



## SCHOOL OF JOURNALISM

INDIANA UNIVERSITY

September 30, 2011

Lawrence P. Taylor  
Indiana Journalism Hall of Fame Association  
P.O. Box 785  
Bloomington, IN 47402

Dear Larry:

I would like to nominate **Dr. David Weaver**, the Roy W. Howard Research Chair in the Indiana University School of Journalism, for induction into the Indiana Journalism Hall of Fame.

I am proud to write this letter on behalf of someone with remarkable national and international accomplishments within his own field and beyond. His record of achievement is unmatched, and he recently was the first person in our school's history named as a Distinguished Professor at IU.

In 2009, he was the first IU recipient of the lifetime research award given by our national organization, the Association for Education in Journalism and Mass Communication (AEJMC).

Dave is an Indiana native and has spent most of his life in the state and at the university. His studies are fundamental readings in the basic and advanced research classes in our field throughout Asia, Europe and the United States. Nearly all of his 12 books are influential still today.

Dave is one of the three major researchers in the field of agenda setting, which is ranked as one of the "milestones of mass communication research" for the 20<sup>th</sup> century. Agenda setting is arguably the dominant research stream in mass communications studies in the United States since the 1970s. Its significance is multiplied because it resides at the intersection of mass media coverage and politics, public policy, health and other central issues in a democracy.

Dave's influential work in agenda setting research—an area of scholarship that is now replicated throughout the world—is worthy of major awards. Yet a second line of research is so influential that it has been called the national "census" of American journalism and is widely cited as the central study of the demographics and opinions of journalists.

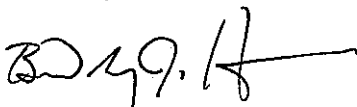
These studies, completed by Dave with IU professor emeritus Dr. Cleve Wilhoit, were published as The American Journalist series in 1986, 1996 and 2007. The most recent book, for example, won the national prize for journalism research by Sigma Delta Chi/Society for Professional Journalists. The authors won the Sigma Delta Chi Distinguished Service Award for Research for both the 1980s and 1990s books, a rare feat.

Finally, a few additional achievements reflect his outstanding qualifications:

- Received the 2006 presidential award for three decades of research from AEJMC, an organization with 3,700 members from 50 countries.
- Received a lifetime achievement award in 2005 from the AEJMC Mass Communication & Society division.
- Is one of only about 60 professors and deans in history across the nation to be elected as president of AEJMC.
- Was selected in 2000 by the International Communication Association as a Fellow, which recognizes a history of distinguished scholarship in communication research.
- Was selected in 2003 as one of 50 distinguished scholars in America to serve on a press commission by the Annenberg Foundation.

In addition, Dave has a genuine interest and love for journalism, this state and Indiana University. I hope you will consider Dr. David Weaver as a great match for this honor.

Sincerely,

A handwritten signature in black ink, appearing to read 'B. J. Hamm', with a long horizontal stroke extending to the right.

Bradley J. Hamm  
Dean

## CURRICULUM VITAE

(As of July 11, 2011)

Dr. David H. Weaver  
901 S. Jordan Avenue  
Bloomington, Indiana 47401-5150

School of Journalism, Indiana University  
Ernie Pyle Hall 200, 940 E. 7<sup>th</sup> Street  
Bloomington, IN 47405-7108 U.S.A.  
(812) 855-1703/9247 (office)  
(812) 855-0901 (office FAX)  
e-mail: weaver@indiana.edu

### Present Positions:

Distinguished Professor, Indiana University-Bloomington, January 2011 to present.

Roy W. Howard Professor in Journalism and Mass Communication Research at Indiana University-Bloomington, 1988 to present.

### Previous Academic Positions:

Professor of Journalism, Indiana University-Bloomington, 1983 to 1988.

Associate Professor of Journalism, Indiana University-Bloomington, 1978 to 1983.

Assistant Professor of Journalism, Indiana University-Bloomington, 1974 to 1978.

### Education:

Indiana University at Bloomington, 1964-1969, A.B. (1968) and M.A. (1969), both in journalism with a sociology minor.

University of North Carolina at Chapel Hill, 1971-1974, Ph.D. in mass communication research.

### Journalism Experience:

Reporter, copy editor and assistant editor, the Indiana Daily Student, Bloomington, Indiana, January 1966 to June 1968.

Copy editor, The Post-Tribune, Gary, Indiana, June to September 1968.

Wire editor and reporter, The Bloomington (Ind.) Courier Tribune, September to November 1968.

Information Officer, 35th Signal Group (U.S. Army), Fort Bragg, North Carolina, April to August 1970, and 40th Signal Battalion, Long Binh, South Vietnam, September 1970 to July 1971.

Wire editor, The Chapel Hill (N.C.) Newspaper, June to August 1973.

### Awards and Honors:

Bronze Star with First Oak Leaf Cluster for meritorious achievement in ground operations against hostile forces in the Republic of Vietnam, United States Army, June 15, 1971.

Recipient, with G. Cleveland Wilhoit, of the 1986 Sigma Delta Chi Distinguished Service Award for Research About Journalism for The American Journalist, published by Indiana University Press in 1986.

Recipient, with G. Cleveland Wilhoit, of the 1996 Sigma Delta Chi Distinguished Service Award for Research About Journalism for The American Journalist in the 1990s, published by Erlbaum in 1996.

Named to the Press Commission of the Institutions of Democracy Project of the Annenberg Foundation Trust at Sunnylands, March 2003.

Recipient of the Traves Award for Outstanding Contributions to Mass Communication Scholarship from the Mass Communication and Society Division of the Association for Education in Journalism & Mass Communication (AEJMC) at the annual convention in San Antonio, Texas, August 10-13, 2005.

Recipient (with Randal Beam, Bonnie Brownlee, Paul Voakes, and G. Cleveland Wilhoit) of the 2006 Sigma Delta Chi Award for Research About Journalism for The American Journalist in the 21st Century, published by Erlbaum in 2007.

Recipient of the Paul J. Deutschmann Award for Excellence in Research, AEJMC annual convention, Boston, MA, August 5-8, 2009. This is a career achievement award for research achievement.

#### **Published Books:**

G. Cleveland Wilhoit and David H. Weaver, Newsroom Guide to Polls and Surveys (Washington, D.C.: American Newspaper Publishers Association, 1980; reprinted by Indiana University Press, 1990), pp. 1-82.

David H. Weaver, Doris A. Graber, Maxwell E. McCombs, and Chaim H. Eyal, Media Agenda-Setting in a Presidential Election: Issues, Images and Interest (New York: Praeger, 1981), p. 1-228. (Translated into Japanese in 1988.)

David H. Weaver, Videotex Journalism: Teletext, Viewdata, and the News (Hillsdale, N.J.: Lawrence Erlbaum Associates, 1983), pp. 1-147.

David H. Weaver and G. Cleveland Wilhoit, The American Journalist: A Portrait of U.S. News People and Their Work (Bloomington: Indiana University Press, 1986), pp. 1-216. Second edition, with three new chapters, 1991, pp. 1-276.

Holli A. Semetko, Jay G. Blumler, Michael Gurevitch, and David H. Weaver, The Formation of Campaign Agendas: A Comparative Analysis of Party and Media Roles in Recent American and British Elections (Hillsdale, N.J.: Lawrence Erlbaum Associates, 1991), pp. 1-197.

Maxwell McCombs, Edna Einsiedel and David Weaver, Contemporary Public Opinion: Issues and the News (Hillsdale, N.J.: Lawrence Erlbaum Associates, 1991), pp. 1-114. (Translated into Japanese in 1994, and into Greek and Korean in 1995.)

David H. Weaver and G. Cleveland Wilhoit, The American Journalist in the 1990s: U.S. News People at the End of an Era (Mahwah, NJ: Lawrence Erlbaum Associates, 1996), pp. 1-299.

Maxwell McCombs, Donald L. Shaw, and David Weaver, eds., Communication and Democracy: Exploring the Intellectual Frontiers in Agenda-Setting Theory (Mahwah, NJ: Lawrence Erlbaum Associates, 1997), pp. 1-272.

David Weaver, ed., The Global Journalist: News People Around the World (Cresskill, NJ: Hampton Press, 1998), pp. 1-492.

Guido H. Stempel III, David H. Weaver, and G. Cleveland Wilhoit, eds., Mass Communication Research and Theory (Boston: Allyn and Bacon/Pearson Education, 2003), pp. 1-440.

David H. Weaver, Randal A. Beam, Bonnie J. Brownlee, Paul S. Voakes, and G. Cleveland Wilhoit, The American Journalist in the 21st Century: U.S. News People at the Dawn of a New Millennium (Mahwah, NJ: Lawrence Erlbaum Associates, 2007), pp. 1-291.

Martin Loeffelholz and David Weaver, eds., Global Journalism Research: Theories, Methods, Findings, Future (Malden, MA and Oxford, England: Blackwell Publishing, 2008), pp. 1-304.

David Weaver and Lars Willnat, eds., The Global Journalist in the 21<sup>st</sup> Century (New York: Routledge, forthcoming).

# The Journal Gazette

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Craig Klugman  
Editor

September 20, 2011

Indiana Journalism Hall of Fame Association  
Lawrence P. Taylor, Executive Director  
Bloomington, IN 47402

Dear Board of Directors:

I'm writing this letter in support of the nomination of David Weaver, the long-time member of the Indiana University School of Journalism faculty, for induction into the Hall of Fame.

I am persuaded that the next great war, the one that will leave nothing standing, will not be between nations and terrorists. Rather, the great conflict will rage between those who think journalism faculty members should be largely professional in background and those who think they should be largely academic.

I spent four years teaching journalism, between 1978 and 1982, at Northwestern University. I took part in pitched battles between those factions. If prisoners of war had been allowed, none would have been taken.

I came away from that experience with what I think is a measured, balanced view on professional vs. academic faculties. No good journalism school can avoid having tough professionals who have had successful careers in broadcast, newspapers, or the Web.

But a journalism school filled only with such teachers will end up falling behind the times. At worst, the faculty members will be telling students old war stories. The 21st Century demands scholars, those who can look at our industry with a skeptical, educated eye, and who can in fact advance the profession.

One of those with such an eye is David Weaver. He deserves to be in the Hall of Fame for his contributions not only to IU's School of Journalism, but also to the industry and to research and study of journalism.

In the interest of full disclosure, David is a friend of mine. We attended IU together and worked on *The Indiana Daily Student*. We have kept in touch over the years professionally.

My experience with David, being rooted in a professional friendship, certainly reveals his contributions. One of his books—*Newroom Guide to Polls & Surveys*—was on my office bookshelf for years. It was, indeed, one of the key resource books my staff used when *The Journal Gazette* was routinely doing polls.

Another book, *The American Journalist*, has become a classic within the industry. Along with its subsequent editions and versions, it is one of the few places to go, perhaps the only place, to find out the nuances of what makes up the modern American journalist. That book also has a place on my shelf. (Actually, it has two places. I have both the 1986 edition and *The American Journalist in the 21st Century*, published in 2007.) The publicity the book has garnered over the years has spread the word well beyond Bloomington about David Weaver's solid, reliable research.

David, the Roy W. Howard professor in journalism and mass communication research, has taught at IU since 1974. Besides the books I've mentioned, he wrote or co-authored *Videotex Journalism*, *Media Agenda-Setting in a Presidential Election*, *The Formation of Campaign Agendas*, and *Contemporary Public Opinion*.

David's curriculum vitae is 27 pages long, filled with books, articles, reviews, scholarly papers, and awards. He has been co-editor of *Communication and Democracy*, editor of *The Global Journalist*, and co-editor of *Mass Communication Research and Theory*. Several of his books have been translated into Greek, Japanese, and Korean.

I could go on and on about his awards and honors, many of which have to do with teaching, as well as with research. I won't do that because his curriculum vitae is available to you. The point is, he has done much to advance the academic standing, prestige, and renown of the School of Journalism. That is something those on the professional side of the Great Divide cannot do.

Most recently, David received an honor that his colleagues on the faculty recognize as hugely significant, but I'm not sure my colleagues in the professional ranks understand. He has been named a Distinguished Professor at Indiana University, the first journalism professor in the one hundred-year history of the journalism school so honored. It means that journalism has won a seat at the academic table.

I want to touch on his relationship with the industry. He may have stayed on the academic side of the Great Divide, but he can talk to those of us on the other side. I couldn't begin to count the number of times I've called on David to help me with a reference check on a student or with a research predicament we were facing in the newsroom. He has always been quick to get back in touch, honest and charitable in his evaluations, and ready to help. When I was editor of the magazine produced by what was then the American Society of Newspaper Editors, he was happy to contribute—or at least he said he was happy—an article about how to evaluate the latest research.

So, while David remains firmly rooted in academic journalism, his approach and his concerns transcend it. I'm pleased to second David's nomination for the Hall of Fame.

Very truly yours,

Craig Klugman