

Static

The Newsletter of the Radio-Television Journalism Division of AEJMC

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March 2002

Mid-Winter Conference Covers Terrorism, Other Topics

by C. ANN HOLLIFIELD

University of Georgia

Issues of media objectivity in the face of war, the challenges university journalism programs face in the age of media industry convergence, and strategies for success in academic careers dominated discussions at the Midwinter Conference sponsored by five AEJMC divisions.

Nearly 100 faculty, graduate students, and media professionals attended the conference, which was held at the University of Georgia in Athens, Georgia, February 8-10. The event was sponsored by Media Management and Economics, Communication Technology & Policy, Visual Communication, Civic Journalism, and Radio-Television Journalism. The conference included three plenary panels and nine refereed research sessions.

The three-day meeting was hosted and supported by the University of Georgia's Michael J. Faherty Broadcast Management Laboratory, Cox Institute for Newspaper Management Studies, and Henry W. Grady College of Journalism & Mass Communication.

The problems that the American media have faced in covering the events of September 11 and the war in Afghanistan dominated the conference's theme session, "Media and Terrorism." A lack of experienced international correspondents has been one of key problems, according to panelist Tim Lister, Vice President of CNN International.

"They gave up international coverage 10 years ago, so having to ratchet that back up and understand a culture was a real problem," Lister said. "They don't have that core of experienced international correspondents who are able to go into another culture and understand a place like Afghanistan or Pakistan."

Despite such issues, the four panelists agreed that the

media have, for the most part, risen to the occasion. "We have dramatically increased our news hole for foreign coverage, and I think that will last for a long time to come," noted Bert Roughton, Jr., Crisis Editor for the Atlanta Journal Constitution. "The whole effect of September 11 on us, and I hear this across the whole newspaper industry, is a new commitment to serious, thoughtful news reporting."

Professor Sheila Tefft of Emory University and former south Asia correspondent for the Christian Science Monitor, and Professor Leonard Ray Teel, Director of the Center

for International Media Education at Georgia State University also served on the panel, which was organized and moderated by RTVJ Vice Head and Program Chair Lee Hood of the University of Colorado-Boulder. (For more detailed information about the session, go to: <http://www.grady.uga.edu/faherty/home.html>)

The issue of convergence and its implications for journalism

programs was the topic that dominated the second plenary panel. The four panelists offered different definitions of convergence, but shared similar views that teaching technology should not be a high priority for university courses.

"I believe convergence is driven by non-news business executives who think one building can house all the operations; non-news executives who believe that one staff can do it all," said Conrad Fink, Director of the Cox Institute for Newspaper Management Studies at the University of Georgia. He added that both journalists and journalism educators needed to ask whether cost considerations should drive journalism or journalism curricula.

They gave up international coverage 10 years ago, so having to ratchet that back up and understand a culture was a real problem.

--Tim Lister

Vice President, CNN International

Head Notes

by SUZANNE HUFFMAN
RTVJ Division Head

We have just returned from a successful mid-winter conference in Athens, Georgia. Lee Hood did a fantastic job coordinating that with three other divisions!

We continue planning for AEJMC's national convention which is set for August 7 - 10 in Miami Beach, Florida. "AEJMC 2002 ... Catch the Wave" is the convention theme and the Fontainebleau Hilton Resort & Towers is the headquarters hotel. I was reminded of what a beautiful location that is as I was watching the 1964 James Bond movie "Goldfinger" on ABC a few weeks ago. A special booklet on the convention, including information about hotel bookings and airline discounts, will be coming to you from AEJMC headquarters in April.

Miami is a terrific convention location and we hope to see all of you "at the beach" in August.

Our pre-convention workshop, research paper sessions, DBJE social, and RTVJ panels are being organized and are detailed elsewhere in this newsletter. Look over the schedule and make plans now to attend our sessions. We also remind and encourage you to submit research papers to RTVJ by the April 1 deadline. We are trying to build membership in our division, so we ask you to invite your colleagues and students to become members of RTVJ and to attend the Miami convention.

We hope all of you will share and debate ideas on RTVJ-L and submit articles to *Static*. Those articles might include information about new books

you have written, faculty internships in which you have participated or which you recommend, and any other issues of concern to the division membership. E-mail articles to *Static* editor Larry Burkum (lburkum@drury.edu).

In the October, 2001 issue, we asked the membership to decide two issues. The first was whether to continue to print *Static* on paper or to have it as an on-line publication only. The second was whether to raise RTVJ division dues from \$7 per year to \$10 per year in order to cover the cost of equipment we use at convention. The completed ballots were sent to *Static* editor Larry Burkum. The results are to continue to print *Static* on paper and to raise RTVJ dues to \$10 per year.

RTVJ Few but Prolific at Mid-Winter Conference

by LEE HOOD

RTVJ Vice Head & Program Chair

Several RTVJ members participated in a multi-division Mid-Winter Conference February 8-10 at the University of Georgia (see related article on page 1). While few in number, we made our presence felt.

Three research papers were presented from the RTVJ division. Anthony Moretti of Ohio University presented "The Salt Lake City Olympic Bribery Scandal: A Content Analysis of Network Evening News Coverage," which compared coverage of the scandal between NBC, the network carrying the Olympics, and the other networks. The study was particularly timely, as the conference began the night of the Olympics opening ceremony.

Will Jenkins, a graduate student at the University of Kentucky, presented "Shooting in the Dark: Attribution and the Invisibility of White Violence." The paper was an interesting analysis of the

portrayals of perpetrators in various school shootings around the country.

Hub Brown of Syracuse and Jerry Renaud of Nebraska-Lincoln both made the trip to Athens to present "A Week in the Life: An Examination of Image Portrayal in Two Local Television News Markets." Theirs was an exploratory study of news coverage in TV markets in two different regions, comparing and contrasting the representations of ethnicity and gender in the newscasts studied.

Nicely complementing Hub and Jerry's study, David Kurpius of Louisiana State presented "Sources and Civic Journalism: Changing Patterns of Reporting?" He argued that, among the television stories he examined, civic journalism improved traditional source diversity in the areas of gender, ethnicity and affiliations (government, non-government, etc.). While Dave's paper was under the umbrella of the Civic Journalism Interest Group, we're happy to claim him as a member of

RTVJ, as well!

I was privileged to serve as moderator for the opening plenary session on Media and Terrorism, which Ann Hollifield has nicely summarized, and as a respondent for a group of papers examining the media's response to September 11.

Others representing the interests of broadcast journalism at the conference included Ed Freedman of Francis Marion University and Wally Dean of NewsLab.

The conference was an opportunity to explore a number of issues without having to wait until the main convention in August, and for the paper presenters a chance to get some feedback on research they can build on in the future. With the success of the Mid-Winter Conference, there was a strong sentiment among the conference organizers to plan another such collaboration next year. Your feedback and ideas on mid-year activities will be welcome as we get together in Miami.

From Crime and Terrorism to Careers and Interview Tips: RTVJ Miami sessions cover a wide spectrum of topics

by LEE HOOD

RTVJ Vice Head & Program Chair

The events of September 11 were clearly a focal point as the AEJMC Council of Divisions met in Dallas December 1 to plan the 2002 convention. Hence, you will see a number of terrorism and war-related sessions at the convention in August, both among the RTVJ sessions and at the convention in general. But there are many other topics, some particularly salient this year and others that are perennial issues, represented in RTVJ's portion of the program. We have a balance of teaching and Professional Freedom and Responsibility sessions on the program, as well as a pre-convention workshop and an off-site tour.

Besides the media and terrorism theme, several sessions are inspired by the convention location in Miami. I can't think of a better place to explore the career and internship opportunities in Spanish-language media, as we'll do in a session with the Internship and Careers Interest Group Saturday morning, August 8.

Miami media are often associated, for good or ill, with crime coverage. Hence, we are planning a pre-convention workshop exploring several facets of how the media handle crime coverage (see separate article). Miami is also the home of the Louis Wolfson II Media History Center, one of the largest film and video archives of its kind in the country. I'm expecting our tour of the center on Friday of the convention to be fascinating and informative.

The convention theme is "Ways of Knowing: Inside and Outside the Classroom." RTVJ is co-sponsoring a panel with the Mass Comm and Society Division on Thursday that will play off the main theme and engage contemporary debates on ways of educating new journalists.

This is just a sampling of the sessions we're planning for the convention in August. A complete schedule of RTVJ sessions is listed at left.



Tuesday, August 6, 10 a.m.-5 p.m.

Pre-Convention Workshop

“Covering Crime: Does it Have to Bleed to Lead?”

RTVJ, Law, Newspaper, Entertainment Studies, Media Management & Economics

Wednesday, August 7

8:15-9:45 a.m.

Teaching Panel

“Cable Outlets: Career Builder or Dead End?”

RTVJ and Internship & Careers Interest Group

10-11:30 a.m.

PF&R Panel

“Managing Disasters: Organizational and Professional Issues that Arise When the Worst Happens”

RTVJ and Media Management & Economics

1:30-3 p.m.

Teaching Panel

“Crisis Communication: Offering Students an Opportunity to Explore the ‘Real World’ in Real Time”

RTVJ and Community College Journalism Association

5-6:30 p.m.

Refereed Research Session

Thursday, August 8

8:15-9:45 a.m.

Refereed Research Session

11:45-1:15 p.m.

Teaching Panel

“Ways of Teaching: Educating New Journalists”

RTVJ and Mass Comm & Society

3:15-4:45 p.m.

PF&R Panel

“Landmarks in Communication Law II”

RTVJ and Law

5-6:30 p.m.

Refereed Research Session

*please see **Schedule**, page 4*

Pre-Convention Workshop Will Offer Multi-Faceted Look at Crime Coverage

by LEE HOOD

RTVJ Vice Head & Program Chair

Our pre-convention workshop at the August convention will be a multi-faceted examination of issues related to crime coverage. RTVJ is taking the lead in organizing the workshop, but we will be joined by four co-sponsors—the Newspaper, Law, and Media Management & Economics divisions, as well as the Entertainment Studies Interest Group. The wide range of interests represented in that list is an indication of what a broad topic crime coverage is. For that reason, we have designed a workshop with several free-standing blocks covering most of the day on Tuesday, August 6. This is also designed so that if you are not able to attend the entire day, you can still get something out of the workshop.

Terry Anzur, RTVJ Teaching Standards Chair and an anchor at WPEC-TV in West Palm Beach, Florida, is working with me to organize the workshop. Her local contacts in the Miami area are proving very valuable as we organize this event.

We are organizing the workshop with a dual focus in mind—not only the Professional Freedom and Responsibility issues raised in crime coverage, but also teaching, with ideas for equipping students to cover crime in an effective and responsible way.

Tentatively, this is the schedule for the pre-convention workshop:

I. Crime May Not Pay, But It Sells

10:00-11:45 a.m.

What is the public fascination with crime? Why do car chases garner good ratings? What is the appeal of entertainment programs such as “Cops” and “America’s Most Wanted”?

11:45 a.m.-1:00 p.m. Lunch Break

II. Arresting Facts About Crime Coverage

1:00-2:45 p.m.

This section, being organized by the Law division, will examine such topics as what information to expect from public sources at each stage of the criminal justice process; the need for—and challenges of—accuracy, especially in spot news reporting; and the fictionalization of crime.

III. Making Crime Coverage Meaningful

3:00-5:00 p.m.

How can crime be covered in a way to make it meaningful to the audience, not just seen as salacious?

We are working on lining up some exciting participants for the workshop, including (we hope) award-winning crime reporter Edna Buchanan of the Miami Herald. Stay tuned for further updates as the planning process progresses!

Schedule, from page 3

6:45-8:15 p.m.

Teaching Session

“Spanish Explosion: Career and Internship Opportunities in Spanish-Language Media”

RTVJ, Internship & Careers Interest Group, International

8:30-10 p.m.

RTVJ Business Meeting

Friday, August 9

1:30-3 p.m.

Mini-plenary Session

“Evaluating Media Coverage of ‘America’s New War’”

RTVJ, Comm Theory & Methodology, Critical & Cultural Studies, and Media Management & Economics

3:15-4:45 p.m.

Off-site Tour

Louis Wolfson II Media History visual archives

5-6:30 p.m.

PF&R/Research Session

“Professional-Academic Research Partnerships: Mutual Benefits”

RTVJ and Newspaper

Saturday, August 10

10-11:30 a.m.

PF&R Session

“Caution: Slow-Moving Broadcasters. What does it take to move broadcasters to civic journalism?”

RTVJ and Civic Journalism Interest Group

1:30-3 p.m.

Teaching Session

“Beyond ‘How Do You Feel?’ Teaching Tips for Effective Interviews”

RTVJ and Newspaper

Scott Woelfel, President of Armchair Media and founder and former CEO of CNN Interactive noted that no “breakout” application of converged media has yet been developed. But he also pointed out that the demand for media delivered across different platforms is growing. Meeting the constantly rolling deadlines of instant media—whether Internet or wireless—will require that the next generation of journalists be excellent reporters who understand that their audience is always waiting for the next update, not the next news cycle.

Kurt Greenbaum, mid-Atlantic general manager for Media General Interactive agreed that students need to be taught first to think and report, but added “We need to be teaching students to think about this!” For journalism programs, however, adding a focus on convergence is problematic, Jack Zibluk of Arkansas State University in Jonesboro noted. “We’re under pressure to cut back requirements and hours because it costs students too much to graduate,” he said. (*A more complete report on the panel’s discussion is available at <http://www.grady.uga.edu/faherty/home.html>*)

In addition to the two plenary sessions that took place on Saturday, 32 research papers were presented. One session showcased research on the conference theme of media and terrorism. The others focused on such topics as research on professional freedom and responsibility issues, management issues, the World Wide Web and online newspapers. Papers from all of the divisions were included in the research sessions so that attendees had the opportunity to hear research from a wider variety of perspectives than usual in AEJ refereed research sessions.

Each division issued its own call of papers and managed the divisional refereeing process. Louisa Ha of Bowling Green University served as MME’s Midwinter Paper Competition Chair

and took the lead in organizing all of the accepted papers from the different divisions into the conference’s final research program. Kathy Bradshaw, also of Bowling Green, was paper chair for RTVJ. Michael Devitt served as paper chair for Civic Journalism, while Kimberly Sultze of St. Michael’s College served in that position for VisCom. Connie Davis of Ohio University was Midwinter Paper Chair for Communication Technology & Policy.

Of the papers, more than half were presented by graduate students, including many who were presenting at an academic conference for the first time. “We accomplished our primary purpose of providing an opportunity for graduate students to present their research,” said Ann Hollifield, Division Head of MME and organizer of the conference. “A number of people who came asked whether our divisions were going to offer another Midwinter next year.”

The final plenary session of the conference was a “Breakfast with Senior Scholars” held on Sunday morning. Former MME Division Head Stephen Lacy of Michigan State University, Alison Alexander, Head of the Department of Telecommunications at Georgia, Lee Becker, Director of the Cox Center for International Mass Communication Training and Research at the University of Georgia, and Joe Dominick, Professor at Georgia, offered advice to young academics about how to manage the pressures of the university life.

“Don’t look at it as a teaching job,” Becker advised. “Think about it as joining an academic unit as a professor. Then look at that unit’s expectations for all the things they want you to do.”

The demands of academic jobs have changed over the years, panel members noted, with professors facing more pressure to do more things and to start bringing in outside funding. The key to success is making good decisions

about where to invest one’s time. “Don’t spend your time writing books or writing major grants,” Alexander advised those who did not yet have tenure. “It’s too high risk as a strategy.”

“There are many things that comprise your life,” Lacy noted. “Make sure that you give up the things in your life that are not as important. You can balance work and family, but you’re going to give up other things.” (*For more information on the Breakfast with Senior Scholars Session, go to: <http://www.grady.uga.edu/faherty/home.html>*)

As a result of the high level of participation in the Georgia conference, discussions about a multi-division Midwinter Conference in 2003 are already under way.

Editor’s note: Hollifield is Media Management & Economics Division Head



Future AEJMC Convention Dates and Sites:

**2002 -- August 7-10 at
The Fountainbleau Hilton
and Towers, Miami, FL**

**2003 -- July 30-August 2
at Kansas City, MO**

**2004 -- August 4-7 at
Toronto, Canada**

2005 -- San Antonio, TX

**2006 -- western U. S. site
to be determined**

2007 -- Washington, D. C.

Plan to attend!!

Call for Nominations 2002 Distinguished Broadcast Journalism Educator Award

The Distinguished Broadcast Journalism Educator Award is presented annually by the Radio-Television Journalism Division of the Association for Journalism Education and Mass Communication to an electronic media educator who has made a significant and lasting contribution to the field. Criteria for nomination and selection:

- **Teaching:** Evidence of excellent teaching may come from a nominee's dean, director, or department chairperson, current or former students, faculty colleagues, and others. Letters should contain specific examples of teaching excellence.
- **Service:** Service may include major responsibilities or leadership in professional or educational organizations such as AEJMC, RTNDA, SPJ, state broadcast news organization, and other professional memberships.
- **Research:** The nominee should exhibit enhancement of teaching and service through professional and/or academic writing and research. Examples include journal articles, articles in professional trade publications, and creative works for broadcast.

The award will be presented at the RTVJ's business meeting at the conference in Miami Beach, Florida in August. The recipient will receive a personal plaque and registration fees for attendance at the conference. In addition, the recipient's name will become part of a permanent plaque that is housed in the Poynter Institute for Media Studies in St. Petersburg, Florida.

Nominations are solicited from the broadcast media, professional organizations and associations, and broadcast educators or students. Send nominations by April 1, 2002 to:

Prof. William R. Davie
Department of Communication
P.O. Box 43650
University of Louisiana
Lafayette, LA 70504-3650

Past winners: 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) Elmer Lower (1999), Ken Keller, SIU-Carbondale (2000); Lincoln Furber, American University (2001).

Call for Research Papers 2002 AEJMC Convention April 1 Deadline

The Radio-Television Division invites submission of original research papers on any aspect of broadcast journalism/electronic communication. The division welcomes a variety of theoretical orientations and any method appropriate to the research question. The RTVJ Division awards cash prizes for some papers, however, cash prizes are forfeited if an author fails to present his or her work. See the AEJMC web site (www.aejmc.org/convention/2002call.html) for the general call for papers. Requirements in addition to those in the general call:

- 1) Include a cover letter with your paper submission. Include complete information about the person who will present. Include her or his name, paper title, affiliation, phone number, e-mail address, an alternative contact and audio/visual needs.
- 2) Maximum paper length is 7,500 words, or about 25 double-spaced pages, plus notes.
- 3) Include two cover pages. On the first cover page include the title, author(s), affiliation(s), phone number(s), email(s), and indicate that the submission is to Radio-Television Journalism Division. On the second cover page, include only the title and RTVJ indication. Attach both first and second cover page to each paper, put the first one on top followed by the second.
- 4) Do not attach the six 75-word abstracts to copies of the research paper.
- 5) Include, one 150-word abstract, title only.
- 6) Include paper title and complete contact information on the disc.
- 7) Include a self-addressed, stamped postcard if you would like to receive acknowledgement of receipt.

Please, be sure to put a legible, complete return address on your package. Send your research paper copies and all required additional material to:

Katherine Bradshaw
RTVJ Research Chair
West Hall, Department of Journalism
Bowling Green State University
Bowling Green, OH 43404.

Queries only:
phone 419-372-2542
e-mail kabrads@bgnet.bgsu.edu

RTNDA Joins With NAB for 2002 Convention in Las Vegas

by JEANNE ROLLBERG

RTVJ Liaison to RTNDA

It has been an interesting year to be the liaison from AEJMC to RTNDA. First, as you may recall, the RTNDA Convention in Nashville, was cancelled in the wake of September 11. Second, in January, RTNDA decided to hold its 2002 convention in April rather than September, joining with the National Association of Broadcasters in Las Vegas for "RTNDA@NAB" April 8-10. For those of us on the convention planning committee, that decision telescoped the planning process from about eight months to fewer than three. It also meant that planning educator/student sessions would be a special challenge given that the program for the Broadcast Education Association Convention, scheduled immediately before RTNDA@NAB, was largely in place.

By way of background, the agreement between RTNDA and NAB is for five years. RTNDA will retain its own identity, complete with a designated pavilion of exhibits for news directors and other journalists, a full schedule of RTNDA sessions, and a special location. The RTNDA Board made the decision via a lengthy conference call in January after considering preliminary information about the possible collaboration/meeting with NAB leaders in December in Washington.

"We realize this is a major change for our convention," says Dave Busiek, RTNDA chairman and news director at KCCI-TV in Des Moines, Iowa. "But the reality is that most industry conventions are partnering up in order to offer attendees more opportunities. What better, more relevant association for RTNDA to partner up with than NAB? This gives stations wonderful opportunities for GMs, news directors and chief engineers to look at equipment purchases together. And NAB has some terrific programming that RTNDA members will be able to take advantage of."

Among the sessions for students/educators will be the annual Educators' Breakfast, a session on convergence in the classroom, a panel on creative ways for broadcasters to get the second job, a panel on RTNDF's Excellence in Journalism Education (professors-in-the-newsroom) summer fellowship program, a session on contracts, unions, and agents, and another on how multiple skills will help you get hired in a newsroom these days.

Many of you have discussed the pros and cons of RTNDA's decision and the impact it will have on educator attendance, and those discussions will no doubt be ongoing during and after the maiden voyage with NAB in April. That RTNDA will be able to pull off this first convention so quickly is due to the dedication and hard work of its leadership, its staff, its board, assistance from NAB, and the willingness of educator/professional participants to agree to take part on shorter notice than usual.

If you attend this year's convention, please let me know your assessment (at jnrollberg@ualr.edu) so that we can broaden the discussion in the next edition of *Static*.



The newsletter of the Radio-Television Journalism Division of AEJMC

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Static is usually published three times a year, October, March, and July. Articles and letters to the editor are encouraged. Opinions expressed in all submissions belong to the authors and not the *Static* editorial staff, the officers of the RTVJ division, or the officers of AEJMC.

RTVJ Online

www2.drury.edu/rtvj

AEJMC

www.aejmc.org

Inside:

MID-WINTER CONFERENCE: Panelists discuss problems with terrorism coverage, the implications of convergence on journalism curricula, and more.

√ **CATCH THE WAVE:** A preview of the division's sessions at the 2002 AEJMC Convention, including a pre-convention workshop on crime coverage.

√ **RTNDA@NAB:** RTNDA joins with NAB for the annual convention.



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