

Communication Theory & Methodology Division, AEJMC
2011 Members' Meeting Friday August 12, 2011
Presiding: Hernando Rojas

Minutes

Meeting called to order at 7 p.m. on August 12.

1. Review and approval of the 2010 members' meeting minutes.
Members unanimously approve the minutes.

2. Financial report (Hernando Rojas)

As of July 31, 2011, the division had a balance of \$948.78. However, this figure does not include \$500 received from Taylor and Francis as sponsorship of the pre-conference workshop, as well a little over \$1,000 from 32 people who registered for this workshop. The \$500 from T&F covered Marc Smith's travel expenses.

The division's expenses during the previous year included: Chaffee McLeod student scholarship \$250; second place student paper award \$150; third place student paper award \$100; and memberships for student award winners \$38. A total of \$75 was also charged to the division for the co-sponsorship of the luncheon to honor Max McCombs. With respect to Communication Methods & Measures (\$21 of the regular members' \$26 in dues goes to the journal; \$13 of the students' \$16 in dues goes to the journal), the division was billed for each issue around \$1,200. CT&M will also be billed between \$300-400 for the Barrow Scholarship award (to be determined once the interest is received).

3. Committee Reports

a) Communication Methods & Measures (Andrew Hayes):

Taylor and Francis provided a publisher's report (available on the CT&M website). They sponsored this year's preconference workshop. The inaugural article of the year was presented. Taylor and Francis provides \$250 prize towards the award. Hayes selected three articles that were reviewed by a three-person panel to determine the article of the year.

The winning paper was "Exponential Random Graph (p*) Models as a Method for Social Network Analysis in Communication Research" written by Michelle Shumate and Edward T. Palazzolo and first appeared in *Communication Methods and Measures* in December 2010. It introduces communication researchers to a new class of methods and gives a primer on the how-to. Honorable mentions went to Klaus Krippendorff for "Systematic and Random Disagreement and the Reliability of Nominal Data," and "Population-Based Assessment of Exposure to Risk Behaviors in Motion Pictures" by James D. Sargent, Keilah A. Worth, Michael Beach, Meg Gerrard and Todd F. Heatherton.

Hayes said there is currently a 6 to nine month publication lag once an article is accepted.

b) Teaching Report (Mike Schmierbach):

CT&M organized two teaching panels for AEJMC. One was cosponsored by RTVJ and focused on teaching evaluations. Despite an 8:15 start time and a "competing" poster session, more than a dozen attendees and considerable discussion. The second was cosponsored by ComSHER and had not taken place as of the business meeting, but was slated for 8:15 the next morning and included several prominent scholars, including multiple past CT&M division heads, presenting their "top 10" syllabus favorites.

c) Barrow Scholarship Report (Mike Schmierbach):

This scholarship honors the late Professor Lionel C. Barrow, Jr. It helps doctoral students in journalism or mass communication programs to complete their dissertation research and academic studies. Dr. Barrow passed away in 2009. He was a University of Wisconsin Ph.D. alumnus who, during his career, was both an advertising agency executive in New York and later the Dean of the School of Communications at Howard University. He founded Minorities and Communication Division in 1970. This year's applicants represented a rich variety of research traditions and scholarly and professional backgrounds. This award is sponsored by the CT&M Division and is made possible in part through contributions from the Minorities and Communication Division, the Commission on the Status of Minorities, personal donations, and royalties from Guido H. Stempel III, David Weaver, and Cleveland Wilhoit's *Mass Communication Research and Theory* text.

Once again CT&M oversaw the competition for the Barrow Scholarship, which honors the late Lionel Barrow and recognizes a promising Ph.D. student in communications working to meaningfully develop theory and research in the field. The scholarship provided a \$2,000 cash reward, thanks in part to a recent, generous and anonymous donation, as well as AEJMC and CT&M membership. This year we attempted to solicit a wider range of applications and receive those applications somewhat earlier, and therefore not only posted the call in the CT&M and AEJMC newsletters but also sent a copy to graduate program directors or administrators at nearly every Ph.D. program in the country. We received a number of outstanding applications, and a three-person panel reviewed the applications and reached a consensus to reward the scholarship to Adrienne Chung of The Ohio State University. Her work deals with content involvement and in-group/out-group judgments.

d) Membership Report (Myiah Hutchens):

Prior to AEJ conference registration membership was 258, a drop of 67 members from that time last year.

In order to better understand why individuals are not joining CT&M, board members talked to people they knew who were not members of CT&M but based on their research interests thought they should be. Based on reports, there were three primary reasons individuals said they were not members. First, CT&M's dues are perceived as too expensive and the addition of the journal is not a good enough reason to pay the increased dues because it is considered to be too niche. Second CT&M was perceived as the "Ohio

State and Wisconsin" division, so if they did not have a connection to either of those schools they felt unwelcome. Third, CT&M was perceived as the default political communication division.

e) *Communications Reports*

1. *web report* (Aaron Veenstra):

CT&M launched a new website at the 2010 conference and have completed the first year with the new design. It has undergone some tweaking to make sure functionality is working properly and make maintenance simpler going forward. CT&M uses the site primarily to distribute newsletters, announcements, paper calls, etc., which is largely replicated by our Facebook page and e-mail list. The site currently has three areas of unique functionality -- a syllabus exchange, a job board and a member directory -- that have yet to be developed, all of which are planned to be put into use during the coming year.

2. *newsletter report* (Rosanne Scholl)

The newsletter was distributed, on schedule, three times last year (October, February, and June). The newsletters featured communications from the executive board, information on the conference paper competition and schedule, and promotional materials for the preconference workshop.

3. *email and social media* (Rosanne Scholl)

CT&M will now be sending emails from a gmail account and the list serve has been updated. The CT&M Facebook page had to be updated because of new formats for organizations dictated by Facebook. Members should go to the new page and "like" to keep up to date.

f) *PF&R Report* (Michael Dahlstrom)

CT&M sponsored two, co-sponsored PF&R panels at the 2011 conference. The first panel examined women in politics. Presenters discussed female candidates in the race for president including Sarah Palin and Michele Bachmann. The second panel examined ethics in science reporting.

g) *Conference Program* (Michel M. Haigh)

CT&M had a successful 2011 conference. More than 30 people attended the preconference on social network analysis. Taylor and Francis provided \$500 for the workshop, which Marc Smith presented. Wednesday was a busy day for CT&M. The conference started with a PF&R panel discussing women in politics co-sponsored by CSW. Around 13 people attended the 8:15 a.m. panel. Next was a CT&M sponsored research panel discussing hostile media and third-person effects. More than 20 people attended this panel. Another PF&R panel discussed ethics in science reporting co-sponsored with ComSHER, which was attended by more than 30 attendees. The first CT&M poster session showcased a number of great posters.

On Thursday, CT&M started at 8:15 with a research panel attended by around 13 people. CT&M also co-sponsored a luncheon with the Political Communication interest group to honor Max McCombs. CT&M was asked to provide introductory remarks and presented McCombs a plaque for his service to the division. He was chair from 1975 – 1976. There was another research session discussing methods. More than 40 people attended this session prior to the last CT&M scholar-to-scholar session.

Friday started with a teaching panel co-sponsored with RTVJ. More than a dozen people attended the panel discussing measurement in teaching evaluations. The Best of CT&M was held to feature the top papers from the 2011 paper competition. The CT&M members' meeting was also held.

The end of the CT&M program was on Saturday morning when a co-sponsored teaching panel was held at 8:15. This panel had more than a dozen attendees to learn about the top readings assigned for students.

h) Research Competition (Jason Reineke)

There were 80 papers submitted to CT&M this year, down from 2009 and 2010. Forty-five papers were accepted, which was 56% acceptance rate. Paper submissions dropped from 114 in 2010 to 80 in 2011. There were 121 papers submitted in 2009 and 106 in 2008. The acceptance rate hovers around 50% each year.

4. Paper Awards (Jason Reineke, Michel M. Haigh)

Chaffee-McLeod Top Student Paper: "The Effects of Questionnaire Frames on Indicators of Data Quality." Jihyang Choi, Indiana.

Top Three Student Paper: "The Salience-Setting Function." Mohammed Al-Azdee, Indiana

Top Three Student Paper: "I Just Bought This Thing! The Diffusion of Iterations – A Modification of DOI to Explain Incremental Changes in Existing Technology." Severin Poirot, University of Oklahoma

Top Faculty Paper: "Experimental Methodology in Journalism and Mass Communication Research." Rob Wicks, University of Arkansas; Esther Thorson, University of Missouri; Glenn Leshner, University of Missouri.

Top Three Faculty Paper: "Media Effects on Group-Related Stereotypes. Evidence from a Three-Wave Panel Survey in a Political Campaign." Christian Schemer, Institute of Mass Communication and Media Research at the University of Zurich

Top Three Faculty Paper: Does 'c' Test Help, Anytime? -- On Communication Fallacy of "Effect to Mediate." XinShu Zhao, Hong Kong Baptist University; Qimei Chen, University of Hawaii at Manoa; Bing Tong, Fudan University

5. Nominations and Elections (Hernando Rojas):

Head, Michel M. Haigh

Vice-Head, Jason Reineke

Research Chair, Rosanne Scholl (no election because Michal Dahlstrom stepped down)

Myiah Hutchens and Mike Schmierbach remained on the board).

Executive Committee: two open seats. Nominations from the floor included Kjerstin Thorson, Heather LeMarre, and Aaron Veenstra. Thorson and Veenstra were elected to serve on the executive board.

6. CT&M Financial Advisory Committee Recommendations

Committee members: William “Chip” Eveland, Doug Hindman, Maria E. Len-Rios
Glenn M. Leshner, and Patricia Moy

1. With respect to membership dues:

Bearing in mind the current financial situation in the field, the progress experienced this year in the division’s finances and the need to strengthen membership, the Committee recommends maintaining the current dues (\$26 regular members and \$16 student members). In next year’s meeting, the division’s leadership should present for discussion a series of scenarios based on the evolution of our finances, assess if an increase is warranted then, and if so the scope and distribution of said increase among regular members and student members.

2. With respect to the financial agreement with Communication Methods & Measures:

Despite the Journal’s commitment to the Division (for example through its support of pre-conference workshops) and the importance of the Journal to the Division and the field, there needs to be a mechanism to make these contributions back to the division permanent. In order to do so, CT&M leadership should be empowered by the members to formally renegotiate the current arrangement, in a way that reduces costs for the division per member, establishes some profit sharing mechanism, or both.

3. With respect to the Barrow’s scholarship:

The relationship between the division and the scholarship needs to be redesigned. In its current form, the endowment does not pay for the full annual cost of the award. While other divisions partnering with CT&M donate a fixed amount each year, CT&M pays the amount needed to reach the amount traditionally awarded. CT&M should try to incorporate other divisions (Mass Communication & Society for example) as permanent contributors as well as outside sponsors, explore whether this becomes an AEJMC level award to which the division contributes a fixed amount, or if instead the division maintains it, but being able to focus it more along CT&M goals and with a fixed contribution (having the award vary year by year based on investment returns and specific donations).

4. With respect to other initiatives:

- a) CT&M should create Best Paper Awards that recognize advances in theory and methods, that potentially span all AEJMC divisions, and that contribute to CT&M’s mission.

- b) CT&M should seek permanent strategic alliances with other conferences and organizations that share its theoretical and methodological interests and that potentially result in increased membership.
- c) Bearing in mind the increasing importance of the pre-conference workshop (both financially but also in terms of service to the field), this activity should be formalized by creating a pre-conference workshop chair that works all year long to select appropriate topics, panelists and markets the workshop.

The membership voted for the 2011-2012 executive board to examine the Barrow scholarship award and work with Taylor and Francis to develop a more permanent agreement to fund the preconference workshop and the CMM Article of the Year award.

7. Old Business

- a) Membership fees – the membership fees will not be increased based on the Financial Committee recommendations
- b) Financial relationship with CMM – the current executive board will be working on this in 2011.
- c) Relationship with Barrow’s Scholarship – the current executive board will be working on this in 2011.

8. New Business

The executive committee will work this year to develop a Top Paper Award for the best theory paper submitted to CT&M.

A membership survey will be sent to gather ideas for a preconference workshop in 2012.

9. Adjournment at 8:45 p.m.