



AEJMC 2015 Annual Report

Mass Communication and Society (MC&S) Division

Covering the Period of October 1, 2014 to September 30, 2015

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1. List of Current Officers

- Kevin D. Williams, Head
- Jensen Moore-Copple, Vice-Head
- Lisa Paulin, Immediate Past Head
- Jay Hmielowski, Midwinter Co-Chair
- Kelly Kaufhold, Midwinter co-Chair
- Sei-hill Kim, Research Co-Chair
- Gang (Kevin) Han, Research Co-Chair
- Jennifer Kowalewski, Teaching Co-Chair
- Nan Yu, Teaching Co-Chair
- Janet Bridges, PF&R Co-Chair
- Kalyani Chadha, PF&R Co-Chair
- Melanie Sarge, Awards Co-Chair
- Temple Northup, Awards Co-Chair
- Fan Yang, Graduate Student Liaison
- Ben LaPoe, Secretary/Newsletter Editor
- Ruoxu Wang, Webmaster
- Jack Karlis, Social Media Committee Co-Chair
- Ran Wei, Editor of *Mass Communication & Society*

2. AEJMC Demographic Information for Mass Communication & Society

Year: 2015	Officers	Annual Conference Sessions				Mid-Year Meetings				Total
		Paper Judges	Panelists	Moderators	Discussants	Paper Judges	Panelists	Moderators	Discussants	
Male (tot.)	9	40	3	6	15	14	11	3	3	104
Amer. Indian/ Alaska Native	0	0	0	0	0	0	0	0	0	0
Asian	2	2	0	2	2	0	1	0	0	9
Black/ African American	0	2	0	0	1	0	1	0	0	4
Hispanic/ Latino	0	0	0	0	0	2	0	0	0	2
International	1	3	0	0	0	2	1	0	0	7
Native Hawaiian/ Pacific Is.	0	0	0	0	0	0	0	0	0	0
White	6	33	3	4	12	10	22	3	3	96
Multi-racial	0	0	0	0	0	0	0	0	0	0
Female (tot.)	9	31	2	7	6	9	13	2	2	81
Amer. Indian/ Alaska Native	0	0	0	0	0	0	0	0	0	0
Asian	4	4	0	0	0	0	1	0	0	9
Black/ African American	0	0	0	0	0	1	1	1	0	3
Hispanic/ Latino	0	3	0	2	1	1	0	0	0	7
International	0	2	0	1	1	1	1	0	0	6
Native Hawaiian/ Pacific Is.	0	0	0	0	0	0	0	0	0	0
White	4	19	1	3	3	6	11	1	2	50
Multi-racial	1	3	1	1	1	0	0	0	0	7
Did not report	0	80	0	0	0	0	0	0	0	80
Total:	18	151	5	13	21	23	24	5	5	265

3. Please provide an overall statement weighting the division or interest group's activities for this year in the Research, Teaching and PF&R areas. The new assessment process recognizes that the relative weighting of these three activities will be different from year to year, but over the five-year reporting period, the three areas should receive generally balanced attention.

The plan for MC&S this year was to strengthen our foundation while stretching out to accomplish new endeavors. Care was taken to make sure that the three main areas (Research, Teaching, and PF&R) were in balance. As Head of the Division, I (Kevin Williams) would assess all three areas as being evenly split.

My first act as Head was to assess the way division members communicate with one another and to update our image on the Internet. The division operates a listserv that is housed at Penn State by an IT officer there. Having not been aware of any recent attempts to update the listserv, I sent an email to all subscribers asking if they wished to be removed. Very few asked to be removed, but several wanted to update their email address. Then, I obtained a current member roster and added the email addresses of members to the listserv. Posting privileges to the listserv were also updated. In the past, only select officers could post to the listserv. The listserv now allows any subscriber to post to the group.

In addition, our website needed updating as well as relocating to a new server. We joined other divisions on the Net Presence server and transitioned to a WordPress based site. Our webmaster, Ruoxu Wang, redesigned and updated the site. By switching to WordPress, future updates to the site as well as passing the site to a new webmaster should be much easier.

Shortly after last year's conference a committee was formed to investigate productive ways to allocate the extra money that our journal kept in reserve. Several initiatives were discussed by the committee and will be presented to the journal's editorial board and then to division membership for a vote at this year's conference. Our intention is to invest part of the money (with earnings paid back to the division), donate money for graduate travel awards, increase the award amount for our Research Award, and possibly subsidize student memberships to the division.

Also in regards to the journal, the window of time in which we select the Editor-In-Chief for the next three-year term is upon us. Francesca Dillman Carpentier was selected as chair of the committee and is currently reviewing applications. A new editor will hopefully be named at the annual conference in San Francisco.

Donations to two endeavors helped us further our PF&R goal of supporting racial, gender, and cultural inclusiveness this year. MC&S made substantial donations to both the Institute for Diverse Leadership in Journalism and Communication as well as the Barrow Minority Doctoral Student Scholarship. In return for our Institute donation, AEJMC will ensure that an applicant to the Institute who is also a member of MC&S will benefit from the program.

In addition to our regular awards given for Research, Teaching, and PF&R activities, the division sponsored a student competition to design a new logo that could be used in print as well as digitally on social media sites. Matt Haught, University of Memphis, oversaw the competition which resulted in two logos, both of which can be seen in this report.

Finally, another goal of the division was to encourage members who have never served as officers to apply for positions with the division. I am happy to report that at least six members who have never previously served have expressed interest in taking leadership positions.

For a more detailed account of all of our activities, please read the following sections devoted to Research, Teaching, and PF&R. The division feels that it has done much to equally promote all three areas.

4. Please write a bullet-point statement (500 word maximum), to be co-authored by the outgoing and incoming Heads, addressing:

***What are your most important goals for the upcoming year?**

- **Ensure that everyone on the executive board is working toward common goals – and toward our 2017 assessment.** This includes updating Bylaws, creating a MCS leadership manual, and completing new graduate student and member surveys. In addition, adding the position of Vice-Head Elect to increase institutional knowledge, formalizing the Chair/Associate Chair relationship for all positions, and forming a Communications Committee so all interactions with members are consistent.
- **Increase member engagement.** This includes creating a member FAQ, revitalizing the mentorship program for graduate students, promoting member research/graduate students via communication channels, updating the syllabi exchange, implementing a speaker's bureau, and putting into practice an annual conference luncheon for award winners.
- **Create awards or funding opportunities for graduate students and members.** This includes creating and streamlining application processes for: graduate student travel awards for the Midwinter and National conferences, Midwinter conference research awards, a PF&R award, a professional of the year award, an adjunct/instructor of the year award, a Teaching Ideas competition, and awards at the national conference for best poster and best HD presenter(s).

***What goals did your group set this year that you were unable to reach? Why?**

Goals for this 2014-2015 were the following:

- 1) Increase two-way communication among officers and members.
 - Progress made toward this goal.
- 2) Ensure that bylaws and division policies are current and available to the public.
 - Goal attained.
- 3) Engage and encourage new and existing members to become active in leadership and volunteer opportunities within the division.
 - Progress made toward this goal
- 4) Showcase the value of being a member of the division by spotlighting and increasing knowledge of the various awards available through our division.
 - While novel efforts were made to publicize the awards, no discernible change was noticed in the number of applicants we had for our awards.
 - Awards were publicized via social media, website, listserv, and newsletter (typical routes we've used in the past).
 - An email was sent out from AEJMC headquarters to all AEJMC members publicizing awards (novel effort).
 - An advertisement was placed in the AEJMC newsletter publicizing our awards (novel effort).
 - One award (Traves Service Award) was not granted because zero nominations were put forward.

- Perhaps the publicity for these awards gets lost among all the other communications put out. Future promotion of these awards should seek to really make them stand out from all other notifications sent from the division and national organization.

*How may any or all of the Standing Committees help you to achieve your goals in the coming year?

- The Vice-Head and Vice-Head Elect can help in updating the Bylaws, creating the MCS leadership manual, and creating a member FAQ.
- Communications Committee members can help in creating and promoting the graduate student and member surveys, promoting member research/graduate students, and work with the Teaching Committee on creating online resources including a speaker's bureau and updating the syllabi exchange
- Professional Freedom and Responsibility Committee members can help implement PF&R and professional of the year awards.
- Teaching Committee members can help implement an adjunct/instructor of the year award, a Teaching Ideas competition, and work with the Communications Committee in creating online resources including a speaker's bureau and updating the syllabi exchange.
- Research Committee members can work with the Communications Committee to promote member research and in implementing awards at the national conference for best poster and best HD presenter(s).
- Midwinter Conference Committee members can help implement graduate student travel awards for the Midwinter conference and Midwinter conference research awards.
- Awards Committee members can help streamline all awards application processes, implement graduate student travel awards for the Midwinter and National conferences, and put into practice an annual conference luncheon for award winners.
- Graduate Student Liaisons can work with the new Vice-Head Elect/membership chair to revitalize the mentorship program, work with the Communications Committee to promote graduate students, and work with the Awards and Midwinter Conference Committees to implement graduate student travel awards for the Midwinter and National conferences.

RESEARCH:

Each Division/Interest Group is assessed based on diversity in participation and programming. A primary goal of the Research Committee is to enhance the scholarly activities of AEJMC.

Questions 5 through 8 apply **ONLY** to refereed research competitions.

In 2015, there were a total of 157 papers submitted to MC&S. Of these, 23 were disqualified for either having author information in the submission, or going over the page limit. A total of 79 were accepted and 55 rejected, with an overall acceptance rate of 50.3%.

5. Number of faculty research paper submissions 112; number of acceptances 60; 53.6%.

6. Number of student research paper submissions 41; number of acceptances 17; 41.5%.

7. Overview of judging process (forms used, please attach).

Research papers were reviewed and judged on a 5-point scale.

1) Clarity of purpose.

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

2) Literature review.

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

3) Clarity of research method.

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

4) Appropriateness of research method.

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

5) Evidence relates to purpose of paper.

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

6) Evidence is clearly presented.

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

7) Evidence supports conclusions.

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

8) Writing and organization.

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

9) Relevance of focus of division.

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

10) Significance of contribution to the field.

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

Furthermore, each reviewer was asked to provide comments to the division and the author(s) about the submission. However, comments were not required for completion of review.

8. Total # of judges 151; 3 papers per judge.

About 25% judges reviewed 3 papers, 21% reviewed 4 papers, 12% reviewed more than 4 papers, and 11% reviewed 1 or 2 papers.

9. Did your group conduct any other type of refereed competition? (Could be creative projects, teaching papers or any other non-traditional method of inquiry.)

Moeller Paper Student Competition

Number of Moeller paper submissions 4; number of acceptances 2; 50 %.

Overview of judging process (forms used, please attach).

The Moeller Competition uses the same judging process and form as used in the open and student paper competition.

Total # of judges 12; # 3 papers per judge.

Briefly explain the competition and the selection process.

Students who submit a paper written for a class during the previous year are eligible for the Mass Communication and Society Moeller Competition. Please note that the Moeller Competition is separate from our student top paper competition. Faculty members who taught the class nominate the papers by sending a letter or e-mail to the research chairs verifying the paper was written to fulfill class requirements. Papers submitted for the Moeller Competition must clearly note the competition on the title page and have a separate category listed within the MC&S division on the all academic website.

First Place: *“Let’s Keep This Quiet:” Media Framing of Campus Sexual Assault, Its Causes, and Proposed Solutions*. Jane O’Boyle and Jo-Yun Queenie Li, University of South Carolina
 Second Place: *Heaven, Hell, and Physical Viral Media: An Analysis of the Work of Jack T. Chick*. Philip Williams, Regent University

Midwinter Conference

Number of research abstract submissions 40; number of acceptances 25; 62.5%.*

*Higher acceptance rate is typical of the smaller and less-competitive environment offered by the Midwinter Conference.

Overview of judging process (forms used, please attach).

AEJMC Mass Communication & Society Division

Midwinter Review Form

Reviewer: NAME (PLEASE TYPE YOUR NAME HERE)
 Submission: PLEASE TYPE THE SUBMISSION NUMBER

Please rank the following.

1. Topic is of interest to our division:

Of Little Interest				Of Great Interest
1	2	3	4	5

2. Paper appears to use sound methodology:

Highly Questionable				Very Sound
1	2	3	4	5

3. Paper appears to be professionally done:

Major Problems				Highly Professional
1	2	3	4	5

Total Score:

Comments for author(s):

Total # of judges 23; # 4 abstracts per judge.

Briefly explain the competition and the selection process.

Members of the Division were notified throughout the Fall, via the Division newsletter and listserv, of the opportunity to submit abstracts in the range of 600 to 800 words via email by Monday, December 1, 2014, for consideration in the Midwinter competition. Upon receipt of the abstracts, they were appraised for their appropriateness to the division and distributed to two or three reviewers, along with a score sheet (range: 1 to 5) measuring the quality of the methodology and execution as well as relevance to the division. Reviewers were asked to return their notes and recommendations by mid-January, after which the Co-Chairs selected the top entries based on those scores, chose two top papers (first and second place) and notified authors of the decisions, along with notes and scores from each of the reviewers. Five categories emerged as likely panels, which were submitted to and selected by the Midwinter conference organizer, Elanie Steyn, associate professor at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma: 1) Social media; 2) Methodology and theory; 3) Credibility (political and media); 4) Media framing, and; 5) Media effects. A number of attendees and Division members who volunteered to help were based in the area of the conference, at both the University of Oklahoma and Oklahoma State University, so four of those volunteers were chosen to moderate panels. As usual, MC&S had the largest representation of any division at Midwinter, with panels spread across all of the two-day conference.

10. Please list your in-convention activities related to research.

Our in-convention activities related to research will begin with a pre-conference research workshop pertaining to social media measurement. During the conference MC&S will have six research sessions. Two smaller panels spotlight competitive papers. One panel brings scholars together to discuss women in the 2014 elections. The rest of the division's competitive papers will be presented in either a high density session or one of our two scholar to scholar panels.

The best of our competitive papers are recognized with plaques for first place, certificates for second and third place, free conference registration for authors, and monetary awards. First place papers receive \$250; second place receives \$150; third receives \$75. The highest ranking papers are chosen from our three paper competitions: open, student, and Moeller. The winners are as follows:

Open Competition

- First Place: *NGOs, Hybrid Connective Action, and the People's Climate March*. Suzannah Evans, Daniel Riffe and Joe Bob Hester, North Carolina at Chapel Hill
- Second Place: *The Impact of Political Identity Salience on the Third-Person Perception and Political Participation Intention*. Hyunjung Kim, Sungkyunkwan University
- Third Place: *Reducing Stigmatization Associated with Alpha-1 Antitrypsin Deficiency*. Michelle Baker, Juniata College

Student Competition

- First Place: *Social Pressure for Social Good? Motivations for Completing the ALS Ice Bucket Challenge*. Jared Brickman, Washington State
- Second Place: *Is Social Viewing the New Laugh Track? Examining the Effect of Traditional and Digital Forms of Audience Response on Comedy Enjoyment*. T. Franklin Waddell and Erica Bailey, Pennsylvania State
- Third Place: *The Discourse of Sacrifice in Natural Disaster: The Case Study of Thailand's 2011 Floods*. Penchan Phoborisut, Utah

Moeller Competition

- First Place: *"Let's Keep This Quiet:" Media Framing of Campus Sexual Assault, Its Causes, and Proposed Solutions*. Jane O'Boyle and Jo-Yun Queenie Li, University of South Carolina
- Second Place: *Heaven, Hell, and Physical Viral Media: An Analysis of the Work of Jack T. Chick*. Philip Williams, Regent University

In addition to rewarding our authors, the division also honors our research paper reviewers. One reviewer is selected by our Research Co-chairs to receive a certificate and \$250 for being the top reviewer. This year we honored William Kinnally from The University of Central Florida for providing the most thorough and timely reviews of all our judges. The division also picks two random reviewers to receive free conference registration as a way to thank our volunteer judges. This year we selected Juliana Fernandes and Jason Martin.

Finally, MC&S will take the opportunity offered during convention to present our Research Award winner with a plaque and funds to initiate their study. While the division's Research Award is a competitive funding opportunity that is judged as an out-of-convention activity, the winner is presented with their award during conference.

11. Please list your out-of-convention activities related to research.

- Research Co-Chairs are expected to contribute informative articles to our newsletter which is published three times a year.
- MC&S sponsors an extremely popular and well respected journal, *Mass Communication & Society*, which publishes 6 issues per year.
 - A special issue will be published this year guest edited by Leo Jeffres on the topic “Future of Mass Communication Theory and Research in a Changing Communication Environment.”
 - The journal has put out a paper call for our next special issue to be guest edited by Donnalyn Pompper on the topic of “Climate and Sustainability Communication.”
- The division formed a search committee with Francesca Dillman-Carpentier serving as chair to locate the next Editor-In-Chief of our division journal.
- We administered our annual Research Award and Dissertation Award competitions. While the winners will be honored and presented with a plaque and monetary award during conference, the actual process takes place outside of convention. Further details are noted below.

MC&S Research Award

As part of the Division’s commitment to facilitating excellent research, MC&S has awarded research grants of up to \$10,000. Any topic that advances mass communication research, especially at the societal or macro-social level, is eligible for the award. Proposals must emphasize the interaction with society and fit with the division's mission. All methods, whether qualitative or quantitative, are welcomed. Any member of the Division who is currently teaching, researching or studying mass communication full-time is eligible. Members of the MC&S executive committee or the selection committee are ineligible to apply.

The \$10,000 may be awarded to a single project or may be split between several smaller projects. The funded research must be submitted to our division journal, *Mass Communication and Society*, for review within two years of receiving the award. Winners receive half of the award at the business meeting and the other half upon submission to the journal.

Those not completing the project in two years from the date of award become ineligible for the additional funding; however, the journal still has first right of refusal on the research project. In accordance with the division bylaws, proposals will be reviewed by a committee composed of the current division head, the immediate past division head, the current journal editor, the immediate past editor of the journal, and one at-large member appointed by the current head.

This year we had fifteen applications for the award. The winners of the 2015 MC&S Research Award are Jason Martin, Jessica Gall Myrick, and Kimberly K. Walker for their proposal, “*Get Your Game Frame Off My Obamacare: The Cognitive, Affective, and Attitudinal Effects of Health Care Legislation News Coverage on Young Adults.*” They have requested and will be awarded the full \$10,000 amount. A copy of the judging sheet used to evaluate applications follows.

AEJMC Mass Communication & Society Division

Research Award Review Form

Proposal: <Title>

Please place an individual score (1-5) for each of the items and then total your scores. Your comments, as specific as possible, are requested.

Criteria	Low				High
	1	2	3	4	5
- Potential for particular theory building in the field of mass communication.					
- Degree to which the proposed study will fill a gap in the mass communication literature					
- Potential for making an overall intellectual contribution to the study of mass communication.					
- Potential for publication in a top-tier academic journal.					
- Degree of understanding of the literature upon which the proposed study is undergirded.					
- Appropriateness of research questions and/or hypotheses.					
- Appropriateness of research method(s) for data gathering and analysis.					
- Likelihood that the project will be completed within the two-year timeframe guideline.					
- Quality of writing					
- Adequacy of proposed budget.					
TOTAL SCORE					

Comments:

MC&S Dissertation Award

The Mass Communication and Society division of AEJMC award recognizes the top dissertation in the field of mass communication and society, offers an opportunity to publish in the division's journal, and earns a cash prize of \$3,000.

An eligible dissertation must have been completed between January 1, 2014 and December 31, 2014. For the purposes of this award, a "completed" work is defined as one that has not only been submitted and defended but also revised and filed in final form at the applicable doctoral-degree-granting university by December 31, 2014.

The dissertation topic(s) must: 1) advance mass communication research, especially at the societal or macrosocial level, and 2) emphasize the interaction with society and fit with the division's mission. Winners of the award must submit an article based on the dissertation to *Mass Communication and Society* within two years of receiving notification of winning the award. Winning the award grants right of first refusal to the journal, but does not necessarily guarantee acceptance into the journal. The winner will receive half of the award at the annual Mass Communication and Society business meeting held during AEJMC's annual conference, with the remaining funds dispersed upon submission to the journal.

This year we had five applicants for the award. The winner of the 2015 MC&S Research Award is Meredith Clark for her dissertation, "*To Tweet Our Own Cause: A Mixed-Methods Study of the Online Phenomenon 'BlackTwitter'.*" A copy of the judging sheet used to evaluate applications follows.

AEJMC Mass Communication & Society Division

Dissertation Award Review Form

Dissertation: <Title>

Please place an individual score (1-5) for each of the items and then total your scores. Your comments, as specific as possible, are requested.

Criteria	Low				High
	1	2	3	4	5
- Potential for particular theory building in the field of mass communication.					
- Degree to which the dissertation study will fill a gap in the mass communication literature					
- Potential for making an overall intellectual contribution to the study of mass communication.					
- Potential for publication in a top-tier academic journal.					
- Degree of understanding of the literature upon which the proposed study is undergirded.					

- Appropriateness of research questions and/or hypotheses.					
- Appropriateness of research method(s) for data gathering and analysis.					
- Quality of writing					
TOTAL SCORE					

Comments:

12. Please describe briefly the research goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

The overarching MC&S research goal is to continue to enhance awareness that the division is among one of the most respected of AEJMC for showcasing a scholar’s work. Our sponsored journal helps tremendously in that area as it is one of the most respected Mass Communication journals in the field and is financially healthy. Scholars know that publishing in *Mass Communication & Society* will expand the reach of their work.

Another way to enhance our reputation is to attempt to offer the best awards and financial incentives when selecting papers for competition. In addition to a plaque or certificate, all paper competition authors and co-authors receive complimentary conference registration along with an additional cash award. We pride ourselves on the fact that student competition winners receive just as much recognition and awards as faculty winners. We are happy to report while keeping our conference acceptance rate in line with AEJMC’s overall rate, MC&S received 23 more submissions and accepted 10 more competitive papers this year compared to last.

Additionally, our Research Award and our Dissertation Award recognize top research projects and provide funding to help authors submit their work for publication. Both awards are highly publicized to AEJMC members. Our Research Award has been ongoing for several years now and draws top quality competitive research proposals related to the field. The Dissertation Award is still in its infancy but continues to see increased applications over the last few years.

For more detailed explanations of our efforts, please refer to previous questions 5 through 11.

TEACHING:

It is in the interests of the students we are training to be taught by faculty and led by administrators who have given thoughtful consideration to excellence in curricular matters, course content and teaching methods, and teaching performance. To this end, the Teaching Standards Committee of AEJMC urges divisions and interest groups to include activities concerning curriculum, leadership, course content and teaching methods, and assessment.

13. Please list your in-convention activities related to teaching. Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

Our in-convention activities related to teaching begin with serving as a secondary co-sponsor with The Commission on the Status of Women for a pre-conference workshop titled, "Google and Data Journalism: A Match Made in Data Viz Heaven." We follow that workshop with four teaching panel sessions throughout the conference. They are as follows:

- 1) *How I Learned to Stop Worrying And Love Online Learning*, secondary sponsor with The Council of Affiliates
- 2) *Promising Professors and Distinguished Educator Panel*, solo sponsored and planned
 - This popular panel consists of presentations regarding teaching methods and best practices given by the winners of our Promising Professor and Distinguished Educator awards.
- 3) *Preparing Global Leaders in Journalism and Mass Communication*, primary sponsor with Cultural and Critical Studies and Media Management and Economics Divisions
- 4) *Overcoming the Post-tenure Slump: Re-energizing Your Research Agenda*, secondary sponsor with Advertising Division

14. Please list your out-of-convention activities related to teaching. Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

Out-of-convention activities related to teaching are primarily coordinated through our Teaching Co-Chairs. Regular duties of these Co-Chairs include promoting our teaching awards, assessing teaching award applications, and contributing articles to our newsletters. Of particular interest this year was a newsletter article and subsequent dialogue regarding students' often-inappropriate use of technology in the classroom and new policies created to address the issue. The division's website continues to host a place for a "Syllabus Exchange" but does need new additions.

Promising Professors Awards

One of our most successful teaching activities remains our annual Promising Professor competition. These awards honor new faculty and graduate students who demonstrate excellence and innovation in teaching. Promising Professors Awards are granted to both faculty and graduate students. Winners for each category (faculty and graduate student) are recognized at the national convention. First place winners of each category win a plaque and \$250. Second place earns a certificate and \$150. Third place receives a certificate and \$75. Winners for each category (faculty and graduate student) are decided by the division head, vice-head, teaching chair, and graduate student liaison by using the following form:

**AEJMC Mass Communication & Society Division
Promising Professor Award Review Form-1**

Applicant name _____ Category (F/S) _____

1. Quality of teaching philosophy/statement

1 Poor	2	3	4	5 Excellent
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Comments on the strength and weakness about teaching philosophy/statement:

2. Quantitative teaching evaluations

1 Poor	2	3	4	5 Excellent	Not Applicable
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Qualitative teaching evaluations

1 Poor	2	3	4	5 Excellent	Not Applicable
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Comments based on teaching evaluations:

3. Teaching methods/pedagogical innovations

1 Not innovative	2	3	4	5 Very innovative	Not Applicable
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Comments:

4. Course syllabi

1 Poor	2	3	4	5 Excellent
--------	---	---	---	-------------

Comments:

5. Sample assignments

1 Poor	2	3	4	5 Excellent	Not Applicable
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Comments:

6. Letter of support

1 Poor	2	3	4	5 Excellent
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7. Involvement in teaching related activities

1 Uninvolved	2	3	4	5 Very involved
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TOTAL SCORES based on above 7 items	
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8. How many advises does the applicant have?

Undergraduate Students	MA Students	PhD Students
------------------------	-------------	--------------

9. How many courses has the applicant taught?

0 to 2	3 to 5	6 to 8	9 to 10	More than 10
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10. Have most of the courses the applicant taught been...

Lower level undergrad classes	Upper level undergraduate classes	Graduate level courses	A mix of lower and upper level undergraduate courses	A mix of under graduate and graduate courses
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11. Has this applicant previously won any teaching awards?

Yes	No
-----	----

If yes, how many awards has the applicant won? _____

12. Has this applicant done any teaching presentations?

Yes	No
-----	----

If yes, how many presentations has the applicant done? _____

13. Has this applicant published any papers on teaching?

Yes	No
-----	----

If yes, how many papers has the applicant published? _____

14. Has this applicant received any grants for teaching?

Yes	No
-----	----

If yes, how many grants has the applicant received? _____

This year's winners are:

Promising Professor Faculty Winners

First Place: Brooke McKeever, South Carolina

Second Place: Rowena L. Briones, Virginia Commonwealth University

Third Place: Vanessa Bravo, Elon University

Promising Professor Student Winners

First Place: Julia Daisy Fraustino, University of Maryland

Second Place: Amanda J. Weed, Ohio University

Third Place: Young Kim, Louisiana State University

Distinguished Educator Award

The division also continues to recognize an outstanding member of the division for his/her outstanding contribution to teaching. The Distinguished Educator Award is given annually to a member of the MC&S division whose personal teaching excellence and influence on pedagogy in the field is profound.

Typically, each applicant's nomination packet is judged by the division head, vice-head, teaching chair, and graduate student liaison. Applicants are ranked by each judge. In the event that only one nominee is presented, judges review the packet and give a yes/no vote. The winner receives a plaque as well as \$500.

The 2014-2015 Distinguished Educator winner is:

Carol Pardun, South Carolina

Winners of the Promising Professor and Distinguished Educator Awards are required to attend the Promising Professors and Distinguished Educator Panel at the national convention. In this special panel, the top three faculty Promising Professors competition winners, the first-place student winner, and the Distinguished Educator share what has brought them success in the classroom.

15. Please describe briefly the Teaching goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

The primary goal of our division is to improve pedagogical practices in the area of journalism and mass communication so it can well serve the needs of students who have grown up with newer technologies. Therefore, we organize and sponsor teaching competitions, workshops, and conference panels aiming to improve the effectiveness in using technology in media education. We continued our mission by sponsoring popular programs such as the Promising Professor and Distinguished Educator Competitions and organizing panels that present the current trends on teaching mass communication. We discovered that the majority of the awardees this year have highlighted the successful use of social media and new technologies in their applications. The winners of each award category will be recognized at the national convention. The special Promising Professors and Distinguished Educator Panel will invite the top three faculty Promising Professors, the first-place student winner, and 2015 Distinguished Educator to share their successful experience in their classroom. We also have used our newsletter to discuss effective teaching solutions using technology, and how to monitor technology in the classroom. We want to be on the forefront of thinking about technology in the classroom.

PF&R:

Each year the PF&R Committee expects some programming both during the convention and between conventions in at least three of the five PF&R areas to meet minimal expectation. Over a period of a few years, divisions and interest groups should have activities in all five areas. A few activities of high quality are preferred and evidence that helps assess quality is helpful.

It is important to fully explain the division or interest group's role in organizing a session or panel. Suggested notations: division planned, division was primary or secondary sponsor, division sent out a special paper call on the topic, division provided names for panelists, etc.

16. Please list your in-convention activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, or public service. Include a list of non-member invited convention speakers with names and affiliations.

In-convention activities related to PF&R revolve mostly around panel sessions. For 2015, the following PF&R panels are programmed:

- 1) *Network Newscasts: Then and Now*, secondary sponsor with Electronic News Division
 - This panel supports the PF&R goals of media criticism and accountability as well as ethics by looking at how network newscasts have evolved over time. The panel focuses on how the technological changes in producing a newscast has helped or hindered journalism. Panelists are university instructors as well as experienced broadcasters.
- 2) *Examining National Trends Facing the Challenges of Diverse Faculty in Reaching or Failing to Reach Academic Leadership Roles Across the Academy*, secondary sponsor with Minorities and Communication Division
 - This panel supports the PF&R goal of racial, gender, and cultural inclusiveness by bringing together university administrators to discuss increasing and empowering diversity among future administrators.
- 3) *Big Data, Friend or Foe? De-stigmatizing the Use of Big Data to Advance Communication Research*, secondary sponsor with Communication Technology Division
 - This panel highlights the responsible use of big data to advance communication research. As such, it supports the PF&R goal of responsible ethics.
- 4) *Entertainment with a Purpose: The Use of Fandom, Infotainment and Social Media to Promote Nonprofit Causes*, secondary sponsor with Public Relations Division
 - This panel focuses on how popular culture and entertainment can be used to promote beneficial nonprofit causes. Past examples include the ALS Bucket Challenge, the Worldwide Wrestling Federation's philanthropic activities, and the use of the Harry Potter narrative to encourage others to partner with NGO's. The panel supports the PF&R goal of public service.

In addition to the PF&R panels, the division will sponsor an off-site visit to Carat, a global media business focusing on innovative IMCs which work across platforms to deliver real business value. Adam Seymour, Senior Vice President and Managing Director of the San Francisco office has promised a round-table panel with some of their senior leaders across Insights, Analytics, Strategy and Planning, Digital, etc. Statement Five of the PF&R guidelines, regarding public service, states, "AEJMC members should offer services related to their appropriate professional fields, particularly activities that enhance understanding among media educators, professionals and the general public." By visiting media companies such as Carat, MC&S members can gain valuable insight into the current state of affairs of Integrated Marketing and pass that knowledge along to students as well as organizations that seek the assistance of our expert educators.

17. Please list your out-of-convention activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability racial, gender and cultural inclusiveness, or public service.

As with our other Co-Chairs, the PF&R chairs submit articles for each of our three newsletters regarding issues of professional freedom and responsibility. We also made contributions to two different funds which will greatly advance the goals of PF&R within AEJMC. This year the division sponsored a fellowship within AEJMC's new Institute for Diverse Leadership in Journalism and Communication. With the donation of over \$6,000 to the Institute's annual budget, MC&S hopes that one of the seats reserved in this Institute will be directed to a current MC&S member. AEJMC headquarters has informed us that this year

the money will be used to assist Carolyn Bronstein of DePaul University as she progresses through the Institute's programming.

This year we also donated \$500 to the Barrow Minority Doctoral Student Scholarship, sponsored primarily through the Communication Theory & Methods Division (but with other divisions' support as well). The division believes our donations to both the Barrow scholarship and Institute for Diverse Leadership will further the PF&R goals of racial, gender, and cultural inclusiveness.

Finally, each year we honor outstanding service by a MC&S member towards both the field and AEJMC with the Traves Service Award. This award comes with a plaque and a check for \$500. Candidates are nominated by their peers, who coordinate a nomination packet for judging by all executive officers of MC&S. Unfortunately no nominees were presented to the division this year. In hindsight and for future reference, the division should emphasize that self-nominations are acceptable. The guidelines currently state that self-nominations are accepted, but perhaps the division should do a better job of publicizing that fact.

18. Please describe briefly PF&R goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

The goals of our PF&R area are the same as the national organization. Our activities strive to promote free expression, offer public service, encourage and recognize racial, gender, and cultural inclusiveness, encourage media criticism and accountability, and promote ethical behavior.

The PF&R Co-Chairs are responsible for submitting articles to our newsletter addressing such goals and activities. They also serve to steer and encourage panel ideas for the national conference that address such issues. If you look at our panels for this year, MC&S is encouraging and promoting media criticism and accountability, ethical behavior, public service, and diversity in university leadership roles. We also do our best to honor and recognize the accomplishments of students in the same way we recognize faculty.

Our commitment to diversity can also be seen in our sponsorship of The Institute for Diverse Leadership in Journalism and Communication as well as the Barrow Minority Doctoral Student Scholarship. We would also like to draw your attention back to our annual demographic form, which shows the balance in gender we have among our officers. We strive to maintain this evenness in all our endeavors.

For more specific details about our PR&R activities, please refer back to questions 16 and 17.

General Information:

19. Please attach copies of the newsletters sent by your group this year, and any other material you wish us to note.

Please see the proceeding appendix.

Big Shoes, Big thanks, and a Big Bridge

By: Kevin Williams, Mississippi State University, Division Head

As the new division head of MC&S for 2014-2015, I am both honored and (to be honest) a bit intimidated to be at the helm of this great division. Our past division heads have gone on to be Department Heads, Deans, Associate Provosts, and Provosts. They have gone on to hold high positions of leadership within AEJMC. Those are some big shoes to fill. Most days, I'm lucky if my shoes match my clothes.

Fortunately, we have a great group of officers who have experience leading this division. Most of these people I have known for years and I couldn't be happier or more reassured to have them working to make this division move forward. I encourage all members, faculty and graduate students, to get involved with the division. Contact a division officer and ask if there is anything you can

do to make his/her job easier.

As officers move through the ranks of the division, one of my goals for the year is to encourage other members of the division to step up and become new leaders within MC&S. Other goals for the division this year can be found at <http://aejmc.net/mcs>. You'll be able to find other useful information regarding upcoming events at our site.

Speaking of events, I'd like to thank all involved for making this past annual conference a success. From officers, judges, moderators, discussants, and presenters, many helped to make the event a big success. Planning is already underway for next year's gathering in San Francisco which will have the theme "Global Bridges."

As you read through the newsletter, pay particular attention to the upcoming midwinter conference and the details regarding it. Also, I'd like

to point out the article contributed by Drew Shade, who won our Graduate Student Promising Professor Competition but was unable to present his talk during this year's past conference. We've asked him to share some of his thoughts with us here.

Even though we are some months away from the deadlines, I'd like to close by reminding all about the various awards our division offers to both faculty and students. The Awards Co-Chairs will briefly discuss some of these awards. As submission time nears, you can read all the details on our website. Please share these opportunities with your colleagues. As always, thanks for all you do for the division and for AEJMC.





“To fulfill a requirement for my major.” “A good grade.” I have lost count of how many times I have heard those or similar responses to two questions I often ask my new students on the first day of classes: “Why are you taking this course?” and “What do you hope to gain from taking this course?” As a teacher who is truly passionate about learning, those answers make me cringe.

For this Promising Professor Special Article, I was asked to answer the question: What has helped me become a success in the classroom? One approach that has helped me find this success is to put myself in the shoes of my students; to look at my classes from the perspective of a learner. I tend to agree with Jean Twenge (2006), who considered Millennials to be part of “Generation Me.” Many Millennials, including many of my students, often take the approach: “What’s in it for me?” As such, I treat every class

meeting as a challenge and an opportunity to address why today’s topic is important for them as an individual. “What will they get out of this class meeting filled with lecture, discussion, and learning activities?”

As a recent doctoral graduate who spent the past 10 years as a college/graduate student, it is natural for me to picture myself as a student in my classes. Due to my position with this new generation of college students and the challenge I welcome to help them see how the topic will benefit them, I have found three ways to increase success in the classroom. These elements include: answering the “so what?” question, providing examples of real-world scenarios and application, and allowing for discussion of their personal connection to the topic.

First, answering the “so what?” question. Before you even can answer that question, you need to capture their interest. The methods vary, but one thing that I find works really well is to provide a startling or unique statement that gets the students curious about why that statement is true.

Following that attention-getter, I often proceed to define the concept, term, principle, or theory in question. For the past few years, I have realized that allowing the students to contribute to that definition (based on prior experiences or just from doing the assigned reading) can help to maintain their engagement. Now that I have their interest and we have

settled on a definition for the concept in question, it is easy for me to proceed to an explanation of why this concept is important for them to know, understand, remember, and apply in their daily lives. Often this brief explanation is enough to get them “onboard” with what has been planned for the rest of the day. Second, providing examples of real-world scenarios and application. If answering the “so what?” question was not enough to capture their interest or if I start to lose the attention of one or two students during the rest of the class period, examples of real-world scenarios and application are usually where I can bring things back into focus for them and capture/recapture their attention. Examples of real-world scenarios and application can come in many forms, which is helpful to students with different learning styles. They can involve video clips from movies, television shows, news broadcasts, and the like. They can include personal stories or third-person narratives told with vivid details. Other possibilities are the reading of news articles, opinion pieces, blog entries, discussion board posts, and similar short reading exercises. The list is endless; the more examples the better.

Third, allowing for discussion of personal connection to the topic. Sometimes this discussion takes place at

Continued on Page 3

Shade Continued

the end of the class period and sometimes this discussion takes place at the end of the week when we have had a specific theme over the past few class periods. Whenever it takes place, the importance of framing the discussion as a means for the discovery of personal connection to the topic is essential. What new understanding have they gained on the topic? Why is this understanding important? How can they apply it to their daily lives and future careers? This discussion often involves critical thinking and sometimes it is harder to get the students to participate. That is when I employ informal writing tasks, think-pair-share strategies, and smaller group discussions to get them comfortable sharing their thoughts about personal connection and application.

I hope this piece has helped give you a glimpse of one area that has helped me find success in the classroom. I encourage you to employ some of the techniques I have found to work well for me, but feel free to adjust them accordingly. Who I am as a teacher has largely come from watching great teachers, discussing the learning process with others, and then find what will work best for my students. As I continue to grow as a teacher, I welcome every chance I have to learn new techniques and develop my skills. If you take anything from this special article, it would be my wish that you put yourself in the shoes of your students and see what insights you gain. Taking this perspective has helped me as teacher and, hopefully, my students as well.

-Drew Shade



Let's Make A Deal

By: Jensen Moore

Since AEJMC got rid of the “chip auction” method the scheduling of panels for the national conference has become more like a game of “let’s make a deal.”

To begin with, each AEJMC Division gets 6 chips to do with what they please (Interest Groups get 3 chips). The first four sessions for any group only count ½ chip. With our first two chips (1/2 chip each), the MCS Division has requested a 10-paper high-density research session, a 50-paper poster session, and two 5-paper research sessions. We automatically get an additional 5 paper slots in the association-wide scholar-to-scholar session meaning that we have requested 75 slots to schedule research papers in May.

Each of these are refereed research sessions, so make sure to follow the submission guidelines posted online to make sure your manuscripts have

the absolute best chance of getting selected for one of these slots. Last year, more than 30 manuscripts were disqualified for failing to adhere to MCS Division policies – which means some great research may not have been programmed.

Our remaining four chips are split so that we can program up to eight co-sponsored panels with other Divisions/Interest Groups. These chips are used to program research, teaching and professional freedom and responsibility panels.

This year, the AEJMC Council of Divisions has created a website that allows Programming Chairs to input panel proposals into a database. The database lists the title of the panel, a description of the panel, the proposing Division and possible Division co-sponsors.

Continued on Page 4

Join MCS at Midwinter

The University of Oklahoma will again host the 2015 AEJMC Midwinter Conference in the beautiful Gaylord College of Journalism and Mass Communication on Friday, March 6 and Saturday, March 7. MC&S expects to have the largest presence of any Division. This conference is a great opportunity for students and faculty to get feedback on their studies and present them in an intimate, welcoming environment.

Submit your abstracts of 600 to 800 words, excluding author information and references, to either MC&S Midwinter co-chair, Kelly.kaufhold@ttu.edu or Jhmielowski@wsu.edu, by noon on Monday, December 1. Please put



Brian Bowe (center) Michigan State University, First Place, Student Competition

“Midwinter submission” in the subject line.

Authors will be notified of their submission’s status by mid-January. Abstracts should give a clear sense of relevant literature, research objectives, methods employed, the stage of the research project and initial or expected findings and conclusions. Authors of accepted abstracts must submit complete papers (not exceeding 30 pages) to the discussant of their conference session least two weeks before the Midwinter conference. Papers cannot be under review at other outlets (e.g., ICA). However, Midwinter submissions, even

accepted papers, are eligible for the national AEJMC conference April 1. The division will award top paper honors at Midwinter. Panel proposals are also welcome. Jay and Kelly will need Division members willing to serve as reviewers in December so please contact them if you’ll be available and are willing to help – thanks!

Moore continued

Each Programming Chair can then search through the panel submissions and choose which panels fit into their Division’s interests.

This is where the deal making comes in. If a Programming Chair sees a panel proposal they are interested in, they contact the other Division’s Programming Chair to see if a co-sponsorship can take place. This sometimes involves negotiating panel members so that each co-sponsoring Division is equally represented. It sometimes involves negotiating who the “lead” Division/Interest Group of the panel should be. It sometimes involves negotiating “blending” different panels in ways that improve or make it more likely to work for your Division. In each instance the goal is to make sure we have well-attended panels at the conference so the key is to look for panels that are innovative, current, and enlightening.

Division business/members’ meetings, Division executive committee meetings, off-site tours and off-site socials do not cost any chips. The MCS Division has requested slots for each of these, so be on the lookout for future newsletter items regarding date/times and need for RSVPs.

-Jensen Moore, Promising Professor, Third Place, Louisiana State University, Division Vice Head

Montreal 2014 Was Another Great Success

By: Gang (Kevin) Han Sei-Hill Kim – Research Co-Chairs

Greetings! It was so nice meeting our presenters, moderators, discussants and Division officers in Montreal in August! Our Division received 134 submissions in total, the second largest among all 29 divisions/groups of AEJMC this year. There were 69 papers accepted for presentation, with a 51.4% acceptance rate (the 14th lowest compared with other divisions/groups, and the 3rd lowest for our Division since 2008). What a successful year! We would also like to extend a special thank-you to all our reviewers. The review process of our Division could not have gone so smoothly and joyfully without their dedicated professional service.

Although the paper submission deadline is still months away, you may want to start thinking now about your plan for the upcoming convention that will be held in San Francisco on August 5th through 9th, 2015. The convention theme will be “Global Bridges,” stressing the intercultural nature of our field. As always, the Division welcomes all theoretical and methodological

approaches.

As you may have already known, AEJMC’s three types of paper presentations are research (i.e., traditional panel), scholar-to-scholar (i.e., poster), and high-density (i.e., simultaneous roundtables). For details regarding each type of paper session see the AEJMC paper presenter FAQ: <http://www.aejmc.org/home/2013/01/paper-presenter-faqs/>. The assignment of papers to sessions is determined by paper content and theme, not by paper quality.

All papers accepted for conference presentation are deemed to be of high quality.

A detailed call for submissions for 2015 annual convention will be available in the winter newsletter as well as on our website <http://aejmc.net/mcs>

If you have any questions, please contact Gang (Kevin) Han at Iowa State University (ghan@iastate.edu, 515-294-0482) or Sei-Hill Kim at the University of South Carolina (seihillkim@gmail.com, 803-777-7037).

Social Media Update

By: Jack Karlis

The Social Media Committee’s role is to utilize, maintain, create and recruit for the division’s social media accounts to raise awareness of the Mass Communication and Society division. Jack Karlis of SUNY Buffalo State and Iveta Imre of Western Carolina are the officers in charge of the committee.

The committee seeks continued growth and more participation from its members. As of October 2014, there were 410 members on Facebook (a 22 percent growth rate from June), 1,492 members on Twitter (a 36 percent growth rate from June), and 272 members on LinkedIn (a 24 percent growth rate from June).

The social media committee would kindly ask that if there is any news to share or MC&S members that have not joined, they do so. They would also request that members share, retweet, link or repost division information on their own personal accounts to help diffuse information. The platforms are an excellent tool to disseminate any information about jobs, conference calls, or pertinent information related to the division.

Fan Yang – Graduate Student Liason

Hi graduate students!

Hope your semester is off to a great start! I am Fan Yang, a Ph.D. student of the College of Communications at Penn State. I am thrilled to serve you again this year.

As a graduate student, you can get involved with our division in many ways. Aside from the top student paper competition in the annual convention, I strongly encourage you to apply for the following awards.

First, the Dissertation Award recognizes the top dissertation in the field of mass communication and society. We also recognize graduate students who exhibit excellence and innovation in teaching mass communication courses through Promising Professor Awards. In addition, our division has the MC&S Research award, which honors outstanding research proposals related to mass communication research.

Please refer to the MCS website and our graduate liaison page (<http://aejmc.net/mcs/graduate.php>) and feel free to contact me at fuy106@psu.edu for more information.



Jennifer Greer (Center) – Edward Traves Award, University of Alabama

MCS Awards

By: Melanie Sarge and Temple Northrup

Hi MC&S members. We would like to make you aware of the many awards MC&S has to offer! In addition to the three cash awards given to the division's top winners of each conference research paper competition—1) Open Competition 2) Student Competition and 3) Moeller Student Paper Competition—MC&S offers around \$15,000 in awards recognizing members for their hard work in research, teaching and service.

These include the MC&S Research Award, Dissertation Award, Promising Professor Awards, Distinguished Educator Award, and the Traves Service Award.

We encourage you to visit the awards section of the MC&S

website (<http://aejmc.net/mcs>). Here, you will find detailed descriptions for each award as well as lists of the requirements in order to determine if you are eligible to apply.

If you still have questions, send one of the award chairs an email and they will be happy to pass along the necessary information.

All applications or nominations for any of our awards should be emailed to either Melanie Sarge (m.sarge@ttu.edu) or Temple Northrup (temple@uh.edu) by Friday, May 1st at 11:59 pm (Eastern Standard Time). Begin thinking about these awards early and take advantage of the unique opportunities the MC&S division offers!

PF&R Activities

Professional freedom and responsibility, generally referred to as PF&R, embodies the key values of AEJMC and contains five elements. These are: Free Expression, Ethics, Media Criticism & Accountability, Racial, Gender & Cultural Inclusiveness, and Public Service.

Our division has consistently addressed these issues through a combination of panels, research presentations, member activities and interactions with relevant professionals and organizations.

The Mass Communication PF&R team invites you to share your suggestions for PF&R programming for the 2015 national convention in San Francisco, both in terms of related research as well as off-site activities. We strongly encourage you to suggest and/or initiate partnerships with other divisions.

We will also be planning at least one off-site PF&R activity and welcome your ideas, especially if you are familiar with the San Francisco area and/or have visited recently. Please send your ideas to Janet Bridges (jabridges@shsu.edu) or Kalyani Chadha (kchadha@umd.edu). We look forward to hearing from you!

MCS Journal Remains Strong and Offers New Series

By: Ran Wei

Max McCombs, Donald Shaw, and David Weaver have authored an original essay, “New Directions in Agenda-setting Research,” for *Mass Communication and Society’s* November-December issue (vol. 17, no. 6) to launch the journal’s new series, Deutschmann Scholars Essays. The essays feature new, original work by recipients of AEJMC’s top career research award to extend the legacy of these outstanding scholars and inspire a new generation of mass communication researchers. More Deutschmann essays will be published in 2015.

The 2015 special issue (vol. 18) on “Theory and Research in a Changing Communication Environment” guest edited by Leo Jeffres of Cleveland State University received a strong field of nearly two dozen manuscripts and reviewing is now in process. In addition, we have received eight excellent topics from three countries for the 2016 special issue of *MC&S* (vol. 19). The editorial board will select a topic for a November 1 announcement.

These special issues show promise to build on the success of the 2014 special issue (vol. 17) on “Entertainment and Political Media.” Guest edited by Lance Holbert of Temple University, the issue contained a lively, international

selection of articles that attracted substantial national media attention and more than 1,500 downloads.

Stephen Banning of Bradley University is *MC&S’s* first Reviewer of the Year, a new award that recognizes quality and dedication in reviewing manuscripts. The journal editors called Dr. Banning “a thoughtful reviewer” with “a nurturing intent when giving out criticism to authors,” and noted that “he consistently submits excellent reviews.” Dr. Banning received a plaque and \$500 award at the August board meeting during AEJMC 2014.

The editors of *MC&S* will soon issue a call for nominations for the top article of the previous volume year. A special editorial committee will select the article based on advancement of theory, quality of writing, and impact. The article will carry a \$500 award. Please look for the call and send us nominations for the award—including your own work.

Journal manuscript submissions increased by 69 to 379 between July 1, 2013, and June 30, 2014. The acceptance rate (by final decision) was 10.5%, down from 11.2%. The journal’s impact factor (2013) is 0.911 for a ranking of 34th internationally. The journal ranked no. 22 in total citations and no. 19 in citations per document in communication.

Annual Meeting Minutes

AUGUST 7, 2014
MONTREAL, CANADA

Meeting called to order at 6:45 p.m. Thursday, August 7, 2014. As of the 2014 annual meeting, MC&S had 434 members, down 20 from the previous year and continuing the trend since 2010.

How we compare: MC&S charges \$24 per year for regular members and \$10 for students. Members' fees include the flagship journal for our division, *Mass Communication & Society*. Most other divisions that include journals charge higher fees. For instance, Public Relations' regular member fees are \$30 per year and \$20 for students and Law and Policy's member fees are \$30 per year and \$7 for students.

Division Budget: MC&S remains strong financially with a balance of \$32,390.61 with the year's expenses estimated at \$15,000.

- Two new division expenditures, approved at the 2012 meeting, the PF&R project award (\$5,000) and the excellent paper reviewer award (\$250), were discussed but put on hold.

Journal Budget: The current balance for the journal budget remains very strong, \$349,599.50. The journal estimated \$14,000 in new expenditures, including \$2,000 for associate editors, \$5,000 for summer graduate editorial assistants, \$1,000 for book review editor, \$500 for reviewer of the year and \$500 for outstanding article.

RESEARCH REPORT

- 134 individual paper submissions
- 69 accepted (51% acceptance rate)
- 130 judges reviewed papers
- Reviewer drawing for free AEJMC conference registration:
 - Diana Martinelli

AWARDS:

OPEN COMPETITION

- 1st: Mariam Alkazemi and Wayne Wanta, University of Florida
- 2nd: Joy Jenkins, University of Missouri, and Edson Tandoc, Nanyang Technological University
- 3rd: Jason Martin, DePaul University

STUDENT COMPETITION

- 1st: Brian Bowe, Michigan State
- 2nd: Nicholas Matthews, Indiana University
- 3rd: Fauzeyah Rahman, University of Texas, Austin

MOELLER COMPETITION

- 1st: Christopher Frear and Katherine LaPrad, University of South Carolina
- 2nd: Julia Daisy Fraustino, University of Maryland
- 3rd: Juan Liu, Wayne State

RESEARCH AWARD:

- Francesca Dillman Carpentier and Elise Stevens, University of North Carolina at Chapel Hill

DISSERTATION AWARD:

- Scott Parrott, University of North Carolina at Chapel Hill

TEACHING REPORT

- Five of the division's sessions at AEJMC focused on teaching
- Held a pre-conference workshop: The Journalism Educator's Role in the Future of Education.

PROMISING PROFESSOR

- 1st: Lucinda Austin, Elon University
- 2nd: Piotr Bobkowski, University of Kansas
- 3rd: Jensen Moore, Louisiana State University

PROMISING PROFESSOR GRADUATE STUDENT

- 1st: Drew Shade, Pennsylvania State University
- 2nd: Camille Reyes, Rutgers University
- 3rd: Nicholas Hirshon, Ohio University

DISTINGUISHED EDUCATOR

- S. Shyam Sundar, Pennsylvania State University

PROFESSIONAL FREEDOM AND RESPONSIBILITY REPORT

- Three sessions and one off-site social focused on PF&R:
 - Whistleblowing in Government as Free Expression
 - Anti-Intellectualism in American Journalism
 - Stones Left Unturned: Underexplored and Emerging Topics and Factors in Research on Social Effects of Video Games
 - Off Site Activity: Guided Visit to Pointe-a-Calliere, Museum of Archeology and History

EDWARD TRAYES AWARD

- Jennifer Greer, University of Alabama

MIDWINTER CONFERENCE REPORT

- 24 research papers submitted
- 15 accepted and presented
- Winning paper abstract: Shawna White, Texas Tech
- Discussed possibly rotating locations to encourage participation.

MASS COMMUNICATION AND SOCIETY**JOURNAL REPORT****BY-LAW CHANGES**

- Article IX, Section 9: The journal editor may appoint up to four Associate Editors to serve concurrently, who will each be paid an annual stipend of \$2,500 from journal funds after satisfactorily performing their assigned duties through submission of proof copy edits to the publisher for an entire volume of the journal. Associate Editors who serve less than a full year may have their stipend prorated based on the proportion of issues in the volume that were completed during their time of service. The Editor-Elect may also receive a \$2,500 stipend for the year served in advance of publishing his or her first issues and receiving support from the publisher.
- Article IX, Section 11: Editorial assistant summer stipend: MC&S will pay an annual stipend of \$5,000 to the editorial assistant for continuing duties between spring and fall semester.
- Article IX, Section 13: The MCS Journal fund will pay an annual stipend of \$1,000 to the book review editor for coordinating and soliciting book reviews for the journal.

- Article IX. Section 14: To motivate and reward service of reviewers, the MCS Journal will give an award of \$500 (from journal funds) accompanied by a plaque or certificate to one outstanding reviewer selected each year. The editor and associate editors will form a committee to select the reviewer of the year. Criteria for determining the award will include the number of reviews completed, quality of the review, promptness of review response, and the impact of reviews in nurturing young scholars. In the event of no suitable nomination, the editors reserve the right not to give the award.
- Article IX. Section 15: To reward authors, will award a \$500 prize and plaque (from journal funds) to one outstanding article published during the previous volume year. The editor and associate editors will form an ad hoc committee to receive nominations and to select the outstanding article of the year. Authors can self-nominate or nominate others. Criteria for determining the award will include the advancement of theory, quality of writing, and number of citations (or downloads), and publicity (if applicable). This award will be given annually starting in 2015. In the event of no suitable nomination, the editors reserve the right not to give the award.
- Article X. Mass Communication and Society Research Grant
The division will provide up to \$5,000 per year for one or two research projects, with first right of refusal for publication reserved for the division journal within two years of issuance of grant

money. One half of the money would be given in advance and the other half would come at the conclusion of the project.

STRIKE THIS ARTICLE – none of our other awards are in bylaws

OTHER BUSINESS

- AEJMC CoD
 - International Regional Conference – watch for news in October
 - National News Engagement
 - San Francisco Theme: Global Bridges

GOALS FOR 2014-2015 INCOMING HEAD, KEVIN WILLIAMS

- Increase two-way communication among officers and members
- Ensure that bylaws and division policies are current and available to the public
- Engage and encourage new and existing members to become active in leadership and volunteer opportunities within the division
- Showcase the value of being a member of the division by spotlighting and increasing knowledge of the various awards available through our division

2014-2015 MC&S NEW OFFICERS

- Head – Kevin Williams
- Vice-Head – Jensen Moore
- Midwinter Chairs – Jay Hmielowski and Kelly Kaufhold
- Research Chairs – Sei-Hill Kim and Gang Han
- Teaching Chairs – Jennifer Kowalewski and Nan Yu
- PF&R Chairs – Janet Bridges and Kalyani Chadha
- Secretary/Newsletter Editor – Ben LaPoe
- Graduate Student Liason – Fan Yang
- Webmaster – Ruoxo Wang
- Awards Committee – Melanie Sarge and Temple Northup
- Committee on Social Media – Jack Karlis
- Journal Editor – Ran Wei
- Immediate Past Head – Lisa Paulin

Whole Lotta Shakin' Goin' On!

Every week in my online Mass Media and Society class I post a blog topic for my students. I try to find something that is shaking up the media world, some big event, controversy, or debate taking place. Some weeks I struggle to find something that is both topical and relevant to students' lives. So far this semester, the topics have come pretty easily. Since our last newsletter a lot has happened in the industry. From *The Interview* to *Charlie Hebdo*, big conversations have been taking place. As I write this, the Brian Williams story is developing and will no doubt be my topic for this week. My colleagues within our university's cognitive psychology program have been explaining that everyone experiences false memories and this case is neither uncommon nor egregious. My take is that journalists are well aware of the problems caused by false memories, which is why their job is to journal the things they witness. I am reminded of the old saying, "The map is not the territory." Our jobs as journalists, and journalism educators, must be to teach tomorrow's journalists how to document and create the most accurate map possible.

Things are shaking up within the MC&S division as well, and in a good way. As the new calendar begins, the division starts fulfilling its obligations and responsibilities. Midwinter conference is just around the corner and our chairs have been working hard to pull off the event. Our paper call for the San Francisco conference has been announced and can be found on our website, www.aejmc.us/mcs. We will be recruiting reviewers, discussants, and moderators for these submissions so please contact our research co-chairs, Sei-hill Kim and Kevin Han, if you can volunteer to help. The officers will also be administering and judging all the other various competitions that our division sponsors. Needless to say, there is a lot of reviewing and judging to be done in the next several months.

I'd like to bring your attention to a few new developments that are ongoing within the division. In addition to our paper call for conference, our journal, *Mass Communication & Society*, has announced a call for papers for a special issue regarding climate and sustainability communication. We encourage you to read the details at <http://aejmc.us/mcs/spe->

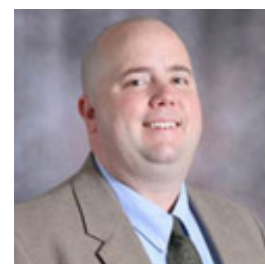
[cial-call/](http://aejmc.us/mcs/call-for-editor/) and submit your manuscripts by June 30th. In other journal business, there is also a call for editors currently taking place. According to our bylaws, we are to advertise and conduct a search for editor every three years. The current editor is allowed to apply for reappointment but cannot exceed a six-year term limit. Further details can be found at <http://aejmc.us/mcs/call-for-editor/>.

The division has some new initiatives beginning as well. We were approached by AEJMC President Elizabeth Toth and distinguished MC&S member Jennifer Greer to consider funding a fellowship in AEJMC's new Institute for Diverse Leadership in Journalism and Communication. The division will fund one fellow, who will be a MC&S member, for this institute. This initiative will help in achieving one of our PF&R's goals of increasing racial, gender, and cultural inclusiveness. Towards those same goals, MC&S is making a donation to the Barrow Minority Doctoral Student Scholarship. We will vote in San Francisco as to whether both the fellowship and scholarship donations should be done on a recurring annual basis. I hope to have further details on the fellowship, such as how to apply, soon and will publicize them when they are received.

Finally, you may have recently seen my email proposing a logo contest for the division. We have a committee of judges led by Matt Haught of The University of Memphis. Contest details and rules are included in this newsletter. They are also posted at <http://aejmc.us/mcs/logo-contest/>.

Have a great semester everyone. Spring Break is almost here. Until then, in the immortal words of philosophical genius, Taylor Swift, "Shake it off, shake it off!"

-Kevin Williams, Mississippi State University,
 Division Head



San Francisco Programming

The heads of the AEJMC Council of Divisions completed the “chipping” process in December. The MC&S Division was able to partner with ten different AEJMC Divisions and Interest Groups



to ensure that all six of our chips were used. Overall, we had a very successful programming season that resulted in six research sessions, four PF&R panels, three teaching panels, and two pre-conference workshops.

We secured 65 slots for refereed research papers (10 traditional, 10 high density, 45 poster) on Thursday and

Friday of the conference. In addition, we co-sponsored a research panel with the Commission on the Status of Women on Saturday, August 8 from 3:30-5 p.m. titled, “On the Eve of Hilary: Women in the 2014 Elections.”

Our first PR&R panel is on Friday, August 7 from 11:45-1:15 and is co-sponsored with the Electronic News Division and is titled, “Network News-casts: Then and Now. The second PF&R panel is on Saturday, August 8 from 8:15-9:45 a.m. and is co-sponsored with the Communication Technology Division. It is titled “Big Data, Friend or Foe? De-stigmatizing the Use of Big Data to Advance Communication Research.” Our third PF&R panel is on Saturday, August 8 from 5:15-6:45 p.m. and is co-sponsored with the Public Relations Division. It is titled “Entertainment With a Purpose: The Use of Fandom, Infotainment and Social Media to Promote Nonprofit Causes.” Our fourth PF&R panel is on Sunday, August 9 from 9:15-10:45 a.m. and is co-sponsored with the Minorities and Communication Division. It is titled “Examining National Trends Facing the Challenges of Diverse Faculty in Failing to Reach Academic Leadership Roles Across the Academy.”

We were able to program two pre-conference workshops on Wednesday, August 5. The first, co-sponsored with the Commission on the Status of Women, runs from 8-12 and is a Google data workshop. The second, co-sponsored with the Public Relations Division, runs from 1-5 p.m. and is a social media metrics workshop. Both of these workshops will provide interesting information for



those teaching digital media.

Our first teaching panel is on Thursday, August 6 from 11:45-1:15 and is co-sponsored with the Council of Affiliates. It is titled, “How I Learned to Stop Worrying and Love Online Learning.” Our second teaching panel is on Thursday, August 6 from 5-6:30 p.m. and is co-sponsored with the Media Management and Economics Division. It is titled “Preparing Global Leaders in Journalism and Mass Communication.” Our third teaching panel is on Saturday, August 8 from 1:45-3:15 p.m. and is co-sponsored with the Advertising Division. It is titled “Overcoming the Post-tenure Slump: Re-energizing Your Research Agenda.”

The MC&S Division always focuses on programming panels that represents many different interests and career stages within our diverse division. We hope that you see one or more panels or workshops that interest you and apply to your research or teaching.

Members, please also add to your schedules the MC&S Division business meeting on Saturday, August 8 from 7-8:30 p.m. At this meeting MC&S officers will hand out awards for teaching, research and service. We will also present and vote on new business and next year’s executive board. Following the business meeting the MC&S Division will host an off-site social (location TBA) where members can network.

-Jensen Moore, Louisiana State University,
Vice Head

Greetings Graduate Students

I hope the Spring semester started off well for all of you!

I'd like to bring to your attention several opportunities offered by our division. First, you can join the division at a reduced rate (\$10 for student membership). In addition, you are welcomed to submit papers to the division for the midwinter and annual conferences. Aside from the top student paper competition in the annual convention, you are encouraged to apply for the Dissertation Award, Promising Professors Award and MC&S Research Award.

The Dissertation Award recognizes the top dissertation in mass communication and society. We also award graduate students who exhibit excellence and innovation in teaching mass communication courses through Promising Professor Awards. In addition, our division also has the MC&S Research Award, which honors outstanding research proposals related to mass communication research. For more information, please refer to the MCS website and our graduate liaison page (<http://aejmc.net/mcs/graduate.php>).

-Fan Yang, Penn State University, Graduate Student Liason

PF&R's Diverse Panels

The Mass Communication PF&R team has a diverse set of programs for this year's meeting. Four joint research sessions have been set aside for divisions to present with us, and as we have described below, the topics are varied and extremely interesting.

While we are in San Francisco, we will also be inviting division members to what has become our usual off-site tour. The exact focus has not yet been decided, but we have already identified several possibilities in that great environment. At this point we have looked at some museums that attract a large audience, boat trips around several different waterfront stations, and several "visit the wonders" type tours. There are others.

We would welcome input from any of you, especially if you have participated in any events of this type in San Francisco or the Bay area. E-mail your ideas to one of us: jabridges@shsu.edu or kchadha@jmail.umd.edu. As soon as there is a final decision, we will let you know.

For those of you interested in our four joint research sessions:

First, early in the program (that means Friday), we are partnering with EEN (that means Electronic News) for a session that compares today's network newscasts with those that have appeared earlier (meaning: "then and now"). Should be an interesting and useful panel session for anyone interested from a research standpoint or who is just teaching news classes. [Friday 11:45-1:15]

Our second major panel, with Communication Technology, examines what they call "big data," which seems to be considered positive with some

but not with others. The descriptive word used was "de-stigmatizing" and the issue seems to be making these types of data desirable for use in communication research. [Saturday 8:15-9:45]

Our third panel is with Public Relations, more familiar to many of us, and will focus on the concept of Entertainment as a method of promoting nonprofit causes. The presenters have noted "fandom," "infotainment" and "social media" as ways to use entertainment with a purpose – to use their words. [Saturday: 5:15-6:45]

The last panel -- on Sunday -- is presented with the Minorities and Communication Division. The topic here is more personal for many and will explore both the national trends associated with diverse faculty and the lack of research associated with academic leadership roles.

-Janet Bridges, Sam Houston State University, and
Kalyani Chadha, University of Maryland,
PF&R Co-Chairs



Journal News from Mass Communication and Society New Deutschmann Essay by David Weaver.

The first 2015 issue of MC&S contains an original essay by David H. Weaver: "Studying Journalists and Journalism Across Four Decades: A Sociology of Occupations Approach." This is the second in our new series of original essays contributed by recipients of the Paul J. Deutschmann Award. Last year's inaugural feature was an original piece on agenda-setting research by Max McCombs, Donald Shaw and David Weaver. Our goal with this new feature from leading scholars is to guide 21st century research and help junior scholars at a time of rapid change in the media landscape, a valuable enhancement to the journal.

2016 Special Issue: "Climate & Sustainability Communication," edited by Donnalyn Pompper. Volume 19 of MC&S in early 2016 will feature a special forum dedicated to science and environmental communication, political communication, health communication and their respective theories and methods. The goal is to build upon traditional approaches to mass media's impact on and influence by the diverse perspectives of opinion leaders, NGOs and institutions shaped by cultural orientations. Guest editor Donnalyn Pompper of Temple University is seeking a wide range of research methods and theoretical frameworks. Manuscripts must be submitted by June 30, 2015, at <http://mc.manuscriptcentral.com/mcas>. Please note in your cover letter that it is for the special issue "Climate & Sustainability Communication."

New Book from our 2014 Special Issue!

In 2014, Dr. R. Lance Holbert of Temple was guest editor for our special issue devoted to research on

political entertainment media, addressing democratic outcomes that span the hierarchy of effects. It is now available as a book: *Entertainment Media and Politics: Advances in Effects-Based Research* (Routledge, ISBN: 978-1-138-82266-5). Please encourage your institutional libraries to purchase the compilation, and add it to your own collection! For more information, visit <http://www.tandf.net/books/details/9781138822665/>.

Quick Journal Stats:

*346 articles were submitted in 2014, a 4.5% increase from 331 submissions in 2013.

*The 2014 acceptance rate was 9.5% on 306 final decisions.

*Submissions in 2014 came from 36 countries around the world.

*Submissions January through June 2014 = 164

*Submissions July – December 2014 = 182

*MC&S Impact Factor is 0.911, ranked at #34.

Nominate 2014 MC&S Article of the Year and Reviewer of the Year!

Please send us your nomination for 2014 MC&S Article of the Year, whose author will receive a \$500 award, as determined by the editor and associate editors, and based on advancement of theory, quality of writing, and the number of citations. And we are grateful for the contribution made by all our reviewers. Last year we awarded Stephen Banning \$500 for his excellent service to the journal, and now we are looking for the next recipient who will be recognized at AEJMC 2015 in San Francisco. Please send your nominations for both reviewer and article to me at wei2@mailbox.sc.edu by April 15, 2015.

-Ran Wei, University of South Carolina, Editor-in-Chief

Social Media Committee Notes

The Social Media Committee's role is to utilize, maintain, create and recruit for the division's social media accounts to raise awareness of the Mass Communication and Society division. Jack Karlis of SUNY Buffalo State and Iveta Imre of Western Carolina are the officers in charge of the committee.

The committee seeks continued growth and more participation from its members. As of January 2014, there were 410 members on Facebook (a 12 percent growth rate from October), 1,258 followers on Twitter (a 16 percent decline rate from October), and 480 members on LinkedIn (a 76 percent growth rate from October).

The social media committee would kindly ask that if there is any news to share or MC&S members that have not joined, they do so. They would also ask that members share, retweet, link or repost division information on their own personal accounts to help diffuse information. The platforms are an excellent tool to disseminate any information about jobs, conference calls, or pertinent information related to the division.

The committee is also asking its members to create a hashtag for the division at the upcoming 2015 Conference in San Francisco, Calif. Please send them along to karlisjv@buffalostate.edu. A hashtag for the division will be electronically voted on in May.

-Jack Karlis, University of Buffalo, Social Media Committee Chair

Award Season Underway

Hello from the Awards Committee! We hope your spring semester is going well and you have had a productive year. The Awards Committee has been working hard to organize the award application and selection procedure and we are excited to be receiving your submissions soon! All submissions will be forwarded to the appropriate review committees. Each eligible submission will then be blind reviewed and a decision on the winning submissions will be made. As always, we strongly encourage our division members to apply for these awards to recognize your outstanding contributions to our field.

Please see brief summaries of the awards below, with detailed information available on the website on how to apply:

Research Award (<http://aejmc.us/mcs/research-award/>): MC&S awards outstanding research proposals focused on some aspect of mass communication research. Recipients are given \$10,000 to complete the proposed research project. \$5,000 will be presented to the recipients(s) at this year's conference award ceremony. The remaining \$5,000 will be given after the authors submit their paper to our division journal.

Trayes Service Award (<http://aejmc.us/mcs/trayes-service-award/>): The Trayes award honors exemplary service to the MC&S division.

Promising Professor Award (<http://aejmc.us/mcs/promising-professors-awards-panel-workshop/>): The Promising Professors Awards honor new faculty and graduate students who demonstrate excellence and innovation in teaching.

Distinguished Educator Award (<http://aejmc.us/mcs/distinguished-educator-award/>): The Distinguished Educator Award is given each year to a member of MC&S who has made a significant contribution to mass communication pedagogy.

Dissertation Award (<http://aejmc.us/mcs/dissertation-award/>): The Dissertation Award is given to reward excellence in graduate research. Award winners are given a cash prize of \$3000 and an opportunity to publish in the division's journal.

All awards have a May 1, 2015 deadline. Email Melanie Sarge (m.sarge@ttu.edu) or Temple Northup (temple@uh.edu) if you have any questions.

-Melanie Sarge, Texas Tech University, and Temple Northup, University of Houston, Awards Co-Chairs



On to Norman: Mid-Winter Update

We are excited for this year's mid-winter conference. The Gaylord College of Journalism and Mass Communication at the University of Oklahoma will once again host this year's conference on March 6th and 7th.

This year we received 40 submissions. We ended up accepting 25 abstracts. Our panels include a range of topics that reflect the interests of our division such as social media, research methods and theory, political communication, framing, and media effects.

Please visit the conference website, http://www.ou.edu/content/gaylord/outreach/aejmc_mid_winter.html, for specific information. There you will find the program, a link and form to register and pay for the conference, and important information about where to stay and how to get around Norman during your visit.

Finally, we would like to thank all of the reviewers who were kind enough to spend some of their time over the holiday break to review the abstracts. We also want to thank our moderators and discussants who will be running and providing our presenters with valuable feedback on their papers. Please feel free to contact us with any questions you have about the upcoming conference. See you in Norman.

-Jay Hmielowshi, Washington State University, and Kelly Kaufold, Texas Tech University, Midwinter Co-Chairs

MC&S Accepting Proposals and Papers for 2015 convention

The Research Co-Chairs have started receiving papers and organizing submission reviewers for the annual convention of AEJMC. While the deadline for paper submission is approaching, we would like to remind you of the wonderful opportunities provided by MC&S Division for its Research Award and standard research paper competitions.



MC&S Research Award deadline is May 2. Your application with any topic that advances mass communication research, especially at the societal or macro-social level, will be eligible for the award. Your proposal should be submitted electronically in a MS Word file to the Awards Co-Chairs. The total monetary award is up to \$10,000. The winner(s) will be announced at the business meeting in San Francisco. For the submission guidelines, and additional information about application materials and eligibility, please check out our Website: <http://aejmc.us/mcs/research-award/>.

Standard research paper competitions (deadline April 1). The MC&S Division is currently accepting research submissions for the AEJMC annual convention. Please note that your papers should be submitted to only one competitive paper category: Open Competition, Student Competition, or Moeller Student Paper Competition.

To acknowledge research excellence, the Division provides cash awards for faculty \$250 for 1st place, \$150 for 2nd place, and \$75 for 3rd place. For the student competitions the award will be \$100 for 1st, \$75 for 2nd, and \$50 for 3rd, places. The Division will also waive one AEJMC conference registration fee for the top three winners in each research paper competition. The winners will be announced and recognized at our business meeting. Please check out the conference paper call and the Division's specific call from <http://aejmc.us/mcs/annual-conference/> for more information.

Meanwhile, we would like to use this opportunity to call for reviewers, as well as moderators and discussants, for different types of research sessions (scholar to scholar, high density, and regular panels). Specifically, we need the following information:

- a. Name, email address, and phone numbers
- b. Current position and college/university affiliation
- c. Area of specialization
- d. Preferred research methods
- e. Interest in serving as a panel moderator and/or discussant

If you have any questions about paper competitions and the Research Award, or if you are willing to serve as reviewers, moderators and/or discussants, please contact Sei-Hill Kim at University of South Carolina (seihillkim@gmail.com) and/or Gang (Kevin) Han at Iowa State University (ghan@iastate.edu).



We look forward to seeing you all in San Francisco in August.

-Gang (Kevin) Han, Iowa State University, and Sei-Hill Kim, University of South Carolina, Research Co-Chairs

Mass Communication and Society – CALL FOR EDITOR

Transition period begins January 1, 2016 (or earlier if requested)

Official term is January 1, 2017 through December 31, 2019

Application Deadline: April 17, 2015

The Mass Communication and Society (MC&S) Division of the Association for Education in Journalism and Mass Communication (AEJMC) is now seeking applications for Editor for Mass Communication and Society, published by Routledge/Taylor & Francis. Mass Communication and Society, the MC&S division's flagship publication, is a refereed journal that publishes articles from a wide variety of perspectives and approaches that advance mass communication theory, especially at the societal or macrosocial level. It draws heavily from many other disciplines, including sociology, psychology, anthropology, philosophy, law, and history. Methodologically, journal articles employ qualitative and quantitative methods, survey research, ethnography, laboratory experiments, historical methods, and legal analysis.

The responsibilities of the Editor of Mass Communication and Society are to complete the following tasks:

- Monitor submissions throughout the review process using our automated file-management system, ScholarOne
- Assign manuscripts to Associate Editors
- Make decisions about manuscripts based on recommendations from the Associate Editors
- Provide the final proofread of manuscripts to be published
- Manage editorial assistants
- Nominate potential Associate Editors and Editorial Board members to the Executive Board
- Select guest editors and assist in management of guest-edited journal issues
- Provide annual reports to the Executive Board and to the MC&S Division
- Provide leadership in other journal-related initiatives
- Collaborate with Taylor & Francis, the publisher of Mass Communication and Society, to publish yearly statistics
- Chair the Mass Communication and Society Editorial Board meeting at the AEJMC annual conference
- Sit on annual committees charged with selecting the MC&S division research grant, outstanding reviewer, and outstanding article award winners
- Serve as liaison between the publisher and MC&S
- Complete other journal-related tasks as requested by MC&S

The position has a term of three years (starting January 1, 2017), with the potential for reappointment and an annual stipend of approximately \$6,500 from the publisher, with an annual 3% increase. The division will provide additional support up to \$5,000 to cover editor expenses related to the administration of the journal. Also, financial support will be provided for yearly support of an editorial assistant (up to \$10,000 for the academic year and up to \$5,000 for summer). Stipends are also provided to associate, guest, and book review editors. Application: To apply, candidates should send a brief (500-word maximum) statement of interest that addresses their fit for the role and a two-page summary curriculum vitae/resume.

The successful applicant will demonstrate evidence of the following skills:

- A doctoral-level qualification (or the equivalent) in communication or related area(s)
- Editor or Associate Editor (or commensurate) experience for a peer reviewed, impact factor journal
- A thorough knowledge of both researcher and practitioner expertise in multiple areas of communication and media
- A thorough understanding of AEJMC and APA ethical codes and APA and MC&S guidelines
- Applicants must hold a current professional membership with the MC&S division

Applications should be assembled as a single PDF file and emailed to Dr. Francesca Dillman Carpentier, editor selection committee chair (francesca@unc.edu) and Dr. Jensen Moore, MC&S Division Vice-Head (jmoore5@lsu.edu).

The application deadline is April 17, 2015 at 12 noon (GMT).

Inquiries about the position should be sent to editorial selection committee chair, Dr. Francesca Dillman Carpentier (francesca@unc.edu), or MC&S Division Head, Dr. Kevin D. Williams (kwilliams@comm.msstate.edu).

Mass Communication & Society Call for Papers

"Climate and Sustainability Communication"

Guest Editor: Donnalyn Pompper, Temple University.

This MC&S special issue shall open new conversations for integrating arenas of science and environmental communication, political communication, health communication and their respective theory and research method sets. Links between communication



and sustainability have garnered significantly greater attention among scholars in Europe and Scandinavia than in North America. Reasons for this and implications of such outcomes have yet to be thoroughly examined. Collectively, business-case approaches far outnumber critical approaches among U.S.-based research

on sustainability.

Complex problems and opportunities associated with globalization and power inequities require interdisciplinary, creative approaches. MC&S, a highly-ranked SSCI journal, offers a perfect forum for inspiring new conversations and advancing climate and sustainability communication research.

The aim of this special issue is to build upon traditional approaches to mass media's role in shaping and amplifying climate/sustainability issues by opening new space for including diverse perspectives of multiple opinion leaders (including NGOs and institutions) shaped by cultural orientations – and by shaping media used to communicate about them. Suggested foci include:

- Role of culture and nation in framing climate and sustainability campaigns
- Negotiating power inequities in setting and acting upon sustainability campaign agendas – local, regional, national, global
- How have climate/sustainability campaigns and NGOs succeeded, failed, and retrenched?
- In what ways do economic systems shape climate and sustainability discourse?

- What are the roles of mass media and other communication forms with regard to climate and sustainability programs?
- Which have been the most effective techniques (e.g., frames) for advancing sustainability and climate activism and behavior change through communication and why?
- How can insider-activism (employees as moral actors) work to inspire multinational corporations to reform operations impacting climate and sustainability communication?
- How might a global ethic interplay with climate/sustainability issues which defy definition or universal acknowledgement?
- How can conflicts among cultures and lack of global, ethical and legal regulatory policy with regard to climate and sustainability be negotiated in the short- and long-term?
- What is the role of theory building in communication beyond supporting “window dressing” and “green-washing;” deeply-entrenched critiques of sustainability campaigns?
- Power of documentaries’ persuasive appeals about climate change and sustainability
- In what ways do advertisers assess effectiveness of green marketing campaigns?

Mass Communication & Society invites submissions for a special issue devoted to a symposium on “Climate and Sustainability Communication.” A wide range of manuscripts using varied research methods and theoretical frameworks is welcomed. Encouraged are empirical studies which bear on the issues described above. Submit only original manuscripts that are not under consideration with other journals or books.

Deadline for submissions: Manuscripts are to be submitted by June 30, 2015, via the Mass Communication & Society online system at <http://mc.manuscriptcentral.com/mcas> following the standard journal submission procedures. Authors should note in their cover letters that the submission is for the special issue devoted to “Climate and Sustainability Communication.” Final publication will be in Volume 19 (2016). In addition to the electronic submission process, please send one hard copy to: Donnalyn Pompper, Department of Strategic Communication, School of Media & Communication, Temple University, 218 Weiss Hall, Philadelphia, PA 19122. Any questions concerning this call for papers may be directed to Donnalyn Pompper, dpompper@temple.edu.

Classroom Technology

As educators, we have continually struggled with the issue of technology in the classroom. We teach students how to use technology for their inclusion in the real world. We need students to use technology for gathering information and learning the intricacies of communication. Yet students often get distracted by technology, using their phones, tablets, and laptops to check social media or text friends rather than paying attention to lectures. The real issue of using technology in the classroom by one student may mean a distraction to others around the student.

At Georgia Southern University, where Teaching Co-Chair Jennifer Kowalewski teaches, the Communication Arts department has created a new policy making technology use in the classroom for anything other than for the course prohibited. Students could face lesser penalties from being asked to leave class to more severe penalties, such as going to the Dean of Students to face disciplinary action.

The faculty passed this new policy to ensure a better learning environment for all students. It has been one month since the new policy has been in place. Georgia Southern University student Liz Harden understands why the department created the policy, adding she likes the idea of cutting down on inappropriate technology use in the classroom. “I think the policy is needed. It is very distracting in class when others



are using technology inappropriately, especially in a computer lab class,” Harden, a senior Public Relation major, said.

We need to figure out the best way to handle technology in the classroom. We need to teach it; however, we need to make sure the technology doesn't become too distracting. We would like to know how you and your department handle technology use in the classroom. Email Jennifer Kowalewski at jkowalewski@georgiasouthern.edu with suggestions on how you handle this issue.

In other news, the Mass Communication & Society division is accepting nominations for two very prestigious awards, the Distinguished Educator and the Promising Professors award. Please check out the call for nominations for both awards at <http://aejmc.us/mcs/distinguished-educator-award/> and <http://aejmc.us/mcs/promising-professors-awards-panel-workshop/> for further details. The deadline for material submission is May 2nd, 2015 for both awards.

- Jennifer Kowaleski, Georgia Southern University, and Nan Yu, North Dakota State University, Teaching Co-Chairs

CALL FOR ENTRIES: Mass Communication & Society Division Student Logo and Cover Photo Contest

Submissions are open for the Mass Communication & Society Division Student Logo and Social Media Cover Photo Contest, and we hope you will encourage your students to take part. The deadline for submissions is April 10.

The winning student's logo will appear on all Mass Communication & Society Division materials, and cover photo will be published on the MC&S Division social media pages. The winner will receive \$500. Both pieces should reflect the diversity and focus of the Mass Communication & Society Division as one dedicated to exploring how mass communication serves as a system which provides the means for certain needs of society to be met and for certain problems to be solved. Further goals and functions of MC&S can be found at <http://aejmc.us/mcs/bylaws/>

Entries must:

1. Include the following type elements: Mass Communication & Society Division, AEJMC (abbreviated or spelled out, as graphically needed; if abbreviating, the style is MC&S).
2. Be adaptable to multiple uses. The logo will appear on the Division website, social media, promotional materials, and newsletters. The logo should not lose impact or legibility when substantially reduced.
3. Appreciate contemporary trends in logo design, but remain timeless.
4. Reflect the professional standards of the division.
5. Be reproducible on multiple platforms. The logo will be used in print and in digital, in large and small sizes. It should be able to stand in one color or in multiple colors, and should not be too vertical or horizontal in orientation.
6. Do not include copyrighted artwork. This means no clip art files or stock images. The student must create those elements if they are used.
7. The cover photo should be sized and should incorporate the logo in some way. Twitter should be 1500 x 500 px, Facebook should be 784 x 250 px, and LinkedIn should be 646 x 200 pixels.
8. Participants must complete the logo and all social media photos to be considered.

For a logo entry to be eligible, it must be created in vector format. Entrants are required to submit digital copies of each logo as both an EPS file (.eps) and as a JPEG file (.jpg). The JPEG version of the logo must be identical to the EPS version in terms of design, dimensions, proportion, etc. The EPS file format is required because it is a vector-based format that provides better reproduction. The EPS version must be a vector graphic with the type converted to outlines (this step is important!).

For cover photo entries to be eligible, they must include the logo and be in an RGB format with 72 ppi resolution. They **MUST** match the dimensions listed in Item 7. Entrants are required to submit digital copies of each page's photo as JPEG files (.jpg).

The file names must bear the last name of the entrant (for example, an entry should include: SmithLogo.eps; SmithLogo.jpg; SmithFB.jpg; SmithTwitter.jpg; SmithIN.jpg).

Entries must be the work of students enrolled in classes taught by AEJMC members. Each school may enter a maximum of 20 logos per design instructor. In order to be judged, logo entries must be submitted by a faculty sponsor (this step is also important!).

Faculty sponsors must also include a list of file names (such as: entrants.doc) with the entrants' names, addresses, and email addresses, plus their own full contact information (office phone, email address, campus address, etc.) Entries must be successfully submitted no later than 5 p.m., Central Daylight Time, April 10, 2015. Faculty sponsors should submit each logo entry's EPS (.eps) and JPEG (.jpg) files with the entrant's contact information in a single, compressed (zipped) file folder.

Submit the entry folder to Matt Haught, logo coordinator, at mjhaught@memphis.edu (File size limit for attachments is 25 mb.)

Questions regarding the 2015 logo competition may be sent to Matt Haught at mjhaught@memphis.edu. Winners should be notified by May 1, 2015.

Students unfamiliar with the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication can learn more at <http://aejmc.us/mcs/>.

Bald Man to San Francisco: You Can keep the Flower for my Hair

I'm writing this as the family is traveling to the beach for summer vacation. It may sound like I lead a life of luxury but I assure you the summer has been busy for both the division and me. As we get closer to conference, it's time to make sure all the details about our visit to San Francisco are tidied up. I'm looking forward to seeing you all in San Francisco and hope that if you are still on the fence about joining us this newsletter can help you realize all the fun that awaits us.



This newsletter also will be the last I write as Head of MC&S. I've been an officer with the division since my first year out of grad school (ten years). I have obviously enjoyed my time with the division and plan on still being very active, just not as an officer at this time. I hope that I have served you well. This division has always been a large part of my professional life. I've tried to steer it well over the past year.

Looking back, we've accomplished a good bit. We started this year by updating the listserv, allowing all members to post to it, as well as updating and migrating the website to a new platform and server. This should make things easier for our webmaster in the future. Ruoxu Wang has done a wonderful job for us.

After seeing that task through, it was time to focus on programming and negotiating panels for the annual conference. I can't claim much credit here. Jensen Moore-Copple has done a brilliant job of programming our conference and will no doubt excel at leading us through the next year. You can read about the various panels throughout this newsletter.

Our paper competitions resulted in some top-notch work being selected for the conference. Paper submissions were up for this year. With our acceptance rate hovering around 50% as AEJMC suggests, this means we continue to lead the organization in number of papers scheduled. We should all be thankful for the hard work of our research co-chairs, Sei-Hill Kim and Kevin Han, in coordinating our research efforts and paper competitions.

Our awards co-chairs, Melanie Sarge and Temple Northup, also put forth great effort in coordinating our award competitions. As Head, I have the responsibility of serving as judge for all of these competitions. I've judged in the past as well and can tell you that these competitions are getting tighter and tighter. I was especially impressed with the quality of applicants for our Promising Professor Awards. I hope you will join us for the Promising Professor teaching panel during conference (Friday, August 8th, at 8:15AM). No doubt our teaching co-chairs, Jennifer Kowalewski and Nan Yu, are very proud.

Apart from our regularly scheduled activities, a few unique opportunities presented themselves as well. I was part of an ad hoc committee charged with determining how our journal's reserve account, which is very healthy and growing, can be used to support our division's interests. Elsewhere in this newsletter, you'll find bylaw changes that reference some of these initiatives. Among the possibilities are subsidizing graduate student membership dues, offering money to our parent organization to

aid graduate student travel to conference, more than doubling our research proposal award amount, and investing the money in a fund which would generate a stream of income for the division. Former Editor-In-Chief Stephen Perry has helped navigate the committee in taking these bold new steps. The success of our journal makes it possible for all of these things to occur soon.

In mentioning our journal, I'd like to express my gratitude to both Stephen Perry and current EIC Ran Wei for making our journal so well respected. Dr. Wei will be stepping down at the end of his term and the search for a new editor is underway with a recommendation hopefully presented to members at the business meeting in August. When a recommendation has been forwarded to me, I will post it through social media and the listserv.

Another special opportunity presented to the division was a request to consider donating and sponsoring a MC&S member for the Institute for Diverse Leadership in Journalism and Communication. Carolyn Bronstein of DePaul University was selected for the Institute and MC&S is happy to have her represent us. With both the sponsorship of this opportunity and the donation to the Barrow Minority Doctoral Student Scholarship, MC&S is fulfilling our PF&R responsibility to foster and encourage racial, gender, and cultural inclusiveness.

This brings me to today, riding and typing in a car and thinking about the upcoming conference. We have a lot planned for you so please participate as much as possible if attending. We're planning on having an off-site tour and Q&A with leaders of Carat, a global media business focusing on innovative IMCs. Carat is just a couple of blocks from the conference hotel. The visit will take place Friday, August 7th, 11:45AM to 1:15PM. Lunch will be provided. We can only accommodate 35 participants so please visit <http://goo.gl/forms/b0TQk6HswR> to register for this event.

Our business meeting will take place Saturday evening, August 8th, from 7PM to 8:30PM. We have a lot of business to discuss and items for your consideration that will require a vote. Please plan on attending this important meeting. Because of this agenda, we will shift our award presentations to our division social, which immediately follows the business meeting. We'll be heading to Thirsty Bear, located at 661 Howard Street, less than a half-mile and a 10-minute walk from the hotel. The division has reserved an upstairs area from 9PM to close and will provide food and drinks. This will be both a time for socializing and honoring all of our award recipients.

Finally, keep an eye out for special things we will be planning throughout the conference. Stay tuned through Twitter via #AEJMCS. Also, look in your conference packet for some special extras the division will be providing members. We value your membership and contribution to the division and wish to show our appreciation. I also wish to show you my appreciation. I've enjoyed this year thoroughly and hope you've valued my leadership. Got to go now, there's a margarita waiting with my name on it.

-Kevin Williams, Mississippi State University,
Division Head

Division's Goals

- Ensure that everyone on the executive board is working toward common goals – and toward our 2017 assessment. This includes updating Bylaws, creating a MC&S leadership manual, and completing new graduate student and member surveys. In addition, adding the position of Vice-Head Elect to increase institutional knowledge, formalizing the Chair/Associate Chair relationship for all

positions, and forming a Communications Committee so all interactions with members are consistent.

- Increase member engagement.

This includes

creating a member FAQ, revitalizing the mentorship program for graduate students, promoting member research/graduate students via communication channels, updating the syllabi exchange, implementing a speaker's bureau, and putting into practice an annual conference luncheon for award winners.

- Create awards or funding opportunities for graduate students and members. This includes creating and streamlining application processes for: graduate student travel awards for the Midwinter and National conferences, Midwinter conference research awards, a PF&R award, a professional of the year award, an adjunct/instructor of the year award, a Teaching Ideas competition, and awards at the national conference for best poster and best HD presenter(s).

How Standing Committees will help achieve these goals in the coming year?

- The Vice-Head and Vice-Head Elect can help in updating the Bylaws, creating the MC&S leadership manual, and creating a member FAQ.

- Communications Committee members can help in creating and promoting the graduate student and member surveys, promoting member research/graduate students, and work with the Teaching Committee on creating online resources including a speaker's bureau and updating the syllabi ex-

change

- Professional Freedom and Responsibility Committee members can help implement PF&R and professional of the year awards.

- Teaching Committee members can help implement an adjunct/instructor of the year award, a Teaching Ideas competition, and work with the Communications Committee in creating online resources including a speaker's bureau and updating the syllabi exchange.

- Research Committee members can work with the Communications Committee to promote member research and in implementing awards at the national conference for

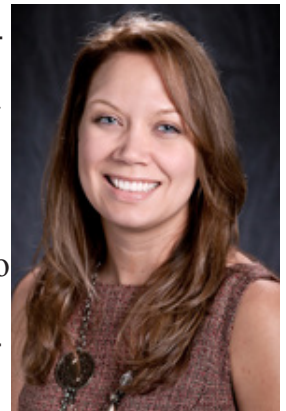
best poster and best HD presenter(s).

- Midwinter Conference Committee members can help implement graduate student travel awards for the Midwinter conference and Midwinter conference research awards.

- Awards Committee members can help streamline all awards application processes, implement graduate student travel awards for the Midwinter and National conferences, and put into practice an annual conference luncheon for award winners.

- Graduate Student Liaisons can work with the new Vice-Head Elect/membership chair to revitalize the mentorship program, work with the Communications Committee to promote graduate students, and work with the Awards and Midwinter Conference Committees to implement graduate student travel awards for the Midwinter and National conferences.

-Jensen Moore, Louisiana State University, Vice Head

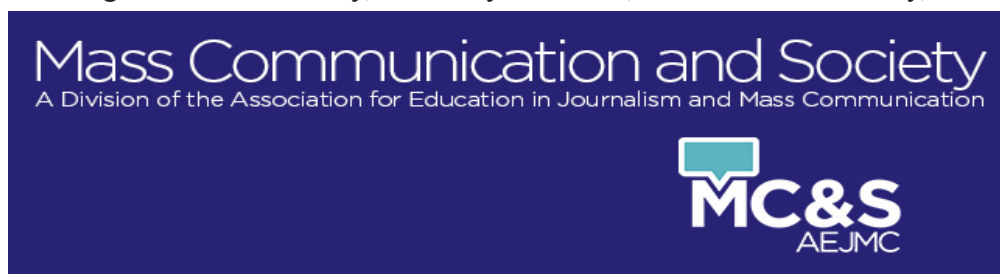


Midwinter

The Division received 40 abstracts involving 54 authors by December 1, 2014, for consideration in the 2015 Midwinter Conference. After blind review, a total of 25 papers were accepted for an acceptance rate of 62.5%, a bit below the 2014 acceptance rate, although a higher number of submissions were accepted. Submissions and participants came from as far away as Florida, New York, Wisconsin and Illinois to the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. Both students and faculty (24 panelists) shared their research on five panels: 1) Social media; 2) Methodology and theory; 3) Credibility (political and media); 4) Media framing, and; 5) Media effects. As usual, MC&S had the largest representation of any division at Midwinter, with panels spread throughout the two-day conference schedule. The abstracts selected did a nice job of detailing research questions, methodology and a theoretical framework in 600 to 800 words.

Midwinter is an important, intimate and accessible conference for graduate students, with small panels, a casual atmosphere and numerous opportunities for scholarly discussions, networking and socializing. It also offers feedback to study authors, which they can then consider when submitting to the national conference on April 1, just a few weeks after Midwinter. This convenient, affordable regional conference may begin rotating locations to other universities in the coming years but will likely remain at OU for 2016. Watch for notices from the Division this fall about submitting abstracts December 1.

-Jay Hmielowski, Washington State University, and Kelly Kaufhold, Texas State University, Midwinter Co-Chairs



PF&R

The Professional Freedom and Responsibility (PF&R) Committee will seek to serve its fundamental goals which include: free expression, ethics, media criticism & accountability, racial, gender & cultural inclusiveness as well as public service through four co-sponsored panels at AEJMC's upcoming convention in San Francisco. The panels are:

Network Newscasts Then and Now: This panel examines the historical evolution of network news and supports the goals of media criticism and accountability as well as ethics.

Examining National Trends Facing the Challenges of Diverse Faculty in Reaching or Failing to Reach Academic Leadership Goals across the Academy: This panel will discuss increasing diversity among future administrators. It speaks to the goal of racial, gender & cultural inclusiveness.

Big Data: Friend or Foe? Destigmatizing the Use of Big Data to Advance Communications Research: This panel focuses on the responsible use of big data and supports the goal of responsible ethics.

Entertainment with a Purpose: The Use of Fandom, Infotainment and Social Media to Promote Non Profit Causes: This panel which highlights the use of popular culture and entertainment to promote non-profit causes supports the PF&R goal of public service.

In addition to the panels, the division will sponsor an off-site visit to Carat, a global media business company involved in the production of integrated marketing campaigns. This visit will enable MC&S members to gain valuable knowledge regarding the state of integrated marketing, thereby fulfilling the public service goal of offering members the opportunity to interact with relevant professionals.

Finally, in order to continue to advance PF&R goals, the Division donated \$6,000 to AEJMC's New Institute for Diverse Leadership in Journalism and Communication and sponsored a fellowship which went to MC&S member Carolyn Bronstein of DePaul University. The Division is considering making the fellowship an annual feature and this will be discussed at the business meeting. Additionally, \$500 was donated to the Barrow Minority Doctoral Student Scholarship. These initiatives, the division believes will further the PF&R goals of racial, gender and cultural inclusiveness.

-Janet Bridges, Sam Houston State University, and Kalyani Chadha, University of Maryland, PF&R Co-Chairs

Journal News

Mass Communication and Society has had a very productive year! We have just gone to press with the special issue on Mass Communication Theories in a Time of Changing Technologies, edited by Leo Jeffres, and we are moving forward with the 2016 issue edited by Donnalyn Pompper about Climate and Sustainability Communication. We have had 114 submissions to the journal as of June 15, which is about a dozen fewer than last year at this time. But we know our Impact Factor (currently 1.342 over 5 years) is on the rise, due to several studies published in 2014, including the award winner listed below. We look forward to reporting up-to-date numbers at our annual Editorial Board meeting on August 7 at 7:00 am, at the AEJMC conference in San Francisco. We also look forward to presenting \$500 awards and plaques to the following journal award winners:

2014 Reviewer of the Year

Mike Schmierbach, Penn State University, is the 2014 Reviewer of the Year for *Mass Comm & Society*. The Associate Editors and I agreed that of all the nominations we received, Mike was the most thoughtful, most consistent and most helpful among the hundreds of reviewers. Thank you all for this invaluable service, which not only helps the journal, but which helps so many scholars who benefit from your careful attention to their studies.

2014 Article of the Year

This is the first year we have awarded Article of the Year, and it goes to “Stephen Colbert’s Civics Les-

son: How Colbert Super PAC Taught Viewers About Campaign Finance” by Bruce W. Hardy, Jeffrey A. Gottfried, Kenneth M. Winne, and Kathleen Hall Jamieson of the Annenberg School for Communication, University of Pennsylvania. Viewed online 4,000 times in eight months, this study was also featured in national media including The Washington Post, Time, USA Today and US News & World Report.



A Note of Thanks

I am wrapping up my tenure as Editor in December 2016. I look forward to working with the new editor as he or she takes on this wonderful opportunity that is so gratifying and important to our industry. I would like to thank our Associate Editors for their valuable work: Cory Armstrong, Shahira Fahmy, Jack Glascock, Francis Lee, Denis Wu, and past editor, Stephen Perry. You have all helped me tremendously and I couldn't have done any of it without you.

-Ran Wei, University of South Carolina, Editor-in-Chief

Social Media Committee Notes

The Social Media Committee's role is to utilize, maintain, create and recruit for the division's social media accounts to raise awareness of the Mass Communication and Society division. Jack Karlis of SUNY Buffalo State and Iveta Imre of Western Carolina are the officers in charge of the committee.

The committee seeks continued growth and more participation from its members. As of June 2015, there were 531 members on Facebook (a 29 percent growth rate from January), 1,337 followers on Twitter (a 6 percent increase from January), and 651 members on LinkedIn (a 36 percent growth rate from January).

The social media committee would kindly ask that if there is any news to share or MC&S members that have not joined, they do so. They would also ask that members share, retweet, link or repost division information on their own personal accounts to help diffuse information. The platforms are an excellent tool to disseminate any information about jobs, conference calls, or pertinent information related to the division.

A new logo was created by University of Memphis undergraduate student Aidan Porter after an open competition.

The committee will also use the #AEJMCS hashtag for the division at the upcoming 2015 Conference in San Francisco, Calif. We ask that you use the #AEJMCS hashtag when posting any pictures, videos, posts or tweets at the conference when it involves any activity with the division in San Francisco.

-Jack Karlis, University of Buffalo, Social Media Committee Chair

Grad Liason

Dear graduate students,

I hope you all had a wonderful and fruitful Spring semester! Congratulations to all graduate students whose papers got accepted by MC&S for the AEJMC 2015 annual conference. Great Job!

As the annual convention is approaching, I'd like to share with you some exciting opportunities offered by MC&S to all graduate students at the annual conference. First, our division awards graduate students who exhibit excellence and innovation in teaching mass communication courses through Promising Professor Awards each year. This year we recognize three outstanding winners in the graduate student category - Julia Daisy Fraustino, Amanda J. Weed and Young Kim. At the annual conference, there will be a Promising Professor panel, which includes our graduate student winners. Please join me to celebrate their achievement and to share their stories of what makes a promising professor at San Francisco.

Second, as you might've already known, the job hub at the AEJMC annual conference every year is well attended. The job hub is especially valuable to graduate students who are and will be in the job market this year. It is highly recommended that you take this opportunity to meet with your potential employers at the annual conference.

Last but certainly not the least, I am so happy to share with you some great news: our division is considering and will be discussing the possibility of making all graduate student division memberships free at the annual conference. Your input for this issue is highly welcomed. You can show your support by attending the members' meeting on Saturday night, August 8th, 7PM to 8:30PM. We will have a social afterward and all graduate students are encouraged to join us!

If you have any questions or suggestions, please feel free to contact me at fuy106@psu.edu. Cannot wait to see you in San Francisco!

-Fan Yang, Penn State University, Graduate Student Liason

Award Season Underway

Greetings from the Awards Committee! With our Division's continued popularity and large member base, this year we again saw tremendous interest for all of our award opportunities. Thank you to everyone who submitted an application for any of our awards!

After two busy months in May and June receiving and reviewing submissions, we are pleased to announce the winners and recipients of the MC&S awards for 2015. Please join us at the Division's social at Thirsty Bear to congratulate our honored members.

RESEARCH AWARD

"Get Your Game Frame Off My Obamacare: The Cognitive, Affective, and Attitudinal Effects of Health Care Legislation News Coverage on Young Adults"

Jason Martin, Depaul University

Jessica Gall Myrick, Indiana University

Kimberly Walker, Indiana University

DISSERTATION AWARD

"To Tweet Our Own Cause: A Mixed-Methods Study of the Online Phenomenon 'Black Twitter'"

Meredith Clark, University of North Texas (graduated from the University of North Carolina, Chapel Hill)

-Melanie Sarge, Texas Tech University, and Temple Northup, University of Houston, Awards Co-Chairs

Stay Thirsty My Friends

Our division social will immediately follow our business meeting. The fun will begin at 9PM, Saturday, August 8th, at Thirsty Bear and will end when we close the joint down (OK, so they close at midnight). Thirsty Bear is located at 661 Howard Street, less than half a mile and a 10-minute walk from the conference hotel. Food (Spanish Tapas) and drinks will be provided. We will also use this social time to recognize and honor our award winners. Minors are allowed on the premises and we have reserved a space upstairs so if you're bringing the kids to San Francisco, don't let that stop you from joining us. They'll be among friends. <http://www.thirstybear.com>

MC&S Division Research

This year the MC&S Division had 157 papers submitted to the AEJMC conference in San Francisco, CA. Overall, we had 112 submissions in the open competition category (60 accepted), 41 submissions in the student competition category (17 accepted), and 4 submissions to the Moeller Student competition (2 accepted). Of the total submissions, 23 were disqualified, 55 rejected, and 79 accepted for the conference. Papers were disqualified for violating the rules laid out in our paper call. This included going over the page limit or including identifying information in the paper. This puts the MC&S overall acceptance rate for 2015 at 50.3%.

None of this could be accomplished without the generous support of MC&S Division members. We would like to thank the 151 paper judges who each reviewed an average of 3 papers for MC&S. About 25% judges reviewed 3 papers, 21% reviewed 4 papers, 12% reviewed more than 4 papers, and 11% reviewed 1 or 2 papers.

This year we were able to recognize three top papers in the open competition, three top papers in the student competition, and two papers in the Moeller Student Competition. All competition winners will be recognized at the Division's Social Saturday night at Thirsty Bear. Based on the quality of the review, we selected one top paper reviewer for this year's paper competition. Using random drawing, we also selected two reviewers who will receive complementary reviewer awards (free conference registrations). We would also like to thank the MC&S members who volunteered to serve at the national conference as moderators and discussants. See the following for the winners:

1st Place Paper Open Competition

Suzannah Evans, University of North Carolina at Chapel Hill
Daniel Riffe, University of North Carolina at Chapel Hill
Joe Bob Hester, University of North Carolina at Chapel Hill

2nd Place Paper Open Competition

Hyunjung Kim, Sungkyunkwan University

3rd Place Paper Open Competition

Michelle Baker, Juniata College

1st Place Paper Student Competition

Jared Brickman, Washington State University

2nd Place Paper Student Competition

T. Franklin Waddell, Penn State University

3rd Place Paper Student Competition

Penchan Phoborisut, Utah

1st Place Paper Moeller Competition

Jane O'Boyle, University of South Carolina
Jo-Yun Queenie Li, University of South Carolina

2nd Place Paper Moeller Competition

Philip Williams, Regent University

Top Reviewer Award

William Kinnally, University of Central Florida

Two Complementary Reviewer Awards

Juliana Fernandes, University of Miami
Jason Martin, DePaul University

Officers Needed

The division seeks those interested in serving MC&S for the 2015-2016 year. Many of our officers will transition to other positions and we need new officers to fill their posts. We welcome both new and familiar faces. Many of our committees are lead by co-chairs so if you are worried about taking on unfamiliar tasks by yourself, don't worry. Often we have one experienced co-chair and one new officer leading the committee. Please contact Kevin Williams, kwilliams@comm.msstate.edu, or Jensen Moore-Copple, jmoore5@lsu.edu, if you are interested or need further information.

-Gang (Kevin) Han, Iowa State University, and Sei-Hill Kim, University of South Carolina, Research Co-Chairs

Teaching

The teaching committee will be co-sponsoring a series of in-convention activities related to teaching in San Francisco. First, we will be serving as a secondary co-sponsor with The Commission on the Status of Women for a pre-conference workshop titled, “Google and Data Journalism: A Match Made in Data Viz Heaven.” We follow that workshop with four teaching panel sessions throughout the conference. These panels are: How I Learned to Stop Worrying And Love Online Learning, (secondary sponsor with The Council of Affiliates); Preparing Global Leaders in Journalism and Mass Communication, (primary sponsor with Cultural and Critical Studies and Media Management and Economics Divisions), Overcoming the Post-tenure Slump: Re-energizing Your Research Agenda (secondary sponsor with Advertising Division), and Promising Professors and Distinguished Educator Panel (solo sponsored and planned).

This year we have received a number of excellent applications for the Promising Professor and Distinguished Educator Awards. The winners of the awards are:

1st Place Promising Professor – Faculty

Brooke McKeever, University of South Carolina

2nd Place Promising Professor – Faculty

Rowena Briones, Virginia Commonwealth University

3rd Place Promising Professor – Faculty

Vanessa Bravo, Elon University

1st Place Promising Professor – Student

Julia Daisy Fraustino, University of Maryland

2nd Place Promising Professor – Student

Amanda J. Weed, Ohio University

3rd Place Promising Professor - Student

Young Kim, Louisiana State University

Distinguished Educator Award

Carol Pardun, University of South Carolina

The 1st, 2nd and 3rd place Faculty winners, and the 1st Place Student winner will present in the Promising Professors and Distinguished Educator Panel on Friday, August 7th, 8:15 to 9:45 AM.

- Jennifer Kowaleski, Georgia Southern University, and Nan Yu, North Dakota State University,



MC&S Members' Meeting

We will have our annual business meeting Saturday, August 8th, from 7PM to 8:30PM. We will be making changes to the bylaws as well as tackling several new initiatives, which will require a vote of the attending members. Because of the agenda, we will shift our award presentations to our division social, which will immediately follow at Thirsty Bear. Please attend our members' meeting for this important business.

Ch...Ch...Ch...Changes

In accordance with our current bylaws, any proposed amendments must be ratified by a majority vote of a quorum of MC&S members at the annual business meeting. The proposed amendments must be made public to members two weeks prior to a vote. Because of updates and additions, a substantial number of amendments are proposed. To make sure members have the proper context for these changes, we are providing the bylaws, with proposed amendments, in their entirety.

Of particular note is the addition of the office of vice-head elect. It is believed that this new position would help relieve some of the intensive labor performed by the Head and Vice-head when they are both judging award competitions, programming conference panels, completing the annual report, and finalizing conference plans. It would also set up a three-year window in which the Head can gain more experience in how the division operates before taking office and, therefore, maintain consistency in how the division operates.

Another major change is a new article devoted to awards. It was suggested at last year's business meeting that we include a section in the bylaws that authorizes the officers to create and maintain various awards and competitions, but doesn't necessitate a bylaws change every time the division wants to adjust a particular competition's guidelines and monetary award. Amendments are proposed in this case which would generate basic guidelines applicable to all awards without compromising the integrity of the awards process. It is hoped that this will allow for awards to be created and adjusted with less bureaucracy.

The bylaws with proposed amendments follow:

ARTICLE I

ORGANIZATION

SECTION 1.

The Mass Communication and Society (MC&S) Division is a division of the Association for Education in Journalism (AEJMC). As such, it is subject to all of the regulations and responsibilities decreed by the parent AEJMC for its various divisions.

ARTICLE II

PURPOSES

SECTION 1.

The purposes of the MC&S Division are:

- To encourage the study of mass communication as a system which provides the means for certain needs of society to be met and for certain problems to be solved.
- To encourage the study of mass communication as it relates to other institutions in society. An understanding of the systems through which societies communicate is as important to an educated person as is an understanding of the better known political, economic, and social orders of society.

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- To encourage the study of mass communication through diverse forms of qualitative, quantitative, and historical research approaches.
- To encourage members of AEJMC to bring to their teaching and research a conception of the whole of mass communication and not just its individual parts.
- To help provide a liaison between members of AEJMC and scholars in other areas who are interested in mass communication and what it does to and for society.

SECTION 2.

To achieve these purposes, the Division may:

- Sponsor programs at the annual conventions of AEJMC and of other scholarly organizations.
- Encourage a dialogue within AEJMC and between AEJMC and other scholarly organizations concerning the role of mass communication in modern society.
- Publish papers, monographs, journals, and newsletters.
- Cooperate with other divisions and groups of AEJMC in the sponsorship of conferences, programs, meetings, publications, etc., which contribute to an understanding of mass communication and society.
- Encourage awareness among practitioners in the various mass communication professions and industries that they are part of a vast system that affects society and is affected by society in various ways.

ARTICLE III

MEMBERSHIP AND DUES

SECTION 1.

Membership is open to all interested members of AEJMC.

SECTION 2.

Dues are \$24.00 per calendar year for faculty members, although a special, reduced fee may be approved by the MC&S Executive Committee to attract new members or to benefit certain groups (e.g., graduate students). Membership includes a subscription to the division's journal. Dues are set annually by the MC&S Executive Committee, but changes must be ratified by members to become permanent.

ARTICLE IV

OFFICERS

SECTION 1.

All of the officers of the division shall be considered members of the division's executive committee. The executive committee will help the division head establish and implement overall division policy, advise the division head as needed, and perform other duties as the head shall direct.

SECTION 2.

To provide continuity in the administration of the division, the vice-head elect shall move up to vice-head who shall move up to head at the close of the division's annual members' meeting at the AEJMC convention. If the vice-head is unable to serve, the vice-head elect will assume the position of vice-head. Other vacancies on the executive committee will be filled by a nomination process before the convention and approval by the members during the MC&S meeting, although nominations may be made from the floor during the MC&S members' meeting at which an election is held.

SECTION 3.

Head: The head shall be the principal officer of the division and shall in general supervise its affairs. He or she shall plan and preside at the annual members' meeting and any special members' meetings of the division. The head shall maintain the division's books and (with the counter-signature of AEJMC's

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treasurer), shall spend division funds for legitimate division purposes. All division expenditures must be approved in writing by the division head before funds may be disbursed. The head has the authority to appoint special committees, to chair meetings of the executive committee and to canvass the executive committee for advice as needed. The head is expected to attend the annual AEJMC convention, where he or she will conduct division business.

SECTION 4.

Vice-head: The vice-head shall perform the duties of the head in the absence of the latter or in the event of the head's inability to act. The vice-head shall serve as the division's program coordinator for the AEJMC annual convention at which the vice-head moves up to head, and he or she shall perform other duties as the head shall direct. The vice-head, as the division's program chair, is expected to attend the annual AEJMC convention where he or she will conduct division business.

SECTION 5.

Vice-head elect: The vice-head elect shall perform the duties of the vice-head in the absence of the latter or in the event of the vice-head's inability to act. The vice-head elect shall serve in a support role to the head and vice-head, coordinating tasks delegated by the head and vice head. The vice-head elect is expected to attend the annual AEJMC convention where he or she will help conduct division business.

SECTION 6.

Secretary: The newsletter editor/secretary shall be responsible for the minutes of division meetings and distribute minutes to all division members and publish and distribute the division's newsletter three times each year (once in the fall, once in the winter, and once in the spring).

SECTION 7.

Other officers in the division will include those members elected to lead PF&R, teaching, research, awards, and midwinter conference efforts for the division and others elected for special duties by the membership.

ARTICLE V.

GENERAL COMMITTEE STRUCTURE

SECTION 1.

The division's three major, permanent areas of concentration are Professional Freedom and Responsibility, Research, and Teaching.

SECTION 2.

Activities in each area shall be coordinated by a person (or persons) approved by the membership at the annual meeting. If so desired, and in consultation with the head, the person(s) may appoint a committee to help with duties.

SECTION 3.

The PF & R, teaching and research officers are responsible for helping the program chairperson develop at least one convention session, for advising the division head as needed, and for performing other duties as the head shall direct. In addition the research chairperson is responsible for coordinating paper competitions during the AEJMC convention.

ARTICLE VI.

MEETINGS

SECTION 1.

The division's annual members' meeting will be held in conjunction with and during the annual AEJMC convention. Special meetings may be called by the head as necessary.

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SECTION 2.

A quorum at any official MC&S meeting shall consist of the division members present. ▾

SECTION 3.

A division member unable to attend a meeting may give his or her proxy in writing to another division member. The proxy shall be deposited with the secretary prior to or at the opening of the meeting.

ARTICLE VII

AMENDMENTS

SECTION 1.

The bylaws may be amended by a two-thirds vote of those present at the annual members' meeting or at the opening of the meeting.

SECTION 2.

Proposed amendments should be distributed in writing to the total division membership at least two weeks prior to the meeting at which they are to be voted on.

ARTICLE VIII

AWARDS

SECTION 1.

Division awards and contests are to be conducted annually with the majority approval of the executive committee. Rules as well as monetary amounts are under the discretion of the executive committee.

SECTION 2.

Paper competitions for the annual conference will be guided by the research committee chair/co-chairs. Midwinter conference competitions will be guided by the midwinter committee chair/co-chairs. All other awards and contests will be guided by the chair/co-chairs of an awards committee.

SECTION 3.

The awards committee chair/co-chairs will keep a current record of all awards and competitions rules, deadlines, monetary amounts, and other pertinent information so that this information can be kept consistent from year to year and easily passed on to the succeeding chair/co-chairs. ▾

ARTICLE IX

MASS COMMUNICATION AND SOCIETY JOURNAL

SECTION 1.

The division will support the publication of the refereed journal *Mass Communication and Society* six times annually. Special issues may be published from time to time, but not more often than once per volume.

SECTION 2.

A portion of each member's annual dues may be used to support Mass Communication and Society.

Separate books will be maintained by the MC&S division head for *Mass Communication and Society* revenue and expenditures. All expenditures from the Mass Communication and Society account must be approved by the MC&S division head. The Division should aim to maintain a balance in the journal account equal to twice the annual expenses. In addition, a long-term fund (initially \$100,000) will be maintained in an investment managed in coordination with AEJMC endowment funds. Such fund principle would only be accessed for future emergency journal needs. Revenues generated by this investment will

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[return to the division annually to underwrite free graduate student division membership and other division expenses.](#)

SECTION 3.

A Committee of five persons (“Editorial Selection Committee”), including the committee chairperson, will oversee selection of editors of *Mass Communication and Society*. Production, promotion, distribution, fulfillment, and subscription management for members and non-member subscribers to the publication will be managed by a Publisher. The relationship with the publisher will be governed by an agreement between the division and the publisher, the terms of which will be revisited prior to the end of each renewal period. The editorial selection committee chairperson will be appointed by the MC&S division head, and the chairperson will select three members of the committee, with the advice and consent of the division head. The fifth member of the committee will be the vice-head of the MC&S division. The editorial selection committee chairperson will be a member of the executive committee. A representative of the Publisher will also serve in a non-voting capacity on the Committee.

SECTION 4.

The editor for *Mass Communication and Society* will be elected by the division’s membership every three years at the division’s annual members meeting. Applications for the position will be solicited from division members in January of the year of the appropriate division meeting by the editorial selection committee, which will be two years prior to the publication of the new editor’s first volume. To be considered for the position, each candidate must be a member of the division in good standing, and the editor must remain a member of the division throughout the term of service. After consultation with the executive committee, the editorial selection committee will circulate its recommendation in the MC&S newsletter at least two months before the appropriate annual meeting. The incoming editor will take on the editorial responsibilities for the journal one year prior to the publication of the first issue for which he/she is responsible. All nominees for the position must be member in good standing of the division and AEJMC.

SECTION 5.

Any person selected as *Mass Communication and Society* editor will serve a three- year term; a limit of 2 terms will be imposed on the number of consecutive terms an editor may serve. If for some reason the editor is not able to serve his complete term, the editorial selection committee, after consultation with the division head, will make an interim appointment to complete the unfinished term.

SECTION 6.

The editor makes decisions about all matters related to the content of the journal. The editor will establish an editorial board, which provides advice and review of material submitted for publication. The editor will be responsible for the administration of the journal. The editor will serve as a liaison between the division and the publisher on journal matters, and will provide an annual report on the journal at the AEJMC annual conference. The editor is responsible for assuring that the journal follows accepted practices of academic peer review. The editor receives a yearly stipend from the Publisher in the amount contractually agreed to between the publisher and the Mass Communication and Society Division. The Division will provide support of up to \$5000 to cover expenses of the editor related to the administration of the journal from journal funds. [The Division will also provide a \\$2500 summer stipend to be paid after all proofs are submitted to the publisher for an annual volume, concurrent with stipend payments to associate editors.](#)

SECTION 7.

In the event that the editor is not able or willing to complete his/her duties in a satisfactory manner, the editor may be removed. In the case that it is deemed necessary to remove an editor, the division head will reconstitute the editorial selection committee (see Section 3) to propose removal. Unanimous agreement of the editorial selection committee is required to submit a proposal for removal to the division membership. It is intended that these measures be pursued only in the direst of circumstances, such as repeated non-publication of issues or clear violations of peer review procedures. In the event that an editor is removed, the editorial selection committee will select an interim editor to complete the term, and will include this recommendation with its proposal for removal of the editor.

SECTION 8.

At the editor's discretion, up to 100 pages may be added to the journal's allotted size each year to provide space for a forum on a special topic determined by the editor with input from the editorial board. The additional pages will be paid for from journal funds. The special topic "symposium" will occur within the standard number of issues of the annual journal provided by the publisher.

The editor may select a guest editor with expertise in the chosen topic. The guest editor must be a member of the Mass Communication and Society Division. The guest editor, in conjunction with the journal editor, will be responsible for issuing a special call for papers on the topic. If a guest editor is chosen to edit a special topic symposium in any given year, \$1,500 will be provided to the guest editor from journal funds upon submission of final symposium proofs to the publisher for printing.

SECTION 9.

The journal editor may appoint up to five Associate Editors to serve concurrently, who will each be paid an annual stipend of \$2,500 from journal funds after satisfactorily performing their assigned duties through submission of proof copy edits to the publisher for an entire volume of the journal. Associate Editors who serve less than a full year may have their stipend prorated based on the proportion of issues in the volume that were completed during their time of service. The Editor-Elect may also receive a \$2500 stipend for the year served in advance of publishing his or her first issues and receiving support from the publisher.

SECTION 10.

At the editor's discretion, up to 150 pages may be added to the journal's allotted size each year to provide space for reducing the backlog of accepted manuscripts that otherwise could not be published for more than six months. The additional pages will be paid for from journal funds.

SECTION 11.

The MCS Journal fund will provide financial support for a student to serve as the editorial assistant at the editor's home institution. Financial support of the lesser of \$10,000 or the actual financial remuneration paid to the student at the institution's normal stipend rate (or hourly rate if not paid by stipend insofar as any offer is consistent with the student's home college/university regulations and/or student employee union rules or guidelines) will be provided to the host school or department. If the assistant's time is divided between the journal and other duties, the payment from the Journal funds will correspond with the percentage of the student's stipend funded work that is devoted to the journal (e.g. \$15,000 stipend * 50% work for journal = \$7500 support). Amount of stipend to be reviewed upon an editor's election.

Editorial assistant summer stipend: The MCS journal will pay an annual stipend of \$5,000 to the editorial assistant for continuing duties between spring and fall semester. The stipend will be renewed annually pending availability of funds.

SECTION 12.

Transition between an outgoing editor and a newly elected editor may require dual support for editorial expenses and journal assistants. Therefore, expenses may be paid for support of both editors and their student assistants for a period not to exceed six months or one academic term as applicable. Affected expenses are listed in Sections 6 and 11 of Article IX.

SECTION 13.

The MCS journal fund will pay an annual stipend of \$1,000 to the book review editor for coordinating and soliciting book reviews for the journal.

SECTION 14.

To motivate and reward service of reviewers, the MCS journal will give an award of \$500 (from journal funds) accompanied by a plaque or certificate to one outstanding reviewer selected each year. The editor and associate editors will form a committee to select the reviewer of the year. Criteria for determining the award will include the number of reviews completed, quality of the review, promptness of review response,

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and the impact of reviews in nurturing young scholars. In the event of no suitable nomination, the editors reserve the right not to give the award.

SECTION 15.

To recognize and reward authors, the MCS journal will award a \$500 prize and plaque (from journal funds) to one outstanding article published in MCS during the previous volume year. The editor and associate editors will form a committee to receive nominations and to select the outstanding article of the year. Authors can self-nominate or nominate others. Criteria for determining the award will include the advancement of theory, quality of writing, and number of citations (or downloads), and publicity (if applicable). This award will be given annually starting in 2015. In the event of no suitable nomination, the editors reserve the right not to give the award.

SECTION 16.

The Division will give our parent organization \$5000 per year to be used toward stipends that are given to graduate student conference attendees through AEJMC's graduate student travel funds. The funds may be used for any graduate students attending the conference and are not limited to MC&S division members, but MC&S should be acknowledged as contributing support.

**Mass Communication and Society Activities in San Francisco
AEJMC Conference 2015**

Wednesday

8 am to Noon

Commission on the Status of Women and Mass Communication and Society Division

Teaching Workshop Session: **Google and Data Journalism: A Match Made in Data Viz Heaven**

Moderating/Presiding: **Jaime Loke**, University of Oklahoma

Panelist: **Simon Rogers**, Data Editor at Google

Pre-registration is required.

1 pm to 5 pm

Public Relations and Mass Communication and Society Divisions and Institute for Public Relations

Research Panel Workshop Session: **Social Media Measurement: Essentials for the Classroom
and Profession**

Moderating/Presiding: **Patricia Swann**, Utica

Part I — Teaching Social Media: Essentials for the Classroom

Panelists: **Tina McCorkindale**, Institute for Public Relations
Melissa Adams, North Carolina State
Michele Ewing, Kent State
Juan Liu, Wayne State

Part II — Technology Demonstrations

Cision

Facebook Insights

Google Analytics

Hootsuite Analytics

Twitter metrics

Professionals will be at the roundtables for a Q&A opportunity, as well.

**Part III — Professional Panel: Reflections about Teaching Social Media Measurement
and Where Social Media Measurement is Headed**

Panelists: **Michael Brito**, Head of Social Strategy, WCG
Logan Cullen, Vice President of Measurement and Insights, Edelman
Brian Gendron, Senior Business Leader of Worldwide Communications, MasterCard
Sara Hassell, Corporate Communications Social Media Strategy Lead, Wells Fargo

Pre-registration is required.

Thursday

8:15 am to 9:45 am

Mass Communication and Society Division

Refereed Paper Research Session: **Social Media and Networks**

Moderating/Presiding: **Vincent Cicchirillo**, Texas at Austin

Portable Social Networks: Interactive Mobile Facebook Use Explaining Perceived Social Support and Loneliness Using Crawled and Self-Reported Data

Mihye Seo, Sungkyunkwan University,

Jinhee Kim, Pohang University of Science and Technology;

and **Hyeseung Yang**, Kyungsoong University

Are You Connected? Evaluating Information Cascades in Online Discussion about the #RaceTogether Campaign

Yang Feng, Virginia's College at Wise

The Information Exchangers: Social media Motivations and News

Timothy Macafee, Concordia

Social Media, Social Integration and Subjective Well-being Among Urban Migrants in China

Lu Wei and **Fangfang Gao**, Zhejiang University

#JeSuisCharlie: Examining the Power of Hashtags to Frame Civic Discourse in the Twitterverse

Miles Sari and **Chan Chen**, Washington State

Selfies: True self or Better Self?: A Qualitative Exploration of Selfie Uses on Social Media

Joon Kyoung Kim, Syracuse

Discussant: **Jack V. Karlis**, SUNY Buffalo State

11:45 am to 1:15 pm

Council of Affiliates and Mass Communication and Society Division

Teaching Panel Session: **How I Learned to Stop Worrying And Love Online Learning**

Moderating/Presiding: **Jensen Moore**, Louisiana State

Panelists: **Ralph Hanson**, Nebraska at Kearney

Kristen Wilkerson, Michigan State

Nanette Hogg, Nebraska at Kearney

Jack Karlis, Buffalo State

Kevin Williams, Mississippi State

1:30 pm to 3 pm

Mass Communication and Society Division

Refereed Paper Research Session: **Best of Mass Communication & Society**

Moderating/Presiding: **Kevin Williams**, Mississippi State

NGOs, Hybrid Connective Action, and the People's Climate March*

Suzannah Evans, Daniel Riffe

and **Joe Bob Hester**, North Carolina at Chapel Hill

The Impact of Political Identity Salience on the Third-Person Perception and Political Participation Intention**

Hyunjung Kim, Sungkyunkwan University

Reducing Stigmatization Associated with Alpha-1 Antitrypsin Deficiency***

Michelle Baker, Juniata College

"Let's Keep This Quiet:" Media Framing of Campus Sexual Assault, Its Causes, and Proposed Solutions****

Jane O'Boyle and **Jo-Yun Queenie Li**, South Carolina

Social Pressure for Social Good? Motivations for Completing the ALS Ice Bucket Challenge*****

Jared Brickman, Washington State

Discussant: **Robert McKeever**, South Carolina

- * First Place Paper Open Competition
- ** Second Place Paper Open Competition
- *** Third Place Paper Open Competition
- **** First Place Paper Moeller Competition
- ***** First Place Paper Student Competition

3:15 pm to 4:45 pm

Mass Communication and Society Division

High Density Refereed Paper Research Session: **News, Media Use and Politics**

Moderating/Presiding: **Juanita "Frankie" Clogston**, Johns Hopkins University

Sexualizing Pop Music Videos, Self-Objectification, and Selective Exposure: A Moderated Mediation Model

Kathrin Karsay and **Joerg Matthes**, University of Vienna

Predicting Time Spent With News Via Legacy and Digital Media

Esther Thorson, Eunjin (Anna) Kim

and **Roger Fidler**, Missouri

Beauty or Business Queen — How Young Women Select Media to Reinforce Possible Future Selves

Silvia Knobloch-Westerwick and **Melissa Kaminski**, Ohio State;

Laura E. Willis, Quinnipiac and **Kate T. Luong**, Ohio State

Turned Off by Media Violence: The Effect of Sanitized Violence Portrayals on Selective Exposure to Violent Media

T. Franklin Waddell and **Erica Bailey**, Pennsylvania State;

James D. Ivory, Virginia Tech; **Morgan Tear**, University of Queensland;
Kevin Lee and **Winston Wu**, Virginia Tech;
Sarah Franis, and **Bradi Heaberlin**, Indiana
Seeking Out & Avoiding the News Media: Young Adults' Strategies
for Finding Current Events Information
Stephanie Edgerly, Northwestern

Discussant: **Mike Schmierbach**, Pennsylvania State

Building Social Capital: The Role of News and Political Discussion
Tie Strength in Fostering Reciprocity

Alberto Ardèvol-Abreu, **Trevor Diehl**
and **Homero Gil de Zúñiga**, University of Vienna

The Effect of Partisanship on Changes in Newspaper Consumption:
A Longitudinal Study (2008 – 2012)

Toby Hopp and **Chris Vargo**, Alabama

Media Literacy and Political Engagement: What's the Connection?

Seth Ashley, Boise State; **Adam Maksl**, Indiana-Southeast;
and **Stephanie Craft**, Illinois

Expanding the RISP Model to Politics: Skepticism, Information Sufficiency,
and News Use

Jay Hmielowski, Washington State; **Michael Beam**, Kent State
and **Myiah Hutchens**, Washington State

The Silencing of the Watchdogs: Newspaper Decline in State Politics

Juanita Clogston

Discussant: **Ben LaPoe**, Western Kentucky

5 pm to 6:30 pm

**Mass Communication and Society, Cultural and Critical Studies and Media Management
and Economics Divisions**

Teaching Panel Session: **Preparing Global Leaders in Journalism and Mass Communication**

Moderating/Presiding: **Elizabeth Toth**, 2014-15 AEJMC President, Maryland

Panelists: **Bruce Berger**, Alabama
Carolyn Bronstein, DePaul
Kathy Fitzpatrick, Florida International
John Pavlik, Rutgers

Friday

7 am to 8 am

Mass Communication and Society Division

Business Session: **Editorial Board Meeting**

Moderating/Presiding: **Ran Wei**, South Carolina

8:15 to 9:45a

MCS D Promising Professors Panel

Moderating/Presiding: **Jennifer Kowalewski**, Georgia Southern

Brooke McKeever, 1st Place Promising Professor (Faculty)

Rowena Briones, 2nd Place Promising Professor (Faculty)

Vanessa Bravo, 3rd Place Promising Professor (Faculty)

Julia Daisy Fraustino, 1st Place Promising Professor (Graduate Student)

11:45a to 1:15p

MCS D Tour (Off-site) Carat International

11:45 am to 1:15 pm

Electronic News and Mass Communication and Society Divisions

PF&R Panel Session: **Network Newscasts: Then and Now**

Moderating/Presiding: **Bill Silcock**, Arizona State

Panelists: **Bill Knowles**, Montana, former news producer for *ABC News*

Jim Upshaw, Oregon and former bureau chief for *NBC News*

Mike Boettcher, Correspondent in Residence, Oklahoma and *ABC News*

Correspondent

Carole Simpson, Senior Leader-in-Residence, Emerson, former *ABC News* Anchor

Victoria LaPoe, Western Kentucky and former news producer for ABC, NBC

1:30 pm to 3 pm

Journalism & Mass Communication Quarterly

Business Session: **Meet the Journal Editors**

Moderating/Presiding: **Louisa Ha**, Bowling Green State, *JMCQ* editor

Journal Editors: **Louisa Ha**, *Journalism and Mass Communication Quarterly* Editor
Maria Marron, *Journalism and Mass Communication Educator* Editor
Linda Steiner, *Journalism and Mass Communication Monograph* Incoming Editor
Wat Hopkins, *Communication Law and Policy* Editor
John Haman, Managing Editor, *Journal of Communication Inquiry*
Patrick Lee Plaisance, *Journal of Media Ethics* Editor
Dan Stout and **Judith Buddenbaum**, *Journal of Media and Religion* Co-Editors
Bey-Ling Sha, *Journal of Public Relations Research* Incoming Editor
Ran Wei, *Mass Communication and Society* Editor
Sandra Utt, *Newspaper Research Journal* Co-Editor
Berkley Hudson, *Visual Communication Quarterly*, Editor-in-Chief

AEJMC journal and division journal editors will explain their journal's characteristics and meet conference attendees in the session.

3:15 pm to 4:45 pm

Minorities and Communication and **Mass Communication and Society Divisions**

PF&R Panel Session: **Examining National Trends Facing the Challenges of Diverse Faculty in Reaching or Failing to Reach Academic Leadership Roles Across the Academy**

Moderating/Presiding: **John Sanchez**, Pennsylvania State

Panelists: **Victoria Sanchez**, assistant vice provost, Educational Equity, Pennsylvania State
Federico Subervi, Kent State
Meghan Sanders, Associate Dean for Research & Strategic Planning, Louisiana State University
Brooke Barnett, Interim Associate Provost Inclusive Community, Elon University

5 pm to 6:30 pm

Mass Communication and Society and **International Communication Divisions**

Scholar-to-Scholar Refereed Paper Research Session

Moderating/Presiding: **Jensen Moore**, Louisiana State

Mass Communication and Society Division

Topic I - **Stereotyping: Gender Identity or Local Prejudice:**

35. Identifying with a Stereotype: The Divergent Effects of Exposure to Homosexual Television Characters
Bryan McLaughlin and **Nathian Rodriguez**, Texas Tech
36. Women with Disability: Sex Object and Supercrip Stereotyping on Reality Television's Push Girls
Krystan Lenhard and **Donnalyn Pompper**, Temple
37. Visual Gender Stereotyping and Political Image Perception
Tatsiana Karaliova, **Valerie Guglielmi**, **Sangeeta Shastry**,
Jennifer Travers and **Nathan Hurst**, Missouri
38. Cultivating Gender Stereotypes: Pinterest and the User-Generated Housewife

- Nicole Lee** and **Shawna White**, Texas Tech
39. The Effects of Media Consumption and Interpersonal Contacts on Stereotypes Towards Hong Kong People in China
Chuanli Xia, City University of Hong Kong

Discussant: **Beth Olson**, Houston

Topic II - **All Things About Health**

40. Let Go of My iPad: Testing the Effectiveness of New Media Technologies to Measure Children's Food Intake and Health Behaviors
Kim Bissell, Lindsey Conlin, Bijie Bie, Xueying Zhang and **Scott Parrott**, Alabama
41. Narratives and Exemplars: A Comparison of Their Effects in Health Promotions
Zhiyao Ye, Fuyuan Shen and **Yan Huang**, Pennsylvania State
42. Erasing the Scarlet Letter: How Media Messages about Sex Can Lead to Better Sexual Health
Erika Johnson, Missouri and **Heather Shoenberger**, Oregon
43. Commercialization of Medicine: An Analysis of Cosmetic Surgeons' Websites
Sung-Yeon Park and **SangHee Park**, Bowling Green State

Discussant: **Francesca Dillman Carpentier**, North Carolina at Chapel Hill

44. Beyond Empathy: The Role of Positive Character Appraisal in Narrative Messages Designed to Reduce Stigmatization
Michelle Baker, Juniata College
45. Sourcing Health Care Reform: Exploring Network Partisanship in Coverage of "Obamacare"
Bethany Conway and **Jennifer Ervin**, Arizona
46. HPV Vaccination in US Media: Gender and Regional Difference
Wan Chi Leung, South Carolina

Discussant: **Scott Parrott**, Alabama

Topic III - **Media Consumption: Traditional and New:**

47. Predicting Tablet Use: A Study of Gratifications-Sought, Leisure Boredom and Multitasking
Louis Leung and **Renwen Zhang**, Chinese University of Hong Kong
48. And They Lived Happily Ever After: Associations Between Watching Disney Movies and Romantic Beliefs of Children
Merel van Ommen, Madelon Willems, Nikki Duijkers, Serena Daalmans and **Rebecca de Leeuw**, Radboud University
49. A Multilevel Analysis of Individual- and Community-Level Sources of Local Newspaper Credibility in the United States
Masahiro Yamamoto, Wisconsin-La Crosse and **Seungahn Nah**, Kentucky
50. Sensation Seeking, Motives, and Media Multitasking Behaviors
Yuhmiin Chang, National Chengchi University
51. Is Social Viewing the New Laugh Track? Examining the Effect of Traditional and Digital Forms of Audience Response on Comedy Enjoyment*
T. Franklin Waddell, Pennsylvania State
52. Above the Scroll: Visual Hierarchy in Online News
Holly Cowart, Florida

Discussant: **Brendan R. Watson**, Minnesota-Twin Cities

* Second Place Paper Student Competition

Topic IV - **Media Performance, Framing, and Political Participation**

53. Looking for the Truth in the Noise: Epistemic Political Efficacy, Cynicism and Support for Super PACs
Justin Blankenship and **Daniel Riffe**, North Carolina at Chapel Hill and **Martin Kifer**, High Point
54. News Framing and Moral Panics: Blaming Media for School Shootings
Michael McCluskey and **Hayden Seay**, Tennessee-Chattanooga
55. Life Satisfaction and Political Participation
Chang Won Jung and **Hernando Rojas**, Wisconsin-Madison
56. Putnam's Clarion Call: An Examination of Civic Engagement and the Internet
Lindsay McCluskey and **Young Kim**, Louisiana State

Discussant: **Mike Wagner**, Wisconsin-Madison

Topic V – **Media Effects: Perception and Attention**

57. Factors and Consequences of Perceived Impacts of Polling News
Hyunjung Kim, Sungkyunkwan University
58. Underestimated Effect on Self but Overestimated Effect on Other: The Actual and Perceived Effects of Election Poll Coverage on Candidate Evaluations
Sungeun Chung, Yu-Jin Heo and **Jung-Hyun Moon**, Sungkyunkwan University
59. The Need for Surveillance: A Scale to Assess Individual Differences in Attention to the Information Environment
Chance York, Kent State
60. Exemplification in Online Slideshows: The Role of Visual Attention on Availability Effects
Bartosz Wojdyski and **Camila Espina**, Georgia;
Temple Northup, Houston; **Hyejin Bang, Yen-I Lee** and **Nandita Sridhar**, Georgia
61. The Effects of News Exposure, Amount of Knowledge, and Perceived Power of Large Corporations on Citizens' Self-Censorship in SNS
Sangho Byeon, Dankook University
and **Sungeun Chung**, Sungkyunkwan University

Discussant: **Frank E. Dardis**, Pennsylvania State

Topic VI - **Information Processing: Cognition, Emotion, Ambivalence and Memory**

62. Processing Entertainment vs. Hard News: Cognitive and Emotional Responses to Different News Formats
Sara Magee, Loyola-Maryland
and **Jensen Moore**, Louisiana State
63. Memory Mobilization and Communication Effects on Collective Memory About Tiananmen in Hong Kong
Francis L. F. Lee
and **Joseph Chan**, Chinese University of Hong Kong
64. Ambivalence and Information Processing: Potential Ambivalence, Felt Ambivalence, and Information Sufficiency
Jay Hmielowski and **Myiah Hutchens**, Washington State

- and **Michael Beam**, Kent State
65. The Link Between Affect and Behavioral Intention: How Emotions Elicited by Social Marketing Messages of Anti-Drunk Driving on Social Media Influence Cognition and Conation
Chen Lou and **Saleem Alhabash**, Michigan State
66. The Effects of Race Cue and Emotional Content on Processing News
Heesook Choi, **Sungkyoung Lee** and **Frank Michael Russell**, Missouri

Discussant: **Jennifer D. Green**, Georgia College and State University

Topic VII - **The Third-Person Effect: New Evidence**

67. Probing the Role of Exemplars in Third-Person Perceptions: Further Evidence of a Novel Hypothesis
Mike Schmierbach, Pennsylvania State
and **Michael Boyle**, West Chester of Pennsylvania
68. Investigating Individuals' Perceptions of Anti-Binge Drinking Message Effects on Self versus on Others: The Theoretical Implications for the Third-Person Perceptions
Nam Young Kim, Sam Houston State;
Masudul Biswas, Loyola-Maryland;
and **Kiwon Seo**, Sam Houston State
69. The "They" in Cyberbullying: Examining Empathy and Third Person Effects in Cyberbullying of Young Adults
Cynthia Nichols and **Bobbi Kay Lewis**, Oklahoma State
70. The Third-Person Perception and Priming: The Case of Ideal Female Body Image
Jiyoun Suk, Texas at Austin

Discussant: **John Chapin**, Pennsylvania State

Topic VIII - **Agenda Setting and Agenda Building**

71. Diverting Media Attention at a Time of National Crisis: Examining the Zero-Sum Issue Competition in the Emerging Media Environment
S. Mo Jang, South Carolina and **Yong Jin Park**, Howard
72. Issue Publics, Need for Orientation, and Obtrusiveness: A Model on Contingent Conditions in Agenda-Setting
Ramona Vonbun, University of Vienna;
Katharina Kleinen-von Königslöw, University of Zurich;
and **Hajo Boomgaarden**, University of Vienna
73. Media and Policy Agenda Building in Investigative Reporting
Gerry Lanosga, Indiana and **Jason Martin**, DePaul
74. A New Look at Agenda-Setting Effects: Exploring the Second- and Third-level Agenda Setting in Contemporary China
Yang Cheng, Missouri

Discussant: **Jennifer Kowalewski**, Georgia Southern

Saturday

7 am to 8 am

Mass Communication and Society Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Kevin Williams**, Mississippi State

8:15 am to 9:45 am

Communication Technology and Mass Communication and Society Divisions

PF&R Panel Session: **Big Data, Friend or Foe? De-stigmatizing the Use of Big Data to Advance Communication Research**

Moderating/Presiding: **Avery Holton**, Utah

Panelists: **Avery Holton**, Utah
Jan Lauren Boyles, Iowa State
Shannon McGregor, Texas at Austin
Itai Himelboim, Georgia

12:15 pm to 1:30 pm

Association for Education in Journalism and Mass Communication

Moderating/Presiding: **Jay Hmielowski**, Washington State

Refereed Paper Research Session: **Scholar-to-Scholar**

Mass Communication and Society Division

Topic I - **Communication Strategy: Discourses, Measures, Effects, and Concerns**

38. Credibility Judgments of Health Social Q&A: Effects of Reputation, External Source, and Social Rating

Qian Xu, Elon

39. Effects of Embedding Social Causes in Programming

Pamela Nevar, Central Washington

and **Jacqueline Hitchon**, Illinois-Urbana Champaign

40. What's in a Name? A Reexamination of Personalized Communication Effects

Cong Li and **Jiangmeng Liu**, Miami

41. Disclosure or Deception?: Social Media Literacy, Use, and Identification of Native Advertising

Lance Porter, **Kasey Windels**, **Jun Heo**,

Rui Wang, **Yongick Jeong**, and **A-Reum Jung**, Louisiana State

42. Heaven, Hell, and Physical Viral Media: An Analysis of the Work of Jack T. Chick*

Philip Williams, Regent

Discussant: **Shana Meganck**, Virginia Commonwealth

* Second Place Paper Moeller Competition

43. The State of Sustainability Communication Research: Analysis of Published Studies in the Mass Communication Disciplines

Eyun-Jung Ki, Sumin Shin

and **Jeyoung Oh**, Alabama

44. A Reliable and Valid Measure of Strategic Decision

Eyun-Jung Ki, Alabama; **Hanna Park**

and **Jwa Kim**, Middle Tennessee State

45. Blogging the Brand: Meaning Transfer and the Case of Weight Watchers

Erin Willis, Memphis; **Ye Wang**, Missouri-Kansas City

46. The Discourse of Sacrifice in Natural Disaster: The Case Study of Thailand's 2011 Floods*

Penchan Phoborisut, Utah

47. Outpouring of Success: How the ALS Ice Bucket Challenge Engaged Millennials' Narcissism Toward Digital Activism

Andrea Hall and **Lauren Furey**, Florida

Discussant: **Jae-Hwa Shin**, Southern Mississippi

* Third Place Paper Student Competition

Topic II - **Content and Impact of Television**

48. Impact of Daniel Tiger's Neighborhood and Active Mediation on Preschoolers' Social and Emotional Development

Eric Rasmussen, Autumn Shafer, Malinda Colwell,

Narissra Punyanunt-Carter, Shawna White,

Rebecca Densley and **Holly Wright**, Texas Tech

49. Minnie Mouse, Modern Women: Anthropomorphism and Gender in Children's Animated Television

Stephen Warren, Yuxi Zhou, Dan Brown

and **Casby Bias**, Syracuse

50. There Goes the Weekend: Binge-Watching, Fear of Missing Out, Transportation, and Enjoyment of Television Content

Lindsey Conlin and **Andrew Billings**, Alabama

51. Romance and Sex on TV: A Content Analysis of Sexual and Romantic Cues on Television

Elise Stevens, Lu Wu, Natalee Seely

and **Francesca Dillman Carpentier**, North Carolina at Chapel Hill

Discussant: **D. Jasun Carr**, Idaho State

Topic III - **Journalism: Profession and Practice**

52. Closing of the Journalism Mind: Anti-Intellectualism in the Professional Development of College Students

Michael McDevitt and **Jesse Benn**, Colorado

53. Keeping Up with the Audiences: Journalistic Role Expectations in Singapore

Edson Tandoc

and **Andrew Duffy**, Nanyang Technological University

54. What Did You Expect? What Roles Audiences Expect from Their Journalists in Singapore

Edson Tandoc

and **Zse Yin How**, Nanyang Technological University
55. The Audience Brand: The Clash Between Public Dialogue and Brand
Preservation in News Comment Sections
Meredith Metzler, Wisconsin-Madison

Discussant: **Hyunjin Seo**, Kansas

1:45 pm to 3:15 pm

Advertising and Mass Communication and Society Divisions

Teaching Panel Session: **Overcoming the Post-tenure Slump: Re-energizing Your Research Agenda**

Moderating/Presiding: **Richard D. Waters**, San Francisco

Panelists: **S. Shyam Sundar**, Penn State
Pat Curtin, Oregon
Bey-Ling Sha, San Diego State
Tom Reichert, Georgia
Kim Bissell, Alabama

3:30 pm to 5 pm

Commission on the Status of Women and Mass Communication and Society Division

Research Panel Session: **On the Eve of Hilary: Women in the 2014 Elections**

Discussant: **Regina Lawrence**, Texas at Austin

Moderating/Presiding: **Jennifer Kowalewski**, Georgia Southern

Panelists: **Shannon McGregor**, Texas at Austin
Rachel Mourao, Texas at Austin
Ingrid Bachmann, Catholic University of Chile
Kimberly Wilmot Voss, University of Central Florida
Teri Finneman, South Dakota State

5:15 pm to 6:45 pm

Public Relations and Mass Communication and Society Divisions

PF&R Panel Session: **Entertainment with a Purpose: The Use of Fandom, Infotainment and Social Media**

to Promote Nonprofit Causes

Moderating/Presiding: **Brad Yates**, West Georgia

Panelists: **Erin Ryan**, Kennesaw State
Chuck Lubbers, South Dakota
Bonita Neff, Indiana, Northwest

Cynthia King, California State, Fullerton
Jack Karlis, SUNY-Buffalo State

7 pm to 8:30 pm

Mass Communication and Society Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Kevin Williams**, Mississippi State

8:45 pm to 10:15 pm

Mass Communication and Society Division

Off-site Session: **Social at Thirsty Bear**

Hosting: **Kevin Williams**, Mississippi State