

MC&S Division Looking Ahead to the Centennial Conference in Chicago



SEUNGAHN NAH
UNIVERSITY OF KENTUCKY
DIVISION HEAD

Greetings!

As the division head for 2011-2012, I am excited about making our division move forward with all of you.

Most of all, I am grateful to paper reviewers, presenters,

session moderators, discussants, award judges, officers, and members for making the St. Louis' conference fruitful. Beginning this year, I just wanted to draw your attention and share the division's three major goals (for more detailed information, visit <http://aejmc.net/mcs>).

First, we will continue open and interactive communications through our Website and social media venues such as Facebook and Twitter.

Second, we will establish more funding opportunities on research through research fund for symposium on special topics

in conjunction with our division's official journal, Mass Communication and Society.

Third, we will create funding opportunities on teaching and professional freedom and responsibilities to support workshops and symposiums as well as "community service learning projects" through journalism and mass communication courses.

Looking ahead to the centennial conference in Chicago, I hope our division can take lead to help AEJMC convention to be successful. Your support and voluntary spirit would be greatly appreciated.

Get in Gear for the Midwinter Conference

Our Division will participate in the Midwinter Conference at the University of Oklahoma's Gaylord College of Journalism and Mass Communication, March 2-3, 2012.

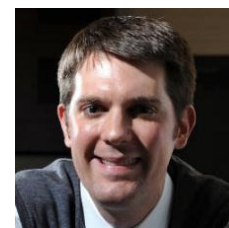
The event provides a relaxed setting for presenting papers, ideal for both faculty and graduate students.

Extended abstracts of 600-800 words indicating a clear sense of relevant literature, research objectives, methodological approach, findings and conclusions

Midwinter Cont. on page 3



LISA PAULIN-CID
NORTH CAROLINA CENTRAL
UNIVERSITY
MIDWINTER CO-CHAIR



TEMPLE NORTHRUP
UNIVERSITY OF HOUSTON
MIDWINTER CO-CHAIR

In this Issue

<i>Programming</i>	<i>Page 2</i>	<i>PF&R Needs</i>	<i>Page 5</i>
<i>Centennial Submission</i>	<i>Page 3</i>	<i>Award Increases</i>	<i>Page 5</i>
<i>MCS Journal Changes</i>	<i>Page 4</i>	<i>Graduate Students</i>	<i>Page 5</i>
<i>Teaching Awards</i>	<i>Page 4</i>	<i>Minutes</i>	<i>Page 6</i>
		<i>Scenes from AEJMC</i>	<i>Page 8</i>
		<i>2011 Officers</i>	<i>Page 9</i>

AEJMC Programming: The Process is Not a Mystery



BU ZHONG
PENNSYLVANIA STATE
UNIVERSITY
VICE-HEAD &
PROGRAMMING CHAIR

MC&S members should have received our call for panel proposals for the 2012 AEJMC Convention in Chicago.

Special thanks to those who have submitted panel proposals to me after the call. If you did not do it, you still have time to submit one to me by email before the deadline of October 28, 2011.

To many AEJMC members, the programming process for the AEJMC national convention may seem like a mystery. Though no secret handshakes, there is a lot going on behind the scenes.

Each year, the programming chairs (usually the vice heads) of DIGs send out calls for panel proposals, and collect them from their members. Program chairs then edit the panel ideas into a standard format and submit them to the AEJMC central office. Each DIG may submit no more than five or six panel proposals.

The central office then combines all of the proposals into one document containing around 200

proposals.

When a panel or mini-plenary session is co-sponsored at the national convention, a DIG “spends” half of a chip. One chip is required if a panel is sponsored solely by a

Kentucky). On Friday night, the final negotiations start. Here, previously made programming plans are confirmed or rejected. Everyone is prepared for the chip auction the next day.

To many AEJMC members, the programming process for the AEJMC national convention may seem like a mystery. Though no secret handshakes, there is a lot going on behind the scenes.

DIG. That’s why AEJMC encourages co-sponsored panels whenever possible, allowing for more cooperative and diverse programming. MC&S usually had six chips, in addition to four “free” time slots for re-search sessions.

As soon as programming chairs are notified that all panel proposals are available for download, the e-mails begin to fly.

“Would you like to co-sponsor this panel?” “Would you like to sponsor a mini-plenary session?”

Many deals are struck. With luck, the programming chair has all of the allotted chips reserved for sessions by the time they reach the Midwinter planning session in early December.

Next, all of the DIG heads and programming chairs descend on a hotel (this year in Louisville,

Saturday morning, the heads and pro-programming chairs meet in a hotel room. The first selection goes to the DIG whose name is drawn from...something nearby. That DIG then must announce: 1) the day, 2) the time slot, 3) the co-sponsor, and 4) the kind of panel programmed. The lead sponsor and any co-sponsors then toss a poker chip in the direction of the large bowl.

This process continues around the table in a series of rounds until all the time slots are filled and all the panels programmed. This usually takes three, four hours, or longer. If everything goes well, the following August everyone attends a well-organized, intellectually stimulating convention. AEJMC programming is no mystery at all.



AEJMC Mass Communication & Society Division

Submit Your Research to MC&S for the AEJMC Centennial Conference



LUCY ATKINSON
UNIVERSITY OF TEXAS AT
AUSTIN
RESEARCH CO-CHAIR

The Mass Communication and Society Division encourages faculty and students to submit research papers for the 2011 AEJMC national conference in Chicago.

This year's conference, which celebrates the Centennial Anniversary, promises to be an exciting one.

The deadline for submissions is April 1.

Papers that adopt a variety of theoretical and methodological perspectives are encouraged, including but not limited to qualitative and quantitative approaches.

As usual, researchers will



SEI-HILL KIM
UNIVERSITY OF SOUTH
CAROLINA
RESEARCH CO-CHAIR

have an opportunity to present their work in one of three formats: traditional panel presentations, scholar-to-scholar sessions (poster sessions) and high-density presentations.

Each type of presentation is equally important and valued by members of the MC&S division. As one of the largest divisions in AEJMC, we receive more than 150 paper submissions each year and accept fewer than half of these.

To maximize the number of high quality papers we can include in the annual conference, we offer these three kinds of presentation

formats.

Papers for traditional panels are chosen based on having a common theme or topic, with the goal of generating interest among scholars in that area of inquiry.

Scholar-to-scholar sessions allow researchers to present their research in a face-to-face format that often fosters greater interaction and interest among presenters and audience members.

High-density presentations are a hybrid of the traditional and poster sessions, allowing for brief researcher presentations followed by substantial audience discussion and questions.

Acceptance to any one of these presentation formats is competitive and based on the quality of the submitted paper. We do not place greater value or prestige on one type of presentation over another.

We look forward to your submissions. See you in Chicago!!!

Midwinter *continued from page 1*

should be submitted by NOON on Dec. 2 to Lisa Paulin at lpaulin@nccu.edu with "midwinter submission" in the subject line.

Authors can submit a specific abstract to one group – submitting the same paper abstract to several will result in disqualification from the review process. Submissions will be blind reviewed.

Authors will be notified by mid-January. Authors are encouraged to feedback on their research at Midwinter, 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 two weeks before the conference. At least one author of each accepted paper must register and attend the conference.

Submission format: All submissions 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 lpaulin@nccu.edu.

Please remove any identifying information from their document (with the exception of the title page).

More Pages, New Personnel, and a Symposium Move MC&S Journal Forward



STEVE PERRY
ILLINOIS STATE UNIVERSITY
EDITOR,
MASS COMMUNICATION &
SOCIETY

I hope you continue to gain value from *Mass Communication and Society* as your division's journal. I believe the increase in quantity of high-quality submissions indicates that it is a respected outlet for the best work by many scholars.

This growing submission rate has prompted the journal's new 150 page expansion. We don't accept and reject manuscripts on

a quota. Thus, more high quality manuscripts have meant more were accepted for publication. Last year's acceptance rate increased slightly to 18.3%.

Because of the journal's growing popularity among submitters, the review process has some backlog and currently takes about 100 days to complete.

To reduce this, we have added a fourth Associate Editor, Shaira Fahmy, from the University of Arizona. Fahmy's addition will significantly assist with managing our growing workload. She specializes in international and visual communication areas.

In November our 2011 symposium, "The Community Structure Model: Innovations in Exploring the Impact of Society on Media," edited

by John Pollock, will be published. It features five symposium papers. Also in the issue are several manuscripts submitted through the traditional process, making it a very full issue.

Authors interested in submitting a manuscript to MCS can do so at <http://mc.manuscriptcentral.com/mcas>. All content should be under 9,000 words and 30 pages. This includes tables, notes, and references.

MCS members interested in reviewing, who have completed their Ph.D and have successfully published in peer-reviewed journals, should send their vita to the editor at sdperry@ilstu.edu, or to the new MCS editorial liaison, Jordan Goebig, for further consideration.

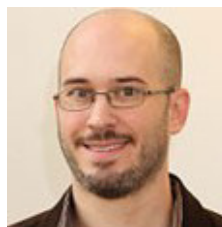
Begin Thinking About MC&S Promising Professor and Distinguished Educator Applications



JOANN WONG
INDIANA UNIVERSITY
TEACHING CO-CHAIR

Once again, MC&S Division honored teaching excellence at this year's annual conference with winners sharing tips and techniques with the AEJMC community.

Although it's early, we want to encourage you to submit an application for next year's preparing future faculty competition. The



JAY HMIELOWSKI
YALE UNIVERSITY
TEACHING CO-CHAIR

faculty awards are open to anyone with a maximum of five years teaching experience.

The graduate student awards are open to anyone who has independently taught one course during graduate school.

The division now honors three winners in each category at

the Promising Professors and Distinguished Educator Workshop and provides them with a cash award.

We will also be looking for nominations for the Distinguished Educator Award, which recognizes significant contributions to pedagogy in the field of communication.

Submission deadlines for all three categories are typically in late March or early April.

We will provide additional information on these awards in the winter issue of the newsletter and the MC&S Division's website.

On page 7 see who won the 2011 MC&S Promising Professor and Distinguished Educator Awards.

Amounts Increased for 2011 MC&S Awards



JENNIFER KOWALEWSKI
TEXAS CHRISTIAN UNIVERSITY
AWARDS CO-CHAIR

Greetings! We hope everyone is enjoying the fall semester.

The Mass Communication & Society Division has made great strides in assisting members with research, as well as giving credit to promising professors. At our annual meeting in St. Louis, members of



KEVIN WILLIAMS
MISSISSIPPI STATE
UNIVERSITY
AWARDS CO-CHAIR

the division not only increased the dollar amount given out for several awards, we approved a new award: The Top Dissertation Award. Graduate students working on their dissertation could apply for an award of \$3,000 to help offset the cost of their research.

We also increased the Research Award to \$10,000 to assist graduate students and faculty with their research. The division recently increased the dollar amount awarded at the national conference for Top Student Papers, now matching the amount awarded in the Open Division.

The division strongly encourages all of its members to apply for awards within our division.

We will have more information in the next newsletter about each award, including how to submit. In the meantime, think about how we, as a division, can help you with your research.

PF&R Wants Suggestions for Chicago

JANET BRIDGES
SAM HOUSTON STATE
UNIVERSITY
PF&R CO-CHAIR

JOE CUTBIRTH
UNIVERSITY OF VIRGINIA
PF&R CO-CHAIR

The AEJMC Professional Freedom and Responsibility obligation has not changed much over time. AEJMC identifies five components of PF&R:

- 1) Free Expression
- 2) Ethics
- 3) Media Criticism & Accountability

- 4) Racial, Gender & Cultural Inclusiveness, and
- 5) Public Service

As we start planning for the Chicago convention, we will want to schedule sessions that meet these

PF&R Cont. on page 6

MC&S to Increase Graduate Student Involvement

Hello fellow graduate students!

The Mass Communication and Society Division wants to increase graduate student involvement. This is great news for us! Participation within a division provides valuable network opportunities.

Conferences are a great environment to introduce yourself, but division participation is where you can really build and foster long-lasting professional relationships that are crucial for future careers.

For these reasons, we want



MELANIE SARGE
OHIO STATE UNIVERSITY
GRADUATE STUDENT LIASON

to discover new ways to catch the interest of graduate students. We are calling on you to let us know what more MC&S can do to help you.



EDSON TANDOC
UNIVERSITY OF MISSOURI
GRADUATE STUDENT LIASON

What would increase your desire to participate?

Please email suggestions to ectandoc@mail.missouri.edu and sarge.2@osu.edu.

Minutes: August 2011 Business Meeting

Chair Francesca Carpentier called the meeting to order at 7 p.m. Friday, August 12, 2011.

Opening remarks by Francesca discussed how we are the second largest division at AEJMC. Have lost membership but AEJMC has lost membership overall. Also, we may have lost some members to two new interest groups: sports and political communication.

1. Announcements from Division Head, Carpentier:

Division budget is very strong and we are seeking the following changes:

- a) Reduce grad student membership rate from \$14 to \$10.
- b) Create a new Dissertation Grant of \$3000.
- c) Increase the \$5000 Research Award to \$10,000.
- d) Raise the awards for student paper competitions.
- e) Add a \$5000 expense budget for the journal editor. Plus \$7000 support for grad assistant.
- f) Buy up to 150 additional journal pages per year.

The MC&S Division is looking to spend about \$22,000 but have more money available in the surplus (expenditures will not cripple division).

2. Voting on New Business:

a) *Decrease the graduate student rate.*

Rate would drop from \$14 to \$10.

Diana Martinelli made motion and Stephen Perry seconded. Motion passed.

b) *Top Dissertation Award of \$3000.*

Submission would include a 10-page summary of dissertation. Must submit letter of support from the dissertation chair. Winners must submit to MC&S within 2 yrs (journal has first right of refusal). Winners receive half of award given upfront, half upon submission. Need to form a committee to review proposals. Vincent Cicchirillo volunteered to serve on dissertation awards committee.

Stephen Perry made motion and Diana Martinelli seconded. Motion passed.

c) *Raising amount of MC&S research award to \$10,000.*

Proposed change to bylaws (comes from journal budget).

Kevin Williams motioned and Jensen Moore seconded. Motion passed.

d) *Raising the awards for student paper competitions.*

Want amounts to match with open competitions.

Diane Martinelli motioned and Stephen Perry seconded. Motion passed.

e) *Adding \$5,000 to budget for journal editor.*

Proposed changes to bylaws.

Jennifer Kowalewski motioned Vincent Cicchirillo seconded. Motion passed.

f) *Add \$7,000 to help support a graduate assistant.*

Minutes continued on page 7

PF&R continued from page 5

components.

The division can schedule panels, programs, research sessions, specific activities and interactions with professionals, either on or off site, and/or visits to relevant sites.

AEJMC encourages interaction with professionals. Last year in St. Louis we visited Anheuser-Busch to learn about their program to discourage underage drinking.

We also partnered with two research panels, one on ethics in sports coverage and the other in media framing of Muslims and Islam.

A research PF&R panel was scheduled during the midwinter meeting.

Now we are asking you to share your ideas for places to visit during the Chicago conference. Examples: A lot is already going on in politics and even more will be coming up by August.

Chicago has a good choice of media. And for those of you who know the Windy City, we can use your suggestions for other areas.

Please send your suggestions to Janet Bridges (jabridges@shsu.edu) or Joe Cutbirth (jhc9m@eservices.virginia.edu).

Minutes continued from page 6

Vote on permanent change next year to come from journal editor.

Vincent Cicchirillo motioned and Jennifer Kowalewski seconded. Motion passed.

g) Paying for up to 150 additional journal pages when needed (yearly).

Proposed bylaws addition comes from journal budget.

Jensen Moore motioned and Lisa Weidman seconded. Motion passed.

3. Final Thoughts from the Head:

How can we increase awareness of our offerings?

*63% of those surveyed did not know graduate students were eligible for research award.

*42% not know about Moeller.

*51% were unaware of the Promising professors awards for graduate students.

We can always use more nominations/submissions for all of our awards.

4. Voting on Possible locations for 2015 AEJMC Conference:

- a) Desert Springs, CA (Palm Springs)
3 votes cast
- b) Las Vegas
9 votes cast
- c) San Diego
0 votes cast
- d) San Francisco
11 votes cast

5. Research Report:

Overall, the research committee experienced a good year.

* 141 individual paper submissions (8% of AEJMC total).

*89 papers were programmed (60% acceptance rate).

*90 people volunteered to review papers.

6. MC&S Award Presentations:

Open Competition

1st: Hye-Jin Paek, Hyegy Lee and Thomas Hove, Michigan State.

2nd: Brendan Watson and Daniel Riffe, North Carolina at Chapel Hill.

3rd: Ashley Anderson, Peter Ladwig, Dominique Brossard, Dietram Scheufele and Michael Xenos, Wisconsin-Madison.

Honorable Mention:

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

Student Competition

1st: Jason Martin, Indiana.

2nd: Leticia Bode, Emily Vraga, Magda Konieczna, Michael Mirer, German Alwarz and Courtney Johnson, Wisconsin-Madison.

3rd: Jennifer Hoewe, Pennsylvania State & Brian J. Bowe, Michigan State.

Honorable Mention:

Kathleen Kuehn, Pennsylvania State.

Moeller Competition

1st: S. Mo Jang, Michigan.

2nd: Jiyong Chae, New York.

3rd: Jennifer Braddock, Florida.

Honorable Mention:

JungHwan Yang, Nathan Hebert, Chia-chen Yang, MinWoo Kwon and Stephanie Hartwig, Wisconsin-Madison.

Research Award

1st: Homero Gil de Zúñiga and Sebastian Valenzuela, University of Texas at Austin.

2nd: Sara Magee, Loyola University of Maryland & Jensen Moore, West Virginia University.

7. Teaching Report:

Very impressive year, with 4 of the 12 division sessions focus on teaching.

The Promising Professor award continues to recognize innovation and excellence in teaching. This year's winners were:

Faculty Category:

1st: Brad Lowe, Texas at Austin.

2nd: Porismita Borah, Maryville.

3rd: Marcus Messner, Virginia Commonwealth.

Graduate Student Category:

1st: C. Temple Northrup, North Carolina at Chapel Hill.

Business continued on page 8

Business continued from page 7

2nd: Michelle K. Dangiuro-Baker, Pennsylvania State.

3rd: Jay Hmielowski, Ohio State.

The Distinguished Educator is our highest honor for teaching excellence and mentorship.

This year's recipient is:

Diana K. Martinelli, West Virginia University.

8. Professional Freedom and Responsibility Report

Two of the 12 division sessions focus on PF&R. We made ties with Sports Communication and Religion groups.

As part of our conference activities, 31 people attended the Anheuser-Busch Talk & Tour.

This year's Edward Traves Service Award recipient is:

Janet Bridges, Sam Houston State University.

9. Midwinter Conference Report:

At the 2010 Midwinter conference we had 25 research papers submitted. 17 papers accepted (68% acceptance rate), 15 were presented. Presenters were 10 doctoral students, 1 masters student and 11 professors.

10. Other highlights:

At this year's conference we had:

* Panel on the job hunt.

* PF&R panel.

* Teaching panel.

We had a paper or panel slated for every time slot. Attendance at each presentation ranged from 11 to 17 people. Two sessions had at least 17 people in attendance.

10. MC&S Journal Report:

In the last year we have had 216 submissions to journal. Our acceptance rate is 18.4 percent and we are publishing 6 issues per year.

The journal's new budget, \$76,000, is higher than last year with \$60,000 money up front with new contract (\$250,000).

Our impact factor with ISI came in 20th out of 67 journals (1.085 impact factor).

We have a backlog for 1 year (25 articles) and we would like to get our backlog down to 6 months.

We are currently the top rated AE-JMC journal.

11. Vice Head Report:

Announcement and voting on new officers (see last page of newsletter for new officer information).

We have created a committee on social media. We currently have a Facebook page and are in the process of creating a Twitter account (members of the social media committee are on the last page of the newsletter).

Diane Martinelli motioned and Brad Love second to accept the slate of new officers. Motion passed.

12. Discussions regarding new Editor-in-Chief for MC&S journal:

Ran Wei, who is currently associate editor of MC&S, is running for the position. Wei currently serves on five editorial boards, has been asked to review for 20 additional journals, and is an accomplished scholar in his own right.

During interview Ran Wei expressed the following goals for the journal:

- Expand editorial board.
- Publish more new media papers (eg., special issues).
- Promote issue to others.

Stephen Perry gives him a ringing endorsement for editor of journal.

New editor begins officially in 2014. Backlog necessitates the new editor beginning to review as early as January 2012 so that the first issue in 2014 is filled by the new editor. Bylaws state this person would begin duties one year prior to appointment. Editor's term is 3 years, with the possibility of one additional consecutive term.

13. Tabled for further discussion:

Masters thesis grant of at least \$1500.

14. Goals for the 2011-2012 Year:

- Continue open and active communication.
- Establish funding opportunities for research.
- Create funding opportunities for teaching and PF&R.

Meeting adorned at 8:29 p.m.

2011 AEJMC Awards

1st Place Winners in Research, Teaching & Service



Research Award: Digital Democracy as Social Experience: Understanding How Social Media is Shaping Today's Civil Society. Homero Gil de Zúñiga and Sebastian Valenzuela, University of Texas at Austin.



1st Place in Open Competition: Cultural Influence in Differential Normative Mechanisms: A Cross-National Study of Antismoking PSA Effectiveness. Hye-Jin Paek, Hye-gyu Lee and Thomas Hove, Michigan State.



1st Place in Student Competition: Understanding the Internet's Impact on International Knowledge and Engagement: News Attention, Social Media Use, and the 2010 Haitian Earthquake. Jason Martin, Indiana.



1st Place in Moeller Competition: The Rise of Specialists, The Fall of Generalists. S. Mo Jang, Michigan.



Faculty Promising Professor: Brad Love, Texas at Austin.



Graduate Student Promising Professor: C. Temple Northup, North Carolina at Chapel Hill.



Distinguished Educator: Diana K. Martinelli, West Virginia University.



Edward Traves Service Award: Janet Bridges, Sam Houston State University.

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This newsletter and other MC&S Division information can be found online at: www.aejmc-mcs.org