

# **Educator's Column**

## **The Broadcast Education Association; Educating for Tomorrow's Media**

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Every year around this time, broadcast educators start gearing up for the annual meeting and convention of the Broadcast Education Association (BEA). The BEA is the primary academic organization for educators of electronic mass media. Our members teach in areas ranging from news and production, to law & policy, documentary, and sports.

Every spring our convention brings about 1000 college-level educators to Las Vegas, where we hold concurrent sessions with RTNDA, the NAB, and the NABEF. If you plan on attending the NAB, stop by and pick up some of the BEA's sessions, which start on Wednesday and run through Saturday. You will find Wisconsin well represented...this year, John Little, Steve Hill, and Bill Deering from UW-Stevens Point, along with Michael Havice (Marquette), Shawn VanCour (Madison), Tim Donahue (La Crosse) and Evan Johnson (River Falls) will be presenting scholarly and creative work. In addition, there will be numerous students from Wisconsin, attending the career day (about 1000 students register to meet and interview with over 80 different organizations) and walking the NAB floor.

Your NAB registration gives you access to all of BEA sessions...including the Avid and Apple training sessions, the Avid reception and keynote address, the BEA Festival of Media Arts (our student and faculty creative competition), and concurrent sessions with NATPE. You can find a complete listing of session at [www.beaweb.org](http://www.beaweb.org). Yes...even though Avid and Apple won't be at the NAB this year, they will be at our BEA convention. But of primary interest should be the academic sessions. This is where educators present the findings of their on-going research. Our research symposium this year is centered on trends in entertainment research and includes research on sports and social identity, emotion and entertainment, online entertainment, and entertainment research in the digital age with presenters from companies such as Turner Broadcasting, Nickelodeon, MTV, and OTX Research.

Lots of good things happening at BEA 2008. If you have the opportunity, consider this an invitation to join educators from Wisconsin and across the country as we set the discourse for the future of electronic media educators. Enough for now.