CTP Sidekicks Help Plan National Convention

By David Thompson
CTP Head

My sidekicks, Sri Kalyanaraman and Daniela Dimitrova, and I attended the AEJMC Winter Meeting in San Antonio, Texas. At that meeting, the convention program is mapped out in the "chip auction." Well-seasoned AEJMC members tell tales of marathon chip auctions at which panel proposals are seen for the first time, Program Chairs engage in frantic negotiations, and, finally, the program grid is determined. Thanks to technology, the infamous chip auction goes very smoothly. Most co-sponsorships for panel sessions were negotiated by email before arriving at the meeting, and the program grid is completed in just a couple of hours.

Okay, okay. My headline and first paragraph were stimulus materials for my little experiment. This is not an article about the AEJMC Winter Meeting.

How many of you read the first two words and immediately thought of T-Mobile's new Sidekick II?

You've seen the ads for the new converged-technology product that is a world phone, Web browser, text messaging and email device with QWERTY keyboard, organizer with calendar and address book, and camera with flash. When Snoop Dogg needs advice about when to add fabric softener to a load of laundry, other celebrities come to his rescue. Paris Hilton uses her Swarovski crystal-studded Sidekick II. (The Swarovski "bling" is available as an accessory from T-Mobile.) Wayne Newton knows the answer.

Forget the fact that Newton listens to the phone to read a text message. And ignore the cognitive disso-nance this causes loyal Macintosh users who still have a Newton, one of the first PDAs on the market.

Snoop also hosted Spike TV's second annual Video Game Awards on September 16, 2004. In order to complete the sentence "And the winner is …," he consulted his Sidekick II for the answer.

In late December 2004 at the T-Mobile store at Valley West Mall in West Des Moines, Iowa, I asked the manager if the Sidekick II is popular. She said, "Oh, yeah. People come in and say, 'I want that phone Snoop has.' They don't even know all the features. They just want it because Snoop has one."

Apparently, this ad campaign works. Snoop and the Sidekick II are joined in the minds of millions. Like Popeye and spinach or Jim Rockford and his Firebird, the connection between Snoop and his cool super-phone seems to be powerful enough to become a pop culture phenomenon.

I have seen one instance, in particular, where the connection between Snoop and the Sidekick II seem to blur the lines between advertising and journalism. That's good for the ad agency that handles the Sidekick II account but bad for the integrity of professional journalists.

On December 26, 2004, the Des Moines Register published "Take that, Kobe!" (page 5C), a story on the NBA Report page about Shaquille O'Neal's first game in Los Angeles after his trade to Miami. The deck, or sub-head, says: "With help from new side-kicks, Shaq bests ex-teammate." A mug shot with the caption "Snoop" appears about an inch into the story. Snoop Dogg was in the crowd. According to the story, after a dramatic slam dunk O'Neal yelled to Snoop, "I built this place." Snoop was not even quoted in the story.

I have not called the Des Moines Register to find out who decided to use a hip hop artist's mug shot and the name of a product endorsed by that artist in a story about professional basketball. But I have to wonder if the editor was offered some form of compensation for writing it. Maybe cash, maybe a free Sidekick II.

I hope not. My hunch is that the editor is 22-30 years old, listens to hip hop music, and thinks Snoop Dogg is cool. Maybe it was one of those newsroom jokes to connect Snoop and the "side-kick" to a story about Shaq's first game against his former team. Or maybe this was an accident … an unconscious decision. Either way, this is an interesting example of media effects.

Of course, all this speculation comes from a guy who thought, at first, that Snoop Dogg was Charley Brown's beagle.

But it also comes from a scholar who wonders if some long-term effects of exposure to product placement and promotion are evident in a generation that may not see the difference between advertising and journalism.

Technology is in the middle of it all. I think my sidekicks in CTP will agree that this is a great time to be involved with teaching and research issues related to communication technology.

Hey, T-Mobile! Will you offer me a free Sidekick II for writing this article? If so, I'll engage my professional ethics and decline. Besides, I already have one.

David Thompson, Ph.D., Loras College, will serve as a Fulbright Senior Scholar at the University of Tübingen, Germany, during the 2005 Spring semester and Summer session. He may be reached at david.thompson@loras.edu

AEJMC Mid-Winter Conference

February 11-12, 2005
Kennesaw State University
(20 miles north of Atlanta)

It's not to late to plan to attend the AEJMC Mid-Winter Conference

Friday night public symposium, 8 p.m. - 9:30 p.m.

"The News Media and the Public: How Can the Trust be Restored?"

PARTICIPATING DIVISIONS/INTEREST GROUPS:
Communication Technology & Policy, Media Management & Economics, Cultural and Critical Studies, Mass Communication and Society, Visual Communication, Civic Journalism, Entertainment Studies, and Graduate Education.

If you have questions, please email: **Tremayne@mail.utexas.edu**.

Further details on registering for the conference, conference schedule, housing and traveling to Kennesaw State University are available at:

https://webspace.utexas.edu/mark43/www/

BUSY CTP SCHEDULE AT AEJ 2005

By Sriram "Sri" Kalyanaraman
Vice-head and Program Chair

Greetings! David Thompson, Daniela Dimitrova, and I attended the AEJ mid-winter meeting in San Antonio to program panels for the 2005 conference in August.

This year, we experimented with a new strategy wherein all CTP proposals were submitted to AEJ HQ for consideration (rather than rank-ordering a few select ones) as we felt that this would not only reflect the diversity of CTP proposals but would also offer a greater likelihood of finding co-sponsors. I am pleased to report that we had a very successful "chip auction" and were able to program a diverse selection of panels, thanks to finding a co-sponsor for almost every single session.

CTP's program kicks off with a co-sponsored session with CTM on the future of communication technology at 10 am on Wednesday, August 10. This will be followed by a co-sponsored session with GEIG on tools for theory development in communication technology at 11.45 am.

At 1.30 pm, we will have the first of our refereed research sessions, which will be a high-density one- something that AEJ is trying out for the first time. The final CTP session for the day is at 5 pm, which is a refereed research paper session on technology and gender sponsored by CSW. Like last year, this session was made possible thanks to the largesse of CSW and those papers that specifically focus on issues related to technology and gender will be selected from the paper competition.

On Thursday, August 11, we have a co-sponsored session with Visual Communication on the Internet and self-censorship at 8.15 am, followed by the Jung-Sook Lee competition for top student papers at 11.45

am and the Scholar-to-Scholar session at 1.30 pm. The afternoon concludes with a refereed research session at 3.15 pm and a joint poster session co-sponsored with CTM and International divisions at 5 pm.

On Friday, August 12, we have a co-sponsored session with Visual Communication on the culture of the modern newsroom at 8.15 am followed by the Best of the Web competition (also co-sponsored with Visual Communication) at 1.30 pm. Then, we have a refereed research session at 3.15 pm, followed by a panel on convergence co-sponsored with Visual Communication at 5 pm.

On the last day of the conference, Saturday, August 13, we have our final refereed research session at 8.15 am. This will be followed by two co-sponsored sessions with PR at 10 am and 11.45 am, on blogs and cyber-politics respectively.

I hope to see all of you at the CTP sessions in San Antonio. Also, please make sure that you attend the CTP members' meeting at 6.45 pm on Thursday, August 11. As David mentioned earlier, one of the important topics of discussion pertains to the proposed name change, so it's important for as many members as possible to be there. Also, the executive committee meeting of incoming officers will be held at 10 am on Saturday, August 13. Finally, if you would like to volunteer your services as a CTP paper reviewer or discussant, please contact Daniela.

AEJMC 2005 Convention
Aug. 10-13
San Antonio, Texas
Marriott Rivercenter

convention website:
http://www.aejmc.org/convention/

paper submission deadline: April 1, 2005

Call for 'Best of the Web' Entries

Submissions for the 2005 AEJMC 'Best of the Web' Design Competition, co-sponsored by the Visual Communication and Communication Technology & Policy Divisions, are being accepted.

The 'Best of the Web Design' competition aims to recognize academic work in the design of websites that advance education or research in journalism and mass communication.

To submit a site for consideration, the entrant must be either a faculty member or graduate student who works for or attends an ACEJMC-accredited institution or is a current paying member of AEJMC. Entries may be submitted into one of the following categories: departmental/school sites, teaching, journalism, or creative.

All entries will be peer-reviewed. Depending on the number and quality of entries in each category, more than one prize may be made. First-place sites will be presented in San Antonio at this summer's AEJMC convention and will be awarded $50 cash prizes.

Entries must be submitted online no later than **March 1, 2005**. To obtain an entry form or to learn more about the competition, please visit the following website: **http://www.jou.ufl.edu/aejmcweb/index.htm**. For questions about submissions, please contact one of this year's co-directors: Helena K. Särkiö at hsarkio@jou.ufl.edu or Regene Ann Radniecki at radnieck@mnstate.edu.

CTP Listserv: A Community of Scholars

by Robert Magee
Listserv Moderator

The Listserv exists to facilitate a community of scholars. It is more than an outlet for a newsletter or periodic announcement. Many of our members work in relative isolation and benefit from remaining connected to peers who share similar research interests.

Of course, use your judgment before you send something to everyone. If you believe your message could benefit the community and spark other ideas or insight, then it should be sent to the list. If your message is likely to benefit the original poster only, then it can be sent directly to that person. Instead of clicking "reply," enter the address of your intended recipient.

We all stand to learn from what each other has to share. But remember, if you don't want each posting to fill your inbox, you can choose to receive a summary of the messages in a daily digest. Just edit your preferences.

By remaining focused on the Listserv's purpose, we can make the list a valuable tool for everyone.

If you change your email address please be sure to let us know so you can stay on the list. You can email Robert Magee, listserv moderator at:

rmagee@unc.edu
The listserv email:
ctp-aejmc@listserv.unc.edu

AEJMC Deadline Fast Approaching

By Daniela V. Dimitrova
Research Chair

Greeting CT&P Members! It's time to start planning for AEJMC 2005. This year the convention will take place in San Antonio, Texas and the deadline for paper submissions, as always, is April 1.

After the initial success of online paper submission last year, our division will continue with the same process. Below, I provide a few important tips on how to submit your research. But first, I would like to invite CT&P members to volunteer to be paper reviewers for the division. If you are interested in this service opportunity, please email your name, contact information, area of expertise, and preferred methodology to danielad@iastate.edu.

CT&P Call for Papers

Student Papers: Undergraduate and graduate students enrolled during the 2004-2005 academic year may enter the Jung-Sook Lee student paper competition.

The Jung-Sook Lee Award recognizes the best student paper, which makes "a substantial contribution in substance or method on a topic related to communication technology and policy." The award honors the division's 1997-98 research chair, Jung-Sook Lee of the University of Southwestern Louisiana, who died soon after the Baltimore convention in 1998.

Authors of the top three student papers will receive a cash award and be recognized at the San Antonio convention. In addition, the author of the best student paper will have his or her conference registration fee paid by the division. Students who want their paper considered for the Jung-Sook Lee Award must type "Jung-Sook Lee Competition" in the upper-right corner of both the abstract page and the first text page. Papers co-authored with faculty will not be considered for this award.

Open Competition: All other papers submitted to the division will be reviewed in an open competition. Please limit papers to no more than 25 pages (double-spaced) in length, excluding tables and references. Authors of the three top-scoring faculty or faculty/student papers will be recognized in the convention program and at the CT&P members meeting in San Antonio.

Online Submission: After last year's success, CT&P will continue with the online only paper submission process.

Please note that the division will NOT accept hard-copy, fax, or email submissions. All research papers should be prepared in Word or RTF format. Also, all submitters should go to Word's properties bar and remove any identifying information from the file. The latest news about the online submission process will be announced on the listserv. You can also check the CT&P division Website at **http://aejmc.net/ctp/** for the latest updates.

Feel free to contact me directly if you have any questions or require more information about the submission process.

Daniela Dimitrova
Research Chair
Communication Technology & Policy Division, AEJMC
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Bloggers Play Role in Tsunami Relief

By Peter Morello
PF&R Chair

Not since the 1985 Live Aid benefit concerts for Africa has the world been so moved to help victims of disaster. The outpouring of relief aid and other kinds of support to tsunami victims has been called a "tidal wave of generosity" by World Vision president Richard Stearns.

The driving force behind much of the awareness and global response is far different from the 80's when rock artists performed concerts and raised millions for Africa. Within minutes of the devastation, bloggers in South East Asia, quickly followed by others around the globe, began to inform the world of the massive destruction through first-hand accounts and home videos shot by tourists and local residents.

In a large-scale global catastrophe such as the tsunami of 2004, speed is just as crucial as reliable information and the posting of contact detail. In many cases, bloggers throughout the stricken region have been way ahead of traditional media sources, governmental bodies and even relief agencies in disseminating information, and making appeals for massive aid.

One of the first blogs to appear, and among the most heralded by mainstream media, is the The South-East Asia Earthquake and Tsunami Blog **http://tsunamihelp.blogspot.com** There are site reports, missing persons photos, statistics of dead and missing in every affected country, plus resource guides in Chinese, Korean, German, Japanese, French, Italian, Spanish, Portuguese and English.

First-hand accounts describe the scenes of destruction and volunteer efforts often in greater clarity and accuracy than by US media stars like ABC's Diane Sawyer or NBC's Brian Williams, all who arrived days after the disaster and were compelled to broadcast their reports within the frameworks of tightly timed and produced newscasts.

Blogger and relief organizer Neha Vish, who visited remote and hard-hit islands off India's southeastern coast on December 27, contributed the following account:

"We have provided tents, set up toilets, organized kitchens, air-shipped basic commodities from Chennai and organised local logistics. Facilities like T.V., radio and news papers are being provided to the people."

Nicobar area is worst hit. Casualty estimates by locals are much higher than the number of bodies found so far. The human impact in Port Blair is lesser but there is damage to infrastructure. The administration is busy with putting things back in place. The water crisis in Port Blair has been overcome to an extent."

Other sites like **www.waveofdestruction.org** and **www.asiantsunamivideos.com/** are gathering and hosting dozens of amateur videos of the disaster. One video clip I screened and translated was shot by a German tourist in Sri Lanka. As he taped, it was evident he did not realize just how dangerous the tremendous wave bearing down on his resort was. His alarm grew as he saw beachgoers beginning to flee, boats capsizing and swimmers suddenly disappearing. His final taped words were "forget it!" as he and his family rushed to safety. About four minutes long, the clip captures those awful moments more than most of what I have seen broadcast in the traditional media.

Of course a few bloggers have been grossly inaccurate, some claiming that Indian Ocean coastlines were permanently reshaped. Although satellite photos show extensive tsunami damage to coastlines, scientists in the region have concluded that the impact is temporary. **www.digitalglobe.com/tsunami-gallery.html**.

Despite the free flowing nature and often opinionated approach of many bloggers, the impact of the tsunami bloggers on journalism promises to be far-reaching.

First-hand accounts, the diaries, commentary and the links provided by the tsunami bloggers are now contributing to the reshaping of journalism on a scale unimaginable just last year. Bloggers, largely in part by their postings that put CBS's Dan Rather on the hot seat last year, were named "People of 2004" by ABC News and listed in Time Magazine's 2004 Person of the Year edition. Those distinctions, cited before the tsunami bloggers made their mark, may have to be reiterated at the end of 2005.

Google Scholar Helps Students, Researchers

By Constance K. Davis
Teaching Chair

How do you get students to actually research for helpful material for their assignments? I wish I knew the answer to that, but thanks to a suggestion from a colleague, I have found it helpful to routinely assign annotated bibliographies as part of research projects. However, the bibliographies will be broken down so that the students must include a specific number of newspaper and/or magazine articles, even though they might find them on the publication's Website or on Lexis-Nexis. Another section might include information that is best found only on the Web (for example, newspaper organizations' Websites will include current information about the number of newspapers, their circulation and other such details). And still another section might include those scholarly resources that you hope the students have found.

Unfortunately, way too many students delay their research until it is too late to obtain the articles. I am willing to bet that some of you have had visits from students the day before a paper is due, asking you where they can find articles.

Aha! Now students can use Google for their scholarly searching too. Just go to **http://scholar.google.com** and plug in the keywords you want to use. I have found it to be an amazingly wonderful tool for my own research and I will strongly encourage students to use it next semester. I have found that some of the articles are still behind firewalls at some university, and some are on a journal's home page and available for a fee. Some of the hits might be books available for download, but more likely available to purchase. But an amazing number of the topics I have researched had a pdf file for me to download. For the students who have never figured out how to get into their university's library from their home computers, it will be an easy way to find information.

While you are on that site, you can find some interesting scholarly articles that address other pedagogical issues that I have also discussed with colleagues. For example, do you take attendance or not? Should you? If you do, should you knock down a student's grade for missing a certain number of classes? Should you use pop quizzes to 'take attendance" or as extra credit? If your pop quizzes are over the assigned readings for that day, does that mean that students will actually read the material? What about extra credit? Should you always give students opportunities to do that? What are the advantages and disadvantages of doing that? On scholar.Google I just found more than 1,000 articles that include the keywords of extra credit and advantages.

You can also find some interesting articles that address many of the questions that you might ponder as you write exam questions. For example, do you give the students a study guide? Should the study guide include only the information that is on the test? Are you essentially telling the students exactly what is on the test if you do that? How many of you have been asked that very question: what is on the test? Or the variation is: do I have to know this for the test?

The site will also help you find articles that deal with other student behaviors. How many times have you had a student come to your office breathlessly right before class (or wait for you outside the classroom) and then tell you that they have some urgent reason for not being able to attend class today. And then they ask: are we going to talk about anything important today?

And if setting goals and objectives for your class is something you struggle with, you can find articles that help you think through that process. If we set our expectations too high will students just tune us out, or will they rise to the challenge?

One other comment that we sometimes hear from our students is that the discussion is boring. You can find thousands of articles tackling that topic on scholar.Google, including articles that focus on discussion boards. Are the students who complain contributing to the discussion? Are they the ones who become upset if you go off the syllabus for part of a class period to talk about an important topic?

Another site that I now recommend to colleagues and to my students is **http:www.clusty.com**. It is still a beta site. What I like is that it breaks down the findings in a series of folders along the left side. For example, I used teaching, discussion and boring as keywords in my search and have a number of separate folders, including those labeled as learning, school, methods, teaching assistant and evaluations.

CTP Division Member News

News Zero: The New York Times and the Bomb, a flashback to the dawn of the atomic-bomb age and its bittersweet legacy, has just been published. Written by Professor **Beverly Ann Deepe Keever** of the University of Hawai`i, the volume is the first-of-its-kind, across-time investigation of how *The New York Times* almost singlehandedly shaped news and public perceptions beginning 60 years ago that helped the U.S. government shape the acceptance of the most destructive force ever created by humans. The book was published by Common Courage Press; **http://commoncouragepress.com**.

Maria Fontenot has been hired as an assistant professor in journalism in the College of Mass Communications at Texas Tech University. The appointment begins Fall 2005.

Yifeng Hu, a doctoral student at Penn State, is first author of "Friendships through IM: Examining the Relationship between Instant Messaging and Intimacy" in the *Journal of Computer-Mediated Communication*. Yifeng Hu, Jackie F. Wood, Vivian Smith, Nalova Westbrook. (2004). *Journal of Computer-Mediated Communication, 10(1)*. **http://www.ascusc.org/jcmc/vol10/issue1/hu.html**

The National Federation of Press Women awarded *Qualitative Research in Journalism: Taking it to the Streets* first place for edited books in its annual publication competition. The volume was edited by **Sharon Hartin Iorio** and published in 2004 by Erlbaum.

Byung Lee, associate professor at Elon University's School of Communications, has been awarded a Fulbright Scholar grant to do research on new technology and lecture at Hankook University of Foreign Studies during the 2004-2005 academic year. He is writing papers on the adoption of Digital Multimedia Broadcasting. Korea plans to start its Satellite DMB on Jan. 10, 2005 and Terrestrial DMB sometime in 2005.

Mindy McAdams (University of Florida) is in Malaysia for seven months on a Fulbright Scholar grant. She is teaching two graduate courses and researching the attitudes of Malaysian journalists toward online journalism. **http://mindymcadams.com/**

Shawn McIntosh, a doctoral student at Rutgers University, had a chapter titled "Expanding the Classroom: Using Online Discussion Forums in College and Professional Development Courses," in the book *Internet-Based Workplace Communications: Industry and Academic Applications*, published in October 2004 by Information Science Publishing.

Pollock, J. & Yulis, S. (2004, July-August). Nationwide newspaper coverage of physician-assisted suicide: A community structure approach. *Journal of Health Communication, 9 (4)*, 281-307. The larger the proportion of citizens over 75 years old in a city, the less favorable the newspaper reporting on legalization of physician-assisted euthanasia. This finding confirms what Pollock calls a "violated buffer" hypothesis, in which an issue challenges or puts at risk a cherished way of life.

Dana Press published **Ed Sylvester's** book *Back From The Brink: How Crises Spur Doctors to New Discoveries About The Brain*, in 2004. Ed is a science and medical writer and a professor at the Walter Cronkite School of Journalism and Mass Communication.

Mark Tremayne, Assistant Professor in the School of Journalism at the University of Texas at Austin, was awarded a 2005 Summer Research Assignment, a competitive research funding program run by UT. The project that won funding is titled "Current Events in the Virtual Public Sphere: A Network Analysis of Idea Transmission on the World Wide Web." Tremayne is also working on a book on the topic and is seeking chapter contributors.

Please send news about yourself that you would like to share for inclusion in the next newsletter to Shawn McIntosh at smac55@rcn.com.