

Annual Report 2004-5
Mass Communication & Society division

HEAD

H. Denis Wu
Louisiana State University

VICE-HEAD/ PROGRAM CHAIR

Jennifer Greer
University of Nevada-Reno

SECRETARY/ NEWSLETTER EDITOR

Georga Gladney
University of Wyoming

PF & R COMMITTEE CHAIR

Diana Knott
Ohio University

RESEARCH COMMITTEE CHAIR

PAPER COMPETITION CHAIR

Renita Coleman
University of Texas at Austin

TEACHING STANDARDS COMMITTEE CHAIR

Jennifer Henderson
Trinity University

GRADUATE STUDENT LIAISON

Nicole Smith
University of North Carolina at Chapel Hill

WEBMASTER

Thomas Gould
Kansas State University

IMMEDIATE PAST HEAD

Dane S. Claussen
Point Park University

2. On the [demographic form](#) (in a PDF only) (for both annual and mid-year meetings where appropriate) please report number and ethnicity of:

- * officers
- * panel presenters
- * moderators
- * discussants

In a written report, provide the following GENERAL information using the section headings and the question numbers.

The demographic form is enclosed with this report (see Attachment 1). As the demographic information form shows, MC&S division has achieved a rather balanced gender ratio and also has attracted a good number of participants from different ethnic backgrounds, including the division head, who is Asian-American. This year's impressive diversity record is perhaps due to the themes of the panels the division sponsors or co-sponsors, including the Spanish-language media sessions. It is worth noting, however, that African-Americans are still underrepresented in the division. Other than three African-Americans reviewing for the paper competition, in no other activities do African-American members involve. Therefore, despite a good record this year, the MC&S division needs to continue the effort to include and retain more people of different ethnic backgrounds in the roles of officer, panelist, and discussant.

Information related to gender/ethnicity for teaching-related national conference activities:

- a. Promising Professors moderator is a woman
- b. Two of the three faculty Promising Professor winners are women (ethnicities unknown)
- c. One of the two graduate student Promising Professors is a woman (ethnicity unknown)
- d. 60% of the judges for the Promising Professor competition were women, and 15% were people of color.
- e. "Using Popular Culture to Reach Our Students," teaching panel (Cosponsored by ESIG): moderator is a woman, and one panelist is a woman

3. Overall Statement.

The Mass Communication & Society division has diverse members, many of whom are quite active in the division's activities and have broad and deep strengths in teaching, research, and PF&R. During 2004-05, the MC&S division put roughly equal weight on teaching, research, and PF&R.

Every year, including this one, the division's research activities include publishing a quality, peer-review journal, *Mass Communication & Society*. For the first time in many years, the division participated in Midwinter AEJMC Meeting in Kennesaw, GA. The division received a record-breaking number (133) of papers for the national AEJMC

convention. Additionally, the division published research related articles in its newsletter and scheduled one invited research-oriented panel at the AEJMC convention.

This year, the division's teaching activities include co-sponsoring a teaching panel "Technology or Tragedy: The Benefits and Disadvantages of Wired Classrooms" in the Midwinter AEJMC Meeting in Kennesaw, GA; sponsoring the Promising Professors competition and teaching workshop in the national AEJMC convention; and publishing teaching-oriented articles in the division's newsletter.

The division's PF&R activities consist primarily of numerous PF&R-oriented AEJMC Convention panels and articles in the division's newsletter. Specifically, the division sponsored "Journalism and the Public: Restoring the Trust" in the Midwinter AEJMC Meeting. Additionally, the division's PF&R activities for the national AEJMC convention include a special tour to visit a Spanish-language campaign agency in San Antonio, serving a lead sponsor of "The Latino Media" mini-plenary, and co-sponsoring "Involving Citizens in Democracy: Is Modern Journalism Engaging or Dividing Americans?" and "Strengthening Our Place: The Role of Journalism Programs on University Campuses."

4. Goals of the 2005-6 MC&S division:

The incoming division head, Jennifer Greer, indicates that she will pursue the following three goals:

- Continue to participate in the Midwinter AEJMC Meeting, and, if possible, MC&S will take charge in planning and hosting the meeting in the University of Nevada-Reno during February of 2006.
- Additionally, she will execute online paper competition for the Midwinter AEJMC Meeting in 2006. If the results go well, then she would like to process paper competition via online again for the 2006 national convention.
- Lastly, she plans to publish the Division newsletter, *MC&S Newsletter*, online.

The goals set for MC&S during 2004-5 were all met. The special theme of "ethnic and minority media in our society" was exercised by ways of (1) issuing a special paper call that resulted in a research panel that featured 4 outstanding papers (one from MAC division); (2) sponsoring and co-sponsoring panels that feature Spanish-language media.

Another goal set for 2004-5 was to take part in the Midwinter AEJMC Meeting. For the first time in at least five years, MC&S participated in a mid-year conference. The division joined with seven other divisions and interest groups during February 11-12 at Kennesaw State University in Georgia for the Midwinter AEJMC Meeting. This conference was primarily research related, although we did have one teaching panel as well.

The third goal set for this past year was to experiment on arranging the MC&S teaching workshop during the regular session (instead of during the pre-convention slots when graduate students usually cannot afford to attend), creating meaningful PF&R panels, and encourage more research activities. After the 2005 AEJMC convention, we're going to

assess whether the regular teaching workshop works better for most attendees. The topics of PF&R panels the division sponsors this year all support the theme of “ethnic and minority media in our society.” And above all, we have a record number (133) of research papers submitted to MC&S division. All of these seem to suggest that our goals were achieved.

For 2005-6, some of the current officers will be likely to stay although it is good that new blood is added. Given the record number of paper submissions, it would be a great idea if the division installs two officers to be in charge of paper competition: one as senior and the other as junior officer. In order to ensure the continuity of the daunting task of managing paper competition, Research Chairs should be on the position for two years: the junior officer should stay on and become the senior officer as another new one enters the rank as a junior officer. The teaching and PF&R officers might need to adopt a similar system so as to guarantee the smooth operation of the division.

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.

5. Number of faculty research paper submissions 96; number of acceptances 52; 54%.

MC&S identified the top 3 faculty papers in the faculty paper competition. Winners will be given cash awards in the 2005 AEJMC convention.

6. Number of student research paper submissions 37; number of acceptances 12; 32%.

MC&S conducted the annual Moeller student paper competition. This competition awards prizes to the top three papers that were solely written by students. This award helps recruit young researchers from a variety of backgrounds into MC&S.

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

The division received a total of 133 papers postmarked on or before the April 1 deadline. Each of the papers was reviewed by three judges. The division used, as it has in past years, the standard “Judging Sheet: AEJMC Division Research Papers.” Each form was marked with a paper number and the assigned judge’s number. After receiving the forms back from the judges, each raw score was converted to a standardized “z-score.” Then a mean of the z-scores for each paper was computed for each judge. Finally, the three means for each paper were totaled for a final standardized score. The papers with the highest standardized score, with considerations of reviewers’ rankings and recommendations, were selected for presentation at the convention. For this basic selection, we made no distinction between student and faculty papers.

The next stage was to cluster the accepted papers into themes to create research panels. By May 15, authors were notified by e-mail first and then by U.S. mail of the outcome of

their papers. Copies of the judges' evaluation sheets and comments were enclosed. In the mail the authors of the accepted papers were also told of the time and day of their presentation and a list of co-panelists.

Based on standardized scores and reviewers' rankings and recommendations (accept, accept if space allowed, and reject), the top three faculty papers were decided. The reason why they are not ranked is because their scores and recommendations are close. The student paper competition resulted in three top papers, which were ranked, however.

Review sheet for the 2005 paper competition is below:

MC&S REVIEWER FORM – 2005 AEJMC CONVENTION

Paper # _____ Reviewer # _____

Title _____ (please fill in for each paper)

Evaluate the paper with the following statements in mind. Circle one number for each item. Please make comments on the back of this form or on a separate sheet – write something, however brief.

	Not Applicable	Strongly Disagree					Strongly Agree
1. Purpose of the paper is stated clearly	NA	1	2	3	4	5	
2. Literature review is appropriate	NA	1	2	3	4	5	
3. Research method is described clearly	NA	1	2	3	4	5	
4. Choice of research method is appropriate	NA	1	2	3	4	5	
5. Research method is carried out rigorously	NA	1	2	3	4	5	
6. Data/evidence is presented clearly	NA	1	2	3	4	5	
7. Conclusions are related to the purpose of the paper	NA	1	2	3	4	5	
8. Subject represents a significant extension or direction for communication research	NA	1	2	3	4	5	
9. Theoretical argument is clear	NA	1	2	3	4	5	
10. Theoretical argument is innovative	NA	1	2	3	4	5	
		Poor	Marginal	Good	Very Good	Excellent	
11. Overall Rating		1	2	3	4	5	

Ranking: _____ (write in number; rank only after you have read all the papers with “1” indicating the best paper; no two papers may receive the same rank)

Recommendation: _____ Reject _____ Accept _____ Accept only if room

Please return forms to: *Renita Coleman, Manship School of Mass Communication, Louisiana State University, 211 Journalism Bldg., Baton Rouge, LA, 70803-7202. Fax: 225-578-2125, Email: rcoleman@lsu.edu*

DEADLINE: MAY 2, 2005

8. Total of judges: 67; 6 papers per judge (please note the Research Committee guideline is no more than 4 papers per judge).

Due to an unexpected number of submissions this year, the Research Chair had to assign more papers to judges. The future Research Chair will need to recruit more judges.

9. Other types of refereed competition.

The MC&S Division this year has conducted a special call for papers that address ethnic/minority media in American society. Number of submissions 13; number of acceptances 3. The special paper competition went through the normal paper competition process as other submissions for the annual AEJMC Convention.

For the Midwinter AEJMC Meeting, MC&S attracted 25 research abstract submissions (abstracts or proposals were accepted). Of those, 17 were accepted – acceptance rate is 68%. While this rate is high compared with the annual convention, it was one of the lowest acceptance rates by division for that conference, designed as an ideal forum for graduate students and new professors. Conference organizers were urging divisions to be very lenient with their acceptance rates. The specific procedure is as follows:

- 1) Entrants sent in abstracts or proposals about their research,
- 2) The abstracts were sent to three judges (five judges used, each reviewed about 15 abstracts), who rated them on the following scales
 - Topic is of interest to our division (1= of great interest, 5=of little interest) : _____
 - Paper appears to use sound methodology (1=very sound, 5 = highly questionable): _____
 - Paper appears to be professionally done (1=highly professional, 5 = major problems: _____
- 3) Those with the highest score were programmed – 16 and 17 were tied, and there was a large drop in the score between 17 and 18, so paper No. 17 was the last accepted.
- 4) Authors were notified via e-mail and mail of acceptance or rejection with the judges' average score and ranking among all submissions noted (rating sheets were not returned, but scores were).

10. Convention activities related to research:

MC&S sponsors one special panel entitled, “Getting Publishing in Journals – The Sequel.” The panelists are as follows:

- Julie Andsager, Associate Editor, *Journalism & Mass Communication Quarterly*, Iowa
- Lee Wilkins, Co-Editor, *Journal of Mass Media Ethics*, Missouri
- Wat Hopkins, Editor, *Communication Law & Policy*, Virginia Tech
- Julianne Newton, Editor, *Visual Communication Quarterly*, Oregon

- James Shanahan, Editor, *Mass Communication & Society*, Cornell

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

This year MC&S out-of-convention activities include:

- Paper competition for the Midwinter AEJMC Meeting in Kennesaw, GA.
- MC&S newsletter includes articles that address topics that are relevant to MC&S research interests.

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 primary achievements of research activities this year include 1) successfully managing the research paper competition; 2) successfully conducting the special theme paper competition; and 3) sponsoring “Getting Publishing in Journals – The Sequel” in national AEJMC convention.

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.

“Promising Professors Workshop”

Cosponsored by the Graduate Education Interest Group, MC&S’ annual Promising Professor Competition winners and a Distinguished Educator present their teaching philosophies and methods, relaying how they engage, inspire and motivate students in their classes. These presentations all serve to highlight leadership in the field of teachings and inspire other faculty and graduate students to enhance their own classroom performances.

“Using Popular Culture to Reach Our Students”

Cosponsored by the ESIG Interest Group, this panel investigates how course content and teaching methods employing popular culture work to enhance learning inside and outside the classroom.

Moderating: Kimberly Voss, Southern Illinois, Edwardsville

Panelists:

- Aaron Delwiche, Trinity
- Gary Hicks, Southern Illinois, Edwardsville
- Ron Leone, Stonehill
- Mary-Lou Galician, Arizona State

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.

“Technology or Tragedy: The Benefits and Disadvantages of Wired Classrooms.”
Midwinter AEJMC Meeting, Kennesaw, GA

This panel examined the benefits and disadvantages of high-tech and low-tech teaching environments. The goal of the panel was to identify a balance, using real-world scenarios, between the two extremes of technology use that best serves both students and teachers.

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.

- Participate in the Midwinter AEJMC Meeting by preparing and implementing a teaching panel. As mentioned previously, the teaching standards committee programmed the “Technology or Tragedy: The Benefits and Disadvantages of Wired Classrooms” panel for the Kennesaw, GA, conference.

- Increase, in both numbers and quality, participation in the Promising Professors Competition.

The division's primary teaching activity, the Promising Professors Competition, is now in its 7th year. The competition had 22 entrants this year, with five winners, and involved 15 volunteer judges from around the country who reviewed and evaluated the submitted materials. Many judges noted the high quality of teaching materials presented for the competition this year. This competition recognizes the value of, the nurturing of, and the rewarding of teaching excellence in junior faculty members. Along with recognition from the competition, the division and GEIG provide cash prizes to winners in new faculty and graduate student divisions.

Publicity for the competition included sending correspondence to every association department chair, director or dean to inform him/her of the competition, notice in the Mass Communication & Society Division newsletter and distribution of flyers at the Midwinter AEJMC Meeting in Kennesaw, GA. The additional publicity this year, targeted toward graduate students and new professionals, increased participation in the contest by 22%. Our continued partnering with GEIG for this competition and workshop helps engage a new generation of professors in the AEJMC.

- c. Increase nominations for the Distinguished Educator Award.
The Teaching Standards Committee, comprised of three division members, also selected a Distinguished Educator for the 2005 convention. This year, the committee received four outstanding nominations for the award. Distinguished Educator Award is given annually to a senior faculty member whose personal teaching excellence and influence on pedagogy in the field is profound. This award recipient is also recognized and makes a presentation about classroom teaching during the Promising Professors Workshop.

For the first time, the Mass Communication and Society Division also publicized the Distinguished Educator Award outside of the newsletter. Flyers for this award were also sent to every association department chair, director or dean and distributed at the Midwinter AEJMC Meeting in Kennesaw, GA.

- d. Draw attention to the needs of diverse populations when teaching.
This goal was addressed through teaching panels at the midwinter and national conferences as well as through a division newsletter article. The two teaching panels, one addressing technology in the classroom and the second regarding the use of popular culture to reach students, both acknowledge the difficulty and need to consider differences in students and student learning in the classroom.

The newsletter article, “Teaching, Learning and Diverse Student Populations,” provided guidelines to division members on how to best introduce subjects that involve minority populations, without highlighting diversity or the lack of diversity in our own classrooms.

PF&R:

MC&S division this year pursued PF&R goals with several avenues. In the division newsletter, the PF&R chair wrote articles to draw members’ attention to several important issues. For example, “drawing some good from bad press about the media,” the fall article discussed the controversy surrounding CBS and its erroneous National Guard story. The article concludes that such incidents provide educators with “teaching moments” and that we need to continue to encourage students to be brave, aggressive reporters.

16. In-convention activities related to PF&R.

MC&S division head, Denis Wu, wrote an outreach proposal to invite professionals and managers of Spanish-language media to attend the San Antonio AEJMC convention. The outreach proposal was approved by the AEJMC Executive Committee and consequently the Division received \$1,000 to cover four Spanish-language media professionals’

registration fees. The final invitations will be decided with the assistance of the Newspaper division head, Maggie Rivas-Rodriguez.

MC&S division sponsors and co-sponsors the three following PF&R panels in national AEJMC convention:

“The Latino Media Mini-Plenary”

Introduction: Janet Bridges, Sam Houston State

- Federico Subervi, Latinos and Media Project
- Omar L. Gallaga, Editor, ahora sí (Austin American-Statesman)
- Edward Schumacher Matos, CEO, Rumbo papers
- Gilbert Bailon, Al Dia (Dallas Morning News)
- Rosemary Scott, Research Director - San Antonio, Univision Radio
- Clara Rivas, Telemundo affiliate, San Antonio
- Tino Duran, owner - LaPrensa, San Antonio

Discussant/Moderator: Maggie Rivas-Rodriguez, Texas

“Involving Citizens in Democracy: Is Modern Journalism Engaging or Dividing Americans?”

The session focuses on media accountability and ethics; a description follows: Concerned citizens, journalists and scholars recognize that American citizens may be increasingly apathetic about civic engagement and involvement. At the same time, increasing attention to concerns of liberal bias and conservative agendas in mainstream media validate journalists’ roles in a democracy. The media can play a role by engaging the public or by creating divisiveness. Educators also play a role by the values instilled in future journalists during their education. This panel thus covers issues of civic involvement and representations of all viewpoints and the relationship of the media to involvement of the citizenry in a democracy.

“Strengthening Our Place: The Role of Journalism Programs on University Campuses”

Moderator: Donica Mensing, Nevada

- Trevor R. Brown, Indiana
- Cole C. Campbell, Nevada
- Ann Darling, Utah
- James K. Gentry, Kansas
- Christine M. Martin, West Virginia
- Stephen D. Reese, Texas

17. Out-of-convention activities related to PF&R

MC&S this year arranges the following activity in San Antonio convention: Communicating with Diverse Audiences: A Look at Latino Campaigns. It is off-site visit to Bromley/Manning Selvage & Lee communications firm. PF&R chair, Diana Knott, is in charge of the activity. Participants will meet in the lobby of the hotel to walk together to nearby firm Bromley/ Manning Selvage & Lee for a presentation about Hispanic communications campaigns and issues.

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.

MC&S's primary PF&R goals and activities this year are to reach and understand Spanish-language media, practices, and professionals in the United States. Therefore, both the in-convention and out-of-convention activities center on learning more about the Spanish-language media, how they practice on a daily basis, and what kind of issues that concern Spanish-language media practitioners, industries, and the society at large. All of these may help AEJMC convention attendees obtain the knowledge that would not easily come by. Additionally, the Division's special paper competition in "ethnic/minority media in American society" complements this PF&R goal.

General Information:

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

All three MC&S division newsletters this year are attached with this report (see Appendix 2, 3, and 4).