

Annual Report 2008-2009

Mass Communication & Society Division

1. Officers

Division Head

Jennifer Henderson
Trinity University

Vice Head

Donnalyn Pompper
Temple University

Immediate Past Head

Diana Martinelli
West Virginia University

Secretary/Newsletter Editor

Cary Frith
Ohio University

Webmaster

Kevin Williams
Mississippi State University

Research Co-chairs

Cory Armstrong
University of Florida

Michael McCluskey
The Ohio State University

Professional Freedom & Responsibility Co-Chairs

Francesca Carpentier
North Carolina, Chapel Hill

Lisa Paulin-Cid
North Carolina Central

Midwinter Research Coordinator

Janet A. Bridges
Sam Houston State University

Teaching Standards Co-Chairs

Frank Dardis
Pennsylvania State University

Andrea Holt Duke
Trinity University

Graduate Student Liaisons

Daren Brabham
University of Utah

Lauren Reichart
University of Alabama

2. The demographic form is attached.

The demographic tally of participants in division activities remains a concern. It is often difficult to identify minority participants before the conferences and inappropriate to ask participants about their racial/ethnic affiliations in person. What the form reflects, then, is the division officers' identification of the "other". We believe an opportunity for self-identification would seem to be more accurate and less likely to provide stereotypical conclusions than the current system.

3. Weighting of activities

The Mass Communication and Society Division in 2008-2009 attempted to find an equal balance between teaching, research, and PF&R activities. As described in detail below, teaching was emphasized through pre-conference workshops, panels at the annual and midwinter conferences, and in our continuing Promising Professors and Distinguished

Educator competitions. Research was highlighted through two very successful research paper competitions, including a special paper call and student paper competitions in addition to the awarding of our \$5,000 MC&S Research Grant. Last, but certainly not least, PF&R activities were emphasized primarily through panels at the annual and midwinter conferences.

4. Goals for 2008–2009

- ***Goal 1: Encourage AEJMC members to identify MC&S as their primary association affiliation.***

Several projects were undertaken to address this goal, although there is clearly still work to do. Because of the breadth of the division's work, AEJMC members often consider MC&S a secondary affiliation. For example, they will primarily identify with the Advertising Division or the Newspaper Division, but are also members of MC&S.

This goal was initially and most directly addressed in the first Head Note newsletter article – published in the fall of 2008. In this article, the division head described the MC&S division as the center point for convergence. Where other, more topical divisions (RTVJ, PR etc...) were struggling with issues of boundaries, our breadth and inclusiveness was very useful in today's media climate.

This goal was also addressed through the distribution of MC&S badge stickers at the 1009 national convention so members can see how many of their colleagues are already involved with the division and encourage others to be part of the "big tent" division at AEJMC.

- ***Goal 2: Encourage graduate student engagement in the division***

One of the keys to increasing (or at the very least maintaining) membership in the division is to actively recruit and engage graduate students. To accomplish this goal, the division head worked with the Graduate Student Liasons to develop a strategy for engaging graduate students in the division. The first step was an inquiry announcement in the winter newsletter asking graduate students if they were interested in participating in a blog just for graduate students. Unfortunately, this inquiry produced little response from graduate student members and additional work is needed in the coming years to cultivate and engage these members.

Graduate student participation in the Promising Professors and student paper competitions was also encouraged through newsletters and e-mail announcements. As detailed below, student paper submissions were very strong again this year, although submissions for the graduate student competition for Promising Professors were low.

- **Goal 3: Reinforce the MC&S Division and Promising Professors' brands.**
At the AEJMC annual convention in Chicago in 2008, members voted to form a committee who would make recommendations to the division regarding the marketing and branding of the division and Promising Professors competition. A report from that committee was received in fall 2008, and plans are underway to implement the committee's marketing recommendations.

The 2009-2010 Incoming Division Head, Donnalyn Pompper, has set the following goals:

- **Goal 1: To enhance two-way communication with MC&S members.**
- **Goal 2: To provide leadership opportunities for MC&S members.**
- **Goal 3: To continue encouraging graduate student engagement in the division.**

RESEARCH:

5. Number of general research paper submissions

The division received 179 submissions (up 29 papers from last year), with one paper transferred to a different division and three deleted for having identifying information in the title page. 83 papers were accepted, which resulted in a 44 percent acceptance rate.

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

28 papers were submitted by student authors, and 5 of those papers were accepted (17.8 percent). At least two additional papers were suspected to be student-only submissions (although not identified as such) and left out of the student competitions. We recommend again this year that a check box be added to the electronic submission form so students may be clearly identified in the research process.

The MC&S division continued the annual Moeller student paper competition, awarding a top prize of \$100 and a plaque for the best paper written by a student for a class project. In the 2009 competition, nine papers were submitted for this award. The division also awarded cash prizes to the top three student papers in general; the top author will receive a plaque and \$100; the other two will receive certificates and \$75 and \$50, respectively. These two awards help recruit young researchers from a variety of backgrounds into MC&S.

19 papers were submitted to the MC&S Special Paper Call, "Media and Social Change," and 9 were accepted (47 percent). This paper competition was initiated five years ago by then-division head Denis Wu and has been continued each year since, with the current division head choosing the Call's theme. The Special Paper Call allows each division head to leave a legacy of research as well as, most importantly, recruiting new members to the division. The top paper winner for the Special Call will receive a plaque and \$100 award at the 2009 convention.

7. Overview of judging process

The division received 179 papers submitted electronically to our paper competition site by the 11:59 p.m. (Central Time) April 1 deadline, with one transferred to a different division and three deleted for having identifying information in the title page. The issue of “identifying information” was quite a problem for the division this year (see 2009-2010 Goals below for a complete discussion of this issue).

Each of the faculty papers was reviewed by two judges and student papers by three judges. (See No. 8 below for criteria). 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 instructions to log themselves into the system and create their own passwords for accessing their online papers. Those who did not were manually entered in the systems. After all scores were entered into the system, the computer system calculated both the mean score and z-score for each paper. Using both scores, papers with the highest scores plus 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 times and dates. As for all divisions, on May 20 all authors were notified of how to view reviewers’ comments and scores at the AllAcademic site. During the week of May 18-22, authors of accepted papers 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 Special Call competition also were selected based on high scores among those entered in each paper competition.

The division used the standard reviewing criteria for the 2008 paper competition (as follows):

MC&S REVIEWER FORM – 2008 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:

The MC&S Division had 98 paper reviewers for the annual convention, and the average reviewer had 5 papers to review.

9. Other types of refereed competition

- The division will be awarding the Mass Communication & Society Research Award again in 2009. The award is 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. The researcher(s) receive \$2,500 in an initial payment and the final \$2,500 when the research project is completed and a manuscript is submitted to Mass Communication & Society for review. Under the rules of the competition, that journal has first right of publication for any research funded by the grant, although there is no guarantee that the article will be published. (Articles go through the standard review process at the journal.)

The grant competition for 2009 was advertised on the MC&S website and in the division newsletter. All submissions were electronic, and submitted to the current division head who verified with AEJMC that those submitting the award were members of the division, as is required under grant competition rules. The submission deadline was May 1. Following the rules set out in the division bylaws, the review committee was composed of the division head (Jennifer Henderson), the immediate past head (Diana Martinelli), the current editor of Mass Communication and Society (Stephen Perry), the immediate past editor (Jennifer Greer -- she filled this role for Jim Shanahan, who was unable to participate), and an at-large member appointed by the division head (Marie Hardin).

In 2009, the MC&S division received eight proposals for the Mass Communication & Society Research Award. Because of the smaller pool of

applicants this year, the submissions went through only one round of judging with each judge on the review committee providing detail comments and rankings on each submission. The Award winner will be notified by June 25, 2009 and the first installment of the prize awarded at the national conference in August in Boston.

- The division continued its Special Call for Papers (as noted above). This year, the Special Paper Call was centered on the theme of “Media and Social Change” and solicited research that supported the idea that media could be used to change the world for the better. The Special Call went through the same judging process as the rest of the paper submissions. The quality of submissions to the Special Call was especially high in 2009 with 9 of the 19 papers submitted to the Call accepted for presentation at the national convention. A monetary award of \$100 was given to the top paper winner from the Call for the first time in 2009.
- Another ongoing special competition this year 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. There were nine papers submitted in 2009 that were considered for the Moeller Award. Moeller Award winner also won the Second Place Student Paper prize for the division this year.
- The division also conducted a general research competition for AEJMC Midwinter Conference at the Gaylord College of Journalism and Mass Communication in Norman, Oklahoma, from March 6-8, 2009.

The procedure for this competition was reviewed as follows:

- 1) Entrants sent in abstracts or proposals about their research, and
- 2) The abstracts were sent to three judges (15 judges total were used, who rated them using the following form):

**2008 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
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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).

In that competition, MC&S attracted 28 research abstracts, and accepted 19 (67.8%). The division sponsored four refereed research panels drawn from accepted papers. Three moderator/discussants in addition to the Midwinter Research Chair also participated in the refereed research panels. The panel topics and number of abstracts accepted for each panel are listed below:

1. The Political and the Legal (5 papers)
2. News-Media: The Issues Old and New (4 papers)
3. Special Populations and Media (5 papers)
4. The Personal, the Commercial, and the Virtual (5 papers)

In addition, one invited teaching/research panel was sponsored by MC&S. That panel, "Understanding Journalism and Trauma: An Overview of New Scholarship" brought together key scholars in the field for a discussion of issues related to the scholarship of trauma.

10. Convention activities related to research:

83 papers were accepted by the MC&S division. These are programmed in the convention in the following eight sessions:

1. Examining Social Issues in News and Communication (5 papers)
2. Youth, Communication and Politics (5 papers)
3. Health, Information and Media (5 papers)

4. Facing your Fears: Use (or Abuse) of Social Networking Sites (5 papers)
5. High Density Research Panel (12 papers)
- 6/7. Two Scholar-to-Scholar sessions (11 papers combined)
8. Poster Session co-sponsored with the Newspaper Division (40 papers)

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 Norman, Oklahoma.
- Pre-Convention Workshop co-sponsored with the History Division, “Learning and Teaching through the Lens of the Holocaust,” that will be held at the United States Memorial Holocaust Museum.
- MC&S Research Award
- Newsletter includes articles addressing topics relevant to MC&S research interests, such as tips for submitting research papers to the convention

12. Research Goals and Activities

Detailed descriptions of our activities for the 2008-2009 year can be found above. Goals for next year are:

- ***Goal 1: Secure the appropriate number of judges for the research competition.***
The research co-chairs did an excellent job contacting and recruiting judges early in the academic year (fall 2008). A call for judges was sent through the division’s newsletter and email listserv and the co-chairs also used personal contacts to recruit judges.

Even with their heroic effort, however, there was difficulty again this year recruiting reviewers. Because of the very large number of submissions to the division, many additional judges had to be recruited. Because MC&S does not allow those submitting papers to serve as paper judges, the pool of possible reviewers becomes smaller as the submission numbers increase. Unfortunately, it was impossible for the division co-chairs to recruit the 180 judges needed for a “perfect” review system – three judges reviewing each paper and each judge reviewing three papers. Additional attention must be paid to the shortage of available, qualified judges.

- ***Goal 2: Secure the appropriate number of research slots.***
Because of the large number of paper submissions and the division’s decrease in programming slots due to the chip reduction, the MC&S division was initially only going to be able to accept about 30 percent of the papers submitted. Thanks

to help from Kim Bissell, CoD Head, and Von Whitmore, CoD Vice Head, the MC&S research chairs were able to add one additional research panel and several additional Scholar-to-Scholar slots, increasing our acceptance rate to 44 percent. Getting enough programming slots for such a large division will continue to be a challenge for future research chairs.

- ***Goal 3: Address the issue of “identifying information” on research paper submissions.***
The division received 58 papers with names or identifying info in the "document properties," which was 32 percent of our submissions. A decision was made among division officers to keep “document property identification” in the pool. There was serious concern that other divisions may be less vigilant on this issue or may not even know how to check properties. If eliminating all identification from properties is a critical issue, then the ideal solution would be to include something during the submission process. While we don’t know if it's technically possible, a warning upon downloading entries may help.
- ***Goal 4: Maintain the high number of submissions for the Midwinter conference.***
The MC&S division continues to have the highest number of submissions for the Midwinter conference and is selecting very high quality research for presentation at this annual event. This continues to be an excellent venue for graduate student research.
- ***Goal 5: Increase submissions for the Mass Communication & Society Research Award.***
The submission rate for \$5000 research award was down this year by more than 50 percent. Notification of the award and deadlines must be sent earlier in the year and through more media outlets to division members.
- ***Goal 5: Support the Mass Communication and Society Journal with monetary resources necessary to attract and retain excellent editorial staff members.***
Under the leadership of Editor Stephen Perry, the *Mass Communication and Society* journal continues to excel. Money approved by the membership to compensate a guest editor for the journal’s Special Edition proved to be very successful, and the issue of compensating Associate Journal Editors will be discussed at the member’s meeting in August.

TEACHING

13. In-convention activities related to teaching.

There are two in-conference teaching panels scheduled for the 2009 annual convention in Boston.

- ***The Promising Professors Workshop*** — *Co-sponsored by the Graduate Education Interest Group*
MC&S's annual Promising Professor Competition winners their teaching philosophies and methods, relaying how they engage, inspire and motivate students in their classes. Entrants must be solely responsible for at least one class and have five or fewer years of teaching experience. 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.

Moderator: Frank Dardis, Penn State

First Place, Faculty Division: David Cuillier, Arizona
Second Place, Faculty Division: Kevin Williams, Mississippi State
Third Place, Faculty Division: Sue Robinson, Wisconsin-Madison
First Place, Graduate Student Division: Jennette Lovejoy, Ohio

- ***“Welcome to the New Millennium: Teaching Mass Media Courses Online and in Hybrid Formats - Co-Sponsored with Communication and Technology Division***

Moderator: Donnalyn Pompper, Temple U

Sue Robinson, Wisconsin – Madison
Dominique Kliger, Temple U
James Benjamin, Toledo
Martin Lester, California State - Fullerton

14. Out-of-convention activities related to teaching

- MC&S will sponsor a pre-conference workshop in Boston on Tuesday, August 4. This year's workshop, "Teaching the Introductory Mass Communication Course: Tips and Tactics," includes excellent teaching faculty from across the nation as well as this year's MC&S Distinguished Educator. Participants include:

Moderator: Jennifer Henderson, Trinity U

2009 Distinguished Educator Award Winner: David Rubin, Syracuse

Barbara Barnett, Kansas U
Jennifer Fleming, California State U, Long Beach
Ralph Hanson, University of Nebraska – Kearney
Lisa Paulin-Cid, North Carolina Central University
Tim Wulfemeyer, San Diego State U

- The division also sponsored one teaching/research panel at the AEJMC Midwinter conference: Understanding Journalism and Trauma: An Overview of New

Scholarship. The panel was moderated by past AEJMC President, Charles C. Self of Oklahoma and included Elana Newman, Meg Spratt, Summer Nelson & Cassie Roby as panelists.

15. Teaching goals and activities

In addition to the 2008-2009 teaching activities are discussed in detail above, the Teaching Co-Chairs for the division also wrote several newsletter articles this year highlighting teaching activities and promoting best practices.

Goals for 2009-2010 include:

- ***Goal 1: Sponsor or co-sponsor at least one AEJMC Midwinter Conference teaching panel.***
Participation in the AEJMC Midwinter Conference beyond the research competition is essential to a well-rounded, year-long emphasis on teaching. Teaching panels that targeted to the primary audience of the midwinter conference – graduate students – should be considered.
- ***Goal 2: Increase the number quality submissions and volunteer participation in the Promising Professors Competition.***
This is the ninth year of the Promising Professors Competition, a key component of our teaching activities. This year, submission in the faculty division of the competition increased while graduate student participation remained very low. Publicity for the competition included articles in the Mass Communication & Society Division newsletter and emails sent to members through the division's listserv. The committee also worked with the Graduate Education Interest Group to promote the competition to graduate students through GEIG's listserv. To increase the number of graduate student participants in the competition, the division needs to reach out through more and more applicable media. In addition, continued partnering with and enhanced promotion through GEIG for this competition and workshop is recommended to help engage a new generation of professors in the AEJMC.

New rules regarding the submission of applications by division officers are being considered to ensure a unbiased review process for the competition.
- ***Goal 3: Increase submissions for the Distinguished Educator Award.***
Like applications for the Promising Professors Competition, nominations for the Distinguished Educator Award ebb and flow from year-to-year. The division needs to concentrate more time and resources on awareness of this award.
- ***Goal 4: Increase the number of in-convention teaching panels.***
Historically, MC&S has included multiple teaching panels are part of its annual convention offerings. This year, due to the reduction of chips, we were unable to program as much teaching content as we would have liked.

PF&R

16. In-convention activities related to PF&R

The division is sponsoring or co-sponsoring four PF&R conference sessions at the annual convention in Boston. These sessions and panelists are:

- ***Issues and Agendas of Campaign 2008 - Co-Sponsored with Communication and Technology and Cultural and Critical Studies Divisions, and Commission on the Status of Women***

Moderator: Denis Wu, Boston U
Tobe Berkovitz, Boston U
Renita Coleman, U of Texas at Austin
Colleen Connolly-Ahern, Penn State U
Tom Fiedler, Boston U
Donald Shaw, U of North Carolina at Chapel Hill
Tammy Vigil, Boston U
Maria Williams-Hawkins, Ball State U

- ***Advancing Inter-Ethnic, Interracial, and Gender Communication Research among Latinos, Asians, and African Americans - Co-Sponsored with Minorities and Communication Division***

Moderator: Sharon Bramlett-Solomon, Arizona State U
Vonnie Feng, U of New Mexico.
Yuki Fujioka, Georgia State U
Donnalyn Pompper, Temple U
Ilia Rodriguez, U of New Mexico
Catherine Squires, U of Minnesota
Michael C. Thornton, U of Wisconsin-Madison
Hemant Shah, U of Wisconsin-Madison

- ***Reporting on Economics & Labor: Challenges, Criticisms, and Responsibilities - Co-Sponsored with the Cultural and Critical Studies Division***

Moderator: Ted Glasser, Stanford U
Bonnie Brennan, Marquette U
Craig Carroll, U of North Carolina at Chapel Hill
Greg McCune, Society of American Business Editors and Writers
Chris Roush, U of North Carolina at Chapel Hill
John Trumpbour, Harvard Law School

- *How Effective Classroom ‘Difference Training’ Once Communication Students Enter the Workplace? - Co-Sponsored with the Minorities and Communication Division*

Moderator: Karen Turner, *Temple U*
 Meta Carstarphen, *Oklahoma U*
 Jennifer Dennis-Smith, Jones Public Relations, Inc.
 Charmie Snetter, Boston Globe
 Lori Boyer, *Texas Tech U*

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

- The PF&R co-chairs have planned one off-site outing at the 2009 convention in Boston to the John F. Kennedy Library and Museum. The off-site is loosely tied to the mini-plenary session “Issues and Agendas of Campaign 2008”. A second off-site, to the Museum of Modern Art, Boston, was canceled due to an oversight at AEJMC national headquarters which left the off-site activities out of the newsletter announcements and off of the registration form.

18. PR&R Goals and Activities

Overall:

- The division this year offered fewer PF&R sessions due to our chip reduction.
- The PF&R co-chairs contributed significantly to the newsletter and off-site activities as well as the planning of in-convention panels.
- The MC&S Division received speaker funding for two important panelists that could not have been included in the conference without the assistance of AEJMC. The division also agreed to co-fund a third speaker whose inclusion on the program came to late to request funding from the national office.

Goals for 2009-2010:

- ***Goal 1: Include at least one off-site activity related to PF&R at the 2010 annual convention.***
 While off-site tours are difficult to coordinate, they provide important “out of hotel” experiences for members. PF&R Co-Chairs should leverage contacts with media businesses and non-profits in the host city to program off-site visits for the next national convention.
- ***Goal 2: Request speaker funding for at least five outside national experts to support PF&R efforts at the national convention.***
 The Vice Head took the lead in 2008-2009 in requesting outside speakers for panels. The division leadership, especially the PF&R Co-Chairs need to be informed about the availability of funds for outside speakers.

- **Goal3: Increase awareness of PF&R and the activities and issues it encompasses among MC&S members.**

Many members outside the officer corps do not know what PF&R stands for or what that area of division activity involves. There needs to be a concerted effort to inform members about this important divisional function.

19. General Information:

MC&S Newsletter

- All three MC&S division newsletters from the 2008-2009 term are attached electronically to this report.
- All of the newsletters this year were published later than in previous years. This had nothing to do with the newsletter editor (she is amazing), but rather the tardiness of some of the other officers submitting materials and, in the case of the Spring/Summer newsletter, an intentional desire to publish closer to the date of the national convention to promote the division's program. The only delay that caused problems was the winter newsletter where deadline announcements for research and teaching competitions were announced.
- The issue of changing to an all-electronic mode of distribution for the newsletter will be discussed at the member's meeting again this year.

MC&S Website

- The continuance of our webmaster from last year helped provide consistency in our website's content, professional appearance, and accessibility. The website's URL is <http://aejmc.net/mcs/>. However, as you can see, the website was not updated as frequently as necessary. On several occasions, the division head received inquires related to outdated information on the site.

MC&S Listserv

- The division's listserv, currently maintained by Past Division Head Marie Hardin, is still an excellent transmission point for information regarding the division. E-mail addresses on the listserv are updated quarterly. The listserv should be used more frequently to keep in touch with members about issues related to AEJMC and the division.

MC&S Journal

In addition, the division's research journal, Mass Communication & Society, continued to thrive under the editorship of Stephen Perry, who reports to AEJMC's publications committee. Highlights for 2008-2009 include:

- Special 25th Anniversary issue with guest editor
- Continued healthy submission and acceptance rates

- An agreement with Taylor & Francis to increase the number of pages that can be included in each journal issue
- Expansion of the editorial staff to include Associate Editors
- The adoption of a new ethics code, modeled after JMCQ's
- Continued profitability for the division

MC&S Bylaws

The division's bylaws, which have been amended multiple times over the past several years, have not yet been updated (in print or on the website). The division head will be making final revisions to the bylaws in the summer of 2009 and distribute the revised version via the website as well as print copies to members at the member's meeting in August.