

AEJMC 2011 Annual Report

Mass Communication and Society Division

This report was completed June 30, 2011 and covers work/activities from Oct. 1, 2010 - Sept. 30, 2011



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GENERAL INFORMATION:

1. The list of 2010-2011 officers is on the cover page.
2. Demographic information of officers, panel presenters, moderators, and discussants are located at end of this document.
3. This year, the division devoted the majority of its efforts on research, followed by teaching and PF&R. Of the 12 sessions programmed in the annual conference, 6 of the sessions were dedicated to original research, 4 were dedicated to teaching, and 2 were dedicated to PF&R. This programming strategy was necessary, as we anticipated another year featuring a high number of submissions, despite the introduction of new interest groups. Indeed, our division received the highest number of total submissions and highest number of paper submissions this year of all division and interest groups (141 individual paper submissions plus 6 panel submissions equals 147 total submissions). This year, MCS programmed a total of 89 referred papers through diverse research sessions including a poster session (60 papers), a high density session (10 papers), 3 refereed research sessions (4 papers each; 12 papers), and a scholar-to-scholar session (7 papers).

To help ensure that we are properly serving our membership for future conferences, we conducted two surveys in which division members provided feedback about how our division serves/can improve our service to our graduate students with respect to research support, as well as how our members define the scholarly output featured by our division. Although the number of PF&R panels is lower than the previous year, extensive effort was put into creating a meaningful off-site activity that would engage its participants in discussion that directly relates to the use of mass media to encourage responsible use of a potentially dangerous product.

4. Division goals:

* Our most important goals for the upcoming year are as follows:

Goal #1: Continue open and interactive communication

Plan A. Create an online forum either in the homepage or in a blog where members can continue to discuss identity, research agenda, and the division related issues

Plan B. Increase supporters/members on MCS facebook (as of now, there are 109 members on Facebook)

Plan C. Increase followers/following on Twitter in relation to other DIGs

Goal #2. Establish funding opportunities on research

Plan A: Set research fund for PhD candidates/dissertation up to \$3,000 (2 projects) * Will be discussed and decided at the upcoming AEJ MCS business meeting

Plan B: Set research fund for symposium on special topics (e.g., social media and social movement, community pluralism, community health informatics etc)

Plan C: Connect symposium with the MCS journal for special issues

Goal #3. Create funding opportunities on teaching and PF&R

Plan A: Create a new funding opportunity for "community service learning projects"

-create some funding on service learning projects, which connect journalism and mass communication courses to community and society (e.g., nonprofit organizations, underrepresented groups and population) up to \$2,500? (\$ 250 or 500 5-10 projects?)

Plan B: Support workshops/symposiums on teaching PF&R

Plan C: Support workshops/symposiums on PF&R

In doing so, a follow-up survey can be conducted including MCS identity, new funding opportunities.

* Three goals were set for the current year:

1. *Regarding the defining of who we are to others* - A survey was launched that asked our membership to revisit how our division defines itself to new members of AEJMC, as well as existing AEJMC members outside our division. A total of 73 members completed the survey. For the most part, it appears that our division members view Mass Communication and Society as a broad division that encompasses a wide range of theories and methodologies. This general consensus is qualified by some members' views that methods more often seen in MCS papers are quantitative rather than qualitative in nature. There is less consensus about whether the theories often seen in MCS papers necessarily deal with the intersection between mass media and society. Perhaps for this reason, opinions appear to be split as to whether our division is a "catch-all" division.

2. *Regarding ways to increase graduate student participation* - In efforts to help increase the visibility of our graduate student members, the first newsletter (fall) featured a front-page article by a graduate student member of the division who wanted to write about our Denver conference off-site activity. The front page of the winter newsletter featured the 2010 winner of the graduate student Promising Professor award. This year, the graduate student liaisons met with limited success in trying to further engage leadership participation among the graduate students. However, we were successful in increasing the number of submitters to the graduate student Promising Professors award from a previous number of one to this year's number of seven. We are also responding to suggestions to add more networking situations by featuring the PF&R off-site activity and an off-site social held after the business meeting.

Related to increasing graduate student participation is how to better serve our student members. A second survey was administered that solicited ideas for improving our service to graduate students, as well as polled the members about their general acceptance of two scholarships that would support dissertation and thesis work. In general, it looks as though our members feel we do a good job of showcasing graduate student research and providing a sense of community, although as some comments indicate, we can strengthen our efforts to provide networking opportunities for all of our members. We have a significant problem that needs to be addressed, however. There is much less awareness of the graduate student teaching awards, there is little awareness of the Moeller paper competition awards (for research papers written for a course grade), and there is also little awareness that graduate students are eligible to apply for the division's primary \$5000 research award. Publicizing these available awards more effectively needs to be a top priority in the next years. In fact, it is likely that administering this survey helped us obtain the number of submissions to the Promising Professors award that we had this year.

Regarding the idea of scholarships for masters thesis and doctoral dissertation completion, mixed support and off-line comments indicate the need to discuss specifics of the awards, concentrating on the qualifications for receiving the award payment. In general, members seem to like the idea of a doctoral scholarship more than the idea of a masters scholarship, and one can surmise from the results that there is some support for the idea that the final work (dissertation, thesis) should be submitted for review to our division journal in order to be eligible for the full award. This stipulation for full award is taken from the guidelines for our division's \$5000 research award, in which we award half of the award to the research award winners upfront and the other half of the award upon submission of their completed work to *Mass Communication and Society* within a designated time.

On our agenda for the division business meeting in St. Louis: a discussion of the logic of splitting an award intended to assist with completion of a requirement for a graduate degree (e.g., does it make sense to withhold money a person needs to complete a dissertation?), realistic expectations for turning the dissertation into a journal article submission (e.g., is a two-year time limit from award to submission too short or too long?), realistic expectations for attracting masters thesis award applications, and other issues relating to these scholarships.

Also up for discussion: suggestions from comments, including offering travel awards to graduate students and travel and conference registration reimbursement for our graduate student award winners.

3. *Regarding the possibility of becoming more thematic in our conference programming* - The same survey assessing who we are as a division was used to assess the idea of becoming more thematic in our conference programming. Regarding the idea of special research paper calls, members are favorable toward the idea (though not overwhelmingly favorable). Comments about this idea suggest it might be better to create themed sessions around already-submitted papers rather than reserving valuable session space for a special call in exchange for accepting more general submission papers. Some fantastic ideas emerged for special calls, however, which we might incorporate as teaching panels, PF&R (Professional Freedom & Responsibility) panels, or in a general research paper call that softly encourages, but does not mandate, paper submissions of certain themes. Each of these options would preserve our ability to accept as many papers as we have been able to in the past.

A fourth goal not initially specified in the 2010 annual report concerned spending the division budget. The division head for 2011 set an additional goal of hosting an off-site social free to division members, ensuring all award winners received a monetary gift (it was discovered that the bylaws do not detail specifics of awards), and beginning a discussion to vote in new scholarships for graduate students. Additional requests for funding travel of graduate student research competition and teaching competition winners is on the agenda for discussion/vote at the St. Louis business meeting.

A final goal for this year was to add specificity to the officer duties, paper calls, and awards via public record for the benefit of new officers and current members. The division website (www.aejmc.net/mcs) now hosts more thorough descriptions of the year's goals, reports, special calls (awards), paper calls (conference), and officer duties and responsibilities. The individual members of the executive committee, and the webmaster especially, were integral to adding transparency and specificity to the leadership this year.

* How Standing Committees may help us to achieve our goals in the coming year:

The awards committee helped ease the burden of ordering plaques and certificates, as well as organizing the award submissions. This committee can certainly help in promoting our awards through various means. Other standing committees are to be determined at the St. Louis business meeting.

RESEARCH:

The division provides cash awards for both student and faculty top papers. AEJMC waives one conference registration for each of the four top student papers. For a paper to be considered for a student paper award, all of the authors must be students. A faculty member as co-author moves the paper to the open competition. Faculty and student papers (and any special call papers) are judged together as general papers, but the top papers for each competition are recognized separately.

Any recognized research method and citation style may be used, and all text and supporting materials should not exceed 30 double-spaced pages. Papers that have been previously presented or published, that are currently being considered for publication, or that have been submitted to another AEJMC division are not eligible.

Authors may submit no more than two papers to the Mass Communication and Society competition. If a submitter's name appears on more than two papers, including as co-author, only the first two submitted will be reviewed.

All papers must be submitted through the AEJMC on-line process by deadline. All MC&S submissions must also adhere to the AEJMC submission guidelines to receive full consideration. Hard copy papers or papers submitted electronically to the research co-chairs will not be accepted.

Winners will be recognized at the division business meeting at the national conference. For open competition winners (faculty or faculty/student), recognition includes a plaque for first place, in addition to monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place. For student competition winners, recognition includes a plaque for first place, in addition to monetary awards of \$100 for first place, \$75 for second place, and \$50 for third place.

Questions 5 through 8 apply ONLY to refereed research competitions.

5. We do not currently ask submitters to identify in the submission menu or on a cover sheet if the manuscript is student-authored or faculty/student-faculty authored. We only ask submitters to identify if their manuscript is to be considered for our Moeller paper competition (see below). Although this process makes it difficult to identify open competition versus student competition winners after the reviews are complete, we feel this tactic preserves the integrity of the paper competition by reducing potential bias that might unknowingly occur if the author's status as faculty or student is revealed during review.

Number of research paper submissions = 141; number of acceptances 89; 63.12%. (overall research activity; please note the Research Committee guideline is a 50% acceptance rate).

The three top paper winners in the open category:

Cultural Influence in Differential Normative Mechanisms: A Cross-National Study of Antismoking PSA Effectiveness*

Hye-Jin Paek, Hyegyu Lee and Thomas Hove, Michigan State

Perceived Threat, Immigration Policy Support, and Media Coverage: Hostile Media and Presumed Effects in North Carolina**

Brendan Watson and Daniel Riffe, North Carolina at Chapel Hill

The New Communication Environment and Its Influence on Media Credibility***

**Ashley Anderson, Peter Ladwig, Dominique Brossard,
Dietram Scheufele and Michael Xenos, Wisconsin-Madison**

The Green Editorial Debate: A Comparison of the Framing of Environmental
Issues in the *Columbia Daily Tribune* and *St. Louis Post-Dispatch*****

**Maria Garcia, Missouri-Columbia, Guy J. Golan, Syracuse
and Jeffrey Joe Pe-Aguirre, Central Arkansas**

* Top Papers, First Place, Mass Communication and Society Division

** Top Papers, Second Place, Mass Communication and Society Division

*** Top Papers, Third Place, Mass Communication and Society Division

**** Top Papers, Fourth Place (Honorable Mention), Mass Communication and Society Division

6. As noted above, we do not ask submitters to identify their papers as student papers, and so it is not feasible to provide the number of student research paper submissions. Currently, identification of papers as eligible for student or open categories is performed after the blind review process. Research chairs look up the affiliations of each author in the top reviewed papers to identify which papers are eligible for the open category awards and which papers are eligible for the student category. A similar process is completed to verify Moeller competition papers, and Moeller competition papers must also have a faculty nomination letter sent directly to the research chairs to complete the eligibility.

The three top paper winners in the student category:

Understanding the Internet's Impact on International Knowledge and Engagement:
News Attention, Social Media Use, and the 2010 Haitian Earthquake*

Jason Martin, Indiana

What Viewers Want: Assessing the Impact of Host Bias on Perceptions
of Credibility in Political Talk Shows**

**Leticia Bode, Emily Vraga, Magda Konieczna, Michael Mirer, German Alvarez
and Courtney Johnson, Wisconsin-Madison**

Clash of Coverage: An Analysis of the Cultural Framing Components of U.S.
Newspaper Reporting on the 2011 Protests in Bahrain***

**Jennifer Hoewe, Pennsylvania State
and Brian J. Bowe, Michigan State**

Local 2.0: New Media, Advertising and the Emerging Local Web****

Kathleen Kuehn, Pennsylvania State

* First Place Student Paper, Mass Communication and Society Division

** Second Place Student Paper, Mass Communication and Society Division

*** Third Place Student Paper, Mass Communication and Society Division

**** Fourth Place Student Paper, Honorable Mention, Mass Communication and Society Division

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

Reviewer Worksheet. Reviewers were asked to rate each paper on the following categories. Furthermore, each reviewer was asked to provide comments to the division and the author(s) about their submission. However, comments were not required for completion of review.

Clarity of purpose

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

Literature review

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

Clarity of research method

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

Appropriateness of research method

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

Evidence relates to purpose of paper

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

Evidence is presented clearly

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

Evidence supports conclusions

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

Writing and organization

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

Relevance of focus of Division

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

Significant contribution to field

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

8. Total # of judges = 90; up to 3 papers per judge (please note the Research Committee guideline is no more than 4 papers per judge).

To preserve the integrity of the paper competition, the research chairs were blind to the gender and race/ethnicity of the reviewers.

9. *Moeller Student Paper Competition*: Students who submit a paper written for a class during the previous year are eligible for the Mass Communication and Society Moeller paper competition. Moeller competition papers must be nominated by the faculty member who taught the class, who must send a letter or e-mail verifying that the paper was completed for a class. Papers submitted for the Moeller competition must clearly note the competition on the title page.

Winners will be recognized at the division business meeting at the national conference. Recognition includes a plaque for first place, in addition to monetary awards of \$100 for first place, \$75 for second place, and \$50 for third place.

The three top paper winners in the Moeller competition:

The Rise of Specialists, The Fall of Generalists*
S. Mo Jang, Michigan

The pregnancy of “Skinny Moms” for Sale!: Representations of Celebrity Moms’ Pregnancies in Korean Online Media**
Jiyoung Chae, Illinois at Urbana-Champaign

Mirror, Mirror on the Screen...The Facebook-Narcissism Connection***
Jennifer Braddock, Florida

Are We Signing In or Logging Off?: The Effect of Information and Entertainment-seeking Internet use on Civic Engagement and the Role of Psychological Well Being and Political Talk****
JungHwan Yang, Nathan Hebert, Chia-chen Yang, MinWoo Kwon
and **Stephanie Hartwig**, Wisconsin-Madison

- * First Place Moeller Competition
- ** Second Place Moeller Competition
- *** Third Place Moeller Competition
- **** Fourth Place Moeller Competition, Honorable Mention

10. As part of the division's commitment to facilitating excellent research, MC&S has awarded research grants of up to \$5,000 for the past four years. In 2010, the award was granted to Lucy Atkinson (University of Texas at Austin), Michelle R. Nelson (University of Illinois at Urbana-Champaign), and Mark A. Rademacher (Butler University) for their research proposal, "Timmy has new Skechers; he says they help him run fast (Liam, age 4):" Developing an audience-focused model of consumer socialization processes among preschoolers that accounts for indirect, contextual and contingent effects of mass media. Past winners have included: Seth Lewis, University of Texas at Austin; Elizabeth Skewes, University of Colorado; Renita Coleman, Texas at Austin; Andrew F. Hayes and Teresa A. Myers, Ohio State; and Kevin Williams, Mississippi State.

Any topic that advances mass communication research, especially at the societal or macrosocial level, is eligible for the award. Proposals must emphasize the interaction with society and fit with the division's mission. All methods, whether qualitative or quantitative, are welcomed.

Any member of the Mass Communication & Society division who is currently teaching, researching or studying mass communication full time is eligible. Members of the MC&S executive committee or the selection committee are ineligible to apply.

The winner/s will be recognized at the MC&S business meeting during the national conference. The \$5,000 may be awarded to a single project or may be split between two smaller projects. The funded

research must be submitted to our division journal, Mass Communication and Society, for review within two years of the award. Winners will receive half of the award at the business meeting and the other half upon submission to the journal. Winners will also be presented with a plaque at the business meeting and will be listed on the division website.

This year, the award is shared by two proposals:

- \$4000 goes to Homero Gil de Zúñiga and Sebastián Valenzuela, University of Texas at Austin for their study, *Digital Democracy as Social Experience: Understanding How Social Media is Shaping Today's Civil Society*. The authors requested funding for focus group recruitment (payment of participants) and refreshments, as well as funding for summer graduate assistants.
- \$1000 goes to Sara Magee, Loyola University of Maryland and Jensen Moore, West Virginia University for their study, *Processing Celebrity and Hard News: How Millennials Respond to News Presentations in Different Television Programs*. The authors requested funding for summer graduate assistants, as well as summer stipends for themselves.

Jensen Moore from the Awards Committee took the lead on the Research Grant submissions (due Sunday, May 1). We received seven submissions for the \$5,000 research grant. Moore reviewed each research grant submission to ensure that they were submitted on time and contained all of the required submission elements. Complete packages were noted (only two were complete and on time). The packages were then sent to the research award committee members.

In accordance with the division bylaws, proposals were reviewed by a committee composed of the current division head, the immediate past division head, the current journal editor, the immediate past editor of the journal (in this year, the immediate past editor is the same as the current editor), and one at-large member appointed by the current head. For 2011, the research chairs fulfilled the at-large member role. The research chairs will announce the winner at the division's business meeting during the national conference.

The committee was asked to use an evaluation instrument created by past division head, Donnalyn Pompper:

Research Proposal Evaluation Sheet

Proposal: <Name>

Place an individual score (1-5) for each of the lettered items and then total your scores. Please include comments.

Low					High
1	2	3	4	5	5

- ____ A. Potential for theory building in the field of mass communication.
- ____ B. Degree to which the proposed study will fill a gap in the mass communication literature.
- ____ C. Potential for making an intellectual contribution to the study of mass communication.
- ____ D. Potential for publication in a top-tier academic journal.

- _____ E. Degree of understanding of the literature upon which the proposed study is undergirded.
- _____ F. Appropriateness of research method(s) for data gathering and analysis.
- _____ G. Appropriateness of research questions and/or hypotheses.
- _____ H. Quality of writing.
- _____ I. Likelihood that the project will be completed within the two-year timeframe guideline.
- _____ J. Adequacy of proposed budget.

_____ TOTAL SCORE

Comments:

11. Out-of-conference activities related to research included newsletter articles by the research chairs and processing and evaluation of the research proposals.

12. Regarding the research goals and activities of our group, we conducted the surveys described above under General Information to help us understand how to better reflect our membership and serve our members with regard to programming, special calls, additional awards and travel assistance, and ensuring our paper calls are adequate. Along these lines, we are committed to welcoming scholarship that examines the intersections of mass communication and macro-social or societal issues, and we encourage scholars employing a variety of theories and methods to submit their research.

TEACHING:

13. Regarding in-convention activities related to teaching, the teaching chairs organized and will moderate the teaching workshop held by the Mass Communication and Society Division. In the workshop, the promising and excellent teachers we selected will present and share their teaching experience with the audience. It is designed to encourage conversations regarding curriculum, course content, teaching methods, and assessment. Through this workshop, we hope to help educators reach high teaching standard.

W. Joann Wong will also moderate a teaching panel titled “Teaching Political Communication Using Social Media.” In this panel, we will discuss the practice of using social media in teaching political communication.

14. Both teaching chairs were involved with promoting our teaching awards, as well as contributing articles to each of the year’s newsletters.

15. The purpose of the Mass Communication and Society’s Teaching Standards Committee is to improve media education for instructors and students. We organizes and sponsors teaching competitions, workshops and conference panels. Our mission this year has been to continue with popular programs such as the Promising Professors competition while encouraging more scholarly work on teaching and learning in journalism and mass communication education.

The Promising Professors Awards honor new faculty and graduate students who demonstrate excellence and innovation in teaching. Promising Professors Awards are granted to both faculty and graduate students. Winners for each category (faculty and graduate student) received notice of their selection by May 31, 2011 and will be recognized at the division's business meeting at the national convention. First place winners for each category will be presented with a plaque by the teaching chair at the business meeting. Monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place will also be presented to the winners at the business meeting.

The Distinguished Educator Award is given annually to a member of the MC&S division whose personal teaching excellence and influence on pedagogy in the field is profound. The Distinguished Educator for 2010 was Dennis Davis, Pennsylvania State University.

In addition to receiving their awards at the division business meeting, winners are required to attend the Promising Professors and Distinguished Educator Panel at the AEJMC national convention in St. Louis. In this special panel, the top three faculty Promising Professors competition winners, the first-place student winner, and this year's Distinguished Educator will share what has brought them success in the classroom. The second-place and third-place student winners will be recognized.

Below is the list of all winners this year.

Promising Professors (faculty competition)

First Place: **Brad Love**, Texas at Austin

Second Place: **Porismita Borah**, Maryville

Third Place: **Marcus Messner**, Virginia Commonwealth

Promising Professors (student competition)

First Place: **C. Temple Northup**, North Carolina at Chapel Hill
Second Place: **Michelle K. Dangiuro-Baker**, Pennsylvania State
Third Place: **Jay Hmielowski**, Ohio State

Distinguished Educator

Diana K. Martinelli, West Virginia

Lucy Atkinson from the Awards Committee took the lead on the Promising Professors Award submissions. After extending the deadline for the Promising Professors Awards to May 1, we received nineteen submissions – 11 from faculty and eight from graduate students. This pool represents a substantial increase in the number of applicants compared to previous years. All applications were complete and once compiled in a single document, were forwarded to the evaluation committee.

Jensen Moore from the Awards Committee took the lead on the Distinguished Educator (deadline extended to Sunday, May 1). We received one submission for Distinguished Educator (Diana Martinelli). This submission was forwarded to the evaluation committee for review.

PROFESSIONAL FREEDOM AND RESPONSIBILITY:

16. The PF&R committee for Mass Communication and Society was responsible for four PF&R activities during the AEJMC national conference and one activity during the midwinter meeting (organized by the Midwinter chair). Two of these were shared with other divisions.

Scheduled for the St. Louis meeting was an off-site visit to Anheuser Busch, which addressed the media criticism and accountability function of PF&R. Anheuser Busch is quite proud of its reputation for promoting responsible drinking. The visit included a meeting with members of the organization's public relations staff. This staff was asked to speak specifically about the company's policies and programs for responsible drinking.

In addition, two research panels, one with a focus on ethics and one with a focus on racial, gender and cultural issues were co-sponsored with two interest groups, sports communication and religion and media. MC&S was the secondary sponsor for these two panels, although one of the PF&R officers was a panelist for sports. The sports panel, titled "Out of Control: Sports Media's Obstacles in Story Sourcing and Reaching the Audience," addressed ethics. The religion and media panel, titled "News Media Framing of Islam," addressed racial, gender and cultural issues. This panel included an award-winning documentary film, "Death of an Iman."

The fourth PF&R activity for the national conference addressed the service responsibility. The division annually recognizes service with the Traves service award. This award includes a cash stipend.

During the Midwinter conference, midwinter chair Lisa Paulin-Cid scheduled a research session that focused primarily on racial, gender and cultural issues. In addition, some of the papers included a focus on ethics. Topics for the sessions included research reports on "Independent Woman" (sic) meaning in rap, "real women" effects in advertising, Latino comics' race-based humor, journalism ethics in Romania, and gender differences in ethics attitudes toward school.

17. This year, concentration was on promoting our in-conference activities and organizing a truly educational off-site activity. Accordingly, no specific out-of-conference activities were featured this year.

18. As mentioned above, the division hosts the Traves Award. The Traves Award was established in 1985 to honor Edward Traves, a leader in the division, AEJMC and the communications field. Among Traves' accomplishments was starting the division's research journal, Mass Communication and Society, then known as Mass Comm Review. Today, the award recognizes others who follow Edward Traves' service example. The winner for 2010 was Wayne Wanta, University of Oklahoma. This year, two individuals were nominated, and both had very strong letters of support. Each year's winners are announced on the division website under the Special Call tab that houses the award information.

Lucy Atkinson from the Awards Committee took the lead on the Traves Service Award submissions. These two applications were complete and were forwarded to the evaluation committee. Janet A. Bridges is this year's recipient. She will be honored at the St. Louis business meeting for her years of service to the division (over a decade's worth) as a member and as an officer.

The PF&R co-chairs also contributed newsletter articles in each of the three installments (fall, winter, spring/summer).

Finally, in efforts to update our division website, the PF&R co-chairs were responsible for explaining our PF&R mission in clear language, which this year's programming reflects. The posted mission is as follows: Professional freedom and responsibility encompasses research, teaching and service and is related to AEJMC members' interaction with the media professions through preparation of students for media careers, research

examining media roles and responsibilities, and service to the professions through engagement and training. Service in support of professional freedom and responsibility is an essential expectation of every member of AEJMC. Members should work in support of the principles of professional freedom and responsibility within this organization, at their home institutions, and in society at large.

ADDITIONAL INFORMATION:

19. Additional sections for the Midwinter conference, our graduate student liaisons, awards committee, webmaster, and secretary are offered below.

A brief discussion of new *Mass Communication and Society* journal business follows.

Attached to the end of this document is the demographic information for the annual and midwinter conferences.

Newsletters can be found on our division website (www.aejmc.net/mcs) under the Newsletters tab.

Survey results can be found on our division website (www.aejmc.net/mcs/business.php) under the Business tab.

MIDWINTER CONFERENCE:

For the midwinter conference, we received 25 research proposal submissions and accepted 17. Two of them did not show up to present, so in the end we had 15 research papers presented. Research was presented by both graduate students and professors: approximately 10 doctoral students, 1 master's student, and 11 professors (several papers were co-authored). The topics, excluding research projects related to teaching or PF&R, included: advertising message involvement and credibility, characteristics of news stories that overcome niche-dominated online news environment, editorial disputes in newsrooms, how journalists covering executions prepare for trauma exposure, message framing in negative political advertising, race and party affiliation in Obama's approval, and framing of climate change.

In addition, we sponsored a panel on publishing, presenting and finding ways to get your work noticed. In addition to having AEJMC president elect Linda Steiner participate, we had two non-AEJMC participants. Shauntae Brown White is the past president of the Black Caucus of NCA and Brett Chambers is a former news producer and past president of the Triangle Black MBA Association.

One of our paper sessions was a PF&R session. The session focused on the following:

Ethics:

- Ethical Attitudes of Male and Female Students Concerning School and Journalism (Bill Hornaday, Indiana)
- Ethics of Journalism in Romania (Rebeca Pop, Oklahoma)

Racial, gender and cultural inclusiveness:

- A Critical Studies Analysis of the Meaning of "Independent Woman" in Rap Music (Mia Moody & Jessica Foumena, Baylor)
- "But It's Just a Joke!": Latino Audiences' Primed Reactions to Latino Comedians and their Use of Race-based Humor (Amanda Martinez, Texas A&M)
- The Effects of Using "Real Women" in Advertising (Amber Remke, Oklahoma State)

In addition, the participants in our panel represented racial, gender and cultural inclusiveness. Our panel on publishing included 2 women and 2 African Americans (one male and one female). The African Americans were non-AEJMC members: Shauntae Brown White, PhD, past Black Caucus president of NCA and Brett Chambers, past president of Triangle Black MBA Association and former news producer at WRAL in Raleigh, NC.

The panel on teaching at different types of institutions represented racial, gender and cultural inclusiveness in both panelists and content. One panelist was from South Africa and another was African American (both females). We also included a professor who teaches at a HBCU.

In our midwinter schedule, we had one session that focused on teaching. The papers focused on the following Teaching Committee areas:

Curriculum:

- Trends in Mass Communication Curriculum: A Survey of Current Degree Plans (Jim Sernoe & Mitzi Lewis, Midwestern State)

Curriculum and Course Content

- Student Perceptions of Public Relations and Journalism: A Pilot Study of Attitude Shifts through Curriculum Innovation (Bernard McCoy, Jerry Renaud, Amy Struthers & Adam Wagler, Nebraska)

Assessment

- Assessing Comprehension in Visual Communication in the Classroom (Luis Peon-Casanova, Nebraska)

We also organized one panel titled “Gearing Up for the Job Hunt: The Ins and Outs, Ups and Downs of Working at Different Types of Institutions”. During the discussion, panelists were asked to address teaching and teaching loads as well as issues surrounding their students. Panelists represented large public institutions, small liberal arts institutions, a public HBCU, and a regional, commuter campus of a large institution.

Regarding out-of-conference activity, the midwinter chair wrote 4 newsletter articles focusing on activities for the conference. She participated in discussions about changes to the conference format. She made changes to the Call for Proposals, asking submitters to give a more detailed proposal and expanding it to 600 words. This was in response to organizers’ concerns about a high number of people who submitted proposals and then did not finish the work for the conference. In the fall, she contacted officers and former officers to ask them to serve as proposal reviewers. In January, when the reviews came in, she compiled results, organized the feedback reviewers provided and contacted each submitter to inform them of acceptance or rejection and provide them with feedback. Throughout January and February, she communicated with presenters continually to answer questions and send messages about travel and conference logistics. She also organized our papers into sessions and sent information to the conference host. Since we had not received any panel proposals and there was room in the schedule, the midwinter chair suggested panels and found people who were planning to attend and would be appropriate panelists. She also invited two non-AEJMC members to participate on panels with the hope that they would become more familiar with the organization and join. She also found discussants for the paper sessions and informed presenters of the discussants deadlines for receiving their completed papers. As the academic year was ending, she began writing thank you letters to reviewers, invited panelists, and discussants/moderators. It is important to note that in contrast to some smaller interest groups that participated in midwinter, MCS made a significant contribution to the conference because we had a paper or panel scheduled during every time slot of the conference. Our sessions were also well attended (considering the size of the midwinter). Attendance ranged from 11-17 people with two of our paper sessions having 17 in attendance.

GRADUATE STUDENT LIAISONS:

Two of our goals for this year were to try to reach out and get more input from fellow graduate students who are members of the division as well as to get more nominations for available awards open to graduate students. As indicated above, we did not have a lot of success in those goals as we received very little

feedback from other graduate students when we asked for how we could help to serve them. We think that in future years, it might be useful to send out emails to directors of graduate programs asking them to forward requests specifically to their current graduate students. This might help to raise awareness of the graduate student component of the division as well as increase feedback.

The liaisons' primary activity throughout the year was to write short articles for the newsletter. For each newsletter, they would be given a specific topic and length suggestion. One liaison would write the article then send it to the other to read and re-write before submitting. This allowed for both liaisons to offer their own perspective while still working efficiently.

Another activity was to find an appropriate venue for the off-site social to be held at the annual conference in St. Louis. The liaisons each compiled a list of places they thought looked interesting and cool that were near the hotel, combined the lists into one list, and then presented their favorites to the chair. Once the venue was chosen, they contacted the site and made the appropriate arrangements.

AWARDS COMMITTEE:

The goals of this committee for the year were to improve the nomination process in the following areas: 1) centralized gathering of award packages, 2) ensuring that award packages were complete, 3) getting award packages to the correct committee members in a timely fashion, 4) relaying information regarding award packages (and award nominations) to committee members, 5) helping to promote the awards to AEJMC members, and 6) centralized ordering of plaques and certificates for award winners.

We were able to reach all but goal number 5 on this list. We had relatively low nominations in a number of award categories. Perhaps changing deadlines (so as to not coincide with the research paper deadlines) and having AEJMC more actively promote the awards for each division would help. Perhaps a centralized list of the awards offered by each division would help (as it seems some AEJMC members do not understand the division differences)?

WEBMASTER:

The webmaster's goal this year was to ensure a more timely updating of the MC&S website as compared to the previous year. Thanks to the quick relaying of information by the other officers and division head, the webmaster feels this goal was attained successfully.

One goal which arose during the year and needs further input and thought will be the incorporation of free access to the division's journal through the MC&S website. There are various different options and means to do this but a decision by the entire membership is needed in order to determine the best method for delivery of this access.

Also this year, ownership of the MC&S Facebook page was handed over to the webmaster from the previous owners.

The webmaster's duties include regularly updating the website with information given to him/her from the division's various officers. In some cases, the website needs to be re-designed minimally to incorporate changes or additional information. All division news, award calls, newsletters, and business notes were updated in a timely fashion this year.

SECRETARY/NEWSLETTER DESIGNER:

The Secretary/Newsletter Designer oversaw the creation of three newsletters throughout the year. Each officer in the division received an assignment to write an article for the newsletter. After getting each article, the secretary read and edited the articles. She designed the newsletter, creating headlines and formatting the articles. Once finished, she sent the newsletters via email to all members of division. As Secretary of the division, she will also have taken notes at the annual meeting. These notes will be made available on the division website in the same space that includes this annual report.

JOURNAL BUSINESS:

As indicated in the above section describing Webmaster duties, the division is working in conjunction with Taylor and Francis to provide electronic access to journal subscriptions. A key issue in this endeavor regards privacy in using e-mail addresses in granting access, especially if access means providing the publisher with the e-mail addresses of our members. Another key issue regards managing our own database of members and reconciling that database with headquarters to ensure new members who join after the fall membership lists have been distributed to divisions and interest groups are duly counted among the list of journal subscribers. Taylor and Francis have been developing a new online platform, which negated the ability to offer online journal access as of the date this report was due (June 15, 2011). In the near future, either the contract with Taylor and Francis will be amended to include strong language that restricts their use of members' e-mail addresses (negotiation is ongoing with Patrick Fallon at Taylor and Francis, as well as with Rich Burke at AEJMC headquarters) or the division will provide access through our own website. It is possible a new staff member of the journal will be needed to manage the database that will need to house member information.

The 2011 contract is available to division members upon request.

Interviews for a new journal editor are being conducted during the St. Louis conference and a new editor will be selected by an online vote of the membership in the fall of 2011.

AEJMC 2011 Mass Communication and Society Division Demographic Information

Year: xxxx	Officers	Annual Conference Sessions				Mid-Year Meetings				Total
		Paper Judges	Panelists	Moderators	Discussants	Paper Judges	Panelists	Moderators	Discussants	
Male (tot.)	7		20	6	5	5	19	1	2	65
Amer. Indian/ Alaska Native										
Asian	2		1			2	5			10
Black/ African American			1				1	1		3
Hispanic/ Latino							1			1
International			1				1			2
Native Hawaiian/ Pacific Is.										
White	5		13	3		3	11		2	37
Multi-racial										
Did not report			4	3	5					12
Female (tot.)	10		25	10		7	16	2	2	72
Amer. Indian/ Alaska Native										
Asian	1		2	2		1	1			7
Black/ African American			2	1			4		1	8
Hispanic/ Latino	1		1			1	1			4
International			3				2			5
Native Hawaiian/ Pacific Is.										
White	7		11	1		5	8	2	1	35
Multi-racial	1									1
Did not report			6	6						12
Did not report any		90	5	3						98
Total:	17	90	50	19	5	12	35	3	4	235