

Head note: Thanks to everyone who helped with centennial conference



SEUNGAHN NAH
UNIVERSITY OF KENTUCKY
DIVISION HEAD

I just wanted to thank you for your strong support and engagement in our division. As one of the largest divisions and interest groups in AEJMC, our division has continuously been growing due to your membership, leadership, scholarship and more.

Having completed our recent paper competitions, I would like to thank you for your valuable works and congratulate on your great achievements. Congratulations on accepted papers and all of the competition winners (faculty and student paper winners as well as Moeller student competition winner) as announced and acknowledged in this newsletter.

I also would like to send my sincere congratulations to those who have been selected for



a handful of awards on research, teaching, and service (Research Grants, Dissertation Award, Distinguished Educator Award and Promising Professor Award). These could have not done without all of you. And I would like express my sincere gratitude to paper reviewers, officers, and equally important, you all as members, for the great service.

Since being elected as a research co-chair in 2009, I have been honored to serve as the vice head and program chair, and the head. I've learned a great deal more so than expected and have enjoyed working for the division. Thank you all!

I am looking forward to seeing you all at the centennial conference in Chicago. On MC&S!

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Programming: The MC&S contribution to 2012 AEJMC conference



BU ZHONG
PENNSYLVANIA STATE
UNIVERSITY
VICE-HEAD &
PROGRAMMING CHAIR

This year, our division once again became one of the AEJMC divisions and interest groups that received the largest number of submissions.

For the upcoming 2012 AEJMC Conference in Chicago, MC&S has programmed a total of 75 referred papers through diverse research sessions, including a poster session (40 papers), two high density sessions (20 papers), two referred research sessions (a total of 8 papers), and one 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 between them. For the centennial conference, we have programmed one research panel, two teaching panels and three PF&R panels.

This year MC&S also joins CTM to co-sponsor two paid sessions: one introduction and one advanced session on "Using NodeXL for Social Network Analysis" by Marc Smith, who created a free program called NodeXL. Both sessions will be held on August 8. The introduction session will take place from

1-5:00 p.m. and the advanced session from 7-9:00 p.m. Cost of each session: \$45 for MC&S members, and \$25 for graduate students.

We look forward to meeting you all in Chicago, where we will recognize your great teaching, research and service.

For those who may not be familiar with the role of vice head

and program chair, I like to add that my responsibilities include, in addition to assisting the head with division-wide issues, preparing for the MC&S programming duties by meeting all deadlines put forth by AEJMC central office. I am also responsible for distributing the call for proposals for PF&R and Teaching panels each fall.

MC&S Division Schedule for 2012 AEJMC Conference

Thursday, August 9, 2012

1:30-3:00 p.m. - High Density Research 1 (10 papers)

5:00-6:30 p.m. - PF&R Panel with Communicating Science, Health, Environment & Risk Division: "The media and health literacy"

Friday, August 10, 2012

7:00 - 8:00 a.m. - MCS Editorial Board Meeting

8:15-9:45 p.m. - Research Panel with Graduate Student Interest Group: "Submitting your papers to journals in mass communications"

11:45 a.m.-1:15 p.m. - High Density Research 2 (10 papers)

3:15-4:45 p.m. - PF&R Panel with Religion and Media Interest Group: "Religion, politics, and the quest for the White House. How religion and identity are discussed in the current political climate"

5:00 - 6:30 p.m. - Scholar-to-Scholar Session with International Communication (40 papers)

8:30 - 10:00 p.m. MCS Members' Meeting

Saturday, August 11, 2012

8:15-9:45 a.m. - MCS Top Paper Session 1 (4 papers)

3:30-5:00 p.m. - MCS Top Paper Session 2 (4 papers)

5:15-6:45 p.m. - Teaching Panel with Civic and Citizen Journalism Interest Group: "Teaching with and about participatory media cultures"

Sunday, August 12, 2012

10:00 - 11:30 a.m. - PF&R Panel with Entertainment Studies Interest Group: "Social media, games and advertisers: Industry planning and research activities"

Scholar-to-scholar session (7 papers), whose time slot will be assigned by the AEJMC central office.

Impressive number of MC&S division submissions and acceptances in 2012



LUCY ATKINSON

UNIVERSITY OF TEXAS AT AUSTIN
RESEARCH CO-CHAIR



SEI-HILL KIM

UNIVERSITY OF SOUTH CAROLINA
RESEARCH CO-CHAIR

April, as usual, was a flurry of activity for MC&S once the deadline hit for authors to submit research papers to All Academic. And, as usual, we had an impressive number of submissions.

This year, 149 papers were submitted. Of those, 15 were disqualified for exceeding the page limit or for not meeting AEJMC's submission guidelines requiring clean papers without identifying author information. In total, 73 papers were accepted, for an acceptance rate of 54 percent.

As one of the largest and most diverse divisions, we get a high number of submissions each year covering a wide range of topics and methodological approaches. The division does a great service by being able to accommodate and represent so many diverse themes and styles, but it certainly makes the logistical side of things a little complicated when you're (a) trying to assign papers to reviewers who are knowledgeable about the topic or method; (b) organizing sessions and scheduling papers in a way that that represents a common, meaningful theme. Although challenging, it's that variety of voices and methods that make the MC&S panels and poster sessions so exciting.

The 2012 program features

two traditional paper panels with the top faculty and student papers; two high-density sessions, one focusing on health issues and portrayals in the media, the other focusing on social media, politics and culture; one scholar-to-scholar session on the issue of journalism, norms

and news coverage; and a poster session organized into eight different thematic areas including topics on the influence of television, children and teens, and advertising and new media.

The division also offers a number of rewards for top papers. This year, four faculty-authored papers and four student-authored papers were honored with top paper recognitions. Additionally, the division recognizes exceptional student papers that were written for a class during the previous year with the Moeller Student Paper award.

With only so many slots on the program, the division is always in the unfortunate position of having to turn down papers that still show great promise and merit. It's never nice to get a rejection, but we offer the following advice for next year's submission cycle.

First, make sure you're paper is clean and includes no indication of your and your coauthors' names. The AEJMC website offers clear steps on how to strip your document of any identifying information that might be embedded in the code. Also remember to take any names off the title page. Second, make sure your paper conforms to the division's guidelines about length. For MC&S, the paper call stipulates that all manuscripts must be 30 pages double-spaced, inclusive of all supporting elements except the abstract. That means references, tables and figures, which should be one to a page, must come in under the 30-page limit.

"Although MC&S division is a broad and encompassing one, it doesn't make it a catchall for papers that might find a better home in a more narrowly defined division."

Last, make sure your paper is relevant to the division and is not better suited to a different one. Although MC&S division is a broad and encompassing one, it doesn't make it a catchall for papers that might find a better home in a more narrowly defined division.

Finally, the division would not be able to do what it does and field so many interesting, challenging and thought-provoking papers without the help of an army of reviewers. This year, we had 98 reviewers who looked at, on average four papers apiece. A few kind individuals even agreed to review six or seven papers after a handful of reviewers went AWOL or declined to finish their reviews. To those people, we offer our heartfelt thanks and appreciation.

To everyone else, we look forward to seeing you in Chicago!

Midwinter Conference highly successful



LISA PAULIN-CID

NORTH CAROLINA CENTRAL
UNIVERSITY
MIDWINTER CO-CHAIR



TEMPLE NORTHRUP

UNIVERSITY OF HOUSTON
MIDWINTER CO-CHAIR

At this year's Midwinter Conference, hosted wonderfully by the University of Oklahoma, MC&S was again the largest division represented and the only division that had a session scheduled during every available timeslot. A total of 35 abstracts were submitted for this year's conference and we were able to accept 29 of them. Both graduate students and professors presented their research that covered a diverse range of topics. Lively discussions were had among the well-populated sessions, with attendance ranging from 11 to 19 individuals.

Top paper went to Jennifer Green and Patrick Merle of Texas Tech University for their paper: "If you scare them, they will join: Effects of mortality salience and self-construals on civic engagement." Their paper was presented in the session "Cultivation, Death, and Emotional Appeals: Examining Media Effects." Other papers in this session were by Sidharth Muralidharan, Meg Jones, and Jun Heo (University of Southern Mississippi), Seungae Suzy Lee, David Tisdale, and Jun Heo (University of Southern Mississippi), Gunwoo Yoon (University of Illinois), and Minchul Kim (University of Wisconsin – Milwaukee).

Other sessions included "Media & Politics," with papers by Kevin Musgrave and Bryan Carr (University of Oklahoma), Herman Chueng (Tsinghua University), Jill Edy, Jerry Overton, and Ryan Bisel (University of Oklahoma), Andre Nicholson (Howard University), and Elizabeth Skewes (University of Colorado).

"The Impact of Evolving Technology on our World," with papers by Cheol Gi Bae (University of Illinois), Yanjun Zhao (Cameron University), June Yung Kim (University of Florida), Lin Lin (Arkansas State University), and Stan Ketterer, John McGuire, and Ray Murray (Oklahoma State).

"Children, Teens, and Our Health," with papers by Michael Devlin and Natalie Brown (University of Alabama), Bin Shen and Karla Gower (University of Alabama), Yanjun Zhao (Cameron University), Juliette Highland, Newly Paul, Stephanie Roussell, and Shannon Snell (Louisiana State University), and Kuo-Ting Huang (Florida State University).

"Examining the State of the 'New' Media," with papers by Jeff Riley (University of Florida), George Daniels and Natalie Brown (Univer-

sity of Alabama), Alice Tunaru and Yorgo Pasadeos (University of Alabama), Sim Butler and Betsy Emmons (University of Alabama), and Gina Luttrell (Eastern Michigan).

"The Challenges and Effects of Journalists and Journalism," with papers by Bu Zhong and Norman Lewis (University of Florida), Zeynap Altinay (Louisiana State University), Ellada Gamreklidze, Jonathan Ferrante, and Kristi Barnett Williams (Louisiana State University), Kenna Griffin (Oklahoma City University), and Ken Kim and John McGuire (Oklahoma State University).

The division would like to extend a huge thank you to all of the professors who served as moderators and discussants for the presentations, including Ken Kim of Oklahoma State University, Kenna Griffin of Oklahoma City University, and Julie Jones, Jamie Loke, and Joe Foote, all from the University of Oklahoma. We would also like to thank all of the officers who volunteered to review all of the abstracts.

During the course of the year, we as midwinter co-chairs wrote four newsletter articles focusing on the activities related to the conference. In the fall, we posted the paper call and contacted officers and former officers to ask that they serve as reviewers. We then coordinated the review of all of the proposals, compiled the results, organized the feedback and corresponded with each submitter as to the status of the proposal. Throughout January and February, we communicated with accepted presenters about the upcoming conference and found current faculty willing to serve as moderators and discussants.



AEJMC Mass
Communication & Society Division



@AEJMC_MCS

PF&R encompasses teaching, research and service to AEJMC, universities and society



NAMKEE PARK
UNIVERSITY OF OKLAHOMA
PF&R CO-CHAIR

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

This year the Mass Communication and Society PF&R chairs have focused support on programs initiated by three interest groups rather than on providing specific programs for our division.

These diverse groups, whose conference programs are described above, include (1) COMSHER: Communicating Science, Health & Risk; (2) Religion and Media; and (3) Entertainment Studies. This focus met some of the PF&R role requirement for MC&S by providing both in-convention activities and material for newsletter articles. The newsletter articles also hopefully provide promotional exposure for these sessions with our considerably large membership. This year's program did not include an off-site activity. However, last year's conference met this requirement by including a visit to an Anheuser Busch facility to learn how their promotional work deals with underage drinking – a major issue at this time.

Two of this year's conference
PF&R Continued on Page 8

2012 AEJMC Conference PF&R Schedule

Thursday, August 9, 1:30 p.m. – 3 p.m.

Communicating Science, Health and Risk (COMSHER) and Mass Communication and Society - PF&R Panel session: Health Literacy's Impact on Patients, Providers and Society

Discussant/Moderator: Robert A. Logan, U.S. National Library of Medicine, U.S. National Institutes of Health

Panelists:

Michael Wolf, Northwestern University Feinberg School of Medicine
Paul D. Smith, University of Wisconsin-Madison School of Medicine and Public Health
David A. Baker, Northwestern University Feinberg School of Medicine
Joanne G. Schwartzberg, American Medical Association

Friday, August 10, 3:15 pm to 4:45 pm

Religion and Media Interest Group and Mass Communication and Society Division - PF&R Panel Session: Religion, Politics, and the Quest for the White House. How Religion and Identity are Discussed in the Current Political Climate

Discussant/Moderator: Cecile Holmes, South Carolina

Panelists:

Ascribing Religion in the 2008 Presidential Election
Kimberly Davis, Maryland
Religion as Distraction: The Three Republican Parties of 2012
John Williams, Principia College
Leader-endorsed and Deity-approved: The Role of Religious Affiliation and Participation in Elections in the New Millennium
Amanda Sturgill, Elon
Campaign as Teaching Moment
Manya Brachear, religion reporter, Chicago Tribune
Front Page News Values in a National Sample of U.S. Daily Newspapers: A Preliminary Report
Janet A. Bridges, Sam Houston State
George Sylvie, Texas at Austin
Lamar W. Bridges, Texas A&M – Commerce
Sandra H. Utt, Memphis

Sunday, August 12, 10 a.m. to 11:30 a.m.

Entertainment Studies Interest Group and Mass Communication and Society Division - PF&R Panel Session: Social Media, Games and Advertisers: Industry Planning and Research Activities

Discussant/Moderator: Timothy R. Gleason, Wisconsin Oshkosh

Panelists:

Delivering Human Experiences Through the 4Cs
Anne Enright, SVP Digital Director, Starcom Worldwide, Chicago
Social Play and Advertising in Multi-Player Online Games
Sara Hansen, Wisconsin Oshkosh
Social Network Games, Consumers and eWOM,
Jin Kyun Lee, Wisconsin Oshkosh

Exciting Teaching Panels planned for 2012 AEJMC centennial conference



JOANN WONG
INDIANA UNIVERSITY
TEACHING CO-CHAIR

This was another exciting year for our division, and we were honored to serve as teaching chairs. For our final article, we will provide you with details about the teaching panels that will be featured at this year's annual meeting and a summary of what teaching chairs do during the course of a year.

At this year's annual conference in Chicago, we are co-sponsoring two teaching panels. The first panel is the annual teaching workshop, which will be held on Thursday, August 9th, at 10:00 am. This panel honors teaching excellence in the field of communication with the Promising Professor Awards and the Distinguished Educator Award. We invite everyone to attend this panel as our award winners make presentations about their experiences as a teacher, how their experiences influence their teaching philosophy, and offer insight on what they have done



JAY HMIELOWSKI
YALE UNIVERSITY
TEACHING CO-CHAIR

to excel as instructors.

Our second panel this year is titled "Teaching with and about Participatory Media Cultures," which is co-sponsored by the Civic and Citizens Journalism Interest Group and will be held on Saturday, August 11th at 5:15 pm.

In the classroom, most instructors continue to emphasize the historically dominant structure of media dispersion in which a handful of institutions create and distribute media content. However, ordinary people now have the capability to generate their own news or entrainment content with ease. Because of the increased power individuals have to create and distribute content, this panel will provide instructors with valuable information on why it is important to focus on participatory media cultures and how to integrate it into their exist-

ing curriculum.

Our involvement in the division involves a range of activities. Every year teaching chairs work on developing in convention and out of convention activities. In convention activities include the conference teaching panels. Working with teaching chairs from other divisions, we develop and submit panel proposals for the upcoming conference. This process includes writing up panel proposals and finding people willing to participate in the panel.

We also work on developing out of conference activities. This year our out of conference activity includes the development of a teaching material exchange on our website. This exchange includes syllabi, suggestions for textbooks, and examples of assignments used in mass communication oriented classes.

During the course of the year, we have also written three articles for the division's newsletter. Finally, we also serve as members of the awards committee. In essence, we (along with the rest of the executive committee) evaluate applications for all of the division's annual awards including the Promising Professor Award, the Distinguished Educator Award, and the Traves Award.

Overall, we had a productive year and enjoyed our time as teaching chairs. See you in Chicago!

Changes to MC&S social media for 2012 conference

SOCIAL MEDIA COMMITTEE
ERIN ASH
PENNSYLVANIA STATE UNIVERSITY
BENJAMIN LAPOE
LOUISIANA STATE UNIVERSITY
JACK KARLIS
UNIVERSITY OF SOUTH CAROLINA
YOU LI
UNIVERSITY OF MISSOURI

The social media committee has been very busy this year. On Twitter (aejmc_mcs) we now

have 395 followers. On Facebook, we have 136 members.

We are transitioning to a Facebook page, instead of a group in an attempt to raise visibility. This semester, Benjamin LaPoe did a case study to see if a page does, in fact, raise visibility compared to a group. His results were encouraging - nearly doubling the social network. If any members have any comments, recommendations, or experience with this transition, LaPoe would love to hear from

them.

The committee also started a LinkedIn page for MC&S. On all platforms, our goal has been to either inform members about our division's activity or to share research that we hope increases our members' knowledge of mass communication and society.

Finally, we plan to use social media a lot during the annual conference. We are suggesting using it like ICA did this summer and their virtual conference.

MC&S awards recognize teaching, research and service: New dissertation award in 2012



JENNIFER KOWALEWSKI
TEXAS CHRISTIAN UNIVERSITY
AWARDS CO-CHAIR



KEVIN WILLIAMS
MISSISSIPPI STATE UNIVERSITY
AWARDS CO-CHAIR

In the months of May and June we were busy collecting submissions and shuffling papers for the various awards MC&S gives out

at annual convention.

We're happy that the division's continued popularity and large member base afford us the

opportunity to give out such a large number of awards.

This year saw not only the dollar amount of several of our awards increase but also the inaugural awarding of the division's Dissertation Award.

Below is a listing of all recipients of MCS awards this year.

Please join us Friday, August 10th, at 8:30 for the division's members' meeting where we can all greet and congratulate these honored members.

Top Papers

Open Competition

First Place

Lauren Bratslavsky, Harsha Gangadharbatla, & Darshan Sawantdesai, University of Oregon

Second Place

Mihee Kim & Ronald Yaros, University of Maryland

Third Place

Maria Len-Rios, Manu Bhandari, & Yulia Medvedeva, University of Missouri

Honorable Mention

Chang-Dae Ham, University of Illinois, & Joonghwa Lee, Middle Tennessee State University

Student Competition

First Place

Laras Sekarasih, University of Massachusetts Amherst

Second Place

Edson Tandoc & Jonathan Peters, University of Missouri

Third Place

Elia Powers, University of Maryland &

Michael Koliska, University of Maryland

Honorable Mention

Edson Tandoc & Patrick Ferrucci, University of Missouri

Moeller Competition

Brian Weeks, The Ohio State University

Dissertation Award

William "Kelly" Kaufhold, Ph.D. from the University of Texas, Faculty member at Texas Tech University

Research Award, (2 winners)

Michael McDevitt, University of Colorado Boulder
R. Glenn Cummins, Texas Tech University

Promising Professors

First Place – Rita Colistra, West Virginia University
Second Place – Kalen Churcher, Niagara University
Third Place – Marcia DiStaso, Pennsylvania State University

Distinguished Educator

John C. Pollock, The College of New Jersey

Looking forward to next year: New editor, special edition, and bylaw changes



STEVE PERRY
ILLINOIS STATE UNIVERSITY
EDITOR,
MASS COMMUNICATION AND
SOCIETY

Important steps into the future for MC&S are around the corner.

Editor-Elect Ran Wei has begun handling manuscript assignments to Associate Editors and reviewers himself as we transition. Editorial board changes will also be made soon. Wei has already assigned Francis Lee from the Chinese University of Hong Kong as a new Associate Editor, since Wei's promotion to editor leaves an opening. The other AEs are continuing their service.

Here are a couple of inter-

esting facts about MC&S as we are in the middle of the 15th year of publication:

What do you think is the most often cited manuscript we have published? It is "Uses and Gratifications Theory in the 21st Century," published in Vol. 3 by Thomas Ruggiero, followed closely by Jonathan Cohen's Vol. 4 article, "Defining Identification: A Theoretical Look at the Identification of Audiences with Media Characters."

These articles have been cited 72 times and 62 times respectively according to Taylor and Francis's accounting. The top 20 most cited articles can be found at www.tandfonline.com in a link to the left side of Mass Communication and Society's page.

If you published an article in the journal, if it has been cited even 9 times in other outlets, it would make the top 20 list.

Our first of two Olympics symposia, a special issue featured by Taylor and Francis is among 40

journal special issues to be unveiled at the International Convention on Science, Education, and Medicine in Sport in Glasgow, Scotland.

Co-Guest editor Kim Bissell and I have been asked to represent MC&S and the journal editing project by saying a few words at the unveiling. That publicity along with recent articles in the London Daily Telegraph and LiveScience.com about the recently published article on profanity in adolescent literature continues to augment the journal's prominence.

Finally, in Chicago we will need to vote on some changes in the bylaws related to the journal. I would like to propose that we increase the number of AEs, set a permanent subsidy for the editor's university, and set some policies in place for the transitional period between editors.

The exact wording of the proposed changes will be sent out via email. Please feel free to provide feedback to all proposals.

PF&R continued from Page 5

programs mentioned above acknowledge the need for professional freedom and responsibility through their topics. One looks at impact of health "literacy" and the other at political approaches to religion/identity. The third examines activities related to the social-media industry.

The entire list of potential PF&R chair(s)' activities includes: (1) explaining our PF&R mission in clear language, (2) coordinating assignment of fall, winter, and spring/summer newsletter

articles covering PF&R issues, (3) assisting in meeting PF&R goals of the division, (4) recognizing the needs for in-convention and out-of-convention activities, (5) providing a PF&R report for inclusion in the annual report, and (6) attending the Council of Divisions PF&R Chair training session at the convention.

The mission of the PF&R committee: Professional freedom and responsibility encompasses research, teaching and service and is related to AEJMC mem-

bers' interaction with the media professions through preparation of students for media careers, research examining media roles and responsibilities, and service to the professions through engagement and training. Service in support of professional freedom and responsibility is an essential expectation of every member of AEJMC. Members should work in support of the principles of professional freedom and responsibility within this organization, at their home institutions, and in society at large.

Grad Students: It's a great time to join the MC&S Division!



MELANIE SARGE
OHIO STATE UNIVERSITY
GRADUATE STUDENT LIAISON



EDSON TANDOC
UNIVERSITY OF MISSOURI
GRADUATE STUDENT LIAISON

Hello fellow graduate students!

As the AEJMC annual conference nears, we want to remind you of the various opportunities the Mass Communication and Society division offers to graduate students. This is your year to get involved!

It is easy to be part of the MC&S division of the AEJMC early in your academic career. You can par-

ticipate in the division by submitting papers to our summer and winter conferences, which may win you monetary awards including top student paper and dissertation awards. Students can also submit a paper written for a course to the division's Moeller paper competition. The winner of this competition is awarded \$100 and a plaque. Graduate students, who have had primary responsibility teaching, might

also be eligible for the Promising Professors competition. Monetary awards are available for the top three entries and first place will receive a plaque.

You can also get involved the same way we did by volunteering to be a graduate student liaison. Service within the field is important for your career. As graduate student liaisons, we serve the division by contributing to the division's newsletter and reviewing submissions as members of the awards committee.

Involvement within the division provides valuable network opportunities to build and foster long-lasting professional relationships that are crucial for your future careers. Becoming involved with our division early is also important for later opportunities to hold leadership positions. We encourage all graduate students to get involved this year and we hope to see you at the conference in August!

2011-2012 Mass Communication and Society Executive Committee

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