



Grad Students Essential To ESIG Mission

By Meghan Sanders Grad Student



A question that is commonly asked is how AEJMC and its faculty membership can serve graduate students. But, the reversal is just as important.

Graduate students tend to focus on completing coursework, and churning out conference papers and journal articles. While such priorities are well-placed, they often prevent many graduate students from recognizing the important role they play in the organizations to which they belong.

Below are a few suggestions for gaining the most out of student membership:

Visit Web sites. The AEJMC Web site lists job postings, paper calls and a helpful research section. Division and interest group Web sites provide access to newsletters and post announcements that graduate students may not be aware of.

Join divisions and groups.

Graduate students who join appropriate divisions and interest groups surround themselves with like-minded scholars, and find a home for their own research.

Attend conferences. Conference locations can be exciting and it can be very tempting to duck out after presentations to sightsee. Find a balance. Remember that the conference is an opportunity for students to network and meet the people whose work they have referenced and/or read in class. Listening to others' presentations and research can give rise to new research ideas.

Support a group. Attend the Midwinter Conference or Southeast Colloquium. Each is sponsored by a few of AEJMC's divisions and interest groups. Networking is made easier by the smaller nature of the conference. Also, students can gain invaluable feedback that can be incorporated

into submissions to the larger national conference.

Attend Business Meetings.

Business meetings may not sound exciting, but they do show participants the innerworkings of divisions and interest groups, as well as the organization as a whole. Meetings can provide an opportunity for students to volunteer their services.

Volunteer. Divisions and interest groups are always looking for volunteers to fill a number of roles, whether as paper reviewers, newsletter contributors, or as officers. Academicians do more than conduct research. They also are expected to serve the interest of their respective fields. Graduate students can begin their service phase by volunteering for an organization that provides learning experiences.

AEJMC membership provides a number of opportunities for student members to take advantage of. Students can make the most of their experiences by serving AEJMC. ★

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sports, without the name change. Sports could instead be one way to group papers for presentation.

Marie Hardin argued that the name change would amplify the idea that research on sports is welcome. Sports scholars would know that ESIG is a place to showcase research and encourage more sports scholars to join so that the expertise would be available.

John Chapin argued that the name change could be an exclusionary label deterring future enrollment. It could also cause the problem of the group having to include more names (video games, reality shows, etc.).

Kim Voss argued that the name change would suggest that the work done on sports would have a home.

Marie Hardin suggested that adding sports to the name could distinguish the group even more from existing divisions and could aide in the push for divisional status, but at the same time the change could also hinder a change in status because it could be argued that the group is so focused that divisional status is not needed.

Kevin Williams mentioned that a similar debate took place at the recent ICA Mass Communication Division meeting concerning video game research. He argued that the name change could set a dangerous precedent when groups/divisions begin to define themselves by such a narrow arch. An overarching term may be safer. Andy Boyan agreed.

Mary Lou Gallician also agreed. She asked what would be the result if in the future sports research submissions dwindled. The specific name change could be used against the group. She argued that the group be careful not to marginalize others; the end result could be that researchers will start to send their works to other divisions. The change could also eventually hinder the achievement of the 50% acceptance rate.

Marie Hardin suggested that in an effort to make the scope of the term "entertainment" more well-known the group should share its mission statement more

often and position it better in future publications and correspondence.

Ginger Carter suggested that the mission statement could be "sexed up" and that it could be placed in calls for papers and on the Web site.

The membership in attendance voted unanimously against the name change.

7:55 p.m. Election of Officers

Marie Hardin was nominated as head. Motion made by Donnaly Pommper, seconded by Ron Leone.

John Chapin volunteered to serve as Research Chair. The names of those in attendance who volunteered to serve on the committee will be forwarded to him at a later date.

Kim Wilmont Voss volunteered to serve as Teaching Chair, which involves organizing teaching panels, writing teaching columns for newsletter, and pre-conference workshops.

Ron Leone volunteered to continue to serve as PF&R chair. The names of those in attendance who volunteered to serve on the committee will be forwarded to him at a later date.

Ginger Carter volunteered to serve as Vice Chair and Programming Chair. Vice Chair will involve planning the Midwinter Conference (Kennesaw State) and organizing paper judging. As Program Chair, she will work with other ESIG chairs in organizing programming proposals at the Midwinter Leadership chip auction (Dec. 4-5 in San Antonio, Texas) and ensure that all deadlines are met.

Heather Paige Preston was nominated as newsletter editor by Donnaly Pommper. The nomination was seconded by Ron Leone.

Meghan Sanders volunteered to serve as Secretary.

Kevin Williams volunteered to serve as the

Graduate Liaison. Amanda Hall suggested that Williams establish a mentoring program between students and faculty members.

8:05 p.m. Old Business

Anne Cooper-Chen reminded the body that the Popular Communication Journal is still available to serve as the flagship journal for the group. Adoption of the journal would result in a \$20 dues increase, but it would provide members with a better subscription rate than if they were to place individual orders.

The body expressed concern that adding an official journal could increase the possibility of a drop in membership, especially for students. Amanda Hall suggested that, like other divisions, ESIG could offer the option that students pay a smaller dues fee that does not include the journal.

Kevin Williams and John Chapin suggested that the discussion be tabled until the group begins the process of actively seeking divisional status. The body agreed.

8:10 p.m. 2008 Conference Site Vote

Chicago: 6; Minnesota: 0; Louisville: 0; Cincinnati: 4; Indianapolis: 0

ESIG's official vote for the 2008 Conference site is Chicago.

8:15 p.m. Adjournment ★

Don't Forget
Mid-Winter Conference
Kennesaw State
February 11 & 12

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Entertaining Ideas is published four times a year by the Entertainment Studies Interest Group of AEJMC. The newsletter is intended to provide readers with timely information concerning entertainment studies research, theory and teaching.

Article ideas or submissions may be sent to **Entertaining Ideas**, Editor Heather Paige Preston at prestonhp@appstate.edu.

Journalist Image Research at IJPC

By Joe Saltzman IJPC Director

For the Entertainment Studies Interest Group member, the image of the journalist in popular culture is a gold mine of research possibilities.

The Image of the Journalist in Popular Culture (IJPC), a project of the Norman Lear Center in the Annenberg School for Communication at the University of Southern California, was created in 2000 to investigate and analyze, through research and publication, the conflicting images of the journalist in film, television, radio, fiction, cartoons and comics, commercials and other forms of mass media to demonstrate the impact of popular culture on the public's perception of journalist.

In a short three years, the IJPC Web site has become the definitive worldwide source for anyone interested in the subject. The image of journalists in popular culture is a long-neglected field of research, rich with untapped material. To help researchers, the IJPC has created three major resources:

The IJPC Database. which in its current 2005 edition has 41,000 entries on journalists, public relations practitioners and media in films, television, fiction, radio, cartoons-comic books-comic strips, commercials, games, art and songs, from ancient times to last month. The Microsoft Access Database is a treasure-trove of information that has taken more than 15 years to compile.

The IJPC Web site. The site — www.ijpc.org — features original papers and research, as well as seminal articles difficult to find elsewhere, including papers given at conferences and other academic

events or published in hard-to-find journals and magazines. One example of original research is "Sob Sisters: The Image of the Female Journalist in Popular Culture." It includes a lengthy introductory essay and a bibliography featuring more than 8,500 items from 1700 to 2004.

Another popular feature of the Web site is the IJPC Class Materials section, making it easy for any professor to establish an Image of the Journalist in Movies and Television class using tapes and materials available from the IJPC. These classes have proven to not only be very popular, but also to provide students with a unique perspective on journalism and the media.

The IJPC Collection of research materials. The collection includes more than 2,500 video tapes and discs; more than 5,000 hours of audiotapes and MP3 files; more than 8,500 novels, short stories, plays, and poems (the largest collection of novels and short stories featuring journalists ever assembled); scripts; research materials; articles; art works; and other artifacts. The materials are available for personal use only by IJPC Associates.

All IJPC Associates receive complete access to the IJPC Database and all IJPC research materials. Contact the IJPC Web site (www.ijpc.org) or saltzman@usc.edu for more information. ★

Editor's Note: Joe Saltzman is an award-winning broadcast journalist, a professor of journalism at the University of Southern California Annenberg School for Communication, and Director of IJPC. He is the author of *Frank Capra and the Image of the Journalist in American Film*.

2004 ESIG Business Meeting Minutes

6:50 p.m. Meeting Called to Order

Welcome by Head Donnalyn Pompper.

Re-certification.

Budget Growth: Because of status as an interest group, the operating budget is smaller than that of divisions. In 2004 the budget was \$850 (up from \$20 in past years). All monies will be turned over for operating budget for 2004-2005.

6:55 p.m. Annual Report

Research Chair Phillip Jeter (North Carolina A&T) received a record number 51 paper submissions. One paper was disqualified for unexplained reasons, leaving a total of 50 submissions. A total of 14 papers (28% acceptance rate) were accepted for presentation, making this year the most competitive. In 2001 and 2002, 15 of 29 papers were accepted.

Diversity (both ethnicity and gender) in the group's membership, officers and judges increased. The increase in members and in paper judging volunteers resulted in a reduced number of papers reviewed by each judge.

Re-certification of the group as an interest group is expected to go well.

7:00 p.m. ESIG Paper Winners

Announcement of, and presentation, to winners.

Top Student Paper: Kevin Williams, University of Georgia, "(R)Evolution of the Television Superhero: Comparing the Portrayal of Superheroes in 'Superfriends' and 'Justice League'"

Top Faculty Paper: Tom Robinson and Caitlin Anderson, Brigham Young, "Portrayal of Older Characters on Children's Animated Programs"

Vice Head Marie Hardin attended the annual assessment meeting, which is an opportunity for the AEJMC Executive Committee to meet with each division and group to discuss challenges and progress. It was announced that the Executive Committee/AEJMC prefers a 50% acceptance rate for papers and that ESIG would need more ways to have papers presented at the annual and mid-winter conferences without affecting the quality of the work accepted.

An upgrade to division status would most likely wait until the next certification and until membership increased, but that the upgrade would result in a doubling of conference programming.

Mary Lou Galician and Anne Cooper-Chen suggested that the group ask for additional research sessions for future conferences to help improve the acceptance rate. If this is not possible, the group could embrace division status and use it as a magnet to attract research.

A larger acceptance rate would also affect future chip auctions. Each group was asked to give back ½ chip in 2004 because the birth of the Community Journalism Interest Group.

John Chapin suggested that the group partner with other groups for a large poster session in which the moderator and attendees would (in a scheduled time) move en masse from poster to poster. Donnalyn Pompper made it clear that, if poster sessions are used as a solution, the group would need to actively dispel the myth that poster sessions are a second tier venue for presentation and make it more competitive.

It was suggested that the group sponsor panels similar to high density panels. Ginger Carter mentioned that these kinds of panels are now a refined process that varies across divisions and groups. She suggested that, if this is an option for ESIG, the group also include a packet of the abstracts for the poster session as a good way of advertising the showcased research. She also suggested the possibility of combining speakers and research papers into the same theme-driven panel.

7:15 p.m. New Business

Report on membership and membership fees given by Meghan Sanders. In an effort to increase membership, an informational packet was created and sent via email to those participants on ESIG panels from the 2003 conference and those scholars who expressed interest in the group. The information was also distributed at the Midwinter Conference in February, as well as placed on the informational tables throughout the hotel in Toronto. Membership stood at 102 prior to the conference. At the 2003 Business meeting the membership voted to increase dues to \$10 but for students dues would remain \$5. This money was saved to fund a large-scale social that could not be planned. Therefore, the new Executive Board will begin the 2004-2005 year with a healthy budget.

Kevin Williams noted that the student fee is not listed on the AEJMC membership application.

Donnalyn Pompper, in addition to providing the information concerning the use of 2004 funds, also noted ESIG's participation (for the first time) in the Midwinter Conference and the disproportionate nature of the ESIG listserv membership in comparison to the membership of the group. She encouraged members who were currently not on the listserv to contact Meghan Sanders to be added.

7:20 p.m. Research Activities

It was noted that current research chair Phillip Jeter was unable to attend, but his hard work throughout the year was acknowledged.

Donnalyn Pompper suggested that it would be a good idea to see student involvement on the Research and PF&R Committees. It was suggested that a student and faculty member collaborate/co-chair to plan future sessions.

Anne Cooper-Chen asked that all members send notification of publication for research papers

originally presented via ESIG so that the announcements could be added to the newsletter and Web site.

7:25 p.m. Teaching Activities

Report given by Anne Cooper-Chen. ESIG sponsored a 2004 panel on comedy/entertainment and teaching that was well attended. The panel consisted of two outside members. Each newsletter issue featured a teaching column.

Donnalyn Pompper suggested that the group look at the span of the teaching activities rather than examining the activities on a yearly basis. She also suggested that ESIG sponsor a pre-conference workshop every other year.

7:30 p.m. PF&R Activities

Report given by Ron Leone. The PF&R committee is responsible for all things related to free speech and 1st Amendment issues. PF&R columns were featured in every newsletter and a few were published outside of ESIG publication ("Providence Journal" published the one concerning Mel Gibson and Janet Jackson).

7:35 p.m. Communication Activities

Report given by Donnalyn Pompper (Heather Paige Preston and James Ivory unable to attend).

Members were encouraged to make contributions to the ESIG Web site. Kevin Williams volunteered to work on site.

Newsletter editors were difficult to keep in 2004. Special acknowledgments were given to Heather Paige Preston for taking over on such short notice and for the work she has volunteered to continue to do.

Marie Hardin suggested that the newsletter either be added to the Web site or that it become an online newsletter with announcement postcards sent to the membership each time a new issue is posted.

Kevin Williams suggested that the group begin to archive old newsletters.

7:40 p.m. ESIG Name Change

Member Steve Collins suggested that the group change its name to include the term "sports" to make it more well-known that sports has a home with ESIG. Only a name change announcement would be required, not that the group start from scratch as far as its status with AEJMC.

Ron Leone said that at times reviewers and respondents felt a little unqualified because sports was outside of their area of expertise, making it more difficult to make useful responses. A name change could be advantageous and disadvantageous at the same time. It is possible to keep the focus on mediated entertainment, which includes

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