
LeadTime

The Newsletter of AEJMC's Newspaper Division

October 2006

Convention sessions explore past, future

What's next for newspapers? The discussion goes on

By Wilson Lowrey
Division Head, 2005-2006

This year we've been on the scent of the elusive "future of journalism" and its counterpart, the "future of journalism education." And here at the beginning of a new year, the search continues, even as the path splinters, and splinters, and splinters again.

Continuing the search seems to require less perseverance than a willingness to be arbitrary. Which path to pick?

According to participants in the division's "What's Next for Newspapers?" online discussion

MORE COVERAGE OF CONVENTION

Profile of teaching award winner John Irby, page **2**.

Student paper covers convention activities, page **4**.

San Francisco activities offer springboard for this year, Chair's column, page **4**.

Photos of research award winners, page **7**.

this year, the paths are numerous. Journalists must "reach readers wherever they are" through content and platform

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'Katrina' session examines coverage of disaster, race

By Mark Dolan

As the body of research about Hurricane Katrina grows, journalism and mass communication educators are better able to address the role of race in the media's coverage of the disaster.

Attendees at this year's AEJMC convention in San Francisco got the opportunity to encounter Katrina research as it applies to teaching at a mini-plenary PF&R panel session titled, "Katrina as Curriculum: Considering Media Coverage of

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Strong set of research entries compensates for slight dip in numbers

By Frank Fee Jr.
Research Chair, 2005-2006

An exceptionally strong field of research papers this year on topics that included the latest in technology's influence on news and how newspapers have reported the war on terror and the fighting in Iraq more than made up for a slight dip in the number of submissions.

The Division this year received 70 research papers and accepted 35 for presentation, a

rate of 50 percent. Submitting their research were some of the top established scholars in our field as well as a strong contingent of up-and-coming researchers.

The Division conducts an open research competition, in which no distinction is made between faculty and student papers during the judging. Thus, scholars are not required to iden-

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Frank Fee congratulates H. Iris Chyi, co-author of the top paper in a contest for industry-related research

Irby earns teaching award

John R. Irby "is the kind of journalism teacher who finds a way to get things done, not excuses why they can't," according to his colleague Alex Tan. That's one of the many reasons that Irby, associate professor at Washington State University in Pullman, has been awarded the 2006 Outstanding Journalism Educator Award.

Irby, who is also the Journalism Degree Program Coordinator for WSU's Edward R. Murrow School of Communication, taught journalism at WSU after a 25-year professional career. He has taught newswriting, reporting, copy editing, sports and public affairs reporting, ethics, media management and public relations techniques.

He continues to be active in journalism too by writing frequently for the Moscow-Pullman Daily News in Washington.

His students are spread across the country and world, from the San Diego Union-Tribune to Egypt Today in Cairo; some have become writers in Moscow (Russia), Hong Kong, Iraq and back in Sacramento.

"His attitude is infectious and his students learn before they leave college that they have a wealth of skills and the ability to take advantage of them; they overcome any self doubts and relish the idea of going after dreams," according to Tan.

"For most of his students it means making a difference," says Tan. "It means practicing journalism as it was meant to be performed. It means taking what has been drilled into them about credibility, accuracy, fairness, objectivity, ethics, diversity, bias and

the many other aspects of journalism, working through uncomfortable zones and becoming a complete journalist."

Irby has been awarded the Edward R. Murrow School of Communication Faculty Award for Distinguished Classroom Instruction in two of the four years the honor has been given, in 2003 and 2005. (He also was a finalist in 2002 and 2004).

His research areas have focused on newspaper credibility and diversity and he was awarded an ASJMC grant to study Generation Y and media habits. He is a recognized expert in his areas of interest and study and was



John Irby

selected as a visiting professor at Poynter's "Diversity Across the Curriculum seminar."

In one classroom session he does on "The Power of Words," Irby talks about how words have great power, but they can cause great damage if not used correctly. He has the class break into groups to discuss stereotypes used in society - and often by reporters - in describing racial groups or using racial identifiers. Debriefing includes writing the terms and descriptions on the board and having student volunteers from each group come to the board and "draw" that person. It can be uncomfortable for students, but they learn an important lesson about stereotyping.

Professor Irby's No. 1 strength is his interaction and what he gives back to students. He is inclusive in those efforts, possibly, in part, because of his heritage as a member by blood of the Choctaw Nation of Oklahoma.

Ann Auman and Alex Tan contributed to this report.



GIFT session offers teaching ideas

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Future

From Page 1

diversification, follow audiences as they connect with one another in personal networks, and "embrace non-professional journalists." Participants said educators should prepare future journalists for multiple platforms and for message systems that allow audience control. They should also pursue management education, emphasize content specialization and collaborate with other university departments.

With all of these possible paths, it's no wonder journalists and educators feel paralyzed.

Paralysis can be avoided, says UNC's Phil Meyer, by simply picking a path, taking it, and assessing the choice. As Meyer told the division's panel on the future of journalism education in August, journalism programs must be willing to experiment. It's no longer clear that the well-worn path heads the right way.

Other panelists hit a similar note. Jan Schaffer, director of the University of Maryland's J-lab, called for schools to encourage entrepreneurship by emphasizing product development, business strategy and formal experimentation with new types of content. Former Knight Ridder Vice President Jerry Ceppos said schools should lead the profession by teaching students to expect and even bring about change. San Francisco State University professor Andrew Devigal agreed that change is needed but noted

that schools must allow "wobble room" in their curriculum for experimentation to succeed.

Yet some in the online discussion and in the panel's audience called for a return to basics - to an emphasis on "hardscrabble-gathered, caringly and professionally scrutinized local news" and a realization that a newspaper's job is to "drive at resolution." A drive for resolution is a call to consensus and shared meaning, and it seems at odds with the call to reach readers "where they are," to shape news for multiple platforms, content preferences and audience lifestyles. Yet it feels right too.

I suspect newspapers must both lead and listen. They must keep an ear out for the plurality of audience patterns, needs and interests without neglecting their responsibility to produce coherent, meaningful representations of their communities. So even as journalists chase readers down splintering paths, they must call out suggested directions.

And I suspect that schools of journalism should both innovate and shore up. They should produce journalists who can think flexibly about the shifting uses and forms of news but who will challenge audiences to improve their communities. And they must both assess these efforts and share assessments.

Whatever happens, it seems journalists and audiences will become more intimate and complex, and further study is needed, as they say. Who better to do it than journalism academics?

Hail to the Chiefs

This "roll call" of Newspaper Division Heads was prepared and presented by Wilson Lowrey at the divisional meeting in San Francisco to mark the division's 40th anniversary.

Curtis MacDougall (Northwestern), 1965-66, 66-67, 67-68, 68-69, 69-70
Delbert McGuire, (Colorado State), 1970-71

William A. Fisher, (Kent State), 1971-72, 1972-73

Verne E. Edwards Jr., (Ohio Wesleyan), 1973-74

John DeMott (Northern Illinois), 1974-75

T. Joseph Scanlon (Carleton), 1975-76

John Mitchell (Syracuse), 1976-77

Wallace Eberhard (Georgia), 1977-78

Elden Rawlings (Texas Christian), 1978-79

Thomas Engleman (Newspaper Fund), 1979-80

Cleve Mathews (Alaska), 1980-81

Roy Halverson (Oregon), 1981-82

Russel Shain (Colorado), 1982-83

James Crook (Tennessee), 1983-84

Samuel V. Kennedy IV (Syracuse), 1984-85

Ardyth Sohn (Colorado), 1985-86

Raleigh Mann (UNC), 1986-87

Ted Pease (Ohio), 1987-88

Pat McNeely (S. Carolina), 1988-89

David C. Nelson (South West Texas State), 1989-90

Nancy L. Green (*News-Leader*, Springfield, Mo.), 1990-91

Lillian Kopenhaver (Florida International), 1991-92

Sue O'Brien (Colorado), 1992-93

Tim Smith (Kent State), 1993-94

Lori Bergen (Kansas State), 1994-95

Kim Landon (Utica), 1995-96

Randy Miller (S. Florida), 1996-97

Cecilia Friend (Utica), 1997-98

Glen Bleske (California State-Chico), 1998-99

Jan Larson (Wisconsin-Eau Claire), 1999-2000

Randy Reddick (Facsnet), 2000-01

Scott Maier (Oregon), 2001-02

Clyde Bentley (Missouri), 2002-03

Frank Fee (UNC), 2003-04

Maggie Rivas Rodriguez (UT-Austin), 2004-05

Wilson Lowrey (Alabama), 2005-06

Kathleen Wickham (Mississippi), 2006-07

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HEAD LINES

Convention activities offer starting point for new year

By Kathleen Wickham
Division Head

At the Chicago Tribune, reporters sent out on a story call back to the desk with a status report as soon as they get on the scene. The information is posted almost immediately on the Web. The rest of the story is posted in chunks throughout the day.

And what is the name of the desk called?

No, not "rewrite," although a top editor says that the Internet desk functions much like one.

At the Daily Telegraph in London the news desk resembles a hub. The 11 section editors sitting at the desk are responsible for print news pages and digital products.

Copy does not automatically flow between these media. Rather, editors focus on text in the morning, when research indicates readers want to hold a broadsheet or read online; video content at lunchtime; audio content in the afternoon; and community information in the evening, when users have more time for research and relaxation.

What does this mean to the Newspaper Division?

We aren't dead, yet.

As Wilson Lowrey, immediate past division chair, found in his yearlong online discussion of the Future of Newspapers and during the panel he moderated in San Francisco, newspapers do have a future.

That's where this year comes in. Let's take the information we learned from last year's discussion and Wilson's roundtable discussion at the convention and figure out how we can apply those lessons in our classrooms, in our research and in programming for

the 2007 convention in Washington, D.C.

By now many division members probably have already submitted panel proposals to Susan Keith of Rutgers, the new vice head/programming chair. If you receive this newsletter before the Oct. 15 proposal submission deadline and have not yet submitted a panel proposal, now is the time to do it. Susan is going to be busy between now and the Mid-Winter meeting in early December negotiating with other divisions to create a full slate of interesting panels.

If you missed the panel deadline, there are some other convention options. The research paper deadline is not until April. Dan Shaver of University of Central Florida-Orlando is heading up that committee and he will welcome your papers. But please remember, you cannot submit the same paper to multiple divisions.

And, in keeping with the conversation about the future of newspapers, I am planning a pre-convention session on "Publishing 24/365" that will focus on new industry trends and classroom responses. I'm still working out the details and welcome your suggestions for panelists. The winter newsletter will have specific details.

It is also my goal to have three newsletters this year. Jack Rosenberry of St. John Fisher College is handling that task. We want future issues of the newsletter to include articles from the PF&R chairs, Teaching Standards chairs and Research chairs about innovative teaching, research or classroom projects. Contact any of the chairs or Jack

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Convention is covered by students

By Erna Smith
PF&R Chair, 2006-2007

It was 45 minutes to deadline and only one of 12 pages had been laid out - and that one had a full-page ad.

The AEJMC Reporter newsroom in San Francisco State University's Downtown Center hummed with energy at cross purposes. There were the students trying but failing to put out the paper and there were the teachers trying but failing to "coach" the students through a brick wall on deadline. And there was me, the hapless major domo of the operation, silently cursing myself for letting Maggie Rivas Rodriguez of the University of Texas at Austin talk me into directing the project.

That was the agony. The ecstasy came after the students gathered their shattered egos, put Issue 1 to bed at dawn, grabbed a few hours of sleep and reported back to the newsroom eager to go again the next day.

I've been a journalism educator for 17 years and rarely have I felt as proud of students as I did of the 18 student reporters, editors, designers and multimedia producers who covered the 82nd annual AEJMC convention in San Francisco.

The three editions we published were far from perfect but the learning opportunity the AEJMC Reporter provides for students and faculty is.

Students who had never reported a story in one day learned to report and write two a day. A copy editor who had never

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Headlines

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if you would like to write an article (e-mail addresses are in the listing of officers on page 2).

And along those lines, I am pleased to announce that the University of Maryland has volunteered to sponsor the AEJMC Reporter at the 2007 convention. The Reporter is a Newspaper Division project that was started two years ago. Outgoing PF&R chair Lorraine Branham graciously persuaded Thomas Kunkel, dean at Maryland, to take on this task. For that, I say thank you.

An additional note of appreciation is extended to PF&R chair Erna Smith of San Francisco State for organizing the AEJMC Reporter in San Francisco. She took a group of students who did not know each other and turned them into a professional team in

three days. Good work, Erna.

Congratulations are also in order for the winners of the division's various awards, including the recognition of John Irby of Washington State as the Educator of the Year. For a complete list of award winners, please see page 2. The depth and breadth of their work is outstanding.

A special note of appreciation is extended to Wilson Lowrey of Alabama, last year's division chair. His yearlong online discussion on issues important to the division was an excellent example of journalism interactivity between readers and consumers. His leadership and organizational skills merit special recognition. I can only hope to do as well.

Meanwhile, Frank Fee, outgoing research chair, has left the division with a legacy in the form of electronic submissions. There were some problems (of course) but the system is being refined

and polished and will be used by all divisions this year.

A record number of people attended the convention in August making for filled rooms, dynamic discussions and notebooks filled with research ideas, teaching strategies and innovative approaches pertinent to our profession.

Part of the credit goes to our peers who proposed panels and followed through with speakers well versed in their fields. Deserving recognition is Mark Dolan of Mississippi for organizing a mini-plenary on curriculum issues surrounding Hurricane Katrina. Other panel organizers who deserve recognition for their hard work in lining up speakers are: Ann Auman of Hawaii, Cecilia Friend of Utica, Frank Fee of UNC, Wilson Lowrey of Alabama, Bill Reader of Ohio and Michael Cheers of San Jose. We could not have done it without you.

CALL FOR PAPERS

2007 AEJMC Southeast Colloquium March 8-10, 2007

Sponsoring Divisions:

History • Law • Magazine • Newspaper • RTVJ

Official Colloquium Website: <http://www.tulane.edu/~sec2007/>

Hosted by the Department of Communication
Tulane University, New Orleans
Convention Hotel: TBA

SUBMISSION GUIDELINES:
Postmark Deadline is Monday, December 11, 2006.
(The date in the AEJMC bulletin is incorrect.)

Contact Mary Blue at mblue@tulane.edu or Nancy Dupont at ndupont@olemiss.edu.
Additional information will be posted on the AEJMC Web site in late September.

Judges are also needed. Please contact the appropriate division chair to volunteer.

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RTVJ Division

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Katrina

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Race and Class in America."

Scholars representing four divisions - Newspaper, Minorities and Communication, Radio-Television Journalism and Cultural and Critical Studies - presented research on the media's coverage of the disaster. Their findings are part of a growing body of knowledge from which educators may draw in the classroom.

Panelists were Marguerite J. Moritz, Colorado at Boulder; Kirk Johnson, Mississippi; Anita Fleming-Rife, Clark Atlanta; Peggy Bowers, Clemson; and Federico Subervi, Texas State at San Marcos.

The intersection of media and race that emerges from these studies reflects a large body of work that will become increasingly valuable in the classroom, said Moritz, whose presentation on preparing students for disasters began the session.

"The research shows how racism is embedded in our culture, and when you look at the media artifact you see it," explained Moritz, who visited the Gulf Coast last year to interview journalists traumatized by covering the event.

The social problems magnified by the storm contributed to this trauma, creating for journalists a host of ethical dilemmas, the panelists contended. They suggested ways for young journalists to become aware of deeper societal problems without having to cover a hurricane.

Pam Bowers showed how traditional approaches to reporting led to these ethical dilemmas, underscoring the profound ethical challenges for future journalists. Bowers also presented research from Stephanie Houston Grey, Louisiana State, focusing on survivor accounts and how those

might be used in the classroom.

Kirk Johnson, who teaches African American studies, presented a content analysis contextualizing the media's broadcast coverage of Katrina within a historical frame. "From 'Sniper Kings' to 'New Orleans Thugs': A Comparative Analysis of News Images of African Americans During Urban Unrest," examined news coverage of both the urban unrest of the 1960s and of Katrina, thus providing a historical perspective for student journalists covering black communities.

"The session provided the chance to have our work legitimated," said Johnson, adding that he welcomed the chance to extend the discussion from session in the classroom. "Hopefully, we can shake students from their torpor."

The discussion concluded with a call for attendees to better prepare their students for the diversity of the populations they will serve as media practitioners.

Federico Subervi of Texas State University drew on grassroots experiences and research of recent disaster events to propose a local plan of emergency communications with non-English speaking populations - from the classroom to the headquarters of emergency operations.

Titled, "Before the Next Emergency: Emergency Preparedness for Communicating with non-English Speaking Populations," Subervi urged attendees to consider the realities of a diverse media audience. Too many classrooms are built on a 1950s-era premise that the media serves one generic audience, leaving out Latino, Asian, as well as African American audiences.

"It is imperative to acknowledge and teach about changing demographics and to make that an integral part of any course in media and society, or in media theory," Subervi said.

Oregon wins project contest

By Laura Castañeda
Teaching co-chair

"Mosaic," a 36-page newspaper focusing on diversity that was produced at the University of Oregon's School of Journalism and Communication, was awarded First Place in the AEJMC's 2006 Newspaper Division Project Award contest.

The capstone project was led by Prof. Kathy Campbell, who wrote that her students "learned a great deal about themselves as they confronted their own personal and journalistic values ..."

This year's competition drew 25 entries, judged by senior lecturer Bob Berger of the University of Southern California, Assistant Professor Chris Burnett of California State University, Long Beach, Associate Professor Melissa Wall of California State University, Northridge, and Associate Professor Susan Weill of Texas State University, San Marcos.

Other contest winners were:

Second Place: Arizona State University, Walter Cronkite School of Journalism and Mass Communication. Profs. Carol Schwalbe and Kristin Gilger. "Crossing Borders" which profiled Monterrey, Mexico, and its economic potential for Arizona.

Third Place: Syracuse University, S.I. Newhouse School of Public Communications. Prof. Steve Davis. "The South Side of Syracuse" covered a largely minority neighborhood near the campus.

Honorable Mention: University of S. Carolina, School of Journalism and Mass Communication. Profs. Cecile S. Holmes, Doug Fisher and Scott Farrand. "Not Forgotten: A Tribute to South Carolina's Fallen Heroes" focused on soldiers from South Carolina who have died in the Iraq war, and their families.

Research

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tify themselves as students or faculty at the time of submission and most do not. If a student wishes to be considered for the Curtis MacDougall Award for top student paper, he or she may so indicate it upon submission. However, it is only after the reviewers' evaluations are in that the top-scoring papers are examined to determine the top student and top three faculty papers.

For the second consecutive year, the Division joined the Council of Affiliates in sponsoring a special award for newspaper industry-related research. The competition offered \$300 to the top paper in this area, which relates to a list of research ideas suggested several years ago by Earl J. Wilkinson of the International Newspaper Marketing Association. The winners of this competition were professors H. Iris Chyi of Arizona and George Sylvie of University of Texas-Austin for their paper, "One Product, Two Markets: How Geography Differentiates Online Newspaper Audiences."

An increasing number of papers are co-authored by faculty-student teams, making separate totals for faculty and student papers relatively meaningless. As mentoring by faculty researchers is in the best interests of a better-trained new professorate, we feel that to discourage this phenomenon is not in the best interests of the academy.

The Division awards plaques for each author of the top three faculty research papers and prizes of \$100 for each paper, which are not ranked against one another. The awards this year went to professors Chyi and Sylvie for their paper, "One Product, Two Markets: How Geography Differentiates Online Newspaper Audiences;" profes-



Former division head Frank Fee, who served as research chair for the 2006 convention in San Francisco, presents plaques and congratulates winners in the research competition, at top left: Michael McCluskey of California State University, Fresno; at top right: Cory Armstrong of the University of Florida; at bottom left: Hai Tran of the University of North Carolina Chapel Hill; and at bottom right, Steve Collins of the University of Central Florida.

sors Cory Armstrong of the University of Florida and Steve Collins of the University of Central Florida for "Reaching Out: Newspaper Credibility Among Younger Readers;" and professor Michael McCluskey of California State University, Fresno, for "Activist Group Attributes and Their Influences on News Portrayal."

Winning the Curtis MacDougall Award for top student paper - a \$200 prize, complementary convention registration and a plaque - was Hai Tran, a first-year doctoral student at the University of North Carolina at Chapel Hill, for "30 Years after, Friend or Foe? A Narrative Analysis of U.S. Newspaper Coverage of Vietnam in 2005."

For the second consecutive

year, the Division used electronic submission for the research competition using the ConfMaster system at a cost of \$450. With a few minor bumps that were easily resolved and most frequently the fault of the research chair, the ConfMaster system again worked very well this year, and it was strongly recommended to other AEJMC divisions and the head of the Council of Divisions for organization-wide adoption next year. Unfortunately, the recommendations of Newspaper and the others that used ConfMaster were not heard and future years will mean a different system of electronic submissions. The good news is that at least all divisions and interest groups will be using the same system, a benefit to scholars and future judges.

AEJMC 'Reporter'

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laid out a page in her life emerged not only as the go-to designer on deadline but as a newsroom leader. A broadcast student not only covered his first-ever spot news story for print - the earthquake that gently rocked the opening night gala - but his first-ever story for the Web. The Web producers never missed a beat as they seamlessly posted stories and produced podcasts and multimedia packages.

The experience reminded me of an old teaching adage: The higher you set the bar for students, the higher they will jump to clear it. I can't think of a higher bar than the AEJMC Reporter, which requires students who don't know each other to come together to put out a newspaper for an audience of their teachers.



The student staff of the AEJMC Reporter newspaper in San Francisco.

For my comrades in fatigue, fulltime teachers, Kym Fox of Texas State University, Bill Celis of the University of Southern

California and Carol Wilcox Stiff of Virginia State University, it was one big "teachable" moment after another.

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