

MC&S Members Enjoyed Brewery Tour in Colorado



By Andi Prewitt
*Portland State University
Graduate Student*

Toward the end of the tour of Denver's Wynkoop Brewery, an employee told the group that he would be willing to take questions. After about 20 minutes of being interrogated about the intricacies of

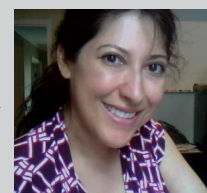
hops, bitterness, and alcohol content—the guide realized that he wasn't dealing with any old pack of tourists. He'd just stumbled upon a group of academics fresh off a multi-day conference—and they were in the mood to research.

The brewery tour was one of two off-site activities organized by the Mass Communication and Society Division during the August AEJMC gathering. It's true that the terms "Colorado" and "brewery"

HEAD NOTE

Heading to St. Louis

I'm thrilled to start a new year on the heels of a great conference. Thank you, manuscript reviewers, award judges, session moderators, and officers, for making the conference a success. Your service is greatly appreciated, and I hope we can count on your involvement for the St. Louis conference, as well!



Francesca Dillman
Carpentier
University of North Carolina at Chapel Hill

As we start this 2010-2011 year, I would like to share with you some of the upcoming messages you will see on our division's listserv.

First, I will be asking how you define the Mass Communication and Society division when you describe us to new members of AEJMC, as well as how you think existing AEJMC members define our division.

SEE "HEAD NOTE," P. 3

SEE "AEJMC 2010," P. 2

IN THIS ISSUE

Volume 44/Number 1

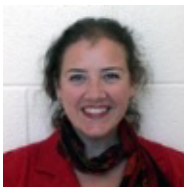
Planning Underway for Midwinter Conference	2
PF&R Encourages Program Ideas	3
Programming: Looking Forward to Next Year's Conference in St. Louis	4
Research: MC&S Encourages Individuals Who Employ Different Methods To Submit Papers	5
Graduate Students: What Can MC&S Do for You?	5
Publisher Excited by New Opportunities with Journal	6
Teaching: MC&S Wants to Honor both Graduate Students and Junior Faculty in St. Louis	6
MC&S Officers	7

CONTINUED FROM P. 1

usually conjure up images of the massive Coors facility that dominates the city of Golden. However, the state has a burgeoning craft brewing culture that's edging its way out of the shadow of the Rocky Mountain-sized beer company. And after several intellectually challenging, but rewarding, days of presenting and critiquing research at the conference—five division members were ready to unwind and sample some of Colorado's unique beers. Participants included: Tara Kachgal, assistant professor at University of Wisconsin Superior; Lisa M. Paulin-Cid, assistant professor at North Carolina Central University; Andi Prewitt, M.S. student at Portland State University; Mel Sundin, assistant professor at Penn State Erie; and Damian Trilling, Ph.D. student at the University of Amsterdam.



The Wynkoop tour began with a round of drinks at the bar followed by a tour of the brewing area led by employee Craig Mycoskie, who displayed one of the job's perks by taking sips of ale while answering questions. The beer-making takes place in what used to be the century-old building's main vault—signs of which still exist in the form of a giant metal door behind the bar. The tour guide also discovered a bit about the craft brewing scene in other areas of the country from conference participants who like to talk about making beer almost as much as they love drinking it. And, of course, the experience would not have been complete without sitting down for another round over lunch and a discussion about conference research. Although the group was small they were determined to make the most out of their conference experience by exploring what other members were interested in, both in and out of the classroom, as well as discovering what the host city had to offer.

MIDWINTER**Planning Underway for Midwinter Conference**

By Lisa Paulin-Cid
North Carolina Central University
Midwinter Head

The Mass Communication & Society Division will once again be participating in the Midwinter Conference at the University of Oklahoma's cutting-edge Gaylord College of Journalism and Mass Communication, March 4-5, 2011. Thirteen AEJMC groups are sponsoring the event, which provides a platform for presentations and extended discussions in a relaxed setting.

Extended abstracts of 600-800 words (excluding author information and references) should be submitted by noon on Dec. 3 to Lisa Paulin at lpaulin@ncsu.edu, Please indicate "midwinter submission" in the subject line. Abstracts should give a clear sense of relevant literature, research objectives, methodological approach, findings and conclusions.

Authors can only submit a paper abstract to one participating group – submitting the same paper abstract to several groups will result in disqualification and withdrawal from the review process. Do not submit full papers. Submissions will be blind reviewed.

Authors of accepted papers will be notified by mid-January 2011. Papers presented at the midwinter conference are also eligible for presentation at the AEJMC national convention. Authors are encouraged to use the midwinter conference as an opportunity to get feedback on their research, improve and finalize it for submission to the national conference.

Authors of accepted abstracts must submit complete papers (not exceeding 30 pages) to the discussant of their conference session least two weeks before the conference. At least one author of each accepted paper must register and attend the conference to read the paper.

Panel submissions: In addition, the organizers are also inviting panel proposals sent to the relevant midwinter chair of the group they wish to present the panel to. Panel submissions should include the panel title, a description of the session's focus, the issues to be discussed, and a list of panelists (potential and confirmed), including affiliation. Panel proposals should not exceed two double-spaced pages.

Submission format: All submissions (for paper abstracts and panels) should include the name(s) of the author(s) or panels organizer(s) on the title page only. The title page should also include the corresponding author's mailing address, telephone number and e-mail address. The title should be on the first page of the text and on running heads on each page of text. Authors should e-mail their abstracts or proposals as attachments (saved with the author's last name as file name) in a standard word-processing format (preferably Word or RTF) to the relevant midwinter chair. Authors must ensure that they remove any identifying information from their document (with the exception of the title page).

The University of Oklahoma is located in Norman, 20 miles south of Oklahoma City, with easy access to the Will Rogers World Airport. Details on conference registration, hotel accommodation and airport transportation will be available at <http://www.ou.edu/gaylord>.

AEJMC 2011

PF&R Encourages Program Ideas



By Bu Zhong
Penn State University
PF&R Co-chair

By Janet Bridges
Sam Houston State University
PF&R Co-chair

For many who have been AEJMC members for years, Professional Freedom & Responsibility (PF&R) is not a new concept. AEJMC identifies five components of PF&R:

- Free Expression
- Ethics
- Media Criticism & Accountability
- Racial, Gender & Cultural Inclusiveness, and
- Public Service.

Examples of our division's efforts to address these areas include convention panels, programs and research presentations, member activities, and on-and-off site sessions with professionals or to relevant sites. The PF&R responsibility encourages interaction with professionals relevant to our academic areas.

With this in mind, we encourage you to share your PF&R program ideas for the national convention in St. Louis or the midwinter meeting, especially if you have connections with industry colleagues in the host city. Contact: Janet Bridges (jbridges@shsu.edu) or Bu Zhong (zhongbu@psu.edu).

HEAD NOTE

CONTINUED FROM P. 1

Second, I will be asking members, and graduate students especially, what we can do to serve graduate students better, as well as help graduate students get more involved.

Third, I will be asking for your thoughts on our conference programming, whether you think we should make attempts to group panel sessions around a central theme, and what themes, if any, you would like to see the division pursue.

Looking forward to the new year and to hearing your thoughts about our division!

Programming: Looking Forward to Next Year's Conference in St. Louis



By Seungahn Nah
University of Kentucky
Vice-Head

First of all, special thanks go to those who have already submitted interesting panel proposals for the next year's conference in St. Louis. With a growing interest in joint panels co-sponsored by more than two divisions/interest groups (DIGs), the deadline has been extended by to Noon on October 22 (Friday). Proposals bridging across all DIGs are highly encouraged.

Thanks to Francesca Dillman Carpentier, the program chair, during last year, here is an excerpt of how the programming works for you (see the MCS newsletter in Fall 2009, available at <http://aejmc.net/mcs/0710newsletter.php>):

- **September:**
The program chairs of all DIGs send call for panel proposals to their officers and members.
- **October:**
All of the DIGs' proposals are submitted to and organized by the AEJMC headquarters.
The program chairs review all of the proposals in one organized document and discuss possibilities of co-sponsoring joint panels.
- **December:**
The sessions are spread on a large table and program chairs spend a finite number of "chips" on sessions. Business meetings and pre-conference activities are chip-free.

DIGs pay a half chip to purchase their first four refereed research sessions, as way to ensure research is the main focus of the convention. DIGs will have seven scholar-to-scholar placements for free.

Every session is one chip. Co-sponsoring is encouraged since in the case that a panel proposal is co-sponsored by two divisions, each division will pay a half chip.

After the panels have been selected the programming chairs decide which DIGs lead the panels (this includes naming the moderator, choosing half or more of the panelists and guiding panel participants through the process until the session date.) Non-lead DIG(s) will also name panelists and be participate in the planning stages. Then it is up to panel planners (e.g., the original proposer) to confirm the participants and finalize the titles and explanations of the panels (including titles of each participant's presentation) for the final convention program.

- **Spring:**
The final convention program will be distributed, which includes the number of sessions and the times they will be held.
- **Convention:**
Looking forward to seeing you in St. Louis.

RESEARCH

Research: MC&S Encourages Individuals Who Employ Different Methods to Submit Papers



By Vincent Cicchirillo
University of Texas at Texas
Research Co-Chair

The Mass Communication and Society Division seeks research paper submissions from both faculty and students for the 2011 AEJMC national conference in St. Louis. The deadline for submissions is April 1st.

We wish to exhibit the various methodologies of our division and encourage individuals who employ both quantitative and qualitative methods to submit papers. Furthermore, this research will be presented in a variety of formats. MC&S will showcase research in three types of panel presentations 1) scholar-to-scholar sessions (a.k.a. poster), 2) traditional panel presen-

tations, and 3) high density presentations.

Please note that each type of presentation is equally important and highly valued to the members of MC&S division.

Scholar-to-scholar sessions are a unique way to present your research in a face-to-face format that often requires more interaction and interest among presenters and audience members. Traditional panels are chosen based upon a similar research topic theme that will create interest among various scholars in that area of inquiry. High density presentations are somewhat of a cross between traditional panels and

scholar-to-scholar sessions that focus on short presentations to allow for more discussion with members of the audience.

Acceptance to any of these types of presentations is based upon the quality of work that is produced by the researcher(s). Thus, we do not place any higher value on traditional panel presentations compared to scholar-to-scholar sessions or high density panel presentations.

Our division is one of the most competitive around and produces amazing research in our respective fields. We look forward to your submissions and the conference in St. Louis!!!

GRADUATE STUDENTS

Graduate Students: What Can MC&S Do for You?



By Jay Mielowski
The Ohio State University
Graduate Student Liason

Hello fellow graduate students. We are calling upon you to provide us with input on what the MC&S Division can do for you. Specifically, what can we do to increase graduate student participation in the Division?

Although attending conferences

is important, getting involved in divisions makes the experience more valuable. For example, it provides network opportunities and allows you to work closely with senior faculty from across the country, which ends up fostering long-lasting professional relationships.



By Temple Northup
University of North Carolina at Chapel Hill
Graduate Student Liason

Involvement is also important as we move forward to hold leadership positions in the division.

Please email us with suggestions on what would increase your participation- hmielowski.1@osu.edu or tnorthup@email.unc.edu.

Publisher Excited by New Opportunities with Journal

By Stephen Perry



*Illinois State University,
Editor-in-Chief,
MC&S Journal*

Mass Communication and Society, YOUR division journal, is excited to not only be expanding our journal's annual size by another 120 pages next year, but also to be releasing our third symposium section in the November 2010 issue called, "The Facebook Election: New Media and the 2008 Election Campaign," guest edited by Tom Johnson and Dave Perlmutter.

We also look forward to publishing six issues in 2011 and three

other upcoming symposia; "The Community Structure Model: Innovations in Exploring the Impact of Society on Media" in November 2011, and two special issues on "The Olympics, Media, and Society" with one published in mid-2012 and the second focusing on London's 2012 Olympics to be published in late 2013. Calls for papers are available on the division website.

We added six new editorial board members in the year ended June 30, for a total of 66. Submissions continued to grow, but only at 3% this year, from 200 to 206 original manuscripts. Our acceptance rate was 15.9% with the average review taking 78 days. Thirty-one manuscripts have been accepted into volume 14.

So with the exception of the symposium, it is mostly full. Nearly a third of our submissions last year were from international authors, and in the last 18 months seven such submissions were published.

Any members who would like to review manuscripts and have a Ph.D. along with peer review publication experience should contact the new MCS editorial assistant, David Jackiewicz at dmjacki@ilstu.edu. Please send a curriculum Vita and any other pertinent information regarding your scholarly interests and expertise.

Information for authors interested in submitting manuscripts, as well as the official call for symposium papers, can be found at <http://aejmc.net/mcs/.factor> will be.

TEACHING

Teaching: MC&S Wants to Honor both Graduate Students and Junior Faculty in St. Louis



By Kelley Crowley
*West Virginia University
Teaching Co-chair*



By W. Joann Wong
*Indiana University
Teaching Co-chair*

For 13 years, excellent professors have gathered every summer to share their teaching tips and techniques. As one of the largest divisions of AEJMC, MC&S honors the best and brightest teachers by selecting and giving awards to promising professors and distinguished educators at the national convention. There are two categories in the Promising Professors Competition: (1) new instructors and faculty with up to five

years of full-time teaching experience, and (2) graduate students who have primary teaching responsibilities for at least one class. Winners will receive a cash award and will be honored at the Promising Professors and Distinguished Educator Workshop during the national AEJMC convention.

MC&S also recognizes teachers whose personal teaching excellence and influence on pedagogy in the field is pro-

found. The Distinguished Educator will make a formal presentation to offer his/her teaching tips during the division's annual workshop. The application and nomination deadlines for these awards typically are in late March and early April.

Detailed information will be provided in the winter issue of the newsletter and updated on the MC&S Division's website.

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