

2012 AND BEYOND!

AEJMC 2012: Centennial Celebrations

If you didn't make it to Chicago, you missed a fabulous conference. From the varied sessions, including a pre-conference workshop co-sponsored with Visual Communication and a visit to the Museum of Broadcasting Communications co-sponsored by the Entertainment Studies Interest Group, to the membership meeting, it offered a wide choice for members and non-members alike. The only bad point: I broke my toe walking back to the hotel on the first day!

Conference Session Updates

The END sessions were well attended and featured a diverse gathering of scholars and professionals.

Things kicked off on Wednesday, with about 25 people at a pre-conference workshop offering a comparison between Final Cut X and Adobe Premiere Pro. The session was co-sponsored by Visual Communication and hosted by Northwestern University. For me, it was a great chance to see X in work, practice with Premiere, and discover the pros and cons of each.

The conference itself began on Thursday. And that first day kicked off with a bang, including standing room only at our annual State of the Industry panel, co-sponsored this year by the News and Online News Division. Session topics ranged from narrative storytelling to the state of journalism programs. We also included an experiment this year. Electronic News helped organize a panel on crises in college sports. The invited research panel was co-sponsored the Sports Communication Interest Group, and presenters went through the referee process in Electronic News, for a special edition coming out later this year. It was so successful that another call has gone out for 2013.

Division Meeting Update

Recognizing good research was one of the issues on the minds of division members at this year's meeting. The division experimented with a new award for papers in the research competition: Best Interactive Paper. The award was presented to Wai Han Lo and Benjamin Ka Lun Cheng of Hong Kong Baptist, for their paper *Fueling the Debate: Predictive Relationships Among Personality Characteristics, Motives and Effects of Animated News Viewing*. Their scholar to scholar presentation included not only a poster summarizing their findings, but also an iPad showing the news animations they analyzed. It was a great tool to help understand their research. Lo and Cheng will receive a plaque and share a \$200 award for their work.

At the meeting, members voted to continue the award in upcoming years, making the Best Interactive Paper a regular feature of the Electronic News Scholar to Scholar sessions.

We also brought up the issue of member involvement in the division. As mentioned in the last edition of *Static*, this division has had a recurring issue of officers dropping out before serving their full terms (this year Vice Chair Dave Cupp was forced to drop out due to budgetary issues at his institution). The officers and past division chairs met and came up with a recommendation to members to consider changing the by-laws. Members agreed we should open the discussion and have a vote later this year. Laura Smith will spearhead that effort. Our idea is to put a plan in place which will give the division some more stability, while at the same time decreasing the 5-7 year commitment currently required by the officers who serve in key leadership roles. There is good news on the membership front: END's lowered membership dues led to a big uptick in membership levels. As of July 31, we had 263 members - a 50% increase over the previous year. And finances are at about the same level as last year, even though the cost of the food at our division social was not underwritten, as it had been in past years. But we can thank Hofstra University for the beverages - and congratulations again to Bob Papper for receiving this year's

Bliss Award. Centennial Campaign

You may have already seen a letter about AEJMC's Centennial Campaign; we've also included a note in this edition of *Static*. But one thing the letter doesn't mention is an



Kathleen M. Ryan,
Past Chair, Electronic News Division

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incentive campaign AEJMC has running between now and November 1. The division that brings in the highest number of Centennial Campaign contributions between now and then will receive an extra programming slot at the 2013 conference in Washington, DC, and will be allowed to make the first selection for programming. So if you decide to donate, please note that you're a member of END! - Kathleen Ryan



From right: Jared Johnson (Brigham Young) with Robert "Pritch" Pritchard, Michael L. Thurwanger (Eureka College) and Macon Mcginley (Georgia College and State) on Storytelling in Electronic Media: The Bridge Between Public Relations and Broadcast Journalism



Tom Rosentheil, director, Project for Excellence in Journalism addresses the panel State of the Industry.



Imran Siddiquee, Social Media and Communications Manager, MissRepresentation.org, on panel Documentary and Narrative Nonfiction in the Digital Age.



Mizell Stewart III, VP Content, Scripps Newspaper Group, speaking at State of the Industry panel.

Gordon Quinn, Artistic Director, Kartemequin Films, on panel Documentary and Narrative Nonfiction in the Digital Age. (Below.)



Patti Wolter, Northwestern University, on panel Documentary and Narrative Nonfiction in the Digital Age. (Bottom left)



“WE CAN FIX THAT”

Hello Fellow Electronic News members. My name is Laura Smith and I'm your new Division Head. I am truly excited about the year to come and what's in store for our division. I realize that many of you were unable to attend AE-JMC and/or couldn't come to our Division business meeting, so I'd like to take this opportunity to reiterate a few of my remarks. (I don't know about you, but when I put things in writing, I'm more likely to hold myself accountable. So here goes.)

As many of you know, it's been a challenging few years for our division. We've had some hiccups with leadership, some communication problems and some growing (and shrinking) pains. But this year is looking great! We have a wonderful group of incoming officers who are committed to the cause – some people you know, and some new and exciting faces. Your slate of leaders is in agreement that, when it comes to these challenges, “we can fix that.” It's our battle cry for the year!

Part of our desire to engage with our membership involves recruiting new leaders – folks who want to play a role in our division's future. As Kathleen mentioned in her report, leadership consistency is an ongoing concern. In recent years, a number of officers have had to step out of the progression to tackle personal and professional issues. These developments have left us with gaps in our leadership at critical times. After much discussion with current division leaders and Past Chairs, we believe we've found a solution. Soon, we will propose a change to our By-laws that would streamline the process and perhaps reduce the problem of officer drop-off. Details on this proposal and our timetable for a vote will be coming soon, so stay tuned!



Laura Smith

PRIORITIES FOR THE YEAR AHEAD:

- 1) **Create a Playbook:** Harvest the experience of Past Chairs and members so we can create a guide for future leaders to follow.
- 2) **Improve Communications and Branding:** We need to build our brand. We're all out there in the trenches, teaching the next generation of journalists and mass communicators. We have a lot of expertise and we should promote what we know and what we do!
- 3) **Engage Membership:** This year, we have approximately 260 members. Part of that stems from our recently-reduced membership fees. That's a wonderful development. We may be small compared to Newspaper & Online (496) or Mass Comm & Society (472), but we're doing just great! Now, we need to engage and build bridges with other divisions and organizations... prove we're a robust and interesting group of people!

IN CASE YOU MISSED IT

Dale Edwards, University of Northern Colorado



If you missed this year's AEJMC conference in Chicago, you missed some tremendous research and wonderful presentations. Our division had 30 papers submitted, of which we accepted 18. Twelve of those papers were presented during regular research sessions and the other six were presented in Scholar-

to-Scholar sessions.

The division's top faculty paper award went to Beth Concepcion from Savannah College of Art and Design for her paper entitled *Partisan and Structural Bias: Broadcast, Cable, and Public Networks' Coverage of the 2008 Presidential Election*.

This year's top student paper went to Jeremy Saks, a new doctoral student from Ohio University, for his paper entitled *Changes in Content Characteristics of Nontraditional Media After Partnering with Traditional New Providers*.

We also instituted a couple of new things this year. First, all papers accepted for presentation at the Chicago conference will automatically be submitted to the division's journal, *Electronic News*, for publication consideration. That doesn't guarantee publication, of course, but submission is automatic.

Second, we inaugurated a "Best Interactive Scholar-to-Scholar" award this year. This award went to the best interactive presentation at the division's Scholar-to-Scholar session. That award went to Wai Han Lo and Benjamin Ka Lun Cheng of Hong Kong Baptist University for their paper *Fueling the Debate: Predictive Relationships Among Personality Characteristics, Motives and Effects of Animated News Viewing*.

At the division's business meeting, the members voted to continue presenting this award in the future.

We thank everyone who submitted papers to the division and encourage you to start thinking about submissions for next year. It's not too early! The paper call will come out in the spring and the deadline will be May 1, as always. So plan to submit your research to the division and then join us in Washington, D.C. for the conference next summer.

2013 SOUTHEAST COLLOQUIUM

Call for Papers, Reviewers/Judges

Deadlines are set for the 2013 AEJMC Southeast Colloquium, scheduled for February 28 – March 2, 2013, in Tampa, Florida. The University of South Florida will host the annual conference.

You are invited to submit research papers and/or panel proposals on any topic associated with electronic news by 5 p.m. EST on December 10, 2012.

END will be awarding \$100 for the best paper in the division. Submissions should be sent electronically directly to the division's colloquium research chair, David Free: dfree@austin.rr.com, in PDF or Word format. Standard paper specifications will apply and will be available in the full and official call on the AEJMC Website soon, along with links to the colloquium Website, travel, hotel, and registration information.

Submitting or acceptance of a paper to the colloquium does not prevent authors from re-submitting the paper to the national AEJMC conference.

Also, I am seeking reviewers/judges for the colloquium papers. Volunteers may plan for a time commitment between December 10, 2012 and January 31, 2013, and I will try to limit the number of papers to no more than three (3) per reviewer. Contact me if you will serve.

I am pleased to serve again this coming year as your Research Chair for the Southeast Colloquium. Look for the official call for papers, which will be sent via the END list-serve with links to the AEJMC, END, and Colloquium Web pages. Please pass the call along to your colleagues and students and feel free to contact me if you have suggestions, questions, or concerns.

-David A. Free, University of Texas at Austin, END Southeast Colloquium Research Chair

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By Colloquium Research Chair David A. Free,

FORMER OFFICER WINS TANKARD BOOK AWARD



William R. Davie, former RTVJ head

A former officer of the Radio-Television Journalism Division, Professor Matt Ehrlich of the University of Illinois has won the James W. Tankard Book Award for *Radio Utopia: Postwar Audio Documentary in the Public Interest*. Ehrlich's book tells the story of the birth of network radio documentaries and how they grew up in an era of optimism and news coverage in the public interest.

"Audio documentary experienced a brief flowering between 1945 and 1951, grounded in the belief that radio could and should help remake America for the better," Ehrlich told the University of Illinois news bureau. Among the wide range of social ills journalists and dramatists in that radio era confronted were race relations, venereal disease, atomic energy, and arms control.

Ironically, Ehrlich discovered some of radio's early documentary producers who had championed the nation's fight during World War II landed on the blacklist for their left-leaning sympathies. Ehrlich documents in *Radio Utopia* how the father



Photo courtesy of Illinois News Service

of broadcast journalism, Edward R. Murrow, established a documentary unit at CBS that fulfilled the vision of FCC's so-called "Blue Book," and applied public service standards for radio in the United States common to those practiced by the BBC in London.

What was then described as radio documentary, however, employed live dialogue, musicians, and sound effects, all in keeping with radio network standards for live broadcasts. But it was a time of experimen-

tation that looked optimistically forward in the United States.

Ehrlich also researched the valuable radio lessons of historical documentary, such as the 1947 radio depiction of President Lincoln's assassination where CBS's John Daly and Don Hollenbeck pretended to cover the tragedy live from a booth at Ford's Theater. By today's standards, this style of radio programming was more docudrama than journalism. And Ehrlich has set up a web page for readers to sample the programming covered in his book.

The Standing Committee on Research bestows the AEJMC Tankard Book Award a professor responsible for the year's best scholarly monograph, edited collection, or textbook published the current year of call that is relevant to journalism and mass communication. Ehrlich also has won the RTVJ division's Murrow Paper Competition Award (2008), and the top faculty research paper, 2006. His previous book, *Journalism in the Movies*, dealt with Hollywood's portrayal of reporters and editors.

JUST WHEN I THOUGHT I WAS OUT, THEY PULL ME BACK IN!

Panel Proposals Needed for Washington DC

Chicago is hardly in our rear-view mirror. The semester's only just started. But believe it or not, the planning has already begun for next summer's conference in Washington D.C.!

The deadline is fast approaching for panel proposals for next year. Our division is seeking panels on a wide variety of topics related to electronic news: radio, television and online multimedia journalism. We are especially interested in proposals that can be jointly sponsored with another division, interest group or commission!



We'll be posting the "Official Call" on our list-serve, via Facebook and Twitter, and on our Division website in the very near future. So put on your thinking caps. Deadline for submissions is October 8th!

GET YOUR PAPERS HERE!

Digital Versions of AEJMC Papers Now Available Online

Did you see a great panel on research and want to read the full paper? In the old days, we carried home pounds of printed papers. But no more! Now, you can download the papers digitally! And better yet, it's **FREE** to all AEJMC members.



Just go to the All Academic Website:

If you already have an Login, you're all set. If you don't, go to the All Academic site then go to the link on the bottom/right of the page that says "Click here to create a new user name and password."

Keep in mind, papers are only available if the author/s uploaded a "Final" paper!

Attention 2012 AEJMC Paper Submitters: Don't see your paper? In order to have your accepted conference paper archived by All Academic, you must upload a copy of your paper with author-identifying information and give permission for your paper to be distributed. Contact AEJMC Headquarters for details how. If you have uploaded your paper in the past several weeks, and still do not see your paper -- please be patient -- your paper should appear in the next few days.

TEACHING STUDENTS HOW TO WRITE

How do we as educators teach our students to think and then write a news story or an essay? This can be a daunting task. I was grading essays from my junior level students when I came across a student's essay which stated that in 1992 emergency rooms were being filled with people who did not have insurance and that this is still going on a century later. WHAT!?!? Yep...that's what it said. Obviously, 2012 is not a century from 1992. I bring this up because it reinforces a national report I read recently.

The results of the National Assessment of Educational Progress for 2011 were troubling. This national test is considered America's report card. Just a quarter of eighth- and 12th-grade students in the U.S. have solid writing skills. This is even when they were allowed to use spell-check and other computer word processing skills.

Less than 30 percent of students at each of the grade levels tested were able to write essays that were well developed, organized and had proper grammar and language. Out of those, three percent were advanced and 24 percent were proficient. The rest of the students exhibited only partial mastery of these skills.

The students who took the test in 2011 (most recent) were able to use computers that had spell-check and a thesaurus. One would think that using a computer would enable the students to score higher on their essays. Nope. What did make a difference was the homework. Students in the 12th grade who had to write four or five pages a week for English homework received higher scores.

Results at both grade levels showed a continued achievement gap between white, black, Hispanic and Asian students. Asian students scored the highest at the 8th grade level and white students scored the highest at the 12th grade level. There was also a gender gap with females scoring higher than males in both the 8th grade and 12th grade.

So how does this pertain to us as college educators? We will be inheriting students who want to become journalists whether it is print, online or broadcast. Instead of cringing when you have to grade those lengthy news stories, just dig in your heels and start grading. It helps if you have time to go over every mistake, typo or misspelling with those students. It's not easy because as our class size continues to grow, there seems to be less time to spend with each student who needs our help.

At most universities, there is a Writing Center. I use this Center all the time because these are graduate students and English professors who have the time to help our students. Sometimes, it helps the students to catch their mistakes by reading their stories out loud. Remember this old adage, "the ear is less patient than the eye."

By Cindie Yanow



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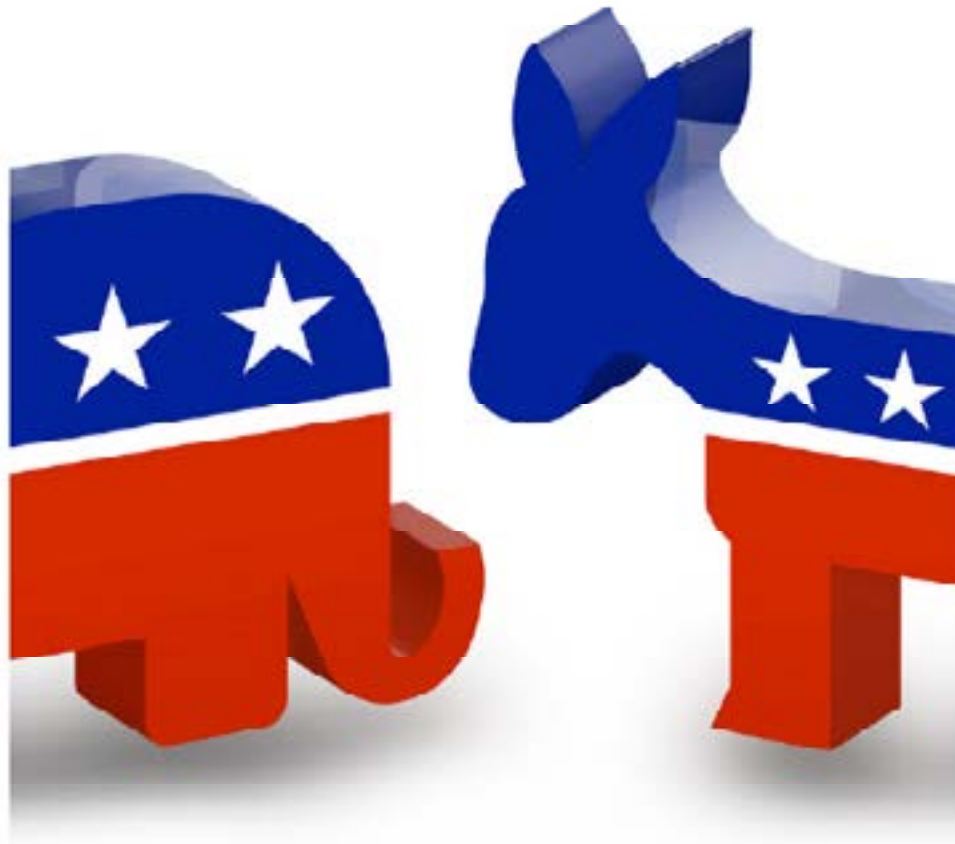
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By Colloquium Research Chair David A. Free,



CALL FOR PAPERS

2012 Elections Special Edition, *Electronic News*

Are you conducting research on the 2012 Elections, or do you have a project in mind for the months ahead? Does your work have clear relevance to the news industries?

If so, the Electronic News Division encourages you to submit your work to a special edition of our journal!

Next Spring, editors of *Electronic News* will accept submissions for a peer-reviewed, invited paper session at the 2013 AEJMC convention in Washington D.C. Papers can address broadcast, digital, social and multi-media coverage of a variety of topics using a broad spectrum of methodologies. Opinion pieces and essays, however, will not be considered, nor will research presented or published elsewhere.

Because of EN's mission to highlight scholarship pertaining to the academy and industry it is expected that the paper will in some way address news media use, production processes and/or audience related research. Possible topics include, but are not limited to:

- Minorities & Media Use during the 2012 Campaign
- News Audiences & Negative Campaign Coverage
- Multi-Platform Content Production in Modern Elections

Deadlines for Submissions:

February 15, 2013

Authors will be notified of acceptance or rejection by June 1st. Paper authors (or co-authors) are expected to present at the convention. Accepted papers will be published in a planned special edition of *Electronic News*, July-December 2013.

If you have any questions, please contact:

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WHERE TO GET ALL THE NEWS YOU NEED TO KNOW – COMMUNICATION UPDATE!

Check us out on Twitter and Facebook. And, let us know what's going on with you in the world of Electronic News!



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-Facebook: <https://www.facebook.com/pages/Aejmc-Electronic-News-Division/127164728456>

-ListServ – updated soon to include all new members

Don't want to wait for update.

Add yourself at <http://aejmc.net/rtvj/listserv/>

-Call for Manuscripts: Electronic News

The Journal of the Electronic News Division of AEJMC

For more information, including about submissions,

see <http://enx.sagepub.com/>.

MEET THE EDITORS:

Victoria LaPoe



Victoria LaPoe is a broadcast/research instructor and Ph.D. Candidate (ABD) in the Manship School of Mass Communication and Public Affairs. She is the winner of the 2010-2011 Broadcasting Education Association's Vincent T. Wasilewski Award for excellence in broadcast journalism. She is a co-author in an upcoming book by the University Press of Mississippi on the Media Lessons of Two Gulf Disasters – Hurricane Katrina and the Deepwater Horizon Oil Spill and recently received a book contract for her dissertation on Authentic

Native Voices: How Emerging Media are Impacting Storytelling. Victoria is the managing editor for the Media Diversity forum and is active in LSU's Native American Student Association.

Desiree Maduro



Desiree Maduro is currently enrolled at Louisiana State University (LSU) in the Manship School of Mass Communication located in beautiful Baton Rouge. She is an English and Spanish speaking journalist from the Tampa Bay area of Florida. Desiree loves to obtain facts from people in the community, and report breaking news to large audiences. She always encourages people to tell their story, and throughout the process she discover various angles in which a story can be told to an audience. For more information, visit desireemaduro.com

Kayla Reed



Kayla Reed is a journalism senior at LSU minoring in Spanish. She is utterly fascinated by those around her and dreams of writing about anyone intriguing. One day she would like to do this professionally. When not schooling or working she can be found perusing The Onion, attending as many live concerts as humanly possible, or watching some sort of TV on DVD.