

# MC&S NEWSLETTER

Mass Communication and Society Division ~ Winter 2005 ~ Volume 38, Number 2  
Association for Education in Journalism and Mass Communication

## Head note

by Denis Wu, Louisiana State University

First of all, I hope you had a great holiday and feel rejuvenated after the break! An exciting year lies ahead for our division and your participation counts. So, let me take this opportunity to update you on our division's activities and upcoming events.

Jennifer Greer, program chair, and I attended the winter meeting in San Antonio in early December and survived the chip auction. OK — it actually was not that bad. We succeeded in securing 13 sessions (excluding business meetings) and will likely sponsor one or two off-site trips to Spanish-language media in San Antonio. The sessions (research, PF&R, and teaching) are quite evenly distributed across the four-day convention, which is what we pushed for at the auction. Jennifer's report in this newsletter will give you more details about the sessions.

Our first participation in the AEJMC Midwinter Conference is off to a great start. Our membership's enthusiasm and effort was evident in the number of members who submitted abstracts in the research competition. Every submission was blindly reviewed by three judges and evaluations were tallied. We are likely to put 15 papers in three research panels and one teaching panel in the program. I am excited about this kind of

smaller meeting and hope that the division will continue this format in the future, which I believe will foster research culture and form a stronger bond among division members. I hope you can join us at Kennesaw State University in Georgia on Feb. 11-12. The details of the meeting are available elsewhere in this newsletter and online at <https://webpace.utexas.edu/mark43/www/>.

You may find the proposed revision to the division's bylaws by going to <http://www.aejmc-mcs.org/about/bylaws.html>. For some reason, Article IX of the bylaws (about the division's journal) was never updated after the name and editorial operation were changed in 1998. To reflect the reality of our division journal and to ensure the continuance of the journal operation, I asked the current editor, James Shanahan, to come up with this new version, which is also supported by the publisher, Lawrence Erlbaum Associates. I'd like all division members to take a careful look at this revised version and get back to me if you have any suggestions. Note that the division journal in the bylaws is still called *Mass Comm Review*, not the successor name, *Mass Communication & Society*. We are going to vote on this revision in the members' meeting at the convention in

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## MC&S seeks nominations for Trayer Award

The Trayer Professor of the Year Award is granted by the Mass Communication and Society Division in recognition of outstanding contributions to the MC&S Division, AEJMC, and the field of mass communication.

The award, which may be granted annually, was established in 1985 in honor of Edward Trayer, founding editor of *Mass Comm Review* (now *Mass Communication and Society*).

If you know of someone who you think is deserving of the Trayer Award, please send a nominating letter to Denis Wu, MC&S Division Head, c/o Manship School of Mass

Communication, Louisiana State University, Baton Rouge, LA, 70803-7202. It will be helpful to include one or two additional letters of support and curriculum vitae of the nominee. Self-nomination is permitted, but in that case an additional nominating letter is required.

Deadline for nominations is April 1, 2005. The winner will be announced in the spring issue of the *MC&S Newsletter* and the award will be presented at the AEJMC convention in August in San Antonio.

Selection of the winner will be determined by the division's Executive

Committee.

Here are the past winners of the Trayer Professor of the Year Award:

- 2004—Everette E. Dennis
- 2003—Donald L. Shaw
- 1998—Barbara Straus Reed
- 1997—Guido Stempel III
- 1996—Diana Stover  
Tillinghast and Bill  
Tillinghast
- 1993—Maxwell McCombs
- 1991—John Merrill
- 1990—Del Brinkman
- 1987—Keith Sanders
- 1985—Edward Trayer

## 2005 Barrow Minority Doctoral Student Scholarship announced

Applications are now being accepted for the 2005 Barrow Minority Doctoral Student Scholarship. The scholarship includes a \$1,400 award and a free one-year membership in the Communication Theory and Methodology Division (CT&M) of the Association for Education in Journalism and Mass Communication (AEJMC).

The scholarship honors Professor Lionel C. Barrow, Jr., of Howard University in recognition of his pioneering efforts in support of minority education in journalism and mass communication.

The award is sponsored by the CT&M Division and made possible in part through contributions from the Minorities and Communication Division, the Commission on the Status of Minorities and personal donations, as well as royalties from Guido H. Stempel III and Bruce H. Westley's Research Methods in Mass Communication.

Minority students (U.S. citizens or permanent residents)\* enrolled in a Ph.D. program in journalism and/or mass

communication are encouraged to apply. Applicants need not be members of AEJMC or the CT&M Division, nor does their work need to address issues of race.

Applications will be judged on the promise the candidate's work shows for making a significant contribution to communication theory and methodology. To be considered for this scholarship, please send a curriculum vitae, a letter outlining research interests and career plans, and two letters of recommendation to: Associate Professor/International Professor, Department of Communication, Cornell University, 314 Kennedy Hall, Ithaca, NY 14853.

Questions may be addressed to Prof. James Shanahan at (jes30@cornell.edu). Submissions must be postmarked no later than June 1, 2005.

\* African-Americans, Asian Americans, Hispanic/Latino-Americans, Native Americans

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San Antonio in August, so please take time to read the revised version before the members' meeting.

The division is thriving and your involvement will help keep the momentum going. As I said in the last newsletter, an e-mail group has been formed with Yahoo and I would like to invite every division member to join so we can notify you by e-mail about calls for papers, nominations, etc. If you would like to be a part of this Internet group, you may simply visit [http://groups.yahoo.com/group/aejmc\\_mcs/](http://groups.yahoo.com/group/aejmc_mcs/) and click on "join this group." You will receive occasional notices from the division about opportunities and information. So far 52 members have already joined the group. I hope more of you will join.

As I said in the e-mail, the Ed Traves Professor of the Year Award is open for nominations. This is a meaningful way for us to recognize an individual who has made significant contributions to our field, to AEJMC, and to the MC&S division. There is a story in this newsletter with more details, including a list of all past winners of this award. The nomination packet should include a nomination letter and a curriculum vita of the nominee. Self-nomination is welcome, but in that case, another recommendation letter is needed. Please send nominations to me by April 1, 2005. The winner will be announced in the next newsletter and you will have the chance to meet with the winner at the members' meeting in San Antonio.

## MC&S involved in Midwinter Conference at Kennesaw

by Jennifer Jacobs Henderson, Division Teaching Chair

For the first time in several years, the MC&S Division is participating in a mid-year conference, joining seven other divisions meeting Feb. 11 and 12 at Kennesaw State University in Georgia.

In the division's first year of participation in this Midwinter Conference, MC&S attracted 24 research proposal submissions. Of those, 17 were accepted. These projects range from works in progress to completed papers and will be eligible to be submitted for presentation at the AEJMC convention in San Antonio this August.

Although all are welcome to submit research, the Midwinter Conference is an ideal forum for graduate students and new professors.

In addition to the research presentations, MC&S is co-sponsoring a teaching panel

at the Midwinter Conference. The teaching panel, "Technology or Tragedy: The Benefits and Disadvantages of Wired Classrooms," will explore the benefits and disadvantages of high-tech and low-tech teaching environments. Panelists will discuss whether there is a balance between the two that serves both students and teachers and if there is a point at which the technology distracts from the content.

For details about the conference including registration information, go to <https://webspace.utexas.edu/mark43/www/>. If you missed this year's Midwinter Conference, MC&S will participate again next year. Look for that paper call this fall on the MC&S website <http://www.aejmc-mcs.org/>.

# August convention program finalized

by Jennifer Greer, Vice-Head, Program Chair

When the dust and the chips settled at December's "chip auction," the Mass Communication & Society Division's program for the 2005 convention in San Antonio was set. MC&S has programmed 16 panels or events scheduled between Aug. 10 and 13 for our members and other AEJMC attendees.

The full schedule for the August convention is adjacent to this story. While officers and panel organizers are still finalizing details, highlights include research and professional freedom and responsibility (PF&R) sessions focused on the nation's ethnic media, one of the themes Division Head Denis Wu has stressed this year.

On Wednesday, Aug. 10, MC&S will team up with the Newspaper and Media Management and Economics divisions as well as the Community Journalism interest group for a mini-plenary session on the emerging Latino media in the United States. Panel organizers are working to bring in key players in the Latino news industry for this discussion. On Saturday, Aug. 13, we end our convention programming with a research panel on ethnic media and American society. Wu is organizing that panel, working with the Minorities and Communication division.

In addition to these two panels, 14 panels or events offer a variety of opportunities for division members to see the latest research presented, learn tips on improving their teaching and engage in discussions about professional freedom and responsibility.

MC&S researchers will present their work in six referred paper sessions spread throughout the program, including the traditional Scholar-to-Scholar session on Thursday and a MC&S and Newspaper division-sponsored poster session on Friday. On Wednesday, MC&S is teaming up with the Law division for a

sequel to the wildly popular session from 2004: "Getting Published in Scholarly Journals." In this session, journal editors and established researchers will give tips on how to improve the chances that your research makes it to print.

In teaching, our long-standing Promising Professors competition for outstanding junior faculty and graduate student instructors moves into the regular convention schedule, after being a pre-conference workshop for many years. At this panel/workshop session on Thursday (at which breakfast will be served), the winners of this year's competition will present their tips on engaging students. On Friday, MC&S and the Entertainment Studies interest group will present a session on how instructors can teach Mass Communication and Society using popular culture.

For PF&R, three panels and an off-site are scheduled in addition to the mini-plenary. Panels will explore the roles of journalism schools on university campuses (Friday), whether the reemergence of partisan journalism is informing our dividing our citizens (Thursday), and a "hot topic" for journalism educators (Thursday), which we're going to finalize with the Small Program interest group this spring in an effort to keep the program fresh. Our PF&R chair, Diana Knott, is working on an off-site visit to a San Antonio-based communications company, which we're planning Wednesday.

Finally, all members should attend our Business Meeting, scheduled for 8:30 p.m. Thursday. We'll discuss our newsletter, our journal and our bylaws this year, so officers are hoping for a strong turnout. The MC&S Business Meeting also is one of the best ways to become involved in the division — as a judge, a committee member or an officer.

## MC&S-sponsored panels, San Antonio, Texas, Wednesday, Aug. 10, through Saturday, Aug. 13

*Note: Panel titles may change as the program is finalized*

### WEDNESDAY, Aug. 10

**10 a.m.** — Referred research paper panel

**1:30 p.m.** — Getting Published in Journals — The Sequel (Research panel)

**3:15 p.m.** — The Latino Media (Mini-Plenary)

### THURSDAY, Aug. 11

**8:15 a.m.** — Promising Professors (Teaching panel) -- Breakfast served

**11:45 a.m.** — Referred research paper panel

**1:30 a.m.** — Scholar-to-Scholar session for MC&S and other divisions

**3:15 p.m.** — Modern Journalism: Informing or Dividing America (PF&R panel)

**5 p.m.** — Hot topic for journalism educators (PF&R panel)

**8:30 p.m.** — MC&S division business meeting

### FRIDAY, Aug. 12

**8:15 a.m.** — Referred research paper panel

**1:30 p.m.** — Using Popular Culture to Reach Our Students (Teaching panel)

**3:15 p.m.** — Research poster session - MC&S and Newspaper divisions

**5 p.m.** — What roles should journalism schools have on university campuses? (PF&R panel)

### SATURDAY, Aug. 13

**10 a.m.** — Referred research paper panel

**11:45 a.m.** — Ethnic/minority Media and American Society, (Research panel)

# MC&S program, San Antonio, Texas, Wednesday, Aug. 10, through Saturday, Aug. 13

## WEDNESDAY, Aug. 10

**10 a.m.** — Referred research paper panel (5 papers)

**1:30 p.m.** — Getting Published in Journals — The Sequel (Research panel)

**Co-sponsors:** MC&S and Law divisions (MC&S lead sponsor)

**MC&S coordinator:** Renita Coleman, Louisiana State, rcoleman@lsu.edu (225) 578-2045. Law division contact: Tony Fargo, Indiana, alfargo@indiana.edu, (812) 855-5420.

**3:15 p.m.** — The Latino Media (Mini-Plenary),

**Co-sponsors:** MC&S, Newspaper, Community Journalism, Media Management & Economics co-sponsors (??Lead sponsor??)

**MC&S coordinator:** Janet Bridges, University of Louisiana at Lafayette, snowbird@louisiana.edu, (337) 482-6142; **MME contact:** Peter Gade, Oklahoma, pgade@ou.edu. (405) 325-5528; **Community:** Jock Lauterer, North Carolina-Chapel Hill, jock@email.unc.edu, (919) 962-6421;

**Newspaper:** Wilson Lowrey, Alabama, wlowrey@bama.ua.edu, (205) 348-8608.

**5 p.m.** — Outgoing officers meeting, off site

**6:15 p.m.** — Keynote

**8 p.m.** — Opening reception

## THURSDAY, Aug. 11

**8:15 a.m.** — Promising Professors (Teaching panel) —

**Co-sponsors:** MC&S and Graduate

Education (possibly starting at 7:45 a.m., breakfast served) (MC&S lead sponsor)

**MC&S Coordinator:** Jennifer Jacobs Henderson, Trinity, jhender4@trinity.edu (210) 999-8114;

**GEIG contact:** Lisa Paulin, North Carolina, lpaulin@email.unc.edu, (919) 572-6971

**10 a.m.** — Convention Plenary

**11:45 a.m.** — Referred research paper panel (5 papers)

**1:30 a.m.** — Scholar to Scholar session for MC&S and other divisions (7 papers for MC&S)

**3:15 p.m.** — Modern Journalism: Informing or Dividing America (PF&R panel)

**Co-sponsors:** MC&S division and Civic Journalism interest group (Civic lead sponsor, negotiated two or three panelists named by MC&S).

**MC&S contact:** Diana Knott, Ohio, knott@ohio.edu (740) 597-1294,

**Civic contact:** Tony DeMars, dmars@shsu.edu, (936) 294-1346.

**5 p.m.** — Hot topic for journalism educators (PF&R panel).

**Co-sponsors:** Small Programs and MC&S (Small programs lead sponsor)

**8:30 p.m.** — MC&S division business meeting

## FRIDAY, Aug. 12

**7 a.m.** — MC&S incoming officers meeting

**8:15 a.m.** — Referred research paper panel (5 papers)

**10 a.m.** — AEJMC Business Meeting

**1:30 p.m.** — Using Popular Culture to Reach Our Students (Teaching panel), **Co-sponsors:** MC&S division and Entertainment Studies (ESIG lead sponsor)

**MC&S contact:** Jennifer Jacobs Henderson, Trinity, jhender4@trinity.edu (210) 999-8114.

**ESIG contact:** Kimberly Wilmont Voss, SIU-Edwardsville, kvoss@siue.edu. (618) 713-7411.

**3:15 p.m.** — Research poster session — MC&S and Newspaper division (co-sponsors) — (10 to 20 papers for MC&S).

**5 p.m.** — What roles should journalism schools have on university campuses? (PF&R panel)

MC&S sole sponsor

**MC&S contact:** Donica Mensing, Nevada-Reno, dmensing@unr.edu (775) 784-4191

## SATURDAY, Aug. 13

**8:15 a.m.** — Incoming officers training sessions

**10 a.m.** — Referred research paper panel (5 papers)

**11:45 a.m.** — Ethnic/minority Media and American Society, (Research panel)

**Co-sponsors:** MC&S and Minorities & Communication divisions (MC&S lead)

**MC&S coordinator:** Denis Wu, Louisiana State, hdeniswu@lsu.edu;

**MAC contact:** Emmanuel U. Onyedike, Norfolk State, eonyedike@nsu.edu, (757) 823-8331.

## 'Distinguished educator' nominations wanted

The Teaching Standards Committee of the MC&S Division is accepting nominations for its annual Distinguished Educator Award.

The award is given annually to a senior faculty member whose personal teaching excellence and influence on pedagogy in our field is profound. If you know a faculty member who has served as a mentor and role model for your teaching, please consider nominating her/him for this prestigious award.

The Distinguished Educator will receive his or her award and make a formal presentation on teaching

during the Division's annual Promising Professor's Workshop, held this year at 8:15 a.m. Thursday, August 11, 2005, at the AEJMC Convention in San Antonio.

Please send a letter of nomination along with a curriculum vitae from the nominee to: Dr. Jennifer Henderson, MC&S Teaching Standards Chair, Department of Communication, Trinity University, One Trinity Place, San Antonio, TX 78212-7200.

All nominations must be received by 5 p.m. March 18, 2005. This year's Distinguished Educator and her/his nominator will be notified of the honor no later than April 29, 2005.

## 'Promising Professors' competition offers awards, prize money to young educators

by Jennifer Jacobs Henderson, Division Teaching Chair

The AEJMC Mass Communication and Society Division and Graduate Education Interest Group will this year again sponsor the Promising Professors Competition to recognize our best and brightest future 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 to enter the Promising Professors Competition.

All entrants must be members of the Mass Communication and Society Division. If you're not a member, contact AEJMC at [www.aejmc.org/about/mem-form02.html](http://www.aejmc.org/about/mem-form02.html) to join.

Three faculty winners will be selected as competition winners and will receive awards ranging from \$75 to \$250. Two graduate student winners will receive \$50 and \$75 awards. All winners will make presentations at the annual Promising Professors Workshop and Continental Breakfast scheduled for Thursday, Aug. 11, 2005 in San Antonio.

To enter the competition, you must send three copies of each of the following:

\* Current vita

\* Letter of support from your department chair or dean

\* Brief statement of what makes your teaching unique and your assessment of your strengths and weaknesses as an instructor

\* At least two syllabi from classes you have taught within the past two years (Graduate students may send only one if they have not taught more than one class.)

\* At least two examples of assignments used in the past two years in each of those two classes

\* Other materials demonstrating teaching creativity

Please send all materials to Dr. Jennifer Henderson, MC&S Teaching Standards Chair, Department of Communication, Trinity University, One Trinity Place, San Antonio, TX 78212-7200.

Any questions regarding the competition may be sent to Dr. Henderson at [jhender4@trinity.edu](mailto:jhender4@trinity.edu). Materials must be received no later than 5 p.m. on March 18, 2005. All entries will be acknowledged but not returned. A panel of at least three judges will review the entries. Winners will be notified no later than April 29, 2005.

## Grants available for dissertation fellowships

The School of Journalism at the University of Colorado, Boulder, welcomes applications for the 2005-06 academic year for a dissertation fellowship program in media, religion, and culture.

Three one-year fellowship grants of \$12,000 each will be awarded to doctoral students /candidates at the dissertation proposal-writing stage, or who are in the first year after the dissertation proposal is approved.

Deadline is April 5, 2005. Applications are available online at [www.mediareligion.org/](http://www.mediareligion.org/)

This program is supported by a grant from the Lilly Endowment, Inc. For further information, contact Scott Webber ([webbers@colorado.edu](mailto:webbers@colorado.edu)), Stewart Hoover, ([stewart.hoover@colorado.edu](mailto:stewart.hoover@colorado.edu)), or Lynn Schofield Clark ([lynn.clark@colorado.edu](mailto:lynn.clark@colorado.edu)).

# 2004-05 MC&S Executive Committee

<p><b>Head</b>            Denis Wu            Louisiana State University            Manship School of Mass            Communication            Baton Rouge, LA 70803-7202            225-578-2095            225-578-2125 (fax)            hdeniswu@lsu.edu</p>	<p><b>Secretary/Newsletter            Editor &amp; Archivist</b>            George Gladney            Department of            Communication and            Journalism            Room 429, Ross Hall            P.O. Box 3904            University of Wyoming            Laramie, WY 82071            307-766-3814 (office)            307-766-5293 (fax)            ggladney@uwyo.edu</p>	<p><b>Teaching Chair</b>            Jennifer Jacobs Henderson            Trinity University            Dept of Communication            San Antonio TX 78712-7200            210-999-8114            210-999-8355 (fax)            jhender4@trinity.edu</p>	<p><b>Web Master</b>            Tom Gould            A.Q. Miller School of            Journalism and Mass            Communication            219B Kezie Hall            Kansas State University            Manhattan, KS 66506            785-532-3449            785-532-5484 (fax)            tgould@ksu.edu</p>
<p><b>Vice Head/Program            Chair</b>            Jennifer Greer            Donald W. Reynolds School            of Journalism            Mail Stop 303B            University of Nevada            Reno, NV 89557            775-784-4191            jdgreer@unr.edu</p>	<p><b>PF&amp;R Chair</b>            Diana Knott            Ohio University            E.W. Scripps School of            Journalism            Athens, OH 45701            740-597-1294            knott@ohio.edu</p>	<p><b>Research Chair</b>            Renita Coleman            Louisiana State University            Manship School of Mass            Communication            Baton Rouge, LA 70803-7202            225-578-2045            225-578-2125 (fax)            rcoleman@lsu.edu</p>	<p><b>Graduate Student Liaison</b>            Nicole Smith            School of Journalism and            Mass Communication            University of North Carolina            at Chapel Hill            Chapel Hill, NC 27599-3365            225-931-4692            225-962-0620 (fax)            smithne@email.unc.edu</p>

*This issue of the MC&S Newsletter was designed by University of Wyoming communication senior Kristy Harriet*

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 234 Outlet Pointe Blvd.,  
 Suite A  
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