

AEJMC 2013 Annual Report

Mass Communication and Society Division

*This report was completed on June 10, 2013 and covers work and activities
from October 1, 2012 – September 30, 2013.*

GENERAL INFORMATION:

1. List of Officers with Photos



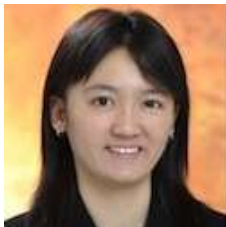
Head
Bu Zhong
Pennsylvania State University



Immediate Past Head
Seungahn Nah
University of Kentucky



Vice-Head
Lisa Paulin
North Carolina Central University



Secretary/
Newsletter Editor
Hua Jiang
Syracuse University



PF&R Committee Co-Chair
Janet Bridges
Sam Houston State University



PF&R Committee Co-Chair
Jennifer Kowalewski
Georgia State University



Research Co-Chair

Jensen Moore
Louisiana State University



Research Co-Chair

Kevin Williams
Mississippi State University



Teaching Committee
Co-Chair

Jay Hmielowski
University of Arizona



Teaching Committee
Co-Chair

Melanie Sarge
Texas Tech University



Mid-Winter Chair

Temple Northup
University of Houston



Award Committee Co-Chair

Kevin Gang Han
Iowa State University



Award Committee Co-Chair
Sei-Hill Kim
University of South Carolina



Graduate Student Liaison
Alyssa Appelman
The Pennsylvania State University



Graduate Student Liaison
Woohyun Yoo
University of Wisconsin-Madison



Social Media Committee
Jack Karlis
University of South Carolina



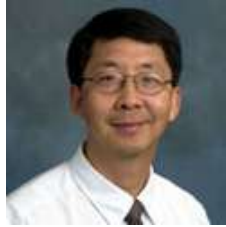
Social Media Committee
Benjamin Lapoe
Louisiana State University



Webmaster
Robert Zuercher
University of Kentucky



Editor in Chief
Steve Perry
Illinois State University



Elected Editor in Chief
Ran Wei
University of South Carolina

2. Demographic information of officers, panel presenters, moderators, and discussants are located at the end of this document.

Year: 2013	Officers	Annual Conference Sessions				Mid-Year Meetings				Total
		Paper Judges	Panelists	Moderators	Discussants	Paper Judges	Panelists	Moderators	Discussants	
Male (tot.)	12	44	12	3	8	12	27	7	1	103
Amer. Indian/ Alaska Native	0	0		0	0	0	0	0	0	
Asian	5	6		0	1	4	4	1		20
Black/ African American	0	2		0	0	0	4	1	1	8
Hispanic/ Latino	0	0		0	0	1	0	0	0	1
International	0	3		1	0	0	0	0	0	3
Native Hawaiian/ Pacific Is.	0	0		0	0	0	0	0	0	0
White	7	33	8	2	7	7	19	5	0	71
Multi-racial	0	0		0	0	0	0	0	0	0
Female (tot.)	7	43	13	2	4	8	26	2	7	137
Amer. Indian/ Alaska Native	0	0		0	0	0	0	0	0	0
Asian	1	9		0	0	1	7	0	1	19
Black/ African American	0	2		0	0	0	2	1	0	5
Hispanic/ Latino	1	0		0	0	0	0	0	0	1
International	0	1		0	0	0	0	0	0	1
Native Hawaiian/ Pacific Is.	0	0		0	0	0	0	0	0	0
White	4	30		1	4	7	17	1	6	65
Multi-racial	1	1		1	0					3
Did not report	0	0	25	0	0	0	0	0	0	28
Total:	19	87	25	7	15	40	106	18	16	240

3. Summary of Productivity 2012-2013

This is a fabulously productive year for the Mass Communication and Society (MCS) Division – with the strong group effort from all the officers, it should be. As one of the largest AEJMC divisions and interest groups (DIGs), we are glad to see that we have continued our excellent effort to serve our members by balancing the three areas of research, teaching and PF&R throughout the year. At the same time, the MCS has demonstrated itself as a role model for other DIGs. At the 2012 Chicago conference, the AEJMC Finance Committee announced a competition as part of its Centennial Fundraising Campaign. The division or interest group had the most members contribute \$100 or more to the campaign by Nov. 1, 2012 would receive an extra programming “chip.” That’s right! The MCS won, because we had the most members contributing to the campaign, the most of any group. MCS received the extra “chip,” which was used for MCS programming session for the 2013 AEJMC Conference in Washington D.C.

This year, we have initiated MCS challenges with an AEJMC-wide impact – our division would match every dollar donated to the Centennial Fundraising Campaign by members of AEJMC interest groups or divisions up to \$50,000. Our contribution to the central office is featured in AEJMC newsletter and MCS newsletter.

We devoted most of time and effort to serve and engage our members, judges of awards and referred papers. For both the annual and mid-winter conferences, we recruited more judges than ever before. For the first time, our judges needed to review an average of 2.9 papers per person for the Washington conference, much lower than an average of 5 papers in the past. The lower workload should be of a huge help to the quality of paper reviewing, though it meant more work to the officers.

This year, MCS has attracted larger numbers of paper submissions from faculty and students, but also more nominations and applications for its service and research awards. Currently, MCS presented six different types of awards concerning research, teaching and PF&R, including top faculty and student papers, the Moeller Student Competition through paper competitions, the Research Grants, and the Dissertation Award. It also awarded two teaching related awards such as Promising Professor Award and Distinguished Educator Award. In terms of service or PF&R, MCS presents the Traves Award. These years the division keeps increasing the funding on these awards.

In summary, MCS views its members as its the most important resource. With efforts from several generations of MCS officers, MCS has brought its members a strong sense of community, in which our members meet really good, caring and helpful colleagues. I am glad to report that our effort this year has contributed some to the MCS heritage and tradition, serving its members not only as a hub of networking but also a sweet research home where all the members truly feel welcome.

4. Division Goals

Division Goals for the Next Year (2013-2014)

1. *Increase member engagement.* MCS is one of the largest divisions and as such, there is great potential for active member participation on social media as well as through conference activities (reviewing, moderating, discussing, proposing panels). This can continue to be improved.

2. *Expand outreach to other professional organizations.* We will reach out to our members who are officers and members of other communication or related professional organizations to expand opportunities for our members to collaborate on research or teaching, thus also finding platforms to draw scholars to our division.

3. *Create awards or funding opportunities for teaching and PF&R activities.* This was a goal set for 2012-2013 based on results of the 2011 member survey. But it has not yet come to fruition. One possibility mentioned was funding for community service learning projects or teaching endeavors linking journalism or media literacy to under-served communities.

Division Goals Set for the Current Year (2012-2013)

Goal #1: Enhance awareness of MCS awards, including Promising Professor Award, Ph.D. dissertation award, and the Traves Service award. In 2012-2013, broadcast the information about the MCS awards via the MCS newsletter to engage current MCS members. We will also broadcast the MCS awards via the MCS Facebook page and Twitter account to engage existing and potential MCS members. Meanwhile, MCS award co-chairs reach out the deans or graduate deans to inform them of the MCS award opportunities.

**What we did:* The entire group of MCS officers helped the reach-out endeavor, especially our award chairs, graduate student liaisons and social media committee. The results were obvious: We received more nominations and applications for our awards than ever before.

Goal #2. Continue the MCS support for research with practical implication. Set research fund for symposium on special topics (e.g., social media and social movement, community pluralism, community health informatics etc.), and connect symposium with the MCS journal for special issues.

**What we did:* We continued our strong support for excellent research in mass communication and society. What's more, as one of the largest AEJMC DIGs, we initiated MCS challenges – MC&S would match every dollar donated by members of AEJMC interest groups or divisions up to \$50,000. Our contribution to the central office will be featured in AEJMC newsletter and MCS newsletter.

Goal #3. Increase division membership and judges for referred papers. As one of the largest AEJMC divisions, the MCS membership has remained stable and the MCS is one of the top divisions in terms of papers submitted year after year. Nevertheless, membership enlargement remains a priority within the division. Meanwhile, MCS will continue efforts to increase

participation from diverse groups from the executive board, to panelists, moderators and discussants, in particular, judges for the refereed papers.

*What we did: We worked very hard to recruit members among graduate students and researchers from outside the U.S., and achieved a lot. More innovative work is needed to continue improving it. Our research co-chairs and Mid-Winter Conference chair all had done a fabulous job in recruiting judges for referred papers. Though we received more papers than other DIGs, we had recruited enough judges and each judge reviewed an average of 2.9 papers per judge, the lowest in recent years.

Goal #4. Continue bringing new voices and topics into our programming so that graduate students, junior faculty and scholars whose work focuses on media ethics issues in areas other than journalism feel welcomed by the division.

*What we did: This year MCS has recruited more new officers who are assistant professors, minorities, and graduates than before because they represent a growing partition of our membership. More such new officers have become candidates for next year's MCS officer positions. Their fresh voices and ideas can be heard not only within the MCS executive committee but also among members via our newsletters and social media platforms.

Goal #5. Entire MCS will re-examine focus for research, teaching, PF&R sessions to make sure they serve the members and community/society better.

*What we did: We have continued improved all the endeavors, especially lurching the MCS challenges with an AEJMC-wide impact.

*To Standing Committee: MCS likes to seek your advice and support to collaborate more closely with other DIGs within AEJMC and other small or large associations such as ICA and Chinese Communication Association so that we could jointly promote research, teaching and PF&R among our members.

RESEARCH:

The Mass Communication and Society Division encouraged faculty and students to submit research papers to the annual AEJMC national conference in Washington, D.C. Submissions to the Mass Communication and Society division could be on any topic related to mass communication and society. The division accepted research submissions from a variety of theoretical and methodological perspectives and any accepted citation style.

The Mass Communication and Society division encouraged faculty and students to submit research papers for the top research awards: top faculty and top student paper and the Moeller Student Competition (paper must be completed for a class during the previous year). Papers submitted with both faculty and student authors were considered faculty papers and were not eligible for student competitions.

The division provided cash awards and waives one AEJMC conference registration fee for the top three winners in each research paper competition. All MC&S research submissions, regardless of faculty or student authorship, were judged together as general papers. However, the top papers in the faculty and student categories were recognized separately.

Papers should have been submitted to the AEJMC site in Word, WordPerfect or PDF format (PDF preferred). An abstract of 75 words should also have been uploaded. Text and supporting documents (title page, abstract, appendices, references, tables, etc.) should not have exceeded 30 double-spaced pages. According to AEJMC submissions guidelines the manuscript title should have been printed on the title page, the first page of the text and on running heads on each page of text. Submitters were instructed to NOT include author's name anywhere in the document. Papers uploaded with author's identifying information displayed anywhere in the document were not be considered for review and were automatically disqualified from the competition.

Papers that had been previously presented or published, are under review for publication, or have been submitted to another AEJMC division were not be accepted. In addition, authors were not allowed to submit more than two papers (including co-authored papers) to the division.

At the national conference, researchers had the opportunity to present their work in one of three formats: traditional research panel presentations, scholar-to-scholar sessions (poster sessions) and high-density research presentations.

Questions 5 through 8 apply ONLY to refereed research competitions.

There were a total of 145 papers submitted to MCS. Of these, 21 were disqualified for either: 1) having author information in the submission, or 2) going over the 30-page limit. A total of 76 were accepted and 48 rejected for an overall acceptance rate of 62.8%.

The MCS division provides cash awards for both student and faculty top papers. AEJMC waives one conference registration for each of the three top student papers. For a paper to be considered for a student paper award, all of the authors must be students. Also, the student authors must indicate on the title page that they want the paper to be considered for a student award. A faculty member as co-author moves the paper to faculty competition.

5. Number of faculty research paper submissions = 108; number of acceptances = 57; which is a 52.7% acceptance rate. (overall research activity. Please note the Research Committee guideline is a 50% acceptance rate). *Note:* 17 faculty research submissions were disqualified.

There were five top papers winners (1st, 2nd TIE, 3rd TIE) recognized in this year's open competition. First place authors received a plaque and monetary award. Second and third place winners received a certificate and monetary award. All competition winners were recognized at the business meeting.

Open competition winners:

1. Robert McKeever, University of South Carolina

Vicarious experience: Experimentally testing the effects of empathy for media characters with severe depression and the intervening role of perceived similarity

2. (tie) Ji won Kim, Monica Chadha, Homero Gil de Zuniga

News use and cognitive elaboration the mediating role of people's perceptions of media complex issues

Valerie Barker, SDSU; David Dozier, Amy Schmitz Weiss, Diane Borden

Facebook "friends": Effects of social networking site intensity, social capital affinity, and flow on knowledge gain

3. (tie) Silvia Knobloch-Westerwick, The Ohio State University; Laura Willis, The Ohio State University; Ashley Kennard

"Child of mine:" Impacts of prolonged media exposure on women's fertility desires

Todd Holmes, University of Florida

It's all about me: Narcissism and user-generated content on Facebook

6. Number of student research paper submissions = 34; number of acceptances = 15; which is a 44.1% acceptance rate. (research activity with students; please note the Research Committee guideline is a 50% acceptance rate). *Note:* 4 student research submissions were disqualified.

There were three top papers winners (1st, 2nd, 3rd) recognized in this year's student competition. First place authors received a plaque and monetary award. Second and third place winners received a certificate and monetary award. All competition winners were recognized at the business meeting.

Student paper competition winners:

1. Ana Keshelashvili, Kenneth Cardell

Placing blame and seeking solutions: Media framing of school shootings

2. Lisa Barnard

The creepiness factor: Explaining conflicting audience attitudes toward tailored media content

3. Ruth DeFoster, University of Minnesota; Natashia Swalve, University of Nebraska

The Miami zombie attack: How broadcast news media constructed a "bath salts epidemic"

7. Overview of Judging Process:

Judges/Reviewers were asked to rate each paper on the following categories (see below). 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.

Research papers were judged on a 1-5 scale (1=poor, 2=marginal, 3=good, 4=very good, 5=excellent) based on the following:

- Clarity of purpose;

- Literature review;
- Clarity of research method;
- Appropriateness of research method;
- Evidence as it relates to purpose of paper;
- Evidence is clearly presented;
- Evidence supports conclusions
- Writing and organization;
- Relevance of focus of division; and
- Significance of contribution to the field.

8. Total Number of Judges = 127; an average of 2.9 papers per papers per judge. (Please note the Research Committee guideline is no more than 4 papers per judge).

Note: Most judges reviewed 4 papers (3 people volunteered to review more when reviewers dropped out, so they each reviewed 5). Those who reviewed only 2 papers were reviewing 6+ papers for multiple divisions – so we kept their review allocation for our division low.

9. Other Referred Competition: We conducted a Moeller Student Paper competition. Number of submissions 5; Number of acceptances 4, 80% acceptance rate.

Moeller Student Paper Competition and Its Selection Process: Students who submit a paper written for a class during the previous year are eligible for the Mass Communication and Society Moeller Competition. Moeller Competition papers were nominated by the faculty member who taught the class, who sent 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. Please note that the Moeller Competition is separate from our student top paper competition.

There were three Moeller winners (1st, 2nd, 3rd) recognized in this competition. First place authors received a plaque and monetary award. Second and third place winners received a certificate and monetary award. All competition winners were recognized at the business meeting.

Moeller competition winners:

1. Edson Tandoc, University of Missouri-Columbia
FYI on FOI: Exploring the effects of freedom of information (FOI) laws around the world
2. Denae D'Arcy, Kyle Heuett, Katie Reno, University of Tennessee
"Oh Man! Am I a woman!?!": Analysis of ESPN.com user comments on the presence of Danica Patrick in NASCAR
3. Wooyeol Shin, University of Minnesota, Twin-Cities
Being a truth-teller who serves only the citizens: A case study of Newstapa

10. Convention Activities Related to Research.

MC&S Research Award

As part of the division's commitment to facilitating excellent research, MC&S has awarded research grants of up to \$5,000. In 2011, MC&S doubled the award to \$10,000. 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 are recognized at the MC&S business meeting during the national conference. The \$10,000 may be awarded to a single project or may be split between several smaller projects. The funded research must be submitted to our division journal, Mass Communication and Society, for review within two years of receiving 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.

Those not completing the project in two years from the date of award become ineligible for the additional funding; however, the journal still has first right of refusal on the research project. In accordance with the division bylaws, proposals will be 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, and one at-large member appointed by the current head. The research chairs will announce the winner at the division's business meeting during the national conference.

Research Award Review Form

Proposal: <Title>

Please place an individual score (1-5) for each of the items and then total your scores. Your comments, as specific as possible, are requested.

Criteria	Low				High
	1	2	3	4	5
- Potential for particular theory building in the field of mass communication.					
- Degree to which the proposed study will fill a gap in the mass communication literature					
- Potential for making an overall intellectual contribution to the study of mass communication.					
- Potential for publication in a top-tier academic journal.					
- Degree of understanding of the literature upon which the proposed study is undergirded.					
- Appropriateness of research questions and/or hypotheses.					
- Appropriateness of research method(s) for data gathering and analysis.					
- Likelihood that the project will be completed within					

the two-year timeframe guideline.					
- Quality of writing					
- Adequacy of proposed budget.					
TOTAL SCORE					

COMMENTS:

MC&S Dissertation Award

The Mass Communication and Society division of AEJMC announced a new Dissertation Award, given for the first time this year. This award recognizes the top dissertation in the field of mass communication and society, offers an opportunity to publish in the division's journal, and earns a cash prize of \$3000.

An eligible dissertation must have been completed between January 1, 2012 and December 31, 2012. For the purposes of this award, a "completed" work is defined as one that has not only been submitted and defended but also revised and filed in final form at the applicable doctoral-degree-granting university by December 31, 2012.

The dissertation topic(s) must: 1) advance mass communication research, especially at the societal or macrosocial level, and 2) emphasize the interaction with society and fit with the division's mission. Winners of the award must submit an article based on the dissertation to *Mass Communication and Society* within 2 years of receiving notification of winning the award. Winning the award grants right of first refusal to the journal, but does not necessarily guarantee acceptance into the journal. If an article based on the student's dissertation has already been submitted to another journal, that dissertation is no longer eligible for the award. The winner will receive half of the award at the annual Mass Communication and Society business meeting held during AEJMC's annual conference, with the remaining funds dispersed upon submission to the journal. The winner is expected to attend AEJMC's 2013 annual conference in Washington DC in order to be recognized at the division's business meeting.

11. Out-of-Convention Activities Related to Research

Out of conference activities related to information provided in articles by the research chairs, changes to evaluation forms for the research grant and dissertation awards, adjustments to the dissertation award requirements, and processing and evaluation of the research grant and dissertation proposals, which are available at <http://aejmc.net/mcs/reports.php>.

12. Research Goals and Activities

Mass Communication and Society has increased its support for research through multiple venues including: a second special topics invitation for the division's journal, *Mass Communication and Society*, regarding the Olympics, Media and Society (issue No. 2); research grant increases from \$5,000 to \$10,000; extending the Moeller Competition by promoting application to and recognizing three top student papers completed in mass communication classes; and establishing a \$3,000 dissertation award.

TEACHING

13. Regarding in-convention activities related to teaching, MC&S is co-sponsoring five teaching panels at this year's conference. This first is the annual promising professor workshop held by the Mass Communication and Society Division. The workshop is designed to encourage conversations regarding curriculum, course content, teaching methods, and assessment. We hope that hearing presentations from some of the field's most talented and dedicated teachers on issues ranging from their experience as a teacher, their underlying philosophy, and techniques they use in the classroom will help communication educators achieve higher teaching standard.

Our second co-sponsored session is with the Sports Communication Interest Group. The session titled *Public Relations and Sports: The Good, the Bad and The Very, Very Ugly* focuses on the growing importance that PR plays in the sports industry. Often times these PR strategies focus on the good work done by athletes and teams. However, with the increases of TV stations devoted to sports, scandals have also become the norm. When dealing with scandals, communication strategies often emulate crisis communication. Indeed, this increases the importance of PR agencies in terms of managing and maintaining their brands. This panel will explore some of the circumstances around which public relations professionals in the sports industry apply their trade. Panelists include Danielle Sarver Coombs (Kent State), Gary Metzker (California State University, Long Beach), Natalie Brown (University of Alabama), and Melanie Formentin (Pennsylvania State University).

Our third panel, co-sponsored with the Graduate Student Interest Group, focuses on the trials and tribulations of the publication process. We held a similar session last year that was well attended. Therefore, we thought it would be good to have a similar panel at this year's conference. The session includes editors from some of AEJMC's top journals. Panelists will begin with short presentations about what they see in successful and unsuccessful papers. Panelists will also talk about the criteria they use to decide whether to accept or reject a paper. A significant amount of time will also be left for the audience to ask the editors questions regarding the publication process. Panelists include Stephen D. Perry (Illinois State University, former Editor, *Mass Communication and Society*), Paul Martin Lester (Cal State University, Fullerton Editor, *Journalism & Communication Monographs*), Jörg Matthes (Department of Communication, University of Vienna, Associate Editor, *Communication Methods and Measures*), Daniel Riffe (School of Journalism and Mass Communication, UNC-Chapel Hill, Editor, *Journalism & Mass Communication Quarterly*), Berkley Hudson (Missouri School of Journalism, University of Missouri, Editor-in-Chief, *Visual Communication Quarterly*), Jami A. Fullerton (Oklahoma State University, Co-editor, *Journal of Advertising Education*), and Alice Kendrick (Temerlin Advertising Institute, Southern Methodist University, Co-editor, *Journal of Advertising Education*).

Our fourth panel, which is co-sponsored with the Cultural and Critical Studies Division, is titled *The Importance of Media Literacy and Strategies for Teaching It at the College Level*. The panel addresses the importance of media literacy. Indeed, with the increasing penetration of media into our lives through the use of TV, internet, and now smart phones, we are more immersed in media than ever before. This panel will provide instructors with valuable information about how to effectively teach media literacy to college students. Panelists include Jeff South (Virginia

Commonwealth), Edward C. Pease (Utah State University), Brenda Cooper (Utah State University), and Renee Hobbs (University of Rhode Island).

Finally, our fifth session, co-sponsored with the Communication Theory and Methodology Division, focuses on the importance of connecting theories with practical skills. This panel titled *Integrating Theory and Practice in Mass Communication Curricula* will focus on approaches to teaching theory in a skills-oriented curriculum. Panelists will discuss why it is important for undergraduate and Master's student to learn about mass communication theories and how these theories apply to practical workforce skills. In addition, various example techniques and approaches that can be adopted across advertising, public relations, journalism, and electronic media topics will be presented. Ultimately, the panel will address the struggle of how best to foster student understanding that successful practice is always guided by good theory. Panelists include Bill Babcock (Southern Illinois University- Carbondale), Bob Drechsel (University of Wisconsin- Madison), Nam Young Kim (Sam Houston State University), and Jasun Carr (Susquehanna University).

14. We had fewer **out-of-conference activities** this year. Instead we focused on panels and increasing the number of applicants for our teaching awards. We offer several suggestions for external activities that the next teaching chairs can think about doing next year.

15. **The Purpose of the Mass Communication and Society's Teaching Standards Committee** is to improve media education for instructors and students. Our mission this year has been to continue with popular programs such as the Promising Professors competition, continuing to present information on current trends on teaching mass communication with our co-sponsored panels, and providing the field of mass communication with valuable resources on teaching with the availability of our syllabus exchange.

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 July 1, 2013 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.

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 Washington, DC. 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.

The Awards Committee took lead on the Promising Professors Award submissions. This year we received sixteen applications – eight from faculty and eight from graduate students. This pool represents an increase in applicants from the previous few years. All applications were compiled in a Dropbox folder. The Awards Committee sent out invitations to the executive committee to review the applicants.

Our other activities from this year include the remaining teaching panels at this year's conference in Washington, DC (see above for descriptions). We also wrote three articles in this year's newsletters, added teaching resources to the MC&S website, and reached out to communication departments across the country to increase the number of applicants for the Promising Professor awards.

One goal for next year should be to increase the number of out-of-conference activities. Indeed, we did not engage in as many activities this calendar year. However, this can easily be changed. We suggest that the next year the teaching chairs think about implementing activities to increase our out-of-conference activities. One activity that would be simple to implement could be to have this year's winners of the Promising Professor competition write short 'teaching tips' that could appear in the MC&S newsletter and our Facebook page.

PF&R

16: In-Convention Activities related to PF&R: Worked with three divisions as secondary for sponsored sessions – note - these were for 2012, I do not recall that this information was included on the 2012 data report:

(1) The media and health literacy – PF&R research panel with Communicating Science, Health, Environment & Risk Division;

(2) Religion, politics and the quest for the White House. How Religion & Identity are discussed in the current political climate – PF&R research panel with Graduate Religion and Media Interest Group;

(3) Social media, Games & Advertisers: Industry Planning & Research Activities – PF&R research panel with Entertainment Studies Interest Group.

As secondary sponsor of these activities, PF&R focused on publicizing the sessions and one member was a panelist on one of the sessions.

(4) Traves Award: Committee members determined that no individual has provided enough focused service to qualify for the Traves Award.

17: Out-of-Convention Activities related to PF&R: For 2013, the PF&R major out-of-convention activity will be a visit to the Neuseum in DC. The visit will be coordinated as much as possible with the Neuseum in DC itself.

The committee also provided written material for the division newsletter; most focused on solicitations for the Traves Award.

18: PF&R Goals: Goals for PR&R activities vary by both meeting location and team responsibilities. The locations and responsibilities vary from year to year. The research participation increased and the division was able to work with newer divisions – hopefully providing assistance.

General Information

19. Please attach copies of the newsletters sent by your group this year.

Newsletters published in Fall 2012 (46, 1) and Winter 2013 (46, 2) were attached here, and one more newsletter (Summer 2013, 46, 3) will be published in July. All are available at our division's website: <http://aejmc.net/mcs/reports.php>