



K A P P A T A U A L P H A NEWSLETTER

National Society Honoring Scholarship in Journalism and Mass Communication

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Gade installed as 42nd president

Peter J. Gade became the 42nd President of Kappa Tau Alpha Sept. 1.

Andrew Mendelson is the new vice-president. Keith P. Sanders continues as executive director/treasurer. The officers were elected by vote of the members of the National Council, which consists of chapter advisers and officers. They will serve through August 2014.

Gade is a Gaylord Family Endowed Professor and journalism area head in the College of Journalism and Mass Communication at the University of Oklahoma. He has been the adviser of the H.H. Herbert Chapter of KTA since 2001. He is a co-author of *Twilight of Press Freedom: The Rise of People's Journalism* (2001) and co-editor of *Changing the News: The Forces Shaping Journalism in Uncertain Times*. His research explores the nexus of media management and economics, news sociology and normative values of journalism. He is the former head of the Media Management and Economics Division and has won research awards from that division and the Newspaper Division. He has worked as a newsroom organizational consultant for the *St. Louis Post-Dispatch* and several newspapers in Oklahoma. Before entering the academy, he worked for midsize newspapers in New York state in a variety of news-editorial roles. He was inducted into KTA at the University of Missouri in 1999, where he earned his Ph.D. in journalism. He received the Taft Adviser of the Year Award in 2010.

Mendelson is associate professor and chair of the Department of Journalism in the School of Communication and Theater at Temple University. He has been adviser of the Edward J. Traves Chapter since 2002. He was the 2011 William H. Taft Adviser of the Year. His research

explores the ways news photographs construct our view of the world, drawing on a variety of research areas. He has been published in the *Journal of Communication*, *JMC Quarterly*, *Journalism History*, *Journalism Studies* and *Journalism and Visual Studies*. Awards include 2003 Visual Educator Fellow at *National Geographic Magazine*, 2009 Scripps Howard Advanced Academic Leadership Academy and 2010 Lindback Award for Distinguished Teaching (a university-wide recognition).

He has served as head of the Visual Communication Division and as newsletter editor for the CTM Division. He received his Ph.D. in journalism from the University of Missouri.

Sanders, executive director since 1991, was selected as one of KTA's five all-time most significant leaders. He taught communication theory and research

methods for 36 years at Missouri, where he is professor emeritus. The KTA Outstanding Service Award is named in his honor. He received the 2008 AEJMC Presidential Award for Outstanding Service and the 1987 Traves Professor of the Year Award from the MC&S Division. He served as dissertation adviser to 32 doctoral students at MU. He was associate editor of *Mass Comm Review* from 1981-1991 and was on the editorial board of its successor, *Mass Communication & Society* until 2007, and the editorial board of *Journalism Monographs* for eight years. He served four years on the AEJMC Standing Committee on Research. At Missouri, he chaired the Editorial Department and served as associate dean for graduate studies/research. He earned his Ph.D. at the University of Iowa and was initiated into KTA in 1962 (Ohio).

South Florida-St. Petersburg conducts charter initiation

The University of South Florida St. Petersburg conducted its charter initiation in December.

The university is part of the four campus University of South Florida system and has more than 6,000 students. The Department of Journalism and Media Studies offers B.A. and M.A. degrees and is accredited by ACEJMC.

Initially classified as a "sequence" in the USF Tampa program, the department hired its first journalism professor, Michael Killenberg, in 1988. Robert Dardenne became the second faculty member in 1991 and they created the curriculum and founded the professional journalism master's degree program. They were soon joined by Jay Black and Edgar Huang.

In 2000, the state legislature mandated that the "Bayboro Campus" seek separate SACS accreditation. In 2004 ACEJMC granted accreditation and the department officially separated from the Tampa school. The department soon eliminated the sequences it had inherited from Tampa to focus on a journalism curriculum emphasizing reporting and editing.

The department, chaired by Deni Elliott, has eight full-time faculty and five adjuncts.

Dardenne, program co-founder and former department chair, is serving as chapter adviser. He was inducted into KTA in 1982 by the Leslie G. Moeller Chapter at the University of Iowa.

Campbell, Scotton receive research grants

James Scotton and Joseph Campbell have been awarded 2012 Chapter Adviser Research Grants.

Scotton (Marquette) will interview journalists in the Middle East on their perceived roles before and after the “Arab Spring” and its accompanying revolutions in 2010 and 2011, which resulted in major political changes in Egypt, Libya and Tunisia. Initially, he will focus on Egypt, where the most visible and drastic Arab Spring changes occurred. In addition to traditional journalists, he will interview social media contributors. Social media fought for and achieved considerable freedom under the Mubarak regime.

In Egypt, the most important print medium is Al-Ahram, arguably the most influential publication in the Arab world. The broadcast channels that have the most influence are those with talk shows that are viewed in many Arab countries. Social media networks come and go but the 6th of October group has a large and loyal following because it was for years the most outspoken critic of the Mubarak regime.

Scotton’s \$800 grant will provide much of the information for a revised chapter in a new edition of *The World News Prism*, previous editions of which he has co-authored with William A. Hachten.

Campbell (American) will use his \$1000 grant to complete research for a book tentatively titled 1995s: *The Year the Future Began*. The book will address how the year was exceptional, vital and significant—in the sudden shock of terrorism at Oklahoma City; in the O.J. Simpson “trial of the century”; in the peace accords negotiated at an air base in Dayton, Ohio, accords that ended a brutal war in the Balkans.

1995 also was the year when the Internet was introduced to millions of Americans, the year when Amazon.com, Match.com and eBay opened for business online. It was the year of Netscape’s initial public offering of its shares, which set off (or accelerated) the dot.com boom. It was the year of discovery of the first planet beyond the solar system. And it was the year when President Bill Clinton began his dalliance with White House intern Monica Lewinsky.

The study will consider media performance during the year, notably the

flamboyant and roundly criticized coverage of the Simpson trial and the flawed early reporting of the Oklahoma City bombing that blamed Middle Eastern terrorism for the attack. Campbell will look at the thesis that few industries were as ill-prepared for the onslaught of the digital age as traditional, mainstream news organizations.

These separate threads, assessed collectively, reveal a remarkable period of innovation, upheaval and accomplishment. Examining the year’s enduring significance

is a main goal.

Since the grants were created by action of the National Council in 2002, 22 awards totaling \$18,575 have been made to chapter advisers.

The program is designed to provide research assistance to advisers and to recognize and reward them for their work with KTA. The annual deadline for proposals is Oct. 1. Information and application forms can be found at www.KappaTauAlpha.org/awards.html.

National Council minutes

The annual meeting of the National Council was held Aug. 10 at the Chicago Marriott Downtown Hotel. Twenty-three chapters were represented and all three officers were present. President W. Joseph Campbell (American) presided.

Campbell welcomed new advisers Kim Mangun (Utah), Bob Britten (West Virginia) and Erika Pribanic-Smith (Texas-Arlington). He noted that his term as president was aided greatly by his predecessor, Jane Singer, vice-president Peter Gade and executive director Keith Sanders.

Some highlights of Year Two of KTA’s second century, Campbell said, were the addition of a chapter at the University of South Florida-St. Petersburg, the awarding for the 58th consecutive year of the Mott-KTA Award and the awarding of Chapter Adviser Grants to Holly Hall (Arkansas-State) and Miles Maguire (Wisconsin-Oshkosh).

Sanders presented a financial report. He reported that the Society would end the fiscal year Aug. 31 slightly in the black, despite a 60 cents per pin increase in the price of member keypins. He noted that once upon a time we earned \$1200-\$1400 annual interest from CDs, but today’s miniscule interest rates produced less than \$100. The proposed budget reflected the fact that 2012-2013 would be a year in which we order a two-year supply of certificates with gold emboss from the printer, which will result in a small net operating loss for the year. By ordering a two-year supply about \$1500 is saved. He noted that quite a bit of postage was saved by conducting the

biennial election and vote on a new chapter by internet. We will continue to print only the Summer Newsletters. All newsletters are posted on our website. The proposed budget of \$47,975 and the financial report were approved.

Campbell then called upon Sanders for the Executive Director’s report. Sanders thanked Mott book judges Holly Hall (Arkansas State), Jerry Lanosga (Ball State), Maguire, Carol Pardun (South Carolina), Maggie Patterson (Duquesne), Erika Pribanic-Smith (Texas-Arlington), Jennifer Rauch (Long Island), Daniel Schill (Southern Methodist) and Michael Sheerin (Florida International).

Sanders reminded advisers of the importance of following eligibility rules. The difference between ever-proliferating “bogus” honor societies and legitimate ones may come down to following rules and being transparent about the process.

He asked that advisers follow through on payment of fees.

Sanders closed by thanking Campbell for his leadership and maintaining the momentum created by predecessor. He welcomed incoming President Peter Gade and reported that Peter had demonstrated his resilience and resolve in the days immediately before the convention by fighting brush fires that came within a football field of his home and within 10 feet of a neighbor’s. He lost a barn.

Campbell “passed the gavel” to Gade, who presented the outgoing president with an Outstanding Service Award for his leadership. Gade adjourned the meeting.

Connect humanity

(continued from page 4)

helping to make the world a better place, *creativity* for developing new strategies for effective communication, and *courage* to try new things, to question the past, and to commit to a global ethical integrity. Even when we communicate with colleagues, neighbors, and a spouse it can be a difficult task. I have been married to my wife for almost 25 years and at times we still struggle through our brainstorming sessions and her editing. We must recognize the effort and sensitivity necessary to communicate ideas that are ever increasingly complex to humans across the globe. We need you with your new ideas and with your passion to ensure that our global humanity is enhanced through communication. Your efforts and the work of your colleagues will play a critical role in the development of our global culture. I wish you the best in accepting that challenge.

Thank you for your attention this evening and, again, congratulations.

Dealing with Millennials: challenges & opportunities

Today's Millennial Generation students (born 1982-2003) offer challenges and opportunities for honor societies, according to Deborah Tippett, Meredith College.

Speaking in February at the annual conference of the Association of College Honor Societies in Crystal City VA, Tippett said Millennials expect rewards for "being," their interpersonal skills are stunted, they're less concerned about plagiarism in the age of "cut and "paste" and are the most scheduled and protected generation in history. They're also the most narcissistic

Millennials are smarter and quicker, more tolerant of diversity, care about justice and social problems and are more confident.

For Millennials clarify expectations, connect through technology, give specific feedback, allow for creativity and innovation, use more collaborative activities and provide mentoring.

It's important to connect the adviser's role to professional development.

Library of Congress trip on KTA agenda for 2013 AEJMC

KTA activities at the 2013 AEJMC convention in Washington, D.C. include an off-site event at the Library of Congress, the KTA/AEJMC Awards Luncheon and the annual meeting of the National Council (a.k.a. Chapter Advisers' Breakfast).

Joe Campbell has arranged the pre-convention visit at the Library of Congress on Aug. 7, beginning with a tour of the magnificent Jefferson Building at 12:30 p.m. Participants will hear from Library of Congress experts and curators about making use of the LOC's newspaper, manuscripts and print and photograph collections.

The off-site will be limited to 50 participants. There will be a nominal charge. You may reserve a place on the AEJMC convention registration form. For additional information, contact Campbell at wjc@american.edu or 202.885.2071.

The annual KTA-AEJMC Awards Luncheon will be on Aug. 9 beginning at 11:45 a.m. Winners of the Frank Luther Mott / Kappa Tau Alpha Research Award,

the William H. Taft Outstanding Chapter Adviser Award and division student research paper competitions will be recognized.

The Advisers Breakfast/meeting will be at 7-8:30 a.m. Aug. 9. The breakfast will cost advisers only \$15 (KTA will pick up the rest of the \$49.65 charge).

Sign up for all three events on the convention registration form.

Colorado heads list of anniversary celebrants

Several chapters will observe special anniversaries this year.

Heading the list is Colorado, which will celebrate its 80th anniversary. The chapter was one of three granted charters in 1932. Nine chapters had been initiated previously.

Minnesota will celebrate its 65th anniversary.

The Ball State and South Carolina chapters are 45 this year.

Memphis is 40.

Thirty-five year anniversaries will occur at Louisiana State, Mississippi, Hawaii-Manoa and Virginia Commonwealth.

Thirty year birthdays include Eastern Illinois, Eastern Kentucky and Northern Illinois.

The oldest chapters are Missouri (1910), Illinois (1925) and West Virginia (1930). Ohio, Marquette, Michigan, Southern Methodist, Butler and Arkansas were founded in 1931. Tulane, Boston and Colorado were chartered in 1932. Michigan, Butler, Arkansas, Tulane and Boston no longer have chapters.

KTA has chartered 124 chapters, 95 of which are active. Some chapters inducted members only one or two years. Some were eliminated when the university phased out the journalism/mass comm program. Some chapter charters were revoked for inactivity.

Last fall KTA initiated its 66,000th member: Hyun Soo Albert Jung (Oregon).

J.E. Chasnoff holds the distinction of being KTA ID#1. He was in the charter class of March 10, 1910 at Missouri.



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Connect humanity, speaker urges

Edmund O. Acevedo, professor and chair of Health and Human Performance at Virginia Commonwealth University, delivered this speech at VCU's induction ceremony April 4, 2012. Dr. Acevedo is past president of Phi Kappa Phi honor society.

I'd like to begin my talk with a few thoughts regarding the Greek letters of the honor society, Kappa Tau Alpha, which mean "The Truth Will Prevail." The letters also suggest three English words: knowledge, truth and accuracy. An argument could be made that these three words are central to the promotion of scholarship in any or all disciplines. Additionally, I'd like to suggest that journalism and mass communication have unique challenges in striving for enhancing knowledge that is truthful and accurate. Today the consumer/reader expects instant accurate communication through technological advances that have only recently become central to our communication. This includes video, audio, and written forms from sources including media outlets, entertainment outlets, media entertainment outlets, and social networks that include personal accounts and opinions. We have all become sensitive to the issue of "accuracy" even in the context of audio-video evidence or presentation. I often have asked myself, "Did I just see what I thought I saw? Did I just hear what I thought I heard? If I did see what I think I saw, what happened just before this event that might help me to understand what I think I saw?" Maybe a picture is worth *more* than a 1000 words. Maybe the story is *more* than the picture. I know as a writer my attempts at scholarship have never been without great preparation and a significant amount of time. The expectation of immediacy in an entertainment culture presents a challenge for professionals sensitive to the ethical standard of accuracy in communication.

Another major change to our communication is the instantaneous global impact that you can have with a message. Greater impact necessitates greater responsibility to accuracy and presents the greater challenge of sharing contextual understanding or knowledge with the consumer/reader. This represents the reciprocal relationship

between what is being communicated and the knowledge of the consumer/reader. To communicate effectively we must have a shared "language" and shared "understanding". I mention this because we as a nation are we falling behind in our knowledge and education.

The US became the world's richest nation at the beginning of the 20th century because we educated more of our children than anyone else. For generation after generation, children finished about two more years of schooling than their parents. In the 1960s the US had the top high school graduation rate in the world. Today we are down to 20th, with dropout rates approaching 50% in some US communities. The US is the only industrialized country where

"Greater impact necessitates greater responsibility to accuracy."

young people are less likely than their parents to graduate from high school. The US college graduation rate is 16th. We are presently in a globally competitive job market in which new jobs require education and knowledge. We hear a lot about the cost of education, but we should add to the conversation the cost of a lack of education. Our prisons are filled to capacity with primarily young minorities, of whom 75% never graduate high school. High school dropouts are 3.5 times more likely than high school graduates to be incarcerated in their lifetimes. When they are released, what are they going to do? What are their options? What is the cost to our communities? What is the cost to our society? Interestingly, the average cost to incarcerate an inmate is approximately \$24,000 per year. We hear a lot about the cost of education, but we should add to the conversation the cost of a lack of education. And not just the financial cost, but also the loss of human potential and human capital. The disparity of education across the globe creates a tremendous challenge to communicate a common understanding of important issues.

Today's challenges extend and

connect humanity across the globe. Racism, sexism, stereotypes, health care, the environment; these are global issues. In my lifetime, through the transfer of information and the expansion of the collective conscience, the struggles of our country have become the challenges of our planet. To address these challenges we are called to examine new ways of expressing ideas and telling stories that maintain a global ethical integrity and connect us as global citizens. In other words our commitment and responsibilities to humanity are global.

One definition of humanity is "the quality or state of being human." Numerous scholars have written about our humanness, including Paul Bloom and Karen Wynn from Yale University, Elizabeth Spelke and Daniel Gilbert from Harvard University, and Robin Dunbar from Oxford University. In summary, they propose that our unique human characteristics include insightfulness, imagination, the ability to escape present point of view, the ability to mentally time travel, to read others minds, to use language, and to infer meaning. All of these support our human connectedness.

As scholars we are called to develop *insight* into the intricacies of the most challenging problems, use our *imagination* to develop solutions to new and old problems, escape the *present point of view* to learn from the past and to envision a brighter future, mentally *time travel to the future* and to the past to experience the passion and emotion that motivates people to change, *read others minds* to understand differences, *use language* for precise communication, and identify the factors that make your life and our lives *meaningful*. Utilizing these human characteristics, we must accept the challenges as citizen leaders who are willing to make the sacrifices necessary to achieve an egalitarian, global community.

Knowledge, truth and accuracy, noble goals for global communication in a competitive market. To achieve these noble goals it will take much more than intelligence. I think it takes a *passion* for

(continued on page 3)