

Southeast Colloquium coming to Columbia, S.C.

Paper submission deadline December 13

by DOUG FISHER
Colloquium Research Chair, South Carolina

Welcome to the home of Newsplex – one of the original newsroom innovation centers, the first Indian-American woman governor, this year's stealth Democratic U.S. Senate candidate, and summer days that have prompted Columbia's city fathers to adopt the slogan "Famously Hot."

Fortunately, this year's AEJMC Southeast Colloquium at the University of South Carolina is March 17-19, when the weather is more like cherry blossom time in Washington.

The scholarship promises to be hot, however, with the first Newspaper Division papers already coming in. The postmark deadline is Dec. 13, with notifications out by the end of January – we hope – but not unless we get more paper judges, so please contact me at dfisher@sc.edu to help.

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The colloquium is a perfect place for graduate students to present their research.

"It has been an especially supportive and successful training ground for graduate students and junior scholars to receive guidance from more seasoned scholars in the field," said Kathy

Forde, assistant professor at USC's School of Journalism and Mass Communications and head of this year's gathering.

Many graduate students have gone on to present their work at the AEJMC national conference and receive top-paper awards, she said.

Politics will still be heavy in the air with the Legislature in session only a few blocks away and Republican Nikki Haley, who quickly became a national media darling during the last campaign, in her first few months as governor. There's sure to be some conversation and research about the media's role in the elections just past, and maybe we'll even figure out how Alvin Greene came from obscurity to win the Democratic U.S. Senate nomination, only to fizzle as quickly under the media's withering gaze.

This year's colloquium has an added dimension. It overlaps with the first inaugural Media & Civil Rights History Symposium. Pulitzer Prize winner Isabel Wilkerson, director of Boston University's narrative nonfiction program, will be the keynote speaker at the shared luncheon for the colloquium and the symposium.

Wilkerson's latest work is *The Warmth of Other Suns: The Epic Story of America's Great Migration* about the movement of millions of African-Americans from the rural South to the North and West in the early 20th century.

Hotel rooms have been reserved at a special conference rate at the Hilton Columbia Center in the Vista, the revitalized arts and entertainment district of Columbia, near campus and the Statehouse.



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What's in a name

Division ponders name change

If you subscribe to the division listserv, and your e-mails don't go directly to spam, then you know that we have been engaged in a debate over our division's name.

As newspapers change, the thinking went, should our division name also change to reflect that? What impact would this have on our division and its historical mission? The passion stirred by the debate showed how much Newspaper Division members cared about our division and our profession.

At our Division meeting in August, the members decided it was time to settle the issue. They voted to authorize a vote of Newspaper Division members on changing the name to "Newspaper and Online News Division." We will be voting on two options: new name or current name. And if I am reading the sentiments correctly, this will not be an annual crusade. If the members prefer the current name, it will stay that way for the time being. The same with the new name; it won't be a work in progress.

Realize too that we have been in close consultation with AEJMC members and leadership as we discuss this change. Soon after I returned from the August convention, I contacted Jan Slater, AEJMC president, and Jennifer McGill, executive director, for their guidance. Jennifer suggested that I run the idea by the Council of Divisions, particularly the Radio-Television Journalism and Magazine Divisions.

I e-mailed the COD list to get their thoughts and gave about a month for replies. The response has been positive and collegial.

So now it is time to put this decision in the hands of the members. Our goal is to have an online survey site set up by the beginning of next semester, with the link e-mailed to all division members. The site will be open for an extended period, given the serious nature of this decision. Obviously, at any point in this process, we will promote discussion among the members.

After the voting deadline passes, we will announce the results. And then comes the important part. We move on – whether as the Newspaper Division or as the Newspaper and Online News Division. Our mission of providing research, teaching and service to the newspaper profession will continue.

The work of the division will continue, on its many levels, and I am so pleased to be a part of it with all of you. The initiatives discussed in this newsletter show that we have a lot of good things going on. Your involvement and support is as crucial as always.

HEAD LINES

John Carvalho, Auburn

Teaching investigating

Panel discusses “watchdog” journalism

by MARCY BURSTINER
Cal State Humboldt

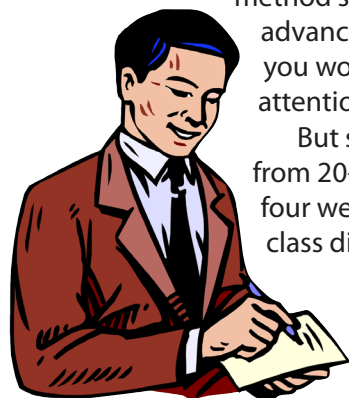
Investigative reporting is one of the most daunting classes a journalism professor might teach. The students come in with elevated expectations or fear and often without the elevated skills or talent to match. They aren't prepared for the combination of shoe leather interviewing and painstaking data analysis needed to do a story that won't bring down a presidency. Few professors assigned the task of teaching it carried the title of investigative reporter when they worked in newsrooms.

That's why I decided to bring three of my colleagues from across the country together at the Denver convention to compare our different pedagogical approaches to teaching this difficult subject: Robert Bergland from Missouri Western State University, David Cuillier from the University of Arizona and Victoria Goff from Wisconsin-Green Bay.

We discussed a number of different challenges. In some programs students are not offered a stand-alone class on investigative reporting; it must be incorporated into a more general syllabus. The capabilities our students differed: At some schools only advanced students take the class. Elsewhere students come straight out of beginning reporting.

The panel split on one question: Whether to allow individual projects or require group projects. Some panel members felt that students do so much work in small groups that when they get to investigative reporting, it is time to let them run with a project of their own. They can take ownership of it and they can't hide within a group. But managing a class of students who work on individual projects is difficult. In a class of 20 or more, the professor will find it difficult to give each student individual attention. So this method seems to work best on smaller classes and/or with advanced students or where it is an elective. In that way, you would weed out students who would need more attention or don't want to be there.

But sometimes that is not the case. My class ranges from 20-25. The one time I allowed individual projects, four were successful. I feared that 20 students left the class discouraged about investigative reporting.



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Research depends on curiosity and discipline

by MITCH MCKENNEY
Membership Chair, Kent State

■ Block out time for scholarship – and be disciplined about using it for that. Try not to let your teaching consume you. Don't join a lot of campus committees.

Panelists gave this advice and more to faculty who recently left the newsroom for the tenure track at the AEJMC-Denver session I moderated, "Newsroom to Classroom."

Frank Fee, North Carolina, urged new scholars to plan for the year ahead based on their university's tenure and promotion guidelines.

"Make yourself a plan: 'I am going to write X-number of articles, and I'm going submit to X-number of programs,'" he said. "So you've got something you really quantify and measure yourself against, a benchmark."

But how do you settle on research topics -- when in the newsroom you ran after everything?

Chris Roberts, Alabama, recalled the editor who told him, "There are about 20 things you could do. You do the one that has the most impact."

In the academy, he said, that means "you're not quite doing the things everybody is doing."

"Everybody's studying credibility. Everybody believes they're an ethicist. You've got to find something that works in there, then find something that interests you," he said. "The best thing about being a

general assignment reporter is that, you hate this story, well, get it in the paper and we'll move onto the next day's file. Here, you're married to it, so you've got to find something that holds your attention."

Hub Brown, Syracuse, said not to be intimidated by the idea of "research."

"These are stories you're writing," he said, so vet them as you would a story with an editor, deciding if the matter is current, interesting or important. Doing scholarship, he said, "actually informs your teaching, and gives you subjects that you take into the classroom."

Gary Hanson, Kent State, agreed.

"I'm different because I do this research," he said.

Hanson said if your T&P documents count creative activity as research, make sure your story, Web site, film or other work is reviewed.

Dues increase approved

Division Head John Carvalho addresses the change

One of the the most important business points decided at the August Newspaper Division meeting was a dues increase. As most of our long-term members would attest, dues have been \$16 for years, even decades. So it was decided to increase Newspaper Division annual dues to \$24, which still places it toward the middle of the pack for division dues.

Even the previous lower annual dues had its share of benefits, not the least of which is a subscription to Newspaper Research Journal. In the same spirit, the motivation behind the dues increase was to allow us to continue many of these benefits – research paper awards included -- and even institute a couple more. (Refer to the article on page 7 about our new grant program for one example.)

I should point out that as we discussed the proposed increase, the strongest support came from our long-term members, many of whom have served in division leadership positions. They provided an institutional memory that provided context for such decisions.

As they will attest, the Newspaper Division has endured as AEJMC's oldest division and, for most of its existence, as its largest division, because of the involvement of its members. Our hope is that you will continue this support. Also consider joining us for next year's division business meeting and volunteering to serve on our executive committee.

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Out of that failure I created a pedagogical methodology based on one project for the entire class. For this type of structure you need a big project that allows for numerous sourcing and data possibilities. The project is broken up into many small doable steps—interviewing, public records requests, data gathering, writing various story segments—and divided up among the students.

All panel members agreed that whether structured around individual or group projects, an investigative reporting class must incorporate public records requests. Nothing fires up a student investigative reporter more than information obtained through a FOIA request. It must also incorporate digital tools, which could include Excel or Google spreadsheets, databases such as Microsoft Access or Filemaker and geographic mapping.

Finally, although our pedagogical methods differed, all of us agreed on one particular point: Teaching investigative reporting, whether incorporated into another class or as a stand-alone class, is the most fun and satisfying part of our teaching curriculum.

Call for Nominations

OUTSTANDING EDUCATOR AWARD

AEJMC Newspaper Division
Deadline: April 1

The AEJMC Newspaper Division seeks nominations for its Outstanding Educator Award. The award is open to any journalism professor who is a full-time faculty member of a bachelor degree-granting institution of higher education in the United States.

The nominee should have a demonstrated track record of achievement in preparing journalism students, advancing journalism education and promoting career development.

Please attach a nomination package consisting of the following:

1. A letter of nomination of no more than two single-spaced pages. This letter should indicate the nominator's name, title, school/organization/affiliation, email address, and phone number. Self-nominations are welcome.

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Award - Continued from page 5

2. A two-page document from the nominee that lists the nominee's achievements.

3. A maximum of three letters of support from the nominee's students, former students and industry professionals may also be included. Each of these letters should be no more than one single-spaced page.

These letters should be included in the submission, attached to the ONE email, and not sent separately from individual letter writers. Each letter should include a statement like, "This person deserves the Newspaper Division's Outstanding Teacher Award because . . ."

Please email applications and letters by April 1 to:

Brian Carroll
AEJMC Newspaper Division
Teaching Standards Tri-Chair
Berry College
bc@berry.edu

Please note in the subject line of the email that it is a nomination for the AEJMC Newspaper Division Outstanding Educator Award.

News Media Coverage of Local Governments

by THOMAS BALDWIN, DANIEL BERGAN, FRED FICO, STEPHEN LACY, STEVEN S. WILDMAN AND PAUL ZUBE
Michigan State University

This material is based upon work supported by the National Science Foundation under Grant No. SES - 0819519. Any opinions, findings, and conclusions or recommendations expressed in this material are those of the authors and do not necessarily reflect the view of the National Science Foundation. Findings were presented at the 2010 AEJMC Convention.

Our study of 796 news media outlets in 120 central metropolitan cities and 97 suburban cities shows that extensive news and opinion about the various units of local government depends substantially on whether a daily or weekly newspaper covers a city on a regular basis.

The study examined stories and opinion pieces in all local media during a constructed week of content for daily news organizations taken over 13 weeks in February, March, April and May of 2009. Weekly newspapers had four issues sampled from the same period.

During the constructed week, 10,118 news stories and 1,274 opinion items (columns, letters and blogs) were published about local government (city, county and regional) in weekly and daily newspapers, broadcast and cable television stations, news/talk and non-news/talk radio stations, citizen blogs sites and citizen news sites.

Daily newspapers averaged 5.3 news stories and opinion items per day about local governments for the seven-day constructed week, and weekly newspapers averaged 4.3 stories and items per weekly issue. In contrast, broadcast and cable TV outlets averaged 1.4 news stories per day during the constructed week; radio stations averaged .8 news stories per day; and citizen blogs and news sites averaged .5 items per day.

The project sampled central cities in 120 metropolitan statistical areas (MSAs) around the country and 119 incorporated suburbs from those same areas. One metro area had no incorporated suburb. Each of the 120 central cities had one or more stories about their city government. However, 22 of the 119 suburbs had no articles about their city government. The absence of coverage reflected the absence of newspapers in these suburbs.

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Four types of cities were examined: central cities in the MSA, the selected MSA suburbs, other cities in the MSA, and cities outside the MSA. Data in Table 1 show that daily and weekly newspapers tended to concentrate coverage on local governments spread throughout the MSA, but broadcast outlets were more likely to cover the central city and local governments outside the MSA. This reflects the fact that broadcast signals are received by viewers and listeners that reside in communities outside of the stations' home MSAs.

The vast majority of local government items posted on the citizen blog (88%) and news site (92%) addressed central city government issues because the citizen journalism sites were primarily a large city phenomena. Few such sites were found that covered other types of cities.

The distribution of items between news and opinion (Table 2) shows that broadcast outlets produced few of the opinion items. The bulk of opinion pieces about local government appeared in weekly and daily newspapers (n=1,077). Even though citizen blogs and news sites had the highest percentages of total items devoted to local government opinion pieces, the small number of total opinion items (n=86) on the sites reduced their contribution to public discussion of local governments.

A basic question is how extensively local government was covered in these 217 cities during the period in 2009. On average, each city had 24.5 items about its city council, which was 3.5 items per day per city. Half of these were provided by the 149 daily newspapers and about a quarter were provided by the 286 television stations. The 88 weeklies provided about 15%, 219 radio stations about 8%, and the 54 citizen journalism sites about 2%.

The newspapers were obtained through subscriptions and microfilm. All other material was downloaded from the Internet. A dozen coders content analyzed the items, with reliability tests conducted before and twice during the coding process. Scott's pi exceeded .8 for all categories in all reliability tests.

**Tables
found on
page 8**

Division grant opportunity

At many college and universities, expectations for research and innovative teaching are increasing just as opportunities for internal and external funding to support such work are declining. A new Newspaper Division grant program is stepping into that breach.

The program will offer two grants for the 2011-2012 academic year: a \$500 grant to support research important to the division a \$200 grant to support innovative teaching in courses related to newspapers or their online units.

The research grant could be used to cover some or all of the costs of a graduate student assistant, transcription services, a subscription to an online survey program, photocopying, travel to an archive, or other research expenses.

The teaching grant could cover part of the cost of a piece of equipment or software, a student reporting trip, student visits to out-of-town media outlets, honorarium for a professional who can teach students a special skill or other teaching expenses.

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**AEJMC
Regional
Meetings**

AEJMC Southeast Colloquium 2011

Dates: March 17-19, 2011

Location: University of South Carolina, Columbia SC
Website: <http://www.jour.sc.edu/sec2011/>

AEJMC Midwinter Conference 2011

Dates: March 4-5, 2011

Location: University of Oklahoma, Norman OK
Website: <http://www.ou.edu/gaylord>

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The program, proposed by division teaching co-chair Susan Keith of Rutgers, was approved by the division's executive board and members present at the division business meeting at the AEJMC convention in Denver in August. The grants are being funded by the division's first dues increase in many years.

The deadline for applications is April 1. Application forms, which will ask applicants to explain the teaching or research project for which they will use the grant money, will be made available on the Newspaper Division's website in early 2011.

To be eligible for either grant, applicants must be members of the Newspaper Division as of April 1. Prospective applicants can check their membership status with AEJMC headquarters by contacting Membership Manager Pamella Price at aejmcmemsub@aol.com or 803-772-3507.

To qualify for a teaching grant, applicants must be employed full time, on an adjunct basis, as a graduate-student teacher of record or as a teaching assistant by a college or university in at least one term of the 2011-2012 academic year. (Teaching during summer terms counts.)

Full-time faculty members, adjunct instructors, graduate students, and independent scholars are eligible to apply for the research grant. Members of the AEJMC Newspaper Division's executive board for 2010-2011 are not eligible for either grant.

Applications will be screened by a committee of researchers and teachers appointed by Newspaper Division head John Carvalho of Auburn.

Table 1 (from page 7)
Percentage of Local Government News Stories by Type of City

Medium Type	Central City	Suburban City	Other City in MSA	City Outside MSA	Total
Daily	43%	8%	32%	17%	100%
Weekly	31%	25%	37%	7%	100%
Broadcast TV	48%	3%	18%	31%	100%
Cable TV	60%	3%	9%	27%	100%
News Radio	44%	3%	24%	29%	100%
Radio	37%	2%	30%	31%	100%
Cit News	92%	1%	6%	1%	100%
Cit Blog	88%	0%	11%	1%	100%

Table 2 (from page 7)
Distribution between News & Opinion by Type of Media

	Dailies	Weeklies	Broadcast TV	Radio	Citizen News	Citizen Blogs
News	83%	81%	99%	99%	75%	35%
Stories	4090	1036	2607	1172	106	27
Opinion	17%	19%	>1%	>1%	25%	65%
Stories	841	236	11	11	35	51
Total	4931	1272	2508	1183	141	78



More guests at the table

New AEJMC groups lead to mindful choices for Newspaper Division

What do you do when extra-but-welcome groups come to your party?

If it's a holiday party, you slice the meat a little thinner. If it's the AEJMC, you spread the chips a little thinner.

The Association is growing, with the Communicating Science, Health, Environment, Risk group earning division status this year. Meanwhile, the Political Communication and Sports Communication interest groups also joined this year.

The result: Fewer slots for the Newspaper Division—and other established divisions and interest groups—to schedule sessions for next year's convention in St. Louis.

This year we have six "chips" we will use to schedule our research, teaching, and professional freedom and responsibility sessions from Aug. 10-13. That's down one chip from previous years.

We'll invest 2.5 chips to schedule our own refereed research and scholar-to-scholar sessions, leaving up 3.5 chips for other programming. Sessions we host on our own cost a full chip, but it's a half chip when we combine programs with other groups.

On Dec. 4, we were in Albuquerque to play our chips to create the best possible lineup of sessions we can. Here's how the process works this year:

- Ten Newspaper Division members answered the October call to submit a session proposal. Each proposal was strong, and we are grateful for the submissions. After eliminating duplicates, etc., we submitted seven to AEJMC.
- In early November, AEJMC released 224 session proposals for division/interest group chairs and vice-chairs to look at. Session proposals include potential co-sponsors, and the Newspaper Division was listed as a potential co-sponsor for 54 sessions proposed by other groups.
- Newspaper Division Chairman John Carvalho and I carefully sifted through the proposals to find ones we think have the widest interest, are on topic we haven't done lately, and have the best fit with a co-sponsor. We've made contacts with some other divisions to gauge their interest in co-sponsoring one of our programs, and whether we can work out a "you co-sponsor us, we'll co-sponsor you" deal with another division.
- In New Mexico, John and I will do our best to ensure that we spend our chips wisely. As soon as we nail down details, we'll be in touch with sessions sponsors so they can update their panel descriptions and nail down who will moderate and otherwise take part in sessions.
- In the spring, we'll submit copy for the convention program.
- In August, we'll get together in St. Louis and enjoy the meat – a little more thinly sliced, perhaps, but still an intriguing and useful collection of panels. (And save room for dessert.)

PROGRAMMING

Chris Roberts, Alabama

Research - Continued from page 4

"If you're going to do that creative track, what you really need to do is get it in contests, festivals, galleries, letters of support, letters of review, some way so that you have some outside validation," Hanson said.

The discussion kept returning to staying disciplined about your time.

Brown said the key is being strategic about outside work because "other things are more important to you."

"Yeah, get on campus committees, but don't overcommit," he said. "That is where that GPA gets sent off in the wrong direction."

Fee said it might seem simplistic, but writing down your identity as a scholar will keep you in check.

"Just writing something on a 3-by-5 card that you see every so often, 'I am a scholar who is researching X. It is important because Y. And this is going to lead to Z,'" he said. "My field now is media history, and boy, you can get lost in the little side trails that you find really interesting. You just have to kind of bring yourself back sometimes, to the physical, 'Here's who I am.'"

It all leads to the case for tenure you'll eventually make, where Hanson noted you'll argue the worth of your work, written almost like a legal brief.

"It's a persuasive document that educates the people who will be evaluating you, that your scholarship is part of a consistent, coherent whole, and that the whole is greater than the sum of the parts," he said. "That's something that I don't think I understood when I was starting out."

CALL FOR ENTRIES

2011 AEJMC NEWSPAPER DIVISION NEWSPAPER PROJECT AWARD

The AEJMC Newspaper Division's Newspaper Project Award recognizes publications produced by students and professors in journalism classes or as special curricular projects connected to courses. To qualify, the publication must have been edited and produced as part of the curriculum, text reported and written by students, and professors must have been responsible for editing and/or advising. Magazines, newsletters or Yellow Page-like compilations will not be accepted. Eligible publications must have been published in either the 2009-2010 or 2010-2011 academic years. Online newspaper publications are eligible and may be submitted on a DVD or CD. The following information should accompany the entry:

- Professor's Name
- Institution
- Address
- Phone with area code
- Email
- Name of Newspaper Publication
- Date(s) Published
- Course/s or project affiliated with publication

Attach a one-page double-spaced explanation about the newspaper project. Address why you chose this project, its target audience, special challenges the publication faced, what you and the students learned in completing this project and how it fits into your journalism curriculum.

Submissions: Entries will consist of 5 copies of a single issue of the newspaper or DVDs or CDs. Please be sure to staple copies of the entry form and the one-page explanation about the project to each of the 5 copies you submit. They must be postmarked by April 1, 2011. Address queries to: rthankney@samford.edu.

Entries will be judged on writing and visual storytelling. As a result, photojournalism, layout and design that aid in storytelling will be evaluated. Online-only publications will be evaluated using the same criteria as the print submissions. Finally, these publications must be special projects, not routine stories that were published in a newspaper. Send entries to: Dr. Bernie Ankney, Samford University, Journalism and Mass Communication, 800 Lakeshore Drive, UCA 105, Birmingham, AL 35229.