

## Division seeks officer nominations

By Jennifer Greer  
University of Nevada  
Immediate Past Head

Last year, MC&S instituted an open call for officer nominations. While we've always had fabulous leadership, for years the division relied on word of mouth and informal connections to tap people for the annual election slate.

Opening up the process has allowed people who may have wanted to get involved but not known how to put their hats in the ring. Last year, names came forward that might have been overlooked in the old system, resulting in some fresh faces among the officers ranks.

We're hoping to see more fresh faces on the 2007-2008 ballot; we hope you're one of them. We have many spots to fill, and even people who have never served in division leadership or on committees have much to offer. In fact, we have two officers (one senior and one junior officer) for each of the three main committees (research, teaching, and PF&R). The idea is that 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.

In addition to two officers each for research, teaching, and PF&R, we're seeking nominations for secretary/newsletter editor, Webmaster, graduate student liaison, and AEJMC Midwinter Convention coordinator and research chair.

Please send nominations to me by July 1, 2007, to [jdgreer@unr.edu](mailto:jdgreer@unr.edu). Include (1) the officer position in which the nominee is interested; (2) nominee's background and/or experience (including leadership work in other divisions or organizations); and (3) contact information. Self-nominations are welcome and encouraged.

The current Head and Vice-Head will contact nominees and discuss the positions. After that, I will consult with them and propose a complete slate of nominated officers at the division's business meeting in Washington, D.C., August 10 at 8:30 p.m.

I hope many of you will consider becoming active in the division's leadership. For me, it has been one of the most fulfilling experiences of my academic career.

## Head Note

Although AEJMC's annual convention is always an exciting time of year for me, this year's gathering will be special: It will mark the 40th anniversary



**Marie Hardin, Penn State, Division Head**

of our division. It also marks a milestone for the division's journal, *Mass Communication & Society*, published by Routledge/LEA.

As I flip through old editions of the newsletter, I can't help but marvel at the rich history of our division. I see a lot of familiar faces and names. Many people have been involved with this division over the years.

Ed Traves, professor of communications and director of the Master of Journalism program at Temple University, was instrumental in the development of the division. Traves also founded *Mass Comm Review* in 1972 and edited it until 1986. In honor of Traves, the division established a service award in 1985. The award honors members for distinguished service to education in the field and to the division. This award will be presented to Carol Pardun this year at the AEJMC convention in Washington, D.C. (See related story, page 3).

*Mass Comm Review,*

**SEE "HEAD NOTE," P. 3**

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# Perspectives and ethics in war reporting

By *Shabira Fahmy*  
*Southern Illinois*  
*PF&R Chair*

It was pretty hard for me to make it past the age of 10 without developing a healthy sense of media skepticism. As I followed the news in four different languages at an early age, it quickly became clear to me that one should always watch many sides of a news story to get a comprehensive view.

True, when war comes, news professionals always strive for accurate coverage in terms of how news is gathered and disseminated. Yet, because the media usually reflect the values and policies of their respective governments, the first thing I learned from the early days of the war in Iraq was not to rely solely on a single news outlet. I needed to see images from different sides of the conflict. Only by receiving information from many different sources could I fully grasp the important dimensions of this war.

It became evident that many U.S. media practiced self-censorship to screen out especially graphic material, such as gruesome photos or grisly descriptions that might repel a squeamish public. Other international media, notably Al-Jazeera, covered the war differently. As one viewer of the Arab news network argued, "Self-censorship is only a disservice to the millions of viewers who depend on it (Al-Jazeera) for honest, un-sanitized and un-beautified news."

Four years later, I think the reason I didn't sell my satellite dish after watching bloody images of that war is that public perceptions created by such programming (or lack of it) are as important as the real events broadcasted.

In retrospect, the debate about where to draw the line and whether to show graphic imagery raises several relevant PF&R issues, especially those related to ethical reporting. The last decade has seen a significant increase in public attention to media coverage

of terrorism and the coverage of use of force in military contexts. News practitioners and researchers have become increasingly preoccupied by the influence of war reporting on public opinion, raising several questions. For example, do news professionals shy away from using images of the war's human toll in favor of those depicting military might? Is there a fear that showcasing bloody images would be deemed too critical and thus have a negative impact on public opinion?

In the PF&R panel "Are we a mouthpiece?: Perspectives and Ethics in War Reporting" scheduled to take place during the AEJMC convention from 1:45 to 3:15 p.m. on Saturday, Aug. 11, in Washington, D.C., panelists from major news organizations and universities will lead insightful discussions on the different approaches to mediating graphic scenes from the front lines and will explain the implications of using more local stringers in covering recent conflicts in the Middle East.

Whether a universal code of ethics can be created, how influential individual and cultural differences are in war reporting and the current challenges of good reporting of foreign events also will be discussed.

The participants will bring diverse experiences and perspectives to the forum. They will include: Marvin Kalb, Senior Fellow at Harvard University's Joan Shorenstein Center on the Press, Politics, and Public Policy; Jackie Spinner, the regional military affairs reporter and former Baghdad bureau chief of *The Washington Post*; Abderrahim Foukara, the Washington bureau chief of Al-Jazeera; Jon Sawyer, the director of the Pulitzer Center on Crisis Reporting; William Freivogel, the Paul Simon Public Policy Institute at Southern Illinois University and former deputy Washington bureau chief of the *St. Louis Post Dispatch*; and Philip Seib, professor of journalism and public diplomacy at the Annenberg School at the University of Southern California.

## PF&R programming at convention

Professional Freedom and Responsibility (PF&R) events not to be missed at this year's convention in Washington, D.C., are:

### THURSDAY, AUG. 9

**1:30-3 p.m. (off-site): International Spy Museum tour.** Within walking distance from the convention hotel, \$10 admission, 800 F Street NW. The International Spy Museum is the only public museum in the world solely dedicated to the tradecraft, history, and contemporary role of espionage.

The museum's permanent exhibition presents the tradecraft of espionage through the stories of individuals and their missions, tools and techniques.

### 5 to 6:30 p.m.: Media lawyers and their real-life journalism decisions.

Co-sponsored with Law & Policy Division. Attorneys who advise major news organizations on story content.

Discussions will include counsel to change or kill stories, and current trends in media law.

### FRIDAY, AUG. 10

**5 to 6:30 p.m.: Going global: Fulbright Scholar programs.** Co-sponsored with International Communication Division.

Opportunities available to faculty who want to teach and/or do research abroad via various Fulbright programs.

Panelists include Fulbright recipients.

### SATURDAY, AUG. 11

**1:45 to 3:15 p.m.: 'Are we a mouthpiece?': Perspectives and ethics in war reporting.** Co-sponsored with International Communication Division. (See main story on this page.)

**3:30 to 5 p.m.: Eroding press freedoms.** Co-sponsored with Law & Policy Division. Panel includes a *Washington Post* reporter and former journalists turned professors who have experienced and/or studied press freedom issues.

A REASON TO ARRIVE EARLY IN D.C.

## Pre-convention workshop, gala available to MC & S members

If you haven't yet made travel plans for Washington, it will be well worth it to book your travel a day early. Join other division members to learn from top teachers and celebrate the division's 40th anniversary between 5:30 and 10 p.m. at the conference hotel.

The first event, from 5:30-7:30 p.m., will be a teaching workshop for the introductory mss communication course. This popular course involves tips from top teachers and includes handouts on successful exercises, assignments, textbooks and assessment ideas.

The cost is \$10 for faculty and \$5 for graduate students, and pre-registration is required. (Please do so on the convention registration form)

The next event, from 8 to 10 p.m., will be "A Classic Affair" as the division celebrates its 40th anniversary. The social is free, but a ticket is required for admission. Please register for the "Turning 40 Gala" on the registration form.

For more information on other preconference events and on convention highlights, you can download the convention promo brochure (a PDF) from the AEJMC Web site: [www.aejmc.org](http://www.aejmc.org).

### BEFORE GOING OUT ON THE TOWN

## Bring a friend to Members Mtg.

The division's members meeting will take place at 8:30 p.m. Friday night during the convention. Members will vote on new officers and receive updates on MC & S initiatives, including the division's research award (in its second year). Members will also get an update on the division's journal, which is going through changes in its publisher and leadership.

Division head Marie Hardin will also propose simple updates to the bylaws and some changes to the division's research paper competitions. Members are urged to attend and to bring other AEJMC members who might be interested in getting involved in MC & S.

## Time to make your plans

**Still haven't registered? No problem -- yet. Here's what you need to get started on your convention plans.**

### Conference Registration Online:

[www.aejmc.org/\\_events/convention/registration/index.php](http://www.aejmc.org/_events/convention/registration/index.php)

**Mail:** Mail form to national office (See [www.aejmc.org](http://www.aejmc.org))

**Fax:** 803-772-3509

**Deadline for early bird (\$120):** July 9

### Convention hotel

Renaissance Washington D.C.

**Phone:** 800-468-3571

**Book online:**

[www.aejmc.org/\\_events/convention/hotel/index.php](http://www.aejmc.org/_events/convention/hotel/index.php)

**Rates:** \$138 (S), \$158 (D)

**Deadline:** July 9

### HEADNOTE, CONTINUED FROM P. 1

the oldest divisional scholarly publication in AEJMC, was relaunched under its current name in 1998. Our newsletter editor, George Gladney, was division head that year and was key in revitalizing the journal and giving it a fresh start under David Demers, who became editor in 1997.

The division is the second-largest division in AEJMC, just behind the Newspaper Division. We continue to grow, and we receive more paper submissions each year than most other divisions in AEJMC. This year, for instance, we received 137 papers, less than last year, but still a significant number.

The division's paper competitions, including our Moeller student competition (named for Leslie G. Moeller, sixth director of the University of Iowa's School of Journalism), are magnets for excellent scholarship. Our new research award, designed and approved under division head Dane Claussen several years ago, also draws top scholars to MC&S. Our Webmaster, Kevin Williams, was the inaugural winner.

I have always been particularly impressed with the reach of this division, in terms of rewarding excellence in

research, service and teaching. The Promising Professors competition and Distinguished Educator award recognize excellence in teaching.

The Promising Professors competition, initiated in 1997 as the "Great Teachers Competition," allows the best and brightest in the classroom to share their teaching tips. The panel used to be a pre-conference session but has been moved into convention programming in recent years so that more people can attend.

We're also able to extend our reach through the division's Web site. This should come as no surprise, but the division has had a Web site for more than a decade. Jennifer Greer, last year's division head, led efforts to update and redesign the site. Perhaps in future years we can resurrect such features as the syllabus exchange and make the site even more dynamic.

If you are attending the annual meeting in the nation's capital in August, I hope you'll plan to arrive Wednesday to attend our pre-conference gala, where we'll celebrate our fabulous 40 as a division. Our history is rich, and our future is bright. See you there!

# Division offers diverse programming

## WEDNESDAY, Aug. 8

5:30 to 7:30 p.m. *Teaching Tips, Technology Trends and Assessment Ideas for the Introductory Mass Communication Course (Pre-convention teaching session)*

Reservations required; refreshments served.

Moderator: Frank Dardis, Penn State

Panelists:

Jennifer Fleming, California State, Long Beach

Larry Gillick, Shenandoah University

Ralph Hanson, West Virginia University

Jennifer Henderson, Trinity University

Mike Murray, University of Missouri-St. Louis

8 to 10 p.m. *A Classic Affair: Celebrating the 40th Anniversary of the Founding of the Mass Communication & Society Division (Social)*

Presiding: Carol Pardun, Middle Tennessee State, Kathy McKee, Berry

Reservations required; refreshments served.

## THURSDAY, Aug. 9

8:15 to 9:45 a.m. *Politics, News and the Outcomes (Refereed research)*

Moderator: Lamar Bridges, Texas A&M-Commerce

- Statewide Political Journalism: Public Perceptions of Media Accuracy, Bias, and Problem-Solving Ability. Karen Rowley, David Kurpius, Robert Kirby Goidel, Christopher McCollough, Louisiana State
- Intra-media Interaction: The Multiplicative Effects of News Media Use on Political Knowledge. Fei Shen, Ohio State
- The Political World in Storage: How Communication Influences Political Knowledge Structure. Fei Shen, Ohio State
- Local Media, Public Opinion, and State Government Policy: Second-Level Agenda Setting and Political Bias. Yue Tan, David Weaver, Indiana University
- The Impact of Political Discussion on Political Decision-making. Ming Wang, University of Wisconsin-Madison; Bruce Pinkleton, Washington State University

11:45 a.m. to 1:15 p.m. *Covering Religion and*

*Politics: Morality, Media Frames and Public Opinion. Cosponsored with Religion and Media Interest Group. (Refereed research and invited panelists)*

Moderator: Marie Hardin, Penn State

Panelists:

Kevin Eckstrom, Editor, Religion News Service

Paola Banchero, University of Alaska at Anchorage

- News Editorials and the Patriot Act. Sean Baker, Dominique Helou-Brown, Towson
- American Newspaper Coverage of Islam Post – September 11, 2001: A Community Structure Approach. Jason Katz, Victoria Cullen, Connor Buttner, John Pollock, The College of New Jersey
- Framing Islam and Democracy: A Content Analysis of Representations in the U.S. Prestige Press from 1985-2005. Smeeta Mishra, Bowling Green

1:30 to 3 p.m. *International Spy Museum Tour (PF&R session)*

Presiding: Donnalyn Pompper, Temple

Interested persons should meet in the hotel lobby to walk together to the International Spy Museum 1800 F Street NW, which is within walking distance of the convention hotel. Cost: \$10 cash; MC&S will subsidize the rest.

5 to 6:30 p.m. *Media Lawyers and Their Real-life Journalism Decisions. Cosponsored with Law & Policy. (Panel)*

## FRIDAY, Aug. 10

7 to 8 a.m. *Mass Communication & Society Editorial Board Meeting*

Presiding: Stephen Perry, Illinois State (Continental breakfast)

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

Moderator: Jennifer Fleming, California State, Long Beach

Faculty Winners:

First Place: Michel Haigh, Penn State

Second Place: Daniel Haygood, Tennessee

Third Place: Laura Triplett, California State, Fullerton

Third Place: Wendy Wyatt, St. Thomas

Graduate Student Winners:

First Place: Daniel Reimold, Ohio

Second Place: Terri Ann Bailey, North Carolina at Chapel Hill

Distinguished Educator:

Pamela Shoemaker, Syracuse

1:30 to 3 p.m. *Scholar-to-Scholar session (Refereed research)*

- Two for the Price of the Adversarial Press Corps. Stephen Banning, Susan Billingsley, Bradley
- The Op-Ed Page: Limiting the Debate of Salient Issues. Anita Day, Guy J Golan, Florida International
- Terrorism in Film Trailers: Demographics, Portrayals, Violence, and Changes in Content after September 11, 2001. James Ivory, Andrew Paul Williams, Virginia Tech; Jennifer Hatch, William & Mary; David Covucci, Virginia Tech
- Media Coverage of the Supreme Court. Emily Metzgar, Stella Rouse, Kaitlyn Sill, Louisiana State
- Continuous Media Consumption: Evidence from the Middletown II Studies. Jay Newell, Iowa State University; Robert A. Papper, Michael Holmes, Mark Popovich, Ball State; Mike Bloxham,
- Consumer Culture and Lifestyle Politics: The Case of Socially Conscious, Green, and Anti-Consumption Consumption. Mark A. Rademacher, Wisconsin – Madison
- Excitation Transfer: Arousal States Due to Exercise and Perceptions of Mass Media Images, Media Exposure, and Interpersonal Communication. Claudia Rojo, Texas at Austin
- Trivializing the News? Affective Context Effects of Commercials on the Perception of Television News. Christian Schemer, Joerg Matthes, Werner Wirth, Zurich
- Prime Time Characters and Violence in the 21st Century: Involvement, Race, Sex and Age. Nancy Signorielli, Delaware
- Media Effects on Domestic Migration: The Influence of Money Magazine's "Best Places to Live" Rankings. Sebastian Valen-



## MC & S CONVENTION PROGRAM, CONT.

zuela, Texas at Austin

*3:15 to 4:45 p.m. 40 Years of Mass Comm. & Society Research: Trends and Future Directions. Co-sponsored with Visual Communication. (Teaching)*

Moderator: Dan Riffe, Ohio

Panelists:

Edgar Huang, Indiana—Purdue, Indianapolis

Carol Pardun, Middle Tennessee State  
Donald Shaw, North Carolina at Chapel Hill

Pam Shoemaker, Syracuse

Julie Singer, Iowa

*5 to 6:30 p.m. Going Global: Fulbright Programs. Co-sponsored with International Communication Division. (PF&R)*

*8:30 to 10 p.m. Members Meeting*

Presiding: Marie Hardin, Penn State

## SATURDAY, Aug. 11

*7 to 8 a.m. Incoming Officers Meeting*

*8:15 to 9:45 a.m. Poster Session. Co-sponsored with Newspaper. (Refereed research)*

- An Experiment in Female Viewers' Attentiveness to Pro-Esteem Media Messages. Pierre Wilhelm, Athabasca; Lucian Dinu, Louisiana at Lafayette
- Conceptualizations of Female Empowerment and Enjoyment of Sexualized Characters on Reality Television. Mackenzie Cato, Francesca Dillman Carpentier, North Carolina at Chapel Hill
- Does Gender Still Matter? Issue Emphasis in 2006 U.S. House and Senate Campaign Ads. Kyle Heim, Missouri-Columbia
- Does newspaper coverage of breast cancer produce frame-setting effects on teachers' perceptions? Zheng Yang, Philip Hart, Cornell
- Effects of TV Sexual vs. Physical Violence against Women on Viewers' Gender and Sexual Attitudes. Moon Lee, J.T. Hust, Lingling Zhang, Yungying Zhang, Mija Shin, Washington State
- All the children are above average: Parents' perceptions of education and materialism as media effects on their own and other children. Patrick Meirick, Jeanetta

Sims, Eileen Gilchrist, Oklahoma; Stephen Croucher, Bowling Green

- Parental Mediation of News Content: Predicting Parental Viewing, Discussing, and Rulemaking about News with Adolescents. Lindsay Hoffman, Ohio State
- Social Learning of Aggressive, Argumentative and Disrespectful Attitudes through Stand-up Comedy. Marc Seamon, Robert Morris
- Harry Potter and the Exploitative Jackals: Media credibility attribute salience in young audiences. Daxton Stewart, Missouri
- The Smokers Inside Kids' Heads: Re-examining Normative Influences on Youth of Tobacco Use. Maureen Schriener, Minnesota
- Perceived Influence of Women's Magazine Portrayals on Body Image. Melissa Shrader, Denise DeLorme, Central Florida
- She May Have That Done: The Third-Person Effect in Plastic Surgery TV Programs. Shu-Yueh Lee,
- The body in question?: Thin-ideal media exposure, social physique anxiety and third-person perception about body image in self and others. Kimberly Bissell, Alabama
- What do we know about cosmeceutical product advertising? Factors influencing college women's beauty care decision-making. Juan Meng, Alabama
- Television and the cultivation of gender stereotypes about sports. Shinichi Saito, Tokyo Woman's Christian
- Context and Sources in Broadcast Television Coverage of the 2004 Democratic Primary. Geri Alumit Zeldes, Frederick Fico, Steve Lacy, Michigan State
- Partisan, Non-partisan Sources and News Media Framing of the Iraq Issue in the 2004 U.S. Presidential Campaign. Arvind Diddi, SUNY Oswego
- Patterns of failure: A functional analysis of television spots of unsuccessful U.S. presidential candidates (1952-2004). Uche Onyebadi, Missouri
- Verbal Styles of Presidential Candidates in Political Spots and Debates in the U.S. and South Korea. Hyoungkoo Khang, Sungkyunkwan
- Intra-media Interaction: The Multiplicative Effects of News Media Use on Political Knowledge. Fei Shen, Ohio State
- Framing Memories and Constructing National Identity A Newspaper's Role in

an International Controversy. Choonghee Han, Iowa

- Television and social capital in Egypt: A third world examination of Putnam's theory. Hesham Mesbah. Kuwait
- What Shapes Americans' Opinions about Other Countries? News, Entertainment, and Personal Contact. Xiuli Wang, Di Zhang, Temple Northrup, Syracuse
- Free Press, Front Lines: A Phenomenological Study of Embedded Journalists and Their Military Host Officers During the Iraq War. Ana-Klara Hering, Florida
- Blood Diamonds: Coverage and Framing in US and Canadian Newspapers. Avril & Kyung Sun, Sainan De Guzman, Lee & Wang, Iowa State
- The Effects of Fear-Arousing Antismoking Ads on College Students: A Cross-Cultural Study. Hwiman Chung New Mexico State; Euijin Ahn, Yeung Nam
- The Marijuana Debate: A social structural analysis of newspaper coverage of marijuana. Stacey J.T. Hust, Masahiro Yamamoto, Yi-Chun Yvonne Chen, Rebecca Van de Vord, Washington State
- TV Sex Exposure and College Students' Sexual Expectations Attitudes: An experiment. Jack Powers, Ithaca
- Likelihood of Teachers to Discuss Cover-the-Cough Techniques with Students. Prabu David, Ohio State
- Examining a status quo shift: The impact of Roe v. Wade on coverage of abortion protest. Michael Boyle, West Chester; Cory Armstrong, Florida
- When 'Good' Conflicts Go Bad: Testing a Hierarchy-of-Influences Model on Embeds' Attitudes Toward Censorship in the Iraq War. Tom Johnson, Texas Tech; Shahira Fahmy, Southern Illinois
- Why They Don't Trust the Media – An Examination of Factors Predicting Trust. Tien-Tsung Lee, Kansas
- Media Bias in the Eye of the Beholder: Issue Importance, Issue Support and Political Identity. Lee Ahern, Mark S. Pfaff, Penn State; Paul Rutter, Curtis Johnson, Penn State

**PLEASE SEE CONVENTION PROGRAM, P. 6**

## MC & S CONVENTION PROGRAM, CONT.

- Selective News Exposure, Rally Effects and the Iraq War. Carolyn A. Lin, Connecticut
- The Journalist Behind the News: Credibility of Straight, Collaborative, Opinionated and Blogged "News." Hans Meyer, Doreen Marchionni, Esther Thorson, Missouri
- Electronic mass marketing communications: An evolving story regarding perceptions of unsolicited e-mails versus direct mail. Susan Chang, Miami; Mariko Morimoto, Georgia
- Reexamining the Application of the Elaboration Likelihood Model to Internet Advertising. Jaime Marshall Baird, Steven Collins, Central Florida
- Electoral commitment as an intervening variable: Explaining why age, income and education affect newspaper readership. Jianchuan Zhou, Georgia
- Media Coverage of West Nile Virus and Avian Flu: News Source, News Values, and Issue. Tsung-Jen Shih, Rosalyna Wijaya, Dominique Brossard, Wisconsin-Madison

*1:45 to 3:15 p.m. "Are we a mouthpiece?": Perspectives & Ethics in War Reporting. Cosponsored with International Communication. (PF&R)*

Moderator: Marvin Kalb, head of the Shorenstein D.C. Center for Press, Policy & Public Policy.

Panelists:

Jackie Spinner, the Regional Military Affairs Reporter and former Baghdad Bureau Chief of The Washington Post.

Abderrahim Foukara, The Washington Bureau Chief of Al-Jazeera.

William Freivogel, Interim Director of the School of Journalism at Southern Illinois University, Paul Simon Public Policy Institute & Former Deputy Washington Bureau Chief of The Saint Louis Post Dispatch.

Jon Sawyer, Director, Pulitzer Center on Crisis Reporting.

Philip Seib, Professor of Journalism and Public Diplomacy at the Annenberg School, USC.

*3:30 to 5 p.m. Eroding Press Freedoms: Where do we go from here? Cosponsored with Law & Policy. (PF&R)*

Moderator: Bonnie Stewart, West Virginia  
Panelists:

Julie Andsager, Iowa  
Mark Feldstein, George Washington  
David Perlmutter, Kansas  
Walter Pincus, Staff Writer, The Washington Post

*5:15 to 6:45 p.m. Eye Track Studies: How Readers Read News in Print and Online. Cosponsored with Visual Communication.*

## SUNDAY, Aug. 12

*7 a.m. Council of Divisions Meeting, MCS Head and Vice Head*

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

*8:15 to 9:45 a.m. On-Line Media: Uses and Effects. (Refereed research)*

- Online news: Uses, perceptions and displacement effects over time. Ester De Waal, Klaus Schoenbach, Amsterdam
- Don't Tread on My Blog: A Study of Military Web Logs. Michel Haigh, Penn State; Michael Pfau, Oklahoma
- The News Media Function of Government Websites and Communicative Engagement in Electronic Governance. Ji-Young Kim, Sungkyunkwan
- Blog Functions as Risk and Crisis Communication During Hurricane Katrina. Wendy Macias, Karen Hilyard, Vicki Freimuth, Georgia
- Spiral of Silence Experiment On An Online Forum: Willingness To Post a Message and Fear of Isolation. Sung-Yeon Park, Gi Woong Yun, Anca Birzescu, Bowling Green

*10 to 11:30 a.m. Religious Foundations of Media Ethics and Practice. Cosponsored with Religion and Media Interest Group. (Teaching)*

*11:45 to 1:15 p.m. What Are They Saying and Why Are They Saying It? News Frames, Antecedents and Effects. (Refereed research)*

- "Your Weight Is Whose Problem?" A Content Analysis of News Frames on Obesity-Related Coverage. Hyo Jung Kim, Sungwook Hwang, Missouri at Columbia
- Framing of Public Health Issues: A Content Analysis of Smoking Ban Coverage in Ohio's Six Major Newspapers. Jennette

Lovejoy, Ohio

- News Media Framing of American Indians: A Study of 10 Years of American Indian News Reports from the ABC, CBS, and NBC Broadcast Evening Network News Programs. John Sanchez, Penn State
- The dual role of ethnic media with its dual content: The effect of local news and home country news connectedness of ethnic media on the sense of belonging to the residential area. Hayeon Song, Southern California
- Antecedents to Agenda Setting and Framing in Health and Medical Science News. Sherrie Wallington, Kelly Blake, Kalahn

*1:30 to 3 p.m. Media Health Information: Not for Women Only. (Refereed research)*

- Food for Thought: The Role of Nutritional Information on Children's Purchase Influence of Food Products. Courtney Childers, Tennessee
- What Are We Saying About Sex? A Content Analysis of Sexual Health Issues in the Print News Media. Lesa Hatley Major, Kimberly Walker, Indiana
- Interplay between Media Use and Social Participation in the Context of Healthy Lifestyle Behaviors: The Mediating Role of Interpersonal Health Communication. Chul-joo Lee, Pennsylvania
- Antecedents of College Student's Future Intentions to Undergo Cosmetic Surgery: A Structural Equation Modeling Approach. Jin Seong Park, Chang-Hoan Cho, Florida
- Cancer Research Funding and the Press: Identifying a Relationship and Raising the Question of Causality. Jason Reineke, Michael Slater, Ohio State; Marilee Long, Colorado State; Erwin Bettinghaus, Klein Buendel, Inc.

**For convention  
updates & registration  
information:  
[www.AEJMC.org](http://www.AEJMC.org).**

# Pardun honored for years of service

By Marie Hardin  
Penn State University  
Head

Carol Pardun will receive the division's highest honor for service, the Traves Award, in Washington in recognition of her contributions to the division and AEJMC.

Pardun has been a model of service and leadership to MC & S officers and members for years.

"Carol has been an inspiration to me personally and a model for the type of servant I hope to someday be to MC&S, AEJMC, and the profession. I know she's had this effect on countless others," said Jennifer Greer, past head of the division.

Pardun moved up through the MC & S ranks beginning in 1995, when she was Teaching Standards Chair. She developed the popular Great Teachers Competition, renamed Promising Professors.

Pardun then served as vice head in 1998 and became head in 1999. After she finished her tenure as an officer, she became editor of its journal in 2000. Under her leadership,

## DISTINGUISHED EDUCATOR AWARD

# Shoemaker wins top teaching honor

By Frank Dardis  
Penn State University  
Teaching Chair

The MC&S Division is pleased to announce that the winner of the 2007 Distinguished Educator Award is Dr. Pamela J. Shoemaker, John Ben Snow Professor in the S.I. Newhouse School of Public Communications at Syracuse University. With a wide array of exemplary teaching and research experience over the past three decades, Dr. Shoemaker more than adequately fits the Award's description of a member "whose personal teaching excellence and influence on pedagogy in the field is profound."

Since receiving her Ph.D. in 1982, Dr. Shoemaker continually has undertaken

*Mass Communication & Society* grew in prestige and profits. When she began, the journal had just \$9,000 in profits. When she left in 2004, the journal had amassed \$65,000. It also had an acceptance rate of less than 15 percent.

Linda Bathgate, senior editor with Routledge/Lawrence Erlbaum Associates, said Pardun put the journal on a tremendous upward trajectory. "She set a course for the journal that has established it as one of the preferred outlets for publication in mass communication," Bathgate wrote in a nomination letter for Pardun.

Pardun focused on MC & S as soon as she joined AEJMC.

"I thought MCS was perhaps the most important—yet underserved—division," Pardun said. "So many people thought of it as their 'second division,' that I was worried it might not get the attention it deserved."

Pardun continues to serve the division. With Kathy Berry McKee, she has organized the division's 40th-anniversary gala at the national convention. The gala will take place the night before the convention begins.



Carol Pardun visited Arleni, a child she sponsors through Children International, and Arleni's brother, Reny, during a visit to the Dominican Republic last year.

Pardun has served AEJMC in other ways. She has served as Council of Divisions chair and as a member of the Publications Committee and the Board of Directors. She has also made site visits for ACEJMC since 1999. In the spring, she was elected AEJMC vice president.

many teaching and research efforts that undoubtedly will impact the field of mass communications for years to come. In addition to the many influential research articles and books she has offered during this span, Dr. Shoemaker also has directed more than 65 graduate dissertations and theses at several major universities, thereby establishing a formidable pedagogical legacy that will impact our field and the academy into the future.

Here are several comments from the many students and educators who nominated her for the Award:

"It was through my experiences with Pam that I came to appreciate that research informs teaching and that teaching informs research. She has instilled in me the strong desire to be a teacher scholar who cares

about my students inside as well as outside the classroom."

"Undoubtedly, Pam is very proud of her scholarship, and she should be. But more importantly, Pam has taught others how to be scholars. In my book, that's a legacy that's even greater."

And, finally:

"There is little I can do to pay her back for all the time, guidance, and mentoring she's given me. What I can do is pay it forward – I can be the kind of teacher and mentor to others that she was to me, and continues to be today."

Shoemaker will discuss teaching during the Promising Professors session at the national convention. The session, which includes a free continental breakfast, will take place at 8:15 a.m. Aug. 10.

# 2006-07 Executive Committee

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