

# Annual Report 2006-2007

## Mass Communication & Society Division

### **1. Officers**

#### **Division Head**

Marie Hardin  
Pennsylvania State University

#### **Vice Head**

Diana Knott Martinelli  
West Virginia University

#### **Immediate Past Head**

Jennifer Greer  
University of Nevada-Reno

#### **Secretary/Newsletter Editor**

George Gladney  
University of Wyoming

#### **Professional Freedom & Responsibility Co-Chairs**

Shahira Fahmy, Southern Illinois  
Donnalyn Pompper, Florida State

#### **Research co-chairs**

Janet A. Bridges  
Sam Houston State University

Fuyuan Shen  
Pennsylvania State University

#### **Teaching Standards Co-Chairs**

Jennifer J. Fleming  
California State University, Long Beach

Frank Dardis  
Pennsylvania State University

#### **Midwinter Research Coordinator**

Ran Wei  
University of South Carolina

#### **Webmaster**

Kevin Williams  
Mississippi State University

#### **Graduate Student Liaison**

Andrea Holt  
University of Alabama

### **2. The [demographic form](#) is attached**

### **3. Weighting of activities**

As in the previous year, the division during 2006-2007 emphasized teaching, research, and PF&R in equal ways, with slightly less attention to PF & R. Activities for each area are described below.

### **4. Goals for 2006-2007**

The goals of the incoming division head were met with varying degrees of success. The listserv and website were used to communicate time-sensitive information effectively with members (leading to strong competition in all contests sponsored by the division), a themed-research session and coordinating call were part of convention programming, and

a strong pool of volunteers for the division was also cultivated through the use of co-chairs for major positions and through the use of a midwinter conference coordinator. The division also took a leading role at the AEJMC Midwinter meeting in Reno, Nev., which was coordinated by past head Jennifer Greer. Goals that were not met to the head's satisfaction involved coordinating a strong working relationship with the journal; this was not met in part because of changes with publication of the journal. The new journal editor, however, is in place and has been involved with the division. Another goal that was not met entirely to the head's satisfaction was coordination of activities and materials in honor of the division's 40<sup>th</sup> anniversary. Although the division's spring/summer newsletter recognized the anniversary and the division has two events planned for the national convention, the website did not feature any material on the anniversary.

A new goal made by the division head for 2006-2007 was to update the division's bylaws to make them more helpful for members. This goal, it is hoped, will be met at the members meeting in August when members will be asked to approve the updated bylaws.

Incoming Division Head Diana Knott Martinelli has the following goals:

1. To continue to maintain a co-chair structure within the Division's executive committee to allow more diverse and better sustained leadership over time.
2. To secure a more stable newsletter production process by engaging someone with the technical skills and time/support resources to meet deadlines
3. To highlight membership value by making benefits a key theme for the year in all MC&S materials.
4. To work through AEJMC to document and relay guidance to continue the smooth transition to electronic submissions

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## **RESEARCH:**

### **5. Number of general research paper submissions**

112; number of acceptances 58; 51.7%.

MC&S identified the top three papers in the general paper competition. The first place winner will be given a cash award and a plaque at the 2006 AEJMC convention; the second and third place winners will receive a certificate.

### **6. Number of student papers for the Moeller and special competitions**

19; number of acceptances 11; 57.8%.

MC&S continued the annual Moeller student paper competition, awarding a top prize to the best paper written by a student for a class project. The division also awarded cash prizes to the top three student papers. These two awards help recruit young researchers from a variety of backgrounds into MC&S.

Number of papers submitted to the Special Call: Covering Religion and Politics  
6; number of acceptances 3; 50.

This paper competition was initiated two years ago by division head Denis Wu and has been continued, with the division head choosing the call's theme.

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

The division received a total of 137 papers submitted electronically to our paper competition site by the 11:59 p.m. (Pacific) April 1 deadline. Each of the papers was reviewed by three judges (see No. 8 below for explanation). The division used, as it has in past years, the standard “Judging Sheet: AEJMC Division Research Papers” loaded on the website for judges to be able to enter scores directly into the system. Judges were sent passwords and instructions for accessing their online papers. After all scores were entered into the system, the computer system calculated the mean score for each paper. The papers with the highest mean 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 or with the papers in the special competitions.

The next stage was to cluster the accepted papers into themes to create research panels. By May 15, authors were notified of acceptance or rejection by bulk e-mail through the AllAcademic website e-mail function. Accepted presenters were also sent a copy of the programs that contains all the division’s sessions, presentation time and date. By May 25, all authors were notified of how to view reviewers’ comments and scores at the AllAcademic site. By June 12, they were also provided with their moderator and discussant names.

Based on standardized scores and reviewers’ rankings and recommendations, the top three faculty papers and student papers were selected. Winners for the Moeller competition and the Religion and Media competition also were selected.

Reviewing criteria for the 2007 paper competition was as follows:

**MC&S REVIEWER FORM – 2007 AEJMC CONVENTION**

	1	2	3	4	5
The purpose of the paper is stated clearly. *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The paper is organized effectively. *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The literature review is adequate. *	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The research method is described clearly. *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The research method is appropriate and effective. *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The evidence is good and related to the purpose of the paper. *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The evidence is presented clearly. *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The conclusions are related directly to the purpose of the paper. *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The evidence supports the conclusions. *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The subject represents a significant direction for communication research. *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The questions addressed in this study are handled creatively. *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The writing is good. *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
This paper is relevant to the focus of the division. *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**8. Total judges:**

84; 4 to 6 papers per judge – on average 5 papers per judge. The research co-chairs worked diligently throughout the year to recruit judges. We sent the call for judges through the division’s newsletter and email listserv and also used personal contacts to recruit judges.

**9. Other types of refereed competition**

- For the second year, the division awarded the Mass Communication & Society Research Award, designed to fund high-quality proposals with potential to produce innovative articles for publication in the division journal. This award of up to \$5,000 annually is to be funded with journal reserve surpluses generated by the journal’s subscriptions. The division’s membership voted to establish this award in August 2005. A committee comprising current and past journal editors, current and past division heads and one at-large member was formed to set the criteria and issue the initial call and award. Those vying for the award had to submit a proposal, a budget, a timeline, and a vita. As of the May 1 deadline, the committee received 11 submissions. After a two-week review period, the committee ranked its top three proposals. The proposals with the highest average ranking were funded, one for \$3,000 and one for \$2,000.
- The division also conducted a special call for papers that addressed the role of U.S. mass media in the intersection of religion and politics in the United States. Number of submissions was 6; number of acceptances was 3. The special paper competition went through the normal judging process. These papers will be featured at a special panel session.
- Another special competition for the 2007 annual competition was the Moeller competition, which recognizes top student papers written specifically for a class during the previous year. The papers must be nominated by the professor who taught the class. The top Moeller winner was selected by pulling the highest standardized score designated as a Moeller submission.
- The division also conducted a general research competition for the Midwinter AEJMC Meeting at University of Nevada-Reno. In that competition, MC&S attracted 36 research abstracts and 3 panel proposal submissions (abstracts or

proposals were accepted). Of those 36 abstracts, 25 were accepted – for an acceptance rate of 69.4%. All of the three panels were accepted, but only two sessions took place. The division also co-sponsored, with VisCom, a PF & R session. Although this rate is high compared with the annual convention, this conference is designed as an ideal forum for graduate students and new professors and high acceptance rates are encouraged.

The procedure for this competition was as follows:

- 1) Entrants sent in abstracts or proposals about their research,
- 2) The abstracts were sent to three judges (10 judges total used + three who reviewed panel proposals), who rated them using the following form

**2007 AEJMC Mid-Winter Conference  
Mass Communication & Society Division**

**REVIEWER FORM**

Paper #:

Title:

Reviewer #:

**SUMMARY EVALUATION:** considering competence and contribution of the **current** abstract, please check your recommended disposition:

Definitely Reject	Probably Reject	Lean Toward Rejection	Lean Toward Acceptance	Probably Accept	Definitely Accept
_____	_____	_____	_____	_____	_____

**COMMENTS TO AUTHOR(S)**

- 3) Those with the highest total score were programmed.
- 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:**

In total, 72 papers were accepted by the MC&S division. These are programmed in the convention in the following sessions:

- **Politics, News and the Outcomes** (5 papers)
- **Covering Religion and Politics** Co-sponsored with Religion and Media (Refereed research and invited panelists; 3 papers)
- **Poster Session.** Co-sponsored with Newspaper. (39 papers).
- **Scholar-to-Scholar session** (10 papers)
- **On-Line Media: Uses and Effects** (5 papers)
- **What Are They Saying and Why Are They Saying It? News Frames, Antecedents and Effects** (5 papers)
- **Media Health Information: Not for Women Only** (5 papers)

In addition, a 2007 Convention panel will touch on research issues:

- **40 Years of Mass Comm. & Society Research: Trends and Future Directions.** Co-sponsored with Visual Communication.

## **11. Out-of-convention activities related to research**

This year MC&S out-of-convention activities included (as described in detail above):

- Paper competition for the Midwinter AEJMC Meeting in Reno.
- MC&S Research Award
- Newsletter includes articles addressing topics relevant to MC&S research interests.

## **12. Research Goals and Activities**

This year, the division awarded its second Mass Communication and Society Research Award, an annual \$5,000 cash award to help fund innovative research proposals submitted by division members. Every year, including this one, the division's research activities include publishing a high quality, peer-review journal, *Mass Communication & Society*. In addition, the division continued its participation in the Midwinter AEJMC Meeting in Reno. Additionally, the division sponsored a special research competition for the AEJMC convention and sponsored several research sessions, including a poster session to accommodate the number of slots needed to reach a 50% acceptance rate.

Goals for next year should be to work with AEJMC to ensure a smooth transition to the system-wide electronic submission system for 2007, continuing to recruit judges to ensure three reviews per submission, and to work to clarify policies and procedures related to all research competitions so that information is recorded and can be followed easily by new officers each year. In addition, the research committee should continue to have two chairs AND a separate research chair for the Midwinter. The depth of work for the competitions requires several volunteers to keep things running smoothly.

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## TEACHING

### **13. In-convention activities related to teaching.**

The division is sponsoring or co-sponsoring three teaching conference sessions in Washington.

- “Promising Professors Workshop”: Co-sponsored 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 teaching and inspire other faculty and graduate students to enhance their own classroom performances.  
First Place: *Michel Haigh, Penn State*  
Second Place: *Daniel Haygood, Tennessee*  
Third Place: *Laura Triplett, California State, Fullerton*  
Third Place: *Wendy Wyatt, St. Thomas*  
Graduate Student Winners:  
First Place: *Daniel Reimold, Ohio*  
Second Place: *Terri Ann Bailey, North Carolina at Chapel Hill*  
Distinguished Educator:  
*Pamela Shoemaker, Syracuse*
- “40 Years of Mass Comm. & Society Research: Trends and Future Directions”: Co-sponsored by the Visual Communication Division. This session will address changing trends in research and, subsequently, in graduate education.  
Moderator: *Dan Riffe, Ohio*  
Panelists:  
*Edgar Huang, Indiana—Purdue, Indianapolis (Asian)*  
*Carol Pardun, Middle Tennessee State*  
*Donald Shaw, North Carolina at Chapel Hill*  
*Pamela Shoemaker, Syracuse*  
*Jane Singer, Iowa*
- “Religious Foundations of Media Ethics and Practice”: Co-sponsored by RMIG. This session will examine the teaching of ethics and the handling of religiosity issues within that context.  
Moderator: *Robert Magee, Virginia Tech*  
Panelists:  
*Ralph Fresca, Abbey*  
*Dennis Cali, Mount Saint Mary’s*  
*Kevin Kemper, Arizona*  
*Anantha S. Babbili, Middle Tennessee State*  
*Doug Underwood, Washington*

#### **14. Out-of-convention activities related to teaching**

- One session at the AEJMC Midwinter in Reno: “Doing It All: Teaching Tips and Assessment Ideas for New Faculty and Graduate Students.” Co-sponsored by GEIG, CTM. In addition to extensive and ambitious research commitments, new faculty and graduate students are also often overwhelmed with teaching and grading responsibilities. New faculty, first-time instructors and teaching assistants may be responsible for teaching and grading written work for hundreds of undergraduate students each semester. This panel was designed to offer new faculty and teaching assistants tips on how to teach that first class, work with faculty and grade papers with effective and efficient assessment tools such as grading rubrics.

Moderator: Jennifer Fleming – California State University, Long Beach  
*Genelle Belmas, California State University, Fullerton*  
*Dave Cuillier, University of Arizona*  
*Jessalynn Strauss, University of Oregon*  
*Derik Steyn, North-West University, South Africa*  
*Wayne Wanta, University of Missouri*

- Pre-Conference workshop (Wednesday, August 8, 2007) on teaching the introductory mass communication course. The goal of this pre-convention workshop is to help prepare participants to teach this common course. From exercise and assignment ideas to tips on tests, textbooks, technology and lecture topics, top teachers will share how they make their introductory mass communication classes memorable and manageable.

Moderator: Frank Dardis, Penn State  
Panelists:  
*Jennifer Fleming, California State, Long Beach*  
*Larry Gillick, Shenandoah University*  
*Ralph Hanson, West Virginia University*  
*Jennifer Henderson, Trinity University*  
*Mike Murray, University of Missouri-St. Louis*

#### **15. Teaching goals and activities**

- **Participate in the AEJMC Midwinter Conference by preparing and implementing a teaching panel.**

For the third consecutive year, the teaching standards committee programmed a teaching panel for the midwinter conference, held this year at University of Nevada-Reno. The panel focused on the various teaching methods that could be employed when teaching an introductory course in the field. Panelists discussed pedagogy, technology, assessment and offered tips on how to manage teaching development with research programs and service obligations. Approximately 30 people attended the workshop. A pre-conference workshop on the same topic will be offered at the 2007 annual convention in Washington.

- **Maintain the high level of quality submissions and volunteer participation in the Promising Professors Competition.**



The division's primary teaching activity, the Promising Professors Competition, is in its seventh year. The 2007 competition had 22 entrants, with six winners (who will receive their awards at the 2007 annual convention), and involved 12 volunteer judges. Many judges noted the high quality of teaching materials presented for the competition that recognizes the value of, the nurturing of, and the rewarding of teaching excellence in junior faculty members. Publicity for the competition included the distribution of fliers at the midwinter conference in Reno, articles in the Mass Communication & Society Division newsletter and emails sent to MC & S members through the division's listserv. The committee also worked closely with the Graduate Education Interest Group to promote the competition to graduate students through GEIG's listserv. Our continued partnering with GEIG for this competition and workshop helps engage a new generation of professors in the AEJMC.

- **Concentrate attention on teaching the introductory mass media course.**

The committee continued to develop programs aimed at enhancing pedagogy in the field. The two activities most directly related to this goal were the midwinter teaching panel on "Doing It All: Teaching Tips and Assessment Ideas for New Faculty and Graduate Students," and the upcoming pre-conference workshop entitled, "Teaching Tips and Assessment Ideas for the Mass Communication Class." Each specifically addresses how faculty can be more successful teachers of the introductory course. Newsletter articles written by members of the committee this year focused on the development of critical thinking skills and teaching tips from Promising Professors award winners. The continued Promising Professors competition and Distinguished Educator Award highlight those who have been successful teachers early and throughout their careers respectively.

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## **PF&R**

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

The division is sponsoring four PF&R related conference sessions in Washington DC:

- "‘Are we a mouthpiece’: Perspectives and ethics in war reporting:" Co-sponsored by the International Communication Division. This panel will discuss how news selection and framing of news events differ from culture to culture, contemplate how influential individual and cultural differences are in war reporting and explain the implications of using more local stringers in covering recent conflicts in the Middle East. In addition, it will explore the current challenges of good reporting of foreign events and propose solutions on how to get as comprehensive international coverage as possible to the public and in what form.

Moderator: Marvin Kalb, head of the Shorenstein D.C. Center for Press, Policy & Public Policy.

Invited Panelists:

*Jackie Spinner, the Regional Military Affairs Reporter and former Baghdad Bureau Chief of The Washington Post.*

*Abderrahim Foukara, The Washington Bureau Chief of Al-Jazeera.*

*(International)*

*William Freivogel, Interim Director of the School of Journalism at Southern Illinois University, Paul Simon Public Policy Institute & Former Deputy Washington Bureau Chief of The Saint Louis Post Dispatch.*  
*Jon Sawyer, Director, Pulitzer Center on Crisis Reporting.*  
*Philip Seib, Professor of Journalism and Public Diplomacy at the Annenberg School, USC.*

- “Going global: Importing and Exporting Expertise”: Co-sponsored with the International Communication Division. Opportunities available to faculty who want to teach and/or do research abroad via various Fulbright programs. Panelists include Fulbright recipients.
  - Moderator: Barbara Zang, Worcester State
  - Invited Panelists:
    - The Long Wait: The Fulbright Senior Scholar Application Process  
*Brad Thompson, Linfield*
    - Teaching and Doing Research Abroad — Challenges and Opportunities  
*Lars Willnat, George Washington*
    - The Role of the Fulbright Specialist: More than Parachuting In  
*Robert Bergland, Missouri Western State*
    - Inviting Islamic Expertise to Your Campus Through Fulbright  
*Gary L. Garrison, assistant Asia/Middle East, Council for International Exchange of Scholars*
- “From Bartnicki to Benz and Beyond: Key Media Lawyers and Their Journalism Decisions”: Co-sponsored with the Law & Policy Division. Panel will include attorneys who advise major news organizations on story content. Discussions surrounding counsel to change or kill stories, current trends in media law.
  - Moderator: Jennifer J. Henderson, Trinity
  - Invited Panelists:
    - Lucy A. Dalglish, executive director, Reporters Committee for Freedom of the Press*
    - Lee Levine, Levine Sullivan Koch & Schulz*
    - Eric Lieberman, deputy counsel, The Washington Post*
    - William Alden McDaniel, Law Officers of William Alden McDaniel*
    - Betsy Miller, Jones Day*
- “Eroding press freedoms: Where Do We Go From Here?”: Co-sponsored with Law & Policy. Panel includes a Washington Post reporter and investigative journalists turned professors who have experienced and/or studied press freedom issues.
  - Moderator: Bonnie Stewart, West Virginia
  - Invited Panelists:
    - Julie Andsager, Iowa*
    - Mark Feldstein, George Washington*
    - David Perlmutter, Kansas*

*Walter Pincus, staff writer, The Washington Post*

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

- One sole-sponsored session at the AEJMC Midwinter in Reno: “The Emerging Field of Entertainment Studies: Research Issues and Trends.” Panelists discussed the processes, effects, and uses of entertainment media from an audience-focused perspective.

Moderating: Anthony Ferri - UNLV

*Andi Stein – California State University, Fullerton*

*Daniel Stout – UNLV*

*Stephen Bates -- UNLV*

- One jointly sponsored session (with VisCom) at the AEJMC Midwinter in Reno: “Real Beauty: Inter-Media Influences of the Dove Campaign for Real Beauty on the Representation of Baby Boomers.” The Dove Campaign for Real Beauty uses “real women” of all ages, sizes and demographics in advertising messages for beauty care products. This panel explored whether the images from the Dove campaigns are influencing the representation of women in product advertising directed toward women Baby Boomers – aged 50 and over.

*Katie Reil – Greg Mason Advertising, Reno, NV*

*Jennifer Greer – University of Nevada, Reno*

*Jean Trumbo - University of Nevada, Reno*

- Off-site convention activity, August 9: “International Spy Museum tour”: The International Spy Museum, 800 F Street NW, Washington, DC, 20004, is within walking distance of the convention hotel. It is the only public museum in the world solely dedicated to the tradecraft, history, and contemporary role of espionage. The division will underwrite part of the admission cost to the museum for those who join its scheduled off-site visit.

**18. PR&R Goals and Activities**

The division sought to shed light on PR&R issues through newsletter articles on PF&R topics, including one written by the PF&R chair and one headnote written by the division head. The focus of the Spring/Summer newsletter was on PF&R, with one depth article. The themed research call for the national convention was also on a PF&R topic: the intersection of religiosity and politics in the news and how journalists navigate those topics. This session involved papers and two panelists, one of whom is Editor at the Religion News Service.

**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 to this report. Producing our newsletter was a challenge this year, as the newsletter editor failed to meet deadlines for the first two issues although he was able to get both done with the help of a graduate assistant. The last issue had to be finished by the division head, as the newsletter editor

traveled out of the country during the production phase after getting the newsletter started. The website and listserv, however, were of great value. The new website is at: <http://aejmc.net/mcs/>.

Of great help was an InDesign template for the newsletter that was designed in 2005. Next year, perhaps a better choice for newsletter editor would be a professor who regularly uses graphics programs for teaching and who does not need to rely on a graduate assistant to produce the newsletter. (Although it is a nice luxury to have, if the graduate assistant falls through, the newsletter is in jeopardy.)