

# SCHOLASTIC SOURCE

December 2001

## Mid-winter meeting around the corner

By **John Hudnall**

Division Vice Head  
University of Kansas

**P**lans are nearly complete for the annual mid-winter meeting of the AEJMC Scholastic Journalism Division Jan. 11-12, 2002 at the Poynter Institute in St. Petersburg, Fla.

Monica Moses, of the Poynter Institute Visual Journalism Faculty, will address the group to begin the Saturday morning sessions. Four other panels are planned. Moses preaches the joys of newsroom collaboration and encourages individuals to build strength by becoming agents for change, supportive colleagues and good newsroom citizens.

Please visit the Poynter site at [www.poynter.org](http://www.poynter.org) if you would like to see some of the articles Moses has written.

The four panels will include "Creating a Foundation," "Concerns over Convergence," "Principals and their Principles," and "Twenty-Minute Outtakes."

See list of panel speakers to the right.

The deadline for the mid-winter meeting registration form is Friday, Dec. 7. There is a \$75 registration fee for Scholastic Journalism Division members.

Room reservations should be made directly to the Hilton St. Petersburg by calling 727-894-5000. Room rates will run \$90 per



Photo by David Stedwell

**A harbor scene is right across the street from the Poynter Institute. A short walk south of this area is the Salvador Dali museum. In another direction, restaurants abound.**

night, single or double occupancy. Hotel reservations should be made by Dec. 7 to get the \$90 rate.

Registration should be mailed to John Hudnall, 200 Stauffer-Flint Hall, University of Kansas, Lawrence, Kan. 66045.

The mid-winter meeting will begin Friday, Jan. 11, with an optional tour of the Tampa Bay Devil Rays facility and a meeting with representatives from their public relations department. The tour is tentatively set for 2 p.m.

A reception for all division members will begin at 6 p.m. in the Great Hall of the Poynter Institute. The division business meeting will begin at 7 p.m.

### SATURDAY SESSIONS JAN. 12, 2002

**Creating a Foundation**  
**Beth Dickey**, South Carolina, moderator; **Judy Richman**, Blake HS, Tampa; **Tom Morris**, ProVise Management, Tampa; **Dick Johns**, Iowa

**Concerns Over Convergence**  
**Laura Schaub**, Oklahoma, moderator; **Jack Dvorak**, Indiana

**Principals and their Principles**  
**Linda Puntney**, Kansas State, moderator; **Terry Sollazzo**, Wharton HS, Tampa; Area administrators

**Twenty-Minute Outtakes**  
**Dave Adams**, Indiana;  
**Dennis Cripe**, Indiana;  
**Bruce Konkle**, South Carolina

## INSIDE

**Mid-Winter Meeting Registration Form**

p. 3

**My Turn**

p. 4

**Member Notes**

p. 6

**Call for Student Papers**

p. 8

**Head Lines**

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**Commission on Status of Women**

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**Division Archives**

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**H**asn't this been a disturbing semester as we all deal with the horror of Sept. 11 and the on-going changes in our way of life. At the University of Florida...and I'm sure also elsewhere similar scenarios are playing out:

■ Student aides in the Dean's office were concerned about handling all the in-coming mail due to the anthrax letters. The students who are willing to process the mail wear special gloves and masks. On the days when no students will take mail duty, an administrator or faculty member volunteers — and dons the protective gear. How strange and disturbing to see that in the mailroom every day.

■ Two of my students are in the National Guard and have received initial briefings — including immunizations and uniform fittings. The university has



**Julie Dodd**

issued a policy on what to do when employees are called to active duty.

■ A former student who is interning in NYC decided to spend an extended Thanksgiving in Gainesville. Her top priority — after securing UF-Florida State football tickets — was to sign up for health counseling for every day she is in town. She's having nightmares about Sept. 11.

I know we all have students who are having difficulty focusing on their academic work when so much about the world seems uncertain. And we as faculty are having those concerns, too.

I think it's human nature to try to find the positive in any situation. We find comfort in knowing people throughout the country (and the world)

are genuinely concerned about people in NYC — sending volunteers and all kinds of aid. We hope an Afghanistan liberated from the Taliban will be a better place for women to live. We hope Congress' collaborative spirit to work together to quickly address disaster will remain as they deal with the many important issues facing the country.

As we think of the positives of our situation, I am reminded of the positive impact WW II had on my mother's career.

My mother earned her master's degree in English at the University of Tennessee in 1941. But when she applied for a position in personnel management at the Tennessee Valley Authority, she was told that the only positions for women in TVA management were clerical and secretarial. So with her master's degree, she became a secretary, working with an all-male management team, many of whom had neither a master's degree nor work experience that

**Please see HEAD LINES, page 7**



**Where's Thelma? Thelma Iles Dodd, Julie Dodd's mother, got her break into the all-male Tennessee Valley Authority's management because of WW II. She's the lone woman in this photo—sitting by the bulletin board on the left side of the photo.**

## ■ Join us

### **AEJMC Scholastic Journalism Division Mid-Winter Meeting**

Friday, Jan. 11–Saturday, Jan. 12, 2002



Name \_\_\_\_\_

School/Business/University \_\_\_\_\_

School Address \_\_\_\_\_

City

State

ZIP

School Phone (      ) \_\_\_\_\_

E-mail address \_\_\_\_\_

Check one: \_\_\_\_\_ \$75 registration fee for Scholastic Journalism Division member

\_\_\_\_\_ \$40 special registration fee for graduate student

Mail your check payable to: AEJMC Scholastic Journalism Division

Mail your check and this registration form to:

**John Hudnall, 200 Stauffer-Flint Hall, University of Kansas, Lawrence, KS 66045.**

**Please be sure to send your check by Friday, Dec. 7. ■** Hotel information on page 1.

### **Honors Lecture**

## **Help nominate the 2002 Honors Lecture speaker**

A special feature of our division is selecting one of our members to present an Honors Lecture in a special session at the summer convention.

Last summer Marilyn Weaver presented the Honors Lecture, sharing observations from her career in scholastic journalism and with a “wish list” of ideas from colleagues of what could improve conditions in the field.

Not only does the Honors Lecture provide our division with a way of

honoring a special member and hear that person’s insights but the text of the speech is reprinted in Scholastic Source and contributes to understanding of the scholastic journalism field.

The procedure is that at the mid-winter meeting we nominate candidates for this award and then elect the individual to present the lecture. That important duty will be one of the agenda items at the business meeting Friday night.

I’d encourage you to review the Honors Lecturer list found on page 8 and think about our members, and then nominate someone for this honor.

You may e-mail your nomination to me prior to Jan. 10 or make the nomination at the business meeting. Please send me a statement of why the individual is deserving of this award or have specifics to share at the meeting.

–Julie E. Dodd

jdodd@jou.ufl.edu

## My Turn

# Powerful & Playful

## The 3 Ps of Publication Design Trends

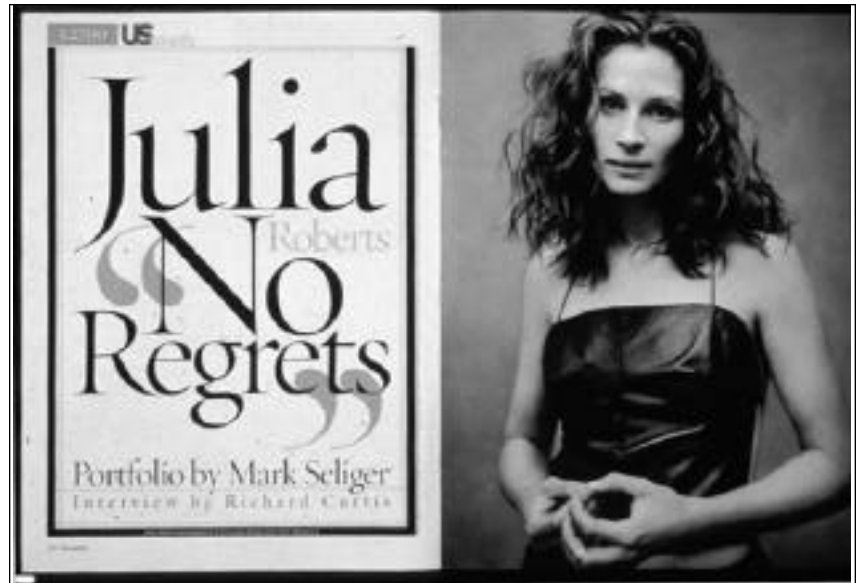
**G**ood design is good design no matter whether one looks at the latest issue of Seventeen magazine or a recent Gold Crown newspaper. There are many characteristics of today's scholastic publications that may be considered by some a bit "out-there" or "over the top." What one must know is that today's trends stem from being **Personal, Professional and Popular.**

Student publications can range from a truly classic design to a contemporary blend of verbal and visual messages. If good design principles are met and the three Ps of trends are followed, a publication will definitely garnish the feel of a publication from 2001-2002.

### Personal

Today's audience is selective and reluctant and in order for today's student journalist to gain their readers' attention they must create a personal product.

■ Quotes—more quotes, more quotes, more quotes. Recent market research



This spread from Esquire magazine uses strong typography as not only a verbal statement but also a strong visual message. It also uses the combination of thick and thin line techniques for effect.

shows that students buying a publication are looking for themselves and their friends. Going beyond just the "I had a good time" quote, students are getting story telling and in-depth quotes to add to the total value of the story as secondary and pulled out displays. The trend today, as seen in many magazines, is to bold face or highlight this individual's name so that it stands out from the rest of the copy.

■ Interactive—Sit down and skim

through a copy of Seventeen or YM. One will not believe the number of opportunities that arise for the reader to become interactive with the story. Just like the days of Madlibs, today's readers want and can get the chance to become a part of the story by filling in the blanks or taking quizzes. The key to making this a successful trend is to incorporate or package it with a series of additional lists and facts for the reader to be informed or educated.

■ Photos—more photos, more photos, more photos. The yearbooks of yesteryear were very solid with 5-7 photos per spread. The newspapers were equally strong with one visual or less per story. Today's visual society expects and wants a variety of photo opportunities. Today's contemporary yearbooks are packaging up to 15-18 photos per spread and student newspapers are taking the dominant photo space and creating a montage of impact with 3-5 pho-

**Mark Herron** is the new Director of Secondary Education Services at Ball State University in Muncie, Ind. He's one of the newest members of the division, but the first one to write an article for the Scholastic Source "My Turn" section. Thanks, Mark!

The purpose of this column is to present expertise from our membership and to provide an article for members who publish newsletters for their state or regional press associations. Please give AEJMC SJD credit for the article.

We need someone to write the next "My Turn" column. Anyone have something to share with the rest of us? E-mail Cheryl Pell at [pell@msu.edu](mailto:pell@msu.edu).



tos allotted in this same space.

### Professional

The world around us is filled with incredible design examples. Some of today's publications that are driving scholastic trends include: ESPN, Blue, Wallpaper, Seventeen, TV Guide, Soap Opera Digest, Real Simple, Space and Sony Style. Each of these magazines creates a specific tone or mood that helps tell the story to its readers. Scholastic publications are adapting these tones and moods to create their own design trends.

■ **Line Strategies**—ESPN set the world on fire several years ago with its use of cross lines and hair-line effects. Sony Style followed suit with a line strategy but one that was very bold and dominant. The combination of both these styles has become very popular in recent publications.

■ **Typography**—Font families are more popular than ever. A magazine will take a complete family and use it throughout the entire publication in every varying weight and style. From subtle 30 pt. headlines to large oversized 300 pt display heads, typography is quickly becoming the strongest design tool that a

publication has to create a tone or mood.

■ **Entry Points**—Giving the reader a chance to enter a story in more than one place is not only a strong design trend but also a very realistic and smart coverage plan. Today's reader is more inquisitive than ever. Giving the reader upwards of 14-to-20 entry points for a yearbook spread and 5-to-6 for a news story creates a great trend which allows the reader to be educated, informed or entertained in a number of ways.

### Popular

Watch a young teenager read a magazine or newspaper today—scan, scan, read, turn the page, scan, read, turn the page, go back—reread, turn the page, scan and go back and read that page again. It's amazing to know how today's society is gaining its information. Popular trends pick up on this reading style and create a format to adapt to this.

■ **Packaging**—a long time standard in the design world is being renamed and revived in scholastic publications under the terms mods or modular design. This trend is taking a certain space and adapting design principles to fill that space—

dominance, balance, and proportion. Creating a smaller story and visual opportunity and packaging two-seven of these per spread creates for great reader appeal and coverage opportunity.

■ **Do-it-Yourself Coverage**—a truly yearbook trend that is creating a new thought to the history/scrapbook book approach. It's a chance for the readers to record their own memories on any activity. The reader can glue in photos, write in favorites or simply write to their friends in that space. This is a trend that is growing and gaining popularity in some of today's cutting edge books.

■ **Color**—bright, subdued, multi, or varying shades of one, color is everywhere. From accents in headlines to full bleed backgrounds, the use of color is prominent in scholastic trends. Both yearbook and newspaper printing industries are making color more affordable and therefore staffs are taking full advantage of this opportunity.

Whether a staff chooses only one of the three Ps to explore or combines varying effects of each, it's critical to remember that the staff that pulls off the trends successfully is

still the one that remembers to keep good design principles in mind. As a journalist, the job that lies ahead is to educate, entertain or inform. The world of design trends can make sure all three of these happen if used sparingly and correctly.



The use of circular photos and varying shades of color create a variety of entry points for this package. The font family is also a trend being utilized in many of today's scholastic publications.

## Member News

**Thanks to each of you who has shared what's going on in your life!**

If you're an SJD member, take a few minutes to e-mail Cheryl Pell at [pell@msu.edu](mailto:pell@msu.edu). We want to know your news and what you're doing.

**Don Corrigan**, Webster University, was named the 2001 College Newspaper Adviser of the Year by the College Media Advisers Association. He also appears in a new book just published, "Favorite Columns From A Hometown Newspaper," by Times Press, which includes 25 of his newspaper columns as editor of the Webster-Kirkwood Times/South County Times in suburban St. Louis.

**Beth Dickey**, South Carolina, won a Mortar Board Teaching in Excellence Award this fall.

In addition, she won a Provost's Teaching Development grant.

**Tom Dickson**, Southern Missouri State University, was named to the Editorial Board of Newspaper Research Journal, Summer 2001. He also received the SMSU College of Arts & Letters Service Award, 2000-2001.

Articles published or presented: "Trends in University Support of Scholastic Journalism," *Journalism & Mass Communication Educator*, Spring 2001.

"Training for Communi-

cation in Journalism," *Newspaper Research Journal*, Fall 2001.

"Mapping the Public Journalism Continuum," with Wanda Brandon and Elizabeth Topping, paper presented to the Newspaper Division at the annual Convention of the Association for Education in Journalism & Mass Communication, August 20.

**Jack Dvorak**, Indiana, is working on a national survey of high school electronic journalism for the Radio and Television News Directors Foundation. It is funded by a grant from the Knight Foundation.

In mid-September Dvorak and his staff sent 6-page surveys to every high school in the United States. A follow-up was mailed in mid-October, and thus far it looks as if about 2,000 schools will be represented in the census.

The main thrust of the study is to ascertain the needs of high school radio, television and online journalism.

Results should be available this spring on the RTNDF Website: <http://www.rtndf.org>.

**Monica Hill**, North Carolina (soon), will be moving to North Carolina to begin her new position as director of North Carolina Scholastic Media Association. Her job begins Jan. 8. Hill replaces Kay Phillips, who will retire.

**Dick Johns** is helping Quill and Scroll celebrate its 75th anniversary. Part of the celebration was a slide show and reception at the JEA/NSPA Convention in Boston.

**Linda Puntney**, Kansas State, taught a new class this fall titled Project Marketing. The class, which was heavily hands-on had

one client, the Royal Purple yearbook. We started by analyzing last year's sales, conducting informal surveys of students and deciding which audiences we wanted to target.

The class developed conducted a survey, focus group and developed materials for a different promotion each month. Results of the class were positive.

Students had experience developing materials that were actually produced and used, the yearbook had consistent, well-designed marketing and we have solid research information to help us in coming years. Book sales are up about 20 percent from this same time last year.

At the College Media Advisers/Associated Collegiate Press convention in New Orleans in October, the 2000 Royal Purple received a Pacemaker award and the 2000 CD-ROM was the only CD-ROM to be awarded a Pacemaker. I was also inducted into the CMA Hall of Fame.

Attendance at the JEA convention in Boston exceeded 3,200. Comments about the convention have been most positive, especially regarding the Narrative Strand, a new feature for this convention.

**Laura Schaub**, Oklahoma, has spoken at a number of conferences and workshops this fall.

In the last Scholastic Source, Schaub reported on a new four-color CSPA book, "Magazine Fundamentals." The book was scheduled to come out on Nov. 20. Schaub was the image editor and contributed a number of written pieces to the book, including most of the design chapter. Alice Klement, former AP editor and

former OU McMahon professor, was the words editor. Rebecca Castillo, CSPA convention coordinator, was the production editor.

**Vanessa Shelton**, Iowa, presented a session at JEA in Boston, Nov. 9, with Deb Buttleman Malcolm, adviser at Central HS in Davenport, Iowa, and her students. The session, "Recruiting Through Scholastic Journalism Week," explored how a partnership between the school's scholastic journalism program and the Iowa High School Press Association and University of Iowa helps recruit elementary and middle school students, with a focus on minority students, for participation in journalism programs. A key component of the program is Scholastic Journalism Week activities offered at Central HS for the younger students.

Shelton's dissertation proposal was approved. The topic is Black Newspapers and the African American Community in St. Louis, Mo.: A History of The St. Louis Argus and The St. Louis American.

**Kim Wilmot-Weidman**, Wisconsin-Stout, presented a paper at the National Communication Association conference in Atlanta earlier this month (along with fellow scholastic member Kim Lauffer).

I'm getting married next week—my name will change to Kimberly Voss (much easier to spell out for people!)





Photo by Judy Robinson

Carla Harris, Journalism Education Association Certification Commission Chair, presents Julie Dodd with the Carl Towley award, the highest award a person can receive from JEA. Dodd received the award at the JEA/NSPA convention in Boston last month. Dodd, Florida, is the head of the Scholastic Journalism Division of AEJMC.



Photo by David Stedwell

Cheryl Pell, Michigan State, presents Margaret Weston, Georgia State, with a notebook full of state press association materials from all over the country. The Care Package, an AEJMC outreach project, was an idea Candace Perkins Bowen and Pell came up with at the Fall 2000 JEA/NSPA convention. At this year's convention, the notebook was raffled off at a meeting of state press association directors. Although Jane Blystone from the Pennsylvania School Press Association won the 6-lb item, she graciously handed it over to Weston. Weston is the new director of the Georgia Scholastic Press Association and needs some input from other directors. Others may purchase the notebook for \$35, which covers the cost. E-mail Pell at [pell@msu.edu](mailto:pell@msu.edu).

## HEAD LINES, cont. from page 2

made them better prepared than Mom would have been.

Then came WW II. Many men were drafted or enlisted—leaving many vacant positions in businesses.

Mom was hired for one of the now vacant TVA management positions. She worked in public relations and edited TVA publications. And, of course, she did a great job . . . surprising some of the male administrators who had set the men-only hiring policy.

After the end of the war, Mom kept her job—and the much higher salary. She was a Rosie the Riveter of white collar occupations.

I'd heard Mom talk about the job situation at TVA as I was growing up. But the impact of the situation really hit me when I found a photo this summer when I was going through a box of materials from my mom's desk.

"Why would she have this photo?" I asked myself, as I looked at the room-full of white men.

Then the sole woman in the photo caught my eye—on the left side of the photo next to the bulletin board. "Mom!"

I used a magnifying glass to be sure.

There was Mom in a management meeting, as I concluded from info on the back of the photo.

One major impact of WW II was an opening of job opportunities for women. And once that door opened, it has stayed open—although perhaps still not wide enough in some situations. Just think of what a photo of a typical public relations department today would look like—the majority of the staff would be women and many would be people of color.

So may the current world crisis also lead to positive opportunities for individuals, for the country and for the World.

## A thank you from Mark Goodman and the SPLC

September 17, 2001

Julie Dodd  
AEJMC  
4700 NW 32nd P1.  
Gainesville, FL 32606

Dear Julie:

On behalf of the Student Press Law Center, my thanks to AEJMC's Scholastic Journalism Division for your generous gift of \$1,000. Your contribution helps us ensure that thousands of student journalists across the country will experience the promise of press freedom in the coming months.

We know already that 2001 will be a landmark year for the SPLC. With a major appeals court victory in the college press freedom case *Kincaid v. Gibson* on January 5, our work truly got off to an exciting start. Among the special efforts we have planned for this year are a complete redesign of our popular Web site and the writing of a new edition of our book, *Law of the Student Press*. Neither of these important tasks could be achieved without your support.

As our traditional way of saying thanks, we will be sending you our newsmagazine, the *SPLC Report*. If you are not already receiving our members-only e-mail newsletter, *LegalAlert*, and would like to be added to the list, just send us a message at [admin@splc.org](mailto:admin@splc.org). And please don't hesitate to contact us if you have any questions about our work. You are a partner in our effort and we want to keep in touch.

Again, our heartfelt thanks for your investment in the SPLC.

Sincerely,

Mark Goodman  
Executive Director

## SJD Calendar

## Honor Lecturers

1973- **Lester G. Benz**, The University of Iowa  
 1974- **DeWitt C. Reddick**, University of Texas- Austin  
 1975- **Earl F. English**, University of Missouri  
 1976- **Paul S. Swensson**, American Press Institute  
 1977- **Gretchen Kemp**, Indiana University  
 1978- **Reid H. Montgomery**, University of South Carolina  
 1979- **Max Haddick**, University of Texas-Austin  
 1980- **Louis E. Ingelhart**, Ball State University  
 1981- **Robert Knight**, University of Missouri  
 1982- **Arthur Sanderson**, University of South Florida  
 1983- **Albert T. Scroggins, Jr.**, University of South Carolina  
 1984- **Robert Tottingham**, University of Wisconsin-Madison  
 1985- **Regis L. Boyle**, University of Maryland  
 1986- **Mary Benedict**, Indiana University  
 1987- **Dorothy McPhillips**, Journalism Education Assoc.  
 1988- **James F. Paschal**, University of Oklahoma-Norman  
 1989- **W. Manion Rice**, Southern Illinois University  
 1990- **Jackie Engel**, University of Kansas  
 1991- **John M. Butler**, Louisiana State University  
 1992- **Norma Thiele**, Fort Wayne (Ind.) Northside HS  
 1993- **Thomas Eveslage**, Temple University  
 1994- **Richard P. Johns**, The University of Iowa  
 1995- **Mary K. Sparks**, Texas Woman's University  
 1996- **William Downs**, Quachita Baptist University  
 1997- **Chuck Stone**, University of North Carolina  
 1998- **Barbara B. Hines**, Howard University  
 1999- **John E. (Jack) Dvorak**, Indiana University  
 2000- **Lillian Lodge Kopenhaver**, Florida International University  
 2001- **Marilyn Weaver**, Ball State University



**10-Dec. 1**  
 of Division  
 ing, Dallas:  
 alie Dodd  
 and John  
 Hudnall

ater registra-  
 . Deadline for  
 . Deadline for  
 hotel registration at special rate.  
 Call the Hilton St. Petersburg  
 (727) 894-5000

**Jan. 11-12**

Midwinter Meeting  
 Poynter Institute, St. Petersburg,  
 Fla. Please submit nominations for  
 Honors Lecturer to Julie Dodd via  
 e-mail prior to the meeting

**Feb. 1**

SJD newsletter copy to Cheryl Pell  
 for March issue

**March 15**

Convention program copy to  
 AEJMC

**April 1**

Journalism Educator of the Year  
 nomination deadline to Laura  
 Schaub; Knight Multicultural  
 Award nomination deadline to  
 Mary Arnold Hemlinger; Research  
 paper submission deadline to  
 Tom Dickson

**May 1**

SJD newsletter copy to Cheryl Pell  
 for June issue

**Aug. 7-10**

AEJMC Convention  
 Miami Beach

# Call for Student Papers

The Scholastic Journalism Division of the Association for Education in Journalism and Mass Communication is sponsoring a paper competition open to undergraduate and graduate students.

The Scholastic Journalism Division invites student papers that involve any aspect of mass communication that can be applied to high school journalism or the student press. Possible topics:

- legal or ethical issues of the student press
- administrative relationships: university, college and community support for high school journalism education
- journalism and mass communication in language arts
- preparation, certification and credentialing of publication advisers and journalism educators in high school
- multicultural and diversity issues in high school journalism and other youth media
- content or production of high school publications and other youth media
- the role of college journalism education in secondary education
- historical perspectives of secondary school journalism education
- the role of high school press associations and other media organizations
- recruiting and retaining journalism students

■ educational issues related to scholastic journalism  
 Send four copies of the paper, double-spaced, in typed or computer-printed form. Use APA or Chicago style. Name and affiliation of all authors, and the name, address, e-mail address and telephone number of the principal author should appear only on the cover sheet of one copy. Please do not include your name on any other cover sheets or pages because papers will be blind-judged. Attach a separate abstract of no more than 75 words behind the title page. Winners will present their papers at the AEJMC convention in Miami, FL in August 2002. Cash awards of \$300, \$200 and \$100 will go to the top three accepted student papers. Papers co-written by a faculty member will not be considered.

**Postmark deadline is April 1, 2002**

Mail copies of the paper to:  
 Dr. Eleanor Novek  
 Department of Communication  
 Monmouth University  
 400 Cedar Ave.  
 West Long Branch, NJ 07764  
 732-571-4427 (phone) and 732-571-3609 (fax)  
 enovek@monmouth.edu