

# Political Communication Report

International Communication Association & American Political Science Association, Vol. 10 No. 3, Summer 2000

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This issue of *Political Communication Report* looks forward to events at the upcoming APSA convention in Washington, D.C., with the tentative business meeting agenda, a report on the section's future from a "brain trust" of former section chairs, a plan to create a young scholars committee, a draft document for the Doris Graber Award, and advance notice about a special session on the Poly Awards for political ads.

The commentary page opens a discussion about the need for television news archives in the United States. Jim Snider, APSA Congressional Fellow in Communications and Public Policy, proposes that the section take action to influence copyright laws that affect the archiving of news and related closed captioning. You're invited to weigh in with your views.

The book review section opens with a short essay by David Paletz surveying the book series in political communication available from various publishers. The books section also includes a brief annotation for each book received, as well as a list of other books published in political communication.

Coverage of the ICA conference in Acapulco includes the minutes of the business meeting and a list of sessions sponsored by the division, alongside the usual listings of other upcoming meetings and links to the proceedings of other conferences.

The U.S. presidential election season will soon be in full swing, and this issue includes some resources for those teaching political communication or election-related courses: a class activity for watching debates, information on the Poly Awards for campaign advertisements, an offer for ordering videos of political ads, and election-related links.

A message from Steve Reese, the incoming chair of the ICA division, and notice of some fellowship opportunities fill out the issue.

The joint APSA/ICA Political Communication newsletter, *Political Communication Report*, is published exclusively on line. Send your comments, reviews, feature articles, and notes about accomplishments, calls for papers, and meeting announcements for inclusion in the next issue by October 15.

[Kevin G. Barnhurst](#), Editor  
Political Communication Report (MC-132)  
1007 W. Harrison St. Rm. 1140  
University of Illinois  
Chicago, Ill. 60607  
Fax 312.413.3231  
E-mail [kqbcomm@uic.edu](mailto:kqbcomm@uic.edu)

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## A Call to Action

For Political Communication Archives

*[J.H. Snider](#), APSA Congressional Fellow in Communications and Public Policy*

The Telecommunications Act of 1996, as currently implemented by the FCC, requires that all TV news programming, including local TV news, be 100 percent closed captioned by January 1, 2006. The requirement is limited to "video program distributors" (e.g., a local cable operator or broadcast station) with more than \$3 million in annual revenues.

According to a 1996 study by the National Association of Broadcasters, 57.1 percent of local TV stations already provide closed captioned local news programming. These stations provided 22.3 hours of local news per week, of which 19.5 hours (87.4 percent of the total news hours) were closed captioned. To make these closed captions available to scholars, the Political Communication Section should do the following:

Encourage revisions in the copyright law to allow libraries and the Library of Congress to capture closed captions and make them available to political communication scholars and others.

Express its views concerning copyright to the Library of Congress, the intellectual property subcommittees in Congress, the FCC, and potential allies, including the disabilities and foundation communities.

More generally, the Political Communication Section should encourage changes in the copyright law to facilitate accurate and complete library news archives, whether the archival format is text, audio, and/or video. Wherever possible, the quality of archives for print, Internet, TV, and radio news media — at both the local and national levels — should be brought to an equally high par. The law specifically pertaining to news archives in the 1976 Copyright Law is now obsolete.

Send comments via e-mail to the [J.H. Snider](#) and to [Political Communication Report](#) for future issues.

## Draft Agenda

# Business Meeting

### *APSA Political Communication Section*

September 1, 2000, 5:30 - 6:30 p.m.

1. Approval of Minutes from 1999 Meeting (Motion to approve)
2. Chair's Report
  - a. Summary of APSA organized sections meeting
  - b. Search for new Journal Editor
3. Secretary Treasurer Report (Steve Livingston)
4. Nominating Committee Report (Chair: Jerry Manheim; Members: Ellen Mickiewicz, Scott Althaus, and Doris Graber)  
Recommendations
  - Vice Chair: Darrell West
  - Executive Committee at Large: Gadi Wolfsfeld
  - Lazarsfeld Award Committee: Richard Flickinger (Chair), Bruce Bimber, and Regina Lawrence
  - Edelman Award Committee: David Weaver (Chair), Susan Herbst, and Pam Shoemaker
  - Nominations Committee Chair: Mark Wattier
  - Program chair (2002): Montague Kern
5. Journal Editor's Report (David Swanson)
6. Newsletter Editor's Report (Kevin Barnhurst) a. Move to electronic dissemination
7. Website Report (Pippa Norris)
8. Report of 2000 Program Chair (Darrell West)
9. Report of 2001 Program Chair (Lynda Lee Kaid)
10. Presentation of Paul Lazarsfeld Award: Best Paper on Political Communication at the 1999 APSA meeting Chair: Gadi Wolfsfeld, Amy Jasperson, Jill Edy
11. Presentation of Murray Edelman Career Award Chair: Lee Sigelman, Diana Owen, Bob Boynton
12. Presentation of Doris Graber Outstanding Book Award Chair: W. Russell Neuman, Diana Mutz, Paolo Mancini
13. New Business
  - a. Proposed panel on "Innovative Research in Political Communication" (Gadi Wolfsfeld)
  - b. Report on New International Communication Section of the International Studies Association (Robin Brown)

- c. Report on "Young Scholars Committee" for Political Communication Section (Amy Jasperson)
- d. Report on former chairs' ideas for the Section's future (Doris Graber)
- e. Other new business

- 14. Handing of the gavel to Bob Entman
- 15. Adjourn to reception (Congressional B, Omni Shoreham)

# Thinking about the Section's Future

What happened when nine former chairs of the APSA Political Communication Section put their heads together to ponder the future of the section? The answer, from what we jokingly called the Former Chairs Brain Trust, is food for thought for the entire membership. At the start of her term, Section Chair Ann Crigler asked the former chairs to consider four linked and interrelated questions.

How can we make the section more useful for its members?

How can we attract more graduate students and young faculty members?

For what purposes and through what mechanisms shall the section raise and spend money?

Lastly, what are the priorities for the political communication research agenda?

The first three questions are obviously linked because making the section more useful for all members will also make it more attractive to junior scholars. In most instances, it will require raising and spending money.

The answers to these questions fall into two categories: recommendations to continue what we are already doing, but do it on a larger scale and better, and recommendations to tackle new tasks never before attempted. In the latter category membership recruitment is the biggest item and may require adding a membership chair, possibly assisted by a small committee, to the roster of section officers.

## Recruitment Initiatives

The membership chair would organize membership drives, developing the necessary hand-outs, mailings and mailing lists. The chair would also increase the visibility of political communication as a field through various publicity strategies including getting press attention for research reports and workshops.

Young scholars who are working on political communication topics, in particular, need to be made aware that this is an organized field with which they should affiliate themselves formally. The membership chair could contact junior scholars in person or via surrogates, inviting them to attend meetings and join the section. Individual section members could mentor their attendance and introduce them to colleagues in the field. Junior members could be encouraged and assisted in arranging social events for young faculty and graduate students. The Brain Trust has already identified a list of potential junior members who could be targeted. But much room remains to mine the lists of related organizations such as AAPOR and ISPP.

Another way to increase membership and broaden the network of political communication scholars involves establishing ties to colleagues at smaller colleges. For example, colleagues at large institutions could be paired with isolated colleagues elsewhere who could provide important research support for ongoing projects. The section could also distribute bought or donated journals and books to small political science and communications departments whose libraries cannot support adequate political communication literature.

Wooing new members is not enough. To cement current members' ties to the section and to our sub-discipline, we should make sure that excellent contributions receive the professional attention and praise that they deserve. Increasing the number and kinds of awards offered by the section is one way. It is especially important to create awards for junior scholars, such as a Graduate Student Best Paper Award.

## Research Activities

The Brain Trust thought that more frequent, more informal meetings would allow more scholars to participate in the section's activities. There could be more workshops, short courses, and roundtables at national and regional meetings, encouraging participation without the need to prepare formal papers. There could also be informal small meetings in scenic settings where one could combine outdoor life with lengthy discussions of substantive and methodological issues. Such shared experiences foster the development of intellectual communities. The section could facilitate them by subsidizing the meeting or individual participants. Travel to national, international, and regional meetings could also be subsidized for graduate students and junior faculty. Of course, subsidy programs will require setting up ground rules and an administrative mechanism.

The political communication subfield will thrive only if major research projects demonstrate its theoretical and practical importance. To enhance scholarly growth, the section could sponsor pilot projects that have the potential to attract research funding. It could also encourage research planning sessions and the sharing of large data sets for content analyses and other inquiries. To help junior scholars, section funds could be used for seed grants for promising research at the dissertation stage and beyond.

## Information Sharing

Currently, our section has three ways to publicize our research and other activities. The most recent one, and the one with the best chance for expansion, is our Web site. The Brain Trust argued strongly for making our Web site a superior intellectual smørgasboard. It should establish links to other national and international political Web sites. It even might create opportunities for electronic publication of research.

Syllabi and teaching tips are especially useful to young faculty members, and the Web site or *Political Communication Report*, might feature them more, possibly in a separate section.

Both media could also publicize funding opportunities. In fact, it might be useful to appoint a corresponding editor charged with scouting out these opportunities.

Finally, the Brain Trust recommended efforts to increase the visibility and circulation of *Political Communication*. Specifically, the journal could encourage more reprints from its articles, especially by foreign publications and expand the number of listings on various indexes. Journal subscriptions and section memberships for junior colleagues and graduate students could be subsidized during the earliest states of their careers.

## Research Priorities

Recommendations regarding the priorities for the political communication research agenda ranged from the most general to the specific:

One former chair simply called for fostering a research-friendly environment, arguing that the marketplace will take care of the topics.

Another suggested keeping track of the agendas of foundations because their choices of priorities often dominate the field.

Others recommended concentrating on policy relevant research, on comparative media systems research, or on issues related to the media-democracy nexus.

Specific suggestions included the following:

national and cross-national message-analytic research,  
information-processing research, and  
research on interpersonal political communication and generational differences in media consumption.

Obviously, there is no consensus now on that score, and none seems to be in the offing for the future. However, there was consensus that planning for the future of the section is an important, ongoing task. That leads to the final recommendation. To keep abreast of ongoing developments in the sub-discipline and the interests of section members, it would be wise to make planning an ongoing section activity. An ad hoc committee of section officials, whose deliberations would be reported at each annual business meeting, would be an ideal body to be entrusted with that task.

*–Doris Graber, Chair  
Former Section Chairs Committee*

## Young Scholars

### Calling All Recent Ph.D.s & Advanced Graduate Students

You are cordially invited to attend the business meeting at the upcoming APSA meeting to discuss the formation of a Young Scholars Committee to better represent the goals and interests of those in the early stages of their academic careers.

The Political Communication Section of APSA would like to encourage recent Ph.D.s and advanced graduate students to get more involved in the workings of our section. At the business meeting, we will brainstorm about the following items:

- Creating networking opportunities with senior scholars,
- Establishing a mentor program,
- Inventing programs/competitions to give professional recognition and honor to young scholars,
- Proposing seed grants for graduate student and junior faculty research projects, and
- Any other ideas that you propose!

Please get in touch with [Amy Jasperson](#) if you are interested in participating in the genesis of this exciting new group or if you have names and e-mail addresses of any young scholars who should receive news about this section.

We look forward to seeing you in September!

[Amy Jasperson](#)

*Assistant Professor of Political Science  
University of Texas at San Antonio*

*Judson Jeffries*

*Acting Co-chairs  
Ad hoc Young Scholars Committee  
APSA Political Communication Section*

## News & Notes

[Nina Eliasoph](#), University of Wisconsin, and Barbie Zelizer, University of Pennsylvania, are this year's winners of the NCA Diamond Anniversary Book Award, given for an outstanding scholarly book published during the previous two years. Susan Herbst, Jerold Hale, and Dilip Gaonkar (chair) served on the selection committee. Eliasoph's book, *Avoiding Politics: How Americans Produce Apathy in Everyday Life* (New York: Cambridge University Press, 1998), deals with a pressing question in political communication. Citing the book, the committee wrote, "Nina Eliasoph's methodologically innovative book sheds new light on an old and puzzling question: how and why do people create a sense of political disengagement in the public sphere? Eliasoph did field work studying "political conversation" among suburban volunteers, activists, and recreation club members for two and a half years. Her richly detailed and elegantly written empirical study showed how political apathy is not simply an unavoidable systemic "effect" but something that is culturally produced in everyday conversation and interaction among American citizens. Her insights will have a lasting influence on future studies in political opinion and attitude formation."

[María José Canel](#) has moved from the University of Navarra to the Complutense University in Aranjuez (near Madrid), Spain. Her new post is in the School of Audiovisual Communication, Felipe II Center for Advanced Study, where she has joined the research group headed by Ismael Crespo. The group has received a \$60,000 grant from the Spanish government to study the 2000 national election campaign effects on citizens, evaluations of political candidates. Her book, *Comunicación Política: Técnicas y estrategias para la sociedad de la información [Political Communication. Techniques and strategies for the information society]*, has been published by Tecnos in Spain. It is one of the few textbooks on political communication available in Spanish. Reach her through e-mail or telephone 629-490-314.

[Christina Holtz-Bacha](#) spent the fall 1999 term as a fellow at the Joan Shorenstein Center, John F. Kennedy School of Government, Harvard University. Her project was a critical synopsis of the research on mass media and political alienation. She is a professor of communication at the Institut fuer Publizistik, University of Mainz, Germany. With Hans-Bernd Brosius, University of Munich, she co-edited "German Communication Yearbook" (Cresskill, N.J.: Hampton Press), an overview on German research on topics such as mass media and elections, public relations, audience research, agenda setting, and media economy. The yearbook was included in the conference package for participants in the IAMCR conference in Leipzig, Germany, last July. Reach her by e-mail or by fax 49 6131 394586 or telephone 49 6131 395636.

## **Call for Nominations**

The APSA/ICA Joint Publications Committee is seeking nominations for a new editor for *Political Communication*, the ICA/ APSA journal. Candidates should be established scholars in the field and must be members of the American Political Science Association. Please send all nominations as soon as possible to –

[Susan Herbst](#), Chair

*Department of Political Science  
Northwestern University  
Evanston, IL 60208*

# The Doris Graber Award

Political Communication Section  
American Political Science Association

*The following language is being proposed by the Graber Award Committee for review and discussion at the next business meeting. This is a draft only, for members to review.*

This award is given annually for a book in the field of political communication published within the last decade to acknowledge distinguished scholarship, theoretical creativity and analytic ingenuity. The field of political communications is defined broadly. Eligible works may include significant studies with an emphasis on history, policy, or political advocacy as well as the empirical and theoretical research more traditionally associated with the Political Communication Section of the Association.

The Graber Award Committee consists of three section members with staggered three-year terms nominated and approved according to normal section practice and guided by the section bylaws. Normally the chair is serving his or her third year on the committee.

Precise procedures for the solicitation and evaluation of nominations are left to the committee each year. Normally, announcements of the award and solicitation of suggestions for nomination would be sent to academic publishers and, via the section newsletter, to members of the section. The newsletter notice may attract attention of members of the parallel section in the International Communication Association who are not precluded from nominating significant works.

It is hoped that the section will be able to provide an appropriate monetary award to accompany the award plaque. In some cases this financial incentive may be explicitly used for travel of the awardee(s) to the annual meeting. The awarded work is normally determined by early spring and forwarded via the section president to the APSA administration and the formal award made at the section business meeting in late summer.

Eligible books are normally published in traditional form by commercial or academic publishers; but reports, essays and electronically published materials may also be deemed eligible at the discretion of the Graber Award committee. Likewise the committee may choose to make the award for a series of related books.

## Class Activity

# DebateWatch 2000

DebateWatch provides an election year activity for courses in political communication. It began after 1992 research (see Spectra, June 2000, p. 6) indicated that citizens learned as much from discussions that were held after debates as they did from watching the debates themselves.

Launched in 1996, DebateWatch showed that participants followed political news more closely and were more likely to engage in political discussions. Participants said the DebateWatch discussions increased their interest in presidential campaign issues and their likelihood of voting. Follow-up studies demonstrated that young citizens learned more when experienced voters joined with them in the discussions.

DebateWatch is a simple program that involves inviting a group of people to watch a debate and to discuss it afterward rather than relying solely on media spin. The material needed for a discussion group is included in a packet available from the [DebateWatch 2000](#) Research Center, University of Kansas, or from the Web site.

Group facilitators file a report identifying topics in the debates and ranking them as most important, unimportant / irrelevant, or needing more discussion or elaboration by the candidates. The Research Center releases results within 48 hours after the debates.

Collaborating with DebateWatch 2000 are the following groups: National Communication Association, Commission on Presidential Debates, National Association of Secretaries of State New Millennium Project, Kids Voting USA, and a variety of disciplinary and inter-disciplinary educational societies.

For more information, consult the Web site or send [e-mail](#) no later than August 1, 2000.

## Poly Awards

# Best Campaign Ads of Election 2000

Winners of the AAPC Poly Awards  
Friday, September 1, 1:30 p.m.  
Room TBA

Each year the American Association of Political Consultants gives awards for the best political advertising. AAPC has offered to join with APSA in a panel based on the 2000 Poly Award winners. After showing the videos, the panel will comment and discuss their merits. Two members each from APSA and AAPC will participate. Given the fluidity of political campaigns, the participants are tentative. Among those scheduled to appear are [Darrell West](#) of Brown University (chair), Phil Noble of *Politics Online*, Gary Nordlinger, and current AAPC President Ray Strother.

# Presidential Election Teaching Aids

A collection of the best 2000 campaign TV ads from presidential candidates, and PAC issue ads is available for classroom use. The VHS tape includes a sample of the best short ads or abbreviations from longer ads by all candidates airing ads. The new tape, 2000 Primary Ads, is available for \$175.00 and includes the cost of tape, copying and mailing.

In addition, a series of historical presidential television commercials is available for classroom use. Types of Presidential Ads (60 minutes) is a tape of the best 1952-1996 talking head, documentary, production, humor, testimonial, attach, person-in-street, issues, music, party and PAC ads (\$225).

Other tapes include "1996 Presidential Ads" (107 minutes) with the best short ads from the primary and general election campaigns (\$225), "1952—1996 Short Ads" (95 minutes) with presidential short commercials, mostly 30 or 60 seconds long, in chronological order (\$225), "1952—1996 Long Ads" (141 minutes) with ads running two to five minutes each (\$225), "1952—1996 Negative Ads" (81 minutes, \$225), "1992 Ads (87 minutes, \$125), "1988 Ads" (60 minutes, \$125), "1984 Ads (47 minutes, \$125), "1980 Ads (44 minutes, \$125), and "1996 Pri-mary Ads" (60 minutes, \$125).

Order from L. Patrick Devlin, Department of Communication Studies, University of Rhode Island, 60 Upper College Rd., Suite 1, Kingston, RI 02881-0812 or phone 401-874-4724 or FAX 401-874-4722.

## **Election Links**

[Project Vote Smart](#)

[Web White & Blue](#)

[Democracy Network](#)

[National Political Index](#)

[League of Women Voters](#)

[Federal Elections Commission](#)

[Rock the Vote](#)

[All Politics](#)

[Center for Voting & Democracy](#)

[Civic Participation Page](#)

[Congressional Quarterly](#)

[Life History & Media Project](#)

## **Political Parties**

[American Independent Party](#)

[Green Party](#)

[Libertarian Party](#)

[National Democratic Party](#)

[National Republican Party](#)

[Natural Law Party](#)

[Reform Party](#)

[Socialist Party USA](#)

## Fellowships

### [Fulbright Awards](#)

### [International OSI Policy Fellowships, 2001](#)

## Humboldt Fellowships

The Alexander von Humboldt Foundation grants annually Humboldt Research Fellowships to highly qualified non-German scholars aged up to 40 and holding a doctorate, enabling them to undertake a long-term period of research (6—12 months) in Germany. Approximately 500 research fellowships are available per annum (in 1998 there were approx. 1,800 applications evaluated). Research projects and German hosts are selected by applicants themselves. See [Braintrack](#) for hotlinks to German universities.

The Humboldt Foundation also grants annually up to 25 George Forster Fellowships to scholars from developing countries (excluding India and the PR of China), aged up to 45 and holding a doctorate. The fellowships are designed to promote the transfer of knowledge and methods and to contribute to further development in fellows' home countries, including projects focused on social and political sciences.

Contact for both fellowships is [Dr. Klaus Manderla](#).

## International OSI Policy Fellowships, 2001

The Central European University Center for Policy Studies (CPS) is calling for proposals for its year 2001 International OSI Policy Fellowships (IPF) program, which is affiliated with the CPS and the Open Society Institute, Budapest. Broadly speaking, an open society is characterized by reliance on the rule of law, the existence of a democratically elected government, a diverse and vigorous civil society, and respect for minorities and minority opinions. Launched in late 1999, the CPS works with a broadening circle of policy analysts and institutions to promote the development of policy center networks throughout Central and Eastern Europe, the former Soviet Union, and Mongolia, as well as countries in South and Southeast Asia, the Middle East, and North Africa. The Center undertakes policy research and advocacy that furthers the open society mission and disseminates quality analyses in accessible formats.

The CPS International OSI Policy Fellowships are intended to support the analytical policy research of open society leaders and to provide these Fellows with professional policy training. The program aims to improve the quality of analysis in countries where the Soros foundations work by ensuring that these leaders are able to conduct research in their home region while maintaining local affiliations and a high degree of mobility and intellectual freedom. Fellows participate in four training seminars in Budapest over the course of the fellowship year conducted by professors of public policy from around the world and gain vital skills including how to write professional policy documents, identify appropriate policy instruments, and effectively advocate policies – skills that are underdeveloped in countries where the Soros foundations work. Good policy analysis is characterized by elements including a reliance on well-researched data; comprehensive, non-ideological assessment of relevant factors and options; explicitly stated criteria for assessing options; consideration of the interests and groups affected; and the clear presentation of feasible recommendations for action as well as how these recommendations should be communicated and implemented.

Outstanding Fellows from Eastern Europe may be nominated to participate in additional training and research opportunities including a three-month International Junior Public Policy Scholar Fellowship in Washington, D.C. in affiliation with the Woodrow Wilson Center's East European Studies program. The Woodrow Wilson International Center for Scholars, the United States' official memorial to President Wilson, was established by congressional legislation in 1968. Meant to reflect and continue Woodrow Wilson's commitment to a deeper understanding of issues crucial to global peace and stability, the Center serves as an international, inter-disciplinary, non-partisan scholarly institute which fosters scholarship in the humanities and social sciences and encourages dialogue between the academic and policy communities. East European Studies, housed at the Woodrow Wilson Center, provides a non-partisan forum for bringing historical and contemporary understanding of the former communist states of Eastern Europe and the Baltics to the nation's capital and throughout the country. For more details on the Wilson Center and its East European Studies program, please see further details at the end of this announcement and visit the Center's website at <http://www.wilsoncenter.org>.

Applicants are encouraged to submit individual, practical and policy-oriented research proposals in the following subject areas. The product of each fellowship will be a detailed analysis of a major issue to be published in English and translated into other languages. Fellowship issue areas include, among others, Media and Information Policy.

Terms of the International OSI Policy Fellowship Award Fellows will be provided with a one-year stipend, expenses including travel, and needed communications equipment to work full-time on research of their design in one of the above areas. The amount of the award will vary depending on standards in the Fellow's country of residence and the budgetary needs of the proposal.

All initial queries must be entered online via the internet directly into the [IPF application database](#). Those who have no possibility to access the Internet (including from public libraries, Internet centers, or national Soros foundations) should send an [e-mail](#) or call the IPF offices (361) 327-3863 to discuss the best alternate application solution. Finalists will be invited to Budapest for interviews at the expense of IPF. Successful applicants will be notified in November or December 2000 and no later than January 15, 2001. Applications sent by mail, fax or e-mail will not be considered unless you received prior approval from IPF staff to use an alternative method of application. [Return to Top](#)

## Fulbright Awards

The [Fulbright Scholar Program](#) for faculty and professionals is offering more than 73 awards in communication for lecturing and/or doing research abroad during the 2001—2002 academic year. A brief outline of these awards is listed below. For more complete information, visit the Web site. The award listings and application materials are downloadable, or you can request printed versions by [e-mail](#). U.S. citizenship is required. Non-U.S. citizens should contact the Fulbright agency or U. S. embassy in their home countries.

The Fulbright Scholar Program is sponsored by the United States Department of State, Bureau of Educational and Cultural Affairs, and administered by the Council for International Exchange of Scholars (CIES), 3007 Tilden Street, NW, Suite 5L, Washington, DC 20008-3009. Telephone (202) 686-7877, fax 202.362.3442

## 2001-2002 Awards in Communication

Here is a brief listing of awards for which members of Political Communication would be strong candidates:

Cambodia: Social Sciences and Humanities #1136

People's Republic of China: Social Sciences and Humanities #1143

Czech Republic: Social Sciences #1233, Social Sciences #1234

Finland: Communications #1251 (communications theory, information seeking)

Greece: American Studies #1270 (American mass media and popular culture), Journalism and Mass Communication #1272

(political communication)  
India: Communications #1488 (communications)  
Indonesia: Any Field #1150  
Macedonia, Former Yugoslav Republic of: Any Field #1323  
Mongolia: Social Sciences and Humanities #1166  
Mozambique: Any Field #1079  
Nepal: Any Field #1498 (communications)  
Romania: Communications and Journalism #1356 (communication studies, media studies)  
Rwanda: Communications and Journalism, American Literature, Law or Political Science #1092  
Taiwan: Communications #1180, Social Sciences and Humanities #1182  
Turkey: Social Sciences and Humanities #1382  
Uzbekistan: Journalism and Mass Media #1479 (mass media in democratic societies)  
West Bank: Any Field #1427  
Zimbabwe: Any Field #1129

Fulbright Distinguished Chairs Program:  
Fulbright-University of Vienna Distinguished Chair in the Humanities #1006  
Walt Whitman Chair in American Culture Studies: Junior or Senior Scholars #1026 (television studies, American culture studies)

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## Meetings

### July

Rochester, N.Y., July 20 - 22. Intercultural Communication Academic Conference. Holiday Inn Airport. Theme: Civic Discourse for the third Millennium. Write to [Michael Prosser](#), conference organizer.

### August

Phoenix, Ariz., Aug. 9 - 12, 2000. [AEJMC convention](#).

Washington, D.C., Aug. 10 - 11. American Sociological Association, Culture Section Mini-conference, George Mason University. "Culture & Democracy: Acting Locally, Nationally, Globally" session organizer: [Paul Lichterman](#), Department of Sociology, University of Wisconsin-Madison, Madison, WI 53706.

Washington, D.C., Aug. 11 - 13. [American Sociological Association](#), Renaissance Mayflower Hotel.

Curitiba, Brazil, Aug. 23 - 31. [International Conference on Politics & Innovation](#), at the Catholic University of Paraná. Organizer: [Manuel V. Heitor](#), Center for Innovation, Technology & Policy Research, Instituto Superior Técnico.

Washington, D.C., Aug. 31 - Sept. 3. [American Political Science Association](#), 96th Annual Meeting. Theme: Political Science as Discipline? Reconsidering Power, Choice & the State at Century's End.

### September

Alexandria, Virginia. Sept. 23 - 25. TPRC 28th Research Conference on Communication, Information and Internet Policy. Information: [Dawn Higgins](#), 202-452-9033.

Louisville. Sept. 28 – Oct. 1. The American Communication Association Sixth Annual Conference, University of Kentucky. [Peter DeCaro](#), 712-749-2125.

### November

Seattle, Wash., Nov. 8 - 12. [National Communication Association](#), Convention and Trade Center, Sheraton Seattle. Call (701) 750-0533.

Albany, N.Y., Nov. 9 - 11. Northeastern Political Science Association, Crowne Plaza Hotel. Write to the program chair, [Jeffrey Kraus](#), Department of History, Political Science & Economics, Wagner College, 1 Campus Road, Staten Island, NY 10301. Also write to him about the upcoming New York State Political Science Association Annual Meeting, May 4-5, 2001, SUNY-New Paltz, NY. Submissions for that conference are due Dec. 10.

## ***December***

Havana, Cuba, Dec. 4 – 8. III [Encuentro Internacional](#) for Researchers & Scholars of Information and Communication, University of Havana. Write to the [Organizing Committee](#) by e-mail or by fax (537) 323734, and refer to the Web page.

# Division Head Comments

We had a successful meeting in Acapulco, although with significantly fewer papers submitted than for our meeting last year in San Francisco. I would certainly encourage anyone with interests in our division to submit both papers and panel ideas for the conference next year in Washington, D.C. Remember that we encourage panels to feature senior scholars or innovative presentations that will draw an audience.

Our last meeting in D.C. was in 1993, and it provides an excellent venue for exploiting the political resources of the nation's capital. Feel free to be creative in drawing on local political, media, or think-tank figures. Vice-Head [Christina Holtz-Bacha](#), at the University of Mainz, Germany, will be coordinating the papers and panel programming for these next two years, and your contributions should be forwarded through the ICA headquarters for transmission to her. If you are willing to assist the division with reviewing chores and with serving as panel chairs and discussants, please let Christina know.

[Wolfgang Donsbach](#) and I will be representing the division at the upcoming International Association of Media and Communication Research conference in Singapore. A joint panel of ICA and IAMCR representatives is planned to introduce ICA to that organization, which although smaller is significantly more international in its membership and outlook.

I appreciate all of you who helped with division chores over the last year, and I look forward to seeing you again soon. Please share your ideas with me and Christina about making the next program more useful and stimulating to our membership.

[Stephen Reese](#), *University of Texas*

## Minutes

# ICA Business Meeting

*Political Communication Division*  
Acapulco, Mexico, May 2000

Incoming division chair Steve Reese conducted the meeting. A total of 85 papers were submitted to the division for this conference (compared to 120 submitted for the San Francisco meeting), and 42 were accepted. Only a few panels were submitted this year, of which one was accepted.

*Political Communication* editor David Swanson reported that the journal is financially healthy, largely on the basis of library subscriptions. He also announced that the upcoming special issue (No. 4) will be devoted to communication and civic engagement, and that next year's special issue will be on the role of historical scholarship in political communication research.

Wolfgang Donsbach solicited nominations for five new prizes given by ICA to scholars in the communication discipline for best article, best student paper, life achievement, best book, and best applied research. He also announced that ICA is seeking to broaden its international presence by exploring its joint interests with the International Association for Media and Communication Research. A joint ICA/IAMCR conference is being planned for 2001 in Austin, Texas.

Jill Edy announced that Nick Valentino was awarded the division's best article award for "Priming of Racial Attitudes," which examined the effects of racial stereotypes in local crime coverage. The article appeared in the Fall 1999 issue of *Public Opinion Quarterly*. Edy thanked fellow committee members Regina Lawrence and Marilyn Roberts for their diligent efforts.

It was proposed that in future conferences, papers which have been accepted but which lack a common theme should be placed in an "innovative papers" or "new directions" panel instead of an interactive poster session. A discussion also ensued about the potential for awarding monetary prizes to the division's paper award winners. Although there seemed to be broad support for the idea, no consensus was reached about the allocation or amount of such awards. There was general agreement that the traditional post-meeting dinner should be revived for next year's meeting at Washington DC, and a call was made for suggestions of extracurricular activities that might be interesting to division members, such as a visit to Congress.

Wolfgang Donsbach suggested that the division construct a low-volume listserv system for communicating items of interest to division members. Several people expressed support for this idea, and it was suggested that the division contribute a small amount of start-up money to implement it.

ICA Conference Program Chair-Elect Cindy Gallois made a brief presentation on next year's conference at Washington, DC. She stressed that as a native of Australia, she will be relying heavily on division input for speakers and community outreach activities. She asks that anyone with ideas about these issues please contact her.

David Swanson requested input on the question of what ICA should devote itself to doing in the future. As he has been nominated for the presidency of ICA, Swanson is interested in soliciting input from association members on the question of

what ICA could do in terms of assisting members in their professional responsibilities.

*-Scott Althaus  
Secretary  
Political Communication Division*

## ICA Sessions

### *Political Communication Division*

Acapulco, Mexico

June 1 - 5, 2000

Sessions sponsored by the division at the recent meetings in are listed below. To see the paper titles and search the program, go to the [ICA Conference](#) Web page.

Covering Religious News During Election Years: Perspectives from the United States and Mexico [La Cobertura de Noticias Religiosas Durante Años Electorales: Perspectivas de México y los Estados Unidos], Friday, 8:15-9:30 am, Sala B

Media Effects on Voter Behavior, Friday, 4:30-5:45 pm, Marquesa IV

Civic Deliberation in the Public Sphere, Saturday, 8:15-9:30 am, Marquesa IV

Press Performance Analysis: News, Opinion, and Audience Perception, Saturday, 9:45-11 am, Marquesa IV

Cross-Cultural Election Studies [Estudios Electorales a través de Diversas Culturas], Saturday, 11:15 am-12:30 pm, Sala A

Democracy On-line, Saturday, 4:30-5:45 pm, Marquesa IV

Media and the Public Opinion Process, Sunday, 9:30-11 am, Marquesa III

Professional and Theoretical Issues in Journalism, Saturday, 3-4:15 pm, Marquesa IV

Interactive Display Session, Sunday, 3-4:15 pm, Sala C

New Perspectives on Old Theories, Sunday, 6-7:15 pm, Marquesa II

Media Framing Processes, Monday, 8:15-9:30 am, Princesa II

## Recent Proceedings

### *Political Economy of the World-System*

The twenty-fourth in the series of annual conferences on the topic was held March 24 - 25 at Boston College. Sessions were organized on the theme, "The Modern World-System in the Twentieth Century." For information, write to [Ramon Grosfoguel](#), Sociology Department, McGuinn Hall 426, Boston College, 140 Commonwealth Avenue, Chestnut Hill, MA 02167-3807.

### *International Communication Association*

[ICA 2000 Convention](#), Acapulco, June 1–5

### *American Political Science Association*

[APSA 1999 Convention](#), Atlanta, September 1–5

### *Association for Education in Journalism & Mass Communication*

[AEJMC 1999 Convention](#), New Orleans, August 4–7

### *National Communication Association*

[NCA 1999 Convention](#), Chicago, November 4–8

[NCA 2000 Convention](#), Seattle, November 9–12 (Search the Convention Program)

### *International Political Science Association*

[ISPP 1999 Scientific Meetings](#), Amsterdam, July 19-21

# Publishers & Political Communication

This appears to be a bountiful time for those of us who teach, research and write about political communication. We have thriving professional organizations, our own journal, and this report. In particular, it seems that more and more publishers are inclined to publish our manuscripts. An overview and information about who these publishers are should be of use to readers of *Political Communication Report* interested in seeing their work reach the public in book form. To go beyond impression and anecdote, I therefore wrote to the relevant publishers, seventy-nine in all, from Addison Wesley Longman to Yale and from the best-known to the most obscure, asking what they publish in our field.

Publishers must be inordinately occupied producing books, lack devotion to promotion, or see no profit in answering a letter from an enquiring academic. Perhaps I should have offered them a more material incentive to reply than my commitment to present the results to the several hundred members of the Political Communication sections of the APSA and ICA through our Political Communication Report. Whatever the reasons, responses were few.

What follows, then, is based on my own knowledge and the material I did receive from publishers. Apologies in advance for the inevitable omissions and errors which, no doubt, will be so egregious as to justify outraged (outrageous) communications to the editor.

Books on political communication can be published in an entire series devoted to the topic (broadly defined), as part of a series on a more general subject (e.g. American government and politics), on a non-series basis, as texts, or in some combination of these categories. I'll cover the publishers under each rubric. I considered dividing the books into scholarly and classroom-professional but in today's publishing market this distinction often seems unclear, if not increasingly obsolete.

## Entire Series

There are currently five main publishers of series on political communication. Praeger (Greenwood) has been at it the longest under the editorship of Robert Denton, Jr. Hampton Press inaugurated its series in the early 1990s under my auspices, has published more than twenty titles, and is adding a series on the media and elections in comparative perspective. Susan Herbst and Benjamin Page edit a series for the University of Chicago Press. With Lance Bennett and Robert Entman as its editors, Cambridge University Press recently entered the field; as have Bruce Gronbeck and Lynda Lee Kaid for Peter Lang publishers.

## Part of a Series

Lawrence Erlbaum puts out a major series, *Communication*, edited by Jennings Bryant and Dolf Zillmann. Its political communication books have developed out of the publisher's subseries on Journalism and on Mass Communication. Sage publishes a wide range of books under *Communication*, including ones on political communication. In two series, one on *Communication & Media Studies* and another on *Communication and Culture*, Transaction Publishers also includes books related to political communication, as does Rowman & Littlefield in its series on *Critical Media Studies*.

## Non-Series

Many publishers issue books related to political communication. Some do so often (Oxford University Press), others rarely (University Press of Kansas). University presses are prominent, including those at Columbia, California, Duke, Harvard, Johns Hopkins, Michigan, Minnesota, North Carolina, Princeton, SUNY, Yale, and the academic publisher Brookings. For example, in addition to books on the politics of communication policy, the MIT Press publishes books in political and social theory that have implications for political communication.

Commercial houses who publish works on political communication include Blackwell, CQ Press, Chatham House, the Free Press, JAI Press/Ablex, Nelson Hall, Norton, Oxford University Press, Random House, Lynne Rienner, Routledge, Rowman & Littlefield, St. Martin's, M.E. Sharpe, Simon and Schuster, and Westview.

## Texts

As courses on political communication and related topics proliferate, commercial publishers have recognized the desirability of including political communication texts on their lists. CQ Press was the forerunner with Doris Graber's *Mass Media and American Politics* and its companion reader. Other texts are published by Allyn and Bacon (Woodward), Erlbaum (Perloff), Macmillan (Ansolabehere, Behr, and Iyengar), Peacock (Yeric), Praeger (Denton and Woodward), Prentice Hall (books by Davis and also Kahan), Sage (Iyengar and Reeves), Wadsworth (Alger), and Westview (Kerbel). Longman publishes my text and one by Bennett.

Several of the publishers who have not yet issued texts in this area would no doubt be agreeable to hearing from potential authors.

## Conclusion

Considerable interest exists among publishers in publishing books about political communication. Several intend to produce more books in this area. One concern, however, is that many books in our field receive few if any reviews, let alone the thoughtful ones they deserve, after they are published. Reviews depend on the interests (whims) of book review editors at political science journals such as the *American Political Science Review*, communication journals such as the *Journal of Communication*, and the like. No wonder, publisher Lynne Rienner observes, "a lot of people would be happy if *Political Communication* started carrying book reviews."

—[David L. Paletz](#)

*Political Science Department  
Duke University*

## Book Received

Mittelman, James H. *The Globalization Syndrome: Transformation and Resistance*. Princeton: [Princeton University Press](#), 2000. 272 pp., 6 x 9, 3 tables, cloth (ISBN (0-691-00987-2) \$49.50, paper (ISBN 0-691-00988-0) \$17.95

Based mainly on analyses of Eastern Asia and Southern Africa, this textbook examines globalization as a set of ideas and as a policy framework, propelled by changes in the division of labor and power, manifested in regionalism, and challenged by fledgling resistance movements.

[Scheuer, Jeffrey](#). *The Sound Bite Society: Television and the American Mind*. NY: Four Walls Eight Windows, 1999. 240 pp., notes, biblio., 5 3/4 x 8 1/2, cloth (ISBN 1-56858-141-6) \$23.95

Argues with compelling and infuriating insight that the structures of television favor conservative political ideas in America.

Tourish, Dennis, and T. Wohlforth. *On the Edge: Political Cults of the Left and Right*. New York: ME Sharpe. Defines cults and the communication dynamics of their hold on people, with examples from the right and left (along with some overtly political psychotherapy groups) to argue that they exert more influence than commonly supposed.

## Books Noted

Boggs, Carl. *The End of Politics: Corporate Power and the Decline of the Public Sphere*. New York: [Guilford](#), 2000. \$23.95 (cloth) ISBN 1-57230-496-0.

Chambers, Simone, and Anne Costain, eds. *Deliberation, Democracy, and the Media*. Princeton: [Princeton University Press](#), 2000. 320 pages, \$24.95 (paper), \$69.00 (cloth), ISBN 0-8476-9810-6.

Eksterowicz, Anthony J., and Robert Roberts, eds. *Public Journalism & Political Knowledge*. Lanham, Md.: [Rowman & Littlefield](#), 2000. 224 pages, \$22.95 (paper), \$65.00 (cloth), ISBN 0-8476-9539-5.

Fox, Richard L., and Robert W. Van Sickel. *Tabloid Justice: U.S. Criminal Justice in an Age of Media Frenzy*. Boulder, Co.: [Rienner](#), 2000. 275 pages, \$55 (cloth) ISBN 1-55587-913-6, \$22 (cloth) ISBN 1-55587-938-1.

Hart, Roderick P. *Campaign Talk: Why Elections Are Good for Us*. Princeton: [Princeton University Press](#), 2000. 328 pages, 11 tables, 20 line illustrations, \$29.95 (cloth), ISBN 0-691-00126-X.

Hausman, Carl. *Lies We Live By*. New York: [Routledge](#), 1999. 224 pages, \$24.99 (cloth) ISBN 0-415-92280-1.

Katz, Elihu. *Election Studies: What's Their Use?* Boulder, Co.: [Westview](#), 2000. 240 pages, \$36 (paper) ISBN 0-8133-6635-6.

Kymlicka, Will, and Wayne Norman, eds. *Citizenship in Diverse Societies*. New York: [Oxford](#), 2000. 400 pages, \$24.95 (paper), \$72.00 (cloth).

Ma, Eric Kit-Wai. *Culture, Politics & Television in Hong Kong*. New York: [Routledge](#), 1999. 256 pages, \$68.00 (cloth).

Magleby, David B., ed. *Outside Money: Soft Money & Issue Advocacy in the 1998 Congressional Elections*. Thousand Oaks, Calif.: [Sage](#), 2000. 256 pages, \$19.95 (paper) ISBN 0-7425-0043-8, \$55 (cloth) ISBN 0-7425-0042-X.

Margolis, Michael, and David Resnick. *Politics as Usual: The Cyberspace 'Revolution'*. Thousand Oaks, Calif.: [Sage](#), 2000. 256 pages, \$46.95 (cloth) ISBN 0-7619-1330-0, \$19.95 (paper) ISBN 0-7619-1331-9.

Nacos, Brigitte L., Robert Y. Shapiro, and Pierangelo Isernia. *Decisionmaking in a Glass House: Mass Media, Public Opinion, and American & European Foreign Policy in the 21st Century*. Lanham, Md.: [Rowman & Littlefield](#), 2000. 384 pages, \$26.95 (paper) ISBN 0-8476-9827-0, \$79 (cloth) ISBN 0-8476-9826-2.

Newell, Waller. *Ruling Passions: The Erotics of Statecraft in Platonic Political Philosophy*. Princeton: [Princeton University Press](#), 2000. 288 pages, \$24.95 (paper), \$70.00 (cloth), ISBN 0-8476-9726-6.

Paletz, David L. *The Media in American Politics: Contents & Consequences*. New York: [Longman](#), 1999. 352 pages, paper, ISBN 0-321-02991-7.

Sabato, Larry J., Mark Stencel, and A. Robert Lichter. *Peepshow: Media and Politics in an Age of Scandal*. Lanham, Md.: [Rowman & Littlefield](#), 2000. 256 pages, \$22.95 (cloth).

Splichal, Slavko. *Public Opinion: Developments and Controversies in the Twentieth Century*. Lanham, Md: [Rowman & Littlefield](#), 1999. 350 pages, \$27.95 (paper) ISBN 0-8576-9163-2, \$69.00 (cloth) ISBN 0-8476-9162-4.

Trent, Judith S., and Robert V. Friedenberg. *Political Campaign Communication: Principles and Practices*, 4th Ed. New York: [Praeger Publishers](#), 2000. 386 pages, \$27.95 (paper), \$75.00 (cloth), ISBN 0-275-96404-3.

West, Darrell. *Patrick Kennedy: The Rise to Power*. Englewood Cliffs, N.J.: [Prentice Hall](#), 2000. 192 pages \$18.67.

Wilhelm, Anthony G. *Democracy in The Digital Age: Challenges to Political Life in Cyberspace*. New York: [Routledge](#), 2000. 272 pages, \$19.99 (paper), \$60.00 (cloth), ISBN 0-415-92435-9.

This issue of *Political Communication Report* looks forward to events at the upcoming APSA convention in Washington, D.C., with the tentative business meeting agenda, a report on the section's future from a "brain trust" of former section chairs, a plan to create a young scholars committee, a draft document for the Doris Graber Award, and advance notice about a special session on the Poly Awards for political ads.

The commentary page opens a discussion about the need for television news archives in the United States. Jim Snider, APSA Congressional Fellow in Communications and Public Policy, proposes that the section take action to influence copyright laws that affect the archiving of news and related closed captioning. You're invited to weigh in with your views.

The book review section opens with a short essay by David Paletz surveying the book series in political communication available from various publishers. The books section also includes a brief annotation for each book received, as well as a list of other books published in political communication.

Coverage of the ICA conference in Acapulco includes the minutes of the business meeting and a list of sessions sponsored by the division, alongside the usual listings of other upcoming meetings and links to the proceedings of other conferences.

The U.S. presidential election season will soon be in full swing, and this issue includes some resources for those teaching political communication or election-related courses: a class activity for watching debates, information on the Poly Awards for campaign advertisements, an offer for ordering videos of political ads, and election-related links.

A message from Steve Reese, the incoming chair of the ICA division, and notice of some fellowship opportunities fill out the issue.

The joint APSA/ICA Political Communication newsletter, *Political Communication Report*, is published exclusively on line. Send your comments, reviews, feature articles, and notes about accomplishments, calls for papers, and meeting announcements for inclusion in the next issue by October 15.

[Kevin G. Barnhurst](#), Editor

Political Communication Report (MC-132)

1007 W. Harrison St. Rm. 1140

University of Illinois

Chicago, Ill. 60607

Fax 312.413.3231

E-mail [kgbcomm@uic.edu](mailto:kgbcomm@uic.edu)

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