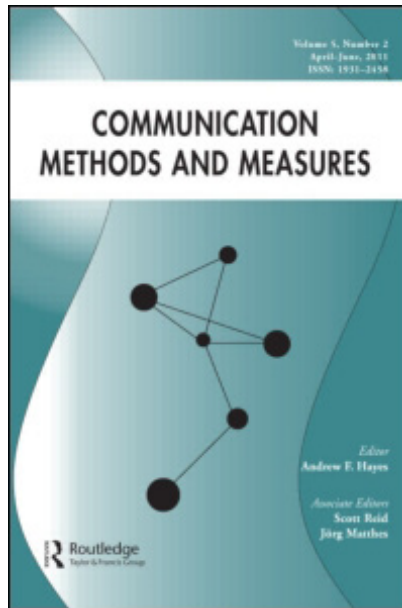


## Article of the Year Winner Announced



*Social network analysis article wins Best of the Year award*

**ROSANNE SCHOLL**  
CT&M RESEARCH CHAIR  
LOUISIANA STATE UNIVERSITY

The Communication Theory and Methodology division announced the inaugural winner of the Best Article of the Year Award at its annual meeting in St. Louis on August 12th. The winning paper explains a new method for modeling the relationships between people—or things—that communicate in networks.

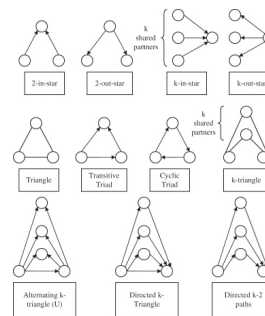
This award is new this year. Each year, a panel of scholars will recognize the single article published in the field's leading methods publication during the previous year that contributed the most to the study of communication theory and methodology. The award, which includes an honorarium, is sponsored by both the CT&M division and the journal Communication Methods and Measures.

The winning paper was selected in a two-step process. First, editors of the journal narrowed down the list of articles. Journal Editor Andrew Hayes commented that "With four years of articles to go through for this first

### Exponential Random Graph ( $p^*$ ) Models as a Method for Social Network Analysis in Communication Research

Michelle Shumate  
University of Illinois

Edward T. Palazzolo  
Arizona State University



year, constructing the short list ... was quite difficult. We had a hard time narrowing it down to the top 3 from our first short list of 10. There were so many good papers, each with strengths that distinguished them from other similarly strong papers."

Then the CT&M awards committee selected the winner out of the papers nominated by the journal. Outgoing CT&M Division Chair Hernando Rojas said, "Recognizing the most sophisticated methodological work in the field is a central part of the Communication Theory & Methodology division's mission. The difficulty of our task in selecting these articles is an important indicator of the increasing maturity of our field."

The authors of the winning paper were recognized with a \$250 prize and a certificate at the Division's annual meeting on August 12th, 2011, at the annual conference of the Association for Education in Journalism and

*Continued on page 2*

### INSIDE CONCEPTS

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# SNA article wins “Best of the Year”

CONTINUED FROM PAGE 1 Mass Communication in St. Louis. The winning paper’s title was “Exponential Random Graph (p\*) Models as a Method for Social Network Analysis in Communication Research.”

The article was 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.

During this inaugural year of the Best Article Award, the division and the journal also awarded

honorable mentions to a pair of articles first published in 2008. Klaus Krippendorff won for “Systematic and Random Disagreement and the Reliability of Nominal Data.” The other honorable mention went to a team of authors consisting of James D. Sargent, Keilah A. Worth, Michael Beach, Meg Gerrard and Todd F. Heatherton, for “Population-Based Assessment of Exposure to Risk Behaviors in Motion Pictures.”

Communication Theory and Methodology congratulates the authors of all three winning articles!

## Thoughts from the head

**MICHEL HAIGH**  
PENNSYLVANIA STATE  
UNIVERSITY  
CT&M HEAD

CT&M has been a successful division for 46 years, and 2011 – 2012 should be a great year as well.

The leadership has been busy the past month working on a number of things. Currently, the leadership is examining the role the division plays in the Barrow Scholarship award. MAC provides \$300 a year, and CSM provides \$200 a year for the scholarship. The endowment provides \$500 - \$600 depending on the interest. An anonymous donor started providing \$600 toward the scholarship starting last year in order to increase the amount of the award to \$2,000. CT&M currently makes up the difference (whatever is left) for the scholarship to be \$2,000. The financial committee charged the leadership to examine CT&M’s contribution to the

the AEJMC leadership to examine the possibility of presenting the Barrow Scholarship during the AEJMC awards presentations during the general assembly, as well as recognize the winner at the CT&M members’ meeting.

Aaron Veenstra has collected some theory and methods syllabi and will be posting them to the CT&M syllabus exchange. If you are interested in sharing your theory or methods syllabi for undergraduate or graduate courses, please email Aaron (asveenstra@siu.edu). Mike Schmierbach sent out a membership survey in September. A follow-up survey will be sent in October so members can provide feedback about a preconference workshop for 2012. If you are not receiving emails, please

contact Mike (mgs15@psu.edu). Mike has also been working on gathering a list of readings top scholars discussed at a 2011 CT&M teaching panel. This list of readings will be available on the

**“It’s not too early to start thinking about 2012. Chicago will be the start of the 100th anniversary of AEJMC. There is a push to plan conference programming around the division’s history, and AEJMC will also have special programming to celebrate.”**

scholarship so there would be a fixed amount per year instead of the amount fluctuating. AEJMC has provided several options that are currently being reviewed. I hope to report back in the winter newsletter as to how CT&M will handle the Barrow Scholarship in the future. CT&M will continue to run the scholarship call for applicants, judge the entrants, and select the winner. I have also asked

CT&M website in October.

If you have not “liked” the new CT&M Facebook page, please do so to keep informed. There is not a way to transfer the “fans” of the last Facebook page to the new one. CT&M had to update the page because Facebook changed its settings for organizations’ pages. CT&M updates its Facebook

*Continued on page 3*

# Thoughts from the head

*CONTINUED FROM PAGE 2* page with interesting research findings, calls and news from the division more frequently than the newsletter is distributed.

I have contacted AEJMC about the NA option for reviewers (rather than having to select 1 – 5 on the Likert-type scale). It is difficult to review a theory paper when the NA option is not available. CT&M was told All-Academic can be customized for each division. We have selected the questions CT&M would like the NA option to be available to reviewers and provided that info to the AEJMC leadership. Once the all-academic system is set up for 2012, we will look to make sure the NA option is finally available.

The executive board is currently working with Taylor and Francis to sign a multi-year pledge of support for the AEJMC preconference workshop as well as the “Article of the Year Award” for Communication Methods & Measures. An update of this will also appear in the winter newsletter.

For those who would like to promote membership in CT&M, it is now possible to become a member prior to renewing your AEJMC membership dues. Mike has been working with Pam Price to develop a form current AEJMC members could fill out to join CT&M. The key is to know when your AEJMC membership expires. For some AEJMC members,

it will be cheaper to wait until the official AEJMC renewal form, but for those who have recently renewed AEJMC membership, but might not have selected CT&M as a division, they will now be able to add CT&M membership prior to the annual renewal process. Only members receive the journal, the newsletter and email updates. Please email Mike (mgs15@psu.edu) for more information about this new form. It will be posted on the CT&M website shortly. Encourage grad students and other faculty you know to become a member of CT&M.

It’s not too early to start thinking about 2012. Chicago will be the start of the 100<sup>th</sup> anniversary of AEJMC. There is a push to plan conference programming around the division’s history, and AEJMC will also have special programming to celebrate. CT&M PF&R, teaching and research sessions were really well attended in St. Louis. We hope to continue this trend in 2012. You will find the call for PF&R and teaching panels in the newsletter. Please email your ideas to Jason Reineke (jbreineke@gmail.com). He and I will travel to Louisville to the chip auction in December to plot out the CT&M 2012 program.

If you have any ideas or concerns you would like the executive board to work on in 2011 – 2012, please email me (mmh25@psu.edu). We want CT&M to continue to thrive for another 46 years.

## “Like” us (again) on Facebook

**HEATHER LEMARRE**  
UNIVERSITY OF MINNESOTA  
**KRISTEN LANDREVILLE**  
UNIVERSITY OF WYOMING  
WEBSITE AND SOCIAL MEDIA



Facebook is a great way to stay connected with other CT&M members. It is also an avenue for sharing interesting information about academia, social science and communication to members.

Many of you were members of CT&M’s Facebook group (about 250). However, since Facebook has changed the way that organizations have pages on

Facebook, we had to create a new page for you to “like.” The new page is called “Communication Theory & Methodology Division (AEJMC).”

As of mid-September, we only had 35 people who “like us.” Thus, we encourage you to search for our page on Facebook (see name above) and “like us.” We’ll keep you up-to-date on relevant CT&M news, job postings, and academic-related articles.

Don’t forget to visit our website, too, at [aejmc.net/ctm](http://aejmc.net/ctm), for more detailed information about CT&M news, awards, newsletters and more!

## Call for panel proposals

**JASON REINEKE**  
MIDDLE TENNESSEE STATE  
UNIVERSITY  
CT&M PROGRAM CHAIR AND  
VICE-HEAD

The Communication Theory & Methodology division of AEJMC is now accepting panel proposals for the 2012 AEJMC annual conference to be held in Chicago, Aug. 9-12. Proposals are due on Friday, Oct. 14, 2011.

Panels should address some aspect of communication theory and methodology. Panels should be teaching or Professional Freedom and Responsibility (PF&R). CT&M does not accept research panels. Proposals for panels that could be co-sponsored with another division or interest group from AEJMC are preferred.

Teaching panel topics should relate to pedagogical techniques or practices related to teaching communication theory and methodology. A PF&R panel can include topics related to freedom of expression, ethical issues among media educators and practitioners, media criticism and accountability, and liaison between educators and professionals tied to the ideas of communication theory and methodology.

Detailed and focused proposals will have a better chance of acceptance. Submitting a panel proposal does not guarantee its inclusion in the conference program. Heads and vice heads of all AEJMC divisions will make their final decisions at AEJMC's mid-winter programming meeting in December. Notifications of accepted/rejected panel proposals will be sent mid-December.

A panel proposal should include the following information: name of panel, type of panel (teaching or PF&R), sponsoring division (and potential co-sponsoring divisions, if applicable), the names and affiliations of the panelists, a 150-word description of the panel, and any potential costs associated with the panel.

Please email these one-page word documents to Jason.Reineke@mtsu.edu by 12:00 noon on Friday, Oct. 14. Please send any questions to Jason Reineke, CT&M vice head and program chair, via email (Jason.Reineke@mtsu.edu).

## Update on CT&M membership numbers

**MYIAH HUTCHINS**  
TEXAS TECH UNIVERSITY  
PF&R CHAIR

The end of the year membership tally revealed a disappointing dip in our overall numbers. After the on-site registration renewals were processed, our final count is 263, a drop of 62 members in comparison to last year. While economic hardships continue to hit higher education, which could account the decline in lost members, we need to ask ourselves, what else could be happening?

This past year I asked my fellow executive board members to look at our current membership list and identify individuals who believe should join CT&M. I then asked our board to communicate with these individuals and ask them why they hadn't joined, or why they allowed their membership to lapse. The responses the board members received were fairly consistent in regard to three, what I consider, misperceptions: we are too expensive because of a journal that is too niche; we are the "Ohio State and Wisconsin division" and others need not apply; we are the division for political communication scholarship.

Yes, we have a journal; yes, many members have ties to OSU or UW; yes, political research is part of what we do. But, we are more than that. All communication scholars should use appropriate methods, our current head has no OSU or UW ties,

and the top paper this year was a description of how to be better experimental methodologists – without a whiff of poli comm to be seen. As a division, we need to think of ways to communicate the strengths of CT&M and remove these misconceptions that affect our membership. While at this year's business meeting, some joking lamented the creation of new divisions which are poaching our members. However, perhaps the creation of ComSHER and the political communication interest group will benefit us and reduce the perception of CT&M as a contextual unit and reinforce our theoretical and methodological goals.

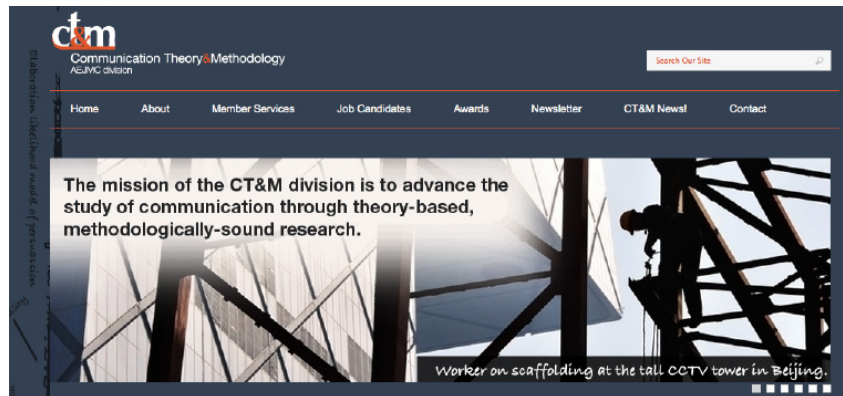
Mike Schmierbach is taking over as membership chair this year, and recently sent out a survey to assess what are our membership's perceptions of the division and what we need to do to improve. Since last year we assessed non-member's perceptions, it's very important that we are able to assess our current members to understand how to keep current members and figure out ways to increase membership.

Thanks for your continued interest in CT&M, and remember that we are always looking for ways to better meet our members' needs.



## Be part of the CT&M syllabus exchange

AARON VEENSTRA  
SOUTHERN ILLINOIS  
UNIVERSITY CARBONDALE  
CT&M TEACHING STANDARDS  
CHAIR



Home page of the CT&M website: [aejmc.net/ctm](http://aejmc.net/ctm)

As the CT&M webmaster last year, I was in the unfortunate position of frequently seeing several continuously empty pages on our site. These are spots that we have intended to develop within the site, but which currently sport nothing but a password-protection warning. As Teaching

**“Whether teaching a new course for the first time or re-evaluating a course you’ve taught many times, this exchange will hopefully provide a snapshot look at what your peers are doing.”**

Standards Chair, I’m now in a position to fill in one of those empty pages: the syllabus exchange. The idea behind the exchange is a simple one. Like most creative endeavors, course development can often benefit from the equivalent of a booster rocket – a source of inspiration to get our own ideas flowing. Whether teaching a new course for the first time or re-evaluating a course you’ve taught many times, this exchange will hopefully provide a snapshot look at what your peers are doing. I hope it will also allow us to share innovate teaching techniques and subject areas within the CT&M purview.

Thanks to a few early participants, I have somewhere between “several” and “a handful of” syllabi with which to seed the exchange. To start things off we’ll be sticking to syllabi for courses where theory, methodology or analysis is the main focus, but as the exchange develops we may find room for more topic-oriented courses that cover some theory or methods, such as political communication. I also want to emphasize a need for breadth in this exchange. We should cover quantitative and qualitative methods and courses

that combine methods or take interesting approaches to covering myriad theoretical topics would be especially worthwhile to the membership.

I am currently developing an organizational structure for the syllabi that I have, but I need your help in filling it out. If you have a syllabus that you are willing to share, please send it to me at [asveenstra@siu.edu](mailto:asveenstra@siu.edu).

edu in DOC, RTF, InDesign or PDF format; I will convert all the syllabi to PDF before posting them. If it’s not spelled out in the syllabus itself, please also let me know the title and date of the course, as well as whether it is an undergrad or grad course.

Based on the practices of other divisions, I envision

our syllabus exchange as an open, public site, meaning anyone could download the available syllabi. However, I welcome

feedback on this;

if putting the exchange behind a password would significantly increase participation, we can do that.

Currently, three other AEJMC divisions – Cultural and Critical Studies, Public Relations, and Visual Communications – maintain syllabus exchanges, as does the Commission on the Status of Women. This puts us somewhat on the forefront, and it could make a great promotional tool for the division. I encourage you to spread the word about the exchange not just to people who are already CT&M members, but also to colleagues with a teaching interest in theory or methods who aren’t yet a part of CT&M. This project has been in the works for a while – a 2009 newsletter column by then-Teaching Standards Chair Jason Reineke put it at a “few years” at that time – but I think we are now on track to launch the exchange before the end of the calendar year.

(Thanks to Hernando Rojas, Mike Schmierbach, Jason Reineke, Rosanne Scholl, Myiah Hutchens and Dennis Lowry for being the “early adopters” in the syllabus exchange.)

# Giving voice to stigmatized groups

**ADRIENNE CHUNG**  
WINNER OF THE 2011 BARROW  
SCHOLARSHIP COMPETITION

*We asked Adrienne Chung, the 2011 Barrow Scholarship recipient, to share her research with us. Here, she discusses her passion for integrating work in mass communication, intergroup communication, and health communication, and her particular interest in how media influence stigma perceptions and negative stereotypes.*

The Barrow Scholarship represents mass communication scholarship that gives a voice to minority populations. Typically, one may not think of stigmatized groups when considering “minority populations.” However, I believe that improving attitudes toward such disenfranchised groups falls within the realm of the Barrow Scholarship’s mass communication scholarship goals. Consequently, I wish to explore how emotionally engaging, transporting entertainment narratives can encourage identification with perceived dissimilar others, and potentially reduce the perceived social distance between different groups. Addressing such issues is beneficial and relevant because of the positive societal impact that further insight on how to counteract negative attitudes can have, as well as the possible contributions to narrative effects literature that can be made.

Addressing stigma and reducing negative stereotypes are topics that have engaged my research interests from the start. How might

**“Addressing stigma and reducing negative stereotypes are topics that have engaged my research interests from the start.”**

individuals be motivated to reassess their adverse evaluations of individuals or social groups, who often already face societal marginalization? In particular, stigma indicates that members belonging to the stigmatized group are alienated—if we tend to avoid such individuals and thus have no new experiences to inform us, how can our attitudes toward the group change? I believe that mass media, such as television and film, is an especially promising avenue through which such issues may be addressed because of the wide audience that may be reached, and the inherently absorbing and emotionally-arousing nature of the medium.

My study designs have reflected my belief mass media can effectively influence attitudes toward disadvantaged social groups—through edited television and film stimuli, I have examined questions concerning attitudes toward sexual health behaviors that help prevent sexually transmitted diseases, attitudes toward drug addicts and mental health issues, and perceptions about low socioeconomic status individuals. My preliminary findings suggest that entertainment media is indeed an effective means to disseminate perspectives that encourage pro-social attitudes and behavior because it can inspire identification and emotional co-feeling with out-group protagonists.

I am currently working on exploring the potentially pro-social effects of mass media within health contexts, such as how identifying with mentally ill narrative characters may influence viewers’ attitudes toward mental illness in general. Also, the mediating influence of emotion in the sense of co-feeling with an individual or social group continues to be of central interest. For instance, I aim to extend the narrative engagement literature to design a study that examines the influence of narrative (testimonial-style) versus non-narrative (facts, statistical information) advertisements on audiences’ willingness to engage in health screening behaviors that are associated with stigmatized

conditions, such as AIDS. I argue that emotionally moving narratives will be significantly more effective than non-narrative

formats because affective response is a powerful and memorable experience that can drive behavior, and override initially inhibitory cognitive evaluations. The influence of narrative engagement in health contexts is an area ripe for further exploration. The practical implications of such findings may assist public health campaign designers’ efforts to further motivate marginalized populations, such as those at high risk for HIV and AIDs, who may feel intimidated by “cold, hard” facts about their risk factors and thus be more persuaded by a humanistic approach that emphasizes the unique, valuable life of the individual.

**The Barrow scholarship honors the late Professor Lionel C. Barrow, Jr., of Howard University, in recognition of his pioneering efforts in support of minority education in journalism and mass communication. The award, sponsored by CT&M, MAC and CSM, is designed to aid doctoral students in journalism or mass communication programs to complete their dissertation research and academic studies.**

# CT&M from the grad student perspective

JUSTIN WALDEN  
GRADUATE STUDENT LIAISON

The final moments before giving a presentation bring strange clarity to me. As a third-year PhD student, I've observed how the doubt, nerves and anticipation that follow me in the days and hours before presenting disappear in that last calming minute.

My presentation in a refereed panel session at the 2011 AEJMC August convention provided additional support for this theory and in a roundabout way helps explain why my fellow graduate students should join the Communication Theory & Methodology (CT&M) division.

Sitting in that St. Louis ballroom, I made one last

**“Quite simply, I feel better prepared for my future career as a researcher and theorist because I’ve been involved with CT&M.”**

review of my notes and glanced at the audience. Among the three dozen or so session attendees were several other Penn State graduate students and a few college faculty members (including my dissertation adviser, Denise Bortree). I was ready for my talk on the case study approach, but hadn't figured out how to begin my presentation.

It hit me as I looked at my colleagues. I began by stating that we graduate students don't often get the opportunity to talk about research methods and theory-building once we finish what are usually grueling first-year methods courses. We get immersed in our own studies, we sense our topic is so unique other students in our college relate to it, and we take other classes and move on. We're given entry into this wonderful world of discovery, and then the conversation tends to stop.

Which is precisely why CT&M is helpful for graduate students.

I've presented two division papers and plan to remain active with CT&M, even in years when I don't submit articles. Attending division events and

submitting papers is a sure-fire way to extend the conversation that begins in those first-year methods courses.

Quite simply, I feel better prepared for my future career as a researcher and theorist because I've been involved with CT&M. Feedback in paper reviews tends to be supportively critical, we can learn directly from some of the leading scholars in our field at the convention, and we continue that all-important, beyond the classroom dialogue about the systematic advancement of knowledge in communications.

I've become involved in CT&M because in addition to the hands-on learning, I hope to eventually help steer the conversation on methods and theory. By presenting and preparing papers for our division journal (*Communication Methods & Measures*), we have the chance establish the dialogue about what

we view as good, logically-sound research and theorizing. To other graduate students I ask: Is there a statistical method or data analysis tool that our field is ignoring? How should we better design studies? What does the future hold for both qualitative and quantitative research? How can we bridge theoretical gaps with other fields? CT&M provides a means to formally answer these questions.

The division isn't for everyone. However, after two years there is no question that I've found my AEJMC "home."

CT&M offers two important benefits to graduate students. It first helps you develop and expand your horizons as a scholar in-training. With the right approach and preparation, division involvement can also help you contribute to the growth of our field. I can think of no better opportunity.

*Walden studies public relations and health communication at Penn State University. He can be reached at just.walden@gmail.com.*



# Minutes: August 2011 business meeting

2011 Members' Meeting  
Friday August 12, 2011  
Presiding: Hernando Rojas

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 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 reason 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



# Minutes: August 2011 business meeting

of those schools they felt unwelcome. Third, CT&M was perceived as the default political comm 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.

# Minutes: August 2011 business meeting

## 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.

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**CT&M CONCEPTS,**  
*the newsletter of the  
Communication Theory  
& Methodology division  
of the Association for  
Education in Journalism  
and Mass Communication,  
is published three times per  
school year. Please submit  
any articles to newsletter  
editor Kjerstin Thorson  
(kjerstin.thorson@usc.  
edu). Back issues of the  
newsletter and ongoing  
discussions can be found at  
the CT&M web site, [http://  
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