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NAME?

Global Teacher, Local Friend Sam Swan Honored In Boston with 2009 Ed Bliss Award

Professor Norman R. "Sam" Swan of the University of Tennessee has been named the recipient of the 2009 Edward L. Bliss Award for Distinguished Broadcast Journalism Education. The DBJE Committee selected Sam in part because of his rich contribution to professional broadcast journalism around the world.

A leading international news and management trainer, Sam's conducted more than 150 workshops in nearly 50 countries and on his home campus in Knoxville. A consultant for all News Corp Europe TV stations, Sam's also produced workshops for the Voice of America, IREX, the U.S. State Department and CNN.

Dr. Swan has been with the University of Tennessee in Knoxville since 1985 teaching television news, international broadcasting, and management courses. Swan was department head from 1985-1994, overseeing the acquisition of a commercial All News AM radio station and moving the department of broadcasting into a state-of-the-art facility. During his tenure the department became accredited by the ACEJMC for the first time.

Swan's students have gone on to stellar careers in television news and management. One former student says, "Dr. Swan was a tremendous mentor and advisor, providing me with excellent guidance as I paddled

through the rough waters of a major college campus experience. Simply put, I learned more than I possibly could have imagined while attending Dr. Swan's courses."

Missouri's Professor Kent Collins, a fellow international media

trainer, notes, "Swan is a scholar with dirty hands.

While research media worldwide, he is also working media worldwide going into the field with television reporters to coach them on their work. His approach to international journalism is a model for all the rest of us who do a little of that work."

Before coming to academia, Swan worked as a news director, anchor, reporter and producer in radio and television stations in Missouri, Minnesota, Illinois and Tennessee. He has also led broadcasting programs at SIU-Carbondale and the University of Minnesota.

In receiving the Bliss Award, Swan joins an elite group of educators given the award named for Bliss, a long-time writer, producer and editor for CBS News. [See more on page 5](#)



JOIN US IN BOSTON
THURSDAY AT 7pm
AT EMERSON TO
HONOR SAM !!!!

"Division Name Change? If not now, when? New Survey Results "

By Bill Davie, RTVJ Division Task Force Chair

An online survey of the Radio-Television Journalism Division indicated **strong support for a name** change by a three-fourths majority of the members responding. RTVJ members were asked to register their feelings via an online survey if they would favor re-naming the division to reflect news media changes in digital delivery, and more than 76% responded that a name change would be preferred. However, about a fifth of those responding to the poll (20.7%) felt that the division should maintain its name as RTVJ. Ninety-three RTVJ members responded to the survey. In order of preference among the **four options** given for a new division name, the first choice was **"Electronic Journalism Division,"** which was favored by 45% of those responding, while **"Broadcast and Online News Division"** was second with 23%, and **"Radio-Television and Digital News Division"** received support from 20% of the members. The fourth choice was **"Electronic News Division,"** which received votes from 11.6% of RTVJ members responding.

Among the members favoring "Electronic Journalism Division," one explained that it was the most concise and encompassing title for the division. "Electronic could mean any form of news gathering that delivers news and information via radio, television, the Internet, cell phone or other news delivery system that we as yet cannot imagine." Another felt that "Electronic Journalism" was preferred over "Electronic News" because "journalism is more explanatory than news. It relays a somewhat higher function to those respondent said "virtually all news is becoming electronic, so that doesn't distinguish us from other divisions" as RTV does. One member complained about this "branding dilemma!" Another said, "I am sick and tired of ALL of the discussions about the need to change names of organizations...Leave it alone." **RTVJ members will have a chance to air their views at the RTVJ division business meeting at the convention, beginning 6:45 p.m. Thursday**

evening Aug 6 2009 in Boston



STATE OF THE DIVISION IS STRONG

**By Nancy Dupont University of Mississippi
RTVJ Head**

Back in December as the snow fell on Louisville, summer in Boston seemed very far away. Gary Hanson, Susan Zuckerman and I stayed warm by zipping around the Brown Hotel at the infamous "chip auction," trying to make the best arrangements for the RTVJ division. The challenge: present programming for the division that would be relevant eight months in the future, when the warm sunshine returned to Boston Common and the boys of summer were back in Fenway Park.

We accomplished our goal, if I do say so myself. We've got an exciting lineup of panels on the schedule (see Gary's article next page) plus a pre-convention training session. Whether you'll be in Boston for one day or six, we think you'll get information you can take away to inform your research and your teaching for the coming academic year.

Also awaiting us in Boston is the highlight of our year, the presentation of the Edward L. Bliss award for distinguished broadcast education. This year's winner is Sam Swan of the University of Tennessee, whose teaching has been highly praised by his colleagues and a long list of successful former students. The Bliss presentation and the RTVJ annual meeting and social will be Thursday, August 6 at 7:00 pm at Emerson College. Directions to Emerson will be available at all of the RTVJ sessions in Boston.

The state of the division is strong, but we have some important issues to discuss and some decisions to make as we begin 2009-2010. As you know, Taylor and Francis, the publisher of our journal *Electronic News*, notified us on July 2nd that they will drop publication of our journal at the end of the year. (see article to the right) Many of you have come forward with valuable ideas for finding a new publisher or moving the journal online. Now we must chart our course of action, and a significant amount of time will be given to that discussion at the annual meeting. In addition, we must make a decision on an issue we have been studying for an entire year: should the name of our division change to expand from "radio-television" to a title more descriptive of our research trends and our classroom content? This is also on our Boston agenda.

It has been my pleasure being your division head this year, but (if you will allow me a personal comment) it has also been an extremely challenging year for me health-wise. I have spent the year running from doctor to doctor trying to find out why my legs were hurting and not allowing me to walk very well. This summer, I have had both of my hip joints replaced, and while this has given me new hope for the future, it has been an extremely difficult thing to muddle through. At every instance, when I needed help doing my job, I found a fellow officer or other RTVJer willing to step in. If RTVJ has had success this year, it is because of every one of you. I'm grateful you let the spotlight shine on me, but you deserve the credit. I am eternally in your debt.

Now, let's pack for Boston!

ELECTRONIC NEWS JOURNAL IN JEOPARDY? By Charlie Toggler, North Carolina

It's no exaggeration to say that the division's journal, *Electronic News*, is at a crossroads. Founding editor Bob Papper and I, along with division and association leadership, received a letter from the current publisher, Taylor and Francis in early July indicating that T & F plans to cease publication of the journal at the conclusion of the 2009 journal year. That means the issue that comes out in November will be our last with this particular publisher.

According to T & F, "Despite our combined editorial and marketing efforts, the journal has not been able to secure the level of subscriptions needed to support continued publication. The difficulty in establishing a sufficient subscription base, particularly among institutions, has negatively impacted the journal's overall financial performance, and as a result the journal has not been able to reach profitability in the three years that we have published this title."

First, a quick bit of history. Beginning in early 2007, Lawrence Erlbaum published the first four issues, at which point LEA sold a lot of journal rights to T & F. That included *Electronic News*. Taylor and Francis is, as of this writing, about to publish its 7th issue, with number 8 slated to be the last.

On receipt of the letter I indicated in an e-mail to one of our T & F contacts that the short notice puts us in a bit of bind. There was no forewarning that this was up for consideration, and even with the quick turn around that's one of the trademarks of our journal, six months is a very short period of time to find a new publisher and continue what we've been doing with no break in the production cycle.

I've asked T & F if there's a way to extend the time frame we have to work with. AEJMC Executive Director Jennifer McGill has suggested one possibility in terms of a different publisher. A few members of the division have suggested we go to on-line publication only. And of course, we can choose to take our bat and ball and go home. I'm sure this will be one of the major topics of conversation at our divisional business meeting, so please come with ideas about how we can move forward from this point. I believe strongly that *Electronic News* fills a void in the journal world, with its emphasis on applied research that practitioners will find readable and useful. I hope we can come with a viable solution.



BEST OF BOSTON – RTVJ!

By Gary Hansen, Vice Head, RTVJ

The state of the media industries, covering the economic meltdown, the impact of race and religion in the 2008 campaign, new media convergence and the impact of newsroom downsizing on diversity. These are just some of the issues that highlight the RTVJ division programming at the Boston convention.

The division's program begins and ends with elements of new media. We start Tuesday, August 4 with a pre-convention hands-on workshop on media convergence led by NewsLab's Deborah Potter and Debora Wenger from Mississippi, authors of "Advancing the Story." This repeat of their popular session at last spring's BEA convention will give attendees plenty of time to interact, ask questions and work in a practical setting as we consider the challenges of moving news content across media platforms. There's still time to register for this important workshop. On Saturday, the last day of the convention, we'll look at some best practices for teaching these elements in our classes in "Email Alerts, Mobile Text News, Twittering, Blogs, Facebook and Web Updates: We Can't Just Teach them Print, Broadcast or Online Anymore." This session, co-sponsored with the Scholastic Journalism Division will present real-world examples from both the classroom and the newsroom.

As we all know, the media industries are facing a period of rapid change and uncertainty. Bob Papper from Hofstra University, who conducts the annual RTNDA industry research, has brought together a top-flight panel to look at the state of the industry for print, broadcast and online. This Wednesday morning session promises to be standing room only with our co-sponsors from the Media Management and Economics Division. We'll present current research and the latest perspectives from industry leaders. The economy is not only having a direct effect on the business side of journalism; it is also a key topic that journalists need to understand well enough to report as we try to make sense of the biggest economic downturn since the 1930's. Thursday afternoon's session, "When the Economy is the News: How Much Economics to News People Need to Know," will look at that very question. The panel will include those who cover and comment on business as well as those who teach business journalism and address the key question of teaching journalists to make stories about the economy understandable to our audiences.

The 2008 presidential campaign posed challenges for local stations and networks alike in reporting on race and religion. The issues that surround race are among the most complex and sometimes painful ones that Americans face, and the candidacy of Barack Obama pushed many of them to the center of a hotly contested political campaign. We'll explore some of them in a session on Friday, "Reporting on Race: the 2008 Election and the Future," produced by Hub Brown of Syracuse University. This session, produced jointly with the Minorities and Mass Communication Division will consider if the 2008 campaign changed the way in which we report on race in the future. Another complex issue to emerge from the 2008 campaign was the role that religion plays in politics. The continued strength of the religious right and the controversy raised by the comments of the Rev. Jeremiah Wright were just two examples from the campaign. How should journalists cover these issues? What are the implications of the coverage on the public's understanding of religion in society? We'll look at those topics in a Thursday morning session co-sponsored by the Religion and Media Interest Group.

It has been 25 years since the verdict in the Christine Craft case that focused nationwide attention on the program of ageism in newsrooms. Our Saturday morning PF&R panel will revisit the issue in light of the downsizing by many media companies in "Downsizing and Diversity: An Update on Age, Race and Gender in Television Newsrooms." This panel, co-sponsored with the Media Management and Economics Division, is produced by our PF&R chair Kathleen Ryan.

With all of this new technology, it's important not to lose the focus on the basic journalism skills in our newsrooms. Writing and reporting are still the keys. We'll explore some best practices for teaching those skills in a converged media environment with our colleagues from the newspaper division. We'll look at the importance of vocal training for broadcast students in a session produced by the division's teaching chair Ray Fanning, "How to Help Students Find Their Voices". We all live in a world of assessment in our various institutions. We've joined our friends in the Internships and Careers Interest Group to look at various ways to measuring learning outcomes in our internship programs. Since we'll be right in their backyard, we'll look at the lasting impact of one of the crown jewels of public television – Boston's WGBH-TV in a panel produced jointly with the Entertainment Studies Interest Group.

The convention program wraps up Saturday afternoon with our refereed research panels. We have a full program planned for you at the AEJMC 2009 Convention in Boston. We can't wait to get started.

RTVJ PROGRAM HIGHLIGHTS

Panels, Presentations

Tuesday, August 4

1:00 – 5:00: Pre Convention Workshop: Moving the Story from Platform to Platform

Wednesday, August 5

8:15 – 9:45: Teaching Writing and Basic Journalistic Skills in a Media Convergence Environment (co-sponsored with the Newspaper Division)

10:00 – 11:30: The State of the Industry: Print, Broadcast and Online (co-sponsored with the Media Management and Economics Division)

11:45 – 1:15: RTVJ Refereed Research Session

1:30 – 3:00: How to Help Students Find Their Voices (co-sponsored with the Internships and Career Interest Group)

5:00 – 6:30: WGBH: Produced in Boston, Teaching Around the Word (co-sponsored with the Entertainment Studies Interest Group)

Thursday, August 6

8:15 – 9:45: News Coverage of Religion in the Presidential Election Cycle (co-sponsored with Religion and Media Interest Group)

3:15 – 4:45 When the Economy is the News: How Much Economics Do News People Need to Know and How Do We Teach It (co-sponsored with the Newspaper Division)

Friday, August 7

1:45 – 3:15: Measuring Outcomes of the Internship Program (co-sponsored with the Internships and Careers Interest Group)

5:15 – 6:45 Reporting on Race: The 2008 Election and the Future (co-sponsored with the Minorities and Communication Division)

Saturday, August 8

8:15 – 9:45: Downsizing and Diversity: An Update on Age, Race and Gender in Television Newsrooms (co-sponsored with Media Management and Economics Division)

10:00 – 11:30 Email Alerts, Mobile Text News, Twittering, Blogs, Facebook and Web Updates: We Can't Just Teach Them Print, Broadcast and Online Anymore (co-sponsored with the Scholastic Journalism Division)

11:45 – 1:15: RTVJ Refereed Research Session

1:30 – 3:00: RTVJ Refereed Research Session

3:15 – 4:45: RTVJ Refereed Research Session

Sam Swan honored with Bliss Award At Emerson RTVJ Reception. .

Emerson College has graciously offered to host our gathering and we're looking forward to seeing their fine facility. The meeting begins at 7pm on Thursday, August 6th. The social and Bliss ceremony will follow the meeting. We're thrilled to be able to fete Sam in Boston. Dr. Swan's list of accomplishments is impressive and we look forward to hearing from colleagues and former students at the Distinguished Broadcast Educator event. I hope you will all make it a point to join us! - Denise Dowling, Bliss Award Committee Chair

Associate Professor Radio-Television Department The University of Montana

Directions to Emerson College, 120 Boylston St. 6th floor

Sheraton Boston to Emerson College / **WALKING** (approx. 15-20 minutes)

Go NORTH on Dalton to Boylston St.

Turn RIGHT (east) onto Boylston

Go EAST on Boylston 1.2 miles to Emerson College 120 Boylston (near Colonial Theater and Emerson College bookstore)

Sheraton Boston to Emerson College / **CAB RIDE** 1.2 miles

Approximate cost = \$7 .Go EAST on Boylston 1.2 miles to Emerson College 120 Boylston (near Colonial Theater and Emerson College bookstore)

Sheraton Boston to Emerson College / **PUBLIC TRANSIT** - MBTA - The "T" Green Line / FARE =\$2. Go SOUTH on Dalton to Huntington St.

ENTER Prudential "T" station and take Green Line heading to LECHMERE (into the city) GET off at 3rd stop = BOYLSTON.

LEAVE BOYLSTON station, exiting to Tremont & Boylston intersection

Head toward Colonial Theater on Boylston (half block) to Emerson College 120 Boylston (near Colonial Theater and Emerson College bookstore)

ALL Emerson College buildings have purple and gold banners with Emerson College on

Past winners of the Ed Bliss Award (formerly Distinguished Broadcast Journalism Educator Award)

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, Missouri (1998)
Elmer Lower, ABC, NBC (1999)
Ken Keller, SIU-Carbondale (2000)
Lincoln Furber, American University (2001)
James Hoyt, University of Wisconsin (2002)
Phillip O. Keirstead, Florida A&M University (2003)
Thomas Griffiths, Brigham Young University (2004)
Peter Mayeux, University of Nebraska (2005)
Bill Knowles, The University of Montana (2006)
Jim Upshaw, The University of Oregon (2007)

Glenn Johnson, Washington State



A NEW ERA

RTNDA CHANGES NAME - Partnering with SPJ For a Convention

By Mary T. Rogus, Ohio University

It's been an amazing year for RTNDA, and the big news just keeps coming! Let's start with the news that affects educators the most. After years of requesting full membership rights in RTNDA, the board put forward an amendment to the organization's bylaws giving full voting rights to educators. It was overwhelmingly approved by the membership at the April convention. That means that educator RTNDA members now have full voting rights, and can run for the RTNDA Board.

The more recent news is the likelihood of a new convention partner in 2011. The contract with NAB to run simultaneous conventions in Las Vegas ends with RTNDA@NAB 2010. At this year's April board meeting we were told that negotiations were ongoing with NAB for future conventions, but that RTNDA was also exploring partnerships with some of the other journalism organizations on a joint convention. The partner organization in the forefront of those talks was the Society of Professional Journalists (SPJ). **Earlier this month, RTNDA and SPJ released a statement that the two organizations were working on a joint convention for Fall 2011.** The goal is to bring in other organizations, such as the Online Journalism Association, to produce a journalism convention which focuses on the cross-platform work that's going on in print, broadcast and online newsrooms. The model for this idea is the successful Unity, in which the minority journalism organizations come together every four years for a joint convention. Right now the discussions are still in the early stages--no dates or locations have been determined, but stay tuned.

Last month, after 12 years of leadership, RTNDA and RTNDF President Barbara Cochran retired. She will remain associated with the organization as President Emeritus to consult and help with the transition over the next year. The RTNDA Board decided to split the duties of running the organization and foundation among two Executive Directors, both active current staff members. Former vice president for finance and administration, Jane Nassiri is the new Executive Director of RTNDA. Nassiri joined the RTNDA staff in 1998 and has been VP of Finance since 2005. Nassiri said, "The next year will be an exciting time for RTNDA. We look forward to forming new partnerships and reinventing the organization as we move forward in changing our name to RTDNA."

The new Executive Director of RTNDF is Kathleen Graham who had been vice president for foundation programs. Graham has been with the RTNDA/RTNDF staff since 1996. On her appointment, Graham said, "Now more than ever, RTNDF is an essential resource for digital journalists whose news organizations have been forced to cut training. RTNDF will offer affordable, cutting-edge programming for digital journalists and managers to connect, learn and succeed on air and online." The Board hopes to transition the public voice of RTNDA from the former president's position to the elected chairperson of the organization, currently Stacey Woelfel, News Director KOMU-TV.

Working closely with the board and staff the last year and a half as liaison, I can say that in a time of change and financial belt tightening, I think the organization and foundation are in very good hands. Kathleen and Jane are very committed to the future of RTNDA and RTNDF, and they are strong, well organized managers. For what it's worth, my personal opinion is that the RTNDA Board made a great decision with this staff reorganization.

The organization name change is still coming. It was formally approved at the April board meeting, but anything as major as a name change requires lots of work. However, sometime in the near future the Radio Television News Directors Association will become the Radio Television Digital News Association. The change reflects a more diverse membership and an industry that is no longer just radio and television. And as the name change indicates, the organization is moving in a more digital direction. RTNDA hired a new Digital Media Manager, Ryan Murphy, and is pushing lots more content on its website, including a lot of the content from the convention which was live blogged and twittered (is that a verb?). You have also probably noticed that you're not getting a *Communicator* magazine anymore. *Communicator* has gone electronic as well and is now providing regular, ongoing content on the website.

As the organization continues to evolve to meet the changes and economic realities of our industry, your input is wanted and needed. If you have ideas for next year's convention, or other projects, please let me know (rogus@ohio.edu), or contact your regional board member.

RTVJ Officers for 2008-2009

Head: Nancy McKenzie Dupont,
University of Mississippi
ndupont@olemiss.edu

Vice Head: Gary Hanson,
Kent State University
glhanson@kent.edu

Membership Chair: Joy Chavez Mapaye,
University of Alaska-Anchorage
jmapaye@jpc.alaska.edu

Research Chair: Susan Zuckerman,
Rhode Island College
szuckerman@ric.edu

PF & R Chair: Kathleen Ryan
Miami University
Ryankm3@muohio.edu

Teaching Chair: Ray Fanning
University of Montana
Ray.fanning@umontana.edu

Secretary/Static Editor: Bill Silcock
Cronkite School/ASU
bsilcock@asu.edu

Webmaster: Tim Bajkiewicz,
Virginia Commonwealth University
tbajkiew@cas.usf.edu

RTNDA Liaison
Mary T. Rogus,
Ohio University
rogus@ohiou.edu

DBJE Chair : Denise Dowling, University of
Montana
denise.dowling@mso.umt.edu

