

Division Sets Five Goals as AEJMC Centennial Celebration Continues in Washington, D.C.



BU ZHONG
PENNSYLVANIA STATE UNIVERSITY
DIVISION HEAD

As the division head, I feel thrilled to start another great year with all of you after the memorable AEJMC centennial conference in Chicago. First and foremost, my sincere thanks go to paper reviewers, award judges, moderators, discussants, and officers for making the 2012 conference a success.

As the AEJMC Centennial Celebration continues in Washington, D.C., I like to share our division's five major goals in the coming year with all of you.

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, Facebook and Twitter to engage existing and potential MCS members.

Goal 2. Continue the MCS support for research with practical implication. Set re-

search fund for symposium on special topics (e.g., social media and social change, community pluralism, health informatics, etc.), and connect symposium with the MCS journal for special issues.

Goal 3. Increase division membership and judges for referred papers. As one of the largest AEJMC divisions, the MCS will continue its effort to enlarge its membership, and increase participation from diverse groups from the executive board, to panelists, moderators and discussants, in particular, judges for the refereed papers.

Goal 4. Continue bringing new voices and topics into our programming. By doing this, we want to make sure graduate students, faculty and scholars feel welcomed by the division.

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.

2013 AEJMC is Coming...

Location:
Washington, DC



Hotel:
The Renaissance Hotel

Time:
August 8-11, 2013

We look forward to seeing all of you there!

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First Stages of Planning 2013 AEJMC Conference Underway



LISA PAULIN
NORTH CAROLINA CENTRAL
UNIVERSITY
VICE-HEAD &
PROGRAMMING CHAIR

While some of your papers for the next AEJMC Conference are still in the beginning phase, panel proposal season is in full swing. We hope that you all received the call for panel ideas through our listserv or our Facebook page. Co-sponsored panels make up an important part of the conference and they don't happen without active participation from our members.

Panels may focus any of the three areas of concern for our organization: teaching, research, or professional freedom & responsibility.



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



GANG (KEVIN) HAN
IOWA STATE UNIVERSITY
AWARD CO-CHAIR

Our division has a history of sponsoring several popular recurring panels such as the Promising Professor and Distinguished Educator session, co-sponsored with the Graduate Student Interest Group.

Not everyone knows what happens once panel proposals come in. In fact, several people who sent in ideas are already asking me if their panel has been selected. So, in the spirit of transparency, I'd like to take the opportunity to demystify the process. I had hoped to receive all panel proposals by Oct. 25. After they all come in, they have to be formatted according to the head office specifications. All forms are due at the head office on Nov. 1.

Felicia Greenlee Brown at AEJMC's head office then compiles all proposals from all divisions and interest groups. The massive pdf document is sent to all vice-heads and heads by Nov. 15 and the negotiations begin. Since we request that panel proposals include possible co-sponsors, between the time we receive the document and the "December meeting", we spend the

time negotiating to decide which panels we want to program and which divisions and interest groups will work together to sponsor them.

At the December planning meeting – this year on Nov. 30 and Dec. 1 in Dallas, we make final negotiations and decisions culminating with the famous (or infamous) chip auction.

Each division receives six chips and interest group gets three. The divisions only pay a half chip for their first three sole-sponsored refereed paper research sessions (1.5 chips total), then the remaining types of sessions cost one half to a complete chip. When you co-sponsor, you pay a half chip and the co-sponsoring division or interest group pays the other half. Days and times of all conference activities are also decided at this meeting.

If all goes well, members who submitted panel ideas should hear back from me before the December vacation break concerning whether we were able to program the panel.

MC&S Recognizes Teaching, Research, and Service in a Variety of Awards

Greetings! We hope everyone is enjoying a wonderful and productive fall semester. We are happy that our large and increasing member base has allowed us to give out such a large number of awards. Mass Communication & Society division has now more awards than ever that recognize excellence in teaching, research, and service. Under the teaching category, we have two awards: Promising Professors Awards and Distinguished Educator Awards. Under research, we have Mass Communication & Society Research Award, Top Dissertation Awards, and, of course, Top Conference Papers (open category, student paper, Moeller student paper).

Under the service category, we have Traves Service Award. We will have more details about each award, including when and how to submit applications. We strongly encourage all of our members to apply for awards within our division. Also, let us know if you have an idea of how our awards can better assist you with your teaching, research, and service.

PF&R Committee: Planning Activities



JENNIFER KOWALEWSKI
TEXAS CHRISTIAN UNIVERSITY
PF&R Co-CHAIR

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

AEJMC's Professional Freedom & Responsibility (PF&R) area supports five obligations: Free Expression; Ethics; Media Criticism & Accountability; Racial, Gender & Cultural Inclusiveness; and Public Service. These obligations have been applied in our division's off-site activities as well as in research-based programs during conferences.

The Mass Communication & Society PF&R team is asking for your suggestions for the upcoming DC conference in August. We will be planning at least one off-site PF&R activity and welcome your ideas, especially if you are familiar with the DC area and/or have visited recently. Please send your suggestions to Janet Bridges (jabridges@shsu.edu) or to Jennifer Kowalewski (j.kowalewski@tcu.edu).

Plan Your Research Submissions for the 2013 AEJMC in Washington D.C.



JENSEN MOORE
LOUISIANA STATE UNIVERSITY
RESEARCH COMMITTEE Co-CHAIR



KEVIN WILLIAMS
MISSISSIPPI STATE UNIVERSITY
RESEARCH COMMITTEE Co-CHAIR

After an excellent turnout at the Centennial Conference and Chicago, it's time to plan research submissions for the 2012 AEJMC national conference in Washington, D.C.

The Mass Communication and Society division encourages 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). The division provides 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, are judged together as general papers. However, the top papers in the faculty and student categories are recognized separately.

Submissions to the MC&S division can be on any topic related to mass communication and society. The division accepts research submissions from a variety of theoretical and methodological perspectives and any accepted citation style. Text and supporting documents (appendices, references, tables, etc.) should not exceed 30 double-spaced pages. Papers that have been previously presented or published, are under review for publication, or have been submitted to another AEJMC division will not be accepted. In addition, authors may submit no more than two papers (including co-authored papers) to the division.

Research papers are

judged based on the following:

1. Clarity of purpose;
2. Literature review;
3. Clarity of research method;
4. Appropriateness of research method;
5. Evidence as it relates to purpose of paper;
6. Evidence is clearly presented;
7. Evidence supports conclusions;
8. Writing and organization;
9. Relevance of focus of division;
10. Significance of contribution to the field.

The deadline for MC&S research submissions is April 1, 2012. Last year the MC&S division received 111 faculty paper submissions, 23 student paper submissions, 3 Moeller Competition submissions and programmed 11 panels with 73 papers accepted to diverse research sessions, 40 accepted to poster sessions, 20 accepted to high-density sessions, 8 accepted to referred research sessions and 5 accepted to scholar-to-scholar sessions. We look forward to your submissions and can't wait to see you in Washington, D.C.

Get Ready for the Midwinter Conference



TEMPLE NORTHRUP
UNIVERSITY OF HOUSTON
MIDWINTER CHAIR

Once again, our Division will participate in the Midwinter Conference at the University of Oklahoma's Gaylord College of Journalism and Mass Communication, March 1-2, 2013. For the past two years, our Division has had the

largest presence at the Midwinter Conference and we hope to continue that tradition this year.

The Midwinter Conference provides an intimate setting for presenting papers, ideal for both faculty and graduate students. Because of the relaxed atmosphere, it is an excellent place to network with other scholars in our field. More importantly, papers accepted at this conference can still be submitted to the national conference, which makes it a great way to get initial feedback on a project.

Extended abstracts of 600-800 words indicating a clear sense of relevant literature, research objectives, methodological approach, findings and conclusions should be submitted by NOON on Nov. 30 to Temple Northrup at temple@uh.edu with "midwinter submission" in the subject line. Authors will be notified by mid-January.

For complete instructions and details, please visit the Division's website: <http://aejmc.net/mcs/midwinter.php>.

MC&S Awards Recognize Teaching: The Promising Professors and Distinguished Educator Competitions



JAY HMIELOWSKI
YALE UNIVERSITY
TEACHING COMMITTEE CO-CHAIR

Hello fellow teachers! MC&S would like to reward your hard work, dedication and innovation in the classroom. Please plan to submit an application for MC&S Division's Promising Professors competition. Winning applicants are recognized for their teaching excellence at the AEJMC annual conference in August. This year's outstanding winners were Rita Colistra, Kalen Churcher, and Marcia DiStaso. Each winner provided valuable information about suc-



MELANIE SARGE
OHIO STATE UNIVERSITY
TEACHING COMMITTEE CO-CHAIR

cessful technique about successful techniques they have used in the classroom during our annual teaching panel this past August. We are now in the process of looking for another group of winners for next year's conference in Washington, DC. Awards, which include a cash prize, will be given to the top three faculty and student applicants. Any faculty with five or fewer years teaching experience can apply for the faculty award.

Graduate students who have taught at least one course independently during graduate school can apply for the student award. At this year's conference we also honored John Pollock with the Distinguished Educator Award. Every year we present this award to a faculty member who has made extensive contributions to the field of communication in the areas of teaching. Please acknowledge your favorite professors by nominating them for the Distinguished Educator Award. Applications for all awards should be submitted in early April. Additional information about these awards can be found on the MC&S Division's website and will be provided in the winter newsletter. We look forward to receiving your applications. Best of luck in the classroom this year!

Chicago Annual Meeting's Minutes

Mass Communication & Society Annual Meeting

Chair Seungahn Nah called the meeting to order at 8:30 p.m. Friday, August 10, 2012.

Opening Remarks: Seungahn Nah (Head)

He discussed how we were the largest division at the December 2011 winter meeting. However, as of the 2012 annual meeting, MC&S had 472 members, the second largest division. Our membership has dropped slightly by 2.5 percent from 2011 and 11.7 percent in 2010. However, overall member in AEJMC has dropped in the past few years.

How we compare: MC&S charges members \$24 per year (\$10 for graduate students, which is decrease from \$14 in 2011). Member fees include the flagship journal for our division, Mass Communication and Society.

Division Budget: We remain strong financially. MC&S had a current balance of \$44,677.99 with this year's expenses estimated at \$15,000.

Seughan Nah proposed new expenditures totaling \$15,000 for the division. He proposed the division set up \$5,000 expenditures for Teaching, Research, and PF&R to enable the chairs of these committees to set up workshops or symposiums. Motion was made and the measure passed. MC&S's budget is different from the journal's budget, which is even stronger.

Journal Budget: The current balance for the journal budget was \$301,208.12. The division estimated new expenditures for the journal would include \$2,000 for a new associated editor and \$10,000 for an editorial assistant. These measures were discussed later in the meeting by Stephen Perry, the editor-in-chief of the journal.

Research Report: Sei-Hill Kim & Lucy Atkinson (Research Chairs) 149 individual paper submissions (8.3% of AEJMC total); 73 papers were programmed (48.9% acceptance rate); 106 people volunteered to review papers.

Awards:

Open Competitions-

1st: Lauren Bratslavsky, Harsha Gangadharbatla, and Darshan Sawantdesai, Univeristy of Oregon

2nd: Mihee Kim and Ronald Yaros, University of Maryland

3rd: Maria Len-Rios, Manu Bhandari, and Yulia Medvedeva, University of Missouri

Honorable Mention: Chang-Dae Ham, University of Illinois, and Joonghwa Lee, Middle Tennessee State University

Student Competitions-

1st: Laras Sekarasih, University of Massachusetts Amherst

2nd: Edson Tandoc and Jonathan Peters, University of Missouri

3rd: Elia Powers and Michael Kolliska, University of Maryland

Honorable Mention: Edson Tandoc and Patrick Ferrucci, University of Missouri

Teaching Report:

Jay Hmielowski W. & Joann Wong (Teaching Chairs)

3 of the division sessions at AEJMC focused on teaching.

Developed a syllabus and assignment exchange for mass communication oriented classes on the division's website (with assistance from webmaster Robert Zuercher). Division members can submit syllabi to be posted on our website. Classes with syllabi submitted could include Mass Communication & Society, Media Effects, History of Mass Communication.

Promising Professor:

1st: Rita Colistra, West Virginia University

2nd: Kalen M.A. Churcher, Niagara University

3rd: Marcia Watson DiStaso, Pennsylvania State University

Distinguished Educator:

John C. Pollock, The College of New Jersey

1. Has helped more than 100 student research teams

2. Named "Adviser of the Year" for Lambda Pi Eta's Thomas A Veenendall Award for NCA

3. Given the "Mentoring Student Research" award at The College of New Jersey

Professional Freedom and Responsibility Report: Janet Bridges & Namkee Park (PF&R Chairs)

3 of the 12 division sessions focus on PF&R. Made ties with Religion and Media Interest Group and Entertainment Studies Interest Group. No winner for the Edward Trays Award.

Chicago Annual Meeting's Minutes (cont.)

Midwinter Conference Report: Lisa Paulin-Cid & Temple Northup (Midwinter Chairs)

36 research papers submitted. 29 papers accepted (81% acceptance rate). We had a paper or panel slated for every time slot. Attendance ranged from 11 to 19 people.

Mass Communication and Society journal report: Stephen Perry (Editor-in-Chief)

260 submission to journal this year. 15.3 percent acceptance rate. Included a special Olympic issue published in 2012 and a second special Olympic issue slated for 2013.

By-law Changes: Stephen Perry indicated the journal needed by-law changes needed by laws to increase the number of Associate Editors from three to four. Perry also indicated a stipend for the editor-elect. Perry also proposed by-law changes to provide financial support for an editorial assistant. Three by-law changes were proposed. All changes indicated in bold.

Section 9: The journal editor may appoint up to **four** Associate Editors to serve concurrently, who will each be paid an annual stipend of \$2,000 from journal funds after satisfactorily performing their assigned duties through submission of proof copy edits to the publisher for an entire volume of the journal. Associate Editors who serve less than a full year may have their stipend prorated based on the proportion of issues in the volume that were completed during their time of service. **The Editor-Elect may also receive a \$2500 stipend for the year served in advance of publishing his or her first issues and receiving support from the publisher.**

Section 11: The MCS Journal fund will provide financial support for a student to serve as the editorial assistant at the editor's home institution. Financial support of the lesser of \$10,000 or the actual financial remuneration paid to the student at the institution's normal stipend rate (or hourly rate if not paid by stipend insofar as any offer is consistent with the student's home college/university regulations and/or student employee union rules or guidelines) will be provided to the host school or department. If the assistant's time is divided between the journal and other duties, the payment from the Journal funds will correspond with the percentage of the student's stipend funded work that is devoted to the journal (e.g. \$15,000 stipend * 50% work for journal = \$7500 support). Amount of stipend to be reviewed upon an editor's election.

Section 12: Transition between an outgoing editor and a newly elected editor may require dual support for editorial expenses and journal assistants. Therefore, expenses may be paid for support of both editors and their student assistants for a period not to exceed six months or one academic term as applicable. Affected expenses are listed in Sections 6 and 11 of Article IX. Motion made to approve by-law changes. Measures passed.

Donation to the 100 year campaign: Jennifer Greer (Past Division Head)

Because of the financial stability of our division, especially our journal, Jennifer Greer, who serves on the board of AEJMC approached the division about making a donation to AEJMC's 100 year campaign.

She proposed the division donate \$50,000 to the campaign from the journal's budget. Journal Editor-in-chief Stephen Perry discussed how the journal budget's reserves continue to grow. Even with the donation to AEJMC, the journal would still have more than \$200,000 in reserves. Greer indicated the donation would help support the campaign, while giving back to our national organization. Discussions included what the money would be earmarked for, as well as the particulars of the 100 year campaign. Decision was made to allow the executive committee of the division to oversee the possibility of donating up to \$50,000 to AEJMC's 100 year campaign. Discussion included whether the division should challenge other divisions and interest groups as well as individuals to donate to the 100 year campaign as well. The motion passed to give the division officers authority to contribute up to \$50,000, allowing them to discuss with the Capital Campaign committee how we might use that donation to stimulate further giving from other individuals or interest groups, perhaps using our donation for contribution matching.

Dissertation Award: Seungahn Nah (Division Head)

First division dissertation award: William T. "Kelly" Kaufhold, Texas Tech University, who received his Ph.D. from the University of Texas, Austin

Vice Head Report: Bu Zhong, (Vice-Head)

Announcement of new officers

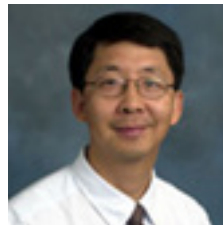
(Minutes done by Jennifer Kowalewski)

Editorial Board Members Change and Special Call Deadline's Approaching



STEVE PERRY
ILLINOIS STATE UNIVERSITY
EDITOR IN CHIEF
MASS COMMUNICATION AND
SOCIETY

The division's journal continues to push for great scholarship. While Stephen Perry continues to manage research submissions received during the summer or before and to publish upcoming issues of the journal through 2013, Ran Wei, the Editor-Elect, is handling all new manuscript submissions. He emphasizes the need for theoretical focus for all new submissions.



RAN WEI
UNIVERSITY OF SOUTH CAROLINA
ELECTED EDITOR IN CHIEF
MASS COMMUNICATION AND
SOCIETY

Concurrent with the change of editorship of the journal, some changes of the editorial board are also underway. Half a dozen members left the board for personal or other reasons. A total of 16 new members were invited to join the board based on their outstanding review records for the journal. The lineup of the new board will be available on the journal site shortly. Dr. Wei said that he is very pleased with the strength added to the board. He

will keep adding new members as he sees the fit of reliable reviewers and the growing need of the journal.

This year, MCS reported an acceptance rate of 15.3%. We had 260 original manuscripts submitted last year, and we are currently about 20 submissions ahead of last year's pace. Adding to that total should be an influx of manuscripts about the 2012 Olympics. MCS has issued a special call for papers on the 2012 London Olympics focusing on the blurring of the lines between producers and consumers of the Olympic spectacle in the new media landscape. Manuscripts must be submitted by January 2, 2013. Another special call that needs your attention during the election season is the 2014 special call for papers on entertainment, media, and politics. For more information about the topics and the submission process visit the special calls link at www.aejmc.net/mcs.

Introducing Our New Graduate Student Liaisons



ALYSSA APPELMAN
PENNSYLVANIA STATE UNIVERSITY
GRADUATE STUDENT LIASON

We are the Mass Communication and Society division's new graduate liaisons, and we are excited to be serving you this year.

Graduate students can get involved in the division by: (1) joining the division at a reduced rate,



WOOHYUN YOO
UNIVERSITY OF WISCONSIN-MADISON
GRADUATE STUDENT LIASON

(2) submitting papers to the division for the midwinter and annual conferences, and (3) applying for the division's Promising Professors Award and Dissertation Award.

If you are a graduate student (or a professor who works with

graduate students), feel free to visit <http://aejmc.net/mcs/graduate.php> for more information.

We hope you will be in touch, and we look forward to a great year.

Alyssa Appelman,
Pennsylvania State University,
aja222@psu.edu

Woohyun Yoo,
University of Wisconsin-Madison,
wyo03@wisc.edu

Follow Our Social Media Updates to Stay Connected with MC&S



JACK KARLIS
UNIVERSITY OF
SOUTH CAROLINA
SOCIAL MEDIA
COMMITTEE CO-CHAIR

The Mass Communication and Society division uses Facebook, Twitter, and LinkedIn. Members are encouraged to join and participate.

To join the Facebook group, search for AEJMC Mass Communication & Society Division; to follow Twitter, search for AEJMC_MCS; to connect via LinkedIn, search for AEJMC Mass Communication and Society. Facebook and Twitter are platforms that we use to distribute research and teaching knowledge relevant to our division, to provide a space for members interested in discussing and helping colleagues with research and teaching, and to provide logistical information pertinent to the division and AEJMC. LinkedIn is a platform where division members can connect on a more professional level. It is an excellent networking tool that aggregates academics, professionals, and others.



BENJAMIN LAPOE
LOUISIANA STATE UNIVERSITY
SOCIAL MEDIA
COMMITTEE CO-CHAIR

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