



**The Newsletter of the Electronic News Division of AEJMC**

**The Rundown**

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**END Members to Vote on New Division Name**

*by Lee Hood, Name Change Sub-Committee Chair and Karen McIntyre, Division Chair*

If you are new to the Electronic News division, you may not know that we have not always gone by that name. Until 2011, we were known as Radio-TV Journalism (RVTJ). The name was changed by a vote of the membership to reflect changes in the industry with which we are most affiliated. Now we are at a point where some in the division have raised the question of whether it is time to change the name again.

A big change in electronic journalism in the past several years has been the increase in mobile news gathering – not only in the industry but also in the addition of mobile devices in the content and methods we teach in our classrooms. That is why our pre-conference workshops for the past four years have focused on incorporating mobile techniques into our teaching.

Given that development, some discussions within the division have centered around whether we should add the term *mobile* to the name of our division. A committee was formed at last year’s conference. The committee consists of Lee Hood, Loyola-Chicago (chair); Gina Baleria, Sonoma State; Tony DeMars, Texas A&M-Commerce; Lauren Smith, South Carolina; and Jenn Burlison Mackay, Virginia Tech

## Stay in Touch with the Electronic News Division

### Visit the website:

[aejmc.us/end](http://aejmc.us/end)

### Join the Facebook Group

[ENewsDivision](https://www.facebook.com/ENewsDivision)

### Follow us on Twitter

[@AEJMC\\_END](https://twitter.com/AEJMC_END)

### Follow us on Instagram

[@aejmcelectronic](https://www.instagram.com/aejmcelectronic)

### Subscribe to the listserv:

- Send an email with no subject line and a single line in the body: "SUBSCRIBE AEJMC-END {your name}" to [listserv@lists.vcu.edu](mailto:listserv@lists.vcu.edu)
- To email the listserv, send an email to [AEJMC-END@lists.vcu.edu](mailto:AEJMC-END@lists.vcu.edu)

## Interested in becoming an officer for the 2020/2021 academic year?

- Email division head Karen McIntyre ([kemcintyre@vcu.edu](mailto:kemcintyre@vcu.edu))
- Or attend the division business meeting: Friday, Aug 7th at 7:00 am PST

(editor of the division journal, *Electronic News*). After discussions within the committee and with the current division leadership, we are forwarding three options for consideration:

### 1. Broadcast and Mobile Journalism

### 2. Electronic and Mobile News

### 3. Electronic News (i.e., keep current name)

Division members will receive an email notification to vote electronically, so make sure your division dues are up to date so you will be eligible to vote. Results will be announced at the division's business meeting at 7 a.m. PST Aug. 7. In accordance with our division bylaws, a simple majority will be required for a change. The recommendation would then go to the AEJMC national leadership for approval.

The strength of the division rests on the engagement of its members, and we encourage you to engage in this conversation. We invite you to participate in discussions of the name choices via the division listserv and/or on our social media channels. In the meantime, more thorough feedback can be sent to committee chair Lee Hood at [lhoodr@luc.edu](mailto:lhoodr@luc.edu) or division chair Karen McIntyre at [kemcintyre@vcu.edu](mailto:kemcintyre@vcu.edu).

A Footnote about our journal

If members vote to change the division name, that result may prompt a subsequent discussion about whether to change the name of the division journal. The two decisions will need to be separate because changing the journal name would involve a dialogue with our publisher, in addition to the journal editors and editorial board. However, members will be asked for an advisory vote on whether they favor renaming the journal for consistency, if the division name is changed.

# Edward L. Bliss Award for Distinguished Broadcast Journalism Education (2020) Goes to Dr. Max Utsler of the University of Kansas

by B. William Silcock, Bliss Committee Chair

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Professor Max Utsler, recently retired from the University of Kansas, is this year's recipient of broadcast journalism education's highest honor, the Edward L. Bliss Award. In nominating Utsler, Assoc. Dean of Journalism and Mass Communication Scott Reinardy called him "a giant not only on our faculty, but also in our profession." He has taught thousands, mentored many, and continues to support his former students in their careers as journalists and media representatives, said Reinardy.

In recognizing his impressive career, Electronic News Division Head Dr. Karen McIntyre (Virginia Commonwealth) said his legacy lives on in the students he taught and continues to support. Prof. Mary Rogus (Ohio), 2014 Bliss Award winner, reached the same conclusion after reviewing Professor Utsler's credentials. "It became crystal clear that nearly everything he does is focused on education and training. From his pedagogy research, to his regular work back in the profession, Max Utsler is all about producing the next generation of excellent broadcast journalists," said Rogus. It is his dedication to helping at-risk students achieve their dreams that former Electronic News Division Head Laura Smith (South Carolina) found impressive, in addition to his leadership in international associations for journalism and mass communication.

Professor Utsler is a founder of the BEA Sports Division, which he has supported along



with the growth of the Broadcast Education Association's Best of Festival showcase. Dr. Utsler's contributions to news and sports coverage, curriculum development, and extensive service to the professional organizations of journalism and mass communication, including the division's roots, make him the best candidate for this year's award, said Bliss Award committee members. The four 2020 Bliss Award committee members were McIntyre, Rogus, Smith and 2017 Bliss winner Ken Fischer (Oklahoma).

Prior to joining the faculty in Lawrence, Utsler served as assistant news director at KOMU-TV (NBC) and Asst. Professor for the School of Journalism at Missouri. He joined the KU faculty in 1984 and served in both teaching and administrative positions. After serving as assistant news director at KSDK-TV (NBC) in

St. Louis, he updated his professional vita as a reporter, producer, and freelance writer with major media outlets like MLB.com, MLB-TV, CBS Sports, NBC Sports, Fox Sports, and ESPN. He spent half a year at KPNX-TV covering sports in Phoenix, Arizona.

The 2013 Bliss Award winner, Bill Davie (Louisiana), said Max stood out by renewing his professional credentials throughout his academic career. He even worked as a part-time scorekeeper for the Kansas City Royals. "Max not only loves going to bat for his students," Davie said, "but he quite literally loves going to bat himself for his baseball team in Kansas." Professor Utsler was also the Curriculum

Chair for the C-10 Mentoring and Leadership program, a part of Royals General Manager Dayton Moore's CYou in the Major Leagues Foundation.

Longtime television news director and general manager Brian Brocco put it simply, "I knew and spent time with Ed [Bliss]. I'm sure Ed would be proud if you (Electronic News Division) would bestow this honor on Dr. Max Utsler." Ed Bliss was a writer and editor for CBS News, who worked with Edward R. Murrow and Walter Cronkite before he founded the broadcast journalism program at American University in Washington, D.C., where a plaque listing the Bliss honorees is on display.



# Collaboration, Innovation Key in Adjusting to Online Instruction

*By Harrison Hove, Vice-Head Elect and Diversity Officer*

As journalists, we know time is precious. As a former reporter, I'd often ask for more. Sometimes, a willing producer would give me the gift of an extra 15 seconds. Other times, I was told to make the best of what I have. Those words of encouragement, "make the best of what you have," mirror the current predicament many of our students face. While the world has paused and begins to slowly restart with new complexities of socially distancing, masks, and sanitizing equipment, our students' countdown clock to graduation hasn't missed a beat.

As time ticks, we as educators face a real challenge. We know in person, hands on experiences bring our classroom to life and cultivate a technical skill set that will make students marketable. As we navigate through the summer term or plan for fall, a few things are certain: We must collaborate. We must innovate. We must lead.



This is a complex time and we cannot be expected to have all the answers. Putting our heads together, sharing ideas, and lending words of encouragement will help spark lightbulb

moments that our students will benefit from. Organizations like NABJ, IRE, and Poynter (Teachapalooza) are offering robust webinars full of ideas. Conferences are also a great mechanism to share ideas. There are several virtual conferences still on the calendar this summer, including AEJMC in early August. Or, you can connect directly one on one with others in the field (my inbox is open! [hchove@ufl.edu](mailto:hchove@ufl.edu)) who might be willing to talk, share ideas, or even give you constructive feedback on your ideas.

Health and safety restrictions necessitated quick change in our industry. This was the green light many of us needed to try new things or color outside the lines. Give your mind permission to re-imagine what is possible. How do I report and social distance? Record interviews on zoom. Will students be unable to access school equipment like cameras? Teach mobile journalism. What about b-roll? Teach students how to ethically source video online while properly navigating media law or utilize your pre-existing university contracts you might have with content suppliers like AP. Innovation brings solutions. My University of Florida students typically turn news packages from the field in TV news reporting. This term, under stay-at-home orders, the class created a global pandemic news special without ever leaving their homes (<https://bit.ly/2UagoCG>). We leveraged technology and dreamed even bigger.

No doubt, our world is suddenly different. Allow the changes to empower you. Your students are watching and taking notes. Take the lead, reassure, and blaze a fresh trail.

**Editor's Note:** As you likely know by now, the AEJMC annual conference has been moved online. The next few articles all deal with virtual conferences. For more information on the conference itself, please visit the conference microsite: [aejmc.org/events/sanfrancisco20/](http://aejmc.org/events/sanfrancisco20/). A rundown of Electronic News division conference activities can be found on pages 14-21.

## Virtual Conference Season: Pros, Cons, & Tips

by Gina Baleria, Teaching Chair

As we all move to shelter in place, physically distance, and navigate emergency remote learning, we have also seen our conferences move online as a way to preserve a portion of the experience while navigating the parameters brought on by the COVID-19 pandemic.

One of the earliest academic conferences to move online was the Broadcast Education Association (BEA), which met in early April and had to decide whether to move online within the initial days of the pandemic.

Overall, BEA organizers did a great job navigating the switch, the setup, and the communication. Of course, no virtual experience is going to provide all the benefits of meeting in person. Networking won't be quite the same, and you can't go grab that drink or meal with a favorite professional connection who lives three (or more) time zones away. But, even with the inherent limitations, the experience was still surprisingly good; I even did some networking.

In addition, BEA organizers waived the event fee, which was a welcome decision for the many of us who have seen our conference travel budgets cut to zero and so may not have been able to participate otherwise.

At BEA, I was involved with two panels - one recorded prior to the conference and the other live during the conference week. For the recorded panel, I did not know my co-presenters, and so it was a pleasure to hop onto Zoom with them, present our work to each other, and then have a Q&A conversation. I got to know them much better and made a real connection.

I was then asked to participate in a live panel about how to teach journalism online. As you might imagine, the topic meant that this panel was very well attended. I believe we had 40+ attendees in the Zoom Room. We each presented, and the resulting Q&A was so pleasant and collegial - people shared ideas, asked clarifying questions, and engaged with each other. Our moderator had people unmute and ask their questions themselves, which made the experience feel conversational. And, even with 40 people, it worked. Again, because I was on the panel, I felt as if I networked and made connections with several people in the audience - and that we will remember each other at future conferences.

As an attendee, I actually appreciated that most of the panels were pre-recorded, allowing me to watch them on my own time. However, this comes with its own drawbacks, including the self-delusion of: "I'll watch it later." I also appreciated the chat function provided in the online portal.

People I met at previous conferences reached out to me, and we connected via chat, even though we could not do so in person.

The one glitch that affected me was a lack of clarity about the time zone listed in the portal, which BEA addressed right away. On Day One, I read the time listed for an awards ceremony at which I was to accept an award, and it did not occur to me that the time zone would be anything other than my time zone, which is Pacific Daylight Time. For one, the conference usually happens in this time zone - in Las Vegas. And two, platforms usually adjust and present the time zone of the person viewing the content. Unfortunately, the time zone was Eastern Daylight Time - three hours ahead of me. And so, I missed the awards ceremony, which I was looking forward to. But, that is a small and forgivable glitch in a much larger context.

Because much of the content was pre-recorded, I did feel a bit disconnected from the conference, which is usually a fully immersive experience. And, admittedly, I did not engage with as much of the content during the conference week as I would have in person (though it is bookmarked!). And, I can imagine that students, recent grads, and young scholars missed out on valuable networking opportunities. But, given the context in which we find ourselves, I thought the overall experience was quite positive.

For those facing an online conference on your horizon, I suggest the following to get as much out of the experience as you can:

- **Block out time in your schedule each day** to log on to the conference portal and engage with the content. Even though you are likely at home (and maybe in pajama

bottoms!), act as if you have a required meeting.

- **Use chat or communication functions to reach out!** Networking should not be left out just because the experience is virtual this year. For grad students and young scholars, know that many of us now in tenured or tenure-track positions were lucky enough to be supported by mentors and guides throughout our career, and we want to pay it forward. For people looking to make peer connections, so am I! I always welcome one-on-one communication and thought that was one of the best parts of the BEA virtual conference.
- **Join a Division!** Whether a conference is virtual or in person, you can get a lot out of joining and engaging with a smaller, targeted group aligned with your research and creative interests. I am active in two divisions: [Electronic News \(END\)](#) and [Communication Technology \(CTEC\)](#). This has helped me further my networking efforts, advance my creative ideas, and feel connected to the larger organization. Now that we are virtual, I value my divisions even more.

I will see you on the screen in August!



# Last Minute Changes for Southeast Colloquium Mostly Smooth, Offer Lessons

*By Dylan McLemore, Research Chair and Southeast Colloquium Co-Char*

The 2020 Southeast Colloquium was held March 19-21, which was an amazing accomplishment in itself. The world changed dramatically following the AEJMC Midwinter Conference, which was held on campus at the University of Oklahoma just two weeks earlier.

The decision to move the colloquium from the University of Memphis to a virtual format came just one week before the event was to occur. If you think back to the chaos and uncertainty of mid-March on your campuses, the fact the Matt Haught and his colleagues at Memphis were able to pull off the transition and hold the colloquium at all was astounding.

Obviously, AEJMC has more money and time to prepare a virtual annual conference, but Southeast might give us some insights about what to expect.

The paper sessions went fairly smoothly. There were a few problems with video conferencing links, but they were quickly corrected. Most presenters were able to navigate audio, video, and screen sharing. Audience Q&A was still engaging and productive. If you felt any pressure to dress professionally for in-person conference presentations, you shouldn't

here. In fact, the relaxed vibe arguably made the presentations better.

However, drop outs were significantly higher than an in-person conference. Would-be presenters across divisions didn't want to present virtually, didn't know how, or didn't think they still had to pay for the conference. Hopefully with months of notice and of getting used to the virtual meeting lifestyle, this won't be as big an issue for the annual conference.

To me, the biggest draw of a conference is to see old friends and make new ones. The camaraderie will be more difficult to replicate. The Memphis organizers replaced the opening reception with a live Twitter chat that was quite enjoyable, and I did indeed meet some colleagues over the course of the hour. But it's not slipping away to Beale Street for barbeque. It's going to take some creativity, but I'm hopeful AEJMC will have the benefit of the conferences that have gone before it to come up with more means of engagement.

The 2021 Southeast Colloquium will be held at Elon University in North Carolina. Anyone interested in serving as the Electronic News Division colloquium chair should contact incoming division head Ken Fischer.



# Searching for a Job in the Midst of a Pandemic: Advice from Someone Who is Still Hiring

*by Justin C. Blankenship, Secretary and News Editor*

The pandemic has effected almost every aspect of higher education. With a decline in revenue and uncertainty about the future, many universities have cancelled or postponed faculty job searches. Fortunately, there are still a few job opportunities available. Auburn University just filled a journalism lecturer position and is about to begin two tenure-track searches (one journalism, one PR). I spoke to Jennifer Wood Adams, the director of Auburn's School of Communication and Journalism, about what it is like conducting searches in the midst of a pandemic and her tips for those on job market.

## **In general, how has the pandemic affected the job search process?**

With all travel being suspended at Auburn University, all hiring has been conducted via Zoom.

## **What has been the hardest part about conducting a search during “these troubling times”?**

So much is lost when you can't sit in the same room with a candidate and have a conversation. It can sometimes feel very rigid conducting interviews over Zoom. The candidate isn't also to see how the faculty informally interact with each other, visit with students, see the university and the town.

## **is there anything a job candidate can do to make themselves stand out?**

Over the last several years, I've seen more and more candidates create a website to showcase their teaching, research and bio. They sometimes include links to student work that was completed in one of their classes or links to the research or professional publications. These websites provide

some insight into the candidate before he/she is interviewed. I've found them very helpful.

As someone who has been on the hiring side many times, any advice for candidates doing virtual/Zoom job interviews?

Do everything that you would do for an in-person interview:

Dress professionally, prepare and do your research on the program and university and always have questions to ask the interviewers. Nothing is worse, in my opinion, than simply saying, “I can't think of anything” or “I think you covered it all.” We want to see that you are curious about the position and are taking the interview seriously by preparing for it.

Prepare your interview space. Candidates don't have to usually think about this when they interview in person, but take a second to see what is in the background of the shot and how the lighting looks on camera. How close is the camera to your face? Is the lighting too bright or too dark? The search committee members are looking at you and your screen for long periods of time and one can't help notice the background and lighting. It is also completely acceptable to use a

virtual background if you have roommates, children or pets around and don't want the committee to be distracted by your background.

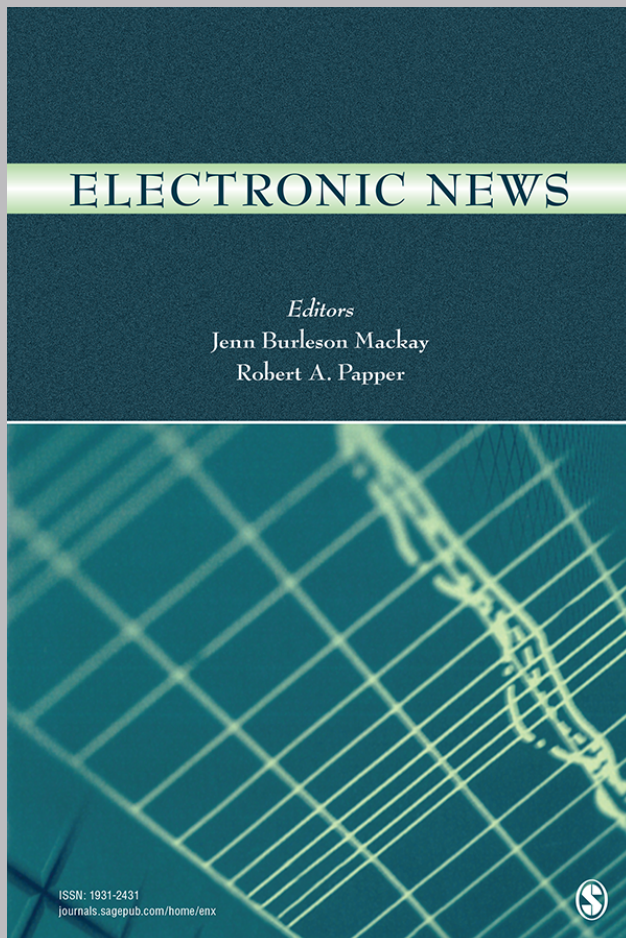
Try not to ramble when giving an answer. Speak directly to the question that was asked.

It is very awkward to interrupt via Zoom when someone is speaking. Zoom interviews generally have a predetermined time limit, such as 30 minutes or an hour. The candidate is missing out on time they would have been given to ask the

questions of the search committee and time for the committee members to ask follow-up questions.

Don't be completely tied to your notes. One great thing about Zoom interviews is that you can have all of your materials right in front of you. However, that can be a detriment if you are so tied to your notes that it is taking away from having a more natural conversation. I've had candidates answer questions by literally reading from a piece of paper.

*Editor's Note: AEJMC is still planning to hold the job hub during the annual conference this year. But as with everything else associated with the conference, it will be virtual.*



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# Journalism, protests, and the other elephant in the room

*by Kaitlin C. Miller, Membership Chair & Graduate Student Liaison*

The media are engaged in ever changing times—as evident by recent footage of journalists across the country facing hostility from police as they work to cover escalating protests in the Black Lives Matter movement. Take [Omar Jimenez](#), a CNN correspondent who was handcuffed on live television while covering protests in Minneapolis. Or, on the same day in Louisville Kentucky, [police fired pepper balls](#) on live television at WAVE3 reporter Kaitlin Rust and photojournalist James Dobson as they covered protests. Indeed, times are escalating for journalists across the U.S. as emotions flair and the need for information evermore pressing. In response, several trade organizations have provided tips and guidance to journalists—both in [how to be safe](#) and [prepare](#) for covering protests—as well as how [to do so ethically](#). Articles have even emerged [for student journalists specifically](#).

While these novel examples make clear the vitriol and risks journalists face when covering protests, there is another problem that affects journalists safety and mental health nearly every day—harassment. While the previous examples from protests may appear anomalous, stories like that of Alex Bozarjian are not.

In December 2019, [NBC reporter Alex Bozarjian](#) was covering a run in Savannah, Georgia on live television. During her on-air live shot runners were seen passing behind her—waving at the camera and making faces. Bozarjian is seen making a face of shock herself after one of the runners slapped her butt as he passed by. The video went viral on social media and Bozarjian took to Twitter, saying “To the man who smacked my butt on live TV this morning: You violated, objectified, and embarrassed me. No woman should EVER have to put up with this at work or anywhere!! Do better.”

To better understand experiences like that of Bozarjian, I used my dissertation as an opportunity to research how journalists from a variety of mediums and a variety of gender identities make sense of and experience harassment. In an effort to make this newsletter entry precise and concise (the broadcast mantra) I will touch on only one key finding: that harassment *does* affect the way journalists do their work. Looking specifically at behaviors around employment, 23% of journalists surveyed said they considered quitting their jobs because of harassment from readers, viewers, and strangers, while



CNN reporter Omar Jimenez being arrested while covering protest in Minneapolis.

29% said they considered leaving journalism altogether. Their content was also impacted. More than a quarter of journalists surveyed said they avoided covering certain topics because of harassment, while an additional 15% said they changed the angle of a story, and 13% said they stopped reporting a story after they had already started. And if you divide based on gender identity, roughly 50% of women journalists and 20% of men journalists have avoided interviewing someone to prevent harassment. And even more noteworthy is the reality that because of harassment, roughly 25% of journalists surveyed said they have considered leaving journalism. Not only is harassment affecting the way journalists think about their work—causing many to consider leaving the profession—but it is also affecting content by influencing what stories do and do not get told, as well as how they are told. And the impacts of

harassment are higher for women and journalists of color. As one respondent noted, “I don't like it if people are lying about me or being mean or threatening. I'm a human, and I don't get paid enough and I'm not high-profile enough to just let it slide off [...] So, if I have a piece where people are nasty enough to me about it, I just won't write about that again.”

Journalists may be experiencing unique times in their careers today (though not altogether unique historically, see Nerone), but there is a much more consistent issue facing journalists and it is having tangible effects on them as individuals and the information they produce. As educators, we must teach our students not only how to be safe while covering protests, but how to be safe in other ways—such as when sharing information social media—and to understand how to mitigate harassment to minimize effects.

# What is a “POP” and why does it matter?

*By William R. Davie, Bylaws Committee Chair*

“Professor of Practice” sounds like an impressive title, maybe even distinguished, but it is certainly vague, which is why the question is raised in forums like this one: What is a Professor of Practice, and more to the point what does the designation mean in journalism and mass communication education?

Such a question was posed by my students at UL, who actually wanted to know how Hollywood star Matthew McConaughey became a “Professor of Practice” in film studies at The University of Texas in Austin -- teaching at the salary of \$6,000 a semester, I might add. So how should I've responded to their inquiry?

Professors of practice do not exist at every college, and where they do exist each school and even each department seems to just do its own thing. For example, J-Schools like the University of Missouri prefer no such titles, and yet other programs on campus do. The Harry S Truman School of Public Affairs has two adjunct faculty listed as “professors of practice.”

Professor is a jealously guarded term for academics who feel it should signify an advanced degree or two. UC Santa Barbara puts it this way: “Professors of Practice” designate a “distinguished professional,” who “may have traditional academic

credentials, but most do not.” This type of description would fit a faculty member such as Mike Boettcher, who is the “Gaylord Visiting Professional Professor” at Oklahoma, and uses his vast network news experience as his form of “higher education” to teach Sooner journalists the basics of the news business.

Still big questions persist -- even after setting aside the familiar quandaries of promotion and tenure in designating the criteria of portfolio evaluation, term, salary, etc. Human Resources might raise practical questions like should a POP have a “staff” or “faculty” designation? Should professors of practice have as much sway on academic committees as a tenured prof? What role should they play at faculty meetings -- outspoken leader, silent partner, or privileged royal? Should they be protected if their teaching, service or scholarship is questioned by tenured Ph.D.s?

Not easy questions to address especially in view of what one colleague noted, “Since there’s no uniformity it really comes down to each school making its own rules.” Shouldn't we do better answering such questions for the good and integrity of our discipline in journalism and mass communication education.

**STATIC** is the official newsletter of the Electronic News Division of AEJMC. It is published three times per year. Submissions are welcome from all division members. If you have an article or announcement to submit, please email Justin Blankenship, division news editor, at [jzb0124@auburn.edu](mailto:jzb0124@auburn.edu)

# Full Division Schedule for AEJMC 2020

*(All times Pacific Standard Time)*

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## Pre-conference : Wednesday, August 5, 10:00 am - 12:45 pm

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*by Thor Wasbotten*

The Markkula Center for Applied Ethics at Santa Clara University invites our colleagues in END for a pre-conference looking at how we may approach returning to school and educating our students. We have invited professionals and academics to discuss how to navigate the upcoming election, COVID, and the unprecedented response to George Floyd's death.

### **“Is media literacy a solution to fake news?” (10:00 am - 11:15 am)**

Speaker/Producer – Don Heider (Moderator)

Panel Members

- Laura Moorhead (San Francisco State University)
- Paul Mihailidis (Emerson College)
- Anita Varma (Santa Clara University)
- Rachael Myrow (KQED)

To answer the question posed in the title, panelists will 1) clarify what media literacy means & how it is ideally practiced, and 2) consider the ways in which readers deploying media literacy does not absolve journalists from their responsibility to move beyond simply [indexing](#) officials' claims or framing politics as a [horse race](#).

### **Covering COVID and the Election: A Conversation To Prepare You to Teach in an Unprecedented Time (11:30 am - 12:45 pm)**

- Thor Wasbotten, Markkula Center for Applied Ethics, Santa Clara University: Moderator
- Heather Lovett Dunn, Content Director, Cronkite News, Arizona State University, Conversant
- Debora Halpern Wenger, Interim Dean, School of Journalism and New Media, Conversant

As we begin a fall semester/quarter unlike any other, we will provide resources and leading practices for working with students to cover what will be an unprecedented election. Hear from colleagues and share your plans to teach and support your students.

**Editor’s Note: The division has decided to waive the registration fee for the pre-conference this year.**

## Paper Sessions

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*by Dylan McLemore, Research Chair*

The Electronic News Division has four excellent research paper sessions planned for AEJMC 2020. I think you're going to love the methodological variety exploring shared themes in electronic news. I'm particularly excited about the chance to hear the perspectives of a global community of electronic news scholars. Our sessions this year feature presenters from universities in the United States, Hong Kong, Austria, Spain, China, and Taiwan.

Our signature session, "The Best of Electronic News," will feature our top three overall paper winners and our top student paper. New this year, we'll recognize a top reviewer who will serve as the discussant for the best-of-session. It will be Friday, August 7 at 8:15 a.m. (PT), immediately following our business meeting.

Our research paper sessions begin on Thursday, August 6 at 10 a.m. with "Multimedia Framing in Electronic News." Saturday, August 8 is a double feature, beginning with "The Seeking and Shaping of Electronic News" at 8:15 a.m., followed by a packed scholar-to-scholar session "Legacy and Emerging News on Social Media" at 11:30 a.m.

None of this would be possible without our 37 paper reviewers and 8 session moderators and discussants. Thank you for your service to the division, particularly in these most unusual times. Hope to see you at a virtual session or two this summer.

### *2020 Electronic News Division Paper Sessions*

Thursday, August 6 10:00 – 11:30 a.m.

*Multimedia Framing in Electronic News*

Moderating/Presiding: Beth Concepcion, Oglethorpe

What to Watch? Text-image Relationship Strategies and Their Use on Framing the 2019 Hong Kong Protests on YouTube (3rd place student paper)

**Brenna Davidson** and **Jeffrey Oktavianus**, City University of Hong Kong

TV News and the Military: Exploring Media Frames of an American Institution

**Alex Luchsinger** and **Jane O'Boyle**, Elon

Visual Framing Effects of Nonverbal Communication in Crisis

**Danielle Deavours**, Alabama

A Matter of Tone and Sources: Toward a Black Men on TV News Analysis

**George Daniels**, Alabama; **Keonte Coleman**, Middle Tennessee State; **Danielle Deavours**, Alabama; and **Gheni Platenburg**, Auburn

Discussant: Chang Sup Park, SUNY-Albany

Friday, August 7: 8:15 – 9:45 a.m.

*The Best of Electronic News*

Moderating/Presiding: Dylan McLemore, Central Arkansas

What is Digital Journalism? Defining the Practice and Role of the Digital Journalist (Top Paper)

**Gregory Perreault**, Appalachian State; **Patrick Ferrucci**, Colorado; and **Anna Dollar**, Appalachian State

Like, Comment, or Share? Exploring the Effects of Local Television News Facebook Posts on User Engagement (2nd place)

**Miao Guo** and **Fu-Shing Sun**, Ball State

Learning without Seeking: Incidental Exposure to Science News on Social Media May Fill Knowledge Gaps (3rd place)

**Joshua Anderson**, **Emily Howell**, **Michael Xenos**, **Dietram Scheufele**, and **Dominique Brossard**, Wisconsin

Readable Expressions - Nonverbal Neutrality in Crisis Coverage: A Content Analysis of the Parkland School Shooting (Top student paper)

**Danielle Deavours**, Alabama

Discussant: Jessica Mahone, Duke

Saturday, August 8: 8:15 – 9:45 a.m.

*The Seeking and Shaping of Electronic News*

Moderating/Presiding: Heidi Makady, Florida

Second Level Agenda Setting in CNN News Coverage of the Columbine and Parkland Mass Shootings (second place student paper)

**Hannah Hume**, Appalachian State



Widening News-Seeking Gap? Moderating Roles of Perceived News Importance and News Efficacy in the Effects of News Aggregator Use on News Seeking

**Chang Sup Park**, SUNY-Albany; and **Qian Liu**, Jinan

The Voice of America and Ethiopia: Examining the Contours of Public Diplomacy and Journalistic Autonomy

**Tewodros Workneh**, Kent State

Media Credibility in the Fake News Era: Assessing the Influence of Sourcing and Political Affiliation

**Sean R. Sadri** and **John P. Kelsey**, Alabama

Discussant: Laura Smith, South Carolina

*Scholar-to-Scholar Paper Session: Saturday, August 8: 11:30 a.m. – 1:00 p.m.*

Legacy and Emerging News on Social Media

Discussant: Ginger Blackstone, Harding

1. Beyond Social Media News Use Algorithms: How Political Discussion and Heterogeneity Networks Clarify INE

**Rebecca Scheffauer**, Vienna; **Manuel Goyanes, Carlos III**; and **Homero Gil de Zúñiga**, Vienna

2. The Impact of Race, Ethnicity, and Gender on Perceived Objectivity of Broadcasters on Twitter

**Kelli Bolling** and **Denetra Walker**, South Carolina

3. Fake News or Alternative Facts? Veracity Assessment of the Content and Comments of Unfamiliar News

**Huai-Kuan Zeng, Tai-Yee Wu**, National Chiao Tung; and **David Atkin**, Connecticut

Discussant: Keren Henderson, Syracuse

4. All the News That's Fit to Watch: How The New York Times Uses Video on Facebook

**Jeremy Saks**, Old Dominion; and **Pamela Walck**, Duquesne

5. Examining the Influence of Facebook Comments on News Stories: Can Anonymous Comments Induce Spiral of Silence?

**Sherice Gearhart** and **Bingbing Zhang**, Penn State

6. Mastering Metrics: Analyzing the Effectiveness of Broadcast Journalists' Self-Presentation Strategies on Social Media

**Stefanie Davis Kempton**, Penn State-Altoona; and **Colleen Connolly-Ahern**, Penn State

## Main Conference Panels

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*by Ken Fischer, Vice Head and Program Chair*

### Thursday, August 6

11:45 am - 1:15pm

*Title: Religion and Media Interest Group and Electronic News Division (Co-Sponsor: Religion and Media Interest Group)*

Defined simply, reciprocity is the positive exchange of information that leads to better understanding (even if it does not lead to agreement). Scholars have long suggested that reciprocity is a desirable goal in news coverage of social conflict, whether the conflict relates to environmental resources, politics, religion, sexual morality, or any other recurring facet of social experience. Ideally, after an issue is presented in the news, audiences have an accurate understanding of the real positions of various parties in the conflict. In this panel, scholars present, analyze, and critique contemporary news accounts to provide positive models of this important journalistic feature.

Moderator: **Bellarmino Ezumah**, Murray State

Panelists:

**Rick Clifton Moore**, Boise State

**Lindsey Maxwell**, Southern Mississippi

**Michael Longinow**, Biola

**Kenneth Fischer**, Oklahoma

3:15pm - 4:45pm

*Title: "Involving Students in Democracy and Journalism: Lessons from the Field" (Co-Sponsor: Scholastic Journalism)*

Description: Concerned citizens, journalists and scholars recognize that American citizens may be increasingly apathetic about community engagement and involvement. With the variety and volume of entertainment choices today, Americans increasingly are not having the same life experiences as the people with whom they interact, potentially causing a devolution of the American system of democracy. Panelists will examine direct and indirect effects of community and hyperlocal journalism on citizen engagement.

Moderator/Producer: **Tony DeMars**, Texas A&M-Commerce

Panelists:

**Jennifer Brannock Cox**, Salisbury University

“Sharing the Power Through International Community Journalism”

“Bringing the Community to the Journalism”

**Gina Baleria**, Sonoma State University

**Paromita Pain**, University of Nevada

“Putting News in Context”

**George Daniels**, University of Alabama

“Alabama Community Capacity Network and Civic Engagement”

## Friday, August 7

10:00 am - 11:30 am

*Title: The Sports Media Class as a Site for Social Awareness (Co-Sponsor: Media Division)*

This panel explores how we teach sports media students to cover sensitive social issues, including the ethical implications of such things as representations of race and gender, social responsibility, and minimizing harm from challenging situations.

Moderating/Presiding: **Michael Mirer**, Wisconsin-Milwaukee

Panelists

**Travis Bell**, South Florida

**Sean Upshaw**, Utah

**Steve Fox**, Massachusetts

**Brent Weber**, Weber Creative

**Nicole Kraft**, Ohio State

1:00 pm - 3:00 pm

*Title: PEG in Peril? Potential Impacts of FCC Decisions on Community Media Partnerships*

*for Student Broadcasts and Local Coverage (Co-Sponsor: Community Journalism Interest Group)*

Changing FCC laws and shrinking budgets threaten the future of Public, Educational, and Government (PEG) channels, also known as “public access.” This panel will explore how the changes impact community journalism and what we can do to help.

Moderating/Presiding: **Carey Higgins-Dobney**, California State, Fresno

Panelists

**Bryan Harley**, Executive Director for the Community Media Access Collaborative, Fresno

**Antoine Haywood**, Pennsylvania

**Kenneth Fischer**, Oklahoma

3:15pm - 4:45pm

*Title: “Bottom of the Ballot, Bottom of the Barrel?” (Co-Sponsor: Political Communication)*

For more than 20 years content analyses have shown that in the October preceding a November election a viewer is four or five times more likely to see a candidate advertisement than a story involving a candidate. In presidential years, the trend is even worse. The presidential race soaks up more than its share of election coverage, leaving little attention—even in local media—to local races for state senate,

state house, mayor, city council, county commission, school board, and other local offices. This panel will explore the ethical and political consequences of “under-covering” local campaigns and offer suggestions on how to make local political contests interesting. The 2020 AEJMC Conference is a timely venue for this panel since the United States will be in the thick of the 2020 campaign season.

Moderator: **Sherice Gearhart**, Texas Tech University      Producer: **Maria Fontenot**

Panelists:

**Maria Fontenot**, University of Tennessee

**Jeff Hunter**, Texas Tech University

**Mark Harmon**, University of Tennessee

## Saturday, August 8

3:00pm – 4:45pm

*Title: How the U.S. Presidential Election is Framed Around the World (Co-Sponsor: International)*

Description: Based on Pew Research Center data the world’s view of the United States slipped markedly following the election of President Trump particularly among European allies, while the global influence of China, Russia, and Germany grew larger based on a 25-nation survey. As the presidential election campaign draws to a close it is worth re-examining how foreign power centers have felt the electronic news media impact of this election and what the outcome bodes for world affairs. This session will bring together electronic journalists and academics that can speak on the impact and framing of this election on U.S. neighbors, rivals, and allies.

Moderator/Producer: **Bill Davie**, Louisiana at Lafayette

Panelists:

**Bill Silcock**, Arizona State

**Thessaloniki Aphrodite Salas**, Concordia

**Nikos Panagiotou**, Aristotle University of  
Thessaloniki

**Manual Chavez**, Michigan State

**Ali Hussain**, Arizona State

1:15pm – 2:45pm

*Title: Struggling with Standard 9: How journalism programs across America grapple with the assessment of student learning outcomes. (Co-Sponsor: Newspaper & Online News)*

Description: Data show that half of all non-compliance rulings from AEJMC’s accrediting body stem from assessment struggles. Journalism programs – be they broadcast or multimedia – regularly grapple with how to do this well, or whether to do it at all. The standards are unreachable for some smaller programs, while some larger programs are opting out of ACEJMC accreditation altogether so they can craft their own standards for student learning. This panel examines issues of assessment in the age of innovation.

Moderator: **Matthew Haught**, Memphis

Producer: **Laura Smith**

Panelists:

**Tim Bajkiewicz**, Virginia Commonwealth

**Dorothy Bland**, North Texas

**John Carvalho**, Auburn

**Michelle Haigh**, Texas State

**Laura Smith**, South Carolina

## Sunday, August 9

9:15am -10:45am

*Title: Innovation and Empowerment: Creating Hands On Broadcast Journalism Experiences During the Covid-19 Pandemic (Co-Sponsor: Political Communication)*

Description: This teaching panel focuses on creating or re-imagining remote, hands on broadcast experiences that take health and safety restrictions during the pandemic into account. Example activities and assignments will be shared.

Moderator: **Lindsey Conlin Maxwell**, Southern Mississippi

Producer: **Harrison Hove**

Panelists:

**Vicki Bradley**, WTXL-TV

**Harrison Hove**, Florida

**Frank Mungeam**, Arizona State

**Laura Smith**, South Carolina

## Contributor Notes

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