

# STATIC

Newsletter of the Electronic News Division, AEJMC

November 2015

Volume 53, Number 3

## Celebrating 50 Years of Our Division

*By Bill Silcock, Division Head*

Where were you in 1966? As the Newseum notes, *Life* photographer Larry Burrows captured the raw emotions of combat in Vietnam following U.S. Marines into Operation Prairie. The Sound of Music won best picture. Our own END member Ken Fischer of the Gaylord College of Journalism and Mass Communications, a baseball historian, tells me that was the year the Orioles beat the Dodgers in 4-0 sweep. The Dodgers' Sandy Koufax retired after the series. The Beatles recorded *Revolver* and I bought my first 45rpm ("Lady Godiva," Peter and Gordan) as a 10-year-old living in Anchorage.

Fifty years ago our division also came to life at the AEJMC convention at the University of Iowa in Iowa City. Missouri's Rod Gelatt was its first Chair. In 2016 our Minneapolis convention will pay tribute to 50 years of research and teaching greatness from our division and revisit some important questions. Is it time to change our name (again)? Do we need new professional partners? How can we have more influence across the moving world of mobile journalism?

Your leadership team, elected in San Francisco, barely unpacked before launching into planning for next year's conference including several anniversary program ideas – but we still need your creative ideas on how to maximize our anniversary year.

A Survey Monkey produced by our great Vice-Head Indira Somani of Howard and tabulated by our graduate officer Kate Keib reveals some interesting data (see side bar and separate story for results) about convention programming in the past. Please read the results and share your comments on the list serv.

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@AEJMC\_End



AEJMC Electronic News  
Division (Group)



Listening to faithful division members as well as newcomers, we will split next year's Bliss Awards event from the business meeting. More details to come on that. Meantime, please contact Kathleen Ryan at University of Colorado for more details on how to nominate for our prestigious Bliss Award. (Read her article elsewhere in our newsletter).

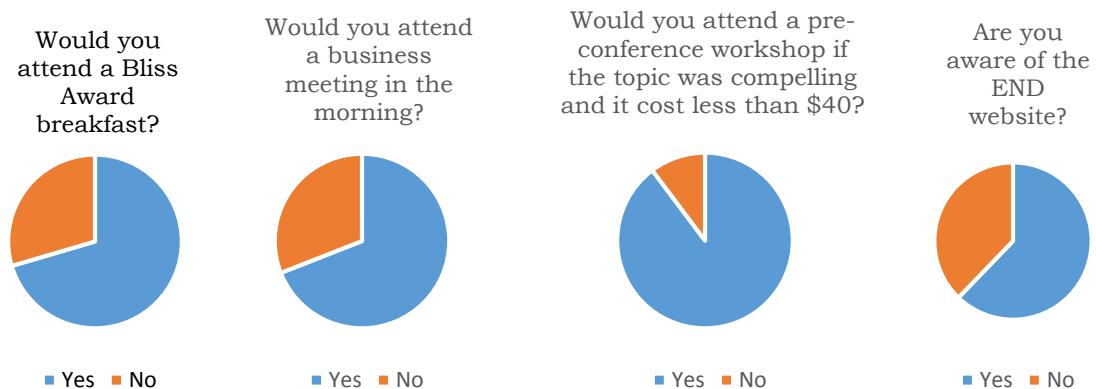
While the Bliss award recognizes the powerful teacher-scholars in our division, the Burkham Service award looks for the unsung heroes. Who has done quiet work behind the scenes for journalism education? Past head Gary Hansen of Kent State has kindly answered the clarion call to lead a search to name next year a Burkham service award – one that we don't name every year. His committee includes past head Nancy Dupont at the University of Mississippi, Sonya Duhe, Director of the Loyola School of Mass Communications in New Orleans and Tim Brown at Central Florida. It also includes our own "corporate memory" of division practices, principles, and history Bill Davie from the University of Louisiana at Lafayette who is on sabbatical in China this year with his bride but still eagerly involved in all things END.

Stepping into this role, I am so impressed with the servant leadership of so many of you. We need each of you. And as past head now membership chair Dale Edwards would remind us we need more of you. Let's look back in 2016 with fondness but with fierceness look forward to expand our ranks and broaden our reach. We are teachers for this incredible times. If you want to get involved we are ready to have you lend us a hand. I close with the great African proverb – if you want to go fast go alone, if you want to go far go together. We need this organization to help us navigate our profession. We need you!

## Membership Survey

*By Kate Keib, Graduate Liaison*

In September, the END surveyed its members in order to get more information about their topics of interest, opinions about the division and upcoming events. Goals of the division leadership include growth, accurately reflecting its membership and putting on a well-attended series of events at the AEJMC annual conference in August 2016. Some highlights of the survey results are as follows:



Members were also surveyed about their interest in combining the Bliss Awards with a business meeting. Responses were rather split, with 34 people weighing in: 47% (16) want the events together, 29% (10) want them separate and 24% (8) are undecided. Another question asked was whether the END should consider a name change. Thirty seven people answered this question, with 49% (18) replying yes, 41% (15) replying No and 10% (4) were unsure. A wide range of topics was submitted for pre-conference workshop ideas. Responses were also gathered about the three broadcast journalism education topics/areas that END should focus on in the coming year. Responses were also quite varied and are being considered for future programming and events. In addition, look for more from the division regarding your ideas to help with curriculum this election year. Thank you to all who responded, the Division leadership is listening!

## **Cronkite Commemorative Stamp**

*By Mike Cavender, RTDNA Executive Director*

We received notice this week from the United States Postal Service that it is considering a joint request from RTDNA and SPJ to honor the late CBS News Anchor and Managing Editor, Walter Cronkite, with a commemorative postage stamp. The two organizations recommended the USPS consider issuing the stamp to commemorate Cronkite's 100th birth anniversary, which occurs on November 4, 2016. The "under consideration" designation is the first step toward a final decision on the request. Because of the long lead times involved in this process, it could take many months to learn formally if the stamp will be issued. In past years, the Postal Service has honored other famous journalists, including Edward R. Murrow. You can help by writing a note to the CSAC in support of this effort. Its address is:

Citizens Stamp Advisory Committee  
USPS 475 L'Enfant Plaza SW Room 3300  
Washington, DC 20260-3501

The issuance of a commemorative stamp honoring Cronkite would be a tremendous honor, not only for his family, but to our entire profession. I hope you'll take a moment to offer your support

## **Mary Richards and the Hat Toss: A Boost for Broadcast Journalism**

*By Peter Morello, Associate Professor of Broadcast Journalism, University of Missouri-Kansas City*

When the AEJMC Conference takes place in Minneapolis next year, an unusual landmark celebrating the character of a TV show may be of interest not only to those in broadcasting but in all fields of journalism. It is a statue of Mary Tyler Moore's iconic hat toss. It is located near the corner of 7th Street & Nicollet Mall, and the sight celebrates the accomplishments of a fictional character, perhaps in more

meaningful ways than the statue of “Rocky” in Philadelphia that still inspires fans of “Rocky Balboa” to run up the steps of museums and government buildings.

I was a high school sophomore in Winona, Minnesota when the Mary Tyler Moore Show debuted in 1970. Winona is about a two drive to Minneapolis, and the show aired locally on WCCO, the Minneapolis CBS-affiliate. Minnesotans at the time were simply addicted to the Mary Tyler Moore Show. When it first aired, practically everyone in my high school was convinced it was shot in Minneapolis. (Only the opening scenes and exteriors were.) The lead character, “Mary Richards,” initially aspired to be a secretary but was hired by “WJM-TV” to produce the evening news show. I believe the character did more to help inspire young women (and quite a few men) to enter broadcast journalism than anyone until Barbara Walters started as co-anchor for the ABC Evening News in 1976.



“Mary Richards” was employed at a TV station that was reflective of the real “man’s world” of TV journalism at the time. With smarts, humor, sophistication, street savvy and solid journalism skills, “Mary Richards” worked hard to earn respect at her fictional TV station, but her character was especially admired by many young women considering a career in broadcast journalism. “Mary Richards” inspired me too, and I remember she was often a topic of conversation among my classmates when I entered the School of Journalism at the University of Wisconsin.

The Mary Tyler Moore Show itself was considered ahead of its time, and unlike most other situation comedies at the time, it took on many social issues. Mary Richards, who as the “only skirt” in room (and I state that with respect for her dignity) was often compelled to stand up for women’s rights (especially equal pay,) social justice, and for high standards in journalism. I remember one episode when Mary refused to reveal her news source and spent a night in jail for contempt of court. In another episode, Walter Cronkite, at the height of his career at CBS, made a guest appearance as himself on the show.

WCCO-TV covered the show’s film crews, often accompanied by Mary Tyler Moore, Valerie Harper and Ed Asner, when they did exterior shots in Minneapolis. On one occasion, the real owners of “Mary Richards” home placed anti-Vietnam War banners to protest both the war and to discourage thousands of visitors who wanted to see “Mary Richards” have dinner with her close friend “Rhoda.” (It is amazing how often the public confuses reality with fiction. Producers of other TV shows of that era often faced similar dilemmas. Actor Robert Young received hundreds of letters asking him for medical advice when he starred in Marcus Welby, M.D., and the U.S. Coast Guard received thousands of phone calls demanding why the “castaways” on Gilligan’s Island could not be rescued after just a “three hour tour.”)

However, “Mary Richards” created a reality for many broadcast journalists that has left a very real, and enduring mark on the industry. When in Minneapolis, don’t forget to see the statue of the “Hat Toss.”

## **Special AEJMC Paper Call: 50 Years of TV News Research**

*By Rebecca Nee, Research Chair*

As the Electronic News Division prepares to mark 50 years of leading broadcast news education and research at AEJMC, we will be inviting papers for the 2016 conference that explore the history and future of the TV news industry. Possible approaches may include: historical perspectives on the TV news format or industry practices; the impact of mobile technologies on newsroom practices; global perspectives on TV news formats; and the impact of social media on news consumers’ viewing habits.

Authors of papers accepted for the 2016 conference also will be encouraged to submit their manuscript for possible publication in a special January 2017 issue of *Electronic News*, the official journal for the Electronic News Division. The issue will be called “Celebrating 50 years of Electronic News Research.”

The division’s formal paper call for the 2016 conference in Minneapolis will be posted on the AEJMC website by mid-December. Authors may begin submitting papers on January 15, 2016. All papers must be uploaded through the AEJMC website by April 1, 2016

## **Ed Bliss Award for Distinguished Broadcast Journalism Education**

*By Kathleen Ryan, Bliss Award Chair*

Deadline: January 31, 2016.

The Edward L. Bliss Award for Distinguished Broadcast Journalism Education is presented annually by the Electronic News Division of the Association for Education in Journalism and Mass Communication. This award recognizes an electronic journalism educator who has made significant and lasting contributions to the field.

Criteria for nomination and selection:

- Teaching: Evidence of long-standing excellent and innovative teaching and student engagement.
- Service: Evidence of leadership in professional or educational organizations such as AEJMC, RTDNA, SPJ, state broadcast news organizations and at the candidate’s college or university.
- Research: Evidence of enhanced teaching and service through professional and/or academic writing and research including journal articles, articles in professional trade publications and creative work for broadcast.

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Nominations are solicited from the broadcast media, professional organizations and associations and broadcast educators or students. Letters of nomination should contain specific examples of each of the categories listed above.

The successful Bliss nomination packet will include:

- A detailed, thorough letter of nomination.
- A complete curriculum vitae of the nominee.
- Supporting letters from students/former students. These letters should be concise and limited to no more than seven.
- Supporting letters from colleagues, collaborators or co-authors. These should also be concise and limited to no more than seven.
- Supporting materials including news coverage of awards and activities. These materials should be VERY limited in number.
- Examples of writing or other work by the nominee should not be included.
- Do not include a statement by the nominee in support of your nomination.
- Nominations will remain active with the Bliss selection committee for three years.

The nominations will be reviewed by a committee selected by the Electronic News Division officers.

The award will be presented at the division business meeting at the conference in Minneapolis, Minnesota. The recipient will receive a recognition plaque and a waiver of conference registration fees. In addition, the recipient's name will added to the permanent plaque housed at American University in Washington D.C, Ed Bliss' university during his teaching career.

Nominations should be addressed to (electronic submissions preferred):

Kathleen M. Ryan, Ph.D.  
Associate Professor  
Department of Journalism  
College of Media Communication and Information  
University of Colorado Boulder  
UCB 478, 1511 University Avenue  
Boulder, CO 80309  
kathleen.ryan@colorado.edu  
303-735-2940

## **Using #Hashtags to Spread the Message**

*By Katie Lever, Research Assistant, and Victoria LaPoe, Western Kentucky University*

It is obvious that culture and time shape language. The word "tweet" was once used to exclusively describe communication between birds, but now millions of humans tweet on a daily basis. These tweets still send messages but they resonate much louder than a simple chirp. Although flighty like birds, tweets can hold tremendous weight in spite of their short window of relevance (Tweets are extremely

replaceable and hard to find in the time after they are posted due to the massive circulation of tweets around the world) with the aid of the pound sign. Much like the term "tweet," the pound sign has undergone a verbal transformation. There was a time when the rarely used keystroke was only used to signify a numeric value, but now holds societal value. Enter the "hashtag."

On March 21st, 2006, Twitter founder Jack Dorsey created the social media website that would transform the now-ubiquitous pound sign forever. Although Dorsey's first "tweet" didn't actually include the iconic symbol, as Twitter gained ground in the realm of social media, social technology expert Chris Messina created the first hashtag, #barcamp, referencing an online group-gathering technology. His infamous tweet read: "how do you feel about using # (pound) for groups. As in #barcamp [msg]?" Termed a "hashtag," Messina intended the pound sign to be used as a symbol to circulate online discussions and it didn't take long for the hashtag to gain popularity not only on Twitter, but also on other social media sites such as Facebook and Instagram, and even in verbal conversations. Messina's hashtag has become iconic and is a useful tool to promote online discussion. If a hashtag is circulated enough, it gains "trending" status and can be seen by millions and even billions of people. Because of this, Twitter has been imperative in the midst of emergencies and in areas operating under censored governments but is also used for entertainment like any other social media site. What sets Twitter apart is the hashtag, which enables anyone with a Smartphone or computer to be a journalist and to get their message out quickly and concisely, as Twitter has a 140-character limit, including hashtags. Because of the increased opportunity for citizen journalism, hashtags range from serious (#BlackLivesMatter) to critical (#ReasonsObamaMissedPeaceRally) to entertaining (#MomTexts) to promotional (#CFBplayoff). Clearly, the hashtag is incredibly versatile and can carry heavy societal implications. However, hashtags are fleeting and go in and out of style faster than a pair of designer shoes. As media consumers, it is imperative to understand the power hashtags contain and how something so temporary can still impact society so heavily. The purpose of this study is to explore the hashtag's ability to promote social movements, and how hashtags bring about social change.



Katie Lever



Victoria LaPoe

This year has been a big year for human rights, hate crimes, and hashtags on social media and Twitter helped bring to light many hot-button issues, which will likely be key points in the upcoming 2016 presidential election. #ShoutYourAbortion and #UnplannedParenthood were two popular hashtags highlighting the pro-choice and pro-life sides of America's ongoing abortion debate. #ShoutYourAbortion encouraged women who have undergone abortions to tweet about their experiences in hope of discouraging the House of Representatives from defunding Planned Parenthood (La Gagna, 2015). The movement hit a hitch, as The House of Representatives voted to

defund Planned Parenthood on September 18, 2015, much to the delight of the #UnplannedParenthood Tweepers, who used the hashtag to tell stories of their own. These Twitter users were unplanned children who were obviously not aborted and took to Twitter to praise their parents who chose life (Khazan, 2015). As of this writing, the legislative process regarding the funding of Planned Parenthood is still ongoing, with hashtags helping to bring awareness to a heated issue.

Since the death of Michael Brown, Twitter has been ablaze with race-related hashtags, as well, especially with the one-year anniversary of his death on August 9th, 2015 (Basu, n.d.). The #BlackLivesMatter movement was reignited (and remains a widely-used hashtag) and the Twitter war between #MichaelBrown and #DarrenWilson supporters raged on. The Rebel Flag was thrust in the social media spotlight as another racially charged controversy was "hashtagged." On June 17th, Twitter user @lifeandmorelife tagged U.S. senators Lindsey Graham and Timothy Scott in a Tweet which included a picture of the rebel flag flying outside of the South Carolina capitol building and read "Take this oppressive rag off a taxpayer building. #TakeItDown." Hours later, Black Twitter's (Twitter's loosely-defined African-American advocacy community) use of the hashtag exploded and users ranging from Mitt Romney to Michael Moore used the hashtag to air their viewpoints as well. Under a week later, the hashtag was transformed into a rally cry at a protest in front of the capitol building featured in @lifemorelife's original Tweet. Since the hashtag's creation, it has been circulated over 70,000 times in the form of either #TakeItDown or #TakeItDownSC (Sobel Fitts, 2015).

Like race, "feminism" is a term that seems to spark emotion in people and therefore, hashtags. This past February, Facebook came under fire for banning pictures of women breastfeeding, and #brelfie (breastfeeding selfie) was born and accompanied many social media pictures of women proudly breastfeeding their infants (Coleridge, 2015). Other body-pride hashtags were popular in 2015, including #HonorMyCurves, #CelebrateMySize, and #DareToWear. The most popular, boasting more than 680,000 mentions of the hashtag #EffYourBeautyStandards, founded by plus-size model Tess Holliday and designed to encourage plus-sized women to challenge popular beauty standards by posting pictures of their unashamedly plus-sized selves (Dalessandro, 2015). Women are also using hashtags to look out for one another in a more dangerous realm. #YouOKSis addressed street harassment of women of color and generates discussion about how race, color, sex, and disability are all related to and contribute to these experiences. #MediaWritesWOC also combined gender and race by helping Twitter users lament about how the media portray women of color differently than white women. Rape was also the topic of several feminist hashtags, including #SurvivorPrivilege, which came into existence after Washington Post columnist George Will claimed that rape victims are "privileged." Using this hashtag, rape victims expressed their outrage over his claim and shared how their experiences of being sexually assaulted did not entitle them to anything, but shamed and deeply scarred them. Similarly, #RapeCultureIsWhen brought to light the unfortunate culture created when rape victims are disregarded and brushed aside as "hysterical," and created an online mini-community in which rape victims could vent, cope, and share their stories. #WhyIStayed had a similar effect on domestic violence



victims when it emerged after the NFL suspended Baltimore Raven's running back Ray Rice for only two weeks after a violent domestic assault case. The hashtag helped victims stir conversation about the complexity of domestic violence and deflected criticism aimed at Rice's fiancé at the time, Janay Palmer, for remaining faithful to him. Finally, men joined the Twitter feminism movement when #AllMenCan was created and circulated to deflect misogynistic stereotypes of men. The ensuing Tweets aimed to prove that all men can defend and respect women without threatening one's masculinity (Plank, 2014) .

Although often controversial, and sometimes divisive, socially-salient hashtags can also be unifying and empowering. During the Army Ten-Miler run over the weekend of October 9th, family members and friends of fallen soldiers are encouraged to take a picture of themselves before, during, or after a run holding a sign with the hashtag #SymbolsOfHonor or #RunToHonor, followed by the name of the soldier for whom they are running. The idea behind the Run to Honor Campaign is "to increase awareness of surviving military families and the meaning (sic) behind the symbols of honor they wear" (U.S. Army MWR, 2015, para. 5). Other hashtags similarly help families and communities cope with loss. After the shooting that took place at the Emmanuel AME Church in Charleston, South Carolina, #CharlestonShooting became the no. 1 trending hashtag on social media and held that position for several days after the June 17th tragedy. Celebrities and everyday social media users alike Tweeted out their condolences, prayers, and words of hope to the devastated community. Other hashtags related to the shooting included: #PrayForCharleston, #CharlestonStrong, and #StandWithCharleston (Bazzle, 2015), all of which helped unite and comfort a community shaken by a horrific hate crime. #UCCShooting functioned much in the same way for the Oregon community that was affected by the recent shooting at Umpqua Community College (KGW Portland, 2015). #YesAllWomen raised awareness about misogyny in modern culture shortly after police released University of California Santa Barbara shooter, Elliot Rodger's 150-page letter explaining the blatantly sexist motives behind his actions. This hashtag was used to highlight everyday precautions women feel they must take as a result of misogynistic cultural views (Plank, 2014). #YesAllWomen helped women both cope and feel empowered in the wake of a misogyny-fueled tragedy, much in the same way #BlackLivesMatter has helped the African-American community mourn in the midst of a stream of alleged racist hate-crimes. Such hate crimes seem to breed hashtags, as members of the Lakota tribe experienced after a racist incident went largely unpunished in February of this year. #ISupportTheLakota57 and #Lakota57 were born after Trace O'Connell was accused of spraying beer on and hurling racial slurs at a group of 57 elementary students from American Horse Day School during a field trip to a local hockey game (Rickert, 2015). O'Connell was later found "not guilty" of disorderly conduct, much to the chagrin of the Native community who expressed their grievances on Twitter (Ecoffey, 2015). However, Natives weren't the only ones to react to the verdict. After #Lakota57 circulated around Twitter, many users responded with Tweets of both social and monetary support. Money donated to the school in the forms of fundraisers and t-shirt sales helped fund new art supplies and field trips for the students. Although the excitement of receiving money and new school supplies cannot compensate for the

hurt these children experienced, #Lakota57 and #ISupportTheLakota57 hopefully helped raise awareness of racism within the Native community.

Just recently, the Association for Education in Journalism and Mass Communication held again its News Engagement Day – encouraging professors and students to join in and engage by “reading, watching, like, tweet, post, text, email, listen to, or comment on news” (AEJMC, 2015, para. 2). News Engagement Day explains online its mission:

Despite more news platforms conveniently available 24/7 and diverse ways to engage with news, getting informed about news is no longer a national priority. For the Millennial generation news is less important, and for some young adults, news is not even in their lives. A recent Pew Research Center biennial news consumption survey called 29% of young adults “newsless (AEJMC, 2015, para. 2).

Considering news consumption of Millennials, the questions is raised: are social movements evolving with social media? Are more underserved and represented voices getting heard and by whom? How will this change in the future when the majority now is the minority? Questions that we all may be tackling in our classroom, as we continue to teach diversity topics and as digital platforms continue to emerge.

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## **Accepted Panels for 2016 Conference**

For more information, please contact Dr. Indira Somani, [indira.somani@howard.edu](mailto:indira.somani@howard.edu)

*Challenges of Teaching & Researching Broadcast or New Media Journalism around the World and in the U.S.*

Co-Sponsor: International Division

Panel submitter: Peter Morello

Type: Teaching

*Reporting 'Live:' Some Safety, Security and Ethical Considerations*

Co-Sponsor: Mass Communication and Society Division (Vice Head: Jennifer Kowalewski)

Panel submitter: Mike Murray

Type: Teaching

*The Rhetoric of Riot: Coverage of Baltimore and Questions About our Professional Practices*

Co-Sponsor: Minorities and Communication Division (MAC) (Vice Head: Josh Grimm)

Panel submitter: Laura Smith

Type: PF&R

*Technical Thoughts: Making Purchase & Teaching Decisions in a Fast-Changing Technological World*

Co-Sponsor: Visual Communication (Vice Head, Matthew J. Haught)

Panel submitter: Laura Smith

Type: Teaching

*Balancing Broadcast: Teaching Video Storytelling as the Form Evolves*

Co-sponsor: Community College Journalism Assn. (Vice Head: John Kerezy)

Type: Teaching

Panel submitter: Aaron Chimbel

*'Call Me Caitlyn': Examining Representations of Transgender*

Sponsor: Lesbian, Gay, bisexual, Transgender & Queer Interest Group (LGBT)

Vice Head: Erica Ciszek

Type: Research

Panel submitter: Erica Ciszek

*Using New Media Technology to Increase Student Engagement in Global Exchanges*

Sponsor: International Communication Division (Vice Head: Ammina Kothari)

Type: Teaching

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Panel submitter: amshoval@vcu.edu

*Back Pocket Journalism: Going Mobile in the Classroom*

Sponsor: Magazine Division (Vice Head: Miglena M Sternadori)

Type: Teaching

Panel submitter: cschwalbe@email.arizona.edu

## **Electronic News Division Officers**

Division Head- Dr. Bill Silcock, b.silcock@asu.edu

Vice Head & Program Chair- Dr. Indira Somani, indira.somani@howard.edu

Vice Head Elect/Webmaster- Dr. Tony DeMars, Tony.DeMars@tamuc.edu

Research Chair- Dr. Rebecca Coates Nee, rnee@mail.sdsu.edu

Teaching Chair- Dr. Peter Morello, morellop@umkc.edu

Professional Freedom & Responsibility Chair- Dr. Victoria LaPoe,  
Victoria.lapoe@wku.edu

Secretary & Newsletter Editor- Dr. Lindsey Conlin, lindsey.conlin@usm.edu

Immediate Past Head & Membership Chair- Dr. Dale Edwards,  
dale.edwards@unco.edu

### *Appointed Positions*

Southeast Colloquium- Travis Bell, trbell@usf.edu

Graduate Liaison- Kate Keib, kmk96195@uga.edu

Bliss Award- Dr. Kathleen M. Ryan, Kathleen.ryan@colorado.edu

RTDNA Liaison- Dr. Laura Smith, lauras@mailbox.sc.edu