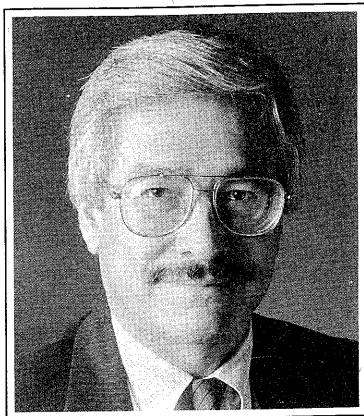


AEJMC ANAHEIM CONVENTION

"Early Bird" Deadline
Postmarked by July 10

AEJMC heads West as the 79th Annual Convention convenes in Anaheim, California, August 10-13.



Del Olmo

Del Olmo Returns

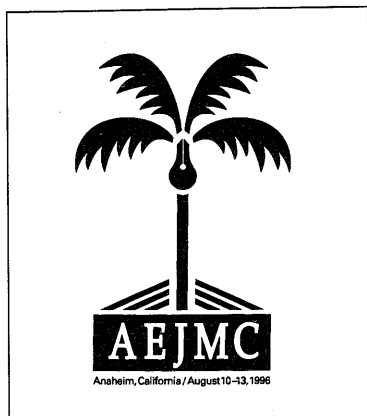
Diversity issues confronting California take center stage as the association investigates these topics in both the keynote and plenary sessions. Other sessions scattered throughout the four-day meeting address diversity issues as well.

The convention last met in California in 1974 when 800 delegates gathered at San Diego State University. A feature of that meeting 22 years ago was an opening day panel titled "Affirmative Action — Building Minority Programs" with an invited speaker named Frank del Olmo, then a staff writer for the *Los Angeles Times*.

Talk about coincidence.

Frank del Olmo, now assistant to *Los Angeles Times* Editor Shelby Coffery, makes a return appearance to the AEJMC Convention this year but this time as our keynote speaker. His focus? "Covering Civil Rights in the 1990s: The Perspective from California." A panel of journalists and advocates join del Olmo in discussing different aspects of California's current Civil Rights issues. Félix Gutiérrez of The Freedom Forum Pacific Coast Center, which is co-sponsoring the keynote session, moderates. The keynote is set for 4:30 to 6 p.m. Saturday, August 10.

In his career at the *Times*, del Olmo has served as deputy editorial page editor, editorial writer, columnist and staff writer. A 1987-88 Nieman Fellow, del Olmo was a member of the *Times* team awarded a Pulitzer Prize gold Medal for Meritorious Public Service for a series on Southern California's Latino community in 1984.

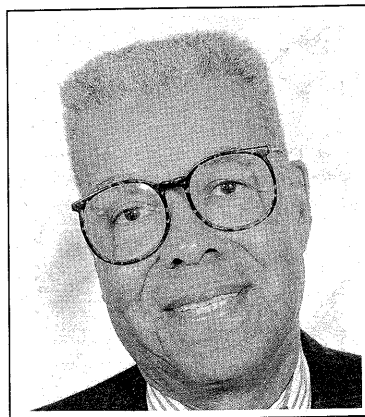


Stone Continues Emphasis

The Anaheim plenary session features Chuck Stone of the University of North Carolina. Stone will address what inclusion of diversity in journalism and mass communication classes means and how it can be implemented, in the 10 to 11:30 a.m. Sunday, August 11, session. Designed to provide specific "take-home" ideas, the session will be moderated by Sammye Johnson, Trinity University.

Stone is a former White House correspondent who has been the editor of three major black newspapers (the *New York Age*, the *Washington Afro-American* and the *Chicago Daily Defender*), a commentator on the "Today Show," a senior editor at the *Philadelphia Daily News*, a syndicated columnist, a two-time Pulitzer Prize nominee, and a Television talk show host.

He has been a John F. Kennedy Fellow at Harvard University's Institute of Politics, a Nieman Fellows judge as well as the director of minority affairs for the Educational Testing Service. Stone is the founding president of the National Association of Black Journalists.



Stone

Registration Form	Workshops	Hotel Form	Daily Schedules	Airline Information
2	5	7	9	16

Register on-site
after July 22

AEJMC '96 Registration Form

Print/Type full and first name as you wish it to appear on badge.

Name: _____ Preferred first name for badge _____

Summer Address: _____

City: _____ State: _____ Zip+4: _____

Summer Phone: _____ School/Firm: _____

Email Address: _____ This is my first AEJMC Convention: () Yes () No

I plan to travel by:
☐ air ☐ car ☐ commute

Convention Registration

	<u>Early Bird (by July 10)</u>	<u>Regular (after July 10)</u>
Member	\$ 90 _____	\$120 _____
Non-Member*	\$160 _____	\$190 _____
Student Member	\$ 25 _____	\$ 35 _____
Non-Member Student*	\$ 55 _____	\$ 65 _____
Retired Member	\$ 25 _____	\$ 35 _____
Spouse or Dependent(s)	No charge	No charge

Registration Sub-Total: _____

* **Only Non-member** rates include membership dues, which are not refundable.

Spouse Name: _____

Dependent's Name(s): _____

Do you have any physical, visual, hearing or dietary needs
AEJMC should be aware of? ☐ Yes ☐ No

If yes, please elaborate: _____

Amount Due

Registration Sub-Total: _____

Special Events Sub-Total: _____

Total Amount Due: _____

Method of Payment

_____ Check enclosed (U.S. funds only)
(Payable to AEJMC Convention)

_____ Purchase Order

_____ Invoice required for University
Purchase Order processing

(NOTE: Full payment must be postmarked by July 10, 1996,
to receive early bird discount. Requests for invoice and pur-
chase orders should be made early enough to allow ample time
for university processing so payment is mailed to the Central
Office by the deadline.)

_____ MasterCard _____ VISA

Name on Card: _____

Expiration Date: _____

Today's Date: _____

Account Number: _____

Signature: _____

Refund Policy: Refunds are available **only** for registration
fees. Written cancellation requests reaching the Central Office
by **July 10, 1996**, receive a full refund, minus a \$15 service fee;
between **July 11 and Aug. 31, 1996**, a full refund minus a \$30
service fee. After **Sept. 1, 1996**, refunds are not available.

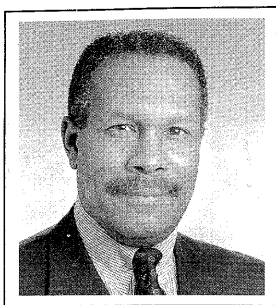
Closing, Workshops, Luncheons

- _____ \$14 "A Night With The Angels" Closing — Tuesday, 7:35 p.m. Game
- _____ \$22.50 KTA/AEJMC Awards Luncheon — Tuesday
- _____ \$25 DIGITAL VIDEO — Friday
- _____ \$30 WORLD WIDE WEB — Friday
- _____ \$25 MEDIA VIOLENCE — Friday
- _____ \$10 NEXUS — Friday
- _____ \$10 PRESENTATION & PUBLICATION — Friday
- _____ \$25 NUTS AND BOLTS — Friday
- _____ \$15 SECURING TENURE — Friday
- _____ \$25 PROFESSIONAL WRITER — Friday
- _____ \$10 Dessert Reception (MAG) — Sunday
- _____ \$22.50 Luncheon (TAW) — Monday
- _____ \$22.50 Luncheon (Schj & MAC) — Monday
- _____ \$22.50 Luncheon (VIS) — Monday
- _____ \$12 KTA Advisers Breakfast — Tuesday
- _____ Special Events Sub-Total

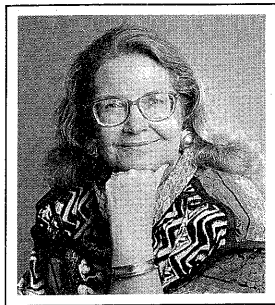
**Mail form to: AEJMC Convention Registration,
USC, LeConte College, Rm. 121
Columbia, SC 29208-0251**

Please make a copy of this form for your records!

A Collection of Theme Sessions



Ellis



Schaefer

Saturday, August 10

8:15 to 11:30 a.m.

"Affirmative Actions: Toward a Multicultural Workforce in American Journalism" — features presentations by Beverly Murray of Kansas State; Dwight Ellis, vice president of Human Resource Development with the National Association of Broadcasters; Stephana Colbert, an attorney at the University of Iowa; Armando Valdez of Valdez and Associates and moderator Marion Hayes-Hull of Howard. (Minorities & Communication Division, Black College Communication Association, Community College Journalism Association, Communication Technology & Policy Division, Qualitative Studies Division, Visual Communication Division, Commission on Status of Minorities)

10 to 11:30 a.m.

"Is the 5-Year Media Recession Really Over? Implications for Journalism Graduates" — includes speakers Thomas Arnold, editor-in-chief of *Video Store*; Don Ranly of Missouri; Jim Drummond of the *San Diego Union-Tribune*; Richard Cheverton of the *Orange County Register* and moderator Bob Worthington of New Mexico State. (Magazine Division, Media Management & Economics Division)

1 to 2:30 p.m.

"Dealing with Difference: Measuring and Interpreting Demographics" — speakers will be Pam Creedon of Kent State, Paul Lavrakas of Northwestern, Federico Subervi-Vélez of Texas at Austin and moderator Julie Andsager of Middle Tennessee State. (Communication Theory & Methodology Division, Media & Disability Interest Group)

"Should AEJMC Have a Technology Platform?" — features Jamie McClelland of the Libraries for the Future, David Leach of the U.S. House of Representatives Committee on Commerce, Dick Schaefer of Texas A&M and moderator Laurie Thomas Lee of Nebraska-Lincoln. (Communication Technology & Policy Division, Council of Affiliates)

"The Post-OJ Future of Cameras in the Court" — speakers include Talbot D'Alemberte, president of Florida State University and past president of the American Bar Association; Joel Hirshhorn, Esq., counsel for *Chandler v. Florida*, court-

room camera opponent; Kelli Sager, Esq., counsel for 15 media organizations obtaining camera access in OJ Simpson case, and moderator S.L. Alexander of Loyola at New Orleans. (Radio-Television Journalism Division, Law Division)

"Distance Learning: Interactive Television Coursework" — features Candace Perkins Bowen of Kent State, Jack Dvorak of Indiana, Linda Puntney of Kansas State and moderator Elizabeth Dickey of South Carolina. (Scholastic Journalism Division, Community College Journalism Association)

"Online Design: Typography, Photos and Design in Cyberspace" — panelists include Sandra Eisert, director of Graphics for Microsoft; Patricia Alvey of Texas at Austin; Jean Trumbo of Nevada-Reno; Michael Williams of North Carolina and moderator Rob Heller of Tennessee-Knoxville. (Visual Communication Division, Advertising Division, Public Relations Division)

"How to Get Promotion and Tenure at Small Programs if Publication is Required" — this panel will include Ginger Carter of Northeast Louisiana State, Cecilia Friend of Utica, Tracy Gottlieb of Seton Hall, Jim Sernoe of Midwestern State and moderator James Stewart of Nicholls State. (Small Programs Interest Group)

2:45 to 4:15 p.m.

"Divine Neglect?: How the Press Covers (or Fails to Cover) Religion" — speakers will be John Dart, religion writer for the *Los Angeles Times*; J. Douglas Tarpley of Regent; Terry Mattingly of Milligan; Carol McGraw, religion writer for the *Orange County Register*; Judy Buddenbaum of Colorado State and moderator Debra Mason of Otterbein. (Public Relations Division, Newspaper Division)

7:15 to 8:45 p.m.

"Top-Notch Tips from Top Writing Teachers" — features Raleigh Mann of North Carolina, Pat Prijatel of Drake, Tom Wheeler of Oregon and moderator Sammye Johnson of Trinity. (Magazine Division, Standing Committee on Teaching Standards)

"Wild Women in the Academy II: Meditations for White Minds" — features Anne Wilson Schaefer, author of *Meditations for Women Who Do Too Much* and *Native Wisdom for White Minds*, and JoAnn Valenti of Brigham Young. (Commission on Status of Women, Public Relations Division)

Sunday, August 11

1 to 2:30 p.m.

"Assessing Student Learning Outcomes" — panelists are Sharon Brock of Ohio State and Linda Shipley of Nebraska-Lincoln. (Advertising Division, Community College Journalism Association)

"The World and Disability: Teaching the Media" — features Jack Nelson of Brigham Young, John Hughes of the United Nations, Pam Mendelson of the World Institute on

Theme Sessions cont.

Disability and Joe Coughlin, a Canadian Broadcaster. (International Division, Media & Disability Interest Group, Radio-TV Journalism Division)

"Covering Hollywood: Is It News, Entertainment or Both?"

— speakers include Thomas King of the Los Angeles Bureau of the *Wall Street Journal*; Garrett Glaser, a former correspondent/critic with KNBC-TV in Los Angeles; Anita Busch of *Daily Variety*; Corie Brown of *Premiere* magazine and moderator Gerald Carroll of Iowa. (Newspaper Division; Lesbian, Gay & Family Diversity Interest Group)

"Women's Impact in Environmental Communications"

— panelists include Peggy Wayburn of the Sierra Club, Felicia Marcus of U.S. Environmental Protection Agency, Marla Cone of the *Los Angeles Times*, Teya Ryan of CNN Environment Unit, and JoAnn Valenti of Brigham Young. (Science Communication Interest Group, Commission on Status of Women)

2:45 to 4:15 p.m.

"Hazelwood and the 7-Year Itch" — features Mark Goodman of the Student Press Law Center, Paul McMasters of The Freedom Forum, Tom Dickson of Southwest Missouri State, Wayne Overbeck of California State at Fullerton and moderator Tom Eveslage of Temple. (Scholastic Journalism Division, Law Division)

"When Disaster Strikes: What's the Media's Impact?" — speakers are Holly Gantt of KOCO-TV in Oklahoma City, Esther Thorson of Missouri, Ford Burkhart of Arizona and Chris Allen of Missouri. (Radio-TV Journalism Division, Public Relations Division)

4:30 to 6 p.m.

"Pathbreaking Women Journalism Educators" — panelists include Nancy Roberts of Minnesota, Douglas Ann Newsom of Texas Christian, Barbara Petersen of South Florida and Ann Brill of Missouri. (History Division, Mass Communication & Society Division)

"Effective Strategies for Legal Research Using Online Databases" — will include Donald J. Dunn of Western New England School of Law, Tim Gleason of Oregon, Louise Hermanson of South Alabama, and representatives from online services. (Law Division, Communication Technology & Policy Division)

"Computer-Assisted Journalism: New Models of Newsgathering and Reporting" — features Russell Clemings



Cone



Ryan

of the *Fresno Bee*, Amy Gahrn of *E-Source*, Elliot King of Loyola at Maryland, Steve Ross of Columbia, and co-moderators Jim Detjen of Michigan State and David Abrahamson of Northwestern. (Magazine Division, Science Communication Interest Group)

"How Well Does TV News Cover Issues of Race and Ethnicity?" — features Darrell Hamamoto of California at Davis and author of *Monitored Peril*, Carla Aragon of KOB-TV, Beverly White of KNBC-TV, Chris Campbell of Xavier, Lillian Rae Dunlap of Missouri and moderator Don Heider of Colorado. (Radio-TV Journalism Division, Minorities & Communication Division)

"Resurrecting Student Newspapers: Partners for Excellence" — panelists include Judy Hines of The Newseum, Toni Laws of the Newspaper Association of America, Shaneesa Ashford of the Tallahassee Democrat, Candice Billups of Rickards High School and Gale Workman of Florida A&M. (Scholastic Journalism Division, Council of Affiliates)

6:15 to 7:45 p.m.

"Comments in the Margin: Integrating Literary Techniques into the Teaching of Objective Writing" — speakers will be Thomas Connery of St. Thomas, James Stewart of Nicholls State, Sam Riley of Virginia Tech, Brian Thorton of Midwestern State and Kathleen Endres of Akron. (Magazine Division, Small Programs Interest Group)

"Professional Freedom & Responsibility Award Presentation" — Christopher Hitchens will receive the Qualitative Studies Division's PF&R Award. (Qualitative Studies Division)

Monday, August 12

8:45 to 10:15 a.m.

"The Media Park" — features Michelle Davidson, head librarian of post production with Paramount Pictures; Hal Bray, director of Media Park project, Electronic Commerce with Pacific Bell; Jim Maines, general manager of Digital Energy; Bruce Tucker of Network Production Music; Peter Seel of San Francisco State and moderator Laurie Thomas Lee of Nebraska-Lincoln. (Communication Technology & Policy Division, Visual Communication Division)

"Teaching the Legal and Ethical Limits of the Mass Media in Africa" — panelists will be Festus Eribo of East Carolina, Tendayi Kumbula of Ball State, Folu Ogundimu of Michigan State, Sanford Ungar of American, Mitchell Land of North Texas and moderator Kwadwo Anokwa of Butler. (International Division, Council of Affiliates)

"Teaching Media Leadership: Linking Educators and Industry Leaders" — speakers include Elise Parsigian of Michigan, John Craft of Arizona State, Paul Delaney of Alabama, Alan Acosta of *Stanford Magazine*, Mary Lynn Hanily of Alabama and moderator John Schweitzer of Bradley. (Media Management & Economics Division, Radio-TV Journalism Division)

"Disability and Difference in Advertising and Entertainment" — features Vivian Campos of the Media Access Office



Pre-Convention Opportunities

Friday, August 9

8:30 a.m. to 5 p.m.

"Learning Digital Video" — \$25 fee

*Sponsored by the Radio-Television Journalism Division,
and Avid Technology, Inc., Burbank*

The Radio-Television Division will hold a pre-convention workshop, "Learning Digital Video" at the Avid Technology training center in Burbank. Cost, covering lunch and transportation from Anaheim to Burbank and return will be \$25 per person. There will be an absolute limit of 25 participants to insure that each workshop participant will get at least some hands-on digital video training with Avid's instructors. A chartered bus will leave the Anaheim Hilton at 8:30 a.m. and return about 5 p.m. Register on the form on the inside front cover; look for (DIGITAL VIDEO). For additional information contact Bill Knowes at (406) 243-4747.

9 a.m. to 4 p.m.

"Exploring New Media: Hands-on Workshop" — \$30 fee

Sponsored by the Public Relations, Communication Technology & Policy, Newspaper and Media Management and Economics divisions and the Community College Journalism Association

Workshop participants will explore issues of the new media in the labs of University of Southern California. After a general overview of the Internet and other related resources, participants can choose between a hands-on session on Computer-Assisted Reporting or one on teaching and creating sites for the World Wide Web (also hands-on). The session will include guest speakers from Los Angeles online media companies. Lunch will be available at on-campus food outlets. Fee does not include transportation. Register on the form on the inside front cover; look for (WORLD WIDE WEB). Registration is limited to 35. For additional information contact Carolyn Cline at 213/740-3905.

10 a.m. to 3 p.m.

"Free Speech and Media Violence" — \$25 Fee

Sponsored by the Law Division

This all-day pre-convention seminar will allow participants to enter into a dialogue with an exceptional combination of broadcast executives, and legal and communication experts regarding First Amendment implications of government regulation of violence on television. Researchers from the University of California at Los Angeles (UCLA) Center for Communication Policy will join with journalists, television executives, and entertainment law attorneys to explore the acceptable limits for violence in television programming. The UCLA Center is presently conducting a three-year "Violence Assessment Monitoring Project" based on an agreement among the four major broadcast networks (ABC, CBS, FOX and NBC) and the U.S. Congress. The \$25 fee includes lunch. Register on the form on the inside front cover; look for (MEDIA VIOLENCE). Registration is limited to 50. For more information contact Barbara K. Petersen at 813/974-6793.

1 to 5 p.m.

"Seeing is Believing: The Nexus of Advertising and Visual Communications" — \$10 fee

*Sponsored by the Advertising and
Visual Communication Divisions*

Advertising and Visual Communication have always been inextricably linked. Advertising educators understand this connection, but most find it difficult to stay abreast of the rapid changes in visual communications and their impact on the way we understand and teach advertising. This workshop is for advertising educators who want to learn how to effectively teach cutting edge technological advances in visual communications. Participants will receive training from industry experts on the latest techniques in advertising visual communications. Upon completion participants should know what's hot in visual communications and be comfortable enough with the topic and be able to apply what they learn to classroom settings. Register on the form on the inside front cover; look for (NEXUS). Fee is \$10. For more information contact Suzette Heiman at 573/882-6771.

1 to 4 p.m.

"Presentation & Publication" — \$10 fee

Sponsored by the History Division

Wonder why that marvelous article was rejected, not once, but twice? Or how the reviewers could turn down that convention paper you slaved over for months? Heard the rumors that it's "politics" or "whom you know" that determines whose scholarship gets selected for publication? Confused because reviewers raved about your convention paper but when you sent it to a journal, the editor said "no thanks"? This workshop will help you get a handle on the mysterious world of scholarship with experienced authors and presenters discussing publication and presentation from a variety of perspectives. Cost is \$10. Register on the form on the inside front cover; look for (PRESENTATION & PUBLICATION). For additional information contact Barbara Cloud at 702/895-3964.

1 to 4:30 p.m.

"Summit: Countdown to Equity 2000" — No fee

Sponsored by the Commission on the Status of Women

Invited AEJMC and ASJMC leaders will discuss current status of equity initiatives; possible changes in standards 3 and 12 and strategies on how "minoritized majority can reach equity in mass communication education." For more information contact Caroline Dow at 812/475-8550.

1 to 4 p.m.

"Ethical Dilemmas in Research" — No fee

Sponsored by the AEJMC Standing Committee on Research

The Standing Committee on Research, in preparation for its Plenary Session at the Chicago convention, is holding a workshop on the ethical dilemmas in journalism and mass communication research. The workshop is divided into two sessions.



In the first session, each of five presenters will describe the issues and circumstances affecting research decisions that are raised when choices are viewed from a particular perspective or vantage point. In the second session, these issues and others derived from the personal experiences and concerns of workshop participants will be discussed with the hope of formulating an agenda for the Association. For more information contact Oscar H. Gandy, Jr. at 215/898-7030.

1 to 4 p.m.

"Overcoming Innumeracy: Strategies for Teaching Statistical Reasoning and Statistical Literature to Students in Journalism and Mass Communication" — No fee

Sponsored by the Science Communication Interest Group and the Communication Theory & Methodology Division

The primary goal of this session is to provide practical insights, tips, and examples related to teaching statistical reasoning and statistical literacy in the Journalism and Mass Communication curriculum, especially outside of the usual research methods courses. Participants will also explore in a more general sense why the problem of innumeracy exists among journalists and Journalism and Mass Communication students and some broader strategies for dealing with it. For additional information contact Robert J. Griffin at 414/288-3099.

1 to 5 p.m.

Sponsored by the Magazine Division

For additional information regarding this session, please contact Beverly Merrick at 605/624-4813.

2 to 5 p.m.

"Leadership Issues and Challenges for the 1990's and Beyond: A Nuts and Bolts Approach" — \$25 fee

Sponsored by the ASJMC Human Resources Committee and the Black College Communication Association

The Human Resources Committee of ASJMC will present a nuts and bolts orientation for new and perspective administrators as well as a "refresher" for continuing journalism and mass communications deans, directors and department heads. The workshop will focus on key leadership issues such as planning, faculty/student recruitment and retention, and professional alliances. The workshop will also emphasize attracting underrepresented groups to journalism and mass communications administration, one of the goals of the ASJMC Human Resources Committee. The workshop objective is to offer a leadership institute that transcends the traditional philosophical bend and focuses on small group discussions facilitated by successful administrators in the key areas previously described. Registration is limited to 50. Register on the form on the inside front cover; look for (NUTS AND BOLTS). Fee is \$25. For

additional information contact Shirley Staples Carter at 804/683-8331.

2 to 5 p.m.

"Conducting the Academic Job Search and Securing Tenure" — \$15 fee

Sponsored by the Graduate Education Interest Group

This workshop is designed to help graduate students and new PhD's prepare for the academic job search. It will help students prepare while they are still in school by telling them the types of things they ought to be doing to prepare for their first jobs. It will walk them through the process of preparing a convincing cover letter and CV, and it will provide tips on job interviewing. For current faculty members seeking tenure, there will be instruction on the do's and don'ts of the tenure track, and the pitfalls of seeking tenure. Register on the form on the inside front cover; look for (SECURING TENURE). Fee is \$15. For additional information contact Paul Husselbee at 614/593-0093.

6 to 9 p.m.

"Coaching the Professional Writer and Editor" — \$25 fee

Sponsored by the Newspaper Division

This workshop will offer practical advice on setting up a one-time coaching project or a long-term practice, including such details as dealing with management, setting rates, agreeing on goals, developing coaching formats, and dealing with specific writing and editing problems and ways to correct them. Register on the form on the inside front cover; look for (PROFESSIONAL WRITER). Fee is \$25. For more information contact Raleigh Mann at 919/962-4071.

7:30 to 10 p.m.

"Issues in Advertising and Public Relations — Roundtable Discussions" — No fee

Sponsored by the Advertising and Public Relations Divisions and the Community College Journalism Association and the Media and Disability Interest Group

Tired of listening to a presentation and then having to leave for another panel? Advertising and Public Relations offer four "roundtable" sessions where the quality of the interaction is more important than the number of panelists and time limitations. In-depth individual roundtable discussions with scholars in the following areas: *Advocacy Public Relations: Working Toward Changing Societal Stereotypes; Building Relationships with Prospects and Customers; Easing the Transfer Transition: Recruiting Community College Students; and Political Advertising: A Social Help or Social Bane?* Roundtables will run from 7:30 to 10 p.m. For additional information contact Don Stacks at 305/284-2265.

DISNEYLAND PARK

The rate for Disneyland Park is \$34 daily (with in-and-out privileges) except for children 3 to 11 whose rate is \$26 per day. Children under the age of 3 are free. Hours of operation are 8 a.m. to midnight. The Anaheim Hilton and Towers Hotel operates a complimentary shuttle that leaves the hotel and Disneyland every 15 minutes. Multiple-day passports are available. For more information, here's Disneyland's homepage address: <http://www2.disney.com/Disneyland>



Anaheim Hilton and Towers
Attn: Reservation Department
777 Convention Way
Anaheim CA 92802-3497
(714) 750-4321 / Fax: (714) 740-4252

79th Annual Convention, August 10-13, 1996

Reservations by phone:
1-800-222-9923
1-800-233-6904 (within California)

I understand I am liable for one night's room and tax which may be deducted from my deposit or billed to my credit card in the event that I do not arrive or cancel on the arrival date indicated.

Signature

To facilitate the check-in process, we suggest that you present a major credit card at the Front Desk upon arrival. Total payment of room and tax is due upon check-in plus \$30 for the first two nights and \$10 for each additional night incidental deposit for those persons not using a credit card. Room reservations will be held only until 6 p.m. unless this reservation request is:

____ Accompanied by a one night's deposit
____ Assured through credit card

- ☐ American Express ☐ Diner's Club
☐ MasterCard ☐ Carte Blanche
☐ Visa ☐ Discover

Card No. _____ Expiration Date _____

Signature _____

*Your reservation must be received prior to
July 13, 1996,
and before the group reservation block is filled to
assure your room accommodations.*

<input type="checkbox"/> Single(s) 1 Person	\$ 95.00
<input type="checkbox"/> Double(s) 2 Persons - <input type="checkbox"/> 1 Bed <input type="checkbox"/> 2 Beds	\$115.00
<input type="checkbox"/> Triple(s) 3 Persons - 2 Beds	\$135.00
<input type="checkbox"/> Quad(s) 4 Persons - 2 Beds	\$155.00
<input type="checkbox"/> Upgrade my reservation to Lanai Level @ an additional \$10 per day	<input type="checkbox"/> Upgrade my reservation to Towers Level @ an additional \$30 per day
<input type="checkbox"/> Request: Non-Smoking Room _____ Disabled Equipped Room _____	Above rates subject to 15% per night occupancy tax.

Children of any age stay free in parent's room in existing beds.

Additional Person In Room _____

Additional Person In Room _____

Name _____

Organization _____

Street Address _____

City/State/Zip _____

Daytime Phone () _____

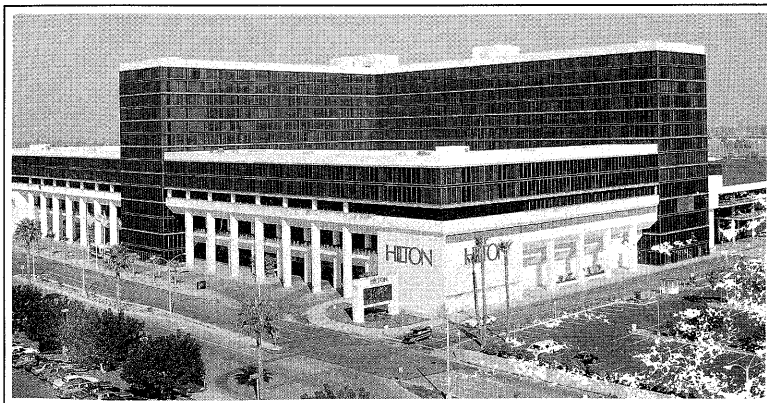
Hilton HHonors # (if any) _____

Arrival Date/Time _____ (Check-In Time is 3 p.m.)

Departure Date/Time _____ (Check-Out Time is 12 Noon)

Please make a copy for your records.

Reservations must be made before **July 13, 1996**, to be guaranteed convention rates. After that date, room requests will be filled on a space and rate availability only. Graduate students should receive a mailing regarding special rooming arrangements. Please contact Kyshia Brown at 803-777-2005 if information is not received.



Convention Bits and Pieces

AEJMC General Business Meeting

All convention attendees should plan to attend the AEJMC General Business Meeting on Monday, August 12, from 10:30 a.m. to Noon. AEJMC President Pamela Shoemaker of Syracuse University will preside at the meeting.

Agenda items include presentation of association awards, reports from the commissions and various committees, resolutions and installation of the 1996-97 AEJMC President, Alexis Tan, Washington State University.

Job Placement Service

AEJMC's job placement service will be offered during the convention. The service is for individuals seeking positions and schools seeking job applicants. Individuals review files on position openings while schools review files on individuals seeking jobs. Individuals and schools are responsible for making the necessary copies.

Placement hours will be from 9 a.m. to 5 p.m. Saturday, Sunday and Monday, and 9 a.m. to 3 p.m. Tuesday.

AEJMC members may use the service free of charge while schools are charged \$40 to advertise one position and \$20 for each additional position. Individuals who are not AEJMC members are charged \$25 to use the service.

Those wishing to use the service are urged to register early by calling Felicia Greenlee-Brown at (803) 777-2005, or writing AEJMC, University of South Carolina, LeConte College, Room 121, Columbia, SC 29208-0251. Those interested in the service will be mailed an application form to be completed and mailed back to AEJMC by July 12, 1996.

Research Papers Available

Copies of papers presented during the convention's research sessions will be for sale during the following hours: 9 a.m. to 5 p.m. Saturday, Sunday and Monday, and 9 a.m. to 3 p.m. Tuesday. Papers will cost 25 cents per copy; abstracts will be free.

Only papers and abstracts submitted by authors will be available. Following the convention, papers will be available from the Central Office for \$3 each, which covers copying and mailing costs. A full list of available papers will appear in the September issue of *AEJMC News*.

Angels Play at Home

For the baseball aficionado, the California Angels are at home each night during the AEJMC Convention. They face the Minnesota Twins August 8, the Kansas City Royals August 9-11, and the Cleveland Indians August 12-14. For individual ticket information call 714-634-2000.

Telephone Messages

The easiest way others can reach you during the convention is to leave a message at your hotel. Convention personnel will not attempt to relay messages.

Session Recording

Convention delegates will be able to purchase audio tapes of the keynote address, plenary and nearly all other convention sessions (excluding paper sessions) within minutes of each session's end. Copies may be purchased, or ordered, for \$10 each.

New Member Orientation Session

A special orientation session for new members and first-time convention attendees will be held on Sunday, August 11, from 7 to 8 a.m. Sponsored by the AEJMC Membership Committee, the session will explain the focus and activities of the association's various divisions and interest groups, as well as ways to become active in the association.

A highlight of the session will be the opportunity to meet other AEJMC members and officers of the divisions and interest groups. Each group has been asked to have a representative available during the session to answer questions. For additional information, contact Paul Belgrade of Millersville University at (717) 872-3229, or Ed Adams of Angelo State University at (915) 942-2322.

Special Exhibit Table

AEJMC's Membership Committee will be staffing a special table in the Exhibit area on Sunday, August 11, to answer questions about the convention and AEJMC. A variety of helpful handouts will be available to attendees. Please plan to stop by.

ASJMC Distinguished Service Award Dinner

ASJMC will be honoring Creed Black, president of the John S. and James L. Knight Foundation, with its 1996 Distinguished Service to Journalism Award on Friday, August 9 from 7:30 to 10 p.m. Cost of the dinner will be \$40 per person. Invitations to the dinner will be mailed to all ASJMC members in late May. The dinner is open to anyone who wishes to attend. Requests for an invitation may be made to Kyshia Brown at (803) 777-2005.

Convention Information on the AEJMC Homepage

AEJMC has loaded much of the convention information found in this brochure on its homepage under the Convention and Meetings Section of the main menu. As additional information becomes available it will be loaded onto the page. Check it every few weeks for late-breaking information. The homepage address is: URL: <http://www.aejmc.sc.edu/online/home.html>

The homepage also features a direct link to the Anaheim, Calif., homepage, which provides information on the history of the city, local attractions and area restaurants. It provides an up-close look at our convention city.



KEY

(key continued on page 11)

8:30 am - 5:00 pm	RTVJ
9:00 am - 4:00 pm	PR, CT&P, NWSP, CCJA, MME

Preliminary Schedule Saturday, August 10

7:00 - 8:00 am	CoD Bus	ASJ Exec (to 10a)	BCCA Board										
8:15 - 9:45 am	ADV Res	CT&M Res	HIST Res	INTL Res	LAW, MME Res	MAG Res	MC&S Res	MAC, QS, CT&P, BCCA Workshop PF&R	Freedom Forum Intl Panel	ACE/JMC Workshop	Freedom Forum Intl Panel		
10:00 - 11:30 am	ADV Res	CT&P Res	CT&M Res	HIST Res	INTL Res	LAW Res	MAG, MME PF&R	MC&S Res	RTVJ Res	CCJA, VIS PF&R	MCB Panel	Freedom Forum Newseum	
11:30 am - 1:00 pm	ADMINISTRATOR LUNCHEON (to 2p)												
1:30 - 2:30 pm	CT&P, CoA PF&R	CT&M, DIS Res	INTL, NWSP PF&R	MC&S Res	MME, INTERN Teach	RTVJ, LAW PF&R	SchJ, CCJA Teach	VIS, ADV, PR Teach	CIVIC Res	GRAD Res	SCI Res	Sm Prog PF&R	AEJ PUBL Panel
2:45 - 4:15 pm	CT&M, SCI Teach	HIST Res	INTL Res	MC&S Res	MME, LAW PF&R	MAC Res	NWSP, PR PF&R	SchJ Res	VIS Res	WOMEN, MAG PF&R	GRAD, CT&P PF&R	Sm Prog, CCJA Teach	ASJ Curric Panel
4:30 - 6:15 pm	KEYNOTE												
6:15 - 7:00 pm	OPENING RECEPTION												
7:15 - 8:45 pm	ADV Res	CT&P Bus	HIST, VIS Res	LAW Res	MAG, TS COM Teach	MC&S Bus	NWSP, MME Poster	SchJ Teach	WOMEN, PR PF&R	CIVIC, QS PF&R	DIS Res	Sm Prog Bus	AE/JMC PUBL/RES Joint Bus
9:00 - 10:30 pm	CT&M, MC&S Poster	SchJ Bus	VIS Bus	WOMEN Educ	Wisconsin, Minnesota Social	MCB Bus	SWEC/JMC						

Preliminary Schedule Sunday, August 11

NEW MEMBER Breakfast	AEJFJL Council (to 1:00)	PF&R Assembly Hearing	MAG Res	MC&S Res	MME Res	MAC Res	NWSP, HIST PF&R	QS Res	SchJ Res	VIS, RTVJ Res	WOMEN Res	ASJ/AEJ Alliances Panel
7:00 - 9:00 am												
11:30 am - 1:00 pm	Low Jones Workshop/Luncheon	Hearst Luncheon	SPLC Board (to 2:30p)									
1:00 - 2:30 pm	ADV, CCJA PF&R	CT&M Res	HIST, QS Res	MC&S, CTP Res	MME Teach	MAC Res	CIVIC, CoA Res	GRAD Bus	LGFD, NWSP PF&R	SCI, WOMEN PF&R	Sm Prog, LAW Teach	AEJMC FINANCE
2:15 - 4:15 pm	ADV, WOMEN Res	CT&P Res	CT&M, GRAD PF&R	NWSP, MME PF&R	RTVJ, PR PF&R	SchJ, LAW PF&R	VIS, CCJA Teach	CoA OSU Survey	LGFD Teach	DIS, SCI PF&R	Sm Prog, INTERN Teach	ACEJMC Hearing
4:30 - 6:00 pm	CT&M, VIS Res	INTL, QS Res	LAW, CT&P Teach	NWSP, INTERN PF&R	RTVJ, MAC PF&R	SchJ, CoA PF&R	CIVIC Bus	LGFD Teach	DIS Bus	SCI, MAG PF&R	Sm Prog, CCJA Teach	Mission & Purpose Panel
6:15 - 7:45 pm	CT&P Res	HIST Bus	INTL Bus	MME Bus	MAC Bus	PR Teach	QS PF&R	SchJ, CCJA Teach	VIS Res	INTERN, WOMEN PF&R	LGFD Bus	CCA Bus
8:00 - 9:30 pm	ADV Bus	CT&M Bus	INTL Social	MAG Bus	PR Bus	QS Bus	CoA Bus	CCJA Bus	CSM Bus	INTERN Bus	SCI Bus	CORF
9:45 - 11:00 pm	All Divisions Social	MAC Social	NWSP Bus	WOMEN Bus	Illinois Social							

Registration Hours

AAEJMC Convention registration will be on the Ballroom Level of the Hilton and Towers Hotel. The Registration/Information area will be open the following hours during the convention:

Thursday, Aug. 8	6 to 9 p.m.
Friday, Aug. 9	8 a.m. to 7 p.m.
Saturday, Aug. 10	8 a.m. to 5 p.m.
Sunday, Aug. 11	8 a.m. to 5 p.m.
Monday, Aug. 12	8 a.m. to 5 p.m.
Tuesday, Aug. 13	8 a.m. to 3 p.m.

Off-Site Sessions

6:15 - 7:45 pm	ADV Social	8:00 - 11:00 pm	RTVJ Business /Social
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Preliminary Schedule Monday, August 12

7:00 - 8:30 am	ADV Exec	CT&P Exec	CT&M Exec	HIST Exec	INTL Exec	MAG Exec	MC&S Exec	MME Exec	PR Exec	RTVJ Exec	VIS Exec	CIVIC Exec	AEJMC Membership Comm	ASJMC Publications
8:45 - 10:15 am	CT&P, VIS Teach	CT&M Res	HIST, WOMEN Res	INTL, CoA Teach	LAW, INTERN Teach	MAG, CCJA PF&R	MME, RTVJ Teach	OS, CIVIC Res	NWSP Res	SchJ Res	DIS, ADV PF&R	SCI Res	Mission & Purpose	
10:30 am - Noon	AEJMC BUSINESS MEETING													
Noon - 2:00 pm	LAW LUNCH	SchJ, MAC LUNCH	VIS LUNCH											
1:00 - 2:30 pm	INTL, CT&M PF&R	MME, MAG Teach	NWSP, MC&S PF&R	WOMEN, CoA Teach	CCJA Teach	CIVIC, RTVJ Teach	INTERN Res	DIS Res	SCI, LGFD PF&R	ASJMC Panel	J-History			
2:45 - 4:15 pm	ADV Res	CT&M, GRAD Teach	INTL, CCJA PF&R	LAW, WOMEN Teach	MAG, VIS PF&R	MME Res	MAC, INTERN Teach	PR Res	RTVJ, MC&S Teach	CIVIC, NWSP Teach	LGFD Res	CoA IRE Res	ASJMC Business	
4:30 - 6:00 pm	ADV, OS Res	HIST Res	LAW Res	MAG, PF&R Committee PF&R	MC&S, CCJA PF&R	NWSP, CT&P Teach	PR, LGFD PF&R	RTVJ, MME PF&R	SchJ, MAC PF&R	VIS, CoA PF&R	WOMEN Res	GRAD Teach	ASNE Panel	KACA Res
6:15 - 7:45 pm	ADV Res	CT&P, INTL PF&R	LAW Res	MAG Res	MME Res	NWSP Res	PR Res	OS Res	RTVJ Res	VIS, WOMEN PF&R	DIS, MAC PF&R	SCI Res	Iowa Social	
8:00 - 9:30 pm	ADV Res	CT&P, LAW Res	CT&M Res	MAG, SchJ Teach	MC&S Res	MAC, HIST Res	NWSP, INTL Teach	PR Res	QS Res	RTVJ Res	WOMEN Res	CIVIC Res	Editors Roundtable	BYU Social
9:45 - 11:30 pm	HIST, LAW QS Social	MAC Exec	Sm Prog Exec	Ohio Social	Missouri Social	SIU Carbondale Social								

KEY (cont.)

- Public Relations - PR
- Qualitative Studies - QS
- Radio-Television Journalism - RTVJ
- Science Communication - SCI
- Scholarship Journalism - SchJ
- Small Programs - Sm Prog
- Visual Communication - VIS
- Association of Schools of Journalism and Mass Communication - ASJMC
- Black College Communication Association - BCCA
- Committee on Retired Faculty - CORF
- Community College Journalism Association - CCJA
- Council of Divisions - CoD
- Commission on the Status of Women - WOMEN, CSW
- Commission on the Status of Minorities - MINORITIES, CSM

8:00 - 8:45 pm			
8:45 - 9:30 pm			MME Social
9:30 - 10:00 pm			

Preliminary Schedule Tuesday, August 13

[illegible]

Off-Site Session

9:00 am - Noon	MC&S PF&R
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A Date With The Angels

Make a date with the Angels — the California Angels, that is — as AEJMC goes to the ballpark for the final event of the 1996 Convention.

The Cleveland Indians, winner of the American League pennant in 1995, will be in town in the second of a three-game series with the Angels.

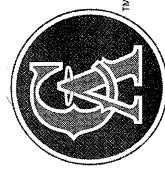
Cost is \$14 per person which includes a game ticket and several coupons for concession items and perhaps a California Angel souvenir. (The value of the evening will reach at least \$24.) The game starts at 7:35 p.m. The stadium opens at 6 p.m.

An additional bonus for someone attending the final event: A USAir ticket for use in travel to the 1997 Convention in Chicago. Yes, someone will win a free ticket on USAir in addition to their full night of fun with the California Angels and

the Cleveland Indians.

The cost does not include transportation. Because chartered buses would increase the cost at least \$10 per person and scheduled buses are available every 30 minutes from a corner by the Hilton to the ballpark and back for only \$1 per person each way, the "obvious decision was made to allow individuals to get to the ballpark on their own," said Fred Williams, Convention Manager. "This way everyone can decide to go as early as they wish and leave when they wish." (Exact change is required to ride the bus.) Taxi is \$9 each way; parking a car at the stadium costs \$6.

Register for "A Night With the Angels" on the registration form, page 2.



CALIFORNIA
ANGELS
ANGELS BASEBALL '96
WE PLAY HARD

Theme Sessions cont.

in North Hollywood, Victoria Lewis of Mark Taper Forum in Los Angeles, freelance writer Kathi Wolfe of Falls Church, VA, Paul Longmore of San Francisco State and moderator Beth Haller of Penn State at Harrisburg. (Media & Disability Interest Group, Advertising Division)

1 to 2:30 p.m.

"Going, Going, Gone: The Disappearing Line between Mainstream and Tabloid Journalism" — features media critic David Shaw of the *Los Angeles Times*, freelance journalist Jane Adams, Mary Anne Norbaum of *The Globe* (LA bureau chief), discussant Paul Voakes of Indiana and moderator Terry Dalton of Western Maryland. (Newspaper Division, Mass Communication & Society Division)

"The Life Cycle of a Successful Professor: Tenure, Promotion and Changing Jobs" — panelists include John Schweitzer of Bradley, Mary Alice Shaver of North Carolina, Beverly Merrick of New Mexico State, Bob Worthington of New Mexico State and moderator David Abrahamson of Northwestern. (Media Management & Economics Division, Magazine Division)

"Alternative Leadership Styles" — speakers are Steve Montiel, president of Maynard Institute for Journalism Education; Orage Quarles III, publisher of the *Modesto Bee*, Pam Creedon of Kent State and moderator Lana Rakow of North Dakota. (Commission on Status of Women, Council of Affiliates)

2:45 to 4:15 p.m.

"The Importance of Being Curious: Theory as Praxis or Theory and Praxis" — panelists will be Ellen Wartella of Texas at Austin, Theodore Glasser of Stanford, Eric Fredin of Ohio State, Dhavan Shah of Minnesota and moderator Leslie Snyder of Connecticut. (Communication Theory & Methodology Division, Graduate Education Interest Group)

"Contemporary Issues in South American Media: Views from North and South" — speakers will be Olga Briceno of Urbine Valley, Leonardo Ferreira of Miami, Robert Huesca of Trinity, Gonzalo Soruco of Miami, Joseph Straubhaar of Brigham Young and moderator Donn Tilson of Miami. (International Division, Community College Journalism Association)

"How Do I Prepare to Teach Media Law and Are There Any Jobs Out There?" — includes Laurence Alexander of Florida, Bill Chamberlin of Florida, Robert Drechsel of Wisconsin-Madison, Jeanne Scafella of East Carolina and moderator Roy Moore of Kentucky. (Law Division, Commission on Status of Women)

"West Coast Magazines: Alive and Well Without Madison Avenue" — speakers will be Clay Felker of California at Berkeley (formerly of the *New Yorker*), Susan Gates of *BUZZ*, Patrick Kenealy of PCWorld Communications, Bob Dowling of *Hollywood Reporter* and moderator Samir Husni of Mississippi. (Magazine Division, Visual Communication Division)

"Doctoral Funding Support for Students of Color in New(t)

Times: What are the Options?"

— panelists will be Richard Cole of North Carolina, Cathy Jackson of Missouri, Vincent Rodriguez of Iowa, Trevor Brown of Indiana and moderator Cleo Allen of Southern. (Minorities & Communication Division, Internships & Placement Interest Group)

"Mentoring and Mass Media Education: Professionals,

Former Students and Academics" — features Kerri Lee-O'Farrell of KOMO-TV (Seattle, WA), Pamela Kalbfleisch of Wyoming, Tom Bowers of North Carolina, William Griswold of Georgia and moderator Karen Bonnell of Southern Indiana. (Radio-TV Journalism Division, Mass Communication & Society Division)



Kalbfleisch

4:30 to 6 p.m.

"Tomorrow's Magazine Editing: Changing Audiences, Changing Media, Changing Skills" — includes Cathy Baskin, editor of *PC World*; Lee Jolliffe of *Drake*; Pat McNeely of South Carolina; Joe Robinson, editor of *Escape* and moderator David Sumner of Ball State. (Magazine Division, PF&R Standing Committee)

"The Brave New World of Downsized Journalism: Observations from Within" — features Rebecca Allen, city editor of the *Orange County Register*; Bob Baker, assistant metro editor of the *Los Angeles Times*; Will Swain, media critic of the *Orange County Weekly*; Dorothy Corber, union representative of the *Long-Beach Press Telegram* and moderator Susan Paterno of Chapman. (Mass Communication & Society Division, Community College Journalism Association)

"The Pro and the PhD: When Does Professional Experience Equal a Doctorate?" — features Joan Konner of Columbia, Willard Rowland of Colorado, Ellen Wartella of Texas at Austin, Ford Burkhart of Arizona (former journalist with The Associated Press and *Miami Herald*) and Steve Bloom of Iowa. (Radio-TV Journalism Division, Media Management & Economics Division)

"Advice from the Trenches: Minority Workshops that Work!" — speakers will be Alice Tait of Central Michigan, Richard Holden of the Dow Jones Newspaper Fund, Paul Mitchell of Nevada-Reno, Adrienne Go of Pacific and moderator Barbara Bealor Hines of Howard. (Scholastic Journalism Division, Minorities & Communication Division)

6:15 to 7:45 p.m.

"The Hollywood Indian: Stereotypes and Visual Representation of Native Americans" — features Mark Trahan, executive news editor of *The Salt Lake Tribune*; Norma Green of Columbia College and moderator Lucy Ganje of North Dakota. (Visual Communication Division, Commission on Status of Women)

"The Other Side of the Stories: Alternative and Ethnic News Sources" — panelists include America Rodriguez of Texas at Austin, Jane Twomey of Maryland, Cindy Jones of

Theme Sessions cont.

Mainstream Magazine (publisher) and moderator Carmen Manning Miller of Mississippi. (Media & Disability Interest Group, Minorities & Communication Division)

Tuesday, August 13

8:45 to 10:15 a.m.

"Report from Beijing: United Nations Conference on Women" — features Frieda Werden of Women's International News Gathering Service, Jane Kirtley of the Reporters Committee on the Freedom of the Press and moderator Caroline Dow of Evansville. (Commission on Status of Women, Council of Affiliates, Chinese Communication Association)

10:30 a.m. to Noon

"Puffery: Right to Persuade or License to Deceive" — speakers will be Ivan Preston of Wisconsin; Jeffrey Edelstein of Hall, Dicker, Kent, Friedman & Wood law firm; Jef Richards of Texas at Austin and moderators John Crowley of Marquette and Roy Moore of Kentucky. (Advertising Division, Law Division)

"The Internet Across the JMC Curriculum" — panelists will be David Abrahamson of Northwestern, Larry Burkum of Evansville, Thom Lieb of Towson State, Jeff Overholtzer of Lynchburg and moderator Elliot King of Loyola at Maryland. (Communication Technology & Policy Division, Small Programs Interest Group)

"Producing Producers: Filling a Critical Need in the TV/Cable Newsroom via the Classroom" — speakers will be Dale Cressman of Brigham Young, Ken Fischer of Florida and moderator William Silcock of Missouri. (Radio-TV Journalism Division, Internships & Placement Interest Group)

1 to 2:30 p.m.

"Can Academics and Practitioners Create a Common Agenda?" — includes William Adams of Florida International, James Bernstein of Frank Magid Associates, Jerry Gibbons of American Association of Advertising Agencies, Lynda Maddox of George Washington, James Marra of Temple, Gerald Swerling of Porter/Novelli and moderator Roger Lavery of Oregon. (Advertising Division, Public Relations Division)

"High Profile Trials: Avoiding Circus Justice" — features Peter Murray of Harvard Law School, Paul Leiberman of the *Los Angeles Times*, Jane Kirtley of the Reporters Committee for Freedom of the Press and moderator Penny Summers of Northern Kentucky. (Law Division, Radio-TV Journalism Division)

"All This and Quark Too: Preparing for Life on the Copy Desk" — speakers will be David Monesino of the *Los Angeles Times*, Ann Auman of Hawaii, Buck Ryan of Kentucky and Rich Cameron of West Valley College. (Newspaper Division, Community College Journalism Association)

"Early Birds" Save Up to 40%

Members save themselves from \$10 to \$30 — 33 1/3% to 40% — on registration fees by registering prior to July 10. (Form is on inside front cover.)

Regular members pay \$90 through July 10, \$120 after that date. Student members pay \$25 through July 10, \$35 after that date. Retired members pay \$25 through July 10, \$35 after that date.

Non-members pay the same amount for convention registration as members except their registration also includes Association membership for one year.

Full payment must be postmarked by July 10 to qualify for Early Bird discounts. A purchase order postmarked on that date does not qualify for the Early Bird rate. Actual payment (not a purchase order number) must be received.

Payment may be made by check, purchase order, or VISA or MasterCard credit cards. AEJMC does not accept the American Express card. Purchase orders need to be received in time to allow for billing and payment by your university in order to qualify for Early Bird registration rates.

Information on fee refund requests is on the registration form. Requests must be in writing. (Membership and special event fees, however, will not be refunded.) Delegates may also register for pre-convention activities, meal activities and the closing event using the main registration form on the inside front cover.

Do not mail a registration form to the Central Office after July 22. Bring it to the convention. Direct questions regarding registration to AEJMC Convention Registrar Richard Burke at 803-777-2005.

Hilton Vacation Station

The Anaheim Hilton and Towers offers "Vacation Station," a summer program for the family:

- Family Fun Kits filled with local attractions, entertainment, dining and special discount coupons.
- Free gifts.
- Lending Desk stocked with electronic games, toys and books.
- Special Children's Menus available in Cafe Oasis and Room Service. (Free cookie and glass of milk in Cafe Oasis.)
- Enter drawing for "Mini-Indy" racing car.*
- Meet Freddie, the hotel mascot.
- Behind-the-Scenes tour of the hotel.
- Disney movies 5-7 p.m. daily.*

*These activities limited to children ages 5 to 12.

ADMIT ONE

Exhibits

The opportunity of the year awaits to learn the latest regarding classroom materials. Nearly 40 companies and organizations will have representatives on-site to share the latest available materials for use in your classroom. In addition, a number of publishers will feature titles in the Joint Display. Information regarding free resources for the classroom also will be available in the Exhibit area.

Exhibit Area Hours:

Saturday
Noon - 6 p.m.

Sunday
10 a.m. - 5 p.m.

Monday
10 a.m. - 5 p.m.

Refreshment breaks will be served in the Exhibit area from 10 to 10:30 a.m. and 2:15 to 2:45 p.m. both Sunday and Monday.

ADMIT ONE

1995 Attendees Visited These Exhibitors

- | | |
|---------------------------------------------------------------|----------------------------------------------------------------|
| Ablex Publishing Corporation | The Poynter Institute for Media Studies |
| Allyn & Bacon Publishing | The Washington Times Magazine Division |
| American Journalism Review, University of Maryland | University of Illinois Press |
| American Press Institute | University of Iowa School of Journalism and Mass Communication |
| Annenberg/CPB Project | Virginia Commonwealth University School of Mass Communications |
| Broadcast Education Association | Voice of America |
| Brown & Benchmark Publishers | Wadsworth Publishing Company |
| Business Press Educational Foundation | Waveland Press, Inc. |
| C-SPAN | ACME Books |
| CNN Newsource Awards Program | American University Press |
| Columbia Journalism Review, Columbia University | BNA Books |
| Florida International University School of Journ & Mass Comm, | Bonus Books |
| Latin American Journalism Program | Candles, Inc. |
| Editor & Publisher | Columbia University Press |
| Focal Press | Communication Creativity |
| Fulbright Scholar Program | Deb Price |
| Greenwood Publishing Group | Editor's Service |
| Guilford Publications | Feminist Men |
| HarperCollins College Publishers | Fred B. Rothman & Co. |
| Houghton Mifflin Company | Indiana University Press |
| International Communication Association | Louisiana State University Press |
| Iowa State University Press | Media Management Books, Inc. |
| Journalism & Mass Communication Educator | Oxford University Press |
| L.A. Times/Washington Post News Service | Radio and Television News Directors Foundation |
| Lawrence Erlbaum Associates | Russell Sage Foundation |
| Longman Publishers USA | Strata Publishing Company |
| Nelson-Hall Publishers | Taylor & Francis, Inc. |
| Newsletter Publishers Association | The Copy Workshop |
| NTC Publishing Group | The University of Chicago Press |
| Pew Center for Civic Journalism | The University of Michigan Press |
| Prentice Hall | The University of Minnesota Press |
| Richard D. Irwin | The University of North Carolina Press |
| Sage Publications, Inc. | The University of Pennsylvania Press |
| St. Martin's Press College Division | The University of Tennessee Press |
| Student Press Law Center | University of Iowa Press |
| Syracuse University Press | University of Wisconsin Press |
| The American Press Institute | University Press of Florida |
| The Foundation Press, Inc. | W. W. Norton |
| The Freedom Forum | West Publishing Company |
| Zeitgeist Films Ltd. | |

Association for Education in Journalism and Mass Communication

The Association for Education in Journalism and Mass Communication (AEJMC) was founded in 1912 by a handful of professors to promote excellence in journalism education at colleges and universities across the United States. Some 84 years later it has grown to more than 3,300 members from around the world and broadened its emphasis to include mass communication. But the dedication to promoting excellence in the field has remained unchanged.

Our four-day convention in Anaheim, CA, will attract more than 1,300 professors, professionals and students. Our sessions will focus on the rich variety found in journalism and

mass communication today. The convention will feature teaching, professional freedom and responsibility, and research sessions. A preliminary schedule of these sessions can be found beginning on page 9 through page 12.

Several related organizations will also hold sessions during the AEJMC convention. They include the Association of Schools of Journalism and Mass Communication (heads of JMC programs), the Community College Journalism Association (journalism educators at two-year colleges), and the Black College Communication Association (communication programs at historically Black Colleges).

Traveling to the Convention

If you are flying, Orange County (also called John Wayne and Santa Ana) is the most convenient airport. Robert Picard, California State University, Fullerton, suggests using the Ontario airport as an alternate rather than Los Angeles if Orange County airport does not have the desired schedule. He says "in-and-out" experiences as well as travel times to-and-from Anaheim are much better using Ontario.

Regardless of the airport used, a shuttle service should be considered rather than a taxi cab. The Association has negotiated a special fare on The Airport Bus (see below) that serves Orange County and Anaheim. Taxi fare from Orange County is \$35; from both Ontario and Los Angeles the fare is \$65. (There is shuttle service available from Ontario; however, the Airport Bus does not serve that airport.)

If you are driving, valet parking at the Anaheim Hilton and Towers is \$8 per day with in-and-out privileges. Self park is \$6 per day with in-and-out privileges.

THE AIRPORT BUS SERVICE

AEJMC has made arrangements for discounts to and from Anaheim from LAX or John Wayne Airports with The Airport Bus.

Convenient daily schedules are available and reservations are not required. You choose the best time for your flight arrangements.

Upon arrival simply exit baggage claim and go to the curbside bus stop. Look for our blue and white buses with Airport Coach, or our Disney decorated buses marked Airport Cruiser.

- Easy to Use
- Affordable
- Reliable

Present this coupon and **SAVE!** For additional information call 1-800-772-5299.

PSC #5219

CONVENTION COUPON

AEJMC

August 10 - 13, 1996

SAVE \$3.00 off

any LAX Ticket

You pay only:

\$11.00 Adult One Way, or
\$19.00 Round Trip

OR

SAVE \$2.00 off

any John Wayne Airport Ticket

You pay only:

\$8.00 Adult One Way, or
\$14.00 Round Trip

CANNOT BE COMBINED WITH OTHER DISCOUNTS.
Coupon valid only during meeting week. *The AirportBus* is a scheduled, not a reservation based operation. There are no guaranteed seats.

SCHEDULES SUBJECT TO CHANGE WITHOUT NOTICE.

SPECIAL AIRFARES SAVE MONEY

Delta
XP201

USAir
Gold File
15140005

Delta and USAir offer discounts for travel to the AEJMC Convention on Excursion Fares, Zone Fares, Coach Fares and Promotional Fares.

- **Call Columbia Travel and Tours**, convention travel specialists in Columbia, South Carolina, the Association's Official Travel Agency, 8:30 a.m. to 5:30 p.m. (ET) Monday through Friday. If Delta or USAir does not offer the best schedule for your travel, the agency will ticket on all airlines for your benefit.

Call:
• 1-800-874-7321 (Continental U.S.)
• 1-803-788-7111 (other)
• 1-803-699-0005 (fax)

Payment by credit card is available and tickets are mailed. The very low Excursion Fares require up to a minimum 21-days advance for reservations and ticketing within 24 hours. These seats go fast and are limited.

- **Call the campus travel agency** where you are required to arrange approved ticketing. Give them the special ticketing codes necessary for the discounts.

- **Call your preferred travel agency.** Give them the special ticketing codes (in boxes above) necessary for the discounts.

- **Call Delta** (1-800-241-6760) and **USAir** (1-800-334-8644) direct. (Use codes listed above.)

AEJMC
1621 College Street
University of South Carolina
Columbia SC 29208-0251

Address Correction Requested

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