

Bald Man to San Francisco: You Can keep the Flower for my Hair

I'm writing this as the family is traveling to the beach for summer vacation. It may sound like I lead a life of luxury but I assure you the summer has been busy for both the division and me. As we get closer to conference, it's time to make sure all the details about our visit to San Francisco are tidied up. I'm looking forward to seeing you all in San Francisco and hope that if you are still on the fence about joining us this newsletter can help you realize all the fun that awaits us.



This newsletter also will be the last I write as Head of MC&S. I've been an officer with the division since my first year out of grad school (ten years). I have obviously enjoyed my time with the division and plan on still being very active, just not as an officer at this time. I hope that I have served you well. This division has always been a large part of my professional life. I've tried to steer it well over the past year.

Looking back, we've accomplished a good bit. We started this year by updating the listserv, allowing all members to post to it, as well as updating and migrating the website to a new platform and server. This should make things easier for our webmaster in the future. Ruoxu Wang has done a wonderful job for us.

After seeing that task through, it was time to focus on programming and negotiating panels for the annual conference. I can't claim much credit here. Jensen Moore-Copple has done a brilliant job of programming our conference and will no doubt excel at leading us through the next year. You can read about the various panels throughout this newsletter.

Our paper competitions resulted in some top-notch work being selected for the conference. Paper submissions were up for this year. With our acceptance rate hovering around 50% as AEJMC suggests, this means we continue to lead the organization in number of papers scheduled. We should all be thankful for the hard work of our research co-chairs, Sei-Hill Kim and Kevin Han, in coordinating our research efforts and paper competitions.

Our awards co-chairs, Melanie Sarge and Temple Northup, also put forth great effort in coordinating our award competitions. As Head, I have the responsibility of serving as judge for all of these competitions. I've judged in the past as well and can tell you that these competitions are getting tighter and tighter. I was especially impressed with the quality of applicants for our Promising Professor Awards. I hope you will join us for the Promising Professor teaching panel during conference (Friday, August 8th, at 8:15AM). No doubt our teaching co-chairs, Jennifer Kowalewski and Nan Yu, are very proud.

Apart from our regularly scheduled activities, a few unique opportunities presented themselves as well. I was part of an ad hoc committee charged with determining how our journal's reserve account, which is very healthy and growing, can be used to support our division's interests. Elsewhere in this newsletter, you'll find bylaw changes that reference some of these initiatives. Among the possibilities are subsidizing graduate student membership dues, offering money to our parent organization to

aid graduate student travel to conference, more than doubling our research proposal award amount, and investing the money in a fund which would generate a stream of income for the division. Former Editor-In-Chief Stephen Perry has helped navigate the committee in taking these bold new steps. The success of our journal makes it possible for all of these things to occur soon.

In mentioning our journal, I'd like to express my gratitude to both Stephen Perry and current EIC Ran Wei for making our journal so well respected. Dr. Wei will be stepping down at the end of his term and the search for a new editor is underway with a recommendation hopefully presented to members at the business meeting in August. When a recommendation has been forwarded to me, I will post it through social media and the listserv.

Another special opportunity presented to the division was a request to consider donating and sponsoring a MC&S member for the Institute for Diverse Leadership in Journalism and Communication. Carolyn Bronstein of DePaul University was selected for the Institute and MC&S is happy to have her represent us. With both the sponsorship of this opportunity and the donation to the Barrow Minority Doctoral Student Scholarship, MC&S is fulfilling our PF&R responsibility to foster and encourage racial, gender, and cultural inclusiveness.

This brings me to today, riding and typing in a car and thinking about the upcoming conference. We have a lot planned for you so please participate as much as possible if attending. We're planning on having an off-site tour and Q&A with leaders of Carat, a global media business focusing on innovative IMCs. Carat is just a couple of blocks from the conference hotel. The visit will take place Friday, August 7th, 11:45AM to 1:15PM. Lunch will be provided. We can only accommodate 35 participants so please visit <http://goo.gl/forms/b0TQk6HswR> to register for this event.

Our business meeting will take place Saturday evening, August 8th, from 7PM to 8:30PM. We have a lot of business to discuss and items for your consideration that will require a vote. Please plan on attending this important meeting. Because of this agenda, we will shift our award presentations to our division social, which immediately follows the business meeting. We'll be heading to Thirsty Bear, located at 661 Howard Street, less than a half-mile and a 10-minute walk from the hotel. The division has reserved an upstairs area from 9PM to close and will provide food and drinks. This will be both a time for socializing and honoring all of our award recipients.

Finally, keep an eye out for special things we will be planning throughout the conference. Stay tuned through Twitter via #AEJMCS. Also, look in your conference packet for some special extras the division will be providing members. We value your membership and contribution to the division and wish to show our appreciation. I also wish to show you my appreciation. I've enjoyed this year thoroughly and hope you've valued my leadership. Got to go now, there's a margarita waiting with my name on it.

-Kevin Williams, Mississippi State University,
Division Head

Division's Goals

- Ensure that everyone on the executive board is working toward common goals – and toward our 2017 assessment. This includes updating Bylaws, creating a MC&S leadership manual, and completing new graduate student and member surveys. In addition, adding the position of Vice-Head Elect to increase institutional knowledge, formalizing the Chair/Associate Chair relationship for all

positions, and forming a Communications Committee so all interactions with members are consistent.

- Increase member engagement.

This includes

creating a member FAQ, revitalizing the mentorship program for graduate students, promoting member research/graduate students via communication channels, updating the syllabi exchange, implementing a speaker's bureau, and putting into practice an annual conference luncheon for award winners.

- Create awards or funding opportunities for graduate students and members. This includes creating and streamlining application processes for: graduate student travel awards for the Midwinter and National conferences, Midwinter conference research awards, a PF&R award, a professional of the year award, an adjunct/instructor of the year award, a Teaching Ideas competition, and awards at the national conference for best poster and best HD presenter(s).

How Standing Committees will help achieve these goals in the coming year?

- The Vice-Head and Vice-Head Elect can help in updating the Bylaws, creating the MC&S leadership manual, and creating a member FAQ.

- Communications Committee members can help in creating and promoting the graduate student and member surveys, promoting member research/graduate students, and work with the Teaching Committee on creating online resources including a speaker's bureau and updating the syllabi ex-

change

- Professional Freedom and Responsibility Committee members can help implement PF&R and professional of the year awards.

- Teaching Committee members can help implement an adjunct/instructor of the year award, a Teaching Ideas competition, and work with the Communications Committee in creating online resources including a speaker's bureau and updating the syllabi exchange.

- Research Committee members can work with the Communications Committee to promote member research and in implementing awards at the national conference for

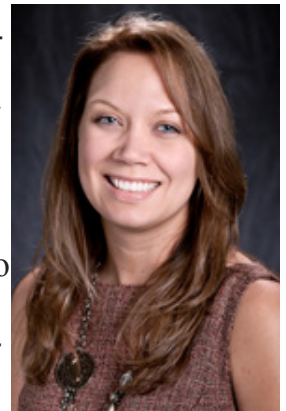
best poster and best HD presenter(s).

- Midwinter Conference Committee members can help implement graduate student travel awards for the Midwinter conference and Midwinter conference research awards.

- Awards Committee members can help streamline all awards application processes, implement graduate student travel awards for the Midwinter and National conferences, and put into practice an annual conference luncheon for award winners.

- Graduate Student Liaisons can work with the new Vice-Head Elect/membership chair to revitalize the mentorship program, work with the Communications Committee to promote graduate students, and work with the Awards and Midwinter Conference Committees to implement graduate student travel awards for the Midwinter and National conferences.

-Jensen Moore, Louisiana State University, Vice Head



Midwinter

The Division received 40 abstracts involving 54 authors by December 1, 2014, for consideration in the 2015 Midwinter Conference. After blind review, a total of 25 papers were accepted for an acceptance rate of 62.5%, a bit below the 2014 acceptance rate, although a higher number of submissions were accepted. Submissions and participants came from as far away as Florida, New York, Wisconsin and Illinois to the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. Both students and faculty (24 panelists) shared their research on five panels: 1) Social media; 2) Methodology and theory; 3) Credibility (political and media); 4) Media framing, and; 5) Media effects. As usual, MC&S had the largest representation of any division at Midwinter, with panels spread throughout the two-day conference schedule. The abstracts selected did a nice job of detailing research questions, methodology and a theoretical framework in 600 to 800 words.

Midwinter is an important, intimate and accessible conference for graduate students, with small panels, a casual atmosphere and numerous opportunities for scholarly discussions, networking and socializing. It also offers feedback to study authors, which they can then consider when submitting to the national conference on April 1, just a few weeks after Midwinter. This convenient, affordable regional conference may begin rotating locations to other universities in the coming years but will likely remain at OU for 2016. Watch for notices from the Division this fall about submitting abstracts December 1.

-Jay Hmielowski, Washington State University, and Kelly Kaufhold, Texas State University, Midwinter Co-Chairs



PF&R

The Professional Freedom and Responsibility (PF&R) Committee will seek to serve its fundamental goals which include: free expression, ethics, media criticism & accountability, racial, gender & cultural inclusiveness as well as public service through four co-sponsored panels at AEJMC's upcoming convention in San Francisco. The panels are:

Network Newscasts Then and Now: This panel examines the historical evolution of network news and supports the goals of media criticism and accountability as well as ethics.

Examining National Trends Facing the Challenges of Diverse Faculty in Reaching or Failing to Reach Academic Leadership Goals across the Academy: This panel will discuss increasing diversity among future administrators. It speaks to the goal of racial, gender & cultural inclusiveness.

Big Data: Friend or Foe? Destigmatizing the Use of Big Data to Advance Communications Research: This panel focuses on the responsible use of big data and supports the goal of responsible ethics.

Entertainment with a Purpose: The Use of Fandom, Infotainment and Social Media to Promote Non Profit Causes: This panel which highlights the use of popular culture and entertainment to promote non-profit causes supports the PF&R goal of public service.

In addition to the panels, the division will sponsor an off-site visit to Carat, a global media business company involved in the production of integrated marketing campaigns. This visit will enable MC&S members to gain valuable knowledge regarding the state of integrated marketing, thereby fulfilling the public service goal of offering members the opportunity to interact with relevant professionals.

Finally, in order to continue to advance PF&R goals, the Division donated \$6,000 to AEJMC's New Institute for Diverse Leadership in Journalism and Communication and sponsored a fellowship which went to MC&S member Carolyn Bronstein of DePaul University. The Division is considering making the fellowship an annual feature and this will be discussed at the business meeting. Additionally, \$500 was donated to the Barrow Minority Doctoral Student Scholarship. These initiatives, the division believes will further the PF&R goals of racial, gender and cultural inclusiveness.

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

Journal News

Mass Communication and Society has had a very productive year! We have just gone to press with the special issue on Mass Communication Theories in a Time of Changing Technologies, edited by Leo Jeffres, and we are moving forward with the 2016 issue edited by Donnalyn Pompper about Climate and Sustainability Communication. We have had 114 submissions to the journal as of June 15, which is about a dozen fewer than last year at this time. But we know our Impact Factor (currently 1.342 over 5 years) is on the rise, due to several studies published in 2014, including the award winner listed below. We look forward to reporting up-to-date numbers at our annual Editorial Board meeting on August 7 at 7:00 am, at the AEJMC conference in San Francisco. We also look forward to presenting \$500 awards and plaques to the following journal award winners:

2014 Reviewer of the Year

Mike Schmierbach, Penn State University, is the 2014 Reviewer of the Year for *Mass Comm & Society*. The Associate Editors and I agreed that of all the nominations we received, Mike was the most thoughtful, most consistent and most helpful among the hundreds of reviewers. Thank you all for this invaluable service, which not only helps the journal, but which helps so many scholars who benefit from your careful attention to their studies.

2014 Article of the Year

This is the first year we have awarded Article of the Year, and it goes to “Stephen Colbert’s Civics Les-

son: How Colbert Super PAC Taught Viewers About Campaign Finance” by Bruce W. Hardy, Jeffrey A. Gottfried, Kenneth M. Winneg, and Kathleen Hall Jamieson of the Annenberg School for Communication, University of Pennsylvania. Viewed online 4,000 times in eight months, this study was also featured in national media including The Washington Post, Time, USA Today and US News & World Report.



A Note of Thanks

I am wrapping up my tenure as Editor in December 2016. I look forward to working with the new editor as he or she takes on this wonderful opportunity that is so gratifying and important to our industry. I would like to thank our Associate Editors for their valuable work: Cory Armstrong, Shahira Fahmy, Jack Glascock, Francis Lee, Denis Wu, and past editor, Stephen Perry. You have all helped me tremendously and I couldn't have done any of it without you.

-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 June 2015, there were 531 members on Facebook (a 29 percent growth rate from January), 1,337 followers on Twitter (a 6 percent increase from January), and 651 members on LinkedIn (a 36 percent growth rate from January).

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.

A new logo was created by University of Memphis undergraduate student Aidan Porter after an open competition.

The committee will also use the #AEJMCS hashtag for the division at the upcoming 2015 Conference in San Francisco, Calif. We ask that you use the #AEJMCS hashtag when posting any pictures, videos, posts or tweets at the conference when it involves any activity with the division in San Francisco.

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

Grad Liason

Dear graduate students,

I hope you all had a wonderful and fruitful Spring semester! Congratulations to all graduate students whose papers got accepted by MC&S for the AEJMC 2015 annual conference. Great Job!

As the annual convention is approaching, I'd like to share with you some exciting opportunities offered by MC&S to all graduate students at the annual conference. First, our division awards graduate students who exhibit excellence and innovation in teaching mass communication courses through Promising Professor Awards each year. This year we recognize three outstanding winners in the graduate student category - Julia Daisy Fraustino, Amanda J. Weed and Young Kim. At the annual conference, there will be a Promising Professor panel, which includes our graduate student winners. Please join me to celebrate their achievement and to share their stories of what makes a promising professor at San Francisco.

Second, as you might've already known, the job hub at the AEJMC annual conference every year is well attended. The job hub is especially valuable to graduate students who are and will be in the job market this year. It is highly recommended that you take this opportunity to meet with your potential employers at the annual conference.

Last but certainly not the least, I am so happy to share with you some great news: our division is considering and will be discussing the possibility of making all graduate student division memberships free at the annual conference. Your input for this issue is highly welcomed. You can show your support by attending the members' meeting on Saturday night, August 8th, 7PM to 8:30PM. We will have a social afterward and all graduate students are encouraged to join us!

If you have any questions or suggestions, please feel free to contact me at fuy106@psu.edu. Cannot wait to see you in San Francisco!

-Fan Yang, Penn State University, Graduate Student Liason

Award Season Underway

Greetings from the Awards Committee! With our Division's continued popularity and large member base, this year we again saw tremendous interest for all of our award opportunities. Thank you to everyone who submitted an application for any of our awards!

After two busy months in May and June receiving and reviewing submissions, we are pleased to announce the winners and recipients of the MC&S awards for 2015. Please join us at the Division's social at Thirsty Bear to congratulate our honored members.

RESEARCH AWARD

"Get Your Game Frame Off My Obamacare: The Cognitive, Affective, and Attitudinal Effects of Health Care Legislation News Coverage on Young Adults"

Jason Martin, Depaul University

Jessica Gall Myrick, Indiana University

Kimberly Walker, Indiana University

DISSERTATION AWARD

"To Tweet Our Own Cause: A Mixed-Methods Study of the Online Phenomenon 'Black Twitter'"

Meredith Clark, University of North Texas (graduated from the University of North Carolina, Chapel Hill)

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

Stay Thirsty My Friends

Our division social will immediately follow our business meeting. The fun will begin at 9PM, Saturday, August 8th, at Thirsty Bear and will end when we close the joint down (OK, so they close at midnight). Thirsty Bear is located at 661 Howard Street, less than half a mile and a 10-minute walk from the conference hotel. Food (Spanish Tapas) and drinks will be provided. We will also use this social time to recognize and honor our award winners. Minors are allowed on the premises and we have reserved a space upstairs so if you're bringing the kids to San Francisco, don't let that stop you from joining us. They'll be among friends. <http://www.thirstybear.com>

MC&S Division Research

This year the MC&S Division had 157 papers submitted to the AEJMC conference in San Francisco, CA. Overall, we had 112 submissions in the open competition category (60 accepted), 41 submissions in the student competition category (17 accepted), and 4 submissions to the Moeller Student competition (2 accepted). Of the total submissions, 23 were disqualified, 55 rejected, and 79 accepted for the conference. Papers were disqualified for violating the rules laid out in our paper call. This included going over the page limit or including identifying information in the paper. This puts the MC&S overall acceptance rate for 2015 at 50.3%.

None of this could be accomplished without the generous support of MC&S Division members. We would like to thank the 151 paper judges who each reviewed an average of 3 papers for MC&S. About 25% judges reviewed 3 papers, 21% reviewed 4 papers, 12% reviewed more than 4 papers, and 11% reviewed 1 or 2 papers.

This year we were able to recognize three top papers in the open competition, three top papers in the student competition, and two papers in the Moeller Student Competition. All competition winners will be recognized at the Division's Social Saturday night at Thirsty Bear. Based on the quality of the review, we selected one top paper reviewer for this year's paper competition. Using random drawing, we also selected two reviewers who will receive complementary reviewer awards (free conference registrations). We would also like to thank the MC&S members who volunteered to serve at the national conference as moderators and discussants. See the following for the winners:

1st Place Paper Open Competition

Suzannah Evans, University of North Carolina at Chapel Hill
Daniel Riffe, University of North Carolina at Chapel Hill
Joe Bob Hester, University of North Carolina at Chapel Hill

2nd Place Paper Open Competition

Hyunjung Kim, Sungkyunkwan University

3rd Place Paper Open Competition

Michelle Baker, Juniata College

1st Place Paper Student Competition

Jared Brickman, Washington State University

2nd Place Paper Student Competition

T. Franklin Waddell, Penn State University

3rd Place Paper Student Competition

Penchan Phoborisut, Utah

1st Place Paper Moeller Competition

Jane O'Boyle, University of South Carolina
Jo-Yun Queenie Li, University of South Carolina

2nd Place Paper Moeller Competition

Philip Williams, Regent University

Top Reviewer Award

William Kinnally, University of Central Florida

Two Complementary Reviewer Awards

Juliana Fernandes, University of Miami
Jason Martin, DePaul University

Officers Needed

The division seeks those interested in serving MC&S for the 2015-2016 year. Many of our officers will transition to other positions and we need new officers to fill their posts. We welcome both new and familiar faces. Many of our committees are lead by co-chairs so if you are worried about taking on unfamiliar tasks by yourself, don't worry. Often we have one experienced co-chair and one new officer leading the committee. Please contact Kevin Williams, kwilliams@comm.msstate.edu, or Jensen Moore-Copple, jmoore5@lsu.edu, if you are interested or need further information.

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

Teaching

The teaching committee will be co-sponsoring a series of in-convention activities related to teaching in San Francisco. First, we will be serving as a secondary co-sponsor with The Commission on the Status of Women for a pre-conference workshop titled, “Google and Data Journalism: A Match Made in Data Viz Heaven.” We follow that workshop with four teaching panel sessions throughout the conference. These panels are: How I Learned to Stop Worrying And Love Online Learning, (secondary sponsor with The Council of Affiliates); Preparing Global Leaders in Journalism and Mass Communication, (primary sponsor with Cultural and Critical Studies and Media Management and Economics Divisions), Overcoming the Post-tenure Slump: Re-energizing Your Research Agenda (secondary sponsor with Advertising Division), and Promising Professors and Distinguished Educator Panel (solo sponsored and planned).

This year we have received a number of excellent applications for the Promising Professor and Distinguished Educator Awards. The winners of the awards are:

1st Place Promising Professor – Faculty

Brooke McKeever, University of South Carolina

2nd Place Promising Professor – Faculty

Rowena Briones, Virginia Commonwealth University

3rd Place Promising Professor – Faculty

Vanessa Bravo, Elon University

1st Place Promising Professor – Student

Julia Daisy Fraustino, University of Maryland

2nd Place Promising Professor – Student

Amanda J. Weed, Ohio University

3rd Place Promising Professor - Student

Young Kim, Louisiana State University

Distinguished Educator Award

Carol Pardun, University of South Carolina

The 1st, 2nd and 3rd place Faculty winners, and the 1st Place Student winner will present in the Promising Professors and Distinguished Educator Panel on Friday, August 7th, 8:15 to 9:45 AM.

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



MC&S Members' Meeting

We will have our annual business meeting Saturday, August 8th, from 7PM to 8:30PM. We will be making changes to the bylaws as well as tackling several new initiatives, which will require a vote of the attending members. Because of the agenda, we will shift our award presentations to our division social, which will immediately follow at Thirsty Bear. Please attend our members' meeting for this important business.

Ch...Ch...Ch...Changes

In accordance with our current bylaws, any proposed amendments must be ratified by a majority vote of a quorum of MC&S members at the annual business meeting. The proposed amendments must be made public to members two weeks prior to a vote. Because of updates and additions, a substantial number of amendments are proposed. To make sure members have the proper context for these changes, we are providing the bylaws, with proposed amendments, in their entirety.

Of particular note is the addition of the office of vice-head elect. It is believed that this new position would help relieve some of the intensive labor performed by the Head and Vice-head when they are both judging award competitions, programming conference panels, completing the annual report, and finalizing conference plans. It would also set up a three-year window in which the Head can gain more experience in how the division operates before taking office and, therefore, maintain consistency in how the division operates.

Another major change is a new article devoted to awards. It was suggested at last year's business meeting that we include a section in the bylaws that authorizes the officers to create and maintain various awards and competitions, but doesn't necessitate a bylaws change every time the division wants to adjust a particular competition's guidelines and monetary award. Amendments are proposed in this case which would generate basic guidelines applicable to all awards without compromising the integrity of the awards process. It is hoped that this will allow for awards to be created and adjusted with less bureaucracy.

The bylaws with proposed amendments follow:

ARTICLE I

ORGANIZATION

SECTION 1.

The Mass Communication and Society (MC&S) Division is a division of the Association for Education in Journalism (AEJMC). As such, it is subject to all of the regulations and responsibilities decreed by the parent AEJMC for its various divisions.

ARTICLE II

PURPOSES

SECTION 1.

The purposes of the MC&S Division are:

- To encourage the study of mass communication as a system which provides the means for certain needs of society to be met and for certain problems to be solved.
- To encourage the study of mass communication as it relates to other institutions in society. An understanding of the systems through which societies communicate is as important to an educated person as is an understanding of the better known political, economic, and social orders of society.

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- To encourage the study of mass communication through diverse forms of qualitative, quantitative, and historical research approaches.
- To encourage members of AEJMC to bring to their teaching and research a conception of the whole of mass communication and not just its individual parts.
- To help provide a liaison between members of AEJMC and scholars in other areas who are interested in mass communication and what it does to and for society.

SECTION 2.

To achieve these purposes, the Division may:

- Sponsor programs at the annual conventions of AEJMC and of other scholarly organizations.
- Encourage a dialogue within AEJMC and between AEJMC and other scholarly organizations concerning the role of mass communication in modern society.
- Publish papers, monographs, journals, and newsletters.
- Cooperate with other divisions and groups of AEJMC in the sponsorship of conferences, programs, meetings, publications, etc., which contribute to an understanding of mass communication and society.
- Encourage awareness among practitioners in the various mass communication professions and industries that they are part of a vast system that affects society and is affected by society in various ways.

ARTICLE III

MEMBERSHIP AND DUES

SECTION 1.

Membership is open to all interested members of AEJMC.

SECTION 2.

Dues are \$24.00 per calendar year for faculty members, although a special, reduced fee may be approved by the MC&S Executive Committee to attract new members or to benefit certain groups (e.g., graduate students). Membership includes a subscription to the division's journal. Dues are set annually by the MC&S Executive Committee, but changes must be ratified by members to become permanent.

ARTICLE IV

OFFICERS

SECTION 1.

All of the officers of the division shall be considered members of the division's executive committee. The executive committee will help the division head establish and implement overall division policy, advise the division head as needed, and perform other duties as the head shall direct.

SECTION 2.

To provide continuity in the administration of the division, the vice-head elect shall move up to vice-head who shall move up to head at the close of the division's annual members' meeting at the AEJMC convention. If the vice-head is unable to serve, the vice-head elect will assume the position of vice-head. Other vacancies on the executive committee will be filled by a nomination process before the convention and approval by the members during the MC&S meeting, although nominations may be made from the floor during the MC&S members' meeting at which an election is held.

SECTION 3.

Head: The head shall be the principal officer of the division and shall in general supervise its affairs. He or she shall plan and preside at the annual members' meeting and any special members' meetings of the division. The head shall maintain the division's books and (with the counter-signature of AEJMC's

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treasurer), shall spend division funds for legitimate division purposes. All division expenditures must be approved in writing by the division head before funds may be disbursed. The head has the authority to appoint special committees, to chair meetings of the executive committee and to canvass the executive committee for advice as needed. The head is expected to attend the annual AEJMC convention, where he or she will conduct division business.

SECTION 4.

Vice-head: The vice-head shall perform the duties of the head in the absence of the latter or in the event of the head's inability to act. The vice-head shall serve as the division's program coordinator for the AEJMC annual convention at which the vice-head moves up to head, and he or she shall perform other duties as the head shall direct. The vice-head, as the division's program chair, is expected to attend the annual AEJMC convention where he or she will conduct division business.

SECTION 5.

Vice-head elect: The vice-head elect shall perform the duties of the vice-head in the absence of the latter or in the event of the vice-head's inability to act. The vice-head elect shall serve in a support role to the head and vice-head, coordinating tasks delegated by the head and vice head. The vice-head elect is expected to attend the annual AEJMC convention where he or she will help conduct division business.

SECTION 6.

Secretary: The newsletter editor/secretary shall be responsible for the minutes of division meetings and distribute minutes to all division members and publish and distribute the division's newsletter three times each year (once in the fall, once in the winter, and once in the spring).

SECTION 7.

Other officers in the division will include those members elected to lead PF&R, teaching, research, awards, and midwinter conference efforts for the division and others elected for special duties by the membership.

ARTICLE V.

GENERAL COMMITTEE STRUCTURE

SECTION 1.

The division's three major, permanent areas of concentration are Professional Freedom and Responsibility, Research, and Teaching.

SECTION 2.

Activities in each area shall be coordinated by a person (or persons) approved by the membership at the annual meeting. If so desired, and in consultation with the head, the person(s) may appoint a committee to help with duties.

SECTION 3.

The PF & R, teaching and research officers are responsible for helping the program chairperson develop at least one convention session, for advising the division head as needed, and for performing other duties as the head shall direct. In addition the research chairperson is responsible for coordinating paper competitions during the AEJMC convention.

ARTICLE VI.

MEETINGS

SECTION 1.

The division's annual members' meeting will be held in conjunction with and during the annual AEJMC convention. Special meetings may be called by the head as necessary.

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Moved up [1]: The executive committee head establish and implement overall division policy, advise the division head as needed, and perform other duties as the head shall direct. .

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SECTION 2.

A quorum at any official MC&S meeting shall consist of the division members present. ▾

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SECTION 3.

A division member unable to attend a meeting may give his or her proxy in writing to another division member. The proxy shall be deposited with the secretary prior to or at the opening of the meeting.

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ARTICLE VII

AMENDMENTS

SECTION 1.

The bylaws may be amended by a two-thirds vote of those present at the annual members' meeting or at the opening of the meeting.

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SECTION 2.

Proposed amendments should be distributed in writing to the total division membership at least two weeks prior to the meeting at which they are to be voted on.

ARTICLE VIII

AWARDS

SECTION 1.

Division awards and contests are to be conducted annually with the majority approval of the executive committee. Rules as well as monetary amounts are under the discretion of the executive committee.

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SECTION 2.

Paper competitions for the annual conference will be guided by the research committee chair/co-chairs. Midwinter conference competitions will be guided by the midwinter committee chair/co-chairs. All other awards and contests will be guided by the chair/co-chairs of an awards committee.

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SECTION 3.

The awards committee chair/co-chairs will keep a current record of all awards and competitions rules, deadlines, monetary amounts, and other pertinent information so that this information can be kept consistent from year to year and easily passed on to the succeeding chair/co-chairs. ▾

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ARTICLE IX

MASS COMMUNICATION AND SOCIETY JOURNAL

SECTION 1.

The division will support the publication of the refereed journal *Mass Communication and Society* six times annually. Special issues may be published from time to time, but not more often than once per volume.

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SECTION 2.

A portion of each member's annual dues may be used to support Mass Communication and Society.

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Separate books will be maintained by the MC&S division head for *Mass Communication and Society* revenue and expenditures. All expenditures from the Mass Communication and Society account must be approved by the MC&S division head. The Division should aim to maintain a balance in the journal account equal to twice the annual expenses. In addition, a long-term fund (initially \$100,000) will be maintained in an investment managed in coordination with AEJMC endowment funds. Such fund principle would only be accessed for future emergency journal needs. Revenues generated by this investment will

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[return to the division annually to underwrite free graduate student division membership and other division expenses.](#)

SECTION 3.

A Committee of five persons (“Editorial Selection Committee”), including the committee chairperson, will oversee selection of editors of *Mass Communication and Society*. Production, promotion, distribution, fulfillment, and subscription management for members and non-member subscribers to the publication will be managed by a Publisher. The relationship with the publisher will be governed by an agreement between the division and the publisher, the terms of which will be revisited prior to the end of each renewal period. The editorial selection committee chairperson will be appointed by the MC&S division head, and the chairperson will select three members of the committee, with the advice and consent of the division head. The fifth member of the committee will be the vice-head of the MC&S division. The editorial selection committee chairperson will be a member of the executive committee. A representative of the Publisher will also serve in a non-voting capacity on the Committee.

SECTION 4.

The editor for *Mass Communication and Society* will be elected by the division’s membership every three years at the division’s annual members meeting. Applications for the position will be solicited from division members in January of the year of the appropriate division meeting by the editorial selection committee, which will be two years prior to the publication of the new editor’s first volume. To be considered for the position, each candidate must be a member of the division in good standing, and the editor must remain a member of the division throughout the term of service. After consultation with the executive committee, the editorial selection committee will circulate its recommendation in the MC&S newsletter at least two months before the appropriate annual meeting. The incoming editor will take on the editorial responsibilities for the journal one year prior to the publication of the first issue for which he/she is responsible. All nominees for the position must be member in good standing of the division and AEJMC.

SECTION 5.

Any person selected as *Mass Communication and Society* editor will serve a three- year term; a limit of 2 terms will be imposed on the number of consecutive terms an editor may serve. If for some reason the editor is not able to serve his complete term, the editorial selection committee, after consultation with the division head, will make an interim appointment to complete the unfinished term.

SECTION 6.

The editor makes decisions about all matters related to the content of the journal. The editor will establish an editorial board, which provides advice and review of material submitted for publication. The editor will be responsible for the administration of the journal. The editor will serve as a liaison between the division and the publisher on journal matters, and will provide an annual report on the journal at the AEJMC annual conference. The editor is responsible for assuring that the journal follows accepted practices of academic peer review. The editor receives a yearly stipend from the Publisher in the amount contractually agreed to between the publisher and the Mass Communication and Society Division. The Division will provide support of up to \$5000 to cover expenses of the editor related to the administration of the journal from journal funds. [The Division will also provide a \\$2500 summer stipend to be paid after all proofs are submitted to the publisher for an annual volume, concurrent with stipend payments to associate editors.](#)

SECTION 7.

In the event that the editor is not able or willing to complete his/her duties in a satisfactory manner, the editor may be removed. In the case that it is deemed necessary to remove an editor, the division head will reconstitute the editorial selection committee (see Section 3) to propose removal. Unanimous agreement of the editorial selection committee is required to submit a proposal for removal to the division membership. It is intended that these measures be pursued only in the direst of circumstances, such as repeated non-publication of issues or clear violations of peer review procedures. In the event that an editor is removed, the editorial selection committee will select an interim editor to complete the term, and will include this recommendation with its proposal for removal of the editor.

SECTION 8.

At the editor's discretion, up to 100 pages may be added to the journal's allotted size each year to provide space for a forum on a special topic determined by the editor with input from the editorial board. The additional pages will be paid for from journal funds. The special topic "symposium" will occur within the standard number of issues of the annual journal provided by the publisher.

The editor may select a guest editor with expertise in the chosen topic. The guest editor must be a member of the Mass Communication and Society Division. The guest editor, in conjunction with the journal editor, will be responsible for issuing a special call for papers on the topic. If a guest editor is chosen to edit a special topic symposium in any given year, \$1,500 will be provided to the guest editor from journal funds upon submission of final symposium proofs to the publisher for printing.

SECTION 9.

The journal editor may appoint up to five Associate Editors to serve concurrently, who will each be paid an annual stipend of \$2,500 from journal funds after satisfactorily performing their assigned duties through submission of proof copy edits to the publisher for an entire volume of the journal. Associate Editors who serve less than a full year may have their stipend prorated based on the proportion of issues in the volume that were completed during their time of service. The Editor-Elect may also receive a \$2500 stipend for the year served in advance of publishing his or her first issues and receiving support from the publisher.

SECTION 10.

At the editor's discretion, up to 150 pages may be added to the journal's allotted size each year to provide space for reducing the backlog of accepted manuscripts that otherwise could not be published for more than six months. The additional pages will be paid for from journal funds.

SECTION 11.

The MCS Journal fund will provide financial support for a student to serve as the editorial assistant at the editor's home institution. Financial support of the lesser of \$10,000 or the actual financial remuneration paid to the student at the institution's normal stipend rate (or hourly rate if not paid by stipend insofar as any offer is consistent with the student's home college/university regulations and/or student employee union rules or guidelines) will be provided to the host school or department. If the assistant's time is divided between the journal and other duties, the payment from the Journal funds will correspond with the percentage of the student's stipend funded work that is devoted to the journal (e.g. \$15,000 stipend * 50% work for journal = \$7500 support). Amount of stipend to be reviewed upon an editor's election.

Editorial assistant summer stipend: The MCS journal will pay an annual stipend of \$5,000 to the editorial assistant for continuing duties between spring and fall semester. The stipend will be renewed annually pending availability of funds.

SECTION 12.

Transition between an outgoing editor and a newly elected editor may require dual support for editorial expenses and journal assistants. Therefore, expenses may be paid for support of both editors and their student assistants for a period not to exceed six months or one academic term as applicable. Affected expenses are listed in Sections 6 and 11 of Article IX.

SECTION 13.

The MCS journal fund will pay an annual stipend of \$1,000 to the book review editor for coordinating and soliciting book reviews for the journal.

SECTION 14.

To motivate and reward service of reviewers, the MCS journal will give an award of \$500 (from journal funds) accompanied by a plaque or certificate to one outstanding reviewer selected each year. The editor and associate editors will form a committee to select the reviewer of the year. Criteria for determining the award will include the number of reviews completed, quality of the review, promptness of review response,

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and the impact of reviews in nurturing young scholars. In the event of no suitable nomination, the editors reserve the right not to give the award.

SECTION 15.

To recognize and reward authors, the MCS journal will award a \$500 prize and plaque (from journal funds) to one outstanding article published in MCS during the previous volume year. The editor and associate editors will form a committee to receive nominations and to select the outstanding article of the year. Authors can self-nominate or nominate others. Criteria for determining the award will include the advancement of theory, quality of writing, and number of citations (or downloads), and publicity (if applicable). This award will be given annually starting in 2015. In the event of no suitable nomination, the editors reserve the right not to give the award.

SECTION 16.

The Division will give our parent organization \$5000 per year to be used toward stipends that are given to graduate student conference attendees through AEJMC's graduate student travel funds. The funds may be used for any graduate students attending the conference and are not limited to MC&S division members, but MC&S should be acknowledged as contributing support.

**Mass Communication and Society Activities in San Francisco
AEJMC Conference 2015**

Wednesday

8 am to Noon

Commission on the Status of Women and Mass Communication and Society Division

Teaching Workshop Session: **Google and Data Journalism: A Match Made in Data Viz Heaven**

Moderating/Presiding: **Jaime Loke**, University of Oklahoma

Panelist: **Simon Rogers**, Data Editor at Google

Pre-registration is required.

1 pm to 5 pm

Public Relations and Mass Communication and Society Divisions and Institute for Public Relations

Research Panel Workshop Session: **Social Media Measurement: Essentials for the Classroom
and Profession**

Moderating/Presiding: **Patricia Swann**, Utica

Part I — Teaching Social Media: Essentials for the Classroom

Panelists: **Tina McCorkindale**, Institute for Public Relations
Melissa Adams, North Carolina State
Michele Ewing, Kent State
Juan Liu, Wayne State

Part II — Technology Demonstrations

Cision

Facebook Insights

Google Analytics

Hootsuite Analytics

Twitter metrics

Professionals will be at the roundtables for a Q&A opportunity, as well.

**Part III — Professional Panel: Reflections about Teaching Social Media Measurement
and Where Social Media Measurement is Headed**

Panelists: **Michael Brito**, Head of Social Strategy, WCG
Logan Cullen, Vice President of Measurement and Insights, Edelman
Brian Gendron, Senior Business Leader of Worldwide Communications, MasterCard
Sara Hassell, Corporate Communications Social Media Strategy Lead, Wells Fargo

Pre-registration is required.

Thursday

8:15 am to 9:45 am

Mass Communication and Society Division

Refereed Paper Research Session: **Social Media and Networks**

Moderating/Presiding: **Vincent Cicchirillo**, Texas at Austin

Portable Social Networks: Interactive Mobile Facebook Use Explaining Perceived Social Support and Loneliness Using Crawled and Self-Reported Data

Mihye Seo, Sungkyunkwan University,

Jinhee Kim, Pohang University of Science and Technology;

and **Hyeseung Yang**, Kyungsoong University

Are You Connected? Evaluating Information Cascades in Online Discussion about the #RaceTogether Campaign

Yang Feng, Virginia's College at Wise

The Information Exchangers: Social media Motivations and News

Timothy Macafee, Concordia

Social Media, Social Integration and Subjective Well-being Among Urban Migrants in China

Lu Wei and **Fangfang Gao**, Zhejiang University

#JeSuisCharlie: Examining the Power of Hashtags to Frame Civic Discourse in the Twitterverse

Miles Sari and **Chan Chen**, Washington State

Selfies: True self or Better Self?: A Qualitative Exploration of Selfie Uses on Social Media

Joon Kyoung Kim, Syracuse

Discussant: **Jack V. Karlis**, SUNY Buffalo State

11:45 am to 1:15 pm

Council of Affiliates and Mass Communication and Society Division

Teaching Panel Session: **How I Learned to Stop Worrying And Love Online Learning**

Moderating/Presiding: **Jensen Moore**, Louisiana State

Panelists: **Ralph Hanson**, Nebraska at Kearney

Kristen Wilkerson, Michigan State

Nanette Hogg, Nebraska at Kearney

Jack Karlis, Buffalo State

Kevin Williams, Mississippi State

1:30 pm to 3 pm

Mass Communication and Society Division

Refereed Paper Research Session: **Best of Mass Communication & Society**

Moderating/Presiding: **Kevin Williams**, Mississippi State

NGOs, Hybrid Connective Action, and the People's Climate March*

Suzannah Evans, Daniel Riffe

and **Joe Bob Hester**, North Carolina at Chapel Hill

The Impact of Political Identity Salience on the Third-Person Perception and Political Participation Intention**

Hyunjung Kim, Sungkyunkwan University

Reducing Stigmatization Associated with Alpha-1 Antitrypsin Deficiency***

Michelle Baker, Juniata College

"Let's Keep This Quiet:" Media Framing of Campus Sexual Assault, Its Causes, and Proposed Solutions****

Jane O'Boyle and **Jo-Yun Queenie Li**, South Carolina

Social Pressure for Social Good? Motivations for Completing the ALS Ice Bucket Challenge*****

Jared Brickman, Washington State

Discussant: **Robert McKeever**, South Carolina

- * First Place Paper Open Competition
- ** Second Place Paper Open Competition
- *** Third Place Paper Open Competition
- **** First Place Paper Moeller Competition
- ***** First Place Paper Student Competition

3:15 pm to 4:45 pm

Mass Communication and Society Division

High Density Refereed Paper Research Session: **News, Media Use and Politics**

Moderating/Presiding: **Juanita "Frankie" Clogston**, Johns Hopkins University

Sexualizing Pop Music Videos, Self-Objectification, and Selective Exposure: A Moderated Mediation Model

Kathrin Karsay and **Joerg Matthes**, University of Vienna

Predicting Time Spent With News Via Legacy and Digital Media

Esther Thorson, Eunjin (Anna) Kim

and **Roger Fidler**, Missouri

Beauty or Business Queen — How Young Women Select Media to Reinforce Possible Future Selves

Silvia Knobloch-Westerwick and **Melissa Kaminski**, Ohio State;

Laura E. Willis, Quinnipiac and **Kate T. Luong**, Ohio State

Turned Off by Media Violence: The Effect of Sanitized Violence Portrayals on Selective Exposure to Violent Media

T. Franklin Waddell and **Erica Bailey**, Pennsylvania State;

James D. Ivory, Virginia Tech; **Morgan Tear**, University of Queensland;
Kevin Lee and **Winston Wu**, Virginia Tech;
Sarah Franis, and **Bradi Heaberlin**, Indiana
Seeking Out & Avoiding the News Media: Young Adults' Strategies
for Finding Current Events Information
Stephanie Edgerly, Northwestern

Discussant: **Mike Schmierbach**, Pennsylvania State

Building Social Capital: The Role of News and Political Discussion
Tie Strength in Fostering Reciprocity

Alberto Ardèvol-Abreu, **Trevor Diehl**
and **Homero Gil de Zúñiga**, University of Vienna

The Effect of Partisanship on Changes in Newspaper Consumption:
A Longitudinal Study (2008 – 2012)

Toby Hopp and **Chris Vargo**, Alabama

Media Literacy and Political Engagement: What's the Connection?

Seth Ashley, Boise State; **Adam Maksl**, Indiana-Southeast;
and **Stephanie Craft**, Illinois

Expanding the RISP Model to Politics: Skepticism, Information Sufficiency,
and News Use

Jay Hmielowski, Washington State; **Michael Beam**, Kent State
and **Myiah Hutchens**, Washington State

The Silencing of the Watchdogs: Newspaper Decline in State Politics

Juanita Clogston

Discussant: **Ben LaPoe**, Western Kentucky

5 pm to 6:30 pm

**Mass Communication and Society, Cultural and Critical Studies and Media Management
and Economics Divisions**

Teaching Panel Session: **Preparing Global Leaders in Journalism and Mass Communication**

Moderating/Presiding: **Elizabeth Toth**, 2014-15 AEJMC President, Maryland

Panelists: **Bruce Berger**, Alabama
Carolyn Bronstein, DePaul
Kathy Fitzpatrick, Florida International
John Pavlik, Rutgers

Friday

7 am to 8 am

Mass Communication and Society Division

Business Session: **Editorial Board Meeting**

Moderating/Presiding: **Ran Wei**, South Carolina

8:15 to 9:45a

MCS D Promising Professors Panel

Moderating/Presiding: **Jennifer Kowalewski**, Georgia Southern

Brooke McKeever, 1st Place Promising Professor (Faculty)

Rowena Briones, 2nd Place Promising Professor (Faculty)

Vanessa Bravo, 3rd Place Promising Professor (Faculty)

Julia Daisy Fraustino, 1st Place Promising Professor (Graduate Student)

11:45a to 1:15p

MCS D Tour (Off-site) Carat International

11:45 am to 1:15 pm

Electronic News and Mass Communication and Society Divisions

PF&R Panel Session: **Network Newscasts: Then and Now**

Moderating/Presiding: **Bill Silcock**, Arizona State

Panelists: **Bill Knowles**, Montana, former news producer for *ABC News*

Jim Upshaw, Oregon and former bureau chief for *NBC News*

Mike Boettcher, Correspondent in Residence, Oklahoma and *ABC News*

Correspondent

Carole Simpson, Senior Leader-in-Residence, Emerson, former *ABC News* Anchor

Victoria LaPoe, Western Kentucky and former news producer for ABC, NBC

1:30 pm to 3 pm

Journalism & Mass Communication Quarterly

Business Session: **Meet the Journal Editors**

Moderating/Presiding: **Louisa Ha**, Bowling Green State, *JMCQ* editor

Journal Editors: **Louisa Ha**, *Journalism and Mass Communication Quarterly* Editor
Maria Marron, *Journalism and Mass Communication Educator* Editor
Linda Steiner, *Journalism and Mass Communication Monograph* Incoming Editor
Wat Hopkins, *Communication Law and Policy* Editor
John Haman, Managing Editor, *Journal of Communication Inquiry*
Patrick Lee Plaisance, *Journal of Media Ethics* Editor
Dan Stout and **Judith Buddenbaum**, *Journal of Media and Religion* Co-Editors
Bey-Ling Sha, *Journal of Public Relations Research* Incoming Editor
Ran Wei, *Mass Communication and Society* Editor
Sandra Utt, *Newspaper Research Journal* Co-Editor
Berkley Hudson, *Visual Communication Quarterly*, Editor-in-Chief

AEJMC journal and division journal editors will explain their journal's characteristics and meet conference attendees in the session.

3:15 pm to 4:45 pm

Minorities and Communication and **Mass Communication and Society Divisions**

PF&R Panel Session: **Examining National Trends Facing the Challenges of Diverse Faculty in Reaching or Failing to Reach Academic Leadership Roles Across the Academy**

Moderating/Presiding: **John Sanchez**, Pennsylvania State

Panelists: **Victoria Sanchez**, assistant vice provost, Educational Equity, Pennsylvania State
Federico Subervi, Kent State
Meghan Sanders, Associate Dean for Research & Strategic Planning, Louisiana State University
Brooke Barnett, Interim Associate Provost Inclusive Community, Elon University

5 pm to 6:30 pm

Mass Communication and Society and **International Communication Divisions**

Scholar-to-Scholar Refereed Paper Research Session

Moderating/Presiding: **Jensen Moore**, Louisiana State

Mass Communication and Society Division

Topic I - **Stereotyping: Gender Identity or Local Prejudice:**

35. Identifying with a Stereotype: The Divergent Effects of Exposure to Homosexual Television Characters
Bryan McLaughlin and **Nathian Rodriguez**, Texas Tech
36. Women with Disability: Sex Object and Supercrip Stereotyping on Reality Television's Push Girls
Krystan Lenhard and **Donnalyn Pompper**, Temple
37. Visual Gender Stereotyping and Political Image Perception
Tatsiana Karaliova, **Valerie Guglielmi**, **Sangeeta Shastry**,
Jennifer Travers and **Nathan Hurst**, Missouri
38. Cultivating Gender Stereotypes: Pinterest and the User-Generated Housewife

- Nicole Lee** and **Shawna White**, Texas Tech
39. The Effects of Media Consumption and Interpersonal Contacts on Stereotypes Towards Hong Kong People in China
Chuanli Xia, City University of Hong Kong

Discussant: **Beth Olson**, Houston

Topic II - **All Things About Health**

40. Let Go of My iPad: Testing the Effectiveness of New Media Technologies to Measure Children's Food Intake and Health Behaviors
Kim Bissell, Lindsey Conlin, Bijie Bie, Xueying Zhang and **Scott Parrott**, Alabama
41. Narratives and Exemplars: A Comparison of Their Effects in Health Promotions
Zhiyao Ye, Fuyuan Shen and **Yan Huang**, Pennsylvania State
42. Erasing the Scarlet Letter: How Media Messages about Sex Can Lead to Better Sexual Health
Erika Johnson, Missouri and **Heather Shoenberger**, Oregon
43. Commercialization of Medicine: An Analysis of Cosmetic Surgeons' Websites
Sung-Yeon Park and **SangHee Park**, Bowling Green State

Discussant: **Francesca Dillman Carpentier**, North Carolina at Chapel Hill

44. Beyond Empathy: The Role of Positive Character Appraisal in Narrative Messages Designed to Reduce Stigmatization
Michelle Baker, Juniata College
45. Sourcing Health Care Reform: Exploring Network Partisanship in Coverage of "Obamacare"
Bethany Conway and **Jennifer Ervin**, Arizona
46. HPV Vaccination in US Media: Gender and Regional Difference
Wan Chi Leung, South Carolina

Discussant: **Scott Parrott**, Alabama

Topic III - **Media Consumption: Traditional and New:**

47. Predicting Tablet Use: A Study of Gratifications-Sought, Leisure Boredom and Multitasking
Louis Leung and **Renwen Zhang**, Chinese University of Hong Kong
48. And They Lived Happily Ever After: Associations Between Watching Disney Movies and Romantic Beliefs of Children
Merel van Ommen, Madelon Willems, Nikki Duijkers, Serena Daalmans and **Rebecca de Leeuw**, Radboud University
49. A Multilevel Analysis of Individual- and Community-Level Sources of Local Newspaper Credibility in the United States
Masahiro Yamamoto, Wisconsin-La Crosse and **Seungahn Nah**, Kentucky
50. Sensation Seeking, Motives, and Media Multitasking Behaviors
Yuhmiin Chang, National Chengchi University
51. Is Social Viewing the New Laugh Track? Examining the Effect of Traditional and Digital Forms of Audience Response on Comedy Enjoyment*
T. Franklin Waddell, Pennsylvania State
52. Above the Scroll: Visual Hierarchy in Online News
Holly Cowart, Florida

Discussant: **Brendan R. Watson**, Minnesota-Twin Cities

* Second Place Paper Student Competition

Topic IV - **Media Performance, Framing, and Political Participation**

53. Looking for the Truth in the Noise: Epistemic Political Efficacy, Cynicism and Support for Super PACs
Justin Blankenship and **Daniel Riffe**, North Carolina at Chapel Hill and **Martin Kifer**, High Point
54. News Framing and Moral Panics: Blaming Media for School Shootings
Michael McCluskey and **Hayden Seay**, Tennessee-Chattanooga
55. Life Satisfaction and Political Participation
Chang Won Jung and **Hernando Rojas**, Wisconsin-Madison
56. Putnam's Clarion Call: An Examination of Civic Engagement and the Internet
Lindsay McCluskey and **Young Kim**, Louisiana State

Discussant: **Mike Wagner**, Wisconsin-Madison

Topic V – **Media Effects: Perception and Attention**

57. Factors and Consequences of Perceived Impacts of Polling News
Hyunjung Kim, Sungkyunkwan University
58. Underestimated Effect on Self but Overestimated Effect on Other: The Actual and Perceived Effects of Election Poll Coverage on Candidate Evaluations
Sungeun Chung, Yu-Jin Heo and **Jung-Hyun Moon**, Sungkyunkwan University
59. The Need for Surveillance: A Scale to Assess Individual Differences in Attention to the Information Environment
Chance York, Kent State
60. Exemplification in Online Slideshows: The Role of Visual Attention on Availability Effects
Bartosz Wojdyski and **Camila Espina**, Georgia;
Temple Northup, Houston; **Hyejin Bang, Yen-I Lee** and **Nandita Sridhar**, Georgia
61. The Effects of News Exposure, Amount of Knowledge, and Perceived Power of Large Corporations on Citizens' Self-Censorship in SNS
Sangho Byeon, Dankook University
and **Sungeun Chung**, Sungkyunkwan University

Discussant: **Frank E. Dardis**, Pennsylvania State

Topic VI - **Information Processing: Cognition, Emotion, Ambivalence and Memory**

62. Processing Entertainment vs. Hard News: Cognitive and Emotional Responses to Different News Formats
Sara Magee, Loyola-Maryland
and **Jensen Moore**, Louisiana State
63. Memory Mobilization and Communication Effects on Collective Memory About Tiananmen in Hong Kong
Francis L. F. Lee
and **Joseph Chan**, Chinese University of Hong Kong
64. Ambivalence and Information Processing: Potential Ambivalence, Felt Ambivalence, and Information Sufficiency
Jay Hmielowski and **Myiah Hutchens**, Washington State

- and **Michael Beam**, Kent State
65. The Link Between Affect and Behavioral Intention: How Emotions Elicited by Social Marketing Messages of Anti-Drunk Driving on Social Media Influence Cognition and Conation
Chen Lou and **Saleem Alhabash**, Michigan State
66. The Effects of Race Cue and Emotional Content on Processing News
Heesook Choi, **Sungkyoung Lee** and **Frank Michael Russell**, Missouri

Discussant: **Jennifer D. Green**, Georgia College and State University

Topic VII - **The Third-Person Effect: New Evidence**

67. Probing the Role of Exemplars in Third-Person Perceptions: Further Evidence of a Novel Hypothesis
Mike Schmierbach, Pennsylvania State
and **Michael Boyle**, West Chester of Pennsylvania
68. Investigating Individuals' Perceptions of Anti-Binge Drinking Message Effects on Self versus on Others: The Theoretical Implications for the Third-Person Perceptions
Nam Young Kim, Sam Houston State;
Masudul Biswas, Loyola-Maryland;
and **Kiwon Seo**, Sam Houston State
69. The "They" in Cyberbullying: Examining Empathy and Third Person Effects in Cyberbullying of Young Adults
Cynthia Nichols and **Bobbi Kay Lewis**, Oklahoma State
70. The Third-Person Perception and Priming: The Case of Ideal Female Body Image
Jiyoun Suk, Texas at Austin

Discussant: **John Chapin**, Pennsylvania State

Topic VIII - **Agenda Setting and Agenda Building**

71. Diverting Media Attention at a Time of National Crisis: Examining the Zero-Sum Issue Competition in the Emerging Media Environment
S. Mo Jang, South Carolina and **Yong Jin Park**, Howard
72. Issue Publics, Need for Orientation, and Obtrusiveness: A Model on Contingent Conditions in Agenda-Setting
Ramona Vonbun, University of Vienna;
Katharina Kleinen-von Königslöw, University of Zurich;
and **Hajo Boomgaarden**, University of Vienna
73. Media and Policy Agenda Building in Investigative Reporting
Gerry Lanosga, Indiana and **Jason Martin**, DePaul
74. A New Look at Agenda-Setting Effects: Exploring the Second- and Third-level Agenda Setting in Contemporary China
Yang Cheng, Missouri

Discussant: **Jennifer Kowalewski**, Georgia Southern

Saturday

7 am to 8 am

Mass Communication and Society Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Kevin Williams**, Mississippi State

8:15 am to 9:45 am

Communication Technology and Mass Communication and Society Divisions

PF&R Panel Session: **Big Data, Friend or Foe? De-stigmatizing the Use of Big Data to Advance Communication Research**

Moderating/Presiding: **Avery Holton**, Utah

Panelists: **Avery Holton**, Utah
Jan Lauren Boyles, Iowa State
Shannon McGregor, Texas at Austin
Itai Himelboim, Georgia

12:15 pm to 1:30 pm

Association for Education in Journalism and Mass Communication

Moderating/Presiding: **Jay Hmielowski**, Washington State

Refereed Paper Research Session: **Scholar-to-Scholar**

Mass Communication and Society Division

Topic I - **Communication Strategy: Discourses, Measures, Effects, and Concerns**

38. Credibility Judgments of Health Social Q&A: Effects of Reputation, External Source, and Social Rating

Qian Xu, Elon

39. Effects of Embedding Social Causes in Programming

Pamela Nevar, Central Washington

and **Jacqueline Hitchon**, Illinois-Urbana Champaign

40. What's in a Name? A Reexamination of Personalized Communication Effects

Cong Li and **Jiangmeng Liu**, Miami

41. Disclosure or Deception?: Social Media Literacy, Use, and Identification of Native Advertising

Lance Porter, **Kasey Windels**, **Jun Heo**,

Rui Wang, **Yongick Jeong**, and **A-Reum Jung**, Louisiana State

42. Heaven, Hell, and Physical Viral Media: An Analysis of the Work of Jack T. Chick*

Philip Williams, Regent

Discussant: **Shana Meganck**, Virginia Commonwealth

* Second Place Paper Moeller Competition

43. The State of Sustainability Communication Research: Analysis of Published Studies in the Mass Communication Disciplines

Eyun-Jung Ki, Sumin Shin

and **Jeyoung Oh**, Alabama

44. A Reliable and Valid Measure of Strategic Decision

Eyun-Jung Ki, Alabama; **Hanna Park**

and **Jwa Kim**, Middle Tennessee State

45. Blogging the Brand: Meaning Transfer and the Case of Weight Watchers

Erin Willis, Memphis; **Ye Wang**, Missouri-Kansas City

46. The Discourse of Sacrifice in Natural Disaster: The Case Study of Thailand's 2011 Floods*

Penchan Phoborisut, Utah

47. Outpouring of Success: How the ALS Ice Bucket Challenge Engaged Millennials' Narcissism Toward Digital Activism

Andrea Hall and **Lauren Furey**, Florida

Discussant: **Jae-Hwa Shin**, Southern Mississippi

* Third Place Paper Student Competition

Topic II - **Content and Impact of Television**

48. Impact of Daniel Tiger's Neighborhood and Active Mediation on Preschoolers' Social and Emotional Development

Eric Rasmussen, Autumn Shafer, Malinda Colwell,

Narissra Punyanunt-Carter, Shawna White,

Rebecca Densley and **Holly Wright**, Texas Tech

49. Minnie Mouse, Modern Women: Anthropomorphism and Gender in Children's Animated Television

Stephen Warren, Yuxi Zhou, Dan Brown

and **Casby Bias**, Syracuse

50. There Goes the Weekend: Binge-Watching, Fear of Missing Out, Transportation, and Enjoyment of Television Content

Lindsey Conlin and **Andrew Billings**, Alabama

51. Romance and Sex on TV: A Content Analysis of Sexual and Romantic Cues on Television

Elise Stevens, Lu Wu, Natalee Seely

and **Francesca Dillman Carpentier**, North Carolina at Chapel Hill

Discussant: **D. Jasun Carr**, Idaho State

Topic III - **Journalism: Profession and Practice**

52. Closing of the Journalism Mind: Anti-Intellectualism in the Professional Development of College Students

Michael McDevitt and **Jesse Benn**, Colorado

53. Keeping Up with the Audiences: Journalistic Role Expectations in Singapore

Edson Tandoc

and **Andrew Duffy**, Nanyang Technological University

54. What Did You Expect? What Roles Audiences Expect from Their Journalists in Singapore

Edson Tandoc

and **Zse Yin How**, Nanyang Technological University
55. The Audience Brand: The Clash Between Public Dialogue and Brand
Preservation in News Comment Sections
Meredith Metzler, Wisconsin-Madison

Discussant: **Hyunjin Seo**, Kansas

1:45 pm to 3:15 pm

Advertising and Mass Communication and Society Divisions

Teaching Panel Session: **Overcoming the Post-tenure Slump: Re-energizing Your Research Agenda**

Moderating/Presiding: **Richard D. Waters**, San Francisco

Panelists: **S. Shyam Sundar**, Penn State
Pat Curtin, Oregon
Bey-Ling Sha, San Diego State
Tom Reichert, Georgia
Kim Bissell, Alabama

3:30 pm to 5 pm

Commission on the Status of Women and Mass Communication and Society Division

Research Panel Session: **On the Eve of Hilary: Women in the 2014 Elections**

Discussant: **Regina Lawrence**, Texas at Austin

Moderating/Presiding: **Jennifer Kowalewski**, Georgia Southern

Panelists: **Shannon McGregor**, Texas at Austin
Rachel Mourao, Texas at Austin
Ingrid Bachmann, Catholic University of Chile
Kimberly Wilmot Voss, University of Central Florida
Teri Finneman, South Dakota State

5:15 pm to 6:45 pm

Public Relations and Mass Communication and Society Divisions

PF&R Panel Session: **Entertainment with a Purpose: The Use of Fandom, Infotainment and Social Media**

to Promote Nonprofit Causes

Moderating/Presiding: **Brad Yates**, West Georgia

Panelists: **Erin Ryan**, Kennesaw State
Chuck Lubbers, South Dakota
Bonita Neff, Indiana, Northwest

Cynthia King, California State, Fullerton
Jack Karlis, SUNY-Buffalo State

7 pm to 8:30 pm

Mass Communication and Society Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Kevin Williams**, Mississippi State

8:45 pm to 10:15 pm

Mass Communication and Society Division

Off-site Session: **Social at Thirsty Bear**

Hosting: **Kevin Williams**, Mississippi State