

# Static

VOL. 50, NO. 1

## New Name for RTVJ?

*Kathleen Ryan, Vice Head and Program Chair, RTVJ*

From the professional world to the hallowed halls of academia, organizations are reacting to the changing scope of the news industry. Pew's most recent [State of the News Media](#) report put it succinctly:

"News organizations — old and new — still produce most of the content audiences consume. But each technological advance has added a new layer of complexity—and a new set of players—in connecting that content to consumers and advertisers."

Those advances are online, from more traditional internet interfaces to smart phone and tablet technologies. In addition, social media like Facebook and Twitter have become powerful ways to connect with audience members and also provide content and information. As we saw with the anti-government protests in the Middle East, social media can also help us to see how people can inform and influence news coverage.

We've had discussions at RTVJ about our division name, and whether it accurately reflects both the industry and our scholarship about it. Some of our sister organizations have already taken the plunge: the Radio Television News Director's Association is now the Radio Television Digital News Association. And we got word late last year that our colleagues in the Newspaper Division of AEJMC are planning to change their name to the Newspaper and Online Division.

AEJMC will be 100 years old next year. And the board thinks it may be an opportune time for our division to ring in the second century of AEJMC with a new name. In our last officer's meeting, we bandied about a few ideas:

- Radio Television Digital Journalism Division (aligning with RTDNA)
- Electronic News Division (aligning with our division journal)
- Broadcast and Digital Journalism Division

Of course, these aren't the

### Wanted: An Editor for This Newsletter

*Hub Brown, Division Head*

Please, readers, forgive us for our absence.

Static has been at a standstill since we've lost our editor. Others among this year's officers have come together to fill this issue and plan the next. Now, we would like to come to you.

You could use this newsletter to spark new discussions within the Radio Television Journalism Division, and help keep all members informed. It's a great way to reach out to members and hear their ideas. If you're interested, or can refer someone who might be, contact Hub Brown, Division Head, at [hwbrown@syr.edu](mailto:hwbrown@syr.edu).

In addition, consider this a call for content. If you have some thoughts to offer on any subject relevant to our teaching, research or service, or any aspect of activities within our profession, send a note to [hwbrown@syr.edu](mailto:hwbrown@syr.edu). I'd be happy to include your essays, treatises, themes and rants in the next newsletter.

NEW NAME, FROM PAGE ONE

only -- or even best -- options. Or perhaps the membership would prefer not to change the division name at all.

The only way to find out is to have a vote from the RTVJ membership. We would like to hold the vote this summer, so that we can reveal the results at our divisional meeting during the August convention. Please forward any divisional name suggestions to

[Kathleen.Ryan@Colorado.edu](mailto:Kathleen.Ryan@Colorado.edu) by May 31, 2011. We'll then compile the choices and put together an online survey. We'll forward the link to division members via the listserv and include it in the Summer issue of *Static*.

Speaking of the divisional meeting, stay tuned. We're planning an off-site locale that should give you a real taste of St. Louis.

## The times, they are a-changin'

*Laura K. Smith, Teaching Chair, RTVJ*

Change – and lots of it! The Journalism industry. The job market. Technological innovation. For those of us teaching the next generation of communicators, our chosen profession is changing in exciting and sometimes painful ways. Like an earthquake, the once solid ground beneath our feet is shifting, shaking and in some cases, breaking apart. Sometimes, it's hard to know how to move forward. But as with tectonic shifts, new and different land masses are forming – new opportunities for development are being created.

That sort of foundational change seems to be the theme this year, as we prepare for our next gathering in St. Louis. I'm excited to report that R-TVJ is working with two other divisions to produce some excellent panels about the evolving journalism landscape.

### **Merge, Break, Build: Journalism Curriculum in the 21<sup>st</sup> Century**

Perhaps one of the biggest shifts we're trying to manage is the changing face of the

journalism curriculum. At Medill, they've merged journalism and integrated marketing communications. The Regents of the University of Colorado, voted to discontinue the Journalism program entirely. And while UC Boulder breaks things apart, at the University of Texas at Austin, they're looking for new ways to bring things together. That school is embarking on a major curricular redesign that eschews traditional boundaries between print, broadcast, and the "Web" – building a highly focused and flexible space for Journalism education.

What should we do? Merge, break, build? Is Journalism simply the new "Information" marketplace? Or is there still a place for specialized journalistic training? And what ripple effect might these changes have on other parts of our Mass Communication schools and colleges, including our students' critical and evaluative skills? That is the subject of a panel called "*What's Next?: The Future of Journalism Schools in America and Why it Matters.*" Co-Sponsored by RTVJ and

the Cultural & Critical Studies divisions, the discussion takes place on Friday, August 12<sup>th</sup> from 3:30 – 5:30 pm. Panelists will examine differing approaches to Journalism education in the digital age and their potential impact across the curriculum.

### **Student Evaluations & Methods**

Speaking of impact, a second teaching panel addresses the tremendous effects that student evaluations can have on the careers of educators, as well as the evolution of data collection methods in that evaluation process. Debated and discussed for years, the issue of student evaluations continues to dog teachers and scholars in higher education – not just J&MC. That debate heated up again last summer after FIU professor Stanley Fish published his two-part commentary in the *New York Times* 's Opinionator. Among other things, Fish pointed out, “as a student... it may be years before I know whether I got my money’s worth.... A course I absolutely loved may turn out to be worthless.... And a course that left me

feeling confused and convinced I had learned very little might turn out to have planted seeds that later grew into mighty trees of understanding.”

While deferred judgment seems to be an appropriate means for evaluating professors’ pedagogical abilities, it is not the way of the world. Institutions of higher education continue to rely on the opinions of students when it comes to evaluating their professors. Those evaluations can play a significant part in our career and professional development, including hiring, tenure, and promotion decisions – not to mention pay. To make matters more complicated, a number of schools are moving to online, voluntary data collection methods – generating “bad data,” the use of which has potentially serious ramifications. What should be done? What methods of data collection create the best information? Is the current system any better than “Rate My Professor.com”? You’ll have to get up early to be a part of the conversation! Brought to you by RTVJ and Communication Theory &

Methodology, “*He Said, She Said: The Role of Student Evaluations in the T & P Process*,” happens on Friday, August 12<sup>th</sup>, from 8:15 – 9:45am.

### **See You In St. Louis**

These are just a few of the teaching issues you can expect to see addressed three months from now. On top of that, of course, you’ll hear about the latest research on journalism education, you’ll see some Great Ideas from Teachers, and you’ll take part in any number of pedagogically-driven discussions. But you don’t have to wait until August to start the conversation! If you want to form a chat room about teaching issues; If you’d like to write and distribute an article about your teaching to “share with the class”; If you’d like me to address a particular concern as I moderate these panels in Missouri – PLEASE, get in touch! As your teaching chair, I’d be happy to facilitate any talk about teaching you’re interested in. You can find me at Huston-Tillotson University, working away on *our* new Communications curriculum ([lksmith@htu.edu](mailto:lksmith@htu.edu))!

# RTVJ Preliminary Schedule

*AEJMC St. Louis, August 10-13, 2011*

Wednesday, August 10th	3:15 pm to 4:45 pm	11:45 am to 1:15 pm
10 am to 11:30 am	<b>Radio-Television Journalism Division</b> Refereed Paper Research Session	<b>Association for Education in Journalism and Mass Communication Elected Standing</b>
<b>Radio-Television Journalism Division</b> PF&R Panel Session: <b>The TV Department of 2011</b>	Thursday, August 11th	<b>Committee on Professional Freedom and Responsibility</b>
Moderating/Presiding: <b>Bob Papper</b> , Hofstra University	7 am to 8 am	Award Panel Session: Michael Kirk of <i>Frontline</i> will be receiving their award for 2011. Our Wednesday panel Documentaries Now! ties in to this award.
Panelists:	<b>Radio-Television Journalism Division</b> Business Session: <b>Executive Committee Meeting</b>	11:45 am to 1:15 pm
<b>Mark Kraham</b> , RTDNA Chairman	Moderating/Presiding: <b>Hub Brown</b> , Syracuse University <b>Kathleen M. Ryan</b> , University of Colorado Boulder	<b>Visual Communication and Radio-Television Journalism Divisions</b>
<b>Richard Karpel</b> , Executive Director, ASNE (American Society of News Editors)	8:15 am to 9:45 am	Teaching Panel Session: <b>From Flat to 3-D: Implications for Visual Communicators, Journalists and Educators</b>
<b>Robert Hernandez</b> , ONA (Online News Association) Board of Directors	<b>Civic and Citizen Journalism Interest Group and Radio-Television Journalism Division</b>	Moderating/Presiding: <b>Roger P. Mellen</b> , New Mexico State
<b>Sean McLaughlin</b> , News Director, KMOV-TV, St. Louis	Teaching Panel Session: <b>Beyond the Borders of the Box: Attempting innovation in TV, radio, and research in a hyper-dyadic digital world</b>	Panelists:
11:45 am to 1:15 pm	Moderating/Presiding:	<b>Hyangsook Lee</b> , Kent State
<b>Radio-Television Journalism and Visual Communication Divisions</b> PF&R Panel Session: <b>Documentaries Now!</b>	<b>Glen Scott</b> , Elon University	<b>John Neal</b> , Brookhaven
Moderating/Presiding: <b>Tom Mascaro</b> , Bowling Green University	Panelists:	<b>Keith Vidger</b> , Sony Electronics
Panelists:	<b>Glen Scott</b> , Elon University	Technology demonstration planned.
<b>Jon Palfreman</b> , University of Oregon, Palfreman Film Group	<b>Joy Chavez Mapaye</b> , University of Alaska Anchorage	1:30 pm to 3 pm
<b>Bennie Klain</b> , Trickster Films	<b>Jessalynn Strauss</b> , Xavier University	<b>Media Ethics and Radio-Television Journalism Divisions</b>
other panelists TBD	Other panelist TBD	PF&R Panel Session: <b>The Search for Ethics and Journalistic Survival in Nonprofit News</b>

RTVJ PRELIMINARY  
SCHEDULE CONT'D

Panelists TBD

10 am to Noon

Panelists:

**Kristopher Wilson**, Texas-  
Austin

3:15 pm to 4:45 pm

**Association for Education in  
Journalism and Mass  
Communication**

**Ralph Believeau**, Oklahoma

**Radio-Television Journalism  
Division**  
Refereed Paper Research Session

General Business Session: **AEJMC  
Business Meeting**

**Frank Durham**, Iowa

**Kathleen M. Ryan**, Colorado-  
Boulder

8:30 pm to 10 pm

Moderating/Presiding:

6:00 pm -

**Radio-Television Journalism  
Division**  
Off-site Business Session:  
**Members' Meeting/Social**

**Jan Slater**, Illinois, AEJMC 2010-11  
President

**All-Association Off-site Outing:  
Cardinals Baseball v. Colorado  
Rockies**

Hosting: **Hub Brown**, Syracuse  
University

**Award Presentations:**

First pitch is at 7:15pm. Tickets \$20/  
per person

**Kathleen M. Ryan**, University of  
Colorado Boulder

Paul J. Deutschmann Award

Hillier Kriegbaum Under-40 Award

Nafziger-White-Salwen Dissertation  
Award

Saturday, August 13th

Friday, August 12th

Lionel C. Barrow, Jr. Award for  
Distinguished Achievement in  
Diversity

10 am to 11:30 am

8:15-9:45 am

**Radio-Television Journalism and  
Comm. Theory and Methodology  
Divisions**

12:15 pm to 1:30 pm

**Radio-Television Journalism  
Division**

Refereed Paper Research Session:

Teaching Panel Session: **He Said,  
She Said: The Continuing  
Controversy over Data Collection  
Methods and Use of Student  
Evaluations**

**Association for Education in  
Journalism and Mass  
Communication**

11:45 am to 1:15 pm

**Radio-Television Journalism and  
Media Ethics Divisions**

Moderating/Presiding:

**Laura Smith**, Huston-Tillotson

Refereed Paper Research Session:  
**Scholar-to-Scholar**  
RTVJ is included in this session

PF&R Panel Session

Presenting:

Panelists:

**Mike Schmierbach**, Penn State

**Michel Haigh**, Penn State

**Lee Becker**, Georgia

**Hub Brown**, Syracuse

3:30 pm to 5 pm

**Radio-Television Journalism and  
Cultural and Critical Studies  
Divisions**

**Jeanne N. Rollberg**, University of  
Arkansas, Little Rock

Panelists:

**Bill Davie**, University of Louisiana  
Lafayette

**Erik Ugland**, Marquette University

Teaching Panel Session: **What's  
Next: The Future of Journalism  
Schools in America & Why It  
Matters**

Moderating/Presiding: **Laura Smith**,  
Huston-Tillotson

**Jack Breslin**, Iona College  
NPR Representative TBD

## Energize your career: Connect to the RTVJ Network

Michael Huntsberger, RTVJ membership chair

The Radio Television Journalism [RTVJ] Division of the AEJMC concentrates on research, practice, and pedagogy in electronic journalism. The division fosters original research, enhanced teaching and learning, and professional networking in audio, video, and online media at the undergraduate and graduate levels. The members of RTVJ share a mission to promote free expression, public service, and professional engagement.

- Membership is the RTVJ division offers a range of benefits and opportunities that meet the specific needs of electronic media educators, students and professionals. In addition to the publications, events, and contacts that come with your membership in the AEJMC, RTVJ division members enjoy these additional benefits:
- A subscription to *Electronic News*, the division's peer-reviewed journal featuring current research on issues and topics in that fast-moving field of electronic journalism;

- For new faculty and professionals crossing over to the academy, the opportunity to participate in a network of colleagues who share your interests in research in pedagogy, as well as the practical issues that arise in the classroom and the broader arena of higher education;
- For graduate students, a place to focus your research interests, present your projects, refine your teaching skills, and connect with mentors who can assist you as you move through your graduate program.
- For senior faculty, a broad network of colleagues to energize your work and refresh your interest in the discipline, and a forum to connect graduate students to presentation and publication opportunities, mentors and employers.

For more information on joining the division, contact me:

Michael Huntsberger, Linfield College  
[mhuntsb@linfield.edu](mailto:mhuntsb@linfield.edu)

### HOW LONG IS YOUR TO-TO LIST?

The Radio Television Journalism Division has been going through a particularly long one this year, and the result of it will be a tremendously interesting schedule at AEJMC in St. Louis.

As you see from this newsletter, we collectively have a big decision on our list. Will RTVJ be our initials next year? That's up to you. Watch your email for your chance to speak up.

The new relationship that our publication, *Electronic News*, has with Sage Publications has been

very beneficial to the division. EN itself continues to grow. Watch the publication this summer for exciting news about EN's future. In the meantime, I hope you'll consider *Electronic News* as you continue your scholarship, and encourage your school's library to subscribe to our journal if it doesn't do so already.

The website is up and running, the RTVJ-L listserv remains an important link between us, and your officers have been working

on using social media to fire ideas back and forth. We recognize the need to keep dialogue alive in a way that fits in with the busy lives you all lead. Stay tuned for some new initiatives in that area.

So as the St. Louis convention approaches, watch this space. We'll be knocking some things off our list, and we'll need your help.

--Hub Brown, Division Head,  
 RTVJ

## HAVE SOME SOCIAL MEDIA

So, do you allow your students to “friend” you on Facebook? How about your academic division?

Consider this your invitation to join your division on Facebook. RTVJ now has a presence on Facebook, and we will be using it to forward the latest updates on division activities. It'll also be a great way to keep up and connect with your colleagues. You can connect to the page here:

<http://www.facebook.com/pages/AEJMC-Radio-TV-Journalism/127164728456>

As the division moves forward with a new name, we'll also establish a Twitter presence to help us all better exchange and discuss the latest news in real time. Meanwhile, the division homepage has been updated and is available here:

<http://aejmc.net/rtvj/>

The officers of RTVJ will do their best to keep in touch, but we also hope that you share your latest news with your colleagues using any or all of these venues. It's easier than ever to do so.

## Calendar

**May 31, 2011**

Deadline for suggestions for possible name change for RTVJ.

**June, July, 2011**

Member feedback on name change solicited.

**July 8, 2011**

AEJMC St. Louis Convention Early Bird Conference Registration deadline. After July 8, registrations must be done on-site

**August 10-13, 2011**

AEJMC Convention, The Renaissance St. Louis Grand Hotel, 800 Washington Avenue, St. Louis MO.

## Contributors

HUB BROWN, DIVISION HEAD

Associate Dean, S.I. Newhouse School of Public Communications, Syracuse University

KATHLEEN RYAN, VICE HEAD, PROGRAM CHAIR

Associate Professor, University of Colorado-Boulder

LAURA K. SMITH, TEACHING CHAIR

Assistant Professor, English and Communications, Huston-Tillotson University, Austin, Texas

MICHAEL HUNTSBERGER, MEMBERSHIP CHAIR

Assistant Professor, Communications, Linfield College, McMinnville, Oregon