

Static

The Newsletter of the Radio-Television Journalism Division of AEJMC

Vol. 39, No. 3

July 2000

Keller Named Distinguished Broadcast Journalism Educator

Prof. Kenneth R. Keller of Southern Illinois University, a 35-year veteran television news reporter, producer, director and educator, has won the annual Distinguished Broadcast Journalism Educator award from the Association for Education and Journalism and Mass Communication.

Keller will receive the award at an August 11 ceremony in Phoenix as part of AEJMC's national convention. The announcement was made by Prof. Bill Knowles (Montana), chair of the awards committee of AEJMC's Radio-Television Journalism Division.

Judges received scores of letters supporting Keller's nomination for the award from his colleagues, students and former students working in broadcast stations large and small. Nearly all recalled the hallmark phrase of Keller's teaching of television news, which typifies devotion to the needs of viewers: "What am I seeing and why am I seeing it?"

SIU graduate Shannon Powell, a Washington-based producer for Fox News Channel, said Keller "knows how the television world works and will not sugarcoat reality. He will tell you if a story is good or bad, and why."

From another former Keller student, reporter Jeremy Finley of KARK-TV Little Rock: "He yelled at me for writing too long, told me to cut my hair and stood over my shoulder as I attempted to produce newscasts. But he also applauded my enthusiasm, told me I had great promise as a reporter and

encouraged my desire for in-depth reporting."

Many letters described Keller's commitment to his students:

From Joe Foote, dean of SIU's College of Mass Communication and Media Arts: "Like all of the great teachers



in our field, Ken places a priority on keeping track of his students. His mentoring clearly does not stop with the diploma."

Former colleague Michael Murrie, now a professor at Pepperdine University: "Despite other demands, he always made teaching his priority. He never hesitated to spend time with students. He worked with students to find their first jobs."

Keller began his broadcasting career in 1964 at WILL-TV in Urbana, Ill., when he was a graduate student at the University of Illinois. He went on to work in various news positions for WCIA-TV Champaign, Ill., KBTR

Denver, KMOX-TV St. Louis, WDAF-TV Kansas City, KNXT (now KCBS-TV) Los Angeles, and WHBF-AM-FM-TV Rock Island, Ill.

Keller has taught at SIU since 1986. He retires this year to join his new wife, Rose, in Normal, Ill. He will continue in the profession as a broadcast journalism consultant.

"Ken Keller was a unanimous, slam-dunk choice for this year's award," said Knowles. "Ken is a legend in our business. We've known that for years. All the letters and e-mails we received just reinforced it."

This year's contest was judged by Prof. Lee Hood (Colorado), Prof. Rob Wicks (Arkansas), and Knowles. Keller was nominated for the award by Prof. Henry Lippold (Wisconsin-Eau Claire), the 1986 winner of this award.

Keller joins previous recipients of the DBJE including Jack Shelly, Iowa State (1983); Ed Bliss, American University (1984); Dick Yoakam, Indiana (1985); Henry Lippold, Wisconsin-Eau Claire (1986); Rod Gelatt, Missouri (1987); Mitchell Charnley, Minnesota (1988); Don Brown, Arizona State (1989); Irving Fang, Minnesota (1990); Ernest F. Andrews, Syracuse (1991); Al Anderson, Texas-Austin (1992); Michael Murray, Missouri-St. Louis (1993); Joseph R. Dominick, Georgia (1994); Joan Konner, Columbia (1995); Gordon Greb, San Jose State (1996); Travis Linn, Nevada-Reno (1997); Vernon Stone (1998); and Elmer Lower (1999).

Head Notes

by CHRIS ALLEN
RTVJ Head

My second year in AEJMC, 1988, Bob Papper asked me to be on a panel at the Portland Convention. I was scared to death. I'd only been teaching a year and a half. I don't know that I said anything constructive.

Several years later, when I got to the University of Missouri as a student, I made a suggestion for a panel session. When it was accepted, I was asked to organize and moderate the session. It was tremendous fun, because the experts who agreed to my invitation were excellent. I did another one the next year, and then more. And I've found a great deal of reward in participating in RTVJ since that very first time.

One thing led to another, and I was elected Professional Freedom and Responsibility chair, then vice-head.

This year I've had the privilege of being division head. And each year has been a reward.

The reason I gave you this brief biography is to encourage other RTVJ members to get involved.

I could talk to you about rewards, meeting some great people, the importance of getting involved. All those intangibles people tend to throw out when they're trying to rope you into something. And I might yet do that.

This isn't roping. I'm not trying to defraud you. There is work involved. You have to make some phone calls, generate some ideas and get to know some new people.

But at the heart of the matter is our responsibility as teachers. Our teaching extends beyond the classroom. We

need to educate ourselves and our colleagues. And we do that by putting together a panel in an area we are particularly interested in, or serving on a panel we have some expertise about.

Every AEJMC convention I've attended, going back to Trinity University, has taught me something. I've come away from each convention with a new perspective on a topic I've been teaching for years, new knowledge on a subject I didn't know about, new ways of teaching, new ways of evaluating, new ways of organizing a syllabus and more. It's because so many people in RTVJ have taken the time to step in.

I'm asking you to do the same thing.

This convention is planned and organized, thanks to the work of some talented people. And in August I expect RTVJ to have one of the best sessions ever. But in September and October it starts all over again. Whoever is elected vice-chair (and program chair) will put out a call on RTVJ-L asking for suggestions for panels and sessions. Then it's your turn to step forward. Make some suggestions, offer to organize or moderate a panel.

And to those who've worked hard on this convention, Jeanne Rollberg, the vice-head and program chair, the committee heads, panel organizers and moderators, my deepest thanks.

RTVJ has been a good experience for me. I hope it is for you.

Popular Phoenix Restaurant And Sports Bar to be Venue For DBJE Award Celebration and RTVJ Business Meeting

Jackson's on 3rd, a popular downtown Phoenix restaurant and sports bar, will be the venue for the RTVJ Division's Distinguished Broadcast Journalism Award ceremony, social and business meeting at the 2000 AEJMC national convention.

The meeting is Friday, August 11, at 6:15 p.m. The division will honor DBJE award winner Ken Keller of Southern Illinois and elect new officers for the coming year.

Jeanne Rollberg, current Vice Head, will become Division Head. The nominating committee has nominated the following people for the following positions: Suzanne Huffman for Vice Head & Program Chair; Larry Burkum for Secretary/Newsletter Editor; Gary Hanson for Professional Freedom & Responsibility Chair; Lee Hood for Teaching Chair; Charlie Tuggle for research chair. Bill Davie, Don Heider, and Jeanne Rollberg served on the nominating committee.

Jackson's on 3rd was arranged for by Joe Russomanno of Arizona State and DBJE chair Bill Knowles of Montana. The division will provide a fajita buffet with other snacks, plus a cash bar. The restaurant is at 245 E. Jackson St., about three blocks south of the Hyatt-Crowne Plaza convention complex.



RTVJ Accepts 37% of Research Papers

By KEISHA L. HOERRNER
RTVJ Research Chair

RTVJ tightened its acceptance rate this year, but the division will still have six papers presented in two solely-sponsored research sessions and will have a showing of four papers in the popular Scholar-to-Scholar sessions scheduled for this year's conference in Phoenix, Ariz.

The division received 27 papers this year and accepted 10 for presentation – an acceptance rate of 37 percent. That rate is lower than last year's of 43 percent, showing that the quality of papers sent to the division is rising and judges are taking a critical look at those submitted.

Of the 10 papers accepted, four were authored by graduate students. This is particularly heartening as these individuals represent the future researchers in our field. Many are already off to a successful start.

The first research session during the conference will be held Wednesday, Aug. 9, from 11:30 a.m. – 12:45 p.m. Titled "Exploring the Timeline: The Past of Commercial Radio, the Present of TV News Writing, and the Future of Digital Technology," the session will feature the following three papers:

- "Deregulation and Commercial Radio Network News: A Qualitative Analysis" by Richard Landesberg of the University of North Carolina at Chapel Hill,
- "For the Ear to Hear: Conversational Writing on the Network Television News Magazines" by C.A. Tuggle of the University of North Carolina at Chapel Hill and Suzanne Huffman and Dana Rosengard of Texas Christian University, and
- "Going Digital: An Exploratory Study of Non-linear Editing Technology in Southeastern Television Newsrooms" by Seok Kang, George L. Daniels, Tanya Auguston, and Alyson Belatti of the University of Georgia.

Landesberg's paper focuses on the consolidation in radio network news and the role that regulation played in bringing about its decline. The paper is one of several submitted to the division this year that utilized a qualitative method, showing an increased diversity of methods and well as topics submitted to RTVJ.

Tuggle's paper explores the "level of adherence to conversational writing style and the rules of grammar by correspondents and producers for network television news magazines," according to the abstract. Finally, Kang's work looks at how one of the many new technologies being introduced into stations, nonlinear editing, is being utilized by a select group of broadcast stations. This comprehensive study won the "Top Student Paper" award from the

division this year.

RTVJ's second research session will be held Friday morning, Aug. 11, from 8:30 to 10 and is titled "Race, Class and Corporate Bias in Television News." Boasting the "Top Faculty Paper" from veteran researcher Don Heider, this session explores coverage of some of the thorniest issues in society. The three papers to be presented are:

- "A Tale of Two Cities: How National Network Television Framed Hate Crimes in Jasper, Texas, and Laramie, Wyoming" by Larry Elliott, L. Paul Hesselbee, O'Brien Stanley, and Mary Alice Baker of Lamar University.
- "Constructing Class and Race in Local TV News" by Don Heider of the University of Texas at Austin and Koji Fuse of Pittsburg State University, and
- "Synergy Bias: Conglomerates and News Content" by Dmitri Williams of the University of Michigan.

Elliott's content analysis explored the various frames used by national television networks to cover two grisly hate crimes in 1998. Heider and Fuse also used content analysis along with participant observation to examine "how the idea of class is constructed and how class is covered in news." As the authors noted in their manuscript, analyzing "class" as a construct required that "race" be included in the equation. Rounding out these content analyses are Williams' work that tests the "hypotheses that the influence of parent companies on news content produces an increase in the quantity and quality of company-related materials mentioned on the news."

In addition to these research sessions, RTVJ will have four submissions in the Wednesday Scholar-to-Scholar session, which will be held from 2:45- 4:15 p.m. Those papers are:

- "Local Television News and Viewer Empowerment: Why the Public's Main Source of News Falls Short" by Denise Barkis-Richter of Palo Alto College,
- "Symbolic Racism in Television News" by David D. Kurpius of Louisiana State University,
- "Learning Ethics: On the Job or in the Classroom?" by Gary Hanson of Kent State University, and
- "Stealing the Show: How Individual Issues Dominate the Nightly Network News" by Brad Love of the University of Florida.

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RTVJ 2000 Convention Schedule

Tuesday, August 8

1:00-5:00 p.m.
Pre-Convention Workshop:
Producing 2000

As TV news continues to evolve, as audience demands change, as competitive pressures increase, and as new technologies develop, the role of the television news producer is also changing. Students must be prepared to handle a variety of problems and opportunities as they shape the competitive look of TV news while keeping a sense of substance and ethics at the forefront of their considerations.

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Wednesday, August 9

9:45-11:15 a.m.
[at KNXV-TV]
"The Conversion to
Digital TV in Phoenix"

(co-sponsor: Comm Tech, Media Management and Economics)

The American television industry is in the midst of a national conversion from analog to digital technology. Affiliates from the big three networks in the top 30 markets (including #17, Phoenix) were required to transmit their digital signals by Nov. 1, 1999. This panel will discuss DTV conversion and issues of implementation at the local level, including production of local DTV programming, pass-through national programming, and conversion costs. The panel session will include a tour of a Phoenix TV station, with transportation pre-arranged.

Moderator: Michel Dupagne, Miami
Panelists: Randy Decker, VP & Chief Engineer, KPNX-TV;
Donald Thomas, Engineering Manager, KNXV-TV
Discussant: Pete Seel, Colorado

11:30 a.m.-12:45 p.m.
RTVJ Research Paper Session
(see page 2 for details)

1:00-2:30 p.m.
"Local News in the New Century"

(co-sponsor: Media Management and Economics)

This panel discussion will feature decision-makers who are rarely heard from but who make many of the most important decisions regarding local TV news. Speakers will discuss the impact of increased competition, decreasing market share, and the role that education should play in training broadcast journalists in the first part of for the 21st century.

Moderator: Don Heider, Texas at Austin
Panelists: Marty Haag, Sr. VP-News, A. H. Belo;
Susana Schuler, Nextar;
Mark Effron, VP, Post-Newsweek Stations, Inc.;
Fred Young, VP-News, Hearst-Argyle;
John Lippman, Univision

4:15-5:45 p.m.
"When the Expert Witness is You:
What to Expect When Lawyers and
Media Professors Cross Paths"

Some Journalism professors find themselves called to be expert witnesses. Should they accept this role, and what are the ethics involved if they do? Should academics stick with plaintiffs or defendants when First Amendment issues are at stake? Should they take compensation, and if so, how much? This session will answer these questions and offer guidelines, principles and tips from those who have experience taking the witness stand.

Moderator: Craig Allen, Arizona State
Panelists: David J. Bodney, Trial Attorney, Steptoe and Johnson, LLP;
Kraid Marton, Trial Attorney, Marton and Hall, P.A.
Karen Adams, Media Expert Witness, Arizona State;
Don Heider, Media Expert Witness, Texas-Austin

6:00-7:45 p.m.
RTVJ Research Paper Session
(see page 2 for details)

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Thursday, August 10

1:00-2:30 p.m.
"What a Tangled Web We Weave:
What Students Should Learn about
the Internet for Y2K"

(co-sponsor: VisualCommunication)

As we discuss broadcast news for Y2K, it's valuable to mark the progress the Internet is making in the journalism mix, and what lessons we need to incorporate in our classrooms. What are stations doing with web sites other than streaming audio; how will video be added? This panel will chart the knowledge level that professors and faculty need to have to teach this technology.

Moderator: Claude Cookman, Indiana
Panelists: Eddie Robinette, Multimedia Editor, Sarasota Herald Tribune;
Hubert Brown, Syracuse University;
Paul Lester, California State-Fullerton

6:15-7:45 p.m.
"Is Corporate Ownership
Bad for Journalism?"

(co-sponsor: Media Management and Economics)

Conglomerates have now expanded their station ownership to between 35%-50% of the country. Is the public losing out in the ongoing battle for "freedom of the press"? Are major media companies cross-promoting programming to raise profits but giving short shrift to local news? Speakers on this panel recommend the proper response to broadcast news by media oligarchy.

Moderator: Ed Freedman, Frances Marion

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Panelists: Phil Alvidrez, News Director, KTVK, Phoenix;
Barbara Cochran, President, RTNDA;
tom Rosenstiel, Director, Project for Excellence in Journalism
Dr. David M. Rubin, Dean, S.I. Newhouse School of Public Communications, Syracuse;
Sherri Brennen, VP-Development, Broadcast Division, A. H. Belo

8:00-9:30 p.m.
“Is Radio News Dead?”

(co-sponsor: Media Management and Economics)

Radio news at commercial stations has changed radically in recent years with fewer stations producing local news. At the same time, more public radio stations/networks are producing local news. Are colleges and universities placing less emphasis on radio news and more on TV? This session considers the future for radio news in the professional and academic worlds.

Moderator: Dr. Janet Keefer, Dean, Drake University School of Journalism & Mass Communication

Panelists: William E. Buzenberg, Executive Director and VP-News, Minnesota Public Radio;
John Dinges, Director of Radio, Columbia University Graduate School of Journalism;
Diana Caine, Executive Editor, Metro Networks Metro Source, a Westwood One Company

9:45-11:00 p.m.
“Minorities and Media
Ownership in the 21st Century”

(co-sponsor: Media Management and Economics and Council of Affiliates)

The panel will evaluate the status of minority-owned media outlets in the United States as they compete with marketplace mergers. Emphasis is given to minority-owned newspapers, radio stations, and the alternative press.

Presenters: Maggie Rivas-Rodriguez, Texas-Austin, “The Hispanic-American Media;”
Hubert Brown, Syracuse, “African-American Media;”
Felix Gutierrez, Executive Director, West Coast Center, The Freedom Forum
Discussant: Gracie Lawson-Borders, Wayne State



Friday, August 11

8:30-10:00 a.m.
RTVJ Research Session
(see page 2 for details)

1:00-2:30 p.m. &
2:45-4:15 p.m.
(back-to-back sessions)

MINI-PLenary:
“Put me in, Coach...
I’m ready to Write:
Coaching and Critiquing
Student Journalists”

(co-sponsored with Civic Journalism, Small Programs Interest Group, and Community College Journalism)

Part I: Broadcast Journalism

How to give students the honest feedback they need and deserve about assignments while not discouraging them has challenged professors for years. This is especially the case for radio-television faculty who typically review student reports in class without the convenience of anonymity. Speakers will offer tips on how to remediate bad writing habits and coach students on the skills they need to compete while building their confidence.

Moderator: Sonya Duhe-Fore, South Carolina

Panelists: Lew Friedlan, Wisconsin;
Caroll Ferguson Nardone, El Paso Community College;
Charlie Tuggle, North Carolina-Chapel Hill

4:30-6:00 p.m.
“Radio News in the
Merger Mania Age”

(co-sponsor: Internships and Careers Interest Group)

Radio news and news-talk program directors examine the radio newsroom, and how it has changed over the past decade, the current need for talent, and the forecast for the next several years.

Moderator: Katherine A. Bradshaw, Northern Colorado

Panelists: Kris Olinger, Program Director, Seattle, WA;
Laurie Cantillo, Program Director, Phoenix, AZ;
Kathy Walker, Asst. News Director, Denver, CO

6:15-7:45 p.m.
RTVJ Business Meeting, Social,
and Distinguished Broadcast
Journalism Educator
Award Presentation

Jackson’s on 3rd
245 E. Jackson St.
(about 3 blocks south of the
Hyatt-Crowne Plaza)



Saturday, August 12

8:45-10:15 a.m.
AEJMC training sessions for
Incoming Heads, Vice Heads,
Teaching, PF&R, & Research Chairs

8:45-10:15 a.m.
“Bridging the Gap:
Connecting Researchers
and TV News Professionals”

(co-sponsor: Internships and Careers Interest Group)

The panel will release and discuss new research comparing viewers’ reactions to a

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variety of television news structures and reporting styles. Discussants will show how research findings can be made more useful to TV news professionals. Panelists will also consider what newsroom leaders may want to learn from the academy, offering suggestions for research with guaranteed relevance to the profession.

Moderator: Deborah Potter, Executive Director, NewsLab
Panelists: Annie Lang, Indiana;
Bob Papper, Ball State;
Ken Jobe, News Director, WLWT-TV, Cincinnati

1:00-2:30 p.m.

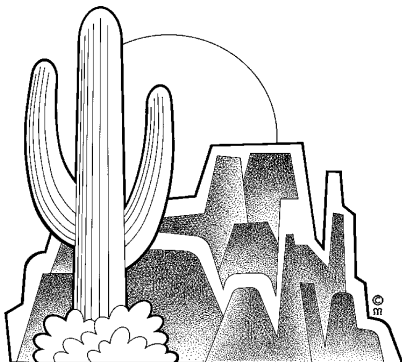
“Should RTNDA's Code of Ethics be Re-Written?
What Do the Professionals and Professors Say?”

The danger of violence in American schools last year reverberated in Congressional hearings, and one of the targets for public concern became television news coverage at such times. Radio-Television News Directors Association President Barbara Cochran warns TV news managers, “We can't bury our heads in the sand like ostriches. The public is telling us something important about what they do and do not want to see and hear from television and radio.” The RTNDA Code of Ethics recommends that sensationalism be avoided by broadcast journalists, but that is left for news directors to define. Are codes of ethics the cure or do they pose a threat worse than the problem--given the fear that lawyers can make any statement of principles fodder for lawsuits. Speakers in this session will consider broadcast journalism ethics and the codes to which professionals subscribe.

Moderator: Bill Davie, Louisiana at Lafayette
Panelists: Barbara Cockran, President, RTNDA;
Brian Trauring, RTNDA Task Force Chair, WATE-TV, Knoxville, TN;
Forrest Carr, News Director, KGUN-TV, Tucson, AZ;
Deborah Carr, Executive Director, NewsLab;
Clifford Christians, Illinois

2:45-4:15 p.m.

RTVJ Executive Committee Meeting



Join AEJMC in Phoenix: for a Grand '00 Time!

Make plans to join the Association for Education in Journalism and Mass Communication as it takes its annual convention to Phoenix, Arizona.

Two debut areas that were extremely successful at the 1999 Convention, will be held again this year in Phoenix-- the Scholar-to-Scholar convention-wide research session and CyberVillage. The Scholar-to-Scholar session will feature the presentation of research papers from the Council of Divisions and Interest Groups in two mass poster sessions. Last year these sessions were extremely successful and should feature even more papers this year.

Arsys Innotech, Pearsoned, campus engine.com, ecollege, blackboard.com, knowledgenet.com, Allyn & Bacon, St. Martins and Virtual NewsRoom are early commitments to participate in this year's CyberVillage that will enrich the AEJMC conventions' resources for a second year.

CyberVillage serves a twofold purpose: 1) to provide a platform where courseware and other new media vendors can demonstrate software to convention attendees, and 2) to provide at least some limited e-mail access for attendees who do not have their own laptops.

Randy Reddick, FACSNET, and Nancy Green, Georgia G.L.O.B.E. are heading up the village project. Queries about CyberVillage should be directed to Green (nancygreen@georgiaglobe.org) or Reddick (reddick@facenet.org).

Papers, from page 3

These papers will be presented in a poster session along with submissions from several other AEJMC divisions.

A Personal Note

Although serving as Research Chair required me to be away from my four-month-old son more than I desired, I enjoyed the opportunity to work with so many dedicated researchers and conscientious judges. I found the job to be rewarding and informative.

Thanks to all of you who took time out of your busy springs to serve as judges for this year's paper competition -- especially those of you who returned your evaluation scores and sheets by the May 1st deadline.

Congratulations to all the authors!



RTVJ-L, the discussion list sponsored by the RTVJ division of AEJMC, has undergone an important software migration which will require the attention of all subscribers.

On July 6, RTVJ-L List Manager Bill Knowles at the University of Montana sent this message to all subscribers:

“We have migrated RTVJ-L to different and better host software, majordomo” instead of listproc. You need not resubscribe. We have moved all active subscribers to the new software.

Effective immediately please post messages to:
rtvj-l@majordomo.umn.edu

To subscribe or unsubscribe, the new address is:
majordomo@majordomo.umn.edu

The syntax to subscribe is:
subscribe rtvj-l username@myschool.edu
(MyRealFirstName MyRealLastName)

The syntax to unsubscribe is:
unsubscribe rtvj-l username@myschool.edu

NOTE: It's imperative that you include your email address when you subscribe or unsubscribe. That's different from the old system. Messages sent to the old list address will cause double postings until July 10. Thereafter, messages posted to the old list will bounce back to you and not be distributed. I view this as a major improvement for RTVJ-L, which is now in its seventh year. Please direct all questions to me at knowles@selway.umn.edu.”

Again, the date of software migration was July 10.

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Future Convention Dates:

2001 AEJMC Convention
August 5-8
Grand Hyatt
Washington, DC

2002 AEJMC Convention
August 7-10
The Fountainbleau Hilton and Towers
Miami, FL

Static

Got a teaching tip you'd like to share? Some research you're working on? A take on the state of broadcast journalism today? Why not submit an article for publication in Static?

The deadlines for the next three issues of the newsletter for the Radio-Television Journalism Division of AEJMC are as follows:

October 2000 issue: September 29, 2000

March 2001 issue: February 16, 2001

July 2001 issue: June 22, 2001

Send correspondence to:

Larry Burkum
Communication Department
Drury University
900 N. Benton Ave.
Springfield, MO 65802

RTVJ Division 1999-2000

Officers

Division Head

Chris Allen
Department of Communication
University of Nebraska-Omaha
Omaha, NE 68182-0112
E-mail: cwallen@unomaha.edu

Professional Freedom & Responsibility Committee Chair

David Kurpius
Room 221, Journalism Building
Manship School of Mass Comm
Louisiana State University
Baton Rouge, LA 70803-7202
E-mail: kurpius@lsu.edu

Research Committee Chair

Keisha L. Hoerrner
Room 118, Journalism Building
Manship School of Mass Comm
Louisiana State University
Baton Rouge, LA 70803-7202
E-mail: khoerr1@lsu.edu

Vice Head & Program Chair

Jeanne Rollberg
Department of Journalism
University of Arkansas-Little Rock
Little Rock, AR 72204
E-mail: jnrollberg@ualr.edu

Teaching Standards

Committee Chair

Suzanne Huffman
Texas Christian University
TCU Box 298060
Fort Worth, TX 76129
E-mail: s.huffman@tcu.edu

Radio-Television News

Directors Association Liaison

Jim Upshaw
School of Journalism
& Communication
1275 University of Oregon
Eugene, OR 97403-1275
E-mail:
upshaw@ballmer.uoregon.edu

Secretary/Static Editor

Larry G. Burkum
Communication Department
Drury University
900 N. Benton Ave.
Springfield, MO 65802
E-mail: lburkum@drury.edu

Distinguished Broadcast Journalism Educator

Committee Chair

William L. (Bill) Knowles
School of Journalism
Radio-Television Department
University of Montana
Missoula, MT 59812
E-mail: knowles@selway.umt.edu

The logo for the newsletter 'Static' features the word 'Static' in a large, white, serif font with a slight shadow effect, set against a dark, textured rectangular background.

Published three times a year by the
Radio-Television Division of the As-
sociation for Education in Journal-
ism and Mass Communication.

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Newsletter of the RTVJ Division of AEJMC
c/o Communication Department
Drury University
900 N Benton Ave
Springfield MO 65802