

## Pittsburgh or bust! MC&S ready for Midwinter Conference

By **Donnalyn Pompper**

*Temple*

*Midwinter Research Chair*

Thirty research paper abstracts and two research panel proposals submitted for Midwinter Conference consideration winged across the ether from all compass points. The conference is slated for Feb. 29-March 1, 2008, at Point Park University in Pittsburgh. MC&S hosts the annual event with Communication Technology, Communication Theory and Methodology, Critical/Cultural Studies, and Entertainment Studies.

Twenty abstracts (66.6% acceptance rate) and two panels were accepted. Paper panel sessions, each containing five

papers for presentation, are “Content Analyses across Print Media,” “Behavioral Outcomes: Interplay of Mass Media Use, Age, and Gender,” “Community Journalism in Tenuous Times,” and “Shifting Journalistic Conventions and Routines.” Panel sessions are “Communication and Society: Trends, Challenges, and Opportunities” and “Developing an Online Community: Art, Disability and Representation in New Media.”

To register, go to [www.pointpark.edu/aejmc](http://www.pointpark.edu/aejmc). Cost is \$30 for students and \$40 for faculty. Onsite registration fees are \$35 and \$45. If using a credit card to pay for registration, note an additional \$1 fee. Snail-mail registrations also are accepted.

SEE “CONFERENCE,” P. 5

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### HEAD NOTE

The new year is shaping up to be an exciting one for our division, in no small part because of Vice Head Jennifer Henderson.

She stepped up and handled all of our division’s national convention programming tasks on her own at the Midwinter Meeting in St. Louis after a death in my family prevented me from attending. Given Jennifer’s extensive AEJMC experience—including serving as head of the Law & Policy Division last year—I was completely reassured that she would do an outstanding job, and indeed she handled everything like the professional she is.

Convention highlights include two pre-conference teaching workshops this year: one involves sports communication and the other addresses new technologies such as virtual worlds and social networking. We’re cosponsoring sessions with the International Communication and Law & Policy divisions, as well as with the Graduate Education and the Media & Religion interest groups. (For a complete list of our 2008 convention programming, see page 2.)

Of course, research sessions always make up a large



**Diana Knott Martinelli, West Virginia, Head**

SEE “HEAD NOTE,” P. 3

# AEJMC 2008 National CONVENTION

## MC&S DIVISION Programming

### TUESDAY Aug. 5, 2008

**1–5 p.m.**  
Pre-Conference  
Workshop  
*Teaching the Sports  
Communication Course:  
A Roundtable for  
Educators*

**5:30–7:30 p.m.**  
Pre-Conference  
Workshop  
*Using Emerging Technolo-  
gies to Teach Communi-  
cation: Virtual Worlds,  
Social Networks, Video  
Games and Beyond*

### WEDNESDAY Aug. 6, 2008

**1:30–3 p.m.**  
*Refereed Research Panel*

**5–6:30 p.m.**  
PF&R Co-Sponsored  
Panel with  
International  
Communication  
Division  
*Online and Offline Social  
Networking: Contexts  
and Applications in the  
Academy*

### THURSDAY Aug. 7, 2008

**8:15–9:45 a.m.**  
*Refereed Research Panel*

**11:45–1:15 p.m.**  
*High Density Refereed  
Research Panel*

**3:15–4:45 p.m.**  
PF&R Co-Sponsored  
Panel with Media and Reli-  
gion Interest Group  
*Contributions of James  
Carey to the Study of Me-  
dia and Religion*

**5–6:30 p.m.**  
Co-Sponsored Research  
with Newspaper Division  
*Research Poster Session*

### FRIDAY Aug. 8, 2008

**8:15–9:45 a.m.**  
Co-Sponsored Teaching  
Panel with Graduate Edu-  
cation Interest Group  
*Promising Professors  
Winners & Distinguished  
Educator*

**12:15–1:30 p.m.**  
*Scholar-to-Scholar  
Research Session*

**1:45–3:15 p.m.**  
*Special Call Research  
Panel New Media and  
Politics*

**3:30–5 p.m.**  
PF&R Co-Sponsored  
Panel, w/ Public Rela-  
tions Division  
*Confronting the “Hush,  
Hush” of Online Doctoral  
Programs: Discussing an  
Escalating 21st Century  
Paradigm*

**5:15–6:45 p.m.**  
PF&R Co-Sponsored  
Panel, w/ Law & Policy  
Division  
*Solving the Childhood Obe-  
sity Epidemic: The Roles  
of Advertising Regulation  
and Self-Regulation*

**7–8:30 p.m.**  
MC&S Members Meeting

**8:45 p.m.**  
MC&S New Officers  
Offsite Social

### SATURDAY Aug. 9, 2008

**8:15–9:45 a.m.**  
PF&R Co-Sponsored  
Panel, w/ Religion &  
Media Interest Group  
*Challenges of Reporting on  
Religion in Mass Media:  
Balancing Accuracy, Rep-  
resentation, and Awareness  
of Potential Effects*

**10–11:30 a.m.**  
PF&R Co-Sponsored  
Panel, w/ Entertainment  
Studies Interest Group  
*Product Placement in  
Entertainment Media/  
Entertainment or Adver-  
tainment?*

**11:45 a.m.–1:15 p.m.**  
Refereed Research

# MC&S journal has new online home

Our *Mass Communication & Society* journal is now available on Taylor & Francis' new online journal platform, [www.informaworld.com](http://www.informaworld.com). Division members may sign up to receive e-mail alerts when a new issue is available online and can also request alerts for new content in their research areas.

Informaworld also offers RSS feeds, customizable saved searches, and full-text HTML display of new content for easy on-screen reading.

As of Jan. 1, 2008, all new content for *Mass Communication & Society* is posted on [informaworld](http://informaworld.com) only. After March 31, 2008, all links to LEAonline, where the journal has been housed, will be forwarded to [informaworld](http://informaworld.com), and all current LEAonline users will need to access their subscriptions on [informaworld](http://informaworld.com).

Members of the Mass Communication & Society Division will be e-mailed a voucher code that will activate their new online journal access. Members who do not have an [informaworld](http://informaworld.com) user name and password will first need to register. After registering and claiming the voucher, the journal can be accessed by clicking "My Account" on the top banner, and then choosing the "Subscriptions" tab.

Technical support for MC&S members is available via e-mail at [onlineaccesshelp@taylorandfrancis.com](mailto:onlineaccesshelp@taylorandfrancis.com).

## HEAD NOTE CONTINUED FROM P. 1

part of our national convention programming. This year is no different: We are holding a high density research session and are again cosponsoring a research poster session with the Newspaper Division. These sessions allow us to accept a larger number of research papers than we would be able to otherwise. In addition, we're again holding a special research paper call, this time on the topic "New Media and Politics." (See page 4 for more information.)

We also continue to support research in other ways, including the Moeller Award for student-authored papers and our relatively new MC&S research grant, which we award annually. (See page 6 for details.)

In addition, we continue to sponsor the Promising Professors competition to reward and encourage excellent teaching among graduate students and faculty with fewer than five years of teaching experience and to honor those who have made a difference over the course of their careers with our Distinguished Educator Award. (See page 7 for specifics.)

This year also is an exciting one for AEJMC as a whole. As you are likely aware, the organization has been involved in a wholesale strategic planning effort, which began in earnest last spring. President Charles Self has been communicating with AEJMC leaders at all levels of the organization via e-mail, meetings, and conference calls. I can attest that the discussions are not merely exercises; all aspects of the organization and its relationship with the academy, the journalism profession, other

communication entities and society at large have been discussed, as have such overarching issues as whether AEJMC's current structure helps facilitate or serves to hinder meaningful scholarship.

To help answer Self's charge to each division to explore its own role in today's technological environment and to envision our field's future, a survey link was distributed to all MC&S division members this fall via our division listserv. If you did not receive the link or have not yet responded to the survey, I encourage you to do so now. The link is available at [http://www.surveymonkey.com/s.aspx?sm=SNXDrfEpah\\_2fPlu7HalQs3A\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=SNXDrfEpah_2fPlu7HalQs3A_3d_3d).

Survey results will be used as the basis of a panel discussion at the Midwinter Conference in Pittsburgh to explore these issues further. MC&S is cosponsoring the session with the Media Management and Economics and Visual Communication divisions. Participants will include members from these divisions as well as local media professionals. (For more information about the Midwinter Conference, see page 1.) A report detailing our survey and panel discussion findings will be forwarded to President Self. Of course, complete survey results also will be reported to our members.

In addition, please feel free to contact me personally with your ideas or comments about the division and our work, and consider getting more involved in the division in 2008. Our business meeting minutes from 2007 are posted online at our Web site, <http://aejmc.net/mcs>, as are past newsletters, bylaws and recent annual reports.

# Research paper submission detailed

By Janet Bridges  
Sam Houston State  
Research Co-chair

The Mass Communication and Society Division seeks research paper submissions from faculty and students for the 2008 AEJMC national convention in Chicago. Papers may be on any topic related to the general field of mass communication and society. Papers on topics that are not related to mass communication and society will not be considered.

At least one author of any accepted paper must be available to present the paper at the Chicago convention.

## Special Topic Call

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In addition to its regular paper competition, the division is issuing a special call for papers on the topic "New Media and Politics." The new media may be any form and, although we anticipate that election topics will be a large portion of the submissions, on any topic related to politics. Paper winners for the special call will be part of a dedicated research panel.

## Student Moeller Competition

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Students who submit a paper written for a class during the previous year are eligible for the Mass Communication & Society Moeller paper competition. The faculty member who taught the class must send a letter or e-mail verifying that the paper was completed for a class. The letter should be sent to one of the research co-chairs and must include the faculty member's affiliation.

Papers submitted for the special call or the Moeller competition must clearly note the competition on the title page.

## Recognition for Top Papers

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The division provides separate cash awards for student and faculty top papers, and AEJMC waives one convention registration for each of the four top student papers. For a paper to be considered for a student paper award, all of the authors

must be students. A faculty member as co-author moves the paper to the faculty competition.

All papers, including student and special-call papers, are judged together as general papers, but the top papers for each competition are recognized separately. Papers submitted for the special-call panel may also be considered for presentation at other MC&S research-paper sessions.

## Submission Restrictions

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Authors must remove any and all identifying information from their papers—the identifying material is entered in the online database only. Any paper submitted with the author's identifying material visible on any page will be disqualified.

Any recognized research method and citation style may be used, and all text and supporting materials should not exceed 30 double-spaced pages. Papers that have been previously presented or published, are currently being considered for publication, or have been submitted to another AEJMC division are not eligible.

Authors may submit no more than two papers to the MC&S competition. If a submitter's name appears on more than two papers, including as co-author, only the first two submitted will be reviewed.

## Submission Procedures

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All papers must be submitted electronically via the AEJMC convention web site at [www.aejmc.org/08convention](http://www.aejmc.org/08convention) and must be submitted by 11:59 p.m., Central Daylight Time, April 1, 2008. Papers may be in Word, WordPerfect or PDF format. Word and PDF are preferred. A separate abstract of no more than 75 words must also be submitted with the paper.

Hard copy papers or papers submitted electronically to the research co-chairs will not be accepted. For questions, contact one of the our division's research co-chairs: Janet Bridges at [jabridges@shsu.edu](mailto:jabridges@shsu.edu), 936-294-3651, or Shahira Fahmy at [sfahmy@siu.edu](mailto:sfahmy@siu.edu), 618-453-5483.

## Newcomers are encouraged to submit research papers

If you have never submitted a research paper for the AEJMC national convention, the following tips may help you.

First, consider how well your research topic connects to the division you've selected. For example, our division's call for papers specifies that the research must be related to mass communication and society.

Second, make sure you remove all identifying information. Carefully examine your paper and remove any reference to yourself or your coauthors on the title page, the manuscript itself (in running heads, for example) and the abstract. Anonymity helps insure fairness in the judging process.

Third, take time to edit your paper for clarity, organization and proper grammar and spelling. Your paper will be judged on the effectiveness of your literature review, your methodology, your conclusions and your contribution to the field. You will also be judged on your written presentation of the material. Editing errors will lower your writing scores and may negatively affect your scores in the other areas as well.

## CONFERENCE... CONTINUED FROM P. 1

The Hilton, the conference hotel, is about 1 ½ blocks from campus. Call 1-800-HILTON. Contact Point Park Events Manager Brianna Kaiser (412-392-6195) with any concerns. The hotel does not offer airport shuttle service but does offer complimentary service in the downtown area. The airport is approximately 25 to 30 minutes from downtown and offers shuttle/van services.

There will be a Friday evening opening reception, 7-9 p.m., and a full slate of programming on Saturday 9 a.m.-5:30 p.m. at the University Center (box lunch included).

Thank you to judges for investing time during a VERY busy time of year. They were: Janet Bridges, Francesca Carpentier, Frank Dardis, Shahira Fahmy, Jennifer Fleming, Cary Roberts Frith, Jennifer Henderson, Diana Martinelli, Michael Maynard, Andrew Mendelson and Kevin Williams. Blind review judging criteria involved degrees of interest to the division, application of method, and professionalism. Special thanks to Jennifer Greer for providing the criteria, which have been used for the past several years.

## Research paper judges needed

By Janet Bridges

*Sam Houston State*

*Research Co-chair*

If you have not already volunteered, consider serving as a judge for this year's Mass Communication & Society refereed paper competition. Our paper submissions have been increasing. If we receive no more than the 137 papers submitted last year, we will need a minimum of 83 judges to make certain that each paper is reviewed by three different individuals. We do our best to limit each judge's reviewing load to five papers.

Electronic submission closes on April 1, and we should be able to send you your reviewing information within 10 days. You will have until early May to complete the reviews.

When you volunteer, please send us (1) your contact information: full name, affiliation, current e-mail and work phone, (2) an emergency contact if you will not be at your usual site after the spring term, (3) your area of research expertise, (4) any methodology or topic areas you feel you could NOT legitimately review, (5) whether you want to be considered for serving as a (a) moderator or (b) discussant at the conference and (6) whether you are certain you will NOT submit a paper to the MC&S competition this year.

Please send your information to one of our division's research co-chairs: Shahira Fahmy at [sfahmy@siu.edu](mailto:sfahmy@siu.edu) or Janet Bridges at [jbridges@sbsu.edu](mailto:jbridges@sbsu.edu).



# Cash award supports mass communication research

## RESEARCH

By Janet Bridges  
Sam Houston State  
Research Co-chair

Members of the Mass Communication & Society Division who are teaching, researching or studying mass communication full time are eligible to apply for our \$5,000 research award. It is designed to facilitate excellent research and advance mass communication research, especially at the societal or macro-social level. Proposals must emphasize interaction with society and fit with the division's mission. Any research methodology is eligible.

The completed research must be submitted for review to the division journal, *Mass Communication & Society*, within two years of the award.

The award was first given in 2006 at the San Francisco AEJMC convention. In 2007 two awards of \$2,500 each were given to Renita Coleman, Texas at Austin, and Andrew F. Hayes and Teresa A. Myers, Ohio State.

Coleman's work examines the influence of ethnicity on journalists' ethical reasoning. She has used her grant to gather data at national meetings of minority journalists. Hayes and Myers are researching how media coverage and real world indicators influence public opinion about war.

Applications for the 2008 award may be submitted until May 1, 2008, to Jennifer Greer, at [jdgreer@ua.edu](mailto:jdgreer@ua.edu). All materials must be attached as either Microsoft Word or Excel documents. Hard copies will not be accepted.

The submission requires a proposal of five or fewer single-spaced pages, a curriculum vita and a detailed project budget for use of the research award. Details and complete proposal requirements are available online at <http://aejmc.net/mcs/researchaward.php>.

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## Nominations sought

### *MC&S honors members with Traves Service Award*

Nominations for the MC&S Division's highest service honor, the Traves Award, are being accepted through April 1, 2008. Established in 1985 to honor Edward Traves, a leader in the division, AEJMC and the communications field, the award recognizes others who follow his service example. Among his accomplishments was starting the division's research journal, *Mass Communication & Society*, then known as *Mass Comm Review*.

Nomination letters should be sent to MC&S Division Head Diana Martinelli at [Diana.Martinelli@mail.wvu.edu](mailto:Diana.Martinelli@mail.wvu.edu) or may be mailed to her at the P. I. Reed School of Journalism, P.O. Box 6010, Morgantown, WV 26506-6010. Nomination correspondence may also include additional letters of support and the nominee's curriculum vita. Self-nominations are accepted with one additional supporting letter. Winners are selected by the MC&S Division executive committee.

#### PAST TRAVES AWARD WINNERS

**2006** Carol Pardun  
**2005** David Weaver  
**2004** Everette E. Dennis  
**2003** Donald L. Shaw  
**1998** Barbara Straus Reed  
**1997** Guido Stempel III  
**1996** Diana Stover Tillinghast  
**1996** Bill Tillinghast  
**1993** Maxwell McCombs  
**1991** John Merrill  
**1990** Del Brinkman  
**1987** Keith Sanders  
**1985** Edward Traves

## TEACHING

# Promising Professors competition & workshop

The AEJMC Mass Communication & Society Division and Graduate Education Interest Group will honor our best and brightest teachers during the Promising Professors Panel at the national convention in Chicago.

**Eligibility:** Faculty who have taught no more than five years full-time and graduate students who have primary responsibility for teaching at least one course are eligible. All entrants must be members of the Mass Communication & Society Division. If you're not a division member, contact AEJMC at [www.aejmc.org](http://www.aejmc.org) to join.

**Awards:** Three faculty winners will be selected and will receive awards ranging from \$75 to \$250. Two graduate-student

winners will receive awards ranging from \$50 to \$75.

**Workshop:** There is no better way to kick off a new school year than by thinking about teaching and learning in new ways. Winners will be required to attend the Promising Professors Panel and Breakfast at the AEJMC national convention in Chicago, where they will share insights on best practices for teaching.

Competition instructions and deadlines will be available soon at the MC&S Division home page. For more information, visit <http://aejmc.net/mcs> or contact Frank Dardis, Teaching Standards Co-chair, Pennsylvania State University, [fed3@psu.edu](mailto:fed3@psu.edu), 814/863-7993.

## Nominations accepted for Distinguished Educator Award

The Teaching Standards Committee of the Mass Communication & Society Division is accepting nominations for its Distinguished Educator Award, given annually to an MC&S member whose personal teaching excellence and influence on pedagogy in the field is profound.

If you know a faculty member who has served as a mentor and role model for your teaching, please consider nominating her/him for this prestigious award.

In addition to being honored at the MC&S business meeting at the national conference in Chicago, the Distinguished Educator will also make a formal presentation on teaching during the division's annual Promising Professor's Workshop & Breakfast.

Competition instructions and deadlines will be available soon at the MC&S Division home page. For more information, visit <http://aejmc.net/mcs> or contact Frank Dardis, Teaching Standards Co-chair, Pennsylvania State University, [fed3@psu.edu](mailto:fed3@psu.edu), 814/863-7993.

## Regional conferences offer benefits for grad students



**By Andrea H. Duke**  
Alabama  
Graduate Student  
Liaison

Hello again graduate students. I hope your semester or quarter is going well. As you work on research projects for your courses or professors during the year, consider attending and submitting your papers to AEJMC's annual regional conferences, known as the Midwinter Conference and Southeast Colloquium. These events are held at different locations each year.

Anthony Moretti, Midwinter Conference host at Point Park University, commented on the benefits of these smaller regional conferences: "One of the first academic events I attended as a graduate student was a regional conference. These events are perfect for graduate students. The atmosphere is more relaxed than at a national convention, and there often is plenty of time for graduate

students to talk to faculty about research and other topics."

These conferences allow you to present your research, as well as gain other insights in the mass communication field. Furthermore, the regional venues are smaller in participation numbers than the annual conference, allowing graduate students to get a feel of how to present a paper at an AEJMC conference and to make additional academic contacts.

The Midwinter Conference, in which our division participates, will be held Feb. 29-March 1 at Point Park University in Pittsburgh, Pennsylvania. The Southeast Colloquium will be held March 13-March 15 at Auburn University in Auburn, Alabama. Visit the AEJMC Web site for more information.

# 2007-08 Executive Committee

## Division Head

Diana Martinelli, *West Virginia*, Diana.Martinelli@mail.wvu.edu

## Vice Head

Jennifer Henderson, *Trinity*, jhender4@trinity.edu

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Andrea H. Duke, *Alabama*, andreaduke1@gmail.com

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Marie Hardin, *Penn State*, mch208@psu.edu



## Have you completed the MC&S Division survey?

If not, please take a few moments to do so now. Go to [http://www.surveymonkey.com/s.aspx?sm=SNXDrfEpah\\_2fPlu7HalQs3A\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=SNXDrfEpah_2fPlu7HalQs3A_3d_3d) to tell us about your MC&S preferences and your thoughts regarding the future of our field.

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