

## Torch of Distinction or Torch of Distortion?

Press Freedom, Responsibility and the Olympics in China

By **Jennifer Fleming**

*California State University, Long Beach  
Professional Freedom & Responsibility Co-chair*

It was a scene rarely seen or heard these days on college campuses—protest!

This protest, however, wasn't about California Governor Arnold Schwarzenegger's looming across-the-state budget cuts to education. It wasn't about the Iraq war either. It *seemed* to be about the Olympics in China this summer.

A group of cyclists ended their tour-for-Tibetan-freedom at UCLA to gather support for their cause. But, Chinese nationals, some of them UCLA students, other community members and friends, far outnumbered those supporting the cyclists.

"Liar! Liar! Liar!" the roughly 50 Chinese nationals and their supporters chanted, as a pro-Tibetan cyclist in spandex shorts spoke in front of a larger-than-life Tibetan flag.

I was so piqued by the protestors' passion that I had to stop, listen and ask myself what they were really angry about. Who wouldn't want a free Tibet, I thought? And, most importantly, who was lying? It quickly became clear the Chinese nationals had greater respect for the cyclists than the western news media, CNN especially.

Several Olympics-in-China supporters were passing out flyers, pointing the concerned or just plain curious in the crowd to the website, [www.anti-cnn.com](http://www.anti-cnn.com). The name says it all. They felt as though they were getting blind-sided

SEE "TIBET," P. 2

### HEAD NOTE

"Transformation" is the timely theme of this year's annual convention in Chicago. It's a time of rapid change for media industries and audiences, and a time of reflection and change for AEJMC. A new strategic plan will be presented for the association's consideration—the culmination of nearly two years of effort. As part of that process, our association president, Charles Self, has asked each division to reflect on the state of our field or discipline.



**Diana Knott  
Martinelli, West  
Virginia, Head**

As part of that charge, I developed a membership survey and convened a panel at the Midwinter Conference that was cosponsored by the Visual Communication and Media Management and Economics divisions. It included high-level Pittsburgh-area media professionals and highly regarded, innovative educators. The panelists challenged academics and professionals alike to support and share practical research efforts to help media industries adapt, lead and produce news products that are credible, valuable and profitable. That sentiment was probably the strongest theme that surfaced in the online membership survey as well.

SEE "HEAD NOTE," P. 3

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# Tibet... CONTINUED FROM P. 1

by a biased press they claimed distorted the recent riots in Tibet and favored the protestors who chased the Olympic torch out of several countries during the flame's traditional round-the-world tour.

According to the website, the purpose of anti-cnn.com is "...to expose the lies and distortions in the western media. The site is maintained by volunteers, who are not associated with any government officials. We are not against the western media, but against the lies and fabricated stories in the media. We are not against the western people, but against the prejudice from the western society."

There are numerous images and excerpts from American, German, Canadian, French and British news media posted to help support anti-cnn.com's claim that the western news media lie or, at the very least, are often inaccurate when it comes to stories about China. For example, one image from a Fox News story implied that a group of police dragging a protestor away were Chinese; anti-cnn.com claims the police were Indian. Another "lie"



is a photograph of an ambulance from a BBC news story, yet the cutline reads, "There is a heavy military presence in Lhasa."

Do these anti-cnn.com "volunteers" have a point? Are western news media lying?

Western news media, U.S. news media in particular, have a long, well-researched tradition of marginalizing protestors, their tactics and their messages. This framing phenomenon is known as the protest paradigm (Dardis, 2006; Brasted, 2005; Entman, 2004; McLeod & Detenber, 1999). However, in the case of the Olympic torch relay and many other China-related stories, the inverse of

the protest paradigm seems to be the case, which raises issues of not only professional freedom and responsibility of news media professionals, but of ethnocentrism and perhaps racism, as well.

According to protest paradigm, it is protestors—those standing up to the powerful—who are marginalized in media. That doesn't seem to be the case when it comes to stories about China, the Olympics and Tibet, as seen in a Montreal Gazette op/ed piece:

To the protesters, we'd like to say: Good work. You have done a service to Tibet, Darfur, and Chinese dissidents alike, by puncturing the absurd rhetoric about the Olympics being above politics. Of course they're not, and perhaps never have been (A20).

From Tibet to the Olympic torch relay to lead paint in toys, it seems China is increasingly demonized in western media, throwing the protest paradigm into a tailspin. Many say the Olympics may be the only opportunity for the world community to hold China accountable for its human rights record and they may be right. »

## PF&R Panels in Chicago

We have a lot going on with PF&R (Professional Freedom and Responsibility) at the 2008 annual convention. Check out these sessions:

### WEDNESDAY Aug. 6, 2008

5–6:30 p.m.

*Online and Offline Social Networking: Contexts and Applications in the Academy* Co-Sponsored Panel with International Communication Division

### THURSDAY Aug. 7, 2008

3:15–4:45 p.m.

*Contributions of James Carey to the Study of Media and Religion* Co-Sponsored Panel with Media and Religion Interest Group

### FRIDAY Aug. 8, 2008

3:30–5 p.m.

*Confronting the "Hush, Hush" of Online Doctoral Programs: Discussing an Escalating 21st Century Paradigm* Co-Sponsored Panel with Public Relations Division

5:15–6:45 p.m.

*Solving the Childhood Obesity Epidemic: The Roles of Advertising Regulation and Self-Regulation* Co-Sponsored Panel with Law & Policy Division

### SATURDAY Aug. 9, 2008

8:15–9:45 a.m.

*Challenges of Reporting on Religion in Mass Media: Balancing Accuracy, Representation, and Awareness of Potential Effects* Co-Sponsored Panel with Religion & Media Interest Group

10–11:30 a.m.

*Product Placement in Entertainment Media: Entertainment or Advertainment?* Co-Sponsored Panel with Entertainment Studies Interest Group

Yet, free, factual and fair media are part of what make democracies different from communist or totalitarian states.

When the media herd rushes to judgment, trips over the truth and fails to present the other side adequately, fairly, accurately or not at all, the Chinese might be the ones who start to question the value of a free and responsible press. A friend recently wrote, "The distortion of the media like CNN, BBC and some French made me uncomfortable. They stained the western democratic images . . . I love democracy, but I reject it if it is like this."

The world's media eyes may be on the Olympics in China this summer, but it seems just as many eyes will be looking in the other direction to see how responsible "free" western media cover the games and their country.

#### References

- Brasted, M. (2005) Framing Protest: The Chicago Tribune and the New York Times during the 1968 Democratic Convention, *Atlantic Journal of Communication* 13(1): 1–25.
- Dardis, F. E. (2006). Military Accord, Media Discord: A Cross-national Comparison of UK vs. US Press Coverage of Iraq War Protest. *International Communication Gazette* 68 (5/6), 409-426.
- Entman, R. M. (2004). Projections of Power: Framing News, Public Opinion and U.S. Foreign Policy. Chicago: The University of Chicago Press
- McLeod, D. M. and B. H. Detenber (1999) Framing Effects of Television News Coverage of Social Protest, *Journal of Communication* 49(3): 3–23.
- Montreal Gazette, (2008, April 10). Torch-relay protests are a lesson in democracy A20.

*Pittsburgh Post Gazette* manager Tom O'Boyle noted at the conference that people now search for news at will instead of subscribing or attending to it only when it's available. This creates a challenge for traditional print and broadcast media to keep their Web sites current 24/7, and KDKA-TV producer Anne Linaberger said their five-person Web staff was expected to break news online. They said that although advertisers are beginning to switch to online tactics, these "new" advertising dollars are not yet matching the "old" (traditional media) ad revenues, creating financial pressures in mass media industries.

Former MC&S division head Dane Claussen pointed out that perhaps traditional media should look at other industries, such as utility companies and grocery stores, where profit margins have traditionally been much smaller, as well as re-examine their products in terms of audience tastes and needs, economic models and profit expectations. One major educational shortfall is the lack of media management and economic courses and textbooks, he said.

O'Boyle and Linaberger predicted niche audiences and "boutique products" would replace the mass reach and media of yesteryear, and many survey respondents agreed. Larry Dailey, Reynolds Chair in Media Technology at the University of Reno, asked the audience to consider if photography is in trouble because we no longer use film. He noted the industry has not traditionally needed research and development, but today it does. "Are we going to be Kodak [as educators and practitioners] and continue to invent film?" he asked.

A former award-winning journalist turned academic, Bonnie Stewart said that journalism job postings of two years ago indicated that multimedia skills were "a plus," but today they're part of the skill set required by newspaper companies. Our survey respondents indicated this type of cross-platform training was a challenge, especially when striving to maintain traditional journalism standards and academic rigor in an era of compromised quality and credibility. The idea

of sharing successful teaching modules and successful/unsuccessful curriculum components was mentioned by several division members in the survey. Other respondents urged that we not be hurriedly reactive, but thoughtful and deliberate about the kind of educational and societal futures we want to build.

In short, both panelists and survey respondents believed supporting more applied research and communicating more often with media professionals, government officials and society at large (via AEJMC, lobbying, conferences, professional and academic training) was vital for our professions. Many believed that teaching students basic communication principles and critical thinking, writing, ethics and theoretical skills will best serve them and society in the long term, regardless of how technology evolves.

More than one survey respondent indicated that we, like many in the mass media industry, are resistant to change, and one person urged us to "model the kind of innovative, flexible, entrepreneurial attitude, intelligence and imagination they [our students] will need to succeed." Others also encouraged educators to embrace new theoretical models and creative communication possibilities.

Nearly 140 MC&S Division members responded to the survey, which was posted last November, for about a 23% response rate. This rate was nearly identical to our division's response to the AEJMC online survey conducted in May and June 2007. The survey results can be found online at [www.aejmc.net/mcs/](http://www.aejmc.net/mcs/) (under "News and Updates") and at AEJMC's Web site by clicking "About"; "Strategic Plan"; and "Environmental Scan Summary Report," respectively.

An expanded summary of panel and survey results will be included in a report to President Self within the next few weeks and will be made available to members via our Web site.

Thanks so much to all who participated. If you'd like more information, contact me at [Diana.Martinelli@mail.wvu.edu](mailto:Diana.Martinelli@mail.wvu.edu).

# AEJMC 2008 National CONVENTION CHICAGO

## MC&S SCHEDULE

### TUESDAY Aug. 5, 2008

**1:00 to 5:00 p.m.**  
PRE-CONFERENCE  
WORKSHOP (See p. 8.)

#### Teaching Sports Communication Courses: A Roundtable for Educators

Moderators: Marie Hardin & Malcolm Moran, Penn State

- *The changing media landscape and what it means for sports-journalism educators* Dan McGrath, Chicago Tribune; George Solomon, Maryland; Scott Reinardy, Kansas
- *Teaching skills and special-topics classes: Strategies and issues* Brad Shultz, Mississippi; Mike Conklin, DePaul; Lisa Burns, Quinnipiac
- *Taking it from a single class to a program: What it takes* Marc Krein & Tom Weir, OSU; Ron Thomas, Morehouse; Douglas Anderson, Penn State

**5:30 to 7:30 p.m.**  
PRE-CONFERENCE WORKSHOP CO-SPONSORED WITH COMMUNICATION TECHNOLOGY DIVISION (See p. 8.)

#### Using Emerging Technologies to Teach Communication: Virtual Worlds, Social Networks, Video Games and Beyond

Moderating: Jennifer Henderson, Trinity; Workshop Leader: Aaron Delwiche, Trinity

### WEDNESDAY Aug. 6, 2008

**11:45 a.m. to 1:15 p.m.**  
REFEREED RESEARCH  
PANEL

#### A Global Perspective and News

Moderating: Lamar Bridges, Texas A&M-Commerce

- *American and Japanese Viewpoints on Press Freedom/Civil Liberty Infringements within the Context of Terror*, Catherine Luther, University of Tennessee
- *Framing Armed Conflict: A Field Study of Sri Lankan and Israeli-Palestinian Journalists*, Anuradha K. Herath, T. Michael Maher, William R. Davie, University of Louisiana-Lafayette
- *Professionalization in Political Online Communication? German Party Web Sites in the 2002 and 2005 National Elections*, Eva Johanna Schweitzer, University of Mainz, Germany
- *Seeing Is Believing? An Exploratory Study of News Credibility in China*, Yunze Zhao, Wenjing Xie

- *The Image-Setting Research of Candidates in 2006 Taipei's Mayoral Election: From the Stimulus-Determined and the Perceiver-Determined Perspectives*, Hsuan-Ting Chen, University of Texas at Austin, Meng-chieh Yang

**1:30 to 3:00 p.m.**  
REFEREED RESEARCH  
PANEL

#### Agenda Setting Revisited: Movement and Effects

- *Agenda Building and Setting in a Referendum Campaign. Investigating the Flow of Arguments among Campaigners, the Media, and the Public*, Werner Wirth, Jorg Matthes, Christian Schemer, Martin Wettstein, U of Zurich
  - *Local Media, Public Opinion, and State Legislative Policies: Agenda Setting at the State Level*, Yue Tan, David Weaver, Indiana\*
  - *Attribute Agenda Setting and Images of Hillary Clinton, A Retrospective Case Study*, Hai Tran, University of North Carolina at Chapel Hill
  - *Comparing Media Effects on Perceived Issue Salience across Different Media Channels and Media Types*, Jesper Stromback, Mid Sweden University; Spiro Kiousis, University of Florida
  - *Convergence of Agenda Setting and Attitude Change Approaches: The Role of Message Attributes and the Nature of Media Issues*, Gennadiy Chernov, University of Regina
- \***Second Place Faculty Winner**

**5:00 to 6:30 p.m.**  
PF&R PANEL CO-SPONSORED WITH INTERNATIONAL COMMUNICATION DIVISION

#### Online and Offline Social Networking: Contexts and Applications in the Academy

Moderating: Amy Schmitz Weiss, University of Texas at Austin

- Smeeta Mishra, Bowling Green State University; Cindy Royal, Texas State University; Itai Himelboim, University of Minnesota; Catherine Cassara-Jemai & Lara Lengel, Bowling Green State University; Jennifer Jacobs Henderson, Trinity University

### THURSDAY Aug. 7, 2008

**8:15 to 9:45 a.m.**  
REFEREED RESEARCH  
PANEL

#### Framing—Not Always a Political Campaign

- *Is It Frames or Facts? Testing Internally vs. Ecologically Valid Frames on Risk Perceptions*, Emily Vraga, D. Jasun Carr, Jeffrey Nytes, Dhavan Shah, University of Wisconsin-Madison\*
- *News Leads and News Frames in Stories about Stem Cell Research*, Elliott Hillback, Anthony Dudo, Rosalyna Wijaya, Sharon Dunwoody, Dominique Brossard, University of Wisconsin-Madison
- *The Impact of the September 11 Tragedy on Regulations Gov-*

*erning International Students: A Framing Analysis of Coverage by The New York Times and The Washington Post*, Ignatius Fosu, University of Arkansas

- *Journalists and Framing of the Iraq Issue in the 2004 Presidential Campaign*, Arvind Diddi, State University of New York at Oswego

#### \*Top Faculty Paper

**11:45 to 1:15 p.m.**

HIGH DENSITY REFEREED RESEARCH PANEL

#### New Media—Ten Different Perspectives

1. *What Do People Do with 'Seed News'?: An Exploratory Case Study of News Diffusion in Cyberspace*, Kyungmo Kim, Yonsei University; Yung-Ho Im, Eun-mee Kim, Yeran Kim
2. *The Effects of Strategic News Coverage on Political Cynicism: A Content Analysis of Online Interactions*, Weirui Wang, Penn State
3. *News Attitudes as Mediators in the Relationship between Political Extremity and Political Blog Use*, Kideuk Hyun, Joon Yea Lee, University of Texas at Austin
4. *Blogging the Horse Race: New Media and the Presidential Primary Campaign*, Jason Martin, Indiana University; Gerry Lanosga
5. *Exploring Characteristics of Three Kinds of Gated News for Three Mainstream Online News Sites*, Ying-Ying Chen
6. *Can You Teach a New Blog Old Tricks? How Blog Users Judge Credibility of Different Types of Blogs for Information About the Iraq War*, Thomas J.

Johnson, Texas Tech University; Barbara Kaye, University of Tennessee

7. *Blogs and the Iraq War: A Time-Series Analysis of Intermedia Agenda Setting and Agenda Building*, Kyle Heim, University of Missouri
8. *Citizen Journalism as Third Places: What makes people contribute information online (or not)*, Sue Robinson, Cathy DeShano, University of Wisconsin-Madison
9. *Issue Constraints and Gatekeeping: Limited Production Capacities of News Sites for Publishing Diverse Issues*, Jeongsub Lim, Austin Peay State University
10. *A Functional Analysis of the 2007 South Korean Presidential Campaign Blogs*, Sungwook Hwang, University of Missouri at Columbia

**3:15 to 4:45 p.m.**

PF&R PANEL CO-SPONSORED WITH RELIGION AND MEDIA INTEREST GROUP

#### Contributions of James Carey to the Study of Media and Religion

**5:00 to 6:30 p.m.**

REFEREED RESEARCH POSTER SESSION CO-SPONSORED WITH NEWSPAPER DIVISION

- *A Citizen-Eye View of Television News Source Credibility*, Andrea Miller, David Kurpius, Louisiana State University
- *Can We Make a Difference? A Study of Perceived Collective Efficacy, Political Participation and Media Use*, Sumana Chattopad-

hyay, Marquette University

- *College Students' Self-Concepts and Attitude toward Advertising; The Relationships among the Body-Esteem, Social Comparison, and the Perception about Diet Advertising*, Hyunjae (Jay) Yu, Gevorgyan (George) Gennadi, Louisiana State University; Hoyoung Ahn, University of Georgia
- *Did the Media Help Inflate the Housing Bubble? Media Coverage of Real Estate Markets in Times of Change*, Carroll Glynn, Michael Huge, Ohio State; Lindsay Hoffman, University of Delaware
- *Examining Narrative Engagement's Influence on Entertainment-Education Campaigns for Organ Donation*, Emily Garrigues Maret, Washington State University; Rick Busselle
- *Flame On! Sports Fans and Online Aggression*, Brad Schultz, University of Mississippi; Mary Lou Sheffer, Texas Tech University
- *Georgia Peach: How the Press Shaped the National and Regional Memory of Ty Cobb*, Lori Roessner, University of Georgia
- *You Can't Take It With You? Comparing the Effects of Portable Handheld and Television-Based Media Consoles on Users' Physiological and Psychological Responses to Video Game and Movie Content*, James D. Ivory, Robert Magee, Virginia Tech
- *"Are All Celebrity Endorsements the Same?" The Impact of Different Spokespersons for Mental Illness Campaigns*, Yu-Jung Lin, University of Minnesota-Twin Cities

- *The Effects of Media Use, Trust, and Political Party Relationship Quality on Political and Civic Participation*, Weiwu Zhang, Trent Seltzer, Texas Tech University
- *Television, Perceptual Filters, and Personal Politics: Examining Public Opinion toward Gay Marriage*, Amy Becker, Dietram Scheufele, University of Wisconsin-Madison
- *The Effects of Homophily, Identification, and Violent Video Games on Players*, Kevin Williams, Mississippi State University
- *From Junkies to Avoiders: How Using Traditional and Nontraditional Forms of TV News Is Related to Political Attitudes and Behaviors in Emerging Adults*, Kathleen Schmermund, U.S. Congressman Phil English; Anne Johnston, University of North Carolina at Chapel Hill
- *Media Use and Perceptions of Citizen Activities: The Role of the Media in Socializing Active Democratic Citizens*, J. Brian Houston; Michael Pfau
- *Surviving Survivor: A Content Analysis of Antisocial Behavior and its Context in a Popular Reality Television Show*, Christopher Wilson, Brigham Young University; Tom Robinson; Mark Callister
- *Going to the Blogs: Toward the Development of a Uses and Gratifications Measurement Scale for Blogs*, Barbara Kaye, University of Tennessee
- *Understanding Media Satisfaction: Development and Validation of an Affect-based Scale*, Padmini Patwardhan, Winthrop University;

Jin Yang, University of Memphis; Hemant Patwardhan, Winthrop University

- *"I Hate Jack Thompson": Exploring Third-Person Differences between Gamers and Non-gamers*, Mike Schmierbach, Penn State; Michael Boyle, West Chester University; Qian Xu; Douglas McLeod, University of Wisconsin-Madison
- *Not Inevitable: Changing the Third-Person Effect Through Education*, Stephen Banning, Bradley University
- *How Media Audiences Spontaneously Articulate the Third-Person Effect in Naturalistic Conversation: A Qualitative Look at the Form and Content of Self-Other Comparisons*, Jennifer Rauch, Long Island University
- *"I Feel Happy Today So I Care Less about News Details: The Impact of Mood on Processing News Information*, Bu Zhong, Penn State
- *Values and Media Use in Germany, 1986-2005: An Explorative Analysis*, Merja Mahrt, Zeppelin University, Germany; Klaus Schoenbach, University of Amsterdam
- *Voters' Attention, Perceived Effects, and Voting Preferences: Negative Political Advertising in the 2006 Ohio Governor's Election*, Jennette Lovejoy, Hong Cheng, Daniel Riffe, Ohio University
- *The Irony of Satire: People See What They Want to See in The Colbert Report*, Heather LaMarre, Michael Beam, Kristen Landreville, Ohio State
- *The Influence of News Coverage of the Virginia Tech*

*Shootings on Perceived Threat, Stereotypes of South Korean Immigrants, and Avoidance of Intergroup Interaction*, Yuki Fujioka, Cynthia Hoffner, Georgia State; Anita Atwell-Seate; Elizabeth Cohen

- *The Investigative Reporting Agenda in America: 1979-2007*, Gerry Lanosga; Jason Martin, Indiana
- *Soldiers of Misfortune: How Two Newspapers Framed Private Security Contractors In Iraq*, Mark Slagle
- *Representation of Trauma and Collective Memory in Two Newspapers: Different Memories on Sex Slaves, or Comfort Women*, Choonghee Han, The University of Iowa
- *Nationwide Newspaper Coverage of the No Child Left Behind Act: A Community Structure Approach*, Janna Raudenbush, Alyssa Conn, Gina Miele, John Pollock, College of New Jersey
- *Late-Night Iraq: Monologue Joke Content and Tone from 2003-2007*, Michel Haigh, Penn State; Joshua Compton, Southwest Baptist University; Aaron Heresco
- *Generational Differences in Reactions to Aggressive Political Interviews*, Eran Ben-Porath, University of Pennsylvania
- *Staying Alive: The Impact of Media Coverage on Candidacy Attrition in the 1980-2004 Primaries*, Fei Shen, Ohio State
- *Nationwide Newspaper Coverage of Comprehensive Immigration Reform: A Community Structure Approach*, Patrick Hall, Steven Viani, Alexander Liberton, John Pollock, College of New Jersey

▪ *Pluralistic Ignorance and Social Distance of Public Relations Practitioners and Journalists in the Source-Reporter Relationship*, Jae-Hwa Shin, University of Southern Mississippi; Jongmin Park, Kyung Hee University; Glen Cameron

- *If It's Good Enough for Me, It's Good Enough for My Children: Frequency of Television Viewing as a Predictor of Parental Television Monitoring*, Stacey Hust, Washington State; Joann Wong; Yvonne Yi-Chun Chen, Washington State
- *Ratings Creep and PG-13: A Longitudinal Analysis*, Ron Leone, Stonehill College

**FRIDAY**  
Aug. 8, 2008

**7 to 8 a.m.**  
MC&S EDITORIAL BOARD MEETING

**8:15 to 9:45 a.m.**  
TEACHING PANEL CO-SPONSORED WITH GRADUATE EDUCATION INTEREST GROUP (Includes continental breakfast; See p. 10.)

**Promising Professors and Distinguished Educator**  
Moderator: Frank Dardis, Penn State

**Faculty Winners:**

- 1st Place:** Renee Martin-Kratzer, University of Florida
- 2nd Place:** Cindy Royal, Texas State University-San Marcos
- 3rd Place:** Dominique Brosard, University of Wisconsin, Madison

**Distinguished Educator:**  
**Patricia Curtin**, University of Oregon (See p. 11.)

**12:15 to 1:30 p.m.**  
SCHOLAR-TO-SCHOLAR RESEARCH

**Personal Health and Well Being**

- *Kids Say the Darndest Things or Don't They? Television Exposure and Demographic Variables in 3rd-6th Graders' Implicit and Explicit Attitudes toward Obesity*, Kimberly Bissell, Hal Hays, University of Alabama
- *Exploring "Positive" Effects: College Students' Media Exposure and Exercise Intentions*, Xiao Wang, Eastern Connecticut State
- *Reporting Risk: Perceptions of Fear and Risk from Health News Coverage*, Barbara Miller, Elon; Alissa Packer, Susquehanna University; Brooke Barnett, Elon
- *Value Frames in Health Communication: Reframing and Media Effects*, Lindsay Hoffman, University of Delaware; Michael Slater, Ohio State
- *The Role of Media Literacy in Adolescents' Understanding of and Responses to Sexual Portrayals in Media*, Bruce Pinkleton, Erica Austin, Washington State; Marilyn Cohen, University of Washington; Yvonne Yi-Chun Chen, Washington State
- *Sexually Explicit Material on the Internet and Adolescents' Sexual Preoccupancy: Assessing Causality and Underlying Mechanisms*, Jochen Peter, University of Amsterdam; Patti Valkenburg

▪ *Substance Abuse in Teen-centered Film: 1980-2007*, Mark Callister, Tom Robinson, Chris Near, Brigham Young University

**1:45 to 3:15 p.m.**  
SPECIAL CALL RESEARCH  
PANEL

**New Media and Politics**  
Moderator: Diana Martinelli,  
West Virginia

- **Steve Johnson**, Internet Critic, Chicago Tribune.
- **Monte Lutz**, Online Advocacy, Edelman.

**Top Paper Winners:**

- *Campaigning on Social Networks: The Effects of Visiting MySpace Profiles of Political Candidates*, Raluca Cozma, Monica Postelnicu, Louisiana State University\*
- *Blogs and Intermedia Agenda-Setting: A Study of Campaign and Political Blogs in the 2006 Pennsylvania Senate Race*, Philip Johnson, Jennifer Liebman, Syracuse
- *You and the Tube: Perceptions of Non-Traditional Debate Credibility among New Voters*, Pamela Brubaker, Michael Horning, Christopher Toula, Penn State\*\*

**\*Special Call 1st Place Winner; also 3rd Place Faculty Paper Winner**

**\*\*Moeller Student Competition Winner**

**3:30 to 5:00 p.m.**  
PF&R PANEL CO-SPONSORED WITH PUBLIC RELATIONS DIVISION

**Confronting the “Hush, Hush” of Online Doctoral Programs: Discussing an Escalating 21st Century Paradigm**

**5:15 to 6:45 p.m.**  
PF&R PANEL CO-SPONSORED WITH LAW AND POLICY DIVISION

**Solving the Childhood Obesity Epidemic: The Roles of Advertising Regulation and Self-Regulation**

Moderator: Ronald E. Taylor, University of Tennessee, Knoxville

▪ **Keith R. Fentonmiller**, Senior Attorney, Bureau of Consumer Protection, Federal Trade Commission, Washington, D.C.

▪ **R. Michael Hoefges**, University of North Carolina at Chapel Hill

▪ **Carol J. Pardun**, University of South Carolina

▪ **Wayne J. Keeley**, Director, Children's Advertising Review Unit, Council of Better Business Bureaus, New York, NY

**7:00 to 8:30 p.m.**  
MC&S MEMBERS' MEETING

**8:45 p.m.**  
MC&S NEW OFFICERS' MEETING - Offsite

**SATURDAY**  
Aug. 9, 2008

**8:15 to 9:45 a.m.**  
INCOMING OFFICER TRAINING  
Required of all MC&S Officers

**8:15 to 9:45 a.m.**  
PF&R PANEL CO-SPONSORED WITH RELIGION AND MEDIA INTEREST GROUP

**Challenges of Reporting on Religion in Mass Media: Balancing Accuracy, Representation, and Awareness of Potential Effects**

Moderator: Michael Longino, Biola

▪ **Piotr Bobkowski**, North Carolina at Chapel Hill

▪ **Manya Brachear**, Chicago Tribune

▪ **Guy Golan**, Florida Stephen Perry, Illinois State

▪ **Margaret Ramirez**, Chicago Tribune

**10:00 to 11:30 a.m.**  
PF&R PANEL CO-SPONSORED WITH ENTERTAINMENT STUDIES INTEREST GROUP

**Product Placement in Entertainment Media: Entertainment or Advertainment?**

Moderating: David Pierson, University of Southern Maine

▪ **Matt McAllister**, Penn State

▪ **John Chapin**, Penn State-Beaver

▪ **Matthew Killmeier**, University of Southern Maine

▪ **Evene Estwick**, Wilkes University

**11:45 a.m. to 1:15 p.m.**  
REFEREED RESEARCH

**Gender and Race: Applications Growth and Effects**

▪ *Effects of Black's Strength of Ethnic Identity on Consumer Attitudes: A Multiple-Group Model Approach*, Troy Elias, Li Gong, Osei Appiah, Ohio State

▪ *Gender Diversity in Sourcing for Newspaper Coverage of 2006 U.S. Senate Elections*, Eric Freedman, Frederick Fico, Michigan State

▪ *One More Reason for Women Not to Play: Gender Differences in the Perceptions about Video Game Influences on Body Image*, Mark Crucea, Sung-Yeon Park, Bowling Green

▪ *Sex-typing of Sports: The Influence of Gender, Participation, and Media on Visual Priming Responses*, Marie Hardin, Fuyuan Shen, Nan Yu, Penn State

## Pre-Conference Teaching Workshop

The Mass Communication & Society Division will hold two pre-conference teaching workshops this year in Chicago. Both workshops will take place on Tuesday, August 5, at the conference site and are free for participants.

Past Division Head Marie Hardin and Malcom Moran from Penn State's Center for Sports Journalism will lead an afternoon workshop on Teaching Sports Journalism from 1 to 5 p.m. This afternoon session is designed to bring educators in the growing area of sports communication together to share ideas, syllabi, and teaching tips. Educators will also be invited to brainstorm approaches to the ethical, professional, and social issues involved in teaching about sports communication. The three-part workshop will address 1) the changing media landscape and what it means for sports-journalism educators, 2) teaching skills and special-topics classes, and 3) taking it from a single class to a program and will feature expert educators and industry leaders. A major goal of the session is to help sports-related AEJMC educators form a network that can go beyond the workshop.

The second pre-conference teaching workshop is co-sponsored with the Communication Technology Division and will be lead by Dr. Aaron Delwiche (Trinity), one of the first university professors to use virtual worlds for serious classroom applications. This workshop, scheduled from 5:30 to 7:30 p.m. on Tuesday evening, will examine a series of case studies of how virtual worlds, video-games and social networking sites make it possible for students to apply established communication theories to collective problem solving. Participants will leave with specific ideas on how to leverage the power of the digital world for communication education.

## Symposia, Ethics, and Growth Highlight Journal Activity

By Lauren Bridgeman, *Administrative Assistant*  
& Stephen Perry, *MCS Editor, Illinois State University*

Within the past year, *Mass Communication and Society* has truly grown as an academic journal if the number of submissions is any indication. We are on pace for around 180 submissions for 2008, which would be an increase of approximately 20% over 2007. Partly due to the increase in the number of submissions, new members have been added to the editorial board. In this year alone, there have been eight board additions. Diana Knott Martinielli, West Virginia University; Ed Johnson, Campbell University; and Hemant Shah, University of Wisconsin, were added earlier this year. The latest additions to the editorial board include Patrick Meirick, University of Oklahoma; Rhonda Gibson, University of North Carolina at Chapel Hill; Thomas Johnson, Texas Tech University; Jack Glascock, Illinois State University; and David Tewksbury, University of Illinois. Two members, James Hertog from the University of Kentucky and Erica Scharrer from the University of Massachusetts were omitted from an earlier listing of editorial board members. That omission has now been corrected. The *Mass Communication and Society* editorial staff is proud to have these dedicated scholars serving on the editorial board.

We frequently get requests for the journal's acceptance rate. We will calculate an "official rate" for the division's annual report this summer. But through ongoing monitoring, it is clear that the acceptance rate from April 15, 2007, to April 15, 2008, is under 15%. We will report the official rate at the convention in August. On September 15, 2007, the end of my first year as editor, I reported a 17% acceptance rate. That rate seems to be declining slightly.

### Journal projects

The journal has several projects in the works. One in particular is a special symposium on third-person effects, which will be published in Issue 4 of *Mass Communication and Society* scheduled to be released in November, 2008. This special section of the journal will be titled, "Symposium: The State of Third-Person Effects after 25 years." Special guest editor, Steve Banning, is editing the pieces selected for the symposium. Extra pages have been added to Volume 11, Issue 4, to make room for the symposium without delaying publication of other articles. In addition to this, a call has gone out for a special guest editor for next year's symposium on the role of the documentary in society. We intend to put out the call for manuscripts by June once the special editor is selected. A call for papers will be issued with intended publication in Volume 12, Issue 4. »



We also found the journal to be in need of some ethics guidelines. A rough draft of these guidelines was created based on issues that have arisen at *MCS* along with the ethics guidelines for research adopted by our parent organization. The guidelines focus on the proper treatment of research participants, the importance of authors presenting completely accurate and objective work, the confidentiality of manuscript information by reviewers and editors, and the submission of original work. These guidelines are currently available for viewing through the website under "Journal." A panel will review this policy, and we expect to

have a vote to approve the amended policy statement by both the editorial board and the membership of the entire division at the Chicago Conference in August. If you would like to provide input on the proposed guidelines, please send them to the editor who will forward them to the committee that is currently being assembled.

#### Reviewers needed

Finally, April to August is a difficult time to find reviewers. Therefore, if you are an MC&S member with a terminal research degree, if you have peer reviewed publications

of your own and would be willing to review in your area of specialty, please contact the editor, Stephen Perry at (309) 438-7550 or via email at [sdperry@ilstu.edu](mailto:sdperry@ilstu.edu). Junior scholars who have successfully begun to establish their research records are invited to get a foot in the door through this self-nomination process. We prefer reviewers from within the MC&S division when possible. After all, the journal belongs to the membership of the division. Thanks for your continued support in helping to make *Mass Communication and Society* a successful journal that presents groundbreaking academic research in the field of communication.

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## Grad Students Can Participate in Job Fair



**By Andrea  
H. Duke**  
Alabama  
Graduate Student  
Liaison

It is that time of year again...the annual AEJMC convention. Members will gather in Chicago this August to share their research and ideas on the future of journalism and mass communication. I hope all graduate students are planning to attend the conference, whether to present personal research or further their knowledge of the field. If you have any questions about the conference, please feel free to email me.

One important opportunity for graduate students in Chicago is the job fair. Open faculty positions at schools across the nation are posted, and grad students interview for them. The job fair is a great opportunity to explore various schools and speak with professors from the institutions and departments.

Jenn Mackay, a soon-to-be graduate of the University of Alabama and assistant professor at Virginia Tech, participated in the job fair at last year's convention in Washington, D.C. She suggested participants should view the database of open positions online before coming to the convention. "I contacted a few of the recruiters before I went to the confer-

ence because I wanted to make sure that I had an opportunity to meet with them." Jenn also read through the database of the other graduate student candidates to see who else was on the market.

When asked to provide an important piece of advice for upcoming students going through the job fair, Jenn said, "AEJMC keeps fat binders in the interview room that are packed with every potential candidate's CV. I noticed that my CV disappeared from several of the binders after a couple of days. I recommend that candidates bring several copies of their vita with them just in case that happens. I also tried to give the recruiters a copy of my vita when I spoke to them."

The AEJMC job fair is a perfect opportunity for all graduate students to interview and express interest for open academic positions in journalism and mass communication. I encourage all qualifying students to participate during the annual convention. Again, if you have any questions about this process, please e-mail me. Good luck and see you in Chicago!

# Serve the MC&S Division as an Officer

By **Marie Harden**  
*Penn State  
Immediate Past Head*

When I attended my first AEJMC conference—in Chicago—more than a decade ago, I decided right away that I wanted to do more than attend the annual convention. Although I've been involved since then in a number of ways, such as serving on committees and judging papers, no experience has been as rewarding as serving the MC&S Division as an officer.

I learned a great deal about the organization, made lifelong friends and met influential mentors. The time was a sound investment in my academic career.

MC&S instituted an open call for officer nominations two years ago, which enables anyone to serve the second-largest AEJMC division. Make this year *your time* to grab this opportunity. The division counts on an array of talent. We also have a built-in mentoring system: We have two officers for each of the three main committees (research, teaching, and PF&R). As a new officer, you'll get help from a more experienced officer during your first year, and transitioning—if you wish—to the senior position the following year.

In addition to two officers each for research,

teaching, and PF&R, we need a secretary/newsletter editor, Webmaster, graduate student liaison, and AEJMC Midwinter Convention coordinator.

**Why not volunteer to get on the ballot?** (Of course, you may nominate someone else for an officer position, but please get the person's permission.) The division will choose its officers for next year at our annual meeting in August. Here's how:

1. Send me (*mch208@psu.edu*) an e-mail by July 1, telling me which position you're interested in, any background you have that might be helpful, and contact information.
2. Be ready to get a phone call or e-mail from a current officer to discuss the position you're pursuing.
3. Plan to attend the MC&S meeting at the convention in Chicago so you can be part of the process. A slate of nominations will be presented to the members, who will then vote on them.

**If you're drawn to the possibilities, send me an e-mail. It's a sound investment in a great AEJMC division and in your career!**

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## Winners of Promising Professors Competition Named

By **Frank Dardis**  
*Penn State  
Teaching Co-chair*

The MC&S Division proudly announces the winners of the 2008 Promising Professors competition. The winners, along with the 2008 Distinguished Educator, will share some of their teaching experiences and advice during the Promising Professors & Distinguished Educator Panel during the national convention in Chicago. The session, which includes a continental breakfast, is scheduled from 8:15-9:45 a.m. on Friday, Aug. 8.

**1st Place:** Renee Martin-Kratzer, University of Florida

**2nd Place:** Cindy Royal, Texas State University-San Marcos

**3rd Place:** Dominique Brossard, University of Wisconsin-Madison

The Promising Professors competition is held annually by the MC&S Division to award its best and brightest, up-and-coming educators. Faculty who have taught no more than five years full-time and graduate students who have primary responsibility for teaching at least one course are eligible. All entrants must be members of the Mass Communication & Society Division. In addition to presenting their teaching tips at the annual convention, winners also receive cash prizes.

For more information about the competition, please visit the MC&S Division's Teaching Committee webpage: <http://aejmc.net/mcs/teaching.php>.

# Curtin Named Distinguished Educator

By Frank Dardis  
Penn State  
Teaching Co-chair

The MC&S Division is pleased to announce that the winner of the 2008 Distinguished Educator Award is Patricia A. Curtin, Professor and Endowed Chair in Public Relations in the School of Journalism and Communication at the University of Oregon. Through her exemplary teaching and research in public relations, Curtin has made what some nominators called “an indelible” mark on the field, and she continues to impact students and fellow academicians at an accelerated rate.

In addition to being full professor and chair of the public relations sequence, Curtin also takes the time to teach both

graduate and undergraduate courses, while serving on numerous graduate committees. Some comments from graduate students mentioned Curtin’s “unfailing generosity with her time” and how she “never is too busy to share her wealth of knowledge.” Her undergraduate and graduate students also applaud her passion for international public relations and how she brings it into the classroom.

By authoring numerous journal articles, books, and conference papers, Curtin also has made quite a contribution to the research realm of academia, with a large portion of her work focusing on the application of the Circuit of Culture and other

critical thought to public relations theory.

Prior to her current position at the University of Oregon, Curtin served on the faculty at the University of North Carolina at Chapel Hill for 10 years as both an assistant and associate professor. Curtin received her Ph.D. in Mass Communication from the University of Georgia in 1996.

Curtin will discuss some of her teaching experiences during the Promising Professors & Distinguished Educator Panel during the national convention in Chicago. The session, which includes a continental breakfast, is scheduled from 8:15–9:45 a.m. on Friday, August 8.

## Roy Moore to Receive Annual Traves Award



**Roy Moore**  
University  
of Kentucky  
Professor and  
former MC&S head

University of Kentucky Professor and former MC&S head Roy Moore will receive our division’s highest service honor, the Traves Award, at the division members’ meeting Friday, Aug. 8, at 7 p.m.

Included among the comments in the various nomination letters received on Moore’s behalf were the following:

“... his activities provide compelling evidence of Professor Moore’s substantial service to the world around him”;

“... he has been a tireless servant to the division and to the association and a wonderful mentor to countless faculty colleagues and students. I ... urge that the selection committee carefully consider the impact and durability of his stewardship to the division and to the association”;

“... his record of service to AEJMC and other organizations, as well as to the universities where he has worked, is extraordinary, [as is] ... his commitment to working with graduate students and colleagues.”

Moore led MC&S in 1984–1985 and has also served as head of the Law Division. He has organized AEJMC’s Southeast Colloquium conference, written books on journalism education and legal and ethical issues, and served on editorial boards and as a reviewer for several journals. In addition, he has contributed in countless ways to the University of Kentucky, its surrounding communities, and the commonwealth at large. In return, he has been recognized by numerous organizations and received many awards and honors.

The Traves Award was established in 1985 to honor Edward Traves, a leader in the division, AEJMC and the communications field, who started the division’s research journal, *Mass Communication & Society*, then known as *Mass Comm Review*. Traves was recognized again last year for his contributions at the MC&S 40th anniversary celebration.

### PAST TRAVES AWARD WINNERS

- 2007 Carol Pardun
- 2005 David Weaver
- 2004 Everette E. Dennis
- 2003 Donald L. Shaw
- 1998 Barbara Straus Reed
- 1997 Guido Stempel III
- 1996 Diana Stover Tillinghast
- 1996 Bill Tillinghast
- 1993 Maxwell McCombs
- 1991 John Merrill
- 1990 Del Brinkman
- 1987 Keith Sanders
- 1985 Edward Traves

# 2007-08 Executive Committee

## Division Head

Diana Martinelli, *West Virginia*, Diana.Martinelli@mail.wvu.edu

## Vice Head

Jennifer Henderson, *Trinity*, jhender4@trinity.edu

## Research Co-Chairs

Janet A. Bridges, *Sam Houston State*, jabridges@shsu.edu

Shahira Fahmy, *Southern Illinois, Carbondale*, sfahmy@siu.edu

## Midwinter Research Chair

Donnalyn Pompper, *Temple*, dpompper@temple.edu

## PF & R Co-Chairs

Jennifer (Jennie) Fleming, *Cal State, Long Beach*, jfleming@csulb.edu

Francesca Carpentier, *North Carolina, Chapel Hill*, Francesca@unc.edu

## Teaching Co-Chairs

Frank Dardis, *Penn State*, Fed3@psu.edu

Dan Haygood, *Tennessee*, dhaygood@utk.edu

## Newsletter/Secretary

Cary Roberts Frith, *Ohio*, frith@ohio.edu

## Webmaster

Kevin Williams, *Mississippi State*, kwilliams@comm.msstate.edu

## Graduate Student Liaison

Andrea H. Duke, *Alabama*, andreaduke1@gmail.com

## Immediate Past Head

Marie Hardin, *Penn State*, mch208@psu.edu

## Members' Meeting Agenda Includes Journal, Conference Issues

All MC&S Division members are urged to attend our members' meeting Friday, Aug. 8, at 7 p.m.

In addition to the distribution of MC&S research, service, and teaching awards, the agenda will include journal and committee updates and new officer elections. New business items will include discussion of a proposed code of ethics for our journal, adoption of a logo to help brand our Promising Professors competition and workshop, and Midwinter Conference participation.

Members are encouraged to contact division head Diana Martinelli to discuss possible agenda items. Formal motions regarding division business must be distributed to members at least 30 days in advance of the meeting and will be disseminated via the division's listserv.

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