

## Whole Lotta Shakin' Goin' On!

Every week in my online Mass Media and Society class I post a blog topic for my students. I try to find something that is shaking up the media world, some big event, controversy, or debate taking place. Some weeks I struggle to find something that is both topical and relevant to students' lives. So far this semester, the topics have come pretty easily. Since our last newsletter a lot has happened in the industry. From *The Interview* to *Charlie Hebdo*, big conversations have been taking place. As I write this, the Brian Williams story is developing and will no doubt be my topic for this week. My colleagues within our university's cognitive psychology program have been explaining that everyone experiences false memories and this case is neither uncommon nor egregious. My take is that journalists are well aware of the problems caused by false memories, which is why their job is to journal the things they witness. I am reminded of the old saying, "The map is not the territory." Our jobs as journalists, and journalism educators, must be to teach tomorrow's journalists how to document and create the most accurate map possible.

Things are shaking up within the MC&S division as well, and in a good way. As the new calendar begins, the division starts fulfilling its obligations and responsibilities. Midwinter conference is just around the corner and our chairs have been working hard to pull off the event. Our paper call for the San Francisco conference has been announced and can be found on our website, [www.aejmc.us/mcs](http://www.aejmc.us/mcs). We will be recruiting reviewers, discussants, and moderators for these submissions so please contact our research co-chairs, Sei-hill Kim and Kevin Han, if you can volunteer to help. The officers will also be administering and judging all the other various competitions that our division sponsors. Needless to say, there is a lot of reviewing and judging to be done in the next several months.

I'd like to bring your attention to a few new developments that are ongoing within the division. In addition to our paper call for conference, our journal, *Mass Communication & Society*, has announced a call for papers for a special issue regarding climate and sustainability communication. We encourage you to read the details at <http://aejmc.us/mcs/spe->

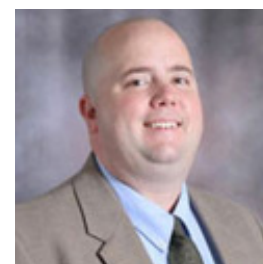
[cial-call/](http://aejmc.us/mcs/call-for-editor/) and submit your manuscripts by June 30th. In other journal business, there is also a call for editors currently taking place. According to our bylaws, we are to advertise and conduct a search for editor every three years. The current editor is allowed to apply for reappointment but cannot exceed a six-year term limit. Further details can be found at <http://aejmc.us/mcs/call-for-editor/>.

The division has some new initiatives beginning as well. We were approached by AEJMC President Elizabeth Toth and distinguished MC&S member Jennifer Greer to consider funding a fellowship in AEJMC's new Institute for Diverse Leadership in Journalism and Communication. The division will fund one fellow, who will be a MC&S member, for this institute. This initiative will help in achieving one of our PF&R's goals of increasing racial, gender, and cultural inclusiveness. Towards those same goals, MC&S is making a donation to the Barrow Minority Doctoral Student Scholarship. We will vote in San Francisco as to whether both the fellowship and scholarship donations should be done on a recurring annual basis. I hope to have further details on the fellowship, such as how to apply, soon and will publicize them when they are received.

Finally, you may have recently seen my email proposing a logo contest for the division. We have a committee of judges led by Matt Haught of The University of Memphis. Contest details and rules are included in this newsletter. They are also posted at <http://aejmc.us/mcs/logo-contest/>.

Have a great semester everyone. Spring Break is almost here. Until then, in the immortal words of philosophical genius, Taylor Swift, "Shake it off, shake it off!"

-Kevin Williams, Mississippi State University,  
 Division Head



## San Francisco Programming

The heads of the AEJMC Council of Divisions completed the “chipping” process in December. The MC&S Division was able to partner with ten different AEJMC Divisions and Interest Groups



to ensure that all six of our chips were used. Overall, we had a very successful programming season that resulted in six research sessions, four PF&R panels, three teaching panels, and two pre-conference workshops.

We secured 65 slots for refereed research papers (10 traditional, 10 high density, 45 poster) on Thursday and

Friday of the conference. In addition, we co-sponsored a research panel with the Commission on the Status of Women on Saturday, August 8 from 3:30-5 p.m. titled, “On the Eve of Hilary: Women in the 2014 Elections.”

Our first PR&R panel is on Friday, August 7 from 11:45-1:15 and is co-sponsored with the Electronic News Division and is titled, “Network News-casts: Then and Now. The second PF&R panel is on Saturday, August 8 from 8:15-9:45 a.m. and is co-sponsored with the Communication Technology Division. It is titled “Big Data, Friend or Foe? De-stigmatizing the Use of Big Data to Advance Communication Research.” Our third PF&R panel is on Saturday, August 8 from 5:15-6:45 p.m. and is co-sponsored with the Public Relations Division. It is titled “Entertainment With a Purpose: The Use of Fandom, Infotainment and Social Media to Promote Nonprofit Causes.” Our fourth PF&R panel is on Sunday, August 9 from 9:15-10:45 a.m. and is co-sponsored with the Minorities and Communication Division. It is titled “Examining National Trends Facing the Challenges of Diverse Faculty in Failing to Reach Academic Leadership Roles Across the Academy.”

We were able to program two pre-conference workshops on Wednesday, August 5. The first, co-sponsored with the Commission on the Status of Women, runs from 8-12 and is a Google data workshop. The second, co-sponsored with the Public Relations Division, runs from 1-5 p.m. and is a social media metrics workshop. Both of these workshops will provide interesting information for



those teaching digital media.

Our first teaching panel is on Thursday, August 6 from 11:45-1:15 and is co-sponsored with the Council of Affiliates. It is titled, “How I Learned to Stop Worrying and Love Online Learning.” Our second teaching panel is on Thursday, August 6 from 5-6:30 p.m. and is co-sponsored with the Media Management and Economics Division. It is titled “Preparing Global Leaders in Journalism and Mass Communication.” Our third teaching panel is on Saturday, August 8 from 1:45-3:15 p.m. and is co-sponsored with the Advertising Division. It is titled “Overcoming the Post-tenure Slump: Re-energizing Your Research Agenda.”

The MC&S Division always focuses on programming panels that represents many different interests and career stages within our diverse division. We hope that you see one or more panels or workshops that interest you and apply to your research or teaching.

Members, please also add to your schedules the MC&S Division business meeting on Saturday, August 8 from 7-8:30 p.m. At this meeting MC&S officers will hand out awards for teaching, research and service. We will also present and vote on new business and next year’s executive board. Following the business meeting the MC&S Division will host an off-site social (location TBA) where members can network.

-Jensen Moore, Louisiana State University,  
Vice Head

## Greetings Graduate Students

I hope the Spring semester started off well for all of you!

I'd like to bring to your attention several opportunities offered by our division. First, you can join the division at a reduced rate (\$10 for student membership). In addition, you are welcomed to submit papers to the division for the midwinter and annual conferences. Aside from the top student paper competition in the annual convention, you are encouraged to apply for the Dissertation Award, Promising Professors Award and MC&S Research Award.

The Dissertation Award recognizes the top dissertation in mass communication and society. We also award graduate students who exhibit excellence and innovation in teaching mass communication courses through Promising Professor Awards. In addition, our division also has the MC&S Research Award, which honors outstanding research proposals related to mass communication research. For more information, please refer to the MCS website and our graduate liaison page (<http://aejmc.net/mcs/graduate.php>).

-Fan Yang, Penn State University, Graduate Student Liason

## PF&R's Diverse Panels

The Mass Communication PF&R team has a diverse set of programs for this year's meeting. Four joint research sessions have been set aside for divisions to present with us, and as we have described below, the topics are varied and extremely interesting.

While we are in San Francisco, we will also be inviting division members to what has become our usual off-site tour. The exact focus has not yet been decided, but we have already identified several possibilities in that great environment. At this point we have looked at some museums that attract a large audience, boat trips around several different waterfront stations, and several "visit the wonders" type tours. There are others.

We would welcome input from any of you, especially if you have participated in any events of this type in San Francisco or the Bay area. E-mail your ideas to one of us: [jabridges@shsu.edu](mailto:jabridges@shsu.edu) or [kchadha@jmail.umd.edu](mailto:kchadha@jmail.umd.edu). As soon as there is a final decision, we will let you know.

For those of you interested in our four joint research sessions:

First, early in the program (that means Friday), we are partnering with EEN (that means Electronic News) for a session that compares today's network newscasts with those that have appeared earlier (meaning: "then and now"). Should be an interesting and useful panel session for anyone interested from a research standpoint or who is just teaching news classes. [Friday 11:45-1:15]

Our second major panel, with Communication Technology, examines what they call "big data," which seems to be considered positive with some

but not with others. The descriptive word used was "de-stigmatizing" and the issue seems to be making these types of data desirable for use in communication research. [Saturday 8:15-9:45]

Our third panel is with Public Relations, more familiar to many of us, and will focus on the concept of Entertainment as a method of promoting nonprofit causes. The presenters have noted "fandom," "infotainment" and "social media" as ways to use entertainment with a purpose – to use their words. [Saturday: 5:15-6:45]

The last panel -- on Sunday -- is presented with the Minorities and Communication Division. The topic here is more personal for many and will explore both the national trends associated with diverse faculty and the lack of research associated with academic leadership roles.

-Janet Bridges, Sam Houston State University, and  
Kalyani Chadha, University of Maryland,  
PF&R Co-Chairs





### **Journal News from Mass Communication and Society** New Deutschmann Essay by David Weaver.

The first 2015 issue of MC&S contains an original essay by David H. Weaver: "Studying Journalists and Journalism Across Four Decades: A Sociology of Occupations Approach." This is the second in our new series of original essays contributed by recipients of the Paul J. Deutschmann Award. Last year's inaugural feature was an original piece on agenda-setting research by Max McCombs, Donald Shaw and David Weaver. Our goal with this new feature from leading scholars is to guide 21st century research and help junior scholars at a time of rapid change in the media landscape, a valuable enhancement to the journal.

2016 Special Issue: "Climate & Sustainability Communication," edited by Donnalyn Pompper. Volume 19 of MC&S in early 2016 will feature a special forum dedicated to science and environmental communication, political communication, health communication and their respective theories and methods. The goal is to build upon traditional approaches to mass media's impact on and influence by the diverse perspectives of opinion leaders, NGOs and institutions shaped by cultural orientations. Guest editor Donnalyn Pompper of Temple University is seeking a wide range of research methods and theoretical frameworks. Manuscripts must be submitted by June 30, 2015, at <http://mc.manuscriptcentral.com/mcas>. Please note in your cover letter that it is for the special issue "Climate & Sustainability Communication."

### **New Book from our 2014 Special Issue!**

In 2014, Dr. R. Lance Holbert of Temple was guest editor for our special issue devoted to research on

political entertainment media, addressing democratic outcomes that span the hierarchy of effects. It is now available as a book: *Entertainment Media and Politics: Advances in Effects-Based Research* (Routledge, ISBN: 978-1-138-82266-5). Please encourage your institutional libraries to purchase the compilation, and add it to your own collection! For more information, visit <http://www.tandf.net/books/details/9781138822665/>.

### **Quick Journal Stats:**

\*346 articles were submitted in 2014, a 4.5% increase from 331 submissions in 2013.

\*The 2014 acceptance rate was 9.5% on 306 final decisions.

\*Submissions in 2014 came from 36 countries around the world.

\*Submissions January through June 2014 = 164

\*Submissions July – December 2014 = 182

\*MC&S Impact Factor is 0.911, ranked at #34.

Nominate 2014 MC&S Article of the Year and Reviewer of the Year!

Please send us your nomination for 2014 MC&S Article of the Year, whose author will receive a \$500 award, as determined by the editor and associate editors, and based on advancement of theory, quality of writing, and the number of citations. And we are grateful for the contribution made by all our reviewers. Last year we awarded Stephen Banning \$500 for his excellent service to the journal, and now we are looking for the next recipient who will be recognized at AEJMC 2015 in San Francisco. Please send your nominations for both reviewer and article to me at [wei2@mailbox.sc.edu](mailto:wei2@mailbox.sc.edu) by April 15, 2015.

-Ran Wei, University of South Carolina, Editor-in-Chief

### **Social Media Committee Notes**

The Social Media Committee's role is to utilize, maintain, create and recruit for the division's social media accounts to raise awareness of the Mass Communication and Society division. Jack Karlis of SUNY Buffalo State and Iveta Imre of Western Carolina are the officers in charge of the committee.

The committee seeks continued growth and more participation from its members. As of January 2014, there were 410 members on Facebook (a 12 percent growth rate from October), 1,258 followers on Twitter (a 16 percent decline rate from October), and 480 members on LinkedIn (a 76 percent growth rate from October).

The social media committee would kindly ask that if there is any news to share or MC&S members that have not joined, they do so. They would also ask that members share, retweet, link or repost division information on their own personal accounts to help diffuse information. The platforms are an excellent tool to disseminate any information about jobs, conference calls, or pertinent information related to the division.

The committee is also asking its members to create a hashtag for the division at the upcoming 2015 Conference in San Francisco, Calif. Please send them along to [karlisjv@buffalostate.edu](mailto:karlisjv@buffalostate.edu). A hashtag for the division will be electronically voted on in May.

-Jack Karlis, University of Buffalo, Social Media Committee Chair

## Award Season Underway

Hello from the Awards Committee! We hope your spring semester is going well and you have had a productive year. The Awards Committee has been working hard to organize the award application and selection procedure and we are excited to be receiving your submissions soon! All submissions will be forwarded to the appropriate review committees. Each eligible submission will then be blind reviewed and a decision on the winning submissions will be made. As always, we strongly encourage our division members to apply for these awards to recognize your outstanding contributions to our field.

Please see brief summaries of the awards below, with detailed information available on the website on how to apply:

**Research Award** (<http://aejmc.us/mcs/research-award/>): MC&S awards outstanding research proposals focused on some aspect of mass communication research. Recipients are given \$10,000 to complete the proposed research project. \$5,000 will be presented to the recipients(s) at this year's conference award ceremony. The remaining \$5,000 will be given after the authors submit their paper to our division journal.

**Trayes Service Award** (<http://aejmc.us/mcs/trayes-service-award/>): The Trayes award honors exemplary service to the MC&S division.

**Promising Professor Award** (<http://aejmc.us/mcs/promising-professors-awards-panel-workshop/>): The Promising Professors Awards honor new faculty and graduate students who demonstrate excellence and innovation in teaching.

**Distinguished Educator Award** (<http://aejmc.us/mcs/distinguished-educator-award/>): The Distinguished Educator Award is given each year to a member of MC&S who has made a significant contribution to mass communication pedagogy.

**Dissertation Award** (<http://aejmc.us/mcs/dissertation-award/>): The Dissertation Award is given to reward excellence in graduate research. Award winners are given a cash prize of \$3000 and an opportunity to publish in the division's journal.

All awards have a May 1, 2015 deadline. Email Melanie Sarge ([m.sarge@ttu.edu](mailto:m.sarge@ttu.edu)) or Temple Northup ([temple@uh.edu](mailto:temple@uh.edu)) if you have any questions.

-Melanie Sarge, Texas Tech University, and Temple Northup, University of Houston, Awards Co-Chairs



## On to Norman: Mid-Winter Update

We are excited for this year's mid-winter conference. The Gaylord College of Journalism and Mass Communication at the University of Oklahoma will once again host this year's conference on March 6th and 7th.

This year we received 40 submissions. We ended up accepting 25 abstracts. Our panels include a range of topics that reflect the interests of our division such as social media, research methods and theory, political communication, framing, and media effects.

Please visit the conference website, [http://www.ou.edu/content/gaylord/outreach/aejmc\\_mid\\_winter.html](http://www.ou.edu/content/gaylord/outreach/aejmc_mid_winter.html), for specific information. There you will find the program, a link and form to register and pay for the conference, and important information about where to stay and how to get around Norman during your visit.

Finally, we would like to thank all of the reviewers who were kind enough to spend some of their time over the holiday break to review the abstracts. We also want to thank our moderators and discussants who will be running and providing our presenters with valuable feedback on their papers. Please feel free to contact us with any questions you have about the upcoming conference. See you in Norman.

-Jay Hmielowshi, Washington State University, and Kelly Kaufold, Texas Tech University, Midwinter Co-Chairs

## MC&S Accepting Proposals and Papers for 2015 convention

The Research Co-Chairs have started receiving papers and organizing submission reviewers for the annual convention of AEJMC. While the deadline for paper submission is approaching, we would like to remind you of the wonderful opportunities provided by MC&S Division for its Research Award and standard research paper competitions.



MC&S Research Award deadline is May 2. Your application with any topic that advances mass communication research, especially at the societal or macro-social level, will be eligible for the award. Your proposal should be submitted electronically in a MS Word file to the Awards Co-Chairs. The total monetary award is up to \$10,000. The winner(s) will be announced at the business meeting in San Francisco. For the submission guidelines, and additional information about application materials and eligibility, please check out our Website: <http://aejmc.us/mcs/research-award/>.

Standard research paper competitions (deadline April 1). The MC&S Division is currently accepting research submissions for the AEJMC annual convention. Please note that your papers should be submitted to only one competitive paper category: Open Competition, Student Competition, or Moeller Student Paper Competition.

To acknowledge research excellence, the Division provides cash awards for faculty \$250 for 1st place, \$150 for 2nd place, and \$75 for 3rd place. For the student competitions the award will be \$100 for 1st, \$75 for 2nd, and \$50 for 3rd, places. The Division will also waive one AEJMC conference registration fee for the top three winners in each research paper competition. The winners will be announced and recognized at our business meeting. Please check out the conference paper call and the Division's specific call from <http://aejmc.us/mcs/annual-conference/> for more information.

Meanwhile, we would like to use this opportunity to call for reviewers, as well as moderators and discussants, for different types of research sessions (scholar to scholar, high density, and regular panels). Specifically, we need the following information:

- a. Name, email address, and phone numbers
- b. Current position and college/university affiliation
- c. Area of specialization
- d. Preferred research methods
- e. Interest in serving as a panel moderator and/or discussant

If you have any questions about paper competitions and the Research Award, or if you are willing to serve as reviewers, moderators and/or discussants, please contact Sei-Hill Kim at University of South Carolina ([seihillkim@gmail.com](mailto:seihillkim@gmail.com)) and/or Gang (Kevin) Han at Iowa State University ([ghan@iastate.edu](mailto:ghan@iastate.edu)).



We look forward to seeing you all in San Francisco in August.

-Gang (Kevin) Han, Iowa State University, and Sei-Hill Kim, University of South Carolina, Research Co-Chairs



## Mass Communication and Society – CALL FOR EDITOR

Transition period begins January 1, 2016 (or earlier if requested)

Official term is January 1, 2017 through December 31, 2019

Application Deadline: April 17, 2015

The Mass Communication and Society (MC&S) Division of the Association for Education in Journalism and Mass Communication (AEJMC) is now seeking applications for Editor for Mass Communication and Society, published by Routledge/Taylor & Francis. Mass Communication and Society, the MC&S division's flagship publication, is a refereed journal that publishes articles from a wide variety of perspectives and approaches that advance mass communication theory, especially at the societal or macrosocial level. It draws heavily from many other disciplines, including sociology, psychology, anthropology, philosophy, law, and history. Methodologically, journal articles employ qualitative and quantitative methods, survey research, ethnography, laboratory experiments, historical methods, and legal analysis.

The responsibilities of the Editor of Mass Communication and Society are to complete the following tasks:

- Monitor submissions throughout the review process using our automated file-management system, ScholarOne
- Assign manuscripts to Associate Editors
- Make decisions about manuscripts based on recommendations from the Associate Editors
- Provide the final proofread of manuscripts to be published
- Manage editorial assistants
- Nominate potential Associate Editors and Editorial Board members to the Executive Board
- Select guest editors and assist in management of guest-edited journal issues
- Provide annual reports to the Executive Board and to the MC&S Division
- Provide leadership in other journal-related initiatives
- Collaborate with Taylor & Francis, the publisher of Mass Communication and Society, to publish yearly statistics
- Chair the Mass Communication and Society Editorial Board meeting at the AEJMC annual conference
- Sit on annual committees charged with selecting the MC&S division research grant, outstanding reviewer, and outstanding article award winners
- Serve as liaison between the publisher and MC&S
- Complete other journal-related tasks as requested by MC&S

The position has a term of three years (starting January 1, 2017), with the potential for reappointment and an annual stipend of approximately \$6,500 from the publisher, with an annual 3% increase. The division will provide additional support up to \$5,000 to cover editor expenses related to the administration of the journal. Also, financial support will be provided for yearly support of an editorial assistant (up to \$10,000 for the academic year and up to \$5,000 for summer). Stipends are also provided to associate, guest, and book review editors. Application: To apply, candidates should send a brief (500-word maximum) statement of interest that addresses their fit for the role and a two-page summary curriculum vitae/resume.

The successful applicant will demonstrate evidence of the following skills:

- A doctoral-level qualification (or the equivalent) in communication or related area(s)
- Editor or Associate Editor (or commensurate) experience for a peer reviewed, impact factor journal
- A thorough knowledge of both researcher and practitioner expertise in multiple areas of communication and media
- A thorough understanding of AEJMC and APA ethical codes and APA and MC&S guidelines
- Applicants must hold a current professional membership with the MC&S division

Applications should be assembled as a single PDF file and emailed to Dr. Francesca Dillman Carpentier, editor selection committee chair ([francesca@unc.edu](mailto:francesca@unc.edu)) and Dr. Jensen Moore, MC&S Division Vice-Head ([jmoore5@lsu.edu](mailto:jmoore5@lsu.edu)).

The application deadline is April 17, 2015 at 12 noon (GMT).

Inquiries about the position should be sent to editorial selection committee chair, Dr. Francesca Dillman Carpentier ([francesca@unc.edu](mailto:francesca@unc.edu)), or MC&S Division Head, Dr. Kevin D. Williams ([kwilliams@comm.msstate.edu](mailto:kwilliams@comm.msstate.edu)).

## Mass Communication & Society Call for Papers

### "Climate and Sustainability Communication"

Guest Editor: Donnalyn Pompper, Temple University.

This MC&S special issue shall open new conversations for integrating arenas of science and environmental communication, political communication, health communication and their respective theory and research method sets. Links between communication



and sustainability have garnered significantly greater attention among scholars in Europe and Scandinavia than in North America. Reasons for this and implications of such outcomes have yet to be thoroughly examined. Collectively, business-case approaches far outnumber critical approaches among U.S.-based research

on sustainability.

Complex problems and opportunities associated with globalization and power inequities require interdisciplinary, creative approaches. MC&S, a highly-ranked SSCI journal, offers a perfect forum for inspiring new conversations and advancing climate and sustainability communication research.

The aim of this special issue is to build upon traditional approaches to mass media's role in shaping and amplifying climate/sustainability issues by opening new space for including diverse perspectives of multiple opinion leaders (including NGOs and institutions) shaped by cultural orientations – and by shaping media used to communicate about them. Suggested foci include:

- Role of culture and nation in framing climate and sustainability campaigns
- Negotiating power inequities in setting and acting upon sustainability campaign agendas – local, regional, national, global
- How have climate/sustainability campaigns and NGOs succeeded, failed, and retrenched?
- In what ways do economic systems shape climate and sustainability discourse?

- What are the roles of mass media and other communication forms with regard to climate and sustainability programs?
- Which have been the most effective techniques (e.g., frames) for advancing sustainability and climate activism and behavior change through communication and why?
- How can insider-activism (employees as moral actors) work to inspire multinational corporations to reform operations impacting climate and sustainability communication?
- How might a global ethic interplay with climate/sustainability issues which defy definition or universal acknowledgement?
- How can conflicts among cultures and lack of global, ethical and legal regulatory policy with regard to climate and sustainability be negotiated in the short- and long-term?
- What is the role of theory building in communication beyond supporting “window dressing” and “green-washing;” deeply-entrenched critiques of sustainability campaigns?
- Power of documentaries’ persuasive appeals about climate change and sustainability
- In what ways do advertisers assess effectiveness of green marketing campaigns?

Mass Communication & Society invites submissions for a special issue devoted to a symposium on “Climate and Sustainability Communication.” A wide range of manuscripts using varied research methods and theoretical frameworks is welcomed. Encouraged are empirical studies which bear on the issues described above. Submit only original manuscripts that are not under consideration with other journals or books.

Deadline for submissions: Manuscripts are to be submitted by June 30, 2015, via the Mass Communication & Society online system at <http://mc.manuscriptcentral.com/mcas> following the standard journal submission procedures. Authors should note in their cover letters that the submission is for the special issue devoted to “Climate and Sustainability Communication.” Final publication will be in Volume 19 (2016). In addition to the electronic submission process, please send one hard copy to: Donnalyn Pompper, Department of Strategic Communication, School of Media & Communication, Temple University, 218 Weiss Hall, Philadelphia, PA 19122. Any questions concerning this call for papers may be directed to Donnalyn Pompper, [dpompper@temple.edu](mailto:dpompper@temple.edu).



# Classroom Technology

As educators, we have continually struggled with the issue of technology in the classroom. We teach students how to use technology for their inclusion in the real world. We need students to use technology for gathering information and learning the intricacies of communication. Yet students often get distracted by technology, using their phones, tablets, and laptops to check social media or text friends rather than paying attention to lectures. The real issue of using technology in the classroom by one student may mean a distraction to others around the student.

At Georgia Southern University, where Teaching Co-Chair Jennifer Kowalewski teaches, the Communication Arts department has created a new policy making technology use in the classroom for anything other than for the course prohibited. Students could face lesser penalties from being asked to leave class to more severe penalties, such as going to the Dean of Students to face disciplinary action.

The faculty passed this new policy to ensure a better learning environment for all students. It has been one month since the new policy has been in place. Georgia Southern University student Liz Harden understands why the department created the policy, adding she likes the idea of cutting down on inappropriate technology use in the classroom. “I think the policy is needed. It is very distracting in class when others



are using technology inappropriately, especially in a computer lab class,” Harden, a senior Public Relation major, said.

We need to figure out the best way to handle technology in the classroom. We need to teach it; however, we need to make sure the technology doesn't become too distracting. We would like to know how you and your department handle technology use in the classroom. Email Jennifer Kowalewski at [jkowalewski@georgiasouthern.edu](mailto:jkowalewski@georgiasouthern.edu) with suggestions on how you handle this issue.

In other news, the Mass Communication & Society division is accepting nominations for two very prestigious awards, the Distinguished Educator and the Promising Professors award. Please check out the call for nominations for both awards at <http://aejmc.us/mcs/distinguished-educator-award/> and <http://aejmc.us/mcs/promising-professors-awards-panel-workshop/> for further details. The deadline for material submission is May 2nd, 2015 for both awards.

- Jennifer Kowaleski, Georgia Southern University, and Nan Yu, North Dakota State University, Teaching Co-Chairs

## **CALL FOR ENTRIES: Mass Communication & Society Division Student Logo and Cover Photo Contest**

Submissions are open for the Mass Communication & Society Division Student Logo and Social Media Cover Photo Contest, and we hope you will encourage your students to take part. The deadline for submissions is April 10.

The winning student's logo will appear on all Mass Communication & Society Division materials, and cover photo will be published on the MC&S Division social media pages. The winner will receive \$500. Both pieces should reflect the diversity and focus of the Mass Communication & Society Division as one dedicated to exploring how mass communication serves as a system which provides the means for certain needs of society to be met and for certain problems to be solved. Further goals and functions of MC&S can be found at <http://aejmc.us/mcs/bylaws/>

Entries must:

1. Include the following type elements: Mass Communication & Society Division, AEJMC (abbreviated or spelled out, as graphically needed; if abbreviating, the style is MC&S).
2. Be adaptable to multiple uses. The logo will appear on the Division website, social media, promotional materials, and newsletters. The logo should not lose impact or legibility when substantially reduced.
3. Appreciate contemporary trends in logo design, but remain timeless.
4. Reflect the professional standards of the division.
5. Be reproducible on multiple platforms. The logo will be used in print and in digital, in large and small sizes. It should be able to stand in one color or in multiple colors, and should not be too vertical or horizontal in orientation.
6. Do not include copyrighted artwork. This means no clip art files or stock images. The student must create those elements if they are used.
7. The cover photo should be sized and should incorporate the logo in some way. Twitter should be 1500 x 500 px, Facebook should be 784 x 250 px, and LinkedIn should be 646 x 200 pixels.
8. Participants must complete the logo and all social media photos to be considered.

For a logo entry to be eligible, it must be created in vector format. Entrants are required to submit digital copies of each logo as both an EPS file (.eps) and as a JPEG file (.jpg). The JPEG version of the logo must be identical to the EPS version in terms of design, dimensions, proportion, etc. The EPS file format is required because it is a vector-based format that provides better reproduction. The EPS version must be a vector graphic with the type converted to outlines (this step is important!).

For cover photo entries to be eligible, they must include the logo and be in an RGB format with 72 ppi resolution. They **MUST** match the dimensions listed in Item 7. Entrants are required to submit digital copies of each page's photo as JPEG files (.jpg).

The file names must bear the last name of the entrant (for example, an entry should include: SmithLogo.eps; SmithLogo.jpg; SmithFB.jpg; SmithTwitter.jpg; SmithIN.jpg).

Entries must be the work of students enrolled in classes taught by AEJMC members. Each school may enter a maximum of 20 logos per design instructor. In order to be judged, logo entries must be submitted by a faculty sponsor (this step is also important!).

Faculty sponsors must also include a list of file names (such as: entrants.doc) with the entrants' names, addresses, and email addresses, plus their own full contact information (office phone, email address, campus address, etc.) Entries must be successfully submitted no later than 5 p.m., Central Daylight Time, April 10, 2015. Faculty sponsors should submit each logo entry's EPS (.eps) and JPEG (.jpg) files with the entrant's contact information in a single, compressed (zipped) file folder.

Submit the entry folder to Matt Haught, logo coordinator, at [mjhaught@memphis.edu](mailto:mjhaught@memphis.edu) (File size limit for attachments is 25 mb.)

Questions regarding the 2015 logo competition may be sent to Matt Haught at [mjhaught@memphis.edu](mailto:mjhaught@memphis.edu). Winners should be notified by May 1, 2015.

Students unfamiliar with the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication can learn more at <http://aejmc.us/mcs/>.