

MC&S to sponsor tour at Anheuser-Busch in St. Louis

Anheuser-Busch. Known for making and selling beer, but what about safety and responsibility?

Mark Friday, August 12th, 10am-noon on your conference calendar—the Mass Communication and Society division is host to a discussion with staff about Anheuser-Busch’s strategies to promote safe drinking while also promoting product movement. This discussion will be followed by a tour of the Anheuser-Busch facility (including the Clydesdales!).

This event is open to all AEJMC conference attendees and guests. As part of the tour includes an optional free sampling of their products, please bring your ID. We will all be carded at the door.

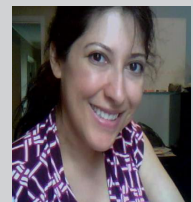
Space is very limited, so please sign up soon at <http://www.aejmc.net/mcs/offsite.php>. We will contact those who have reserved their spot starting late July to provide details about when and where to meet for free transportation to the facility.

Again, that’s Anheuser-Busch Talk and Tour - August 12th 10:00am-12:00pm.

HEAD NOTE

Getting Ready for St. Louis

The gears are really turning now that the annual conference is drawing near. Thank you to all



Francesca Dillman Carpentier
University of North Carolina at Chapel Hill

those who lent their time and expertise to review conference submissions. Thanks also to those of you who have contributed or are currently contributing to the nominating and/or judging of the various awards our division offers (these awards were described in our “award-winning” Winter 2011 newsletter).

In what I like to think of as our “behind the scenes” issue, you will read about the experiences of an MCS division officer, as well as get a sneak peak of the division’s conference schedule and planned activities. In this issue, you will also see

SEE “HEAD NOTE,” P. 2

IN THIS ISSUE

Volume 44/Number 3

Midwinter: MC&S saw huge success at annual conference	2
PF&R sets panels, field trip, service award during conference	3
Programming: What to expect at conference in St. Louis	4
Awards: Newest committee oversees nominations	5
Programming: The important role of the vice-head	5
Journal: Searching integral position of editor	6
Journal undergoes evaluations, proposes increasing pages	7
Midwinter chair: It’s not just a winter job.....	7
Committee to improve education in mass communication	8
Graduate Students: Responsibilities in MC&S rewarding experience	8
Research: Please take into account times zones for training sessions	9
And the results are in: Online survey showcases division.....	10
MC&S Officers	11

Midwinter: MC&S saw huge success at annual conference



By Lisa Paulin-Cid
*North Carolina Central University
Midwinter Head*

AEJMC members from graduate students to professors enjoyed mild temperatures and blue skies in March as they gathered for an informative and gratifying Midwinter Conference in Norman, Ok. The Mass Comm. & Society Division was represented well with panels or paper sessions scheduled in every time slot.

Seventeen papers were accepted out of 25 submissions and the division sponsored two panels. The top paper award went to Bill Hornaday (Indiana University) for his paper, "Ethical Attitudes of Male and Female Students Concerning School and Journalism." He presented along with Mia Moody (Baylor), Amanda Martinez (Texas A&M), Rebeca Pop (Oklahoma) and Amber Remke (Ok. State) in the Professional Freedom & Responsibility session.

Other sessions included "Working with Students" with papers by Luis Peon-Casanova (Nebraska), Jim Sernoe & Mitzi Lewis (Midwestern State), Bernard McCoy (Nebraska); "Advertising and News Media" with papers by Jinhyon Kwon & Kiyong Kim (Florida), Jared Schroeder (Oklahoma), John McGuire, Ray Murray & Stan Ketterer (Ok. State), Kenna Griffin (Oklahoma) and "Political Communication" with papers by Kenneth Kim (Ok. State), Kioko Ileri (Indiana), Tsuyoshi Oshita & Carol Terracina-Hartman (Michigan State).

The MC&S panel titled "Getting out there: Publishing, Presenting and Finding Creative Ways to Get your Work Noticed" featured AEJMC President Linda Steiner and Barbara Friedman of The Univ. of North Carolina. The

second panel, "Gearing up for the Job Hunt: The Ins and Outs, Ups and Downs of Different Types of Institutions" included panelists Lisa Paulin (NC Central), Felicia McGhee-Hilt (Tennessee Chattanooga), Barbara Friedman (North Carolina), Margaretha Geertsema Sligh (Butler) and Joe Foote (Oklahoma).

The division would like to extend a huge "thank you" to professors Meta Carstarphen (Oklahoma), Peter Gade (Oklahoma), Lisa Paulin (NC Central) and Dean Joe Foote (Oklahoma) who served as discussants for the sessions.

Besides listening to all the fascinating research, participants enjoyed roaming the beautiful facilities at the Gaylord College of Communication and the opening night reception at the National Weather Center.

HEAD NOTE

CONTINUED FROM P. 1

a summary of the two surveys conducted this spring. We will have much to discuss at the upcoming business meeting.

Between now and then, please visit our website at www.aejmc.net/mcs for updates, details, calls (including the call for Editor of Mass Communication and Society), and other news. We look forward to seeing you at the 2011 business meeting in St. Louis, as well as getting to know you a bit better at our division social following the meeting. Drink tickets for the social will be distributed at the business meeting.

See you in St. Louis!

PF&R sets panels, field trip, service award during conference

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

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



Mass Communication & Society's PF&R program has a lot going on at the 2011 annual convention in St. Louis. As you may know, AEJMC identifies five components of Professional Freedom & Responsibility (PF&R): free expression; ethics; media criticism & accountability; racial, gender & cultural inclusiveness; and public service. Though we will not be able to address all the five responsibilities at this year's convention, we chose to focus on the following four areas – media criticism & accountability, ethics, racial, gender & cultural inclusiveness, and public service – by setting up an off-site field trip, panel discussions and a service award.

1) To Begin: Let's Go Off-Site: Your PF&R co-chairs, Janet & Bu, have arranged a session at the Anheuser-Busch facilities in St. Louis. And, yes, there will be some free beer. But, the initial purpose of the trip is a Media Criticism and Accountability function. We will meet with the A-B public relations/media folks to learn the corporation's methods of emphasizing responsible drinking while advertising a product

that has no other attraction than taste and alcohol. Of particular interest is the corporation's approach to helping control underage drinking – a responsibility that is taken very seriously.

The A-B trip is a Friday event, scheduled from 10-12. MC&S will provide transportation beginning around 9:30. If you are interested in the Anheuser-Busch trip, sign up at <http://www.aejmc.net/mcs/offsite.php>. Spouses and other guests are welcome.

2) Two Research Panels: This year we have partnered with two of AEJMC's newer interest groups to bring you two research panels on two very different topics:

Panel 1 (co-organized with the Sports Communication Interest Group): "Out of control: Sports Media's Obstacles in Story Sourcing and Reaching the Audience," which is scheduled on Wednesday from 1:30 to 3 p.m. At this panel, sports journalists and researchers will jointly address how to report sports news

in the new media age and related ethical issues. This panel addresses the PF&R responsibility of Ethics.

Panel 2 (co-organized with the Religion and Media Interest Group): "Media Framing of Islam," which is scheduled on Friday from 3:30-5:00 p.m. The intent of this panel is to demonstrate the major differences and similarities in various media's portrayals of both Islam and Muslims. The panel will also present an award winning documentary film, *Death of an Iman*. The film team included two of the panelists. This panel addresses the PF&R's Racial, Gender & Cultural Inclusiveness responsibility.

3) Service Award: The PF&R responsibility also includes the Traves service award, our division's highest service honor, which you read about in earlier newsletters. The deadline for accepting nominations for this award is June 30th. You will want to be at the MC&S business meeting to congratulate our new winner, who will receive \$500 in recognition of his/her excellence in service.

Programming: What to expect at the conference in St. Louis



By **Seungahn Nah**
University of Kentucky
Vice-Head

Greetings MCS members!

As for the upcoming 2011 conference in St. Louis, Missouri, MCS has programmed a total of 89 referred papers through diverse research sessions including a poster session (60 papers), a high density session (10 papers), 3 refereed research sessions (4 papers each; 12 papers), and a scholar-to-scholar session (7 papers). Accepted papers have been assigned into the different types of research sessions aforementioned, which do not indicate any differentiation among them. Furthermore, we have programmed 4 teaching panels and 2 PF&R panels.

Wednesday, Aug 10, 2011

- 7:00-8:00AM
MCS Editorial Board Meeting
- 8:15-9:45AM
MCS High Density Research Session
- 10:00-11:30AM
MCS Referred Research Session
- 11:45-1:15PM
MCS Teaching Panel Session with Critical and Cultural Studies Division: "The Borderlands of Scholarship, Media, and the Public: The Community Connect Project"
- 1:30-3:00PM
MCS PF&R Panel Session with Sports Communication Interest Group: "Out of control: Sports media's obstacles in story sourcing and reaching the audience"
- 3:15-4:45PM
MCS Teaching Panel Session with Graduate Education Inter-

est Group: "Promising Professors and Distinguished Educator"

- 5:00-6:30PM
MCS Teaching Panel Session with Civic and Citizen Journalism Interest Group: "Location, location, location: Using location-based services to add some mobile to your journalism course"

Thursday, Aug 11, 2011

- 8:15-9:45AM
MCS Poster Session
- 1:30-3:00PM
MCS Scholar-to-Scholar Session

Friday, Aug 12, 2011

- 7:00-8:00AM
MCS Executive Board Meeting

- 10:00AM-12:00PM
Anheuser-Busch Talk and Tour
- 1:45-3:15PM
MCS Referred Research Session
- 3:30-5:00PM
MCS PF&R Panel Session with Religion and Media Interest Group: "News Media Framing of Isla vis-à-vis Documentary Film"
- 5:15-6:45PM
MCS Referred Research Session
- 7:00-8:30PM
MCS Business Meeting
- 8:45PM – Until
MCS Offsite Event

Saturday, Aug 13, 2011

- 10:00-11:30AM
MCS Teaching Panel Session with Political Communication Interest Group: "Teaching Political Communication Using Social Media"

AWARDS

Awards: Newest committee oversees nomination



By Jensen Moore
West Virginia University
Awards Co-chair

By Lucy Atkinson
University of Texas at Austin
Awards Co-chair

The Newest MC&S Committee

The awards committee is a new position created to help facilitate the submission process of the various awards administered by the Mass Communication & Society division. As one of the biggest divisions, MC&S offers a number of significant awards, each of which comes with a monetary prize, related to research, teaching, and service. This spring, the Awards Co-chairs were busy processing applications for the two teaching awards – the Promising Professors Award and the Distinguished Educator Award – and the research award.

The Promising Professors Awards recognize outstanding teachers among junior faculty and graduate students. After extending the deadline by one month, we received a strong number of submissions split fairly evenly among graduate students and faculty. The Distinguished Educator Award recognizes one senior faculty member for teaching excellence and influence on pedagogy.

Winners of the teaching awards will be notified by May 31 and will be recognized at the division's business meeting at the national conference in St. Louis. They will also be featured at a special panel at the national conference where they will share what has brought them success in the classroom.

This spring was also the deadline for the research award which recognizes outstanding research on media and society. Up to \$5,000 will be awarded to one study or split among different studies that fit within the Mass Communication & Society division's mission. A total of seven proposals were submitted this year.

The winner(s) of the research award will be recognized at the division's business meeting at the national conference in St. Louis.

Applicants must be members of the division to apply and win the teaching and research awards.

Trayes Service Award

There's still time to submit an application for the Trayes Service Award. Nominations should consist of the main letter of nomination and may also include additional letters of support and the nominee's curriculum vita. Self-nominations are accepted with one additional supporting letter. All nomination material should be submitted electronically in PDF format. No hard copies will be accepted. Send documents to Lucy Atkinson at lucyatkinson@mail.utexas.edu by 11:59 P.M. (Central Daylight Time) Thursday, June 30.

Programming: The important role played by the vice-head

According to the MCS Bylaws (Article IV, Officers Section 4) (<http://aejmc.net/mcs/bylaws.php>), here are the roles that the vice-head/program chair plays for MCS Division.

“The vice-head shall perform the duties of the head in the absence of the latter or in the

event of the head's inability to act. The vice-head shall serve as the division's program coordinator for the AEJMC annual convention at which the vice-head moves up to head, and he or she shall perform other duties as the head shall direct. The vice-head, as the division's program chair,

is expected to attend AEJMC's mid-winter meeting, where the program for the annual AEJMC convention is decided, and to attend the annual AEJMC convention where he or she will conduct division business and attend the meeting of the new advisory board.”

As indicated, programming is one of the major duties for the vice-head/program chair. All the program chairs from the divisions and interest groups attend the annual winter meeting where they gather around a huge

round table and participate in the so called “chip auction” to program a wide variety of sessions, panels, and offsite social gatherings. It is full of excitement, fun, joy, entertainment, surprise, adventure and more!

Are you interested in knowing more about programming? If so, please consider being the vice-head/program chair for our division.

Hope to see you all at the upcoming conference!

JOURNAL

Journal: Searching for integral position of editor

AEJMC seeks an Editor-in-Chief for Mass Communication and Society published by Taylor & Francis. Editors are appointed for a three-year term (limit of two consecutive terms). Responsibilities include the prompt processing of all manuscripts submitted to Mass Communication and Society, coordinating six issues per year, handling all correspondence relative to the publication, serving as the public relations face of the journal, cooperating with the AEJMC Central Office on business and budget matters affecting the journal, reporting to the Mass Communication and Society division of AEJMC about journal business, conducting an annual meeting of the journal’s editorial board, and preparing an annual report.

The editor’s appointment will begin in 2014 with Volume 17 of the journal. However, because of a backlog in submissions, the new editor will begin receiving manuscript submissions in spring or early summer of 2012 to ensure a smooth transition between editors, as well as to ensure that all manuscripts filling Volume 17

have been accepted under the new editor.

The editor will receive an annual honorarium of \$6000 (with a 3% increase each year for inflation) and a budgeted amount for editorial expenses.

Applicants must be a member in good standing of AEJMC and of the Mass Communication and Society division. The editor will be required to remain a member of the division throughout the term of service. Applicants should also be able to write and edit clearly and concisely, have an understanding and appreciation of a broad range of research methods, have extensive knowledge of the literature of mass communication, have an interest in the workings of the publication industry and of journal ranking/promotion, and be housed in a department or school that is eager to cooperate in this publishing venture with special reference to such considerations as office space, travel, use of equipment, and provision of student and/or staff assistance.

Please submit a letter of application, a complete curriculum vita, a letter of support

from a department chair or school dean, a two-page plan for the journal, a list of five references, and other supporting material electronically to division head, Francesca Carpentier at francesca.carpentier@gmail.com. Letters of support from the department or school should be sent directly from the department chair/school dean.

Reviews of applications will begin immediately, but to receive full consideration, all application materials should be submitted by June 1, 2011. Finalists will be contacted no later than July 15, 2011. Finalists will be interviewed by members of the Mass Communication and Society division executive committee during the annual AEJMC conference in St. Louis in August 2011. The division head will distribute the executive committee’s recommendation for editor-in-chief to the division membership by October 2011 (in the division’s fall newsletter) and the division membership will vote on whether to accept the division’s recommendation of editor-in-chief by December 2011.

Journal undergoes evaluation, proposes increasing size



By Stephen Perry
Illinois State University
Editor-in-Chief,
MC&S Journal

As members of the Mass Communication and Society division, one of our greatest benefits is the journal that we publish. This summer we expect to see our first “impact factor” report as part of the ISI/Web of Science journals. Only a handful of media related journals are even evaluated for impact factors. So this, along with almost daily manuscript submissions from authors like you, is a strong indication that our journal is highly regarded. Because of that, the journal is able to generate revenue in amounts that have increased substantially due to the new contract we signed with Taylor and Francis. Our mission is to spend that money to enhance scholarship in the field.

To that end, Mass Communication and Society, is proposing an update to the division by-laws to allow the editor to use journal funds (currently around \$3400) to purchase up to 150 additional pages. This will reduce the backlog of

accepted manuscripts any time there are more than six months of backlog. These pages will be over and above the 720 provided by the publisher and the 100 pages purchased for a symposium topic. As it stands, the issues of our journal are already filled through the summer of 2012 unless we make this move. With this initiative, we can reduce the backlog in order to get scholarship into the pages of MCS more quickly. This will be discussed at the business meeting in St. Louis.

Also to be decided in St. Louis is the editor elect for MCS. The deadline for applying to be the new editor has been extended to June 1. Candidates will be notified by July 15. For specific information, please see the official call on the AEJMC webpage: <http://www.aejmc.com/home/scholarship/calls/>. Another change for the journal is the departure of David Jackiewicz as editorial assistant. Congratulations to him on graduating with his MA degree from Illinois State University on May 7. The editor will handle any inquiries until August 16th when a new editorial liaison will be assigned.

Midwinter Chair: It's not just a winter job

The job of midwinter chair begins in August with a meeting at the AEJMC National Conference. At that meeting, decisions are made about the Call For Proposals and conference logistics. In September, the chair disseminates the CFP and begins to recruit reviewers. The busy season begins in December when the proposals come in and must be sent out to reviewers. In January, reviews are due; the chair makes decisions about acceptances and contacts submitters to inform them of the decision. There are always hiccups: submitters forget to “blind” their proposals or reviewers need to be reminded of deadlines.

Through January and February, the chair communicates with the conference organizer to program the sessions and shares information about conference logistics with participants. At the same time, the chair finds session discussants and moderators. Once discussants are secured, participants are reminded to send their final papers in time for the discussant to read it. Throughout the year, the midwinter chair also contributes articles to the division newsletter.

The rewards come when you know you've made someone's day by letting them know that their paper was accepted and when the conference arrives and you get to finally meet all the people you've been emailing. The job doesn't end there either. During the conference, the chair keeps track of session attendance in preparation for the division annual report. This is a great job for a detail-oriented, well-organized person.

TEACHING

Committee to improve education of mass communication



By W. Joann Wong
Indiana University
Teaching Co-chair



By Kelley Crowley
West Virginia University
Teaching Co-chair

Serving as teaching co-chairs has been one of the most challenging yet rewarding tasks for us. Our mission: Improve mass communication education for instructors and students. To achieve this goal, we organize and sponsor teaching competitions, conference panels, and workshops. We aim to provide teaching ideas and guidance, and enhance communication among educators.

In the fall, we generated ideas for teaching panels for the AEJMC national convention in St. Louis. As participants at AEJMC convention for years, we always enjoyed attending panels to learn about teaching ideas and meet other educators with similar

interests. As teaching co-chairs, we have had the privilege to organize panels, and we prioritized issues that concern most mass communication educators. We also carefully selected panelists who would share their teaching experiences, ideas, and expertise with our audience.

At the 2011 national convention in St. Louis, we co-sponsor four teaching panel sessions with one other division and three interest groups. We are excited to present these panels and we hope you can all join us to discuss teaching issues and learn from successful colleagues.

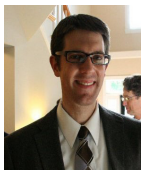
We continue the tradition of MC&S of recognizing promising professors and distinguished

educators in the media education field. The Promising Professor Awards honor new faculty and graduate students who demonstrate excellence and innovation in teaching. The Distinguished Educator Competition award is given annually to an MC&S member who has profound teaching excellence and influence on pedagogy in the field. With the extension of application deadline to May 1, we received many strong applications for the awards, which makes it challenging to select winners.

As teaching co-chairs, we are honored to read about these great educators. Indeed, it is a rewarding task.

GRADUATE STUDENTS

Graduate Students: Responsibilities of MC&S rewarding experience



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



By Jay Mielowski
The Ohio State University
Graduate Student Liason

Hello again graduate students.

Summer is here, and so is summer break. Hope you find time to relax. In this newsletter, we wanted to tell you about what we do as graduate student liaisons. Our responsibilities included writing articles for the MC&S newsletters, helping plan the off-site MC&S division social, and evaluating applications for several of the MC&S awards. Over the course of the year, we wrote 3 articles for the MC&S newsletters in which we made calls for feedback about increasing graduate student participation and informed members about upcoming events and awards. We also played a vital role in planning the MC&S division social by researching and contacting businesses in St. Louis to find a suitable place for the event. Finally, we served as reviewers for several of the awards sponsored by MC&S.

In addition to telling you about what we do as liaisons, we want to remind everyone to apply for the awards offered by MC&S division. These include the Moeller paper award given to the top student paper written for class. Given that we write so many papers during the year, you should think about submitting one for the Moeller award. We would also encourage you to submit an application to the Promising Professor competition. This is open to any graduate student who has taught at least one class during graduate school. There is also the research award, which is a great opportunity to fund your own research project. This is not only something to add to your CV, but the money that comes with the award will strengthen your research and help get your paper into a top communication journal. Finally, although it's early, think about faculty you would want to nominate for next year's Distinguished Educator award, especially those who have influenced your academic career.

RESEARCH

Research: Please take into account time zones for training sessions



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

By Heather LaMarre
University of Minnesota
Research Co-Chair

What it's like being co-research chair by Vincent Cicchirillo:

I was bestowed this honor from a colleague at another university. He had mentioned how it was a great opportunity and would look good on my vita. He however forgot to mention (I think he did this on purpose) the work that was involved with being co-research chair for Mass Communication and Society. I had accepted the offer and showed up at the prior conferences meeting for new research chairs not quite knowing what to expect. The meeting went rather fast and I didn't really understand all of what was going on.

Note to future chairs, pay attention during those meetings!!! I sporadically got emails during the year about my duties and upcoming events. As an assistant professor I get quite a few emails, so it's very easy to let the AEJMC ones slip by your attention of student emails regarding the amount of extra

credit that they can do for a class.

However, as time got nearer to the event and paper submission deadline I noticed that it was time to sign-up for the all academic site training session. I signed up for one of my off days around 10 o'clock in the morning. I figured that would easy enough. Note to future chairs, make sure to take into account potential time differences if you live in the central or mountain time zones. I missed two training sessions because I couldn't quite figure out the time difference. However, when it comes to common sense I think I missed the boat, so I'm sure most of you will get the time difference thing right away.

It isn't that difficult to figure out the system on your own, but the training session would probably have been a big time saver. Also, make sure to have more than enough reviewers for the large amount of papers that our division receives. A friend of mine who is research chair for another divi-

sion was telling me how he had 34 papers and 34 reviewers. I can tell you that you better multiple that number by five for our division.

Also, it is good to seek advice from prior research chairs as having information regarding past reviewers is a time saver when assigning papers. I know when I came into this thing, I was like "oh I am going to make sure that everyone reviews papers within their given field, it will be awesome, I will be hailed as the best co-research chair ever!!!" You can go ahead and throw out that notion right quick. It gets rather taxing and you end up just assigning as best as possible, sometimes just along methodological lines. Sorry for anyone who had to review that content analysis of the Cannon Ball Run movies.

All kidding aside, this was actually a great opportunity. I really enjoyed assigning reviewers and hope the sessions will turn out really well. We are hoping to have a very good turn out!!! Thanks and see you in St. Louis!!!

And the results are in: Online survey showcases division

This past spring, two short surveys were administered to division members. A summary of the results of these two surveys is offered below. Detailed results for both surveys are also posted on our division website (including average scores for closed-ended items and all open-ended responses). Points from these results will be discussed at the division business meeting in St. Louis. Thank you to all who participated!

The Mass Communication and Society Division: Who Are We?

This survey tackled the topic of “who we are” as a division. Using the closed-ended and open-ended questions, division members were asked how they would define the Mass Communication and Society division. Members were also asked for their thoughts about special theme calls as a conference programming strategy.

For the most part, it appears that our division members view Mass Communication and Society as a broad division that encompasses a wide range of theories and methodologies. This general consensus is qualified by some members’ views that methods more often seen in MCS papers are quantitative rather than qualitative in nature. There is less consensus about whether the theories often seen in MCS papers necessarily deal with the intersection between mass media and society. Perhaps for this reason, opinions appear to be split as to whether our division is a “catch-all” division.

Regarding the idea of special research paper calls, members are favorable toward the idea (though not overwhelmingly favorable). Comments about this idea suggest it might be better to create themed sessions around already-submitted papers rather than reserving valuable session space for a special call in exchange for accepting more general submission papers. Some fantastic ideas emerged for special calls, however, which we might incorporate as teaching panels, PF&R (Professional Freedom & Responsibility) panels,

or in a general research paper call that softly encourages, but does not mandate, paper submissions of certain themes. Each of these options would preserve our ability to accept as many papers as we have been able to in the past.

The Mass Communication and Society Division: Serving our Graduate Students

This survey dealt with how our division can better serve graduate students. Using the closed-ended and open-ended questions, division members were asked how they thought our division is doing with regard to serving and engagement thus far and what we might do better. Members were also asked for their general feeling about our division offering scholarships for doctoral dissertation and masters thesis completion.

In general, it looks as though our members feel we do a good job of showcasing graduate student research and providing a sense of community, although as some comments indicate, we can strengthen our efforts to provide networking opportunities for all of our members. We have a significant problem that needs to be addressed, however. There is much less awareness of the graduate student teaching awards, there is little awareness of the Moeller paper competition awards (for research papers written for a course grade), and there is also little awareness that graduate students are eligible to apply for the division’s primary \$5000 research award. Publicizing these available awards more effectively needs to be a top priority in the next years.

Regarding the idea of scholarships for masters thesis and doctoral dissertation completion, mixed support and off-line comments indicate the need to discuss specifics of the awards, concentrating on the qualifications for receiving the award payment. In general, members seem to like the idea of a doctoral scholarship more than the idea of a masters scholarship, and one can surmise

from the results that there is some support for the idea that the final work (dissertation, thesis) should be submitted for review to our division journal in order to be eligible for the full award. This stipulation for full award is taken from the guidelines for our division's \$5000 research award, in which we award half of the award to the research award winners upfront and the other half of the award upon submission of their completed work to Mass Communication and Society within a designated time.

At our division business meeting in St. Louis, we will discuss the logic of splitting an award intended to assist with completion of a requirement for a graduate degree (e.g., does it make sense to withhold money a person needs to complete a dissertation?), realistic expectations for turning the dissertation into a journal article submission (e.g., is a two-year time limit from award to submission too short or too long?), realistic expectations for attracting masters thesis award applications, and other issues relating to these scholarships.

Also up for discussion will be suggestions from comments, including offering travel awards to graduate students and travel and conference registration reimbursement for our graduate student award winners.

Again, a big thank you to all those who took the time to participate in these surveys!

2010-2011 Executive Committee

Division Head

Francesca Dillman Carpentier, *UNC-Chapel Hill*, francesca@unc.edu

Vice Head

Seungahn Nah, *University of Kentucky*, seungahn.nah@uky.edu

Research Co-Chairs

Vincent Cicchirillo, *University of Texas*, vcicchirillo98@yahoo.com

Heather LaMarre, *University of Minnesota*, hllamarre@umn.edu

Midwinter Research Chair

Lisa Paulin-Cid, *North Carolina Central*, lpaulin@nccu.edu

PF&R Co-Chairs

Bu Zhong, *Penn State*, zhongbu@psu.edu

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

Teaching Co-Chairs

W. Joann Wong, *Indiana*, wjwong@indiana.edu

Kelley Crowley, *WVU*, kelleycrowley@gmail.com

Award Co-Chairs

Lucy Atkinson, *University of Texas*, lucyatkinson@mail.utexas.edu

Jensen Moore, *WVU*, Jensen.Moore@mail.wvu.edu

Newsletter/Secretary

Jennifer Kowalewski, *Texas Christian University*, j.kowalewski@tcu.edu

Webmaster

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

Graduate Student Liaisons

Jay Hmielowski, *The Ohio State University*, jay.hmielowski@gmail.com

Temple Northup, *UNC-Chapel Hill*, tnorthup@email.unc.edu