

Annual Report-Electronic News Division

(Due to AEJMC Central Office **June 15**)

1. Cover sheet with:
 - * Division Name, Electronic News
 - * List of Current Officers,

Bill Silcock (Arizona State)- Head
Indira Somani (Howard) - Vice Head
Tony DeMars (Texas A & M-Commerce)- Vice Head Elect/Webmaster
Rebecca Nee (San Diego State)- Research Chair
Victoria LaPoe (Western Kentucky)- PF & R Chair
Peter Morello (University of Missouri-Kansas City)- Teaching Chair
Kate Keib (University of Georgia)- Graduate Liaison
Lindsey Conlin (University of Alabama)- Secretary/Newsletter Editor
Kathleen Ryan (University of Colorado Boulder)- Bliss Award Chair
Dale Edwards (University of Northern Colorado)- Membership Chair
Laura Smith (University of South Carolina)- RTNDA Liaison

2. On the Annual Demo Form (for both annual and mid-year meetings where appropriate) please report number and ethnicity of:

* group officers 11 officers, (4 white men, 5 white women, 1 Asian-American woman, 1 Native American woman)

* panel presenters (but NOT for paper presenters), including the pre-conference

Males	Females
Native American (1)	African-American (1)
African-American (3)	Latino (4)
Latino (1)	International (1)
International (1)	Asian (1)
White (13)	White (19)

* moderators White Males (4) White Females (6)

* discussants-3 discussants for the 3 research panels.

In a written report, provide the following GENERAL information using the section headings and the question numbers.

3. Please provide an overall statement weighting the division or interest group's activities for this year in the Research, Teaching and PF&R areas. The new assessment process recognizes that the relative weighting of these three activities will be different from year to year, but over the five-year reporting period, the three areas should receive generally balanced attention.

[Our division celebrates 50 years of existence during AEJMC's 2016 Conference in Minneapolis. Reviewing the activities of this past year and focusing in this report](#)

on what will unfold during this conference it is clear that the Electronic News Division is full of dedicated members and officers with a clear commitment to the three key areas of Research, Teaching and PF&R.

Because the incoming Head had to step down after accepting a Fulbright sabbatical year to Pakistan, a new head was elected and stepped in to fill in after Dale Edwards two year's of service. Bill Silcock was the Head this year having been a division member and former officer (although never head) for nearly 20 years.

Among the achievements the leadership team was able to accomplish – in addition to all of the “normal” division activities of paper competitions and panel sessions - were the planning for a special 50th anniversary celebration of the division on the rooftop of WCCO-TV. Our more prestigious division award- Edward Bliss – will be presented there. The division leadership also called for a special task force to set out guidelines for the administration of a second award occasionally given by the division named for Larry Burkum.

4. Please write a bullet-point statement (500 word maximum), to be co-authored by the outgoing and incoming Heads, addressing:

*What are your most important goals for the upcoming year?

For the 15/16 academic year, our goal was to increase diversity among the panel presentations at the conference, which we managed to do. For example, for the 2016 conference, END has partnered with Visual Communication Division, LGBTQ Group, Mass Communication Division, International Division, Community College Journalism Assn., Minorities and Communication Division and the Magazine Division. We really reach all platforms in incorporating Electronic media into the various groups divisions of AEJMC.

*What goals did your group set this year that you were unable to reach? Why?
None. We reached all the goals we set out for.

*How may any or all of the Standing Committees help you to achieve your goals in the coming year? I would really like to spread the word the Electronic Media incorporates Social Media, and we invite applicants of diverse backgrounds to join our division. For too many years, this division has been represented by white men, and in order to really understand the complex issues of our society and beyond, we need to explore how electronic media fails to meet the needs of African-Americans and other people of color in this society.

RESEARCH:

Each Division/Interest Group is assessed based on diversity in participation and programming. A primary goal of the Research Committee is to enhance the scholarly activities of AEJMC.

Questions 5 through 8 apply ONLY to refereed research competitions.

5. Number of faculty research paper submissions 20; number of acceptances 11; 55%. (overall research activity; please note the Research Committee guideline is a 50% acceptance rate).

NOTE: total papers submitted = 29, acceptance rate = 50%

6. Number of student research paper submissions 9 student papers were submitted, of those 3 had faculty co-authors _____; number of acceptances 4 of the 9; 44%. (research activity with students; please note the Research Committee guideline is a 50% acceptance rate).

7. Overview of judging process (forms used, please attach).

Judges were assigned by the Research Chair, using a blind review process, based on the judges' stated expertise, qualifications and research interests. Judges were recruited through personal emails from the Research Chair as well as announcements on the Division's newsletter, listserv and Facebook group. The review form was the standard form provided by AEJMC on the All Academic website. The form was not altered.

8. Total # of judges 39; # 3 papers per judge, 3 maximum - in some cases 2 if the decisions were unanimous _____

(please note the Research Committee guideline is no more than 4 papers per judge).

9. Did your group conduct any other type of refereed competition? **No**.

(Could be creative projects, teaching papers or any other non-traditional method of inquiry.)

Number of submissions _____; Number of acceptances _____ .

Briefly explain the competition and the selection process.

10. Please list your in convention activities related to research. **We have three research panels scheduled with four papers being presented in each session. We have one scholar-to-scholar session with three papers being presented.**

11. Please list your out-of-convention activities related to research.

12. Please describe briefly the research goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

The Electronic News Division had a special paper call for the 2016 AEJMC conference. The call was centered around the Division's 50th anniversary, which will be celebrated in Minneapolis. The call focused on the past, present and future of broadcast news. The Division advertised the paper call through the AEJMC newsletter and website, the Division's website and newsletter, and social media. Three separate notices of the paper call were posted to the Division's listserv between January and the April 1 due date. The research panel on Thursday, August 4, will focus on the Division's special call, TV News Research at 50. Papers accepted for this panel are eligible for possible publication in the Division's journal, *Electronic News*.

TEACHING:

It is in the interests of the students we are training to be taught by faculty and led by administrators who have given thoughtful consideration to excellence in curricular matters, course content and teaching methods, and teaching performance. To this end, the Teaching Standards Committee of AEJMC urges divisions and interest groups to include activities concerning curriculum, leadership, course content and teaching methods, and assessment.

13. Please list your in-convention activities related to teaching. Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment. The motto of the 2016 Conference: "Integrate, Innovate, Engage," applies to the work of the officers and members of the Electronic News Division. Six Teaching Panel Session were ultimately approved, each a collaborative partnership with another division. The **pre-conference workshop** offers innovative, cost-effective techniques, and intuitive teaching methods by both distinguished professionals and journalism educators. Four Teaching panel sessions: "Technical Thoughts: Making Purchase & Teaching Decisions in a Fast-Changing Technological World," "Balancing Broadcast: Teaching Video Storytelling as the Form Evolves," "Using New Media Technology to Increase Student Engagement in Global Exchanges," and "Back Pocket Journalism: Going Mobile in the Classroom," are all representative of the Teaching Standard's Committee's Focus. These panels offer journalism educators insights on innovative course content, or possible courses that can be added to a program's curriculum. Two of the mentioned panels include discussions of courses that have been assessed and can be adapted by other universities or journalism programs or assessment purposes. In addition, two teaching focus on global affairs. One panel features faculty with years of experience in reporting conflict or war. Panelists will offer suggestions on how to best prepare students who may cover conflict (domestic or international.) Another panel features Fulbright Teaching/Research Scholars (both International and US) who will offer their insights on the challenges and opportunities Fulbright appointees face.

Most division members often teach courses that require the continuous acquisition of broadcast and digital news equipment. In addition to teaching, it is crucial for those in electronic news to seek a balance of best practices in innovation, leadership, methods that are in the best interest of students, cost-effectiveness, content development, curriculum evaluation, program flexibility, and community outreach. All six teaching panel sessions and the pre-workshop session cover many if not all of these components.

14. Please list your out-of-convention activities related to teaching. Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

As Teaching Chair, I (Peter Morello) published three articles in the division's news letter, "Static". One featured the Mary Tyler Moore Show (with the annual site in mind) and her character, "Mary Richards." She was employed at a TV station that reflected the "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. I suggested that conference visitors not miss the renowned statue of the "Hat Toss" in Minneapolis. Walter Cronkite once appeared as guest on the program. (He was also once offered a position as an anchor at WCCO in Minneapolis.)

Another focused on the complexities of teaching at the University of Swaziland in southern Africa. I (Peter Morello) served as a Fulbright Teaching Scholar for almost almost six months in 2016. Freedom of the Press is highly restricted, and King Mwsatii III, is not only absolute monarch but university chancellor. It was one of the most interesting international experiences I have had either as correspondent or journalism educator.

15. Please describe briefly the Teaching goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

All Electronic Division News officers and members emphasize the importance of continually updating and improving course content, teaching methodology, curriculum development, assessment, student learning outcomes, diversity (ethnic, gender, orientation, class, racial, nationality, generational) and digital training for faculty and students. At a panel session, sponsored two years ago by the Electronic New Division's teaching chair, one speaker best described our division's goals as journalism educators when she stated, "It is crucial that we, as journalism educators, stay ahead of the curve, rather than follow, an industry that is either failing or unable to keep up with the societal and technological transformations underway both nationally and globally." This statement is even more critical today than it was two years ago. University journalism programs often adapt slowly... Educators need to be more innovative, more willing to experiment and to lead in finding new solutions, like medical schools do." The Electronic News Division focuses on trying various forms of methodologies to turn principles like these into sustainable teaching applications, especially during times of budget constraints.

The Electronic News Division will mark its 50th anniversary at WCCO, one of Minnesota's premier and historic TV News stations. This division's annual Bliss and Burkum Award winners (the division's highest honors) will be recognized at the reception held at WCCO-TV. There will also be conversations between journalism educators and TV professionals about the future of electronic news

PF&R:

Each year the PF&R Committee expects some programming both during the convention and between conventions in at least three of the five PF&R areas to meet minimal expectation. Over a period of a few years, divisions and interest groups should have activities in all five areas. A few activities of high quality are preferred and evidence that helps assess quality is helpful.

It is important to fully explain the division or interest group's role in organizing a session or panel. Suggested notations: division planned, division was primary or secondary sponsor, division sent out a special paper call on the topic, division provided names for panelists, etc.

16. Please list your in-convention activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, or public service. Include a list of non-member invited convention speakers with names and affiliations.

17. Please list your out-of-convention activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability racial, gender and cultural inclusiveness, or public service.

18. Please describe briefly PF&R goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

Electronic News Division's Professional Freedom and Responsibility initiatives overall all addressed how to balance teaching and research, the dangers of reporting internationally, how to ethically cover sensitive topics as well as provide balanced inclusive coverage to public/s.

The division specifically crafted panels to address how storytelling is evolving through digital and how to address reporting on events such as Black Lives Matter and those which include marginalized groups within mass media such as Native Americans.

Goals of the division include teaching and research best practices for both professors and students in terms of traditional and emerging media news reporting. Supporting this overarching goal consisted of honoring achievements within the academic and professional fields and visiting media outlets within the

geographic area of the convention to discuss how these outlets continue to provide balanced and ethical news during a time of emerging media.

General Information:

19. Please attach copies of the newsletters sent by your group this year, and any other material you wish us to note.

We commissioned a special ribbon in celebration of our 50 years and paid for 100 to be printed and worn proudly by division members. The three newsletters issued during the year are attached below.