affiliates. (see article on page 5)

7:15 p.m. - 8:45 p.m.

Competitive Research Session No. 1

“Politics and Law in Electronic Journalism”

Moderating: Joseph A. Russomanno (Arizona State)

“The Priming of People: Television’s Influence on Public Perceptions of Presidential Candidates”
Kim Bissell (Syracuse)++

“Political Candidate Sound Bites vs. Video Bites in Network TV News: Is How They Look More Important Than What They Say?”
Dennis T. Lowry (Southern Illinois)

“Hype Versus Substance in Campaign Coverage: Are the Television Networks Cleaning Up Their Acts?”
Julia R. Fox and Chris Goble (Northern Illinois)

“Seven Dirty Words: Did They Help Define Indecency?”
Jeff Demas (Ohio)

“Laws and Ethics Behind the Hidden and Intrusive Camera”
Geri Alumit (Michigan State)+

Discussant: Bill Slater (West Virginia)

+Top Student Paper
++Top Three Student Paper

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Thursday, July 31, 1997
8:15 a.m. - 9:45 a.m.
Competitive Research Session No. 2
“Electronic Journalism and
the Effects Tradition”

Moderating: Bill Davie (Southwestern Louisiana)

“Television News and Memory Distortion: Confidence in False Memories for Television News Stories”

Julia R. Fox (Northern Illinois)**

“The Effects of Lead Story Positioning in Television News-casts on Perception of Importance, Interest, and Recall”

Michael Cremedas and Dona Hayes (Syracuse)

“Effects of Redundant Actualities on Recall of Radio News”

Larry Burkum (Evansville)

“The Effects of Audience’s Gender-Based Expectations About Newscaster On News Viewing Satisfaction in a Collective Culture: South Korea”

U-Ryong Kim (Hankuk University of Foreign Studies), & Cheong-Yi Park (Michigan State)

Discussant: Tony Rimmer (California State-Fullerton)

**Top Three Faculty Paper

1:00 p.m. - 2:30 p.m.

“Media Olympics: The Richard Jewell Story”

Richard Jewell was never charged with any crime, but the audience hardly knew that by watching the initial TV coverage or reading the newspapers during the 1996 Olympics. The media covered the story extensively. Some would say it was extraordinary in terms of the suspicion it cast upon one individual, while others would say it was news business as usual. In either case, this coverage made it impossible for Jewell to lead a normal life and raises important questions about the treatment of suspects by the news media.

Were the news media responsible in covering this story? What should have been done differently and moreover what should we learn from this case as journalism educators? Do news organizations have written policies regarding the naming of suspects? Those questions and more will be the topic for discussion in this session. The panel will feature **Wayne Grant**, Jewell’s lead attorney in his civil litigation, **Linda Pall**, a Civil litigator and adjunct faculty member from Washington State and Idaho’s law schools; **Bill Silcock**, the Executive Producer at Missouri’s KOMU-TV;

and professor **Steven Helle** from the University of Illinois. Travis Linn moderates what should be an outstanding and timely panel, co-sponsored by the Law division.

2:45 p.m. - 4:15 p.m.
Competitive Research Session No. 3
“Contemporary Issues in Local News”

Moderating: Craig Allen (Arizona State)

“The News of Your Choice Experiment in the Twin Cities: What Kind of Choice Did Viewers Get?”

Kathleen Hansen (Minnesota), & Joan Connors (Regis)*

“Is It Really News? An Analysis of Video News Releases”

Anthony Hunt (St. Cloud State)

“Local Television and Radio News Congruence: Ownership Effects vs. Medium Effect”

Douglas A. Barthlow, Suyong Choi, & Andrea Thomas, (Georgia State)

“New Managers and Local TV News: A Case Study”

Jim Upshaw (Oregon)

“Television Newsroom Training for the 21st Century”

Sandra L. Ellis (Wisconsin-River Falls), and Ann D. Jabro (Penn State)**

Discussant: Angela Powers (Northern Illinois)

*Top Faculty Paper

**Top Three Faculty Paper

4:30 p.m. - 6:00 p.m.

“Teaching Broadcast Journalism
in Tabloid Times”

Tips on teaching ethical decision-making in broadcast news. **Bob Steele** of the Poynter Institute of Media Studies will discuss how to teach ethics in broadcast journalism, focusing on the “heroes and ‘sheroes” in the business. **Mitchell Land** (North Texas) will focus on teaching students about the Food Lion case and related issues. **Meg Moritz** (Colorado) will discuss sensational coverage, focusing on treatment of the sitcom “Ellen” in which the main character revealed she is gay, and on the coverage of the JonBenet Ramsey case. **Jim Bittermann**, CNN Paris Correspondent will examine the decline in the coverage of foreign news in TV, and suggest how to address this issue in our classes. RTVJ Teaching Chair **Jeanne Norton Rollberg** (Arkansas-Little Rock) will moderate this session, co-sponsored by the Community College Journalism Association.

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6:15 p.m. - 7:45 p.m.

**“Teaching Journalists History:
Providing a Context for the Text”**

If you watch an evening newscast, especially a local news program, one thing becomes apparent quickly— many reporters have no sense of history of their local area, their state, or even of the US. Secondary school history curriculums vary widely from school district to school district, leaving large gaps in student’s knowledge of history. That, linked with the fact that news professionals change jobs and regions rapidly, leaves many newsrooms with little collective sense of even recent history, let alone long term historical context.

This panel will explore the problem, and panelists will discuss what can be done by journalism educators and news managers to provide reporters and producers with the historical context they need for issue reporting. The panel will feature historian **Maria Montoya** (Michigan), journalist **Karen Lincoln-Michel**, *New York Times* reporter **Ira Berkow**, and **Carl Burrowes**, the Carter G. Woodson Professor at Marshall University. RTVJ Vice Head & Program Chair **Don Heider** (Texas-Austin) is the moderator. The session is co-sponsored by the History division.



Friday, August 1, 1997

8:45 a.m. - 10:15 a.m.

**“The Pauley Report on Broadcast Journalism
Education: Action and Reaction”**

The panel will discuss the report and the changes for broadcast journalism education recommended in it. Panelists include co-authors of the report, and the new RTNDA president. **Bill Knowles** (Montana) moderates this session, co-sponsored by the Community College Journalism Association. (*see article on page 1*)

1:00 p.m. - 2:30 p.m.

“Making Internships Pay”

Panelists include **Darlene Hill**, reporter/anchor for WFLD-TV, Chicago, **Ava Thompson Greenwell** (Northwestern), **Tom Bier**, news director for WISC-TV, Madison, WI, **Mike Hoeflerlin** (Missouri), Director of the Missouri Journalism Career Center, and **Meg Sauer**, news director for WSBT-TV, South Bend, IN. The panel, moderated by **Bob Paper** (Ball State), is co-sponsored by the Internships and Career Interest Group.

2:45 p.m. - 4:15 p.m.

“Visual Coverage of the Presidential Campaign”

Primary Sponsor: Visual Communication

4:30 p.m. - 6:00 p.m.

“Television and Civic Journalism”

Primary Sponsor: Civic Journalism Division

6:30 p.m.

**“Distinguished Broadcast Journalism Educator
Award, RTVJ Business Meeting & Light Supper”**

Off-site location: Museum of Broadcast Communication.
(*see article on page 3*)

Saturday, August 2, 1997

8:45 a.m. - 10:15 a.m.

Competitive Research Session No. 4

“Electronic News Then, Now, and in the Future”

Moderating: Lillian Dunlap (Missouri-Columbia)

“Getting the Story Home: Reporting World War II for the Local Audience”

Chris W. Allen (Nebraska-Omaha)

“How Objective Were the Broadcast Networks and CNN During the Persian Gulf Crisis?”

Robert A. Pyle (Winthrop), & Robert E. Wicks (Arkansas)

“Still Knowing Their Place: African Americans in Southeast TV Newscasts”

Kenneth Campbell (South Carolina)

“Television News Web Sites: Interactivity in News Stories”

Ray Niekamp (Penn State)

“Broadcasting World Wide Web Sites: Public Service or Self Service?”

James W. Redmond (Memphis)

Discussant: Matthew C. Ehrlich (Illinois)

10:30 a.m. - Noon

“Cops, Choppers and Electronic Surveillance”

This panel will address an array of controversial practices ranging from undercover techniques to newer, high-tech investigative forms, and the dangers some may pose to impartiality. Jim Upshaw (Oregon) will moderate this session, co-sponsored by the Communication Technology and Policy division. (*see article on page 5*)

1:00 p.m. - 2:30 p.m.

Executive Committee Meeting:

“Incoming RTVJ Division Officers Meeting”

'Network Brownout' continues, RTNDA Board learns

Special to *Static*
by JUNG-SOOK LEE
Southwestern Louisiana

Hispanic Americans represent more than 15 percent of the United States population, but you would not arrive at that figure by watching television network news programs last year. Hispanic/Latino issues accounted for one percent of the coverage by the three broadcast networks, according to Diane Alverio of the National Association of Hispanic Journalists (NAHJ) and the National Council of La Raza. She reported her research to the Radio-Television News Directors Association (RTNDA) board meeting in Washington, D.C. on June 14, 1997.

Alverio, in a report coauthored with Rod Carveth, found that of over 12,000 stories aired in 1996 by the three networks, 139 dealt with Latino related issues. That amounts to only six of the total 546 hours analyzed by the research team. Carveth and Alverio ex-

amined the content of ABC, CBS, and NBC networks' evening news programs stored in the on-line Vanderbilt News Archives from January 1 to December 31, 1996.

Of those 139 Latino stories, immigration issues received the most coverage (39.6%), followed by affirmative action (16.5%), crime (15.1%), and drugs (8.6%). They believe that such coverage has had a net impact of "fueling the public against Latinos," although there has been a "slight improvement in how Latinos were portrayed in network news in 1996" compared to the previous year.

Carveth and Alverio found the networks' attention to the rising influence of Latinos in politics somewhat encouraging, but the Congressional race between Loretta Sanchez and Robert Dorman in California dominated this category. Another hopeful sign is the number of non-Hispanic reporters covering Latino-related stories increased

from the previous year, reducing the apparent "ghettorization" of Hispanic-American network news coverage.

One reason the "network brownout" persists in 1996 is drawn to the finding that "no Hispanics appeared as identified experts in Latino stories," according to Carveth and Alverio. Network news showed Hispanics as authorities in less than half of the stories, instead interviewing Caucasian public officials.

The authors also discovered that Latino stories originated primarily on the West Coast and Southwest, where anti-Hispanic sentiment has been growing over the past several years. While markets with significant Latino populations, such as New York, Miami and Chicago, were underrepresented.

In terms of the number of Latino stories covered by each network, NBC accounted for the most with 50 stories last year, ABC was second with 45 stories, and CBS aired 44 stories.

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