

# CT&M CONCEPTS

ASSOCIATION FOR EDUCATION IN JOURNALISM & MASS COMMUNICATION

## Lineup set for CT&M in Boston

**DOMINIQUE BROSSARD**  
UNIVERSITY OF WISCONSIN-MADISON  
CT&M RESEARCH PAPER CHAIR

CT&M program this year promises to fulfill everyone's expectations with an exciting lineup of presentations and speakers. In line with CT&M philosophy, the majority of our sessions will focus on research presentations. Of course, we also devoted time to PF&R and teaching, two important missions of AEJMC.

topics are as follow: New Media and Their Social Effects; Revisiting Methods and Concepts; Heath Communication and Public relations; Political Communication; Communication Technology and Virtual Environments; and Information Processing and Emotions. Early afternoon on Thursday, a refereed paper research panel will focus on Cultural Contexts and Political Participation.

We will start the conference with a PF&R mini-plenary on Wednesday afternoon co-sponsored with the Visual Communication Division and the Media Ethics Division. Re-known speakers will discuss why journalism and communication researchers should embrace neuroscience. Thanks to our PF&R chair **Jason Reineke** for having secured a speaker

on behalf of CT&M, as well as funding for his trip! (**George Marcus** will be flying in from Paris).

Our research program is very exciting. Immediately following the mini-plenary, we will have a high-density research session. As you may know, this type of session is a hybrid between a traditional research presentation and a poster session. Eight papers will be briefly presented, the rest of the time being spent on general discussions and one-one exchanges with the authors. The high-density session this year will focus on mediated information processing and political participation.

On Thursday morning, 6 sections of the refereed papers poster research session will be devoted to CT&M presentations. The sections

We will have four additional sessions devoted to research on Friday. The first will be dedicated to the Hostile Media Effect and Third Person Effects. Six papers in the Scholar-to-Scholar session will explore Framing and Priming. This will be followed by a research session co-sponsored with the Science Communication Interest Group, which will focus on Information Processing in Science and Health Communication. The third session will explore Networks, Deliberation and Political Engagement. And last but not least, the "Best of CT&M" will feature all faculty papers awardees, as well as the winner of the student competition. Friday will conclude with the CT&M business meeting, where we will recognize all our awardees and discuss important issues facing CT&M.

Saturday morning, a teaching panel co-sponsored with CTEC will explore "the Media Habits of Tomorrow: What Teenagers are Doing with New and Traditional Media." This will be followed by another teaching panel (co-sponsored with Science Comm), which will give tips on Teaching With Clients.

In sum, CT&M will be busy and engaged in Boston, with a program full of cutting edge topics! I am thanking our reviewers, discussants, moderators and paper authors without whom our conference could not take place and to the CT&M board for their help putting this program together.

I am looking forward to seeing you all in Boston!

*See page 4 for the complete CT&M schedule.*



Photo by Wally Gobetz

*Tickets are hard to come by for the Boston Red Sox, who have won two World Series titles in the past 10 years and continue to occupy historic Fenway Park.*

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DOUGLAS BLANKS HINDMAN  
WASHINGTON STATE UNIVERSITY  
CT&M DIVISION HEAD

# CT&M marks year of progress

Last fall, we set out to meet some basic goals as a division: financial stability, formalized relations with Communication Methods & Measures, improved member relations, and formalized division structure. Your CT&M officers have done quite a bit to address each. As with most goals, however, we cannot mark any of the goals off our list, but we can mark some progress.

- Financial stability: As with most universities, we've cut our budget. Unlike with most universities, however, we did not raise the tuition, or, in our case, the dues. We charge \$26 for regular members (\$5 for the division, \$21 for the journal) and \$16 for students (\$3 for the division, \$13 for the journal). The biggest item that we cut from the budget was the \$50 payment to the first author of each accepted graduate student paper. That saved the division \$900 and put us precariously back in the black. With some of the savings, we created additional cash prizes for top-rated student papers.

- Relations with Communication Methods & Measures: **Andrew Hayes**, one of the founding members of the journal, has filled our new Journal Liaison officer position. Having a subscription to the journal is an important benefit of joining CT&M. Having a connection between the journal and our division is priceless. Andy's article in this newsletter and his report at the members' meeting in Boston shows the value of that office. The proposed bylaws (sidebar) further cement this relationship by including the journal liaison office as a formal part of the division.

- Improved member relations: This is one

of those goals that we can never fully meet. We need to do a better job of communicating with regular and student members. We can report some progress, however. **Glenn Leshner** completed the laborious process of updating the CT&M listserv. Now, everyone who is a member should be getting our e-mails. We also need to provide additional benefits to our members, such as reviving the syllabus exchange, creating an expert teaching panel that will respond to questions posed by CT&M members, and creating an "advice to new teachers" column for and by grad students.

- Formalize the new division structure: The proposed bylaws (sidebar) puts into writing the new structure that we approved during online voting last summer. You will have a chance to vote on the bylaws at the members' meeting in Boston. Please note that the "object" in article II, section 1, is as close to a perfect mission statement as I think we can get: (replace "object" with "mission")

The mission of the CT&M division shall be to advance the study of communication through theory-based, methodologically-sound research.

- Credit for the bylaws goes to **Glenn Leshner**, former CT&M Head, who first commissioned them; **Nojin Kwak**, who drafted the first version; previous division heads **Pat Meirick**, **Lara Zwarun**, **Maria Len-Rios**, and current CT&M officers who commented on earlier drafts.

## Text of proposed CT&M bylaws

### Article I: Name

Section 1: The name of the organization shall be the Communication Theory and Methodology Division (hereinafter referred to as "the CT&M division") of the Association for Education in Journalism and Mass Communication (hereinafter referred to as AEJMC).

### Article II: Object

Section 1: The object of the CT&M division shall be to advance the study of communication through theory-based, methodologically-sound research.

### Article III: Membership and Dues

Section 1: Membership in the CT&M division shall be open to all interested members of AEJMC.

Section 2: Dues are \$26.00 and \$16.00 per calendar year for regular and student members, respectively.

Section 3: The officers shall have the right to appraise the need for operating funds, from time to time, and, upon ratification of such proposal by a simple majority of the membership voting at any annual meeting, to raise or lower annual dues as a requirement for membership in the Division.

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# Proposed text for CT&M bylaws

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Section 4: Each regular member of the Division shall be entitled to one vote in elections, and to one vote on all issues or proposals presented at an annual or special meeting or special meeting of the Division.

### Article IV: Officers and Committees

Section 1: The officers of the CT&M division shall be head; vice-head/program chair; research/paper chair; professional freedom and responsibility (PF&R) chair; teaching standards chair; Barrow minority doctoral scholarship chair; membership/recruitment chair; journal liaison chair; newsletter editor; and outgoing head.

Section 2: The vice-head/program chair shall succeed the head and the research/paper chair shall succeed the vice-head/program chair at the close of the CT&M division's annual business meeting. Beginning in 2010, a new research/paper chair will be elected by ballot at the annual business meeting of the CT&M division and assume the office at the close of the CT&M division's annual business meeting. Beginning in 2010, the research/paper chair will be elected from among those two individuals who have completed their second years of service as elected members of the executive committee. Each year, two members of the executive committee will be elected by ballot to two year terms at the annual members' meeting. Elected members of the executive committee will serve their first two years as major officers of the division other than head, vice-head/program chair, or research/paper chair.

Section 3. The executive committee comprises the head; vice head/program chair; research/paper chair, four elected members of the executive committee; and outgoing head (ex-officio, non-voting).

Section 4. Duties of major officers are as follows.

Division Head: Serves as the division's leader and administrator. Tasks include: presiding over the annual meeting, attending the mid-winter meeting (with the vice head/program chair) of AEJMC to partici-

pate in the convention program planning session, writing official divisional reports, serving as chair of the executive committee and serving on the AEJMC Council of Divisions.

Vice Head/Program Chair: Responsible for generating and coordinating the division's conference programming. Tasks include attending the midwinter planning meeting (with division Head) and serving as the primary program planner, notifying chairs of teaching standards, research/paper and professional freedom & responsibility of panels selected, requesting funds from AEJMC for speaker travel, making the final decision on paper acceptance or rejection for the annual conference, notifying authors of the acceptance or non-acceptance of their papers, scheduling highest rated papers into panel sessions, obtaining discussants and moderators for sessions, preparing copy for the convention program, ordering certificates and checks for award-winning papers, taking notes and writing the official minutes at the annual members' meeting, and assisting the division Head and research chair as otherwise required.

Research/Paper Chair: Coordinates activities associated with soliciting and judging research papers. Tasks include: issuing the call for papers, communicating with submitters, recruiting judges, submitting the judging form to AEJMC, coordinating the blind review of papers immediately after the April 1 deadline, submitting the final scores and ranking of each paper to the vice-head/program chair.

Professional Freedom and Responsibility (PF&R) Chair: Promotes awareness among AEJMC members of professional freedom and responsibility issues in communication theory & methodology through convention and out-of-convention activities. Conference activities include proposing and organizing PF&R panel sessions. Out-of-convention activities have included co-sponsoring sessions on communication theory & methodology issues related to PF&R at other organizational conventions and writing newsletter articles on communication theory & methodology issues related to PF&R.

Teaching Standards Chair: Promotes research and the development of pedagogy to advance the teaching of communication theory & methodology. This includes proposing and organizing both in-convention and out-of-convention sessions on teaching methods and standards; coordinating the syllabi exchange, teaching tips, and other exchanges; and promoting awareness of teaching trends in communication theory & methodology through newsletter articles.

Outgoing Head: Serves as an ex-officio, non-voting member of the executive committee for one year from the end of his/her term as the division's Head.

Barrow minority doctoral scholarship chair: Coordinates the distribution of announcements and publicity promoting the scholarship, collects applications, coordinates the review and ranking of applications by a selection committee, communicates with the applicants regarding the status of their applications, coordinates with the vice-head/program chair the issuance of the certificate and check for the winner, announces the winner at the annual members' meeting.

Membership/recruitment chair: Represents the division at the new members' breakfast at the annual convention, makes sure that the listserv is up-to-date, coordinates publicity promoting membership in the division, coordinates outreach to current members, seeks to increase regular and student membership in the division, writes newsletter articles relevant to the benefits of membership and the recruitment of new members.

Newsletter editor: Solicits articles from officers and others for three newsletters each year; distributes completed newsletters to the members and other division heads via the listserv, division Web site, and e-mail attachments.

Journal liaison is a current member of the editorial board of Communication Methods & Measures who also represents the division. Tasks include: represents the

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# CT&M schedules sessions for summer

Wednesday, August 5, 2009

3:15 p.m. to 4:45 p.m.

Visual Communication, Communication Theory and Methodology and Media Ethics Divisions

Mini-plenary PF&R Panel Session: *Brain and Media: The Ethical Imperative For Embracing Neuroscience in Journalism and Communication*

Moderating/Presiding: **Julianne Newton**, Oregon

Panelists: **Ann Marie Barry**, Boston  
**Rick Williams**, Lane Community  
**George Marcus**, Williams

**Stephen M. Kosslyn**, John Lindsley Professor of Psychology, Dean of Social Science, Harvard

5 p.m. to 6:30 p.m.

High Density Refereed Paper Research Session: *Mediated Information Processing and Political Participation*

Moderating/Presiding: **Dominique Brossard**, Wisconsin-Madison

*Testing the Limits of "Post Broadcast Democracy": Adolescents, Media Choice, and Participatory Engagement* — **Stephanie Edgerly**, **Kjerstin Thorson** and **Ming Wang**, Wisconsin-Madison; **Emily Thorson**, Pennsylvania and **Dhavan Shah**, Wisconsin-Madison

*Modeling the Effects of Online Information Use and Expression on Young Adults' Political Efficacy* — **Yushu Zhou** and **Bruce Pinkleton**, Washington State

*\*Emotions vs. Cognitions? Testing Competing Models of Response to a Media Message in Predicting Participation* — **Emily Vraga**, **Kjerstin Thorson** and **Timothy Fung**, Wisconsin-Madison and **Hans Meyer**, Missouri

*The Mediating Role of Knowledge and Efficacy in an O-S-R-O-R Model of Political Participation* — **Nakwon Jung**, **Yonghwan Kim**, **Jae Kook Lee** and **Homero Gil de Zuniga**, Texas at Austin

*Attention, Attitude and Behavior: Second-level Agenda-Setting Effects as a Mediator of Media Use and Political Participation* — **Soo Jung Moon**, West Georgia

*Agenda Setting, Issue Ownership, and Priming: Exploring Linkages and Impact on Vote Choice* — **Spiro Kiouisis**, Florida, **Jes-**

**per Stromback**, Mid Sweden University and **Michael McDevitt**, Colorado

*Understanding Issue-specific Information Seeking in an Election Context* — **Mike Schmierbach**, Pennsylvania State and **Michael Boyle**, West Chester

*Party Preference Dissonance, News Exposure, and Media Perceptions: Message Response During the 2008 Presidential Campaign* — **Emily Vraga**, Wisconsin-Madison

Discussant: **William (Chip) Eveland**, Ohio State

\*Top-Three Student Paper

Thursday, August 6, 2009

8:15 am to 9:45 am

Refereed Paper Poster Research Session co-sponsored by the International Communication, Communication Technology and Communication Theory and Methodology Divisions

Group 1 Topic — New Media and Their Social Effects

27. *Influences of Audience Feedback on News Content in Traditional and New Media: A Theoretical Evaluation* — **Gang (Kevin) Han**, Iowa State and **Donald Holeman**, Syracuse

28. *Analysis of Strength of Attribute Salience among Elite News Web Sites in Terms of Attention and Prominence Levels* — **Jeongsub Lim**, Austin Peay State

29. *Old Theory, New Use: An Uses & Gratifications Revival in a New Media World?* — **Geoffrey Graybeal**, Georgia

30. *Consensual Invasion - A Path Model of How Facebook Users Conceptualize and Contextualize Privacy* — **Christopher Brott**, Kansas

Discussant: **Sri Kalyanaraman**, North Carolina at Chapel Hill

Group 2 Topic — Revisiting Methods and Concepts

31. *Differentiating Measures of News Media Use Along Dimensions of Attention and Exposure, Medium, and Content Domains* — **Andrew Binder**, Wisconsin-Madison

32. *An Integrative Model of Ambivalence* — **Young Min Baek**, Pennsylvania

33. *A Comparison of Two Perspectives on the Concept of Need for Orientation* — **Genadiy Chernov**, Regina; **Sebastian Valenzuela** and **Maxwell McCombs**, Texas at Austin

34. *Can a Constructed Week Sample Produce Qualitatively Inaccurate Results When Content Analyzing Race and Ethnicity?* — **Paula Poindexter** and **Ingrid Bachmann**, Texas at Austin

35. *Sample Sizes for Content Analysis of Two Online Newspaper Sites* — **Xiaopeng Wang**, South Florida, St. Petersburg

Discussant: **John Pollock**, New Jersey

Group 3 Topic — Health Communication and Public Relations

36. *Three Peas in a Pod?: Toward a Theory that Guides Effective Public Relations Practices via the Three Sectors* — **Brooke Liu**, Maryland and **Teresa Mastin**, DePaul

37. *The Blame Game: Media Rituals and Blame in Recurrent Technological Disasters* — **Mary Grace Antony**, Washington State

38. *Does Tobacco Use Influence Cognitive Processing of Traditional vs. Counter Tobacco Ads?* — **Jensen Moore**, West Virginia

39. *First-person Perceptions and Self-enhancement Explanation* — **Sangki Lee**, Arkansas Tech

Discussant: **Maria Len-Rios**, Missouri

Group 4 Topic — Political Communication

40. *Voters' Attribution of Responsibility for a Political Sex Scandal and Opinions About the Impeachment* — **Joon Soo**, Middle Tennessee State, **Moon Lee**, Washington State and **Hyun Jung Chae**, Middle Tennessee State

41. *Innovation and Normalization Reconsidered: Examining the Evolution of Party-Centered E-Campaigning in German Elections* — **Eva Johanna Schweitzer**, Mainz, Germany

42. *What Drives Political Discussion: The Influence of Social, Informational, and Epistemic Motivation* — **Alyssa Morey**, **William Eveland** and **Myiah Hively**, Ohio State

43. *Issue Advocacy in the Internet Age: The Case of California Proposition 8* — **Kevin Wang**, Minnesota-Twin Cities

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# CT&M session schedule for AEJMC 2009

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Discussant: **Nojin Kwak**, Michigan

Group 5 Topic — Communication Technology and Virtual Environments

44. *The Click and the Vicissitudes of Object* — **Ke-Ming Lin**, National United University

45. *Testing Regulatory Focus Theory in Interactive 3D Virtual Environments* — **Seung-A Jin**, Boston

46. *Synthesizing Presence: A Cross-Disciplinary Review of the Literature* — **Dennis Beck**, Boise State; **Paul Fishwick**, Rasha **Kamhawi**, Amy **Coffey** and Julie **Henderson**, Florida and **Benjamin Hamilton**, Science Applications International Corporation (SAIC)

47. *The Effects of MMORPG-play on Gamers' Social Capital* — Zhi-Jin **Zhong**, City University of Hong Kong

Discussant: **Doug Hindman**, Washington State

Group 6 Topic — Information Processing and Emotions

48. *No Laughing Matter: The Rhetoric of Comedy in the Movie Hitch* — **Tammy Vigil**, Boston

49. *Perspective Taking, Personal Distress and Positive Affect: Clarifying Factors in Transportation* — **Melanie Sarge** and **Daniel McDonald**, Ohio State

50. *When There's Little to Fear: How Perceived Tolerance of Others Moderates Fear of Social Isolation in the Spiral of Silence* — **Jason Reineke**, Middle Tennessee State, **Alyssa Morey**, Ohio State, **Kenneth Blake** and **Robert Wyatt**, Middle Tennessee State

51. *Television Viewers' Motivational Disposition and Media Message Processing* — **Mija Shin**, Washington State

52. *Attention to Exemplars: Moderating Effects of Information Processing and Personal Involvement in Exemplification* — **Porismita Borah**, **Ashley Anderson**, **Jiun-Yi Tsai** and **Al Gunther**, Wisconsin-Madison

Discussant: **Michael Dahlstrom**, Iowa State

11:45 am to 1:15 p.m.

Refereed Paper Research Session: Cultural Contexts and Political Participation

Moderating/Presiding: **Yvonne Chen**, Virginia Tech

*Beyond Coethnic Boundaries: Coethnic Social Context, Ethnic Media and Asian Americans' Political Participation* — **Mihye Seo**, SUNY at Albany

*Geo-identity and Media Use: Modeling the Process of Political and Civic Participation in the EU* — **Homero Gil de Zuniga**, Texas at Austin

*Challenging the State: Transnational TV, Transnational Identity, and Public Opinion in the Middle East* — **Erik Nisbet** and **Teresa Myers**, Ohio State

*Examining Differential Gains from Mass Media in Japan: Voting and Participation* — **Masahiro Yamamoto**, Washington State

Discussant: **James Shanahan**, Fairfield

**Friday, August 7, 2009**

8:15 am to 9:45 am

Refereed Paper Research Session: Hostile Media Effect and Third Person Effect  
Moderating/Presiding: **Karen Markin**, Rhode Island

*Reactance and the Hostile Media Effect: Placing the Effect within the Theory* — **William Kinnally**, Central Florida and **Laura Arpan**, Florida State

*Exploring Factors in the Hostile Media Phenomenon: Partisanship, Political Engagement and Media Use Patterns* — **Hyun Jee Oh**, Missouri, **Jongmin Park**, Kyung Hee University and **Wayne Wanta**, Oklahoma State  
*Message Desirability and Social Distance: Testing the Third-Person Perception in a Gubernatorial Election* — **Qingjiang Yao** and **Zhaoxi (Josie) Liu**, Iowa

*The Influence of Source Credibility and Controversial Content on the Third-person Effect* — **Guan-Soon Khoo** and **Utkarsh Subnis**, Pennsylvania State — Discussant: **Al Gunther**, Wisconsin-Madison

12:15 p.m. to 1:30 p.m.

Refereed Paper Research Session: Scholar-to-Scholar

22. *The Development of Media Framing Theory Research* — **Jiran Hou**, Georgia

23. *Framing as a Distinct Social Influence*

*Process: The Role of the Individual* — **Porismita Borah**, Wisconsin-Madison

\*24. *Framing Groups as Distinctive: Implications of Optimal Distinctiveness Theory for Persuasive Communication* — **Maria Leonora Comello**, Ohio State

25. *Exploring Priming Effectiveness According to Media Modality and Valence* — **Temple Northup** and **Francesca Dillman Carpentier**, North Carolina at Chapel Hill

26. *A Multi-dimensional Model of Involvement with News* — **Bartosz Wojdyski**, North Carolina at Chapel Hill

27. *Implications of Perceived Fairness and Issue Importance for Media and Interpersonal Information Seeking* — **Michael Boyle**, West Chester and **Mike Schmierbach**, Pennsylvania State

Discussant: **Rosanne Scholl**, Louisiana State

\* Top-Three Student Paper

1:45 p.m. to 3:15 p.m.

Science Communication Interest Group and Communication Theory and Methodology Division

Refereed Paper Research Session: Information Processing in Science and Health Communication

Moderating/Presiding: LeeAnn **Kahlor**, Texas at Austin

*Psychological Responses to Environmental Messages: The Roles of Environmental Values, Message Issue Distance, Message Efficacy and Idealistic Construal* — **Lee Ahern**, Pennsylvania State

*Value Predispositions, Mass Media, and Attitudes Toward Nanotechnology: The Interplay of Public and Experts* — **Shirley Ho** and **Dietram Scheufele**, Wisconsin - Madison and **Elizabeth Corley**, Arizona State

*Examining the Role of Credibility, Attention and Elaboration in Moderating the Third-person Effects of News about Tainted Food Product Recalls* — **Ran Wei**, South Carolina, **Ven-Hwei Lo**, National Chengchi University and **Hung-yi Lu**, National Chung Cheng University

*The Influence of Health Consciousness on Individual Processing of Television Health News and Message Acceptance* — **Hyeheyun Hong**, Missouri

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## CT&M session schedule for AEJMC 2009

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Discussant: **Robert Griffin**, Marquette

3:30 p.m. to 5 p.m.

Refereed Paper Research Session: Networks, Deliberation and Political Engagement

Moderating/Presiding: **George Angelcevic**, Pennsylvania State

*Online Social Networks Increase Political Participation* — **Lindsay Newport** and **Rosanne Scholl**, Louisiana State

*Re-examining the Role of Interpersonal Communications in "Time-of-Voting Decision" Studies* — **Poong Oh**, Iowa State

*Beyond Deliberation: New Directions for the Study of Informal Political Conversation From a Communication Perspective* — **William Eveland**, **Alyssa Morey** and **Myiah Hively**, Ohio State

*Networks that Matter: How Online and Offline Discussions Among Citizens Relate to Political Engagement* — **Sebastian Valenzuela**, **Yonghwan Kim** and **Homero Gil de Zuniga**, Texas at Austin

Discussant: **Dietram Scheufele**, Wisconsin-Madison

5:15 p.m. to 6:45 p.m.

Refereed Paper Research Session: Best

## Proposed text for CT&M bylaws

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division at the journal's editorial board meetings, meets with the head and journal representative at the annual convention, stands with the journal representative for the annual report of the journal at the members' meeting, writes newsletter articles promoting the journal to the members.

Web site coordinator/Blogmaster: maintains the online presence of the division, including current and archived copies of the newsletter, bylaws, minutes of members' meetings, annual reports, and other content submitted by officers and members.

Section 5: The head shall appoint all officers, excluding outgoing head, vice-head/

of CT&M

Moderating/Presiding: **Hernando Rojas**, Wisconsin-Madison

*\*Adolescents' Use of Sexually Explicit Internet Material and Sexual Uncertainty: The Role of Transportation and Gender* — **Jochen Peter** and **Patti Valkenburg**, Amsterdam

*\*\*Processes of Communicative Socialization: A Communication Mediation Approach to Youth Civic Engagement* — **Nam-Jin Lee**, **Dhavan Shah** and **Jack M. McLeod**, Wisconsin-Madison

*\*\*Bringing Media Effects into Terror Management Theory: Video Threats, Mortality Salience and Support for Torture* — **Michael McCluskey**, **Jay Hmielowski** and **Rachel Lichtenfeld**, Ohio State

*\*\*\*Measuring Change: What's Possible with Multiple Waves of Data and Its Application to Political Communication* — **Myiah Hively**, Ohio State

Discussant: **Wayne Wanta**, Missouri

\* Top Faculty Paper

\*\* Top-Three Faculty Paper

\*\*\* Top Student Paper

7 p.m. to 8:30 p.m.

Communication Theory and Methodology Division Business Session: Members' Meeting

program chair, research/paper chair, and elected members of the executive committee.

Section 6: The head may appoint special or ad hoc committees and officers as she or he deems necessary.

Article V: Meetings

Section 1: The CT&M division's annual business meeting shall take place during the annual convention of AEJMC. Special meetings may be called by the head as necessary.

Section 2: A quorum of the annual business meeting shall consist of the CT&M division members present.

Moderating/Presiding: **Doug Blanks Hindman**, Washington State

Saturday, August 8, 2009

10 am to 11:30 am

Teaching Panel Session: The Media Habits of Tomorrow: *What Teenagers are Doing with New and Traditional Media*

Moderating/Presiding: **James D. Ivory**, Virginia Tech

Panelists: **Dustin Harp**, Texas at Austin  
**David Perlmutter**, Kansas  
**Dhavan V. Shah**, Wisconsin-Madison  
**Esther Thorson**, Missouri  
**Mark Tremayne**, Texas at Austin  
**Robert Wicks**, Arkansas

11:45 am to 1:15 p.m.

Communication Theory and Methodology Division and Science Communication Interest Group

Teaching Panel Session: *Teaching With Clients*

Moderating/Presiding: **Michael Dahlstrom**, Iowa State

Panelists: **Osei Appiah**, Ohio State  
**Michel Haigh**, Pennsylvania State  
**Lisa Lund**, Louisiana State  
**Katherine A. McComas**, Cornell

Article VI: Amendments

Section 1: The Bylaws may be amended by a majority vote of the members present and voting at the annual business meeting.

Section 2: Proposed amendments should be distributed to the CT&M division membership by either by mail or electronically at least two weeks prior to the meeting at which they are to be voted on.

Article VII: Promulgation

Section 1: The By-laws shall become effective upon adoption by a majority affirmative vote of those members present and voting at the annual business meeting.

# Mind over media: Plenary explores brain

The main CT&M Professional Freedom and Responsibility event at this year's convention will be a mini-plenary we're co-sponsoring with the Visual Communication and Media Ethics divisions titled Brain and Media: Embracing Neuroscience in Journalism and Communication. The fundamental question that panelists will address in this session is "Why is it a matter of ethics that media scholars and practitioners ground their research and practice in new understandings of how the brain works?" This mini-plenary will take place at 3:15 p.m. on Wednesday, August 5, and I encourage all CT&M members who are able to attend to do so.

When I was asked to suggest a panelist for the mini-plenary, the first person who came to mind was **George E. Marcus**, who is a professor in the Political Science Department at Williams College. Marcus's research focuses on the intersection of emotion, neuroscience, and politics. He is perhaps best known for his works on political tolerance such as *With Malice Toward Some: How People Make Civil Liberties Judgments*, and his work on emotion in politics, such as *The Sentimental Citizen: Emotion in Democratic Politics*.

Fortunately, Marcus accepted our invitation to be a part of the mini-plenary. As someone who has seen him speak before, I can safely say that his participation alone is enough to warrant attendance.

But Marcus is just one of four distinguished scholars scheduled to participate in the Brain and Media mini-plenary as panelists. **Stephen M. Kosslyn** (Harvard University, Psychology Department) will discuss neuroethics. **Anne Marie Barry** (Boston College, Communication Department) will discuss mirror neurons and behavior. **Rick Williams** (Lane Community College and ArtWork in Education) will discuss the roles of vision and creative, non-conscious processing in ethical decision making. **Julliane H. Newton** (University of Oregon, School of Journalism and Communication) and **Lee Wilkins** (University of Missouri, School of Journalism) will serve as moderator and discussant, respectively.

The Brain and Media mini-plenary should be an exceptional conclusion to a great year for CT&M PF&R. I look forward to delivering my report at this year's business meeting and seeing you all in Boston!

**JASON REINEKE**  
MIDDLE TENNESSEE STATE UNIVERSITY  
CT&M PROFESSIONAL FREEDOM &  
RESPONSIBILITY CHAIR

# CT&M reviewers sift through 121 strong submissions

This year CT&M received a remarkable number of submissions to our paper competition for the Boston convention. Our division had 121 research papers (up from 106 the previous year), and, based on available spots for presentations, we were able to accept 58 papers, for an acceptance rate of 48%. And I emphasize the "able to accept," since some of the papers that got rejected were conference-quality papers.

Following in our divisions research tradition we had an important number of student or student-lead papers (59) and the acceptance rate among student papers was just slightly lower than the overall acceptance rate (44%)

Beyond CT&M this year's convention has sparked across the board interest: all together 1,772 papers were submitted, with Mass Communication and Society receiving 179 submissions and Communication Technology receiving 148.

This heightened interest, and the fact that now other divisions and interest groups share our passion for high quality research, resulted in an incredible pressure on paper reviewers. We have to be extremely appreciative of this year's judges -who will be officially recognized in the AEJMC program.

Thanks to the hard work of our reviewer, and despite the increased number of papers as well as the demands from other divisions, we were able to maintain a high quality review team of 3 reviewers per paper. Because of the demand on high quality reviewers, this year some authors were frustrated with the shrinkage in comments beyond the quantitative assessments. And while I understand the authors' frustration with a negative review that does not explain how to improve, I can also understand the high toll placed on reviewers. Some of our reviewers have suggested that maybe AEJMC needs to start thinking on limits to paper submission from the same author, a topic that we could discuss in this year's business meeting.

I should also report that the AllAcademic system worked much better this year. The only systematic deficiency that I can think of is that we continued not having a "non applicable" option for some review questions that do not apply to theory papers. I understand that for next year's competition this issue is solvable.

I want to thank one more time our reviewers and all division members for making this a very exciting conference. I am looking forward to seeing you in Boston!

**HERNANDO ROJAS**  
UNIVERSITY OF WISCONSIN-MADISON  
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## CT&M hosts presentations at Midwinter

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& PAPER  
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The 2009 AEJMC Mid-Winter meeting was held March 6 – 8, 2009 at the University of Oklahoma. An opening reception was held Friday night at the Oklahoma City National Memorial and Museum. The Communication Theory and Methodology division sponsored three sessions. Eleven abstracts were accepted for presentation, but only eight authors attended the conference to present. More than 30 panels were held on Saturday.

Photo at left: **Jacob Depue**, University of Minnesota, (left) served as the moderator for the panel “Relationships and Knowledge” while **Mara Hobler**, University of Maryland, **Kurt M. Klappenbach**, University of Maine, and **Sookyong Kim**, Kansas State University presented. **Michel M. Haigh** (photographer), Pennsylvania State University, served as the paper discussant.

## Working with clients can improve courses

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It is not uncommon for students in communication majors to complain about the oversaturation of theories and the lack of hand-on experience offered by communication courses. While most faculty members are not willing to compromise the theoretical depth and breadth of their classes, they also feel the need to feed students with the “experience” they so desire. In many communication courses being taught, especially those related to some aspects of strategic communication, teachers find incorporating a real-world client in the class an excellent way of bridging the gap between theory and practice.

This is how it usually works: In a strategic communication course that deals with the design and dissemination of strategic messages for the purpose of promoting a product (such as in an advertising class) or promoting a social cause (such as in a social marketing class), a “client” (e.g., a real-world company or organization) is invited to brief the students with their current communication challenges. The students, to fulfill the requirements of the class, need to not only learn the basic theories underlying strategic communication but also develop a viable communication plan (usually in groups) for the client.

In many instances, the clients view their involvement with the classes as a service to the community. It is perhaps more common, however, that the clients work with the students with a vested interest – to find a possible solution to their communication problems. In some of the strategic communication courses I have taught, the clients would incorporate many of the students’ ideas in their actual communica-

tion activities.

Apparently, involving a real-world client in a communication class offers great benefits to the students as well as the clients. It is a teaching technique that has become increasingly popular. On Saturday, August 8 at 11:45 a.m., CT&M will cosponsor a panel on this topic. A group of experts who have had extensive teaching experience in strategic communication will discuss the pros and cons of specific methods involved in managing such courses.

There are many issues worthy of discussion. For instance, what criteria should be used when selecting a client? Are there added benefits by using more than one client at a time? How much should the client should be involved in specifying the template of the communication plan? How does one create the best interactions between the client and the students? Are visits to the client’s work site necessary and beneficial? How can one plan a productive work site visit? How to best evaluate each student’s performance given that the students work in groups? What are the pros and cons of having student groups compete with each other to win the client’s most favorite nod and be graded accordingly (i.e., the winning group receives top scores)? To what extent should the client be involved in grading or offering input as basis for grading? In general, what pitfalls that could occur when managing such courses and how can they be avoided?

Many more important issues await discussion. Attending the teaching panel promises to be a rewarding experience for instructors who are currently teaching courses involving clients or who might take on such courses in the future.



# Methods and Measures continues to grow

It is amazing that it has already been three years since the division agreed to adopt Communication Methods and Measures as its official journal. From my perspective (and hopefully yours), the journal is strong and growing stronger. However, it is experiencing some growing pains. Early fears that few would submit appear now to have been unfounded. Conversations I have had with colleagues suggest that CMM is becoming the place to submit papers with a methodological orientation. However, these early fears about not being taken seriously lead to a commitment to publish a number of guest-edited special issues which has had the unintended consequence of lengthening the publication lag (currently, about 12 months) as well as the slimming of issues not devoted to special topics. To date, we have printed ten issues (through volume 3, issue 2), and the next 4 are already filled. This means manuscripts accepted today would probably not be printed until the third or fourth issue of volume 4 (2010). With a promise from the publisher to increase the yearly page allowance, we hope to be able to publish more and more quickly than we have in the past.

Submission statistics are somewhat spotty because of the switch from email submissions to the Manuscript Central system. Furthermore, the submission count depends on whether special issues are included. Ignoring all special issues, 42 manuscripts have been submitted in the last 12 months, 18 of those in 2009. Since the start of the journal, about 1 of every 3 articles (35%) submitted outside of special issue calls ends up accepted.

I am frequently asked whether we plan to seek the listing of CMM with ISI (which tracks citations to articles and produces the citation analysis that leads to journal impact ratings).

Although the decision to pursue such a listing is one the editors and publishers make, the decision to actually list a journal ultimately rests with ISI. Their decision to list is based on many factors and requires at least three years of data. We are now getting to the point where sufficient data will be available. I know an ISI listing is an important criterion used by many when contemplating where to submit a manuscript, and

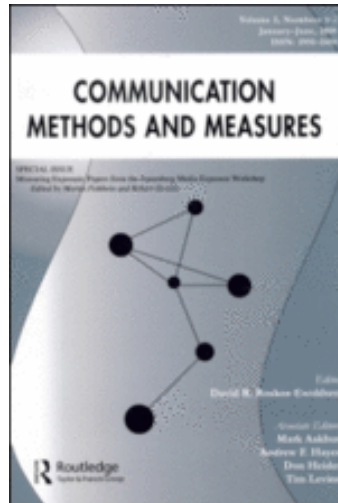
an ISI listing affects how seriously a journal is taken. Rest assured, when the time comes, an ISI listing will be pursued.

At this time, I remind the membership that the editorial board is determined by the editors and Taylor and Francis in consultation with the CTM membership. Although the publisher is contractually obligated to seek the input of the division when replacing the managing editor, they are not obligated to use it. This is pertinent now because **Dave Ewoldsen's** five year contract will soon be coming to an end. After 12 years of editing (recall he founded and co-edited Media Psychology for some time prior to CMM),

it is likely Dave will step down. The decision of his successor will probably be made before the CTM members meeting in 2010, so the meeting in Boston this August may be the only opportunity the members of the division will get to discuss his replacement face-to-face.

I end by again pleading with the membership to continuing submitting their best methodological work to the journal. The quality of a journal is defined largely by the quality of the submissions it receives. Without a steady stream of material worth publishing, a journal cannot survive for long. Fortunately, CMM does not seem to have this problem, thanks in part to those of you who have taken a leap of faith in these early years in its development.

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