

Annual Report 2009-2010

Mass Communication & Society Division

1. Officers

Division Head

Donnalyne Pompper
Temple University

Vice Head

Francesca R. Dillman Carpentier
North Carolina, Chapel Hill

Immediate Past Head

Jennifer Jacobs Henderson
Trinity University

Secretary/Newsletter Editor

W. Joann Wong
Indiana University

Webmaster

Kevin D. Williams
Mississippi State University

Research Co-Chairs

Seungahn Nah
University of Kentucky

Bu Zhong

Penn State University

Professional Freedom & Responsibility Chair

Lisa M. Paulin-Cid
North Carolina Central

Midwinter Research Coordinator

Janet A. Bridges
Sam Houston State University

Teaching Standards Chair

Frank Dardis
Pennsylvania State University

Graduate Student Co-Liaisons

Seth C. Lewis
University of Texas at Austin

Heather Epkins

University of Maryland

Editor *Mass Communication & Society*

Stephen Perry

2. AEJMC HQ demographic form is attached.

Rationale for, operationalizations of categories, and use of the tallies of participants in division activities remains a concern. What the form reflects is the division officers' self-identifications.

3. Weighting of activities

Continuing its tradition, the Mass Communication and Society Division in 2009-2010 worked to find a balance in promoting teaching, research, and PF&R activities. **Teaching** was emphasized through panels at the annual and midwinter conferences, and in our continuing Promising Professors competition and Distinguished Educator and Traves Award honors. **Research** continues to be promoted in our *Mass Communication & Society* journal, as well as two very successful research paper competitions, including faculty and student paper competitions and the awarding of our annual \$5,000 MC&S

Research Grant. **PF&R** activities were emphasized primarily through panels at the annual and midwinter conferences, as well as attention in our division's newsletter.

4. Goals for 2009–2010

Goal 1: To enhance two-way communication with MC&S members.

After a membership vote, the standard 3-4x/year paper-and-snail-mail MC&S newsletter delivery method was changed to an electrons-and-email format. Also, MC&S launched its first Facebook page. The degree of outreach in terms of number of email messages and discussions with the MC&S Listserv was boosted – including solicitations for conference panel proposals, competitive paper reviewers, AEJMC DIG News guest columnist, and awards proposals. Also, at the Denver conference this year, an offsite tour of a local brewery will enable MC&S members to socialize – and a member luncheon will be held offsite. (This is the first time in recent memory that MC&S has hosted a members' luncheon.)

Goal 2: To provide leadership opportunities for MC&S members.

All MC&S officers were encouraged to play roles in areas of MC&S administration, sometimes slightly beyond their present scope of responsibility so that they may serve the Division and expand their leadership potential for future MC&S service. For example, Research Co-Chair Seungahn Nah coordinated judging of the MC&S Research Award, Grad Student Co-Liaison Seth Lewis collected solicitations for the Traves Award, and Grad Student Co-Liaison Heather Epkins agreed to assist with the member luncheon. Also, rather than assigning an MC&S officer to write the AEJMC DIG News column, the entire MC&S membership was solicited. Many excellent suggestions were offered and two (alternates) subsequently were submitted as MC&S Newsletter guest columns.

Goal 3: To 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. Grad Student Co-Liaison Heather Epkins created and maintains a Facebook page for all MC&S members, but with particular attention to drawing in graduate students. For the Research Award, eight proposals were submitted and some were from graduate students. The Moeller Student Paper Awards were made to four graduate students. Three top graduate student paper awards were made. (The top paper for the Division also was the top student paper!) One of our Promising Professor Awards also was given to a graduate student.

The 2010-2011 Incoming Division Head, Francesca Carpentier, has identified her goals as:

1. Defining who we are to others - I would like to ask our membership to revisit how our division defines itself to new members of AEJMC, as well as existing AEJMC members outside our division.

2. Increasing graduate student participation - I would like to encourage graduate students to play active roles in our division's leadership, in addition to our conference activities.

3. Becoming more thematic - I would like to survey our membership to see if greater cohesiveness in our conference offerings is desired, such as having groups of teaching, research, and PF&R panels reflect a particular theme, as proposed by our division membership.

RESEARCH:

5. Number of general research paper submissions

The division received 183 submissions (up 4 papers from last year). 105 papers were accepted, which resulted in a 57 percent acceptance rate. The accepted papers were thematically assigned to six referred research paper sessions, consisting of two top paper sessions, one high density session, one scholar-to-scholar session, and two poster sessions.

Among the 183 papers submitted to MC&S this year, 83 were faculty papers, and 49 faculty papers were accepted with an acceptance rate of 59.04%. We also got 100 students papers, and 55 of them were accepted with an acceptance rate of 55%. Tracking the faculty : graduate student ratio is much easier given use of All-Academic. It would be helpful to know how this ratio compares to other AEJMC divisions.

MC&S identified the top three faculty research papers. The first place winner will be given a check in the amount of \$250 and a plaque at the 2010 AEJMC conference; the second place winners (3) will be given one check in the amount of \$150; and third place winners (3) will be given one check in the amount of \$75.

MC&S identified the top three student research papers. The first place winner will be given a check in the amount of \$100; the second place winner will be given a check in the amount of \$75; and the third place winner (3) will be given one check in the amount of \$50.

6. Number of student papers for the Moeller Award competition

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 2010 competition, 11 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.

7. Overview of judging process

The division received 183 papers submitted electronically to our paper competition site by the 11:59 p.m. (Central Time) April 1 deadline.

Each of the competitive papers was reviewed by three judges. 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 conference. 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 mid-May, authors were notified of acceptance or rejection by bulk e-mail through the AllAcademic website e-mail function. Accepted presenters also were sent a copy of the programs that contains all the division’s sessions, presentation times and dates. As for all divisions, all authors were notified of how to view reviewers’ comments and scores at the AllAcademic site. Later in May, 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 were selected based on high scores among those entered in each paper competition.

The division used the standard reviewing criteria for the 2009-10 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 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

research. *

The questions addressed in this study are handled creatively. *

The writing is good. *

This paper is relevant to the focus of the division. *

8. Total judges:

The MC&S Division had 108 paper reviewers for the annual conference, and the average reviewer had 5 papers to review.

9. Other types of refereed competition

- The division awarded the Mass Communication & Society Research Award again in 2010. 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 refusal to publish 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 2010 was advertised on the MC&S website, in the division newsletter, and via the Listserv. All submissions were electronic, and submitted to Co-Research Chair Seungahn Nah 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 (Donnalyn Pompper), the immediate past division head (Jennifer Henderson), the current editor of *Mass Communication and Society* (Stephen Perry), the immediate past editor (Jim Shanahan), and an at-large member appointed by the division head (Steven Ross).

In 2010, the MC&S division received eight proposals for the Mass Communication & Society Research Award. I had discovered that no standard criteria existed for judging MC&S Research Award proposals, so I created an instrument based on both quantitative and qualitative assessment. The Award winners were notified on June 12, 2010 and the first installment of the prize will be awarded at the national conference in August in Denver.

- 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 11 papers submitted in 2010 that were considered for the Moeller Award. The four students who won the Moeller Award winner also won the Third 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, in March 2010.

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):

**2010 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).

In that competition, MC&S attracted 50 research abstracts, and accepted 24 (48%). The division sponsored seven refereed research panels drawn from accepted papers. Five moderator/discussants in addition to the Midwinter Research Chair also participated in the refereed research panels.

10. Conference activities related to research:

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

1. MC&S Top Papers Session I (4 papers)
2. MC&S Top Papers Session II (4 papers)
3. Poster Session (40 papers)
4. High Density Research Panel (10 papers)
5. Scholar-to-Scholar session (7 papers)
6. Poster Session co-sponsored with the Newspaper Division (40 papers)

11. Out-of-conference activities related to research

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

- Paper competition for the Midwinter AEJMC Meeting March 5-7, 2010 in Norman, Oklahoma.
- MC&S participated in the Southeast Colloquium, March 11-13, 2010 at the University of North Carolina in Chapel Hill.
- MC&S Research Award
- Newsletter includes articles addressing topics relevant to MC&S research interests, such as tips for submitting research papers to the conference

12. Traves Award

At press time for this annual report, the MC&S officers (plus past three Heads) are voting to determine this year's winner. There were two nominations.

13. Research Goals and Activities

Detailed descriptions of our activities for the 2009-2010 year can be found above.

TEACHING

14. In-conference activities related to teaching.

There are two in-conference teaching panels scheduled for the 2010 annual conference in Denver.

- "Facebook, Twitter, and Journalism: Teaching Social Media and Core Values" panel co-sponsored with the Magazine Division
- "Promising Professors and Distinguished Educator"

The Promising Professors Competition yielded only 3 entries from non-students and 2 from students. This is the lowest response since the competition began; a trend noted by our chair of the past two years. Despite publicity using our Listserv (our own and GEIG's), Newsletter, flyers at the Mid-Winter Conference).

Downward trend: 2009 – 9 entries, 2008 – 6 entries, 2007 – 19 entries.

Discussion of this issue will be featured at our Executive Meeting in Denver.

The Distinguished Educator call for nominations yielded only one. The nomination was presented to MC&S officers and voted on. The award will be given to Dennis Davis of Penn State U.

- "Working with the Campus IRB -- Both Classes and Standard Research" panel co-sponsored with the CTM Division

15. Teaching goals and activities

In addition to the 2009-2010 teaching activities discussed in detail above, the Teaching Chair for the division also wrote newsletter articles this year highlighting teaching activities and promoting best practices.

PF&R

16. In-conference activities related to PF&R

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

- "Conducting Externally Funded Communication Research with Social Implications," co-sponsored with CTM Division.
- "Pushing Back: How to Negotiate with Journal Editors," co-sponsored with the PR Division
- "Policy Advisor or Chief Communicator? Deciding Public Relations' Fate" co-sponsored with the PR Division

- "Contemporary American Indian Cultures and the Ethics of Addressing India in the News Media," co-sponsored with MAC Division.

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

- The PF&R co-chairs have planned one off-site outing at the 2010 conference in Denver to the Wynkoop Brewery in Denver – more as a social event because there never seem to be enough opportunities for MC&S members (formally) to socialize.

18. General Information:

MC&S Newsletter

- All three MC&S division newsletters from the 2009-2010 term may be viewed on our website -- <http://www.aejmc.net/mcs/0710newsletter.php>
- The issue of changing to an all-electronic mode of distribution for the newsletter was discussed at the member's meeting last year. An online survey was conducted during Fall 2009. Members overwhelmingly supporting a shift to electrons.

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/>. The webmaster preferred a more passive approach – waiting until asked to make updates. He was encouraged to take a more active role and become more fully engaged in division business.

MC&S Listserv

- The division's listserv, currently maintained by Past Division Head Marie Hardin, still is an excellent transmission point for information regarding the division. E-mail addresses on the listserv are updated quarterly. The listserv was 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. The expertise of two Associate Editors has greatly benefited the Journal. Highlights for 2009-2010 include:

- The Taylor & Francis publishing company's contract with the MCS division to publish *Mass Communication & Society* will expire in 2012, and contract negotiations are underway.
- Taylor & Francis has been responsive to the needs of the journal, increasing our page allotment and number of issues this year by 25% to 600 pages and five

issues. Because the journal has a backlog of accepted articles awaiting publication (Vol. 14, 2011, is half full) and has agreed to participate in a Routledge initiative to produce special Olympics themed issues in 2012 and 2013, Taylor & Francis is proposing to increase the journal's size again. The publisher's representative had agreed in talks to expand the journal to 720 pages and six issues per year beginning in 2011 as part of the contract renewal process.

- In Denver, editorial board members will be asked to gather on the morning of Thursday, August 5, to meet with representatives of the publisher to consider several issues related to the contract renewal.
- While just a couple of years ago the journal could publish only around 20 original articles per year, if the page increase element of the contract negotiations is approved we expect to be publishing around 35 articles annually by 2011. This includes additional pages purchased for our annual symposia as provided for in the division bylaws. The 2010 symposium on The Facebook Election has all articles in. Editors Tom Johnson and Dave Perlmutter will be choosing those to be published from ten finalists.
- The call for papers for the 2011 Symposium, "The Community Structure Model: Innovations in Exploring the Impact of Society on Media," can be found at the MCS website at <http://aejmc.net/mcs/symposiacall.php>. Guest editor John Pollock has set January 10, 2011 as a deadline for submissions.
- At the same web address you will also find the call for the 2012 Olympics Symposium mentioned earlier. Kimberly Bissell from the University of Alabama will join Stephen Perry in co-editing that issue.
- Finally, as reported in the past the journal has been approved for inclusion in the ISI Web of Science collection of communication journals. Some of you have been asking when we will know the MCS impact. Because 2010 is the first year for the journal to be included, its first impact factor will not be available until the Summer of 2011. The more MCS Division members cite the recent work found in our Division's journal, the higher that impact factor will be.