

# Static

The Newsletter of the Radio-Television Journalism Division of AEJMC

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## Hoyt Named '02 Distinguished Broadcast Journalism Educator

by BILL DAVIE

Chair, DBJE Committee

Professor Emeritus James L. Hoyt, former director of the School of Journalism and Mass Communication at the University of Wisconsin, Madison, has been named the Distinguished Broadcast Journalism Educator (DBJE) for 2002. This award is bestowed by a professor's peers in recognition of a record of excellence in electronic journalism and mass media education.

Professor Hoyt has specialized in television news, enjoying a distinguished career both in the field and in the academy. His professional journey has been highlighted by stints at NBC News in Washington, D.C., where he worked as a producer and editor, and later as an advisor for "NBC Nightly News with Tom Brokaw" and "The Today Show."

Professor Hoyt's experience at the local station level included work as a reporter at WTMJ-TV in Milwaukee, and as an anchor and producer at WHA-TV in Madison, Wisconsin. Professor Hoyt holds three degrees from the University of Wisconsin-Madison, earning his Ph.D. there in 1970. Indiana University hired him as an assistant professor in 1970, but three years later his alma mater brought him back to teach. He earned the rank of full professor in 1981, and served as the school's director from 1981-91. This year, he was elected professor emeritus.

In terms of scholarship, Hoyt joined with Ed Bliss to produce a major broadcast journalism textbook, *Writing News for Broadcast* (Columbia University Press, 1994). Hoyt's research agenda focused on the issue of cameras in the courtroom; he served on the state committee, which proposed Wisconsin's pioneering law allowing television coverage of the state's courts.

Many of Hoyt's letters of support come from former students, who speak convincingly of his record of inspir-

ing and nurturing them in their broadcast journalism careers. Jill Geisler of the Poynter Institute's Leadership and Management Program says "Jim Hoyt inspired a teenage girl to enter a field that was all but closed to women. Find that hard to believe? Believe this: In 1972, I became president of the UW campus chapter of SDX (Now SPJ)—and it was the first year that women were allowed to join what had been called a 'professional journalism fraternity.'"

Said a network correspondent, "If not for Jim Hoyt, I probably would be just another disillusioned lawyer. In-

stead, I am a Correspondent for ABC News and, most days, pretty happy about it," wrote Carla Wohl of ABC's NewsOne. "Professor Hoyt is one of the most beloved teachers at UW-Madison, and with good reason. His knowledge of broadcast journalism is vast. More importantly, he is able to effectively communicate that knowledge

with students," remarked Shannon Payette, reporter/anchor for WKOW-TV in Madison. "Most importantly, he listened and he cared," added Erica Salkin, associate student services coordinator for UW's School of Journalism and Mass Communication.

Tom Bier, vice president/station manager of the CBS affiliate in Madison, WISC-TV, spoke of Hoyt's influence in his department. "As you know, Madison has one of the better journalism schools in the country but until Jim came along it was heavily print oriented. It was not an easy task getting the faculty to recognize the words "Broadcasting" and "Journalism" are compatible. Jim had the vision, the diplomacy and all other skills to bring the school into the electronic age."

**Most importantly, he listened and he cared.**

*--Erica Salkin  
University of Wisconsin*

# Head Notes

## Off-site Archive Tour Planned in Miami

by SUZANNE HUFFMAN  
RTVJ Division Head

It's time. Time to "Catch the Wave to Miami Beach, Florida."

We've finalized plans for AEJMC's national convention meeting in Miami Beach at the Fontainebleau Hilton Resort. A special booklet on the convention, including information about hotel bookings and airline discounts, was mailed to you from AEJMC headquarters in April. The information can also be accessed from the web site ([www.aejmc.org/convention/index.html](http://www.aejmc.org/convention/index.html)). Miami is a terrific convention location and we hope to see all of you "at the beach" soon.

Details for our pre-convention workshop, research paper sessions, DBJE social, and RTVJ panels are in this newsletter. Look over the schedule and make plans now to attend our sessions. We are working to build membership in our division, so we ask you to invite your colleagues and students to attend RTVJ sessions at the Miami convention.

Thank you all for working with the officers to put together RTVJ's part of this convention. And thank you to the officers for all your hard work. Now, let's get to the beach.

One of the activities at the convention in Miami will be an off-site tour of the Florida Moving Image Archive. It is one of the largest film and video archives of its kind in the country, with more than 10 million feet of film and thousands of hours of videotape. Steve Davidson, archive director, says the tour will provide an opportunity to see the ongoing preservation activities and the technology utilized to maintain and make the footage accessible.

The tour is scheduled for Friday morning, August 9, beginning at 9 a.m. The Archive is in the Miami-Dade Public Library. Look for updates on the RTVJ listserv, or check with RTVJ officers when you get to the convention.

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## Cooler Convention Sites Hot Topic for AEJMC

by LEE HOOD  
RTVJ Vice Head & Program Chair

Miami in August? New Orleans in August? Phoenix...in August? "You've got to be kidding" is not an uncommon response. I know many people over the years have questioned the selection of AEJMC convention sites. This year, possibly for the first time, the organization is opening the site selection process to input from the AEJMC membership and is making the process more transparent than it's been in the past.

Because sites have to be booked several years in advance, the earliest convention site not already identified is 2006. That year's site will be selected by the AEJMC executive committee in Miami, with input from the membership through the Council of Divisions.

AEJMC's Fred Williams, who does the legwork on booking the conventions, identified several possible sites for 2006, when the convention is to be in the western region: Los Angeles, Portland, San Francisco, Salt Lake City, Anaheim, Denver, Reno, Las Ve-

gas, San Diego, or Seattle. These suggestions are based on several factors the Council of Divisions identified as important, including room to have everything at one hotel, if possible, and easy access to other amenities. Obviously, a major reason the convention has been in many hot-weather cities is lower cost. However, the Council of Divisions has urged that cost should be only one of the factors considered.

More than a dozen RTVJ members responded to my posting on the listserv in May, asking for feedback on the possible sites. Several members echoed Bill Davie of Southern Louisiana, who wrote, "Two words of suggestion: Cooler Climate." Of the cities mentioned for 2006, Portland had the most support on the listserv, followed by Denver and San Francisco.

Portland comes highly recommended by past RTVJ division head Jim Upshaw of the University of Oregon, who wrote that the city's advantages include the climate, great sight-

seeing and surroundings, low crime rate, and little or no smog. However, Upshaw warns there may be a downside: "Hold the '06 event in Portland and nobody in AEJMC will EVER hold still for the Sunbelt in August again." If Portland is the choice, we'll have to take our chances, Jim!

Thanks to all who shared their opinions on site selection. I will pass along your feedback to the Council of Divisions. If you would still like to comment, please send your input before convention time to [Lee.Hood@Colorado.Edu](mailto:Lee.Hood@Colorado.Edu). Watch for the results in *Static* after the convention.

In the meantime, you can look forward to these convention sites after Miami: Kansas City in '03, Toronto in '04, and San Antonio in '05. The convention is scheduled for Washington, D.C. in '07.

Keep checking for updates on the RTVJ web site at [www2.drury.edu/rtvj](http://www2.drury.edu/rtvj).

# Timely Topics, Timeless Themes Both Featured in Miami

by LEE HOOD

RTVJ Vice Head & Program Chair

Media and terrorism will be a major theme at the AEJMC convention in Miami Aug. 7-10. In addition, the convention location in Miami inspired a number of sessions with a distinctly international flavor. We have many activities planned, from the pre-convention workshop on Tuesday, Aug. 6 to a panel on teaching interviewing skills (always a useful topic) on Saturday afternoon, Aug. 10. Josh Mankiewicz of Dateline NBC will be featured on the interviewing panel, so that's definitely worth staying around for if you can.

## 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

6:45-8:15 p.m.

Teaching Session

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

RTVJ, Internship & Careers Interest Group, International

## Wednesday, August 7

8:15-9:45 a.m.

Teaching Panel

“Cable Outlets: Career Builder or Dead End?”

RTVJ and Internship & Careers Interest Group

8:30-10 p.m.

DBJE Award and RTVJ Business Meeting

Off-site Celebration

Alexander Hotel

5225 Collins Ave.

Mezzanine/Orchid Room

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

## 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

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

3:15-4:45 p.m.

Off-site Tour

Louis Wolfson II Media History visual archives

5-6:30 p.m.

Refereed Research Session

5-6:30 p.m.

PF&R/Research Session

“Professional-Academic Research Partnerships: Mutual Benefits”

RTVJ and Newspaper

## Thursday, August 8

8:15-9:45 a.m.

Refereed Research Session

## 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

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

1:30-3 p.m.

Teaching Session

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

RTVJ and Newspaper

5-6:30 p.m.

Refereed Research Session

# Edna Buchanan Headlines Pre-Convention Workshop

by LEE HOOD

RTVJ Vice Head & Program Chair

I hope many of you are making plans to attend our pre-convention workshop at the August convention, a multifaceted look at crime coverage issues. We have an exciting day of activities planned, concluding with a panel featuring Edna Buchanan, Pulitzer Prize-winning crime reporter for *The Miami Herald*. Terry Anzur, our Teaching Standards Chair, deserves credit for lining up Edna and several other high-profile guests who we believe will add significantly to the dialogue about crime coverage issues.

The workshop covers most of the day on Tuesday, August 6, and includes three independent blocks. That way, if you cannot make it for the entire day, you can still get something out of the workshop.

Here is the schedule and list of panelists for each section of the 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? Is the audience really as interested in crime news as the conventional wisdom suggests? What are the implications and limits on the assumption that "Crime Sells"?

Panelists:

**Deborah Potter**, executive director, NewsLab

**Rick Sanchez**, anchor, MSNBC

**Ike Seamans**, senior correspondent, WTVJ, Miami

Moderator:

**Lee Hood**, University of Colorado

**11:45 a.m.-1:00 p.m. Lunch Break (lunch not provided)**

## 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.

Panelists:

**Sandra Chance**, University of Florida

**Sam Terilli**, partner, Ford & Harrison, LLP, former general counsel for Miami Herald Publishing Company

**Jim Mitchell**, University of Arizona

Moderator:

**Jane E. Kirtley**, Director, Silha Center for the Study of Media Ethics and Law, University of Minnesota

## 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? What ideas can we offer students to equip them to cover crime effectively and responsibly?

Panelists:

**Edna Buchanan**, novelist and crime reporter emerita, *Miami Herald*

**Sarah Eschholz**, Dept. of Criminal Justice, Georgia State University

**Valerie Kalfrin**, *Fort Pierce Tribune*, Ft. Pierce, FL

**Bonnie Bucqueroux**, Michigan State University

Moderator:

**Ted Gest**, president, Criminal Justice Journalists, Jerry Lee Center of Criminology, University of Pennsylvania

We have organized the workshop with a dual focus in mind — not only Professional Freedom and Responsibility issues raised in crime coverage, but also teaching, with ideas for helping students learn to cover crime better.

RTVJ is the lead sponsor for the workshop. Other sponsors include the Newspaper, Law, and Media Management & Economics divisions, as well as the Entertainment Studies Interest Group. There is a \$10 registration fee, so please be sure to sign up on the conference registration form.



# Teaching Panels To Offer Fresh Ideas, Lively Discussion

by TERRY ANZUR

Teaching Standards Committee Chair

It's been quite a year.

News coverage of the September 11<sup>th</sup> attacks demonstrated the unique role of television and radio journalists in times of national crisis. It also challenged journalism educators to find ways of bringing the Big Story into the classroom. Check out RTVJ's teaching panels in Miami for some fresh ideas and lively discussion:

"Teaching in a Crisis: Involving Students in Coverage of Disasters," on Wednesday, August 7, from 1:30 to 3 p.m. focuses on student coverage of headline stories ranging from the 9/11 attack on the Pentagon to anthrax on Capitol Hill and the butterfly ballot election fiasco in Florida. Panelists include Mary Coffman of Northwestern's Medill News Service, Roger Mellen of George Washington University and former Miami anchorman Jim Brosemer of Lynn University.

"Cable Outlets: Career Building or Dead End?" on Wednesday, August 7, from 8:15 to 9:45 a.m. explores the question of whether unpaid work and entry-level jobs in cable TV offer students experience or exploitation. Find out how to advise students seeking that all-

important first break in the business. Hear success stories and cautionary tales from speakers including Johnetta Dillard of CNN Student Bureau, Lisa Mills of Central Florida and Don Heider of the University of Texas.

"Spanish Explosion: Career and Internship Opportunities," on Wednesday, August 7 from 6:45 to 8:15 p.m., helps you prepare students for the fast-growing market for news in Spanish. We'll hear from Miami producer Victor Santiago of Univision and professors who are leading the trend.

"Beyond "How Do You Feel?" Teaching Tips for Effective Interviews," on Saturday, August 10, 8:15 to 9:45 a.m. suggests ways to help your students ask the tough question and get the compelling answer, featuring Dateline NBC correspondent Josh Mankiewicz.

And don't forget a full day of insights on "Covering Crime," (see separate article on page 4) at the pre-convention session on Tuesday, August 6. It would be a crime to miss it.

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## Authors To Present Research Papers On Broadcast Journalism

by KATHY BRADSHAW

Research Committee Chair

The RTVJ Division accepted 17 of the 32 faculty research papers submitted for a 53% acceptance rate. It accepted 5 of the 9 student papers submitted for a 55% acceptance rate. Forty-two judges made the time to review papers. More than 42 volunteered. Papers were first distributed based on reviewer preference and thus many of the volunteers who had not specified an area, or who volunteered for a type of research with an oversupply of reviewers, were not sent papers to review. My sincere thanks to all of the people who reviewed papers and returned their reviews in a timely manner. Craig Allen of Arizona State won the 50-dollar reviewer lotto prize.

Here are abstracts of the papers that will be presented by the RTVJ Division at the 2002 AEJMC convention:

### **The Real Ted Baxter: The Rise of the Celebrity Anchorman**

Terry Anzur - WPEC-TV

This book chapter traces the rise of the celebrity anchorman in local TV news. The debate over the role of the anchor is symbolized by the two real-life newsmen in Los Angeles who were the models for the character of Ted Baxter, the fictional TV news anchor on the Mary Tyler Moore Show. Local audiences and the increasing complexity of TV newscasts favored news readers like Jerry Dunphy over opinionated personalities like George Putnam. Although the role of the news presenter was debated from the earliest days of television, Ted Baxter represented the face of local television news as it was transformed from a money-losing public service to a profit center driven by entertainment values.

### **Cable and Network TV News: Narrowing International Knowledge Gaps related to Education & International Experience**

Christopher E. Beaudoin, Indiana-Bloomington

The current study examines the basic antecedents of international knowledge and tests two forms of the knowledge gap hypothesis. Hierarchical regression analyses are conducted on data from a 2001 national telephone survey. Positive associations are found between international knowledge and education, international experience, and international news attention. Also, international news attention — especially for network TV and cable TV news — appears to narrow gaps in international knowledge between people

*please see **Papers**, page 6*

The Senior Vice President of News for Hearst-Argyle Television, Inc., Fred Young tells of how he spent several days lecturing Professor Hoyt's classes and visiting with his students. "I was struck by the student commitment to their craft and their careers as well as their respect for Professor Hoyt." Gretchen Ehlke, broadcast editor for the Associated Press in Milwaukee writes "his opinions were valued by (AP) board members ... (and he is) most deserving of this honor."

J. Laurent Scharff, who served as legal counsel for the Radio Television News Directors Association (RTNDA), wrote "Jim's research, including a controlled experiment with mock trials — with and without the presence of cameras and microphones, showed that there were no significant detrimental effects on a trial from electronic coverage." He adds that he "can think of no journalism educator who has contributed as much on this important issue as Jim Hoyt has done."

Neil Heinen, editorial director for WISC-TV wrote, "Professor Hoyt's passion for broadcast journalism, his remarkable skill in transferring knowledge about the profession and his unerring eye for individual skills and competencies redirected my life in a way for which I will be forever grateful." John Stofflet, KING-TV reporter in Seattle, and special correspondent for "National Geographic Today" credits his mentor with helping him secure his niche in the business. Even though Professor Hoyt was, "undoubtedly, a first rate academician...to me and countless other journalism students, research papers, published articles and books weren't as important as the fact Professor Hoyt was a teacher

who was always 'accessible.' He was always there after class, giving valuable advice and encouragement." Many other letters of support from former students, professionals and colleagues secure his place as the Distinguished Broadcast Journalism Educator of 2002.

Professor Hoyt becomes the nineteenth recipient of this highest honor presented by the Radio-Television Journalism Division (RTVJ) of the Association for Education in Journalism and Mass Communication (AEJMC) in association with the Radio-Television News Directors Association (RTNDA). The division will present him with a plaque at the annual AEJMC convention in Miami Beach, August 8, 2002, during a ceremony sponsored by CNN-Student Bureau. The ceremony will occur during the division's business meeting, beginning at 8:30 p.m., Thursday, August 8 in the Orchid Room on the Mezzanine in the Alexander Hotel, 5225 Collins Ave.

Hoyt will join previous winners of this award including his co-author, Ed Bliss (CBS, American University); Jack Shelly (Iowa State); Dick Yoakam (Indiana); Henry Lippold (Wisconsin-Eau Claire); Rod Gelatt (Missouri); Mitchell Charnley (Minnesota); Don Brown (Arizona State); Irving Fang (Minnesota); Ernest Andrews (Syracuse); Al Anderson (Texas-Austin); Michael Murray (Missouri-St. Louis); Joseph Dominick (Georgia); Joan Konner (Columbia); Gordon Greb (San Jose State); Travis Linn (Nevada-Reno); Vernon Stone (Missouri); Elmer Lower (NBC, ABC, Missouri); Ken Keller (SIU-Carbondale), and Lincoln Furber (American University). His name will be added to the permanent plaque residing at the Poynter Institute for Media Studies honoring all recipients.

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## **Papers**, from page 5

with lesser and higher levels of education and international experience.

### **The Mentor-mentee Relationship: A Co-orientation Perspective of National Public Radio Training Projects**

Michelle Betz, University of Central Florida and Teresa Mastin, Middle Tennessee State University

This study examines the shared perceptions of a group of mentors (i.e., communication professionals) and mentees (i.e., college students) who participated in several short, intensive radio training projects. Though most participants were on the same page regarding the project's goal, mentors and mentees expressed the need for more guidance in the area of project expectations. Future studies surrounding this topic should compare traditional and less traditional mentor-mentee programs across disciplines to uncover mentoring program qualities that provide beneficial expe-

riences for both mentors and mentees, especially as related to traditionally marginalized groups.

### **Language and Cultural Sensitivity in Broadcasting Reforms Toward Commercialism and Pluralism: The Case of Private Radio in Ghana**

Isaac Abeku Blankson, Southern Illinois-Edwardsville

Since 1995, Ghana's radio broadcasting environment has been transformed from public broadcast monopoly to a more vibrant commercial and plural system. However, some of the emerging character of commercial radio has called cultural critics to question whether private radio could help promote Ghana's culture, languages and local programs. This paper examines emerging cultural issues and concerns surrounding the predominant use of English language by

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the private radio stations to the neglect of local languages as envisaged and the mimicking of foreign American and Caribbean accents by radio presenters, news readers and DJs (termed LAFA in Ghana) in Ghana.

**Media, Terrorism, and Emotionality: Affective Dimensions of News Content and Effects after September 11**

Jaeho Cho, Michael P. Boyle, Heejo Keum, Mark Shevy, Douglas M. McLeod and Dhavan V. Shah, Wisconsin-Madison

This study extends medium theory by combining content analysis and survey research to examine differences in emotional responses to the September 11 terrorist attacks. This paper demonstrates that the language used in television news is consistently more emotional than print news for indicators such as motion, tenacity, praise, blame, and satisfaction. In addition, this study used a RDD survey to demonstrate that use of television news was more strongly related to both positive and negative emotional responses to the attacks than use of print news.

**Visual Bias and Other Factors Affecting Voting Behavior of TV News Viewers in a Presidential Election**

Renita Coleman, Louisiana State University and Donald Granberg, Missouri-Columbia

This study supports the findings of past studies of non-verbal bias in political campaigns in showing that ordinary TV viewers can and do perceive biases in the facial expressions of television newscasters. Two of the five newscasters studied exhibited significantly more positive facial expressions when they mentioned one presidential candidate than the other in coverage of the 1996 election. This is the third study to produce the same results in three different elections.

**The Myth of the Five-day Forecast: A Study of Television Weather Accuracy and Audience Perceptions of Accuracy in Columbus, Ohio**

Jeffrey M. Demas, Otterbein College

Television weather has not been studied in a communication journal since 1982, despite technological advances and a reliance on forecasts by a transient public. This study measured accuracy of weather forecasts in central Ohio and found that stations were very accurate in predicting within 48 hours, but extended forecasts were quite inaccurate. Telephone interviews with 315 central Ohio residents revealed that they not only rely on the five-day forecasts, but believe them to be accurate.

**Stories in Dark Places: David Isay and the New Radio**

**Documentary**

Matthew C. Ehrlich, Illinois at Urbana-Champaign

David Isay is one of America's most honored broadcast journalists, although relatively few have heard of him. This paper provides a critical/cultural analysis of Isay's radio stories within the context of contemporary scholarly critiques of journalism. It explores whether his stories appeal to social understanding or merely to voyeurism, whether he presents an alternative model of journalistic storytelling, and whether his work signals a new direction in radio's use as a news medium.

**Network and Local Coverage of the Year 2000 Presidential Elections**

Frederick Fico and Geri Alunit Zeldes, Michigan State

A content analysis of network and local stories broadcast during the 2000 presidential election shows that individual stories tended to be unfair and imbalanced, favoring either Bush or Gore, but the news segment tended to be more fair and balanced. Overall, a Bush source was more likely to be the first source presented, but Gore sources received more airtime. Comparisons between networks and local coverage show that the networks coverage was more fair and balanced.

**Measuring Newscast Accuracy: Applying a Newspaper Model to Television**

Gary Hanson and Stanley T. Wearden, Kent State

Measuring accuracy has been a part of academic literature since the mid-1930s. Most accuracy surveys, even those for television, send printed stories to sources for their evaluation. This study develops a workable design to measure television news accuracy by sending video copies to sources. It also adopts a questionnaire from the newspaper literature for use in television. The research method was used to assess the accuracy of local television in Cleveland.

**On Print, Politics & the Public: "Sesame Street's" Impact Beyond Television**

Stephanie Hay, Ohio

In 1966, Joan Ganz Cooney and Lloyd Morrisett brainstormed about the future of children's television programming. Two years later, "Sesame Street" debuted on National Educational Television as the product of their discussion with generous public, private and governmental contributions. This historical analysis describes "Sesame Street" from its inception in 1966 through the end of its third season in 1972. It details how media, public and po-

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litical responses to “Sesame Street” influenced revisions in the non-commercial program’s format.

**Local TV News and Sense of Place: Viewers’ Connections to the News They Love to Hate**

Lee Hood, Colorado

Local television news is the U.S. public’s most-used information source. This study examines the meaning local news holds for viewers, arguing that such meaning must be understood apart from viewers’ evaluations of the news programs themselves. Contrasting with notions of global homogenization, the study explores ways in which local news may be implicated in individuals’ conceptions of locality and sense of place. It argues that news is one of the windows through which people experience their locale, and that the connection is particularly vivid with television news.

**News Diffusion and Emotional Response to the September 11 Attacks**

Stacey Frank Kanihan, University of St. Thomas and Kendra L. Gale, Colorado-Boulder

This study examines the news diffusion process during the Sept. 11, 2001 attacks. The findings validate other research regarding the rapid diffusion of highly salient information through broadcast media channels in the early diffusion but interpersonal communication quickly becoming the dominant source of information as people begin to talk with others about the events. We also find media coverage in the first days following the attacks made people angry, not more emotionally upset.

**Pacing in Television Newscasts: Does Target Audience Make A Difference?**

Mark Kelley, Syracuse

Researchers link the pace of television news, i.e., how rapidly the images or shots change, to how well viewers comprehend and remember or learn the information. This study examines the pacing of two television newscasts produced specifically for use as part of the instructional curriculum of primary and secondary schools, to determine if producers utilize pacing that is conducive to learning by children and adolescents.

**“Soft” News and “Hard” News — A Reflection of Gender or Culture?**

Aliza Lavie, Bar-Ilan University, Israel

In light of the current feminization of the media, we ask if the traditional identity of “soft news” = feminine and “hard news” = masculine still holds. In the treatment of news each gender employs gender-typical modes of opera-

tion. In dealing with “soft” issues, men inject their typical, objective and disassociated style of reporting. Women, when reporting “hard” news, render salient those specific aspects which are consistent with “feminine” values.

**Television Breaking News & the Invalid Application of a Utilitarian Justification: A Practical Plan for Consequential Ethical Dialogue BEFORE Breaking News Occurs**

Andrea Miller, Missouri

The common journalistic justification “the people’s right to know” is a basic utilitarian concept. This study argues this old philosophical framework of utilitarianism cannot be applied to the new genre of television breaking news because of the lack of consideration of consequences. When technology brings news to the viewer live, there are an endless number of unexpected situations. Couple the former with the lack of time for adequate consequential consideration (because of technological, competitive and economical pressures) and the result is a complete breakdown of the concept.

**Do Sweeps Really Affect A Local News Program? An Analysis of KTVU Evening News During the 2001 May Sweeps**

Yonghoi Song, Missouri-Columbia

This study was conducted to examine the impact of the sweeps - the period during which viewing rate is measured - on the news programs in a local television station. The findings show that the sweeps do not always increase the proportion of soft news. The results of this study indicate that commercial pressure of the sweeps on the local television newsroom is mitigated by the characteristics of the audience market and the professional tradition of the newsroom.

**AWRT and Edy the Meserand: Preparing Women Professionals to Achieve as Individuals**

Stacy Spaulding, Maryland

Whether journalism is a profession or an occupation has been the subject of much debate, however the formation of American Women in Radio and Television (AWRT) in 1951 is evidence of attempts at professionalization on behalf of female broadcasters. In this case, however, the process perhaps helped legitimize women’s roles in an industry that they helped pioneer, but faced widespread discrimination and prejudice in.

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# New Copyright Fees May Cripple College Radio

by LARRY BURKUM

RTVJ Secretary, *Static* Editor

I'm the faculty adviser to KDRU, the student-run radio station at Drury University. Like most such stations, KDRU is part laboratory, part real-world simulation, part alternative to corporate radio. It's not a licensed station and never will be. There are no frequencies available in this market.

Instead, KDRU operates through a "leaky-wire" system of one-watt amplifiers pushing a modulated signal through a length of cable. We have these "transmitters" in four buildings on campus. Anyone with an FM radio can receive our signal, if they're within about 250 feet of the "leaky-wire." That limited our audience to people in those buildings.

A year ago the university invested in an alternative transmission system, with the promise of more listeners and longer reach. We began streaming our signal on the Internet. The cost was relatively low. We just had to buy a couple computers and software to create the stream, and add some additional bandwidth to allow more connections to the university's servers.

On the first day we sent our signal out to the world, the father of a co-host of a sports talk show called from a couple hundred miles away. He finally heard his son on the radio and was able to listen to him do play-by-play during basketball games. Later that semester another student heard from his sister, who happened to be listening to his music program. From Zimbabwe.

Since then we've heard from alumni, faculty, staff, students and complete strangers listening on the Web, who otherwise wouldn't be able to hear the station. In fact, we've heard from some of the local commercial stations who like listening to our mix of music instead of what their corporate parent programs from another state.

Our story isn't unique, I'm sure. While many universities operate over-the-air non-commercial stations, these are usually controlled by the university and run largely by a full-time staff. Some students may intern or perhaps work part-time. And such experience certainly has value. But student-run stations offer a different, and just as valuable, experience. And such operations often provide a unique teaching resource.

A few days after September 11, KDRU staff members produced a round-table panel show allowing students to discuss the terrorist attacks. A similar program was pro-

duced following particularly heinous sexual assaults near campus. The staff was also moved to provide live carriage of memorial services for two students killed in auto accidents during the school year. In each production, students had to deal with short deadlines, unique production situations, a need for background research and preparation, and many more "beyond the norm" problems.

Part of the motivation for these students was that they knew they had a large potential audience, far more than they would reach with just a carrier-current type station. The Internet provided that motivation, and promises to provide more. But only if Congress can be persuaded to stop the implementation of new royalty fees required by the Digital Millennium Copyright Act (DMCA).

The DMCA grants record companies the right to collect royalties when their copyrighted works are played via digital media (including Internet radio, satellite radio, and possibly digital cable).

The Copyright Office recently completed the process of determining the royalty rates. Internet stations will have to pay seven-hundredths of a cent per song per listener for web-only and commercial

radio simulcasts and two-hundredths of a cent for non-commercial simulcasts. Stations will also have to pay all royalty fees that date back to October 1998.

Let's put this in perspective: say a radio station plays an average of 12 songs per hour, and has an average of 50 listeners per hour. That station will be required to pay a royalty fee of 42 cents (.0007 x 12 x 50) per hour, \$10.08 per day (.42 x 24), \$3,679.20 per year (10.08 x 365).

That doesn't seem like a lot of money, but it amounts to one-fifth of KDRU's annual operating budget, which comes from student fees. It may be enough to force KDRU off the Internet. Keep in mind that KDRU, like most student stations, generates no revenue. It's rather hard to sell advertising when you can't really measure your audience.

Also keep in mind that KDRU already pays royalty fees to composers via ASCAP, BMI, and SESAC, just like over-the-air broadcasters. Radio stations have historically had to pay royalties to composers, but not to the record companies or artists, as Congress felt those parties benefited suf-

**We need emergency legislation from Congress. . . . We need to protect the education of our students.**

*--Warren Kozireski  
chairman, Collegiate Broadcasters, Inc.*

*please see Radio, page 10*

## **Papers**, from page 8

### **Live News Reporting: How a Young Demographic Views It**

C. A. Tuggle, North Carolina at Chapel Hill; Suzanne Huffman, Texas Christian University and Dana Scott Rosengard, Memphis

Researchers surveyed more than 500 young adults (ages 18-24) to assess their general views about live television news reporting. Findings show that viewers generally do not base their news viewing on the live reporting tendency of stations. Respondents indicated several positive and negative aspects of the tendency of local news operations to go live. They indicate they like the real feel of live reporting, but indicate that it is often overdone. There were market-based differences in viewers' responses.

### **The Chromakey Ceiling: An Examination of Television Weathercasting and Why the Gender Gap Persists**

Kris M. Wilson, Texas-Austin

Consultants advise that weather is the most important part of the local newscast. Yet, a dearth of scholarly research exists on the television weather. In this survey of more than 200 TV weathercasters, baseline data is analyzed to better understand how this group of specialists work. Among the findings is the historically low numbers of women employed as TV weathercasters. Despite significant strides in other areas of television news, women remain a small minority of weathercasters and are most often isolated to weekend newscasts.

### **Media in a Crisis Situation Involving National Interest: A Content Analysis of the TV Networks Coverage of The 9/11 Incident during the First Eight Hours**

Xigen Li, Laura F. Lindsay, and Kirsten Mogensen, Louisiana State University

A content analysis of coverage of the 9/11 incident during the first 8 hours examined how five television networks framed the news coverage as events unfolded. Media performed their function in a crisis basically as they were expected and coverage and issues do not vary significantly among the networks. This study found a variety of sources was used and the influence of government officials was not as great as in the coverage of a crisis with less involvement of U.S. national interest.

### **Chinese-Language Television News in the U.S.A.: A Cross-Cultural Examination of News Formats and Sources**

Yih Ling Liu and Tony Rimmer, California State University-Fullerton

To study the effects of culture on ethnic news content, hypotheses were proposed based on how several cultural dimensions might influence news format and source of U.S., Taiwanese, and Chinese TV news materials broadcast to the southern California Chinese community. Cultural variables used in the hypotheses were power distance, uncertainty avoidance, individualism/collectivism, masculinity/femininity, high and low context, and mono and polychronic.

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## **Radio**, from page 9

ficiently from the promotional value of radio airplay.

Will Robedee, general manager of Rice University's KTRU, created the Save Our Streams web site to track the resulting impact of these new fees on college radio stations. A quick look at the site reveals the death toll is already alarmingly high. The site lists 30 stations that have ceased webcasting due to the new regulations.

The problem does not stop with fees. Under the DMCA, webcasters must also submit detailed reports on what they play, and to whom they play it. The recording industry says the details are needed to properly distribute royalties. The reporting requirements have yet to be determined (as *Static* went to press), but the recording industry has suggested 23 separate pieces of information for every song, and every listener. If the fees aren't enough to prevent a station from webcasting, the reporting requirements may be. In order to adhere to the standards, stations may have to install thousands of dollars worth of hardware and software and use many labor-hours updating their records.

So what are college broadcasters seeking? According to Joel Willer, faculty supervisor for radio station KXUL at the University of Louisiana at Monroe, All we are seeking is a means to continue to provide an education to our students in this emerging technology. In short, what we need is a parallel to the copyright legislation covering our broadcast operations.

Warren Kozireski, chairman of Collegiate Broadcasters, Inc. (CBI), says, We need emergency legislation from Congress to stop this process until legislators have a chance to fully examine the issue and enact an appropriate solution. We need to encourage the continuing development of the Internet at the very institutions where it began, at colleges and universities. We need to protect the education of our students.

CBI is a national organization representing college radio and television stations that has been representing its members in the controversy over the new webcasting fees.

More information about these new fees is available at the Copyright Office's web site, [www.copyright.gov](http://www.copyright.gov) and the SOS web site, [www.rice.edu/cb/sos](http://www.rice.edu/cb/sos).

# RTNDA@NAB Called A Success

by JEANNE ROLLBERG

RTVJ Liaison to RTNDA

The RTNDA Board of Directors was pleased with the larger-than-expected turnout at the RTNDA@NAB Convention in Las Vegas in April, especially given the shortened convention planning process dictated by the decision to join with NAB in January.

With the synergy produced by BEA/NAB/RTNDA in future years, RTNDA is hoping to maximize its potential for exposure to educators/students, general managers, news directors, and engineers so all can explore the latest trends and technologies in electronic media. RTNDA@NAB will be April 7-9, 2003, so please mark your calendars. A reciprocal BEA/RTNDA registration agreement similar to the one in place this year is anticipated for the 2003 convention. There will be more information about this in upcoming *Static* editions.

Many commented that this year's Educator's Breakfast, a kick-off event for RTNDA, was the finest ever. RTVJ's Bob Papper of Ball State produced the lively program that focused on journalism ethics and featured Al Tompkins from the Poynter Institute as well as news professionals. Other RTVJ members appeared on a panel about convergence in the classroom and took part in other RTNDA sessions.

The Education Task Force met briefly in Las Vegas, focusing on ways that the education piece of the convention can be expanded next year with a return to student resume tape critiques, potential clustering of news education panels, and more education sessions. (The number of overall sessions at RTNDA this year was reduced because of an abbreviated planning/implementation season.) It was noted that with careful planning by BEA and RTNDA, we can maximize the opportunities for educators that joint conventions provide.

The RTNDA Board meeting in June focused on planning for the upcoming year. The emphasis for 2002-2003, in the words of Chairman Dave Busiek, will be "membership, Murrow Awards, and money." Renewed efforts to increase membership, preparation for the Edward R. Murrow Awards Ceremony to be held in New York City on October 7, and efforts to increase ad sales in the Communicator in the wake of decreasing revenues industry-wide are ongoing.

As it faces financial challenges, RTNDA needs our support and our membership. In addition to articles in *The Communicator*, it provides educators with a vast array of services, including an excellent web site, [www.rtna.org](http://www.rtna.org), that has many resources for teaching, and a Foundation that has spent more than \$750,000 putting educators in newsrooms for a month in the summer during the last three years to refamiliarize them with the industry. Membership also provides First Amendment advocacy, job services, workshop and training, legal advice, and discounted prices on books and other products. It promotes professional excellence through awards programs and a Code of Ethics, and it supports diversity in the newsroom.

If you have feedback about ways to improve the RTNDA Convention in Las Vegas from an educational standpoint next year, please e-mail me at [jnrollberg@ualr.edu](mailto:jnrollberg@ualr.edu) with suggestions.



The newsletter of the Radio-Television Journalism Division of AEJMC

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## RTVJ Division Officers, 2001-2002

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### Head

SUZANNE HUFFMAN  
Texas Christian University, Ft. Worth, TX  
[s.huffman@tcu.edu](mailto:s.huffman@tcu.edu)

---

### Vice Head & Program Chair

LEE HOOD  
University of Colorado, Boulder, CO  
[Lee.Hood@colorado.edu](mailto:Lee.Hood@colorado.edu)

---

### Secretary/Static Editor

LARRY G. BURKUM  
Drury University, Springfield, MO  
[lburkum@drury.edu](mailto:lburkum@drury.edu)

---

### PF&R Committee Chair

CHARLES A. TUGGLE  
Univ. of North Carolina, Chapel Hill, NC  
[catuggle@unc.edu](mailto:catuggle@unc.edu)

---

### Research Committee Chair

KATHY BRADSHAW  
Bowling Green State Univ.,  
Bowling Green, OH  
[kabrads@bgnnet.bgsu.edu](mailto:kabrads@bgnnet.bgsu.edu)

---

### Teaching Standards Committee Chair

TERRY ANZUR  
Univ. of So. California, Los Angeles, CA  
[anzur@usc.edu](mailto:anzur@usc.edu)

---

### Membership Committee Chair

DANA SCOTT ROSENGARD  
Univ. of North Carolina, Chapel Hill, NC  
[danar@unc.edu](mailto:danar@unc.edu)

---

### Distinguished Broadcast Journalism Educator Committee Chair

WILLIAM R. DAVIE  
University of Louisiana, Lafayette, LA  
[wr3819@louisiana.edu](mailto:wr3819@louisiana.edu)

---

### Liaison to Radio-Television News Directors Association

JEANNE ROLLBERG  
University of Arkansas, Little Rock, AR  
[jnrollberg@ualr.edu](mailto:jnrollberg@ualr.edu)

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[www2.drury.edu/rtvj](http://www2.drury.edu/rtvj)

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[www.aejmc.org](http://www.aejmc.org)

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## **Static**

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c/o Communication Department  
Drury University  
900 N Benton Ave  
Springfield MO 65802