

Popularity at a Price

Record Paper Submissions Equal High Reviewer Demand



Research Co-chairs
Michael McCluskey
Ohio State University

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University of Florida

It never fails—your sunny disposition after getting a paper accepted turns into dismay when your paper is assigned to a scholar-to-scholar session. Then comes the session, and it’s terrific. People are crowded around to see your poster. You exchange ideas with other scholars. Some scholarship is best understood via the visual nature of a poster.

Scholar-to-scholar sessions are the lifeblood of a popular division like Mass Communication & Society. Several dozen papers can be accommodated at a time, which is critical considering the limits on sessions. This is particularly important in MC&S, which had the most submissions of any AEJMC division each of the last three years. The numbers for 2008: 150 entries, 74

accepted, 49%. The quick math: Five refereed paper research sessions accommodated 21 papers, while 43 papers made it into two scholar-to-scholar sessions and 10 papers in one high-density session.

MC&S remains popular because the division consistently produces quality research and delivers outstanding paper reviews, moderators, and discussants. So pat yourself on the back and start thinking about next year.

We need faculty volunteers to judge the 2009 competition. If you volunteer to be a judge, please do not submit a paper to the division. Our goal is to have each paper evaluated by three faculty reviewers and to limit each reviewer to five papers. Assuming 150 papers are submitted for 2009, with three reviewers per paper, that’s 450 reviews. At a maximum of five papers per evaluator, that’s at least 90 volunteers. Volunteer to keep MC&S successful.

HEAD NOTE

If your university is anything like mine, your department is struggling to define itself. What was once an area of study with distinct media-based boundaries



Jennifer Henderson
Trinity, Head

(newspapers, magazines, radio, television) is now a convergent cacophony of words and images. Where we once hired someone to teach courses in newspaper editing and writing, we now search for multiplatform journalists who can write, shoot video, design websites and teach well.

To be honest, it has shaken us.

While this shift seems overwhelming, it provides an amazing opportunity. What an exciting time to be a communication scholar! This is a time to retest communication theories, design new research methods, redefine boundaries, and reconsider legal decisions.

With any luck (and some good funding), contemporary media researchers can produce the landmark work future scholars will cite ten years from now. We are the new Lazarsfelds and Langs, the Gerbners and Chaffees. The key thinkers. The mothers and fathers of new theories, methods, and applications.

The annual conference in Chicago provided a perfect example of this new communication convergence. In addition to the application of “traditional” communication theories of agenda

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Participation in the Midwinter Conference Encouraged

By **Janet A. Bridges**
*Sam Houston State
 Midwinter Research Chair*

The Mass Communication & Society Division is accepting submissions of abstracts and proposals for the 2009 AEJMC Midwinter Conference, scheduled from March 6 to 8 at the University of Oklahoma campus in Norman. In total, twelve divisions and interest groups are participating.

The Midwinter Conference follows an informal structure with presentations and extended discussions in a relaxed setting that is especially popular with graduate students. Papers presented at the Midwinter are eligible for presentation at the AEJMC National Convention. In fact, researchers who present at Midwinter are encouraged to use reviewer feedback to revise and improve their work to submit to the National Convention.

Submissions should be abstracts or proposals and will be blind reviewed. Please do not submit completed papers. Accepted papers may not exceed 30 pages and must be made available to discussants two weeks before the conference.

Submissions: Proposals or abstracts should be e-mailed to Janet A. Bridges at jabridges@shsu.edu by December 10, 2008. Please put "MC&S Midwinter Submission" in the subject line.

Research proposals should be in the form of a 300 to 500 word abstract and should give a clear sense of the scope of the research, the hypothesis or research question(s) tested, and the method of inquiry used. If the work has been completed by the submission deadline, conclusions should be highlighted. A bibliography would be helpful to the reviewer but is not required. Submit the abstract or proposal as a standard Word or RTF document.

For panel proposals, the submitter should indicate the panel title, a description of the focus of the proposed session, and the issues to be discussed. A list of panelists and their university or professional affiliations should also be included.

The abstract or proposal must identify the author or organizer on the title page

Hotel Information for the 2009 Midwinter Meeting

Three hotels are providing special rates for the AEJMC Midwinter Conference at the University of Oklahoma. The rates (plus tax) are good through February 16. In order to receive the conference rates, you must phone the venues and use the promotional code: "AEJMC Midwinter Conference." Conference rates are not available online.

The first option, which should be attractive to graduate students who are willing to share space, is Sooner Suites two-bedroom cottages, which are within walking distance of the campus. The \$88 per night rate is for an entire cottage and includes a continental breakfast (405-325-2270).

About a mile from campus is the Best Western Norman Inn & Suites. Suites include a pullout sofa bed in the "living area." Rates are \$69 to \$95 per night (405-701-4011). The third option, Sooner Legends Inns & Suites, has a full-service restaurant and bar. Rates are \$89 for a room and \$129 for a suite (405-701-8100). Both include breakfast and shuttle to the conference area.

only and must include the mailing address, telephone number and e-mail address of the primary contact person, as well as the names and affiliations of all authors. The title should also be on the first page of the text and on running heads on each subsequent page. Except for the title page, submitters MUST remove any identifying information from the document. Submitters should be notified of acceptance by January 15. The person contacted will

be the primary contact person listed on the title page.

For questions about the MC&S Midwinter research competition, please contact Janet Bridges. For questions about the conference, registration, hotel accommodations, or travel, please contact Elanie Steyn at Elanie@ou.edu or Homer Gil de Zuniga at hgz@mail.utexas.edu. Details will be available at <http://www.ou.edu/gaylord>. Norman is about 45 minutes south of the Oklahoma City airport.

HEAD NOTE

CONTINUED FROM P. 1

papers on topics as diverse as political blogs, flaming in chat rooms, celebrity endorsements, and portable handheld media consoles. We sponsored panels on social networking sites and virtual worlds and sports communication.

In the past, the Mass Communication & Society Division was known as the “second division.” When filling out membership forms, AEJMC members usually chose a medium-based division (newspaper, magazine) or topically based division (public relations, advertising, law, ethics, history) as a primary affiliation, and MC&S second.

Over the years, these distinctions have become less useful. At a time of media convergence, isn't mass communication and society at the heart of it all? To mix many metaphors, our division truly is the big tent, the town square, and the digital commons—where new ideas form, reform, and are tested. We are the center point of mediated communication.

We need to embrace this new position. Stake our claim on convergence. But the division officers surely can't do it alone. We need all of you to participate in the new discussions, be present at the new debates. You can begin by submitting a panel or paper abstract to the Midwinter Conference at the University of Oklahoma, offering panel ideas for the annual meeting in Boston, reviewing paper submissions, or attending a conference. Most importantly, you can tell others what you already know: every AEJMC member should join Mass Communication & Society first. We are the center.

Getting Involved as a Graduate Student



Daren C. Brabham
Utah
Graduate Student Liaison

It's time for all of you graduate students to get involved in AEJMC. One of the best ways to get is to submit your research to the 2009 AEJMC Midwinter Conference, which will be held March 6 to 9 at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. The midwinter conference is a great opportunity for you to improve upon your class papers by getting feedback and support for your work in a more intimate conference venue. Papers presented at the midwinter conference are also eligible for presentation at the national AEJMC convention, which will be held in Boston, August 5 to 8, 2009. The submission deadline for 300 to 500 word abstracts for the midwinter conference is December 13, 2008. Get on it!

We also want your ideas for how we can support graduate students in the MC&S Division. We're thinking of starting a wiki or a blog—or even an online forum for graduate student research and discussion—and we want to know what kinds of resources, information, and opportunities you want as a graduate student. E-mail your ideas to daren.brabham@utah.edu or lmreichart@bama.ua.edu.

Award-Winning Professors Share Techniques



By **Andrea Duke**
Trinity
Teaching Co-chair

The annual AEJMC conference brought many great educators together in Chicago, particularly with the MC&S Division's Distinguished Educator Award and Promising Professors competition. The winners shared their teaching philosophies, ideas, and approaches with members, and recaps of their presentations are provided below.

"Everything I Needed To Know about Teaching, I Learned from Bumper Stickers"

This year's Distinguished Educator was Dr. Patricia Curtin from the University of Oregon. She began her talk by presenting three bumper stickers that represent lessons she has learned: "Question Authority," "No Whining," and "If it isn't fun, why do it?" These mottos are the foundation for her teaching philosophies, and she provided personal examples for each. Some of her teaching suggestions came from students' quotes, which led her to care about learning outcomes, treat students like adults, understand that teaching is a two-way street, and, ultimately, have fun. "Teaching is something I continuously and enthusiastically practice, but it is not something I ever expect to fully master," she stressed. Congratulations, Patricia!

"Paint the Wall"

The first place winner of the Promising Professors competition was Dr. Renee Martin-Kratzer from the University of Florida. Her teaching philosophy is simple: Motivate students to achieve their best through positive constructive feedback and relevant examples. By doing this, Renee views herself as part coach, part cheerleader, and part critic. She strives to make the classroom environment open to collaboration, having students work together as often as possible. She described two assignments that have given her students the opportunity to be

creative and hands-on. One of those was the "Paint the Wall" activity, in which her students painted portions of a wall in the town to communicate a message using color theory. Another assignment was to style and manage a fashion photo shoot. In this assignment, students were asked to create a concept for the shoot, find models, decide on clothing, and take the photos. Renee presented this assignment because, as she said, "I wanted my students to have more opportunities to include original work. I also wanted them to learn about all the effort that does into creating beautiful images. The need practice in learning to work with others." In the end, she said that a good teacher is always learning, adapting, and evolving. Congratulations, Renee!

"Teaching Online Media"

The second place winner of the Promising Professors competition was Dr. Cindy Royal of Texas State University. In her presentation, Cindy promoted the use of media in the classroom, along with teaching courses on online media. She began with an overview of the milestones in multimedia and the key terms to know when dealing with online media. She also offered suggestions on how to stay connected to modern media, which would allow anyone to understand the new media being used. Specifically, she discussed Blogger and WordPress—online blogging sites that are free to use and are great tools for online media education. She also suggests using other online media, such as YouTube, Facebook/MySpace, Flickr, and Twitter. Cindy stressed that using online media is not expensive and can be done by most individuals. As she noted, "Remember, communication is about technology and technology is about communication. Don't be overwhelmed. The important thing is you get started, try new things, and have fun." Congratulations, Cindy!

“The Importance of Experience”

Our third place winner was Dr. Dominique Broussard of the University of Wisconsin-Madison. Her teaching philosophy surrounds the idea that our real experiences—whether positive or negative—can dictate how we educate. In other words, teachers are “thriving to generate the same thrill for learning and the same excitement about a particular topic, or try to avoid generating the

boredom we felt with a bad one.” One way Dominique follows this philosophy is with her campaign class, which has the assignment of creating a campaign for a real client. This has been made possible through a \$1,500 service-learning grant. For example, one class developed a campaign for a non-profit organization that works towards decreasing the impact of invasive species on local lakes. The students conducted public opinion research,

assessed the nature of local media coverage regarding the issue, and interviewed key stakeholders. She said that this course has allowed the students to learn that “practice without theory cannot be backed up with their client and that scholarly research has relevant applications.” Overall, she believes that teaching is showing students how research, theory, and real-world practice go hand in hand. Congratulations, Dominique!

RESEARCH

Mass Communication and Society Update

By **Lauren Bridgeman**
and **Stephen Perry**,
University of Illinois

Mass Communication and Society welcomed three new Associate Editors. Ran Wei from the University of South Carolina, Jack Glascock from Illinois State University, and Cory Armstrong from the University of Florida have been appointed to the editorial staff. Congratulations to each of them. Manuscript submissions now may be assigned to one of them or may remain with Editor-in-Chief Stephen Perry.

We are still looking for a new book review editor to replace Lance Holbert who has stepped down. The book review editor is responsible for choosing titles appropriate for the journal, inviting reviewers to read the books and write a 1,000- to 1,200-word review, providing feedback, and submitting copy in ready form for final publication.

Anyone interested in this role is invited to send a letter and CV by email attachment to Stephen Perry at sdperry@ilstu.edu. If you would like to nominate someone, please send an email with that person's contact information and a brief statement about why you believe he or she is appropriate for the position.

Special Symposium Call

Mass Communication and Society is currently accepting papers for the 2nd special symposium, which is scheduled to be released at the end of 2009. Guest edited by Mathew C. Nisbet and Patricia Aufderheide from American University, it will feature manuscripts on the role of the documentary in society. To submit papers on this special topic follow the standard submission procedures outlined in the journal's inside back cover. Please specify in your cover letter that the study should be considered for the documentary symposium. The official “Call for Papers” document that details the requirements and expectations of the submitted manuscripts is available on the division website at <http://aejmc.net/mcs/paperpanel.php>. The submission deadline is January 12, 2009.

Members' Meeting Minutes

AEJMC Convention Chicago, IL Aug. 8, 2008

Division Head Diana Knott Martinelli called the meeting to order at 7 p.m. She thanked the current officers who served under her, as well as the previous officers with whom she served throughout her six or seven years as an officer with the division. She said it was an honor working with such talented and dedicated professionals.

Award Presentations

Martinelli presented the Traves Award, our highest honor for service to the division, to Roy Moore, University of Kentucky. He was head of the division during 1984 and 1985 when this award was established. Moore thanked those who nominated him, particularly Mike Murray of the University of Missouri, St. Louis, who spearheaded the nomination. He also thanked Ginger Carter Miller and Liz Hansen. He said it was an honor to follow in the footsteps of two former Traves Award winners in attendance—Don Shaw and David Weaver.

Janet Bridges, research co-chair, announced the winners of the division research paper awards.

Jennifer Greer announced the winner of this year's \$5,000 research grant. She received 21 submissions. After a two-tier review process, it was awarded to Elizabeth Skewes of the University of Colorado.

Skewes said she will use the award, along with a \$5,000 match from the University of Colorado, to travel with the 2008 presidential candidates. Her research will focus on how gender affects coverage, specifically in terms of female press corps members and campaign staffers.

Frank Dardis, teaching co-chair, announced the winners of the Promising Professors competition and the Distinguished Educator Award. He noted that there were no graduate students entrants in this year's Promising Professors competition.

Journal Report

Martinelli gave the Mass Communication & Society publishers report on behalf of Concetta Seminara of Taylor & Francis.

- As of July 31, the journal has \$133,000 in reserves.
- Subscriptions are down slightly (20 institutional and 15 individual), which is not unusual when a journal changes publishers. Subscriptions are up in Europe now that a euro price has been established.
- Last year, 2,300 full-text journal articles were retrieved from Informaworld.

Martinelli asked for volunteers to serve on a short-term subcommittee to assist with journal marketing. As mass communication scholars, we have a better idea of what venues our colleagues frequent and where the journal should be represented.

Stephen Perry, journal editor, gave the editors report.

- The editorial board has increased from 36 to 45 members.
- Lance Holbert, book review editor, is stepping down. Stephen asked for nominations or self-nominations.
- From July 1, 2007, to June 30, 2008, he received 134 manuscript submissions, 185 if resubmits are included. In the calendar year so far, he has received 90 manuscripts so far.
- The acceptance rate for the year ending June 30 was 17.6%.

- The review process takes an average of 86 days.
- 149 people reviewed manuscripts.
- The editorial board approved ethics guidelines, which are available on the journal's website.

Volume 11, Number 4 includes a special issue, "Third-Person Effects in the 21st Century." He received eight submissions and four will run in the issue along with five regular articles.

He opened the floor to questions about the journal and received none.

Committee Reports

Long-time division member Kathy McKee, editor of JMCQ Monographs, spoke about the journal's new mission and submission process. She referred members to the journal's website for details.

Martinelli announced that AEJMC's new strategic plan passed.

Francesca Carpentier, PF&R co-chair, reported that four PF&R co-sessions with other interest groups or divisions had been suggested for the convention and two were accepted. MC&S also co-sponsored four additional PF&R programs for a total of six. Attendance was pretty good, with 23 to 25 attendees on average per session. She also noted the panelists were an interesting mix of professionals and academicians. She asked for suggestions of PF&R activities for next year's convention in Boston.

Frank Dardis, Teaching co-chair, reported that he would like to further promote the Promising Professors and Distinguished Educator competitions. He said no graduate students entered the former this year. He met with Graduate Education Interest Group head, Jessalyn Strauss, to brainstorm ways to publicize this opportunity.

Janet Bridges, Research co-chair, report that for the third year in a row MC&S had the highest number of research paper submissions. We received 150, of which seven were omitted because they either had identifying information for the authors or did not have any relevance to the division. Of the remainder, 74 papers were accepted and 69 rejected. A total of 88 people judged for the division this year. MC&S sponsored eight research sessions, including one poster and one scholar-to-scholar.

Donnalynn Pompper, Midwinter Research chair, said the conference was held Feb. 29 to March 1 at Point Park University in Pittsburgh. She praised Anthony Moretti's efforts as organizer. Six MC&S sessions were held, with an average of 10 attendees per session. A total of 30 abstracts were submitted, and 20 were accepted. One was withdrawn because a graduate student was unable to secure funding to attend the conference. MC&S sponsored four paper sessions and two panels.

Updates and New Business

Martinelli discussed AEJMC President Charles Self's charge for each division to develop a state of the discipline report. To meet this charge, she convened a panel of high-level professionals and noted academics at the Midwinter Conference. She also conducted an online member survey and discussed a few notable results. (A report on the results can be accessed from the division's website.)

She also reported on the division's financial health. The reserves totaled \$13,500—the highest of any division or interest group.

Martinelli updated members on the previous year's discussion about George

Gladney's Mass Communication & Society and Mass Comm Review archives. Concetta Seminara at Taylor & Francis is developing a digital archive of the journals. She believes the publisher has a complete archive. If not, the division will work to compile a complete set.

New business included two motions related to the journal. Both motions carried unopposed.

- *Motion One:* Whereas the journal is one of the highest values for division members and elevating the journal's stature is accomplished through publishing landmark research, therefore, at the editor's discretion up to 100 pages may be added to the journal's allotted size each year to provide space for a forum on a special topic determined by the editor with input from the editorial board. The additional pages will be paid for from journal funds. They special topic "symposium" will occur within the standard number of issues of the annual journal provided by the publisher. The editor may select a guest editor with expertise in the chosen topic. The guest editor must be a member of the Mass Communication and Society Division. The guest editor, in conjunction with the journal editor, will be responsible for issuing a special call for papers on the topic.

- *Motion Two:* If a guest editor is chosen to edit a special topic symposium in any given year, \$1,000 will be provided to the guest editor from journal funds upon submission of final symposium proofs to the publisher for printing.

Perry also mentioned the development of ethical guidelines for the journal. Members may view the proposed guide-

lines on the division's website. Suggestions may be sent to sdperry@ilstu.edu.

Martinelli reported on efforts to brand the division more effectively, including the development of a standard letterhead for division-related correspondence.

Dan Haygood, Teaching co-chair, discussed efforts to promote the Promising Professors competition more robustly by developing its brand architecture. He said those efforts would be shared with the membership next year.

Donnalynn Pompper, Midwinter Research chair, noted that next year's conference would be held at the University of Oklahoma's Gaylord School.

Martinelli proposed a motion increasing the monetary awards for the research paper competitions to match those of the Promising Professor competition. Members decided to try it for a year and evaluate the increases. The totals would be \$250 for first place, \$150 for second, and \$75 for third. The motion passed unopposed.

Election of New Officers

Jennifer Greer introduced the slate of proposed new officers and opened the floor for nominations. Cory Armstrong nominated Michael McCluskey as Research co-chair. Lisa Paulin offered to serve as PF&R co-chair. Janet Bridges nominated Lauren Reichart to serve as Graduate co-liason. The officers were elected unanimously.

Martinelli called the meeting to a close at 8:45.

Respectfully submitted,
Cary Roberts Frith
Division Secretary

2008-2009 Executive Committee

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P, F, and R Call for Ideas

Here we come, Boston! In preparation for the 2009 AEJMC convention, we would love to hear any ideas you might have for an off-site group activity our division might sponsor, so we can take full advantage of this great location.

Whether that activity is petite or grand, historic or timely, news-specific or broadly mass communication, or even a bit bizarre, we'd love to hear about it!

So if you have suggestions for a division activity in Boston or if you simply have questions or comments for the PF&R committee, please contact us! PF&R co-chairs: Francesca Dillman Carpentier (francesca@unc.edu) and Lisa Paulin-Cid (lpaulin@nccu.edu)

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