

# CT&M Celebrates 50 Years

## Jack McLeod Receives the Inaugural Lifetime Achievement Award

The 2015 AEJMC conference was a time for celebration at the CT&M members' meeting. In addition to commemorating the 50th anniversary of the division, we also recognized Jack McLeod for his lifetime of service to the division by presenting him with the inaugural Lifetime Achievement Award.

After accepting the award, McLeod gave a presentation that outlined how the CT&M division was founded. In the time since the conference, McLeod documented his personal journey in an interview with CT&M.

**Describe your personal role in CT&M's creation and/or CT&M's early success. What personal contributions did you make to the division?**

"I did not anticipate taking an active role in the creation and development of CT&M. I didn't hesitate to agree, though, when asked whether I would be willing to chair the CT&M paper selection for the 1966 AEJ convention in Iowa City. The newly approved AEJ constitution allowed the members of the 10 divisions to set their own rules and procedures regarding research papers. After accepting the paper chair role, I made one of the best decisions of my lifetime: I asked Steve Chaffee, then a newly-minted Ph.D. from Stanford just arrived to teach at Wisconsin, to help me work on paper selection. He agreed and we spent the next year planning the research paper session and, most importantly stated building a strong friendship that continued to his untimely death 35 years later."

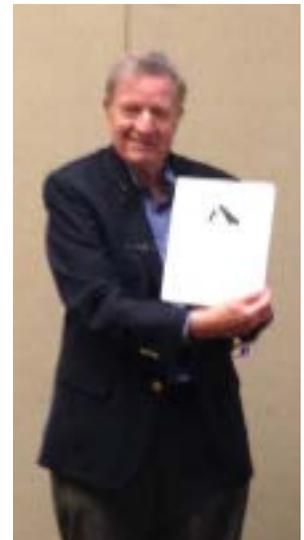
**What goals did you set for the convention paper procedures?**

"First, we stipulated that the authors of both accepted and rejected papers should be given written feedback that would be as complete as possible. Evaluation from at least three judges should be given in time for accepted papers to be revised. There should be no more than 3 papers at each convention session. All these innovations worked well for a few years. Then the growth of the association and the division set in. Chaffee and I gave separate papers about our research on family communication and political socialization at Iowa City that generated the spirited debates as we intended."

"Not everyone agreed [with the spirited research debates]. One member even walked out and never returned. The first year none of the other divisions used discussants, but most adopted this "daring" innovation in later years."

"I was elected CT&M division head in 1967 and carefully prepared my Head's address for Lawrence, Kansas, in 1968. Unfortunately, the address was scheduled for noon and the microphone was within 10 feet of the garbage bin where the metal trays were being emptied."

BY KRISTEN LANDREVILLE  
 DEPARTMENT OF COMMUNICATION &  
 JOURNALISM  
 UNIVERSITY OF WYOMING  
 NEWSLETTER EDITOR



Jack McLeod received the inaugural Lifetime Achievement Award from the CT&M division at the 2015 AEJMC conference in San Francisco.

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# CT&M Celebrates 50 Years Thoughts from the Division Head

KJERSTIN THORSON  
ANNENBERG SCHOOL FOR COMMUNICATION  
& JOURNALISM  
UNIVERSITY OF SOUTHERN CALIFORNIA  
DIVISION HEAD



2015-2016 marks the 50th anniversary of the Communication Theory and Methodology division. We kicked off our anniversary year at our business meeting in San Francisco. Attendees celebrated with cake and the presentation of our inaugural Lifetime Achievement Award for service to the division: to the remarkable Jack McLeod. It was a special moment to watch Professor Dhavan Shah (division head 2001-2002) present the award to his friend and mentor Professor McLeod (division head 1967-1968), and all present got to go behind the scenes with Prof. McLeod to hear about the founding of the division.

I learned a bit more about that history myself after I took receipt of the mythical "CT&M Head Binder," a rather unwieldy book containing division records for the past several years. (Note to future division heads: Leave room for this monstrosity in your suitcase the year you take over.) Tucked away in a side pocket was a copy of a copy of a mimeographed article by Thomas A. Powers, "A History of the Division on Communication Theory and Methodology of the Association for Education in Journalism," written in 1977.

Powers documented the early years of the division through interviews with founders and analysis of AEJMC documents. The energy that eventually led to the founding of CT&M came from a group of scholars in the 1950s who were frustrated with the lack of research at division meetings.

Powers quotes Bruce Westley describing the status of researchers in the division at the time as "a spurned minority," and goes on to show how a small group of scholars worked to move discussions of research and theory to a more prominent position at AEJMC.

The concrete beginnings for CT&M came with a "call for a signature and two dollars from potential members" in a letter from Brad Greenberg, Edwin Parker, and Eugene Webb, February 24, 1965.

The three goals for the division they outlined in that letter remain central to our mission today:

1. The development of significant communication theory.
2. The production and dissemination of research of both a substantive and methodological base.
3. The application of research and theory to salient social and scholarly issues.

Powers' article is a pleasure to read, not only for the "big picture" history of the division but for the little nuggets: First CT&M division party? It was "held in 1967 at Jim Hickey's home in Boulder, CO." First student paper winner? Also James Hickey: in 1966, from Wisconsin.

We plan to highlight the division's history in the newsletter throughout the year. For those

interested, there is a list of past division heads on our website (<http://aejmc.us/ctm/about/past-heads/>).

We'd love to hear from any of you who have pictures or other memories about the division you'd like to share.

Email them to me ([kjerstin.thorson@usc.edu](mailto:kjerstin.thorson@usc.edu)) or Newsletter Editor Kristen Landreville ([klandrev@uwoyo.edu](mailto:klandrev@uwoyo.edu)). And make sure you follow the division on Facebook for more frequent updates: [Facebook.com/CTMdivision](https://www.facebook.com/CTMdivision).

I'm looking forward to an exciting year ahead for CT&M. Work is already underway to prepare for the 2016 meeting in Minneapolis. Our PF&R and

Teaching chairs are developing an excellent slate of panels for the conference, and the division leadership is beginning to put together plans

for our ever-popular pre-conference. I'll be working closely with our membership chair on one of our key priorities: not only growing our division membership, but expanding diversity. If you have ideas to help us achieve that goal or want to work on a subcommittee in that area, please let me know. In addition, planning is underway for fundraising to grow the endowment for the Barrow Minority Scholarship.

**"The energy that eventually led to the founding of CT&M came from a group of scholars in the 1950s who were frustrated with the lack of research at division meetings."**

**"We'd love to hear from any of you who have pictures or other memories about the division you'd like to share."**

# CT&M Recognizes Excellence in Research

MELISSA GOTLIEB  
COLLEGE OF MEDIA &  
COMMUNICATION  
TEXAS TECH UNIVERSITY  
RESEARCH CHAIR



The 2015 AEJMC conference was a time for celebration at the CT&M members' meeting. In addition to commemorating the 50th anniversary of the division, we also recognized the top papers in our division and journal.

First place for the open-call competition was awarded to Benjamin Johnson (VU University Amsterdam), Michael Slater, Nathan Silver, and David Ewoldsen (Ohio State University) for their paper, "Boundary Expansion of a Threatened Self: Entertainment as Relief." This paper's contribution to the field also earned it recognition as the top theory paper in the division.

Second place went to Timothy Fung (Hong Kong Baptist University), Robert Griffin (Marquette University), and Sharon Dunwoody (University of Wisconsin-Madison) for their paper, "Testing Links Among Uncertainty, Affect and Attitude Toward a Health Behavior in a Risky Setting," and third place

went to Christina Peter and Thomas Koch (University of Munich) for "Media's Influence on Judgments of Truth: Why People Trust in Bad Rather Than Good News."

The Chaffee-McLeod award for top student paper went to Jason Peifer (Indiana University) for his paper, "Perceived News Media Importance: Developing and Validating a Tool for Clarifying Dynamics of Media Trust."

Finally, the *Communication Methods and Measures* article of the year award went to Brooke Foucault Welles (Northeastern University) for "Dynamic Models of Communication in an Online Friendship Network."

We congratulate these authors on their outstanding work. We also would like to give a big thanks our wonderful reviewers, discussants, and moderators for their continued support in making our program so successful each year.

# Call for 2016 Barrow Minority Scholarship Applications

JENNIFER HOEWE  
DEPARTMENT OF  
JOURNALISM  
UNIVERSITY OF ALABAMA  
MEMBERSHIP CHAIR



Applications are now being accepted for the 2016 Barrow Minority Doctoral Student Scholarship. The scholarship includes a monetary award and a free one-year membership in the Communication Theory and Methodology Division (CT&M) of AEJMC.

The scholarship honors the late Professor Lionel C. Barrow, Jr., of Howard University, in recognition of his pioneering efforts in support of minority education in journalism and mass communication. Reflections on Dr. Barrow from previous scholarship winners are available in the spring editions of CT&M Concepts, available at <http://aejmc.us/ctm/newsletter/>. The award is designed to aid doctoral students in journalism or mass communication programs to complete their dissertation research and academic studies. The student's work does not need to address issues of race or ethnicity.

The award is sponsored by the CT&M Division and is made possible in part through contributions from the Minorities and Communication Division, the Commission on the Status of Minorities, the Mass Communication and Society Division, and personal donations. Racial or ethnic minority students who are U.S. citizens or permanent residents and are enrolled in a Ph.D. program in journalism or mass communication

are encouraged to apply. Applicants need not be members of AEJMC or the CT&M Division.

Applications will be evaluated on the basis of each candidate's capacity for making significant contributions to communication theory and methodology. To be considered for this scholarship, please provide the following: (1) a letter outlining research interests and career plans, (2) a curriculum vitae, and (3) two letters of recommendation. The letter and CV should be sent via e-mail to Dr. Jennifer Hoewe, Membership Chair, [jehoewe@ua.edu](mailto:jehoewe@ua.edu). The letters of recommendation should be sent directly by the recommender to the same email address. Letters of recommendation only may be sent via regular mail if that is the preference of the recommender; letters can be mailed to Dr. Jennifer Hoewe, CT&M Membership Chair, Box 870172, University of Alabama, Tuscaloosa, AL 35487.

Submissions must be emailed (or postmarked) no later than May 1, 2016. Questions may be addressed to Dr. Hoewe at [jehoewe@ua.edu](mailto:jehoewe@ua.edu).

The scholarship will be awarded at the 2016 AEJMC Conference in Minneapolis, August 4-7.

## Teaching Panels for 2016: Generating Interest in Methods

ELIZABETH STOYCHEFF  
DEPARTMENT OF COMMUNICATION  
WAYNE STATE UNIVERSITY  
TEACHING CHAIR



After co-hosting two great teaching panels at last summer's AEJMC annual conference, CT&M is excited to announce that it will be partnering with the Political Communication Interest Group and the Community Journalism Interest Group to produce two innovative teaching panels in 2016.

With PCIG, CT&M will be preparing a panel on how instructors and academic advisors can generate interest (and enrollment) in methods courses.

Because these classes often have the reputation as "boring" and "hard" among undergraduates, this panel will discuss techniques to transform methods' reputation to fun, important and engaging classes to take.

And with COMJ, we are working on a panel to generate further student interest in a specific methodological approach: ethnography.

Because journalism and ethnographic study share many of the same approaches to information gathering, this panel weds journalists and researchers to discuss how this method can be better utilized in journalism and mass communication courses.

Both panels seek to bring together scholars and educators who have expertise in cultivating a fascination with ethnography and other communication research methods in a way that complements journalism and

mass communication practice.

Nominations for potential panelists who are contributing novel techniques in these areas are encouraged to email Elizabeth Stoycheff, CT&M teaching chair, at [elizabeth.stoycheff@wayne.edu](mailto:elizabeth.stoycheff@wayne.edu) for more information about serving on one of these great panels.

**"Because these classes often have the reputation as "boring" and "hard" among undergraduates, this panel will discuss techniques to transform methods' reputation to fun, important and engaging classes to take."**

## PF&R Panels for 2016: Data Collection Methods

MICHAEL BEAM  
SCHOOL OF COMMUNICATION STUDIES  
KENT STATE UNIVERSITY  
PF&R CHAIR



This year CT&M proposed two interesting PF&R panels focused on research methodology. Specifically, both panels will be focused on challenges and opportunities in using different data collection methods.

First, we proposed a session titled, "Ethics, Challenges, and Opportunities Working with External Data Providers," co-sponsored by the Political Communication Interest Group. This panel will take advantage of AEJMC's timing, occurring during the 2016 US election season, by discussing collaboration with external organizations for political campaign data, such as media content and media audience measurement. This panel will address questions of logistics, ethics, and methodology that

**"We hope to have a critical discussion of how to best effectively use online labor markets and other online research data tools, like Amazon's Mechanical Turk, for communication research."**

come along with working with proprietary and often private data provided by outside firms.

Next, we proposed a session titled, "Collecting Data from Online Labor Markets." This session is co-sponsored by the Communication Technology Division. This panel will address innovative and cost-effective ways for researchers to collect data and manage research projects using online labor markets and harvesting online data. From coding media content, providing programming support, to participating in online experiments, online labor markets pose solutions, but also challenges for communication research.

## Jack McLeod Reflects on CT&M

Continued from page 1

"Noisy as you would expect. I hope that disaster had at least something to do with our switching from campuses to hotels as meeting places."

"Counting my first CT&M paper in 1966, I have now been first author on some 35 papers presented to this division and also reviewed CT&M convention papers for most years. I have retained a positive attachment to this division and to the innovative spirit of its members to this day."

**What are some of your proudest memories with the CT&M division?**

"Another source of pride for division members is the commitment

to diversity and social justice. Lee Barrow was an early participant in the founding of CT&M as a minority grad student at Wisconsin. He earned his PhD in 1960. He played shortstop on the grad school softball with Dick Carter. Lee was a long-term force for integration and diversity in AEJMC and friend to many CT&M members. Many of us were interested in diversifying the composition of the division by help funding scholarships to that end. We eventually made the Lee Barrow scholarship fund the beneficiary of CT&M membership dues. This was another innovation that began with the initiative of CT&M and spread to other divisions."

"One final example of my own source of pride coincided with the early days of CT&M. The Vietnam War was just heating up fifty years ago. Four months prior to the Iowa City AEJ convention in 1966, University of Wisconsin students protested against the Dow Chemical Company recruiting on campus. The result was a clash between students and police, the latter using tear gas and clubs."

"The campus-wide protests led to student strikes and police violence in each of the following three years. Our grad students, many of whom were CT&M members, were torn between joining the demonstrations and simply ignoring them. Our graduate students looked to faculty members for guidance. Our best responses

were "do something constructive" and "you're in communication, what have you learned from it?"

"What the students came up with was the "Home Town News Service." Students came in to tell their experiences and feelings to our grad students who used their journalistic training to write 300 words stories that were sent with double-column pictures to the student's home-town papers. Lacking other sources of news for

**"The idea that all writing-to-deadline of AEJMC papers, the fighting to stay awake while evaluating division paper submissions, the arm-twisting to convince our grad students to join the division, I came to believe that all of that made a contribution to the legitimacy of the division and to knowledge in the field of journalism and mass communication."**

these events, the editors tended to print the stories.

"I'd like to think that the division's innovative spirit carried over to the students' creative idea and that whatever

damage that may have been to parent-student relationships may have been offset by their child's appreciation of the art of compromise."

**What is your personal favorite memory (or memories) that involve CT&M?**

"I have many fond memories of CT&M meetings and road trips to them. Honestly, I must admit my fondest memories are from two events: one that was held in celebration of my retirement in 2000 attended by CT&M members and the second the 2015 event where I recalled the early history of the division. I deeply appreciated the fond memories and overly-generous comments including those of Dhavan Shah this year, of course. But more importantly, I appreciate the recollections, the joys of former days and the sorrows of premature loss of colleagues such as Ralph Nafziger, Mal MacLean, Steve Chaffee, and Chuck Atkin left me with an overwhelming feeling that it was all worth it."

"The idea that all writing-to-deadline of AEJMC papers, the fighting to stay awake while evaluating division paper submissions, the arm-twisting to convince our grad students to join the division, I came to believe that all of that made a contribution to the legitimacy of the division and to knowledge in the field of journalism and mass communication."

For more of Jack McLeod's reflections on the CT&M division, please visit our website at <http://aejmc.us/ctm/>

## 2015-2016 CT&M OFFICERS

### Division Head

Kjerstin Thorson  
Annenberg School for Journalism &  
Communication  
University of Southern California  
3502 Watt Way  
Los Angeles, CA 90089  
Phone: 213-740-9610  
E-mail: kjerstin.thorson@usc.edu

### Vice Head & Program Chair

Joerg Matthes  
Department of Communication  
University of Vienna  
Waehringer Str. 29  
1090 Vienna, Austria  
Phone: +43-1-4277-49307  
E-mail: joerg.matthes@univie.ac.at

### Research Competition Chair

Melissa Gotlieb  
College of Media & Communication  
Texas Tech University  
P.O. Box 43082  
Lubbock, TX 79404  
Phone: 806-834-2998  
E-mail: melissa.gotlieb@ttu.edu

### Teaching Committee Chair

Elizabeth Stoycheff  
Department of Communication  
Wayne State University  
563 Manoogian Hall  
Detroit, MI 48202  
E-mail: elizabeth.stoycheff@wayne.edu  
Phone: 313-577-4572

### Professional Freedom & Responsibility Chair

Michael Beam  
School of Communication Studies  
Kent State University  
149 Taylor Hall  
PO Box 5190  
Kent, OH 44242  
Phone: 330-672-0183  
E-mail: mbeam6@kent.edu

### Membership Chair

Jennifer Hoewe  
Department of Journalism  
University of Alabama  
Box 870172  
Tuscaloosa, AL 35487  
Phone: 205-348-9760  
E-mail: jehoewe@ua.edu

### Newsletter Editor

Kristen Landreville  
Department of Communication &  
Journalism  
University of Wyoming  
425 Ross Hall  
1000 E. University Ave.  
Laramie, WY 82071  
Phone: 307-314-9090  
E-mail: klandrev@uwyo.edu

### Editor-in-Chief, Communication Methods and Measures Editorial Board Liaison

Andrew Hayes  
Department of Psychology  
The Ohio State University  
230 Lazenby Hall  
1827 Neil Ave.  
Columbus, OH 43210  
Phone: 614-688-1107  
E-mail: hayes.338@osu.edu

### Webmaster

Brett Sherrick  
Department of Journalism  
University of Alabama  
Box 870172  
Tuscaloosa, AL 35487  
Phone: 205-348-7570  
E-mail: bisherrick@ua.edu

### Graduate Student Liaison and Social Media

Magdalena Saldana  
University of Texas at Austin  
E-mail: magdalenasaldan@utexas.edu

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