

**PF&R**

## Convergence and Commodifying Katie



**Tim Bajkiewicz,**  
South Florida,  
PF&R Chair

So Katie Couric is headed to the Big Chair as sole anchor and managing editor on the CBS Evening News. Wall-to-wall coverage of her early-April announcement made sure Couric's continuing rising star eclipsed even news about Iraq. In her typical understated way she called her move "the worst-kept secret in America." By September even Tibetan monks won't be able to dodge the ad infinitum, 15-year, fashion-flashback retrospectives on NBC's "Today" show, nor continuing witty commentary, like Mike Peters' editorial cartoon showing the classic CBS Eye logo with curvy lashes.

Couric's historic job change raises several relevant PF&R issues, especially those of gender and today's role of electronic journalism. Couric may have shown up for work once dressed as SpongeBob SquarePants, but the media's overall coverage has been myopic, even short-

sighted. Few have mentioned how this one person moving to one network marks a sea change for the branding and delivery of news product in the United States, and that gender is only the most obvious aspect.

It seems that Americans are the only ones who care, or at least American media. In response to Couric's move, Richard Sambrook, chief executive of BBC World, told *The New York Times*, "I would put news-gathering and coverage ahead of talent." That seems to hold true in international press coverage. I searched the 20 international papers on Lexis-Nexis with the separate terms "Couric," "CBS News," and "CBS" since April—and found five articles. Although one of them, in *The (London) Financial Times*, only listed the top five Google searches, with Couric at number two. Calling her "America's

**SEE "CONVERGENCE," P. 7**

## Head Note

My first column of the academic year was "ripped from the headlines," focusing on charges of racism and class discrimination in media



**Jennifer Greer,**  
Nevada, Reno,  
Division Head

coverage of the victims of Hurricane Katrina. Now, eight months later, racial and class divides again are the focus of news coverage – this time in North Carolina.

On May 15, a third Duke University lacrosse player was indicted on charges of raping a dancer at an off-campus party. In the third sentence of the Reuters story that day, the reporter noted: "The accusations of rape brought by a black woman against the three white students at the elite U.S. university has captured attention of the U.S. media and some community activists, who are citing it as an example of racial and class tensions in Durham, North Carolina, where the school is located."

The frame of race and class is common in stories like this, and in many cases the news media come under as much scrutiny as the key figures involved. Those in

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the community often charge that even well-meaning coverage further exacerbates an already fragile situation. The national media already have faced criticism for their Duke coverage, "which in some cases has portrayed Durham as a poor black city sitting in the shadows of an elite white university," according to a report from WRAL in Raleigh-Durham.

The Mass Communication & Society division has long been concerned with the effects of media on communities they serve. This year, the division is sponsoring a competition for research papers addressing social divides and the media.

The top papers in that competition will be presented at a PR&R/Referreed research panel at 5 p.m. on Wednesday, Aug. 2, in San Francisco. The panel is co-sponsored with the Minorities and Communication Division. Commenting on the how news media can bridge divided publics will be two Bay Area media diversity experts: Dori J. Maynard, president and chief executive officer of the Robert C. Maynard Institute for Journalism Education in Oakland; and Pati Poblete, editorial writer and former demographics editor for the San Francisco Chronicle.

In 2003, Maynard talked to many newspaper managers and staffers as part of the Institute's strategic planning process. In a 2004 column, she wrote: "It should not be surprising that journalists do not know how to talk across race....Most of us grew up (and now live) in mostly segregated communities, attended schools lacking in a diverse student body, and go to segregated houses of worship. Rarely are we in situations that give us the experience and knowledge about how to talk across race."

As a result, Maynard has focused on helping journalists go beyond simple coverage that rigidly segments truly complex and diverse communities using a program called "Fault Lines."

"Based on the late Robert C. Maynard's belief that the five fault lines of race, class, gender, generation and geography are the most enduring forces shaping lives, experiences and social tensions in this country, the Institute's Fault Lines framework helps journalists build a more diverse source list, have more voices in stories and determine which fault lines are at work in complex issues," explains a backgrounder from the Institute.

Poblete is one who understands those issues. As demographics editor, she oversaw a team of reporters covering race relations, religion, gay and lesbian issues, immigration, youth, and aging for the *Chronicle*. She won the 2002 Hearst Eagle Award in recognition for the diverse coverage she helped bring about as editor of the Living section of the paper. She now writes a regular column covering political and social issues.

Poblete wrote of her frustrations with the glacial pace of newsrooms to diversify staffs in a March 2006 column. "I sat in countless meetings pitching stories from different ethnic communities at tables filled with all white males. Each time I'd hear the words: 'Why does that story matter to our average reader?' But all I really heard was 'Why would a white male from a middle-to-upper class community care?' ...Diversity – not just ethnic, but gender and ideological – should be of paramount importance for every newsroom, the basis by which we ensure that our readers get well-balanced, accurate news. It's not a matter of being politically correct; it's just good business." ■

## CALL

# MC&S Journal Editor

The *Mass Communication & Society* editorial selection committee is requesting self- and third-party nominations for the position of journal editor. The editorship will commence with the first issue of the 2008 volume and will run for a three-year term. The new editor is expected to begin reviewing new manuscripts in the fall of 2006. The editor, who must be a member of the Mass Communication & Society Division, receives an annual stipend of \$5,000. For more information about the editor position and responsibilities, interested parties are encouraged to contact editorial selection committee members (Jennifer Greer [jdgreer@unr.edu](mailto:jdgreer@unr.edu), Marie Hardin [mch208@psu.edu](mailto:mch208@psu.edu), Carol Pardun [cpardun@mtsu.edu](mailto:cpardun@mtsu.edu), or Linda Bathgate [Linda.Bathgate@erlbaum.com](mailto:Linda.Bathgate@erlbaum.com)).

Letters of self- and third-party nomination describing the candidate's qualifications and willingness to serve must be submitted in electronic format by **July 1, 2006**. The nominated candidate should also prepare a formal proposal documenting his/her vision for the journal; a commitment of institutional support and a contact person at the institution for confirmation; and his/her ability to work with authors, editorial board members and the journal publisher, Lawrence Erlbaum Associates, in a timely fashion. This document, along with the candidate's c.v., can be sent separately from the letter of nomination, but both the nomination and the supporting documents should be received no later than July 1, 2006. The editorial selection committee hopes to select a candidate to be presented to the division's membership for approval at the business meeting scheduled for Thursday, Aug. 3, at the AEJMC Convention in San Francisco.

Send letters of nomination and accompanying documents via email, to: Jennifer Greer, Head, Mass Communication & Society Division, AEJMC, [jdgreer@unr.edu](mailto:jdgreer@unr.edu) ■

CALL

## Nominations for 2006-07 Division Officers

**H. Denis Wu,  
Louisiana State,  
Immediate Past  
Headr**

I know a lot of you have great ideas to promote research, teaching, and PF&R for MCS; so many of you have contributed to our favorite division in a great variety of ways. Now is the opportunity for you to put your ingenious thoughts into real action and see them materialize first-hand: nominate yourself or someone you know to serve on the executive committee of MCS next year.

Personally, it truly has been a rewarding experience to have served on the committees of MC&S. And I believe your involvement will be highly beneficial to both the division and yourself. Junior faculty can get to know more about how AEJMC functions and network with colleagues in other institutions. Besides, the MC&S executive committee has long been

friendlier than others (in my opinion) and always welcomes young, active members to participate. In fact, MC&S is going to launch a system that will have at least two officers (one senior and one junior officer) serving on each of the three main committees (research, teaching, and PF&R). In so doing, we hope the senior officer's experience can be passed on to the junior officer and the transition of officers can be as seamless and painless as possible. So, do not hesitate to get involved even if you're really a rookie like I was.

In addition to the three main sub-committees of the division (research, teaching, and PF&R), we also seek nominations for AEJMC Midwinter Convention officers. There will likely be two roles for the Midwinter convention, research chair and confer-

ence coordinator. The 2007 conference site is Reno, Nevada. It should be a lot of fun!

Please send nominations by July 1, 2006, to me at [hdeniswu@lasu.edu](mailto:hdeniswu@lasu.edu).

Include (1) the officer position in which the nominee is interested; (2) nominee's background and/or experience; and (3) contact information. If the nominee has served as an officer in another division in the past, please mention that as well. Then the current Head and Vice-Head will contact nominees and discuss the positions. After that, I will consult them and propose a complete slate of nominated officers at the division's business meeting in San Francisco this August.

I look forward to hearing from a lot of you! ■

### Past Heads of MC&S Division

1967-1968	Leslie G. Moeller, Iowa	1987-1988	Robert G. Picard, Emerson
1968-1969	John M. Kittross, Temple	1988-1989	Robert Logan, Missouri
1969-1970	Kenneth S. Devol, Cal State-Northridge	1989-1990	Patrick Parsons, Penn State
1970-1971	James W. Carey, Illinois	1990-1991	David Coulson, Nevada-Reno
1971-1972	Edward J. Trayes, Temple	1991-1992	Leonard Ray Teel, Georgia State
1972-1973	Edmund M. Midura, Wisconsin-Milwaukee	1992-1993	Robert Ogles, Purdue University
1973-1974	Del Brinkman, Kansas	1993-1994	Carol Liebler, Georgia State
1974-1975	Gene Burd, Texas	1994-1995	Bill Griswold, Georgia
1975-1976	Herbert Altschull, Indiana	1995-1996	Steven O. Shields, Wisconsin-Whitewater
1976-1977	David Gordon, Northwestern	1996-1997	Margot Hardenbergh, Marist
1977-1978	David Eshelman, Central Missouri	1997-1998	George Albert Gladney, Wyoming
1978-1979	Mark Popovich, Ball State	1998-1999	Ginger Rudeseal Carter, Georgia C&SU
1979-1980	Gerald Stone, Memphis State	1999-2000	Carol J. Pardun, NC
1980-1981	Lawrence Schneider, Cal State-Northridge	2000-2001	Daniel A. Panici, Southern Maine
1981-1982	Michael Ryan, West Virginia	2001-2002	Paul Voakes, Indiana
1982-1983	Jay Black, Utah State	2002-2003	Kathy Brittain McKee, Berry
1983-1984	Bruce Garrison, Miami	2003-2004	Dane Claussen, Point Park
1984-1985	Roy L. Moore, Georgia State	2004-2005	H. Dennis Wu, Louisiana State
1985-1986	Robert Logan, South Florida	2005-2006	Jennifer Greer, Nevada
1986-1987	Lowndes Stephens, SC		

TEACHING

## Distinguished Educator Named



Jennifer Fleming, California State Long Beach, Teaching Standards Co-Chair

The MC&S Teaching Standards Committee has named Joe Foote as this year's "Distinguished Educator" in recognition of his excellence and influence in the field of mass communication and journalism education.

During an academic career that spans nearly four decades, Foote has held positions at Cornell University, Dhaka University, Southern Illinois University, Arizona State University and, most recently, the University of Oklahoma, where he is interim Dean and Edward L. Gaylord Chair of the Gaylord College of Mass Communication.

"Dr. Foote's demeanor brings out the best in those of us who work with him," said Ralph Beliveau, an Assistant Professor at the University of Oklahoma. "He leads by the example he offers in his own conduct on a day-to-day basis."



Joe Foote, University of Oklahoma, is this year's "Distinguished Educator."

Foote also has extensive international experience. He has either taught or managed projects in numerous countries including Bangladesh, England, Sri Lanka, South Africa and Egypt. His latest international project is the upcoming World Journalism Education Congress. As co-chair of the AEJMC Internationalization Task Force, Foote has been working to bring together 18 different associations from around the world in one place to discuss the future of the field. The resulting World Journalism Education Congress, the first truly global meeting of journalism educators, is scheduled to take

place in June 2007 in Singapore.

Foote will be making a presentation during this year's Promising Professors Workshop at AEJMC San Francisco that will be held on Thursday, Aug. 3 at 8:15 a.m. ■

## Teaching Workshops Scheduled for San Francisco

### Promising Professors

There is no better way to kick off a new school year than by thinking about teaching and learning in new ways. Promising Professors competition winners and this year's Distinguished Educator, listed at right, will present teaching tips and discuss their innovative approaches in the classroom during the Promising Professors Workshop Panel on Thursday, Aug. 3 at 8:15 a.m.

Refreshments will be served. We hope you will be able to join us.

### Faculty Division Winners:

- First Place: Carol Schwalbe, Arizona State University
- Second Place: Erik Ugland, Marquette University
- Third Place: Susan Keith, Rutgers

### Graduate Student Division Winner:

- Susan Robinson, Temple University

### Distinguished Educator:

- Joe Foote, University of Oklahoma

### Teaching the Mass Comm Course

Benjamin Franklin once remarked, "In this world nothing is certain but death and taxes." For mass communication and journalism educators, the only certain things are deadlines and teaching the Intro to Mass Communication course.

With that in mind, the AEJMC Mass Communication and Society Division and Graduate Education Interest Group will be offering a pre-conference workshop in San Francisco de-

RESEARCH

## Division Receives Record Number of Submissions



**Diana Knott  
Martinelli, West  
Virginia, Research  
Co-Chair**

MC&S received a record 203 paper submissions for this year's national convention, a 50 percent increase over last year's 135 submissions—the previous record. The submissions were the largest number received by any division this year.

Even with the addition of an extra high density research panel and a poster session jointly sponsored with newspaper, the division only had room to accept 80 papers on this year's program. As a result, the division's acceptance rate was lower than previous years: just over 39 percent.

"We're delighted by the response we had this year and look forward to an outstanding convention full of excellent scholarship," said Jennifer Greer, MC&S Division Head.

More than 350 authors were represented in



the submissions, which included research about health communications, Internet news, media effects, gatekeeping, framing, special populations, political communication and more. The division also received a number of competitive entries for its Media and Social Divides and Moeller competitions.

The new online system posed few problems and helped facilitate the large number of submissions and reviews. It also allowed acceptance letters to go out electronically almost as soon as the results

were finalized.

"The division's officers extend a special thank you to the many judges who helped with the review process," said Research Co-Chair Janet Bridges. "We appreciate their outpouring of service and thoughtful comments, and hope we will be able to work with them again next year." ■

signed for anyone who teaches, plans to teach or has taught an undergraduate introductory mass communication class.

The goal of the "Teaching the Mass Communication Class" pre-conference workshop is to present participants with tools to either kick start their new or spice up their old introductory mass communication course. Top teachers will share their best tips on how to make your introductory mass communication class memorable and manageable. Several pedagogical approaches including media literacy and team-based learning

will be discussed. Textbooks from a variety of publishers as well as sample syllabi and assignments will be available.

*When:* Tuesday, Aug. 1, 2006 from 5:30-7:30 pm. Refreshments will be provided.

*Where:* AEJMC San Francisco  
*Cost:* \$10 for faculty/\$5

graduate students. Register for this workshop on the general AEJMC 2006 Convention Registration form either online at [aejmc.org](http://aejmc.org) or through the printed form mailed or FAXed to AEJMC headquarters. Check the box for the workshop and include the

additional feed when paying for your registration.

For more information please contact: Jennifer J. Fleming, MC&S Teaching Standards Committee Co-Chair, California State University, Long Beach

Telephone: 562/985-7986.

Email: [jffleming@csulb.edu](mailto:jffleming@csulb.edu) ■

## Reserve Fund Surplus Offers Resources for Division



Jennifer Greer,  
Nevada, Reno,  
Division Head

Division members have a “happy” problem to discuss at our member’s meeting at 8:30 p.m. on Aug. 3 in San Francisco – what to do with surplus funds generated by the success of our journal.

Mass Communication & Society is now in its ninth year of publication – and thanks to strong contributors and strong editors, is seen as a leading journal in the field.

Subscriptions are continuing to grow each year, with the journal now reaching 308 institutional customers and 104 other clients, in addition to 578 division members. Online subscriptions are growing as well, with 87 institutions now with online access to the journal.

With that success have come profits, helping the division in a number of ways. Lawrence Erlbaum Associates, the journal’s publisher, transfers half of the profits of the journal to a journal reserve fund, and a quarter of those are transferred to the division each year, said Linda Bathgate, senior editor at Erlbaum. Even with the transfer to the division to help pay for conven-

tion expenses and annual research paper awards, the reserve fund is growing and is more than healthy, Bathgate said.

Last year, division members approved offering a \$5,000 annual research award to fund top research projects designed to be published in Mass Communication & Society. The first award will be given this summer. In addition, the editor’s stipend was increased by \$2,500 to \$5,000 annually. Even with those extra expenses, the journal reserves continue to grow each year.

An executive committee made up of past and current officers has developed several proposals for helping make use of the journal reserves for the good of the journal and of the division. These formal proposals will be distributed on our members’ listserv this summer and discussed and acted on at the division meeting.

Among the proposals to be considered:

- Offer \$2,500 yearly to the program at which the journal is housed to help offset costs of a graduate student editorial

assistant.

- Provide all 590 plus members of the division with electronic access to all issues of the journal. This would cost \$5 per member per year, or about \$3,000 a year, to be paid from the journal reserve fund.

- Authorize a one-time transfer for expenses up to \$5,500 associated with moving our Web site to the central AEJMC server and updating the site – a move designed to better serve members and increase the prestige of the journal, which is linked to the division site from the Erlbaum site.

- Authorize a one-time transfer of funds up to \$3,000 to help offset some of the costs anticipated for the reception celebrating the division’s 40th Anniversary and the journal’s 10th year at the Washington, D.C. convention.

If you have any additional ideas, please contact me at [jdgreer@unr.edu](mailto:jdgreer@unr.edu). Look for the formal proposals on the listserv this summer and come with your thoughts to the division meeting on Aug. 3. ■

### Division Web Site Management Changes Proposed

After half a dozen years of dedicated service to the division as web editor, Tom Gould of Kansas State will be stepping down from his position in August. Nominations for a new web editor will be included in the slate of officers to be voted on at the division business meeting in San Francisco (see “Nominations...,” p. 3).

During his tenure, Gould kept the interface of the site up-to-date and

this year posted PDF versions of this newsletter. “We appreciate Tom’s efforts to help the division use new technology in order to stay in touch with our members,” said Jennifer Greer, MC&S Division Head.

In order to assure a smooth transition to the next web editor, division officers are now studying several improvements to the management of the site and transitions between web

editors as officers rotate, such as permanently hosting the content on [aejmc.net](http://aejmc.net) rather than on the server of the web editor’s institution. This central server is already home to the sites of nine divisions and interests groups, including Advertising, Communication Technology, Law and Newspaper. These proposals will be discussed at the division’s business meeting Aug. 3. ■

## Convergence. . . CONTINUED FROM P. 1

queen of morning TV,” The Toronto Star’s reaction was, “So whoop-de-doo.”

The Star did have a point in labeling the lack of a solo female anchor “pathetic.” Connie Chung, CBS’ co-anchor from 1993 to 1995 with Dan Rather, said, “It’s a historic and watershed moment for women in TV news.” Despite the fact that Chung, previous co-anchor Barbara Walters, and current co-anchor Elizabeth Vargas are among the most respected journalists—of any gender—in the business, someone had to add “gravitas” to our media lexicon. Chung told Newsweek, “Gravitas is a code word. It has an offensive, chauvinistic connotation that should not be applied to any newswoman today.”

Gravitas (whatever that means) or no, some female columnists are not on board, like Newsday’s Barbara Walder, whose column was headlined “Couric isn’t qualified to anchor news.” Many say Couric lacks journalistic “street-cred.” CBS responded that she’s interviewed presidents and covered breaking news like the Columbine shootings and 9/11. Walder wrote that Couric’s time at “Today” hasn’t been the “seat-of-the-pants struggle” of seasoned reporters and that, “It’s ridiculous that she was considered as the next CBS anchor and preposterous that she actually got the job.” Likewise, in The Baltimore Sun’s piece headlined “Katie Couric’s the wrong woman for this job,” Susan Reimer wrote,

“They are going to make me turn in my membership card in the feminist movement for this.” She doesn’t think Couric has what it takes: “Don’t get me wrong. I want to see men and women come and go in the anchor chair the way they did in the unisex washroom in *Ally McBeal*. I just want the first one through the door to be a winner.”

Why might Katie not conquer? For news junkies, it’s not gender, but the “fluff factor.” The (Connecticut) Hartford Courant said that on her goodbye morning she didn’t display network-anchor skills with her first story’s lead-in, “Why are some child-development experts angrier than Oscar the Grouch over ‘Sesame Streets’ new DVD?” Some say there’s the “perky” label, outlined in a lengthy Los Angeles Times article that asked, “So what are the semiotics of perkiness?” (On their “Perk-o-Meter” Factiva search of names and the term, Couric scored 857, Dick Chaney 103, and Janet Reno 59.) Others, like the San Diego Union-Tribune, point to her perky name that “will diminish her credibility as a national news anchor.” They said “Tommy Brokaw” wouldn’t have worked, either.

But the media world is very different than when Brokaw began, and CBS is betting on it with Couric’s 5-year, \$75 million deal. Those who think Couric can save TV news from its downward

audience slide or worry about her softer touch are missing the point. In our fragmented, ever-converging media world, content producers see value in branding, and Couric is a brand all her own. Inside Edition anchor Deborah Norville and Couric’s predecessor at “Today” called the recognition Couric

In our fragmented, ever-converging media world, content producers see value in branding, and Couric is a brand all her own.

will bring “a very valuable commodity.” CBS wants Couric on “60 Minutes,” in other prime-time specials, and of course online.

A huge measure of Couric’s success will be attracting younger, advertiser-friendly audiences—exactly those who have grown up with her sometimes wacky, sometimes tearful delivery. They like that, and they love her. Traditional news viewers may see her as too spongy, but they aren’t the future. Couric is a convergence commodity in capturing tomorrow’s news audience, whose desired mix of information and personality wasn’t part of the Walter Cronkite tradition of news. For good or bad, “That’s the way it is.” ■

# 2005-06 Executive Committee

## Division Head

Jennifer Greer, Nevada Reno, [jdgreer@unr.edu](mailto:jdgreer@unr.edu)

## Vice Head

Marie Hardin, Penn State, [mch208@psu.edu](mailto:mch208@psu.edu)

## Secretary/Newsletter Editor

Jean Kelly, Otterbein College, [JKelly@otterbein.edu](mailto:JKelly@otterbein.edu)

## PF&R Chair

Timothy Bajkiewicz, South Florida, [tbajkiew@cas.usf.edu](mailto:tbajkiew@cas.usf.edu)

## Research Co-Chairs

Janet Bridges, Sam Houston State, [jabridges@shsu.edu](mailto:jabridges@shsu.edu)

Diana Knott Martinelli, West Virginia, [Diana.Martinelli@mail.wvu.edu](mailto:Diana.Martinelli@mail.wvu.edu)

## Teaching Standards Co-Chairs

Jennifer Henderson, Trinity, [jhender4@trinity.edu](mailto:jhender4@trinity.edu)

Jennifer Fleming, California State Long Beach, [jfleming@csulb.edu](mailto:jfleming@csulb.edu)

## Division Webmaster

Tom Gould, Kansas State, [tgould@ksu.edu](mailto:tgould@ksu.edu)

## Graduate Student Liaison

Nicole Smith, North Carolina, [smithne@email.unc.edu](mailto:smithne@email.unc.edu)

## Immediate Past Head

H. Denis Wu, Louisiana State, [wulsu@yahoo.com](mailto:wulsu@yahoo.com)

## Save the Date

### ◆ 1 July

- Nominations for division officers due

- Nominations for Mass Communication and Society Journal Editor due

### ◆ 1 August

- Preconference Teaching Workshop

### ◆ 2 August

- Promising Professor Workshop

### ◆ 3 August

- Division business meeting and election of 2005-06 officers

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## MC&S Program, San Francisco 2006

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TUESDAY, Aug. 1

5:30 to 7:30 p.m. **Teaching the Mass Communication Class.** Co-sponsored with GEIG. (Pre-convention teaching session)

Reservations required; refreshments served.

Moderator: Jennifer Jacobs Henderson, Trinity

Panelists:

*Dale Cressman, Brigham Young University*

*Jennifer J. Fleming, California State University, Long Beach*

*Ralph E. Hanson, West Virginia University*

*Roy L. Moore, University of Kentucky*

*Michael D. Murray, University of Missouri-St. Louis*

WEDNESDAY, Aug. 2

7 a.m. – **Council of Divisions Meeting**, MC&S head and vice head

8:15 a.m. to 9:45 a.m. -- **Theoretical Foundations of Media Effects** (Refereed Research)

• Deviant in Our Midst. *Michael McDevitt, Theresa Crapanzano, Maura P. O'Neal, Colin Lingle, Kerri Rebrech, Bobby Kia, University of Colorado at Boulder*

• An Experimental Investigation of Reality Construction. *Gregg Payne; David Dozier, San Diego State University*

• Discursive Opportunity Structure: Linking Environmental Group Resources and Communication Strategies. *Michael McCluskey, California State University, Fresno*

• The Impact of "The Daily Show" with Jon Stewart on Current Events Knowledge of Young Adults. *Angie Grant, University of South Carolina*

10 a.m. to 11:30 a.m. **Re-defining writing: New models of journalistic practice.** Co-sponsored with Magazine (PF & R panel).

Moderator: Dane Claussen, Point Park

Panelists:

*David Abrahamson, Northwestern*

*Brooke Kroeger, New York*

*Carole Rich, Alaska, Anchorage*

*Michele Weldon, Northwestern*

11:45 a.m. to 1:15 p.m. **Laughing at Ourselves: Comics and American culture.** Co-sponsored with VisCom. (PF&R session). Visit to Cartoon Museum. Must be with group for free admission. Meet in hotel lobby at 11:45 a.m. to walk to museum.

5 p.m. – 6:30 p.m. – **Social Divides in U.S. Society: The Role of the Media** Co-sponsored with Minorities and Communication (Refereed research and invited panelists)

Moderator: Jennifer Greer, University of Nevada, Reno

Panelists:

• *Dori J. Maynard*, president and chief executive officer, Robert C. Maynard

Paper competition winners:

•Digital Desis: New Media and the Transnational Identity of Asian Indians in the United States. *Daniel Schackman and Nirali Bhagden, Syracuse*. **First Place Paper, Social Divides Competition**

•Face Book Me! The Social Divide Between Student and Mainline Newspapers. *Fernando Anton, Rut Rey, Eric Abbott, Michael Bugeja, Iowa State*. **Second Place Paper, Social Divides Competition**

•Moral Issues, Framing, and Media: The 2004 Presidential Election Campaign & the "Moral Divide." *Denise St. Clair, Carly Yuenger, Xiao Yu Wang, Wisconsin; Ypbtach Lelkes, Temple; Patrick Roman Peczerski, Wisconsin; Jerilyn April Teo, Illinois, Urbana-Champaign; Susanne B. Ress, University of Koblenz-Landau; and Seung-Hyun Lee, Wisconsin*. **Third Place Paper, Social Divides Competition**

### THURSDAY, Aug. 3

7 a.m. – **Outgoing Officers Meeting**, off site (meet in hotel lobby for quick breakfast)

8:15 a.m. – 9:45 a.m. **Promising Professors**. Co-sponsored with GEIG. Will include continental breakfast. Free. No reservation required. (Teaching Panel).

Moderator: Jennifer J. Fleming, California State University, Long Beach

First Place Winner: *Carol Schwalbe, Arizona State University*

Second Place Winner: *Erik Ugland, Marquette University*

Third Place Winner: *Susan Keith, Rutgers*

Graduate Student Division Winner: *Susan Robinson, Temple University*

11:45 a.m. – 1:15 p.m. – **Playing the Reviewing Game: Getting Published in Academic Journals**. Co-sponsored with Law. (PF&R panel)

Moderator: Janet A. Bridges, Sam Houston State University

Panelists:

*David Demers, Washington State, frequent contributor*

*Sandra Utt, Memphis, coeditor, Newspaper Research Journal*

*Martin E. Halstuk, Pennsylvania State University, frequent contributor*

*W. Wat Hopkins, Virginia Tech, editor, Communication Law & Policy*

*Dominic Lasorsa, Texas, frequent contributor*

*Dietram Schenfele, Wisconsin-Madison, frequent contributor*

*James Shanahan, Cornell, editor, Mass Communication & Society*

3:15 p.m. – 4:45 p.m. – **Media Literacy as Media Criticism: Do the Gloves Stay On?** Co-sponsored with Scholastic. (PF&R panel)

Moderator: Tim Bajkiewicz, South Florida

Panelist:

*Erica Weintraub Austin, Washington State*

*Jennifer Fleming, California State - Long Beach*

*Renee Hobbs, Temple*

*Bob McCannon, Action Coalition for Media Education.*

5 p.m. – 6:30 p.m. – **Poster Session**. Co-sponsored with Newspaper. (Refereed)

research).

- Health Communication & Social Ecology: Two Case Studies. *Emily Metzgar, Louisiana State University; Lesa Hatley-Major, Indiana University*

- Counter-Hegemony or A-Hegemony. *Rick Moore, Boise State University*

- Party Identification as a Predictor of Perceived News Media Bias: A Test on Hostile Media Effect. *Zengjun Peng, St. Cloud State University; Kenneth Fleming, University of Missouri*

- “Everyone Is a Racist”: Crash, Hegemony, and the Critical Reinforcement of the Social Discourse on Race. *Phillip Chidester, Illinois State University; Shannon Campbell*

- Ideal Self-Concept, Television Consumption, and the Perpetuation of a Brand Conscious Society. *Mark Rademacher, University of Wisconsin – Madison*

- Believing Blogs? Examining the Influence of Gender Cues on Credibility. *Cory Armstrong, Melinda McAdams, University of Florida*

- Adolescents’ Exposure to a Sexualized Media Environment and Their Notions of Women as Sexual Objects. *Jochen Peter, Patti M. Valkenburg, University of Amsterdam*

- What I Watch and Who I Am: National Pride and the Viewing of Local and Foreign Television in Israel. *Jonathan Cohen, University of Haifa*

- Does It Matter Who Is Quoted? Examining the Influence of Source Types on Perceived Credibility of Online News Sources. *Li Zeng, Arkansas State University*

- Controversial Contexts, Elite Bias Claims, and Perceptions of Media Credibility across Issue Domains. *Goidel Robert, David Kurpius, Connor Best, Louisiana State University*

- The Ideal American: Sex, Class and Race in *The Saturday Evening Post*, 1910-1960. *Amy Lauters, Wichita State University*

- American Foreign Policy Belief Systems and Public Opinion toward China. *Wei Zha, Goidel Robert, Louisiana State University*

- Celebrity Endorsements: Can They Motivate Disaffected Youth Voters? *Erica Weintraub Austin, Rebecca Van de Vord, Evan Epstein, Bruce Pinkleton, Washington State University*

- Lung Cancer in Media’s Spotlight: Did Journalists Use Sources to Fulfill a Media Advocacy Role? *Yi-Chun “Yvonne” Chen, Stacey Hust, Rebecca Van de Vord, Washington State University*

- “Killing Spree”: The Effects of Game Mode and Gender on Violent Cognitions. *Mike Schmierbach, Chris Scharlau, College of Charleston*

- Something Ventured, Something Gained: Moderating Impact of Blogs on Political Activity. *Daekyung Kim, Thomas Johnson, Southern Illinois University Carbondale; Barbara Kaye, Tennessee, Knoxville.*

- Stereotypes in Advertising: An Analysis of Sex Role Portrayals of Women and Men over Thirty Years. *Courtney Carpenter, University of Tennessee; Tom Reichert, University of Georgia*

- “Super Size Me[edia]”: Behavioral Attitudes and Information Source of Fast Food among College Students. *Jae-Hwa Shin, University of Southern Mississippi*

- Better Off Dead: Media Framing of Individual Journalists, News Organizations and “The Media.” *Stephanie Craft, Tayo Oyedeji, Wayne Wanta, University of Missouri*

- Have You Seen Deep Throat Yet? The Proliferation of Pornography in American Society in the 1970s. *Carolyn Bronstein, DePaul University*

- Women as the Marginalized Majority: Cultural Hegemony and Gender Representation in Japanese Television News. *Shinichi Saito, Tokyo Woman’s Christian University; Reiko Ishiyama, Seijyo University*

- Through the Hoop: How Sports Participation Displaces Media Use and Influences Positive Body Self-Esteem in Competitive Female Athletes. *Kimberly Bissell, Katharine Birchall, University of Alabama*
- Children and Sports: Just Do It... or Not? An Investigation of the Relationship among Children's Media Use, Sports Participation, Physical Activity, and Obesity. *Andrea Holt, University of Alabama; Courtney Carpenter, Tennessee.*
- Beyond the Games: A Study of the Effects of Life Issues and Burnout on Newspaper Sports Editors. *Scott Reinardy, Ball State University*
- Look Who's Watching: The Audience for Statewide Public Affairs Television just Might Surprise You. *Karen Rowley, David Kurpius, Louisiana State University*
- Diversity in the Newsroom and Photographic Coverage of Hurricane Katrina. *Stephen Siff, John Wing, Wei Kang, Mohamed Sati, Ohio University*
- Hurricane Katrina & Media Criticism: Interpretive Communities & Perceptions of Media Performance. *Laura Smith, Kenneth Campbell, Yang Hwan Lee, University of South Carolina*
- Revisiting the Lessons of "Mr. Gates": The Demographic Characteristics of Journalists and Their Content Preferences. *Randal Beam, University of Washington*
- Exploring Student Use of Media during the Week of September 11, 2001: Media Dependency or News Fatigue. *Brad Rawlins, Brigham Young University; Tyrone Glade, Pennsylvania State University*
- The Role of Gender in the Enjoyment of Video Games. *Barry Smith, University of Alabama*
- Evaluating Public Discourse in Newspaper Opinion Articles: Values-Framing on Health Policy Issues. *Lindsay Hoffman, Michael Slater, Ohio State University*
- Women's Sexuality on Men's Sites and Men's Sexuality on Women's Sites: A Content Analysis. *Jae Woong Shim, Indiana University; Chang Hee Choi, Indiana State University*
- How Many Times Can You Say "I Am Not Here to Make Friends?" *Tuo-Yu Su, Mary Cassata, State University of New York at Buffalo*
- Media Usage and Multitasking Among Young Adults. *Karen Boyajy, University of Missouri*
- College Students' Body Image Dissatisfaction in Relation to Media Consumption. *Moon Lee, Jessi Wells, Washington State University; Shannon Bichard, Texas Tech University*
- Motivations to Respond without Prejudice and Their Relationships with Local News Orientations. *Bradley Gorham, Syracuse University*
- The Effects of Anti-Tobacco Messages Based on Source Credibility: Government Agencies versus Tobacco Companies. *Moon Lee, Yunying Zhang, Washington State University*
- Toward a More Critical Thinking Journalist: A Content Analysis of Media Literacy in Introductory News Reporting and Writing Textbooks. *Linda Bowen, California State University, Northridge*
- Two Faces of Eva: Perpetuation of the Hot-Latina Stereotype in Desperate Housewives. *Debra Merskin, University of Oregon*
- Uses and Gratifications in the Blogosphere: Identifying Motives, Antecedents, and Outcomes of Weblog. *Trent Seltzer, Michael Mitrook, University of Florida*
- Anchoring the Third-Person Effect Hypothesis with the Theory of Reasoned Action (TRA): Self and the Desire to Meet the Social Expectations of Others. *Stephen Banning, Bradley University; Guy Golan, Florida International University*

8:30 p.m. – 10 p.m. – **MC&S members meeting** – All members encouraged to attend.

10:15 p.m. – **MC&S social**. At The View, in hotel. Appetizers and non-alcoholic drinks are free to members.

## FRIDAY, Aug. 4

### 7 a.m. – **MC&S Incoming Officers Meeting**

8:15 a.m. – 9:45 a.m. **Framing in Crises and Media Content**. (High-density refereed research)

- Framing People in Crises. An Analysis of the New York Times Coverage of 9/11. *Youngkee Ju, University of Missouri\**

- Meth in the Midwest: Space, Time, and Content Frames in Rural and Urban Newspapers. *Julie Andsager, MaryAnn Martin, Yeon Kyeong Kim, Lee Farquhar, Mohamad Elmasry, University of Iowa\*\*\**

- Agenda for Trouble: News Frames of Mitigation and Responsibility after Hurricane Katrina. *Fred Vultee, University of Missouri*

- Avian Flu Framing and Agenda Setting in Press Releases and Newspapers during 2005. *Elliott Hillback III, Adam Hinterthuer, University of Wisconsin - Madison*

- Negative Political Advertising, Cynicism, and Self-Efficacy: The Impact of Ad Type and Message Expos. *Frank Dardis, Fuyuan Shen, Heidi Edwards, Pennsylvania State University*

- U.S. Newspaper Coverage of Environmental Tobacco Smoke Regulation: A Community Structure Approach. *Dana Eisenberg, Tom Hipper, John Pollock, Ashley Magazzu, Tracey Severino, The College of New Jersey*

- Children and Adolescents on Prime Time Television: Continuing Devaluation and Victimization. *Nancy Signorielli, University of Delaware*

- Talking Sh\*t: Profanity on Basic Cable. *Gary Pettey, Cheryl Campanella Bracken, Cleveland State University; Amy Dalessandro, Sharon Snyder-Suhly*

- Hitting the Tween Scene: Body Image Stereotypes on Children's Television Situation Comedies. *Tablea Jankoski, Brigham Young University\*\**

- Family Portrayals in the Media. *Mark Callister, Tom Robinson, Brigham Young University*

\*First Place Student Paper

\*\*Second/Third Place Student Paper (tie)

\*\*\*First Place Faculty Paper

11:45 a.m. – 1:15 p.m. – **Scholar-to-Scholar session** (Refereed research)

- For Democracy and the Bottom Line: Goals United States Newspapers Hold for their Letters to the Editor section. *Mark Kelley, University of Maine*

- The Trends of Agenda-setting Effects among the Media, the Public and Congress. *Yue Tan, Indiana University \**

- What Makes a Protester? The Role of Mainstream and Alternative Media Use in Predicting Traditional and Protest Forms of Participation. *Michael Boyle, Wichita State University; Mike Schmierbach, College of Charleston*

- 'We Can't Keep Losing Our Kids': Fear, Blame and Mourning in Press Coverage

of Teen Deaths. *Janice Hume, University of Georgia*

•Partisan vs. Non-partisan Voters: The Moderating Effects of Media Use on Voter Turnout in 2004. *Gang (Kevin) Han, Syracuse University*

•Editing Conservatism: How National Review Magazine Framed and Mobilized a Political Movement. *Susan Sivek, University of Texas at Austin*

•Raising the Dead: Recovery of Decayed Online Citations. *Daniela Dimitrova, Michael Bugeja, Iowa State University*

\*Moeller Student Paper Winner

1:30 p.m. to 3 p.m. – **It's about More than Scores: Teaching Courses about Sports, Communication and Society.** Co-sponsored with RTVJ. (Teaching session)

Moderator: John Curley, Penn State University

Panelists:

*Susan Keith, Rutgers*

*Bill Knowles, Montana*

*Brad Schultz, Mississippi*

*Marie Hardin, Penn State*

3:15 p.m. to 4:45 p.m. – **New Media: Choosing and Using** (Refereed Research)

Moderator: John Beatty, LaSalle University

•Pushing Continue: Combining Violence with Other Variables in Video Game Research. *Kevin Williams, Mississippi State University\**

•Learning about Politics from the Internet. *Kajsa Dalrymple, Dietram Scheufele, University of Wisconsin - Madison*

•Choice of News Media Sources in the New Media Landscape: The Crucial 18-34 Demographic. *Esther Thorson, Kjerstin Thorson, University of Missouri*

•Talking to Young Voters. A Content Analysis of Political Messages on Get-Out-the-Vote Web Sites. *Monica Postelnicu, Louisiana State University; Spiro Kioulos, University of Florida*

•Being Early on the Curve: Online Practices, Associational Membership and Expressive Political Participation. *Eulalia Puig Abril, Hernando Rojas, University of Wisconsin-Madison*

\*Third Place Faculty Paper (tie)

## **SATURDAY, Aug. 5**

7 a.m. – **Council of Divisions Meeting**, MC&S head and vice head

– **Mass Communication and Society Editorial Board Meeting**, James Shanahan, Cornell, presiding.

8:15 a.m. – 9:45 a.m. – **New Officers Training.** All MC&S officers required to attend.

8:15 a.m. – 9:45 a.m. – **Making Us Sick? Making Us Well? Media and Health Issues** (Refereed research)

Moderator: Diana Knott Martinelli, West Virginia University

- Mass Media Consumption and the Sexual Attitudes and Behaviors of Young Adults. *Steve Collins, Heather Hackbarth, University of Central Florida*
- Health Information and Hurricane Katrina: A Mental Models Approach to Health-Related Articles. *Katherine LaVail, University of Iowa*
- Media Content and Procedural Justice in the Context of Local Cancer Cluster Investigations. *John Besley, Katherine McComas, Cornell University; Craig Trumbo, University of Vermont*
- So Many Cell Phones, So Little Talk of Cellular Health Risks. *Joseph Bernt, Phyllis Bernt, Ohio University*
- The Obesity Epidemic and Relationships among Adolescent Media Use, Activity and BMI: A Path Analysis. *Kimberly Walker, Indiana University*

10 a.m. – 11:30 a.m. – **Out of the Comfort Zone: Engaging Students in Diversity-Related Research.** Co-sponsored with MDIG. (Teaching panel.)

Moderator: Carol Liebler, Syracuse

Panelists:

*Sharon Bramlett-Solomon, Arizona State*

*Bradley Gorham, Syracuse*

*Alexis Tan, Washington State*

*Carol Liebler, Syracuse*

*Gary R. Hicks, Southern Illinois University Edwardsville*

11:45 a.m. – 1:15 p.m. – **Evaluating the Media: The Effects** (Refereed Research)

•Partisanship and News Credibility: Exploring the Role of Hostile Media Perception in News Judgments. *Kyun Soo Kim, University of Alabama; Yorgo Pasadeos*

•Who Do You Know? A Recognition Study of Faces in the News. *Sam Riley, Virginia Tech; Gary Selnow, San Francisco State\**

•The Double-Edged Nature of Satisfaction with Media in Political Decision Making. *Erica Weintraub Austin, Washington State University; Ruth Patterson Funabiki, University of Idaho; Bruce Pinkleton, Washington State University\*\**

•Perception of Media Bias and Its Effect on Media Choice. *Kimberly Rubenstein, University of Kansas\*\*\**

•Predictors of News Trust and News Medium Choice in 18-34 Year Olds. *Esther Thorson, Brian Hamman, University of Missouri*

\*Second Place Faculty Paper

\*\*Third Place Faculty Paper (tie)

\*\*\*Second/Third Place Student Paper (tie)

# 2006 MC&S DIVISION PROGRAM, SAN FRANCISCO

*at a glance*

## TUESDAY, Aug. 1

5:30 to 7:30 p.m. **Teaching the Mass Communication Class.** Co-sponsored with GEIG. Reservations required.

## WEDNESDAY, Aug. 2

7 a.m. – **Council of Divisions Meeting**, MC&S head and vice head

8:15 a.m. to 9:45 a.m. -- **Theoretical Foundations of Media Effects** (Refereed Research)

10 a.m. to 11:30 a.m. **Re-defining writing: New models of journalistic practice.** Co-sponsored with Magazine (PF & R panel).

11:45 a.m. to 1:15 p.m. **Laughing at Ourselves: Comics and American culture.** Co-sponsored with Vis-Communication. (PF&R session). Visit to Cartoon Museum.

5 p.m. – 6:30 p.m. – **Social divides in U.S. Society: The Role of the Media** Co-sponsored with Minorities and Communication. (Refereed research and invited panelists)

## THURSDAY, Aug. 3

7 a.m. – **Outgoing Officers Meeting**, off site

8:15 a.m. – 9:45 a.m. **Promising Professors.** Co-sponsored with GEIG. (Teaching Panel).

11:45 a.m. – 1:15 p.m. – **Playing the Reviewing Game: Getting Published in Academic Journals.** Co-sponsored with Law. (PF&R panel)

3:15 p.m. – 4:45 p.m. – **Media Literacy as Media Criticism: Do the Gloves Stay On?** Co-sponsored with Scholastic. (PF&R panel)

5 p.m. – 6:30 p.m. – **Poster Session.**

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