

CT&M Celebrates 2013 Paper Winners

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The 2013 conference was a great one for CT&M research. Fifty-one papers were presented this year, and we co-sponsored two PF&R sessions and two panels focused on teaching.

At our membership meeting we celebrated the winners of the top theory and open competition papers, and our top student paper. This year, the top theory paper award went to the same paper that took the prize in the open competition: Jörg Matthes (University of Vienna) and Audun Beyer's (University of Oslo) "Toward a Cognitive-Affective Process Model of Hostile Media Perceptions: A Multi-Country Structural Equation Modeling Approach." Their piece and its powerful combination of theory and empirics highlight what many of us love best about the CT&M division.

The Chaffee-McLeod top student paper prize was awarded to Harsh Taneja of Northwestern University for his paper, "Mapping an Audience Centric World Wide Web: A Departure from Hyperlink Analysis." It was a pleasure not only to congratulate Harsh for his fine work but to wish him well as he begins his new position as Assistant Professor at the University of Missouri, Columbia.

Finally, we presented the award for article of the year in *Communication Methods and Measures* to René Weber (University of California, Santa Barbara) and Lucy Popova (University of California, San Francisco) for "Testing



Co-Vice Heads Myiah Hutchens and Mike Schmierbach congratulate top theory paper award winners Jörg Matthes and Audun Beyer.

Equivalence in Communication Research: Theory and Application."

As your new research chair, I'm looking forward to an exciting round of paper submissions and reviews this spring. Thank you in advance to all our wonderful reviewers who make it possible for CT&M to put on such a successful program each year.

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Thoughts from the Head

ROSANNE SCHOLL
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DIVISION HEAD



I'm honored to be this year's head of CT&M. Thanks to immediate past Head Jason Reineke and other recent leaders, the Division is in good shape. This year, I would like to consolidate and advance recent gains made by CT&M in three areas, as well as begin a discussion regarding a fourth goal.

1) Beginning in 2012, CT&M returned to a **positive balance sheet**; this year we should continue to maintain financial health. The board will do this by continuing to focus on maintaining a healthy membership roster and by once again hosting a pre-conference. We must continue to keep expenses in check, including devoting a majority of income to the journal and awards, and by limiting voluntary contributions to AEJ headquarters to what we can afford.

2) The **awards** sponsored by the Division signal our priorities, which are (in no particular order) theory, the journal *Communication Methods and Measures*, graduate students, quality research, and diversity. Some of these awards are relatively new. We will consolidate these gains by continuing to attract and recognize the best submissions in each area.

3) We must continue to improve the

communication between the Division and its membership, with an eye to serving the membership and maintaining stable member numbers. We will continue ongoing efforts, which include our graduate student liaisons, as well as being the best division around in terms of strong reviews and a large number of research panels. In addition, we will continue and expand our social media outreach, which includes facebook.com/CTMdivision and a new Twitter presence run by Patrick Merle under the handle @AEJMC_CTM. Please friend and follow!

4) Finally, this year I would like to begin a discussion about **ISI listing** for the journal that the Division is affiliated with, *Communication Methods and Measures*. CT&M should take a part in getting CMM the high ISI ranking it deserves. Please see my other contribution to this newsletter, titled "CT&M Seeks ISI Listing for Journal."

Dedicated CT&M members, including reviewers and past and present board members, are making my job easy this year. Please contact me or any board member if you have comments about these goals or other ways CT&M can serve you.

Thoughts about Teaching

STEPHANIE EDGERLY
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TEACHING CHAIR



Syllabus revisions. Two words that can generate enthusiasm and dread. I remember someone once telling me that it takes three times teaching a class before you hit your stride. The first time is rife with unforeseen issues, the second time those issues are over corrected, and the third time is when a balance between past experience and implementing change is finally achieved. This January will be my second time teaching a course that I am currently revising. My internal monologue resembles something like, "What topics worked really well last time? Why did that topic fall flat? Which readings should be switched out? Do I have too many assignments? Do I have too few assignments?" I am both excited about the prospect of improving the class and wary of

making too many changes. A teaching catch-22, it seems.

Mulling over these changes has also prompted a fare amount of reflection about the boundaries of journalism and mass communication. A syllabus is not just a contract between teacher and students. It also provides students with their first glimpse at the course topic and its importance. The class I teach, Audience Insight, is offered to the professional-focused Masters students in my school. The goal of the course is to provide journalists with an introduction to audience research, including frameworks for understanding current audience trends.

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Thoughts about Teaching

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In short, the class is tasked with making theory and research applicable to journalists.

While revising the syllabus the overarching question I keep coming back to is, "What should journalists know about the changing news environment?" Not a small question by any means. In attempting to answer this question,

be applicable to the news environment, and how individuals consume news. I think some students are initially taken by surprise that these topics are found in a journalism class. That being said, I am constantly impressed with the connections and innovations that journalism students develop when given these tools.

"Mulling over these changes has also prompted a fare amount of reflection about the boundaries of journalism and mass communication."

it strikes me that many of the topics, examples, and research I draw from are not strictly about "journalism" or "news." From Netflix to the Obama 2012 campaign, from trending Twitter topics to Amazon's recommendations — all seem relevant and all have a space on my syllabus. My point of entry in the classroom is to ask students how these examples might

Ultimately, revising this syllabus forced me to take a closer look at how I approach journalism education. It's apparent that I have a wide lens when looking at current media trends and the implications for journalism. This realization was something I did not anticipate when dusting off an old syllabus. What started as quick changes to the structure of the class, resulted in learning something new about my teaching approach. Come January, hopefully this process translates into an improved, but not over-corrected, course for my students.

CT&M Seeks ISI Listing for Journal

ROSANNE SCHOLL
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CT&M is affiliated with the journal *Communications Methods and Measures*, which publishes quality research of great interest to Division members. The journal and division have a fruitful relationship. Membership in the Division comes with a subscription to the journal, a benefit we hope you are enjoying! The Division administers the *CMM* article of the year award. The journal's publisher, Taylor & Francis, has generously funded awards and other initiatives for the Division. The journal brings attention and rigor to the work of CT&M members, and journal publications sometimes begin life as Division conference presentations. *CMM* is essential reading for Division members. As the best AEJ division for those interested

in quality methodology, CT&M is proud of its history with the journal and hopes the relationship will continue to thrive and be mutually beneficial.

When *CMM* was a new journal, the Division was hopeful it would quickly be ISI listed, especially since it is unique in focus in our field. When a journal is ISI listed, it appears in the Journal Citation Report, which many scholars access via Web of Knowledge and use to gauge the reach and quality of journals. When people mention "highly ranked journals," it's the ISI ranking they often mean. ISI listing is crucial to the future success of a journal because it determines how many libraries will subscribe and helps

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CT&M Seeks ISI Listing for Journal

Continued from page 3 with recruiting editors, reviewers, and submissions. If you have noticed that *CMM* is not available at your university, it's likely because *CMM* is not yet ISI listed.

The process to become listed, however, is driven by a journal's publisher. It is a somewhat extensive (and hence expensive for the publisher) application. *CMM*'s publisher, Routledge/Taylor & Francis, has for several years indicated that listing is just around the corner. Each year, we hear "perhaps next year" and "I will ask my boss." This past August, T&F's representative indicated to CT&M and *CMM* leadership that an application might be advanced this Fall, but no contact has occurred since then.

CMM's current editor, Andrew Hayes, predicts during the next year, if *CMM* were listed, it would

It is not wise to hurry the application. If denied, a journal must wait a period of years before making another application. If accepted but at a low ranking, a new journal risks a reputation hit. In fact, several years ago, it was actually the journal leadership that delayed an application, not the publisher, though more recently the reverse has consistently been the case. Considering editorial confidence in the journal's expected impact factor, a positive outcome seems likely for an application in the near future. At the same time, we want to be careful to preserve our good relationship with the publisher. CT&M prides itself on quality research and it is fitting for the Division to affiliate with a highly ranked journal. If we are serious about promoting the place of theory and methodology in communication research, it might be time to ask whether it hurts the mission to allow the only

topical journal in the field to remain unranked. It's true that the world of academic publishing is changing quickly, but as things stand now ISI ranking is a metric that matters.

As 2013-2014 Head of the Division, I encourage the membership of the Division and the editors and editorial board of the journal to consider discussing a motion to formally request an application within a defined, short period of time, and further, a timeline for various responses in the case that no application is made.

At our annual meeting in August 2014, the Division could even discuss the most extreme response: a timeline for ending the affiliation with the journal in the case that an application is not made. Because of the fruitful relationship between the Division and the journal that I described above, terminating the affiliation is a very unappealing prospect. But it may be time to put that option on the table. I will keep the membership posted regarding developments on this topic, and I welcome discussion via email and at our annual meeting. Many of you know more about the world of journal publishers than I do; so please contact me or another board member if you have advice on this topic.

"If we are serious about promoting the place of theory and methodology in communication research, it might be time to ask whether it hurts the mission to allow the only topical journal in the field to remain unranked. "

have a better-than-average impact factor among communication journals, and that the increased visibility that comes with listing would itself benefit future rankings. This benchmark exceeds the goals set by T&F. Hayes and the associate editors are eager for an application, which would recognize the excellent work they have been doing. We can't have a highly-ranked journal until we have a journal that is listed in the first place. Other AEJ divisions are affiliated with listed journals, and *CMM* is at least equally high in quality as many of these. So, CT&M should ask: when will the publisher make an application for *CMM* to be ISI ranked? And if Taylor and Francis continues to be reluctant to move forward, how should the Division react?

CT&M Joins Twitter

PATRICK MERLE
COLLEGE OF COMMUNICATION
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FLORIDA STATE UNIVERSITY
MEMBERSHIP AND SOCIAL
MEDIA CHAIR



CT&M strengthened its online presence, and the Twittersphere will never be the same.

CT&M started the Fall 2013 semester with style opening an account. Graduate students and faculty alike can now follow the division through @aejmc_ctm

Contributions and ideas for content can be sent directly to Patrick Merle, board member in charge of social media at pmerle@fsu.edu

Division members, eager to post comments pertaining to the division, are encouraged to use #ctmProfs



Wisdom from the CT&M Binder

ROSANNE SCHOLL
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At the end of CT&M's 2013 business meeting, I became head of the Division for the coming year, and my predecessor Jason Reineke handed off a dusty binder, saying in a low voice, "This is the division." Inside, annual reports, contracts with the journal's publisher, and financial statements drily recorded a bare history of the past few years.

But where, I wondered, were the secrets of leadership? Where was my guidance from wise past leaders? How would they tell me how to deal with the arcana of AEJMC? In short, I had become the latest name on a list that includes Jack McLeod, Weaver, Tichenor, Barrow, and many more.... But where would I find the insight to rise to the title? Then I spotted it.

In the pocket of the binder is a photocopy of a mimeograph of a typewritten paper by Thomas A. Bowers. It was presented at AEJMC, where so many good papers begin, in 1977, the year of my birth. It reveals in gory detail what it took to make research in theory

and methodology an accepted part of AEJ. I reached Tom Bowers at his University of North Carolina e-mail address. He replied "Talk about something from out of the distant past! I had fun doing that paper (commissioned by the division head at the time)." As the current division head, I don't have any commissioning funds, but if any reader wants to update the Division history, I will certainly provide a charter!

Beginning in 1950, Bowers' paper details the evolution of a renegade band of scholars who worked in parallel to AEJ while they sought reorganization. It even lists early winners of the Chaffee-McLeod award for the best student paper.

"But where, I wondered, were the secrets of leadership? Where was my guidance from wise past leaders?"

The Division formally began in 1965. I look forward to celebrating its 50th anniversary in 2015.

2013-2014 CT&M OFFICERS

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