

## Big Shoes, Big thanks, and a Big Bridge

By: Kevin Williams, Mississippi State University, Division Head

As the new division head of MC&S for 2014-2015, I am both honored and (to be honest) a bit intimidated to be at the helm of this great division. Our past division heads have gone on to be Department Heads, Deans, Associate Provosts, and Provosts. They have gone on to hold high positions of leadership within AEJMC. Those are some big shoes to fill. Most days, I'm lucky if my shoes match my clothes.

Fortunately, we have a great group of officers who have experience leading this division. Most of these people I have known for years and I couldn't be happier or more reassured to have them working to make this division move forward. I encourage all members, faculty and graduate students, to get involved with the division. Contact a division officer and ask if there is anything you can

do to make his/her job easier.

As officers move through the ranks of the division, one of my goals for the year is to encourage other members of the division to step up and become new leaders within MC&S. Other goals for the division this year can be found at <http://aejmc.net/mcs>. You'll be able to find other useful information regarding upcoming events at our site.

Speaking of events, I'd like to thank all involved for making this past annual conference a success. From officers, judges, moderators, discussants, and presenters, many helped to make the event a big success. Planning is already underway for next year's gathering in San Francisco which will have the theme "Global Bridges."

As you read through the newsletter, pay particular attention to the upcoming midwinter conference and the details regarding it. Also, I'd like

to point out the article contributed by Drew Shade, who won our Graduate Student Promising Professor Competition but was unable to present his talk during this year's past conference. We've asked him to share some of his thoughts with us here.

Even though we are some months away from the deadlines, I'd like to close by reminding all about the various awards our division offers to both faculty and students. The Awards Co-Chairs will briefly discuss some of these awards. As submission time nears, you can read all the details on our website. Please share these opportunities with your colleagues. As always, thanks for all you do for the division and for AEJMC.





“To fulfill a requirement for my major.” “A good grade.” I have lost count of how many times I have heard those or similar responses to two questions I often ask my new students on the first day of classes: “Why are you taking this course?” and “What do you hope to gain from taking this course?” As a teacher who is truly passionate about learning, those answers make me cringe.

For this Promising Professor Special Article, I was asked to answer the question: What has helped me become a success in the classroom? One approach that has helped me find this success is to put myself in the shoes of my students; to look at my classes from the perspective of a learner. I tend to agree with Jean Twenge (2006), who considered Millennials to be part of “Generation Me.” Many Millennials, including many of my students, often take the approach: “What’s in it for me?” As such, I treat every class

meeting as a challenge and an opportunity to address why today’s topic is important for them as an individual. “What will they get out of this class meeting filled with lecture, discussion, and learning activities?”

As a recent doctoral graduate who spent the past 10 years as a college/graduate student, it is natural for me to picture myself as a student in my classes. Due to my position with this new generation of college students and the challenge I welcome to help them see how the topic will benefit them, I have found three ways to increase success in the classroom. These elements include: answering the “so what?” question, providing examples of real-world scenarios and application, and allowing for discussion of their personal connection to the topic.

First, answering the “so what?” question. Before you even can answer that question, you need to capture their interest. The methods vary, but one thing that I find works really well is to provide a startling or unique statement that gets the students curious about why that statement is true.

Following that attention-getter, I often proceed to define the concept, term, principle, or theory in question. For the past few years, I have realized that allowing the students to contribute to that definition (based on prior experiences or just from doing the assigned reading) can help to maintain their engagement. Now that I have their interest and we have

settled on a definition for the concept in question, it is easy for me to proceed to an explanation of why this concept is important for them to know, understand, remember, and apply in their daily lives. Often this brief explanation is enough to get them “onboard” with what has been planned for the rest of the day. Second, providing examples of real-world scenarios and application. If answering the “so what?” question was not enough to capture their interest or if I start to lose the attention of one or two students during the rest of the class period, examples of real-world scenarios and application are usually where I can bring things back into focus for them and capture/recapture their attention. Examples of real-world scenarios and application can come in many forms, which is helpful to students with different learning styles. They can involve video clips from movies, television shows, news broadcasts, and the like. They can include personal stories or third-person narratives told with vivid details. Other possibilities are the reading of news articles, opinion pieces, blog entries, discussion board posts, and similar short reading exercises. The list is endless; the more examples the better.

Third, allowing for discussion of personal connection to the topic. Sometimes this discussion takes place at

**Continued on Page 3**

### Shade Continued

the end of the class period and sometimes this discussion takes place at the end of the week when we have had a specific theme over the past few class periods. Whenever it takes place, the importance of framing the discussion as a means for the discovery of personal connection to the topic is essential. What new understanding have they gained on the topic? Why is this understanding important? How can they apply it to their daily lives and future careers? This discussion often involves critical thinking and sometimes it is harder to get the students to participate. That is when I employ informal writing tasks, think-pair-share strategies, and smaller group discussions to get them comfortable sharing their thoughts about personal connection and application.

I hope this piece has helped give you a glimpse of one area that has helped me find success in the classroom. I encourage you to employ some of the techniques I have found to work well for me, but feel free to adjust them accordingly. Who I am as a teacher has largely come from watching great teachers, discussing the learning process with others, and then find what will work best for my students. As I continue to grow as a teacher, I welcome every chance I have to learn new techniques and develop my skills. If you take anything from this special article, it would be my wish that you put yourself in the shoes of your students and see what insights you gain. Taking this perspective has helped me as teacher and, hopefully, my students as well.

**-Drew Shade**



## Let's Make A Deal

### By: Jensen Moore

Since AEJMC got rid of the “chip auction” method the scheduling of panels for the national conference has become more like a game of “let’s make a deal.”

To begin with, each AEJMC Division gets 6 chips to do with what they please (Interest Groups get 3 chips). The first four sessions for any group only count ½ chip. With our first two chips (1/2 chip each), the MCS Division has requested a 10-paper high-density research session, a 50-paper poster session, and two 5-paper research sessions. We automatically get an additional 5 paper slots in the association-wide scholar-to-scholar session meaning that we have requested 75 slots to schedule research papers in May.

Each of these are refereed research sessions, so make sure to follow the submission guidelines posted online to make sure your manuscripts have

the absolute best chance of getting selected for one of these slots. Last year, more than 30 manuscripts were disqualified for failing to adhere to MCS Division policies – which means some great research may not have been programmed.

Our remaining four chips are split so that we can program up to eight co-sponsored panels with other Divisions/Interest Groups. These chips are used to program research, teaching and professional freedom and responsibility panels.

This year, the AEJMC Council of Divisions has created a website that allows Programming Chairs to input panel proposals into a database. The database lists the title of the panel, a description of the panel, the proposing Division and possible Division co-sponsors.

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## Join MCS at Midwinter

The University of Oklahoma will again host the 2015 AEJMC Midwinter Conference in the beautiful Gaylord College of Journalism and Mass Communication on Friday, March 6 and Saturday, March 7. MC&S expects to have the largest presence of any Division. This conference is a great opportunity for students and faculty to get feedback on their studies and present them in an intimate, welcoming environment.

Submit your abstracts of 600 to 800 words, excluding author information and references, to either MC&S Midwinter co-chair, [Kelly.kaufhold@ttu.edu](mailto:Kelly.kaufhold@ttu.edu) or [Jhmielowski@wsu.edu](mailto:Jhmielowski@wsu.edu), by noon on Monday, December 1. Please put



Brian Bowe (center) Michigan State University, First Place, Student Competition

“Midwinter submission” in the subject line.

Authors will be notified of their submission’s status by mid-January. Abstracts should give a clear sense of relevant literature, research objectives, methods employed, the stage of the research project and initial or expected findings and conclusions. Authors of accepted abstracts must submit complete papers (not exceeding 30 pages) to the discussant of their conference session least two weeks before the Midwinter conference. Papers cannot be under review at other outlets (e.g., ICA). However, Midwinter submissions, even

accepted papers, are eligible for the national AEJMC conference April 1. The division will award top paper honors at Midwinter. Panel proposals are also welcome. Jay and Kelly will need Division members willing to serve as reviewers in December so please contact them if you’ll be available and are willing to help – thanks!

### Moore continued

Each Programming Chair can then search through the panel submissions and choose which panels fit into their Division’s interests.

This is where the deal making comes in. If a Programming Chair sees a panel proposal they are interested in, they contact the other Division’s Programming Chair to see if a co-sponsorship can take place. This sometimes involves negotiating panel members so that each co-sponsoring Division is equally represented. It sometimes involves negotiating who the “lead” Division/Interest Group of the panel should be. It sometimes involves negotiating “blending” different panels in ways that improve or make it more likely to work for your Division. In each instance the goal is to make sure we have well-attended panels at the conference so the key is to look for panels that are innovative, current, and enlightening.

Division business/members’ meetings, Division executive committee meetings, off-site tours and off-site socials do not cost any chips. The MCS Division has requested slots for each of these, so be on the lookout for future newsletter items regarding date/times and need for RSVPs.

**-Jensen Moore, Promising Professor, Third Place, Louisiana State University, Division Vice Head**

## Montreal 2014 Was Another Great Success

By: Gang (Kevin) Han Sei-Hill Kim – Research Co-Chairs

Greetings! It was so nice meeting our presenters, moderators, discussants and Division officers in Montreal in August! Our Division received 134 submissions in total, the second largest among all 29 divisions/groups of AEJMC this year. There were 69 papers accepted for presentation, with a 51.4% acceptance rate (the 14<sup>th</sup> lowest compared with other divisions/groups, and the 3<sup>rd</sup> lowest for our Division since 2008). What a successful year! We would also like to extend a special thank-you to all our reviewers. The review process of our Division could not have gone so smoothly and joyfully without their dedicated professional service.

Although the paper submission deadline is still months away, you may want to start thinking now about your plan for the upcoming convention that will be held in San Francisco on August 5<sup>th</sup> through 9<sup>th</sup>, 2015. The convention theme will be “Global Bridges,” stressing the intercultural nature of our field. As always, the Division welcomes all theoretical and methodological

approaches.

As you may have already known, AEJMC’s three types of paper presentations are research (i.e., traditional panel), scholar-to-scholar (i.e., poster), and high-density (i.e., simultaneous roundtables). For details regarding each type of paper session see the AEJMC paper presenter FAQ: <http://www.aejmc.org/home/2013/01/paper-presenter-faqs/>. The assignment of papers to sessions is determined by paper content and theme, not by paper quality.

All papers accepted for conference presentation are deemed to be of high quality.

A detailed call for submissions for 2015 annual convention will be available in the winter newsletter as well as on our website <http://aejmc.net/mcs>

If you have any questions, please contact Gang (Kevin) Han at Iowa State University ([ghan@iastate.edu](mailto:ghan@iastate.edu), 515-294-0482) or Sei-Hill Kim at the University of South Carolina ([seihillkim@gmail.com](mailto:seihillkim@gmail.com), 803-777-7037).

## Social Media Update

By: Jack Karlis

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 October 2014, there were 410 members on Facebook (a 22 percent growth rate from June), 1,492 members on Twitter (a 36 percent growth rate from June), and 272 members on LinkedIn (a 24 percent growth rate from June).

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 request 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.

## Fan Yang – Graduate Student Liason

Hi graduate students!

Hope your semester is off to a great start! I am Fan Yang, a Ph.D. student of the College of Communications at Penn State. I am thrilled to serve you again this year.

As a graduate student, you can get involved with our division in many ways. Aside from the top student paper competition in the annual convention, I strongly encourage you to apply for the following awards.

First, the Dissertation Award recognizes the top dissertation in the field of mass communication and society. We also recognize graduate students who exhibit excellence and innovation in teaching mass communication courses through Promising Professor Awards. In addition, our division has the MC&S Research award, which honors outstanding research proposals related to mass communication research.

Please refer to the MCS website and our graduate liaison page (<http://aejmc.net/mcs/graduate.php>) and feel free to contact me at [fuy106@psu.edu](mailto:fuy106@psu.edu) for more information.



Jennifer Greer (Center) – Edward Traves Award, University of Alabama

## MCS Awards

By: Melanie Sarge and Temple Northrup

Hi MC&S members. We would like to make you aware of the many awards MC&S has to offer! In addition to the three cash awards given to the division's top winners of each conference research paper competition—1) Open Competition 2) Student Competition and 3) Moeller Student Paper Competition—MC&S offers around \$15,000 in awards recognizing members for their hard work in research, teaching and service.

These include the MC&S Research Award, Dissertation Award, Promising Professor Awards, Distinguished Educator Award, and the Traves Service Award.

We encourage you to visit the awards section of the MC&S

website (<http://aejmc.net/mcs>). Here, you will find detailed descriptions for each award as well as lists of the requirements in order to determine if you are eligible to apply.

If you still have questions, send one of the award chairs an email and they will be happy to pass along the necessary information.

All applications or nominations for any of our awards should be emailed to either Melanie Sarge ([m.sarge@ttu.edu](mailto:m.sarge@ttu.edu)) or Temple Northrup ([temple@uh.edu](mailto:temple@uh.edu)) by Friday, May 1<sup>st</sup> at 11:59 pm (Eastern Standard Time). Begin thinking about these awards early and take advantage of the unique opportunities the MC&S division offers!

## PF&R Activities

Professional freedom and responsibility, generally referred to as PF&R, embodies the key values of AEJMC and contains five elements. These are: Free Expression, Ethics, Media Criticism & Accountability, Racial, Gender & Cultural Inclusiveness, and Public Service.

Our division has consistently addressed these issues through a combination of panels, research presentations, member activities and interactions with relevant professionals and organizations.

The Mass Communication PF&R team invites you to share your suggestions for PF&R programming for the 2015 national convention in San Francisco, both in terms of related research as well as off-site activities. We strongly encourage you to suggest and/or initiate partnerships with other divisions.

We will also be planning at least one off-site PF&R activity and welcome your ideas, especially if you are familiar with the San Francisco area and/or have visited recently. Please send your ideas to Janet Bridges ([jabridges@shsu.edu](mailto:jabridges@shsu.edu)) or Kalyani Chadha ([kchadha@umd.edu](mailto:kchadha@umd.edu)). We look forward to hearing from you!

## MCS Journal Remains Strong and Offers New Series

### By: Ran Wei

Max McCombs, Donald Shaw, and David Weaver have authored an original essay, “New Directions in Agenda-setting Research,” for *Mass Communication and Society’s* November-December issue (vol. 17, no. 6) to launch the journal’s new series, Deutschmann Scholars Essays. The essays feature new, original work by recipients of AEJMC’s top career research award to extend the legacy of these outstanding scholars and inspire a new generation of mass communication researchers. More Deutschmann essays will be published in 2015.

The 2015 special issue (vol. 18) on “Theory and Research in a Changing Communication Environment” guest edited by Leo Jeffres of Cleveland State University received a strong field of nearly two dozen manuscripts and reviewing is now in process. In addition, we have received eight excellent topics from three countries for the 2016 special issue of *MC&S* (vol. 19). The editorial board will select a topic for a November 1 announcement.

These special issues show promise to build on the success of the 2014 special issue (vol. 17) on “Entertainment and Political Media.” Guest edited by Lance Holbert of Temple University, the issue contained a lively, international

selection of articles that attracted substantial national media attention and more than 1,500 downloads.

Stephen Banning of Bradley University is *MC&S’s* first Reviewer of the Year, a new award that recognizes quality and dedication in reviewing manuscripts. The journal editors called Dr. Banning “a thoughtful reviewer” with “a nurturing intent when giving out criticism to authors,” and noted that “he consistently submits excellent reviews.” Dr. Banning received a plaque and \$500 award at the August board meeting during AEJMC 2014.

The editors of *MC&S* will soon issue a call for nominations for the top article of the previous volume year. A special editorial committee will select the article based on advancement of theory, quality of writing, and impact. The article will carry a \$500 award. Please look for the call and send us nominations for the award—including your own work.

Journal manuscript submissions increased by 69 to 379 between July 1, 2013, and June 30, 2014. The acceptance rate (by final decision) was 10.5%, down from 11.2%. The journal’s impact factor (2013) is 0.911 for a ranking of 34<sup>th</sup> internationally. The journal ranked no. 22 in total citations and no. 19 in citations per document in communication.

# Annual Meeting Minutes

AUGUST 7, 2014  
MONTREAL, CANADA

Meeting called to order at 6:45 p.m. Thursday, August 7, 2014. As of the 2014 annual meeting, MC&S had 434 members, down 20 from the previous year and continuing the trend since 2010.

**How we compare:** MC&S charges \$24 per year for regular members and \$10 for students. Members' fees include the flagship journal for our division, *Mass Communication & Society*. Most other divisions that include journals charge higher fees. For instance, Public Relations' regular member fees are \$30 per year and \$20 for students and Law and Policy's member fees are \$30 per year and \$7 for students.

**Division Budget:** MC&S remains strong financially with a balance of \$32,390.61 with the year's expenses estimated at \$15,000.

- Two new division expenditures, approved at the 2012 meeting, the PF&R project award (\$5,000) and the excellent paper reviewer award (\$250), were discussed but put on hold.

**Journal Budget:** The current balance for the journal budget remains very strong, \$349,599.50. The journal estimated \$14,000 in new expenditures, including \$2,000 for associate editors, \$5,000 for summer graduate editorial assistants, \$1,000 for book review editor, \$500 for reviewer of the year and \$500 for outstanding article.

## RESEARCH REPORT

- 134 individual paper submissions
- 69 accepted (51% acceptance rate)
- 130 judges reviewed papers
- Reviewer drawing for free AEJMC conference registration:
  - Diana Martinelli

## AWARDS:

### OPEN COMPETITION

- 1st: Mariam Alkazemi and Wayne Wanta, University of Florida
- 2nd: Joy Jenkins, University of Missouri, and Edson Tandoc, Nanyang Technological University
- 3rd: Jason Martin, DePaul University

### STUDENT COMPETITION

- 1st: Brian Bowe, Michigan State
- 2nd: Nicholas Matthews, Indiana University
- 3rd: Fauzeyah Rahman, University of Texas, Austin

### MOELLER COMPETITION

- 1st: Christopher Frear and Katherine LaPrad, University of South Carolina
- 2nd: Julia Daisy Fraustino, University of Maryland
- 3rd: Juan Liu, Wayne State

### RESEARCH AWARD:

- Francesca Dillman Carpentier and Elise Stevens, University of North Carolina at Chapel Hill

### DISSERTATION AWARD:

- Scott Parrott, University of North Carolina at Chapel Hill

### TEACHING REPORT

- Five of the division's sessions at AEJMC focused on teaching
- Held a pre-conference workshop: The Journalism Educator's Role in the Future of Education.



**PROMISING PROFESSOR**

- 1st: Lucinda Austin, Elon University
- 2nd: Piotr Bobkowski, University of Kansas
- 3rd: Jensen Moore, Louisiana State University

**PROMISING PROFESSOR GRADUATE STUDENT**

- 1st: Drew Shade, Pennsylvania State University
- 2nd: Camille Reyes, Rutgers University
- 3rd: Nicholas Hirshon, Ohio University

**DISTINGUISHED EDUCATOR**

- S. Shyam Sundar, Pennsylvania State University

**PROFESSIONAL FREEDOM AND RESPONSIBILITY REPORT**

- Three sessions and one off-site social focused on PF&R:
  - Whistleblowing in Government as Free Expression
  - Anti-Intellectualism in American Journalism
  - Stones Left Unturned: Underexplored and Emerging Topics and Factors in Research on Social Effects of Video Games
  - Off Site Activity: Guided Visit to Pointe-a-Calliere, Museum of Archeology and History

**EDWARD TRAYES AWARD**

- Jennifer Greer, University of Alabama

**MIDWINTER CONFERENCE REPORT**

- 24 research papers submitted
- 15 accepted and presented
- Winning paper abstract: Shawna White, Texas Tech
- Discussed possibly rotating locations to encourage participation.

***MASS COMMUNICATION AND SOCIETY*****JOURNAL REPORT****BY-LAW CHANGES**

- Article IX, Section 9: The journal editor may appoint up to four 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 \$2,500 stipend for the year served in advance of publishing his or her first issues and receiving support from the publisher.
- Article IX, Section 11: Editorial assistant summer stipend: MC&S will pay an annual stipend of \$5,000 to the editorial assistant for continuing duties between spring and fall semester.
- 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.

- Article IX. 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, 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.
- Article IX. Section 15: To reward authors, will award a \$500 prize and plaque (from journal funds) to one outstanding article published during the previous volume year. The editor and associate editors will form an ad hoc 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.
- Article X. Mass Communication and Society Research Grant  
The division will provide up to \$5,000 per year for one or two research projects, with first right of refusal for publication reserved for the division journal within two years of issuance of grant

money. One half of the money would be given in advance and the other half would come at the conclusion of the project.

STRIKE THIS ARTICLE – none of our other awards are in bylaws

#### **OTHER BUSINESS**

- AEJMC CoD
  - International Regional Conference – watch for news in October
  - National News Engagement
  - San Francisco Theme: Global Bridges

#### **GOALS FOR 2014-2015 INCOMING HEAD, KEVIN WILLIAMS**

- Increase two-way communication among officers and members
- Ensure that bylaws and division policies are current and available to the public
- Engage and encourage new and existing members to become active in leadership and volunteer opportunities within the division
- Showcase the value of being a member of the division by spotlighting and increasing knowledge of the various awards available through our division

#### **2014-2015 MC&S NEW OFFICERS**

- Head – Kevin Williams
- Vice-Head – Jensen Moore
- Midwinter Chairs – Jay Hmielowski and Kelly Kaufhold
- Research Chairs – Sei-Hill Kim and Gang Han
- Teaching Chairs – Jennifer Kowalewski and Nan Yu
- PF&R Chairs – Janet Bridges and Kalyani Chadha
- Secretary/Newsletter Editor – Ben LaPoe
- Graduate Student Liason – Fan Yang
- Webmaster – Ruoxo Wang
- Awards Committee – Melanie Sarge and Temple Northup
- Committee on Social Media – Jack Karlis
- Journal Editor – Ran Wei
- Immediate Past Head – Lisa Paulin