

Media Ethics Division Officers 2002-2003

Chair David Allen, University of Wisconsin-Milwaukee

Vice Chair Sandra Borden, Western Michigan University

Secretary/Newsletter Editor Kris Bunton, University of St. Thomas

Teaching Chair Peggy Bowers, Clemson University

Research Chair Romayne Smith-Fullerton, University of Western Ontario

PF&R Chair Jack Breslin, Iona College

Liaison to Committee on the Status of Women
Genelle Belmas, California State University-Long Beach

Minorities and Communication Division Liaison
Ginny Whitehouse, Whitworth College

SPJ Liaisons
Liz Hansen, Eastern Kentucky University
Karon R. Speckman, Truman State University

IRE Liaison
Lee Peck, Franklin College

Liaison for the Committee for Concerned Journalists
Stephanie Craft, University of Missouri-Columbia

Law Division
David S. Allen, University of Wisconsin-Milwaukee

NCA and ICA Liaison
Clifford G. Christians, University of Illinois at Urbana-Champaign

Media Ethics Division Minutes Summary

Outgoing President Ginny Whitworth reported on the major achievements of the past year and thanked the officers and other volunteers who made them possible. This was followed by reports from the other officers.

In old business, members heard details about upcoming colloquia in a 10-part series being hosted by different institutions on various topics. Jay Black of South Florida proposed that the 2003-04 colloquium be held March 18-19 to be followed by a mid-winter conference of the Division March 19-21. Members unanimously approved the motion. Whitehouse moved that the mid-winter meeting's call be for proposals (rather than complete papers); this also passed unanimously.

On another matter, members discussed the pros and cons of the Division's transition to an electronic newsletter and voted to keep the newsletter electronic. The vote was unanimous except for one dissenting vote. Several alternatives were brought up regarding possible uses for the \$2,000 saved on copying and mailing costs. However, the only surplus expenditure voted on (and approved unanimously) was up to \$500 to support the mid-winter meeting.

Under new business, incoming Chair Dave Allen of the University of Wisconsin-Milwaukee conducted officer elections. Kristie Bunton of the University of St. Thomas was elected secretary/newsletter editor. Peggy Bowers was elected teaching standards chair. Romyne Smith-Fullerton of the University of Western Ontario was elected research chair. Jack Breslin of Iona College was elected PF&R chair.

Media Ethics Division Business Meeting Minutes

The meeting was called to order by outgoing Division Chair Ginny Whitehouse of Whitworth College at 6:45 p.m. About 30 members were present.

The meeting began with officers' reports. Whitehouse reported a number of successes from the past year, including: a membership total of 311 persons, a doubling of faculty research submissions, praise for the Division's yearlong emphasis on teaching assessment, and a budget balance of \$3,905. Whitehouse recognized the work of Associate Newsletter Editor Bill Reader of Ohio University, who designed the newsletter this year; webmaster Tom Bivins of the University of Oregon; the leaders of the pre-convention workshop; and this year's officers.

David Allen of the University of Wisconsin-Milwaukee, outgoing Vice Chair/Program Head, reported that 11 panel proposals were submitted for this year's program and that 8 were scheduled for the convention.

Sandra Borden of Western Michigan University, outgoing Secretary/Newsletter Editor, reported that the newsletter went electronic this year, saving the Division about \$2,000 in copying and mailing costs.

Stephanie Craft of the University of Missouri-Columbia, outgoing Research Chair, reported that 30 papers were submitted to this year's paper competition and 11 were accepted, for a 30% acceptance rate.

Kristie Bunton of the University of St. Thomas, outgoing Teaching Standards Chair, reported that a series of articles were published in the Division newsletter this year regarding teaching assessment and that a teaching assessment panel was scheduled for the convention.

William Babcock of California State University-Long Beach reported that this year's pre-conference teaching workshop, focusing on globalization, involved 12 presenters and 20 participants. Babcock announced that next year's workshop will be capped off by a dinner in honor of Ed Lambeth, who founded and has long directed the workshop, upon his retirement at the end of this coming school year.

Moving on to old business, Lou Hodges of Washington & Lee University reported on this year's colloquium at his institution, part of a 10-part series of focused scholarly collaborations at different institutions over several years. The focus of the colloquium, which produced a panel at the convention, was globalization and the search for universal standards. The 12 resulting papers will be published in the Journal of Mass Media Ethics.

The next colloquium will be at the University of Illinois at Urbana-Champaign and will focus on virtual reality. Cliff Christians of Illinois spoke briefly about the application process for this year's colloquium.

The following year, the colloquium will have an interdisciplinary focus on ethics across the professions and will be held at the University of South Florida. Jay Black of South Florida proposed that the 2003-04 colloquium be held March 18-19 to be followed by a mid-winter conference of the Division March 19-21. In addition to the colloquium theme, Black said

submissions would be encouraged regarding the work of John Merrill. The motion was discussed after being seconded. Most of the questions centered on concern that papers submitted to the mid-winter conference would not be eligible for the annual convention. Ginny moved that the call be for paper proposals, i.e., extended abstracts rather than complete papers. The motion passed unanimously.

Black reminded members that they are eligible for a discounted individual subscription rate for JMME beginning with the first issue of Volume 17.

The next item of old business was an evaluation of the transition from a paper newsletter to an electronic newsletter this year. Whitehouse summarized the advantages and disadvantages of electronic distribution and invited discussion. Most of the comments supported staying with the electronic version because of timeliness and financial considerations. A dissenting view was that the electronic version may adversely affect the Division's visibility and members' satisfaction. All present approved a motion to remain electronic with one dissenting vote. Members will be notified via postcard when the newsletter is posted on the internet. Those without internet access will receive the newsletter via snail mail.

Next, Whitehouse brought up the subject of increasing the top research paper award to encourage more submissions to the Division's paper competition. After some discussion, Tom Brislin said he preferred to have a more open-ended discussion about how to use the \$2,000 the Division is now saving because of the switch to an electronic newsletter; he raised the possibility of saving the surplus so that the Division would not have to increase dues down the road or maybe going ahead and reducing dues now. Other members raised the need to consider expenses for the new mid-winter meeting, the Lambeth dinner and continuing help for graduate students. Whitehouse suggested the members decide on an amount to designate to the mid-winter meeting now. Those present approved unanimously Tom Bivins' motion to authorize the Division officers to spend up to \$500 on the meeting. Maggie Patterson suggested after the vote that the officers bring concrete proposals for spending the surplus to next year's business meeting. This action concluded old business.

Incoming Chair Dave Allen ran the rest of the meeting. After explaining the structure of the Division leadership and vacant offices, Allen conducted elections. Kristie Bunton of the University of St. Thomas was elected secretary/newsletter editor. Peggy Bowers of was elected teaching standards chair. Romaine Smith-Fullerton of the University of Western Ontario was elected research chair. Jack Breslin of Iona College was elected PF&R chair. The following volunteers offered to be liaisons:

NCA and ICA Liaisons

Clifford G. Christians, University of Illinois at Urbana-Champaign

Liaison to Committee on the Status of Women

Genelle Belmas, California State University-Long Beach

SPJ Liaisons

Liz Hansen, Eastern Kentucky University

Karon R. Speckman, Truman State University

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Liaison for the Committee for Concerned Journalists
Stephanie Craft, University of Missouri-Columbia

Law Liaison
David S. Allen, University of Wisconsin-Milwaukee

Allen reported that Louise Hermanson died at the end of July.

Allen then asked for feedback about the structure of AEJMC to share with a task force charged with reorganizing the national organization, as well as any ideas for the location of the 2006 convention.

Craft informed members that the plenary at next year's convention will focus on research standards and sought guidance on how the Division would like to proceed with making any changes to its paper submission guidelines. After some discussion, Whitehouse suggested that Craft and Fullerton work together to clarify certain issues for the upcoming year's call and forward any changes to the Research Standards Committee, leaving larger issues for later discussion.

Craft moved to adjourn around 8 p.m.

Respectfully submitted by Sandra Borden, outgoing secretary

2002 Miami Convention Session Attendance

Wednesday:

“Ethics is the Reason”	35
“Teaching Ethics”	31
Refereed paper session	28

Thursday:

Refereed paper session	10
“Do methods matter in studying ethics?”	15
“Can we have global ethics for the world press?”	40
MED Business Meeting	30

Saturday:

Refereed paper session	12
“Beyond Cases and Codes”	15

Convention Highlights

The best attended and most raucous session sponsored by MED clearly was “Can we have global ethics for the world press?” moderated by Lou Hodges. This session continued discussions from the Colloquium 2000 series held last fall at Washington & Lee University under the theme “Global Media: The Quest for Universal Standards.” Discussions on global ethics also was the focus of the well-attended pre-convention media ethics teaching workshop led by Ed Lambeth and William Babcock. Mario Diamant of Florida International University offered outstanding insights at that workshop on ethical value discrepancies between U.S.-based and Latin American journalists. He replaced former SPJ President Ray Marcano who was unable to attend the convention for significant personal reasons. Cynthia Frisby of the University of Missouri-Columbia replaced Marcano at the “Ethics is the Reason” panel and offered valuable perspectives on ethnic minority placement in the advertising industry. Attendance at the MED top paper session was good and discussion was held on emerging methodologies in ethics research.