

Amidst Flurries and Chips: MC&S Plans 2009 Convention

By **Donnalynn Pompper**
Temple Vice Head

With December snow flurrying on the outside and poker chips flying on the inside, the Brown Hotel's ballroom atmosphere was electric throughout the AEJMC annual planning meeting (chip auction) as Jennifer and I bargained across the aisles with other divisions and interest groups to maximize opportunities for MC&S members come August.

AEJMC charges all divisions and interest groups to attend to three important foci when planning the annual convention—Research, Teaching, and Professional Freedom & Responsibility (PF&R).

For Research, MC&S will provide about 40 slots via two research panels, one high-density research panel, one scholar-to-scholar panel, and at least

one poster session. Moreover, MC&S will collaborate on six themed panels with eight other divisions/interest groups.

For Teaching, MC&S will host one pre-conference panel, "Teaching the introductory mass communication course: Tips and tactics," and two other teaching-themed panels later in the convention week.

For Professional Freedom & Responsibility, MC&S will facilitate exploration of these key issues during one Mini-Plenary session, "Issues and agendas of campaign 2008," and three themed panels during the convention.

Many thanks to everyone who submitted panel proposals back in the fall. I could not have put together such high-quality programming without your support. Stay tuned for program details in our next newsletter as we countdown to Boston!

HEAD NOTE

Backstage Pass to AEJMC

To most of us, AEJMC is a conference we attend each summer. It is a series of interesting research presentations and teaching panels



Jennifer J. Henderson, Trinity Division Head

along with a fascinating keynote address. But AEJMC is so much more. Backstage it is a complex organization comprised of a permanent staff in South Carolina and hundreds of faculty and graduate student volunteers from around the country.

Here's the scoop:

The officers you elect at membership meetings during the annual convention each summer serve without pay or reimbursement for time. They organize the annual conference, mid-winter conferences, write newsletters, plan events, contact you about job openings, update websites, and recruit hundreds of people to review your research. They are rarely (if ever) thanked for their service. And even more rarely thanked by us (the membership). In fact, we may never come into direct contact with the officers unless, of course, we have misloaded our paper on the conference review site

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Submit 2009 Convention Papers by April 1



By **Michael McCluskey**
*Ohio State University
Research Co-chair*

Papers on a wide variety of topics and methods are welcome for submission to the Mass Communication & Society Division for the 2009 AEJMC national convention in Boston. Faculty and students who have papers fitting the broad field of mass communication and society should strongly consider submitting to the popular division.

At least one author of any accepted paper must be available to present the paper at the Boston convention.

Mass Communication & Society offers separate financial prizes to the top papers from students and faculty. All papers are judged together as general papers, but top papers for each competition are recognized separately. Papers submitted for the special-call panel may also be considered for presentation at other MC&S research-paper sessions. To qualify as a student paper, all authors on the paper must be students. In addition, AEJMC waives one convention registration for each of the four top student papers.

Be sure to visit the AEJMC uniform convention call web page at http://www.aejmc.org/_09call.php for steps on submitting your paper to the 2009 competition.

Author anonymity is critical to the fairness of the judging of entries. Authors submitting a paper should remember to remove all identifying information from their papers. Any paper submitted with identifying information visible in the document will be disqualified. For details on how to submit a “clean” paper, visit

the AEJMC web page at http://www.aejmc.org/_events/convention/papercall/cleanpaper.php. Your identifying information will be captured in AEJMC’s online database when you submit your entry.

MC&S is open to a wide variety of recognized research methods and citation styles. The division restricts papers to 30 double-spaced pages, including all text and supporting material. Papers should be submitted exclusively to MC&S. Papers are ineligible if they have been previously presented or published, are being considered for publication, or have been submitted to another AEJMC division.

Authors may submit no more than two papers to the MC&S competition. If a submitter’s name appears on more than two papers, including as co-author, only the first two submitted will be reviewed.

Once again, submissions to the MC&S competition must be submitted to the AEJMC convention web site at www.aejmc.org/09convention. The deadline for submissions is 11:59 p.m. Central Daylight Time on April 1, 2009. Papers may be submitted in Word, WordPerfect or PDF formats, although Word and PDF are preferred. Be sure to also include an abstract of up to 75 words. Papers that are printed out will not be accepted, nor will any papers submitted electronically to the research co-chairs.

For questions, please contact one of the MC&S research co-chairs: Cory Armstrong at carmstrong@jou.ufl.edu, 352-392-0847, or Michael McCluskey, mclcluskey.14@osu.edu, 614-247-2754.

Call for Judges

The need for judges in MC&S's refereed paper competition continues to grow with the popularity of the division. To volunteer, send to one of the division's research co-chairs: your name, affiliation, e-mail and work phone, your area of research expertise, any methodology or topic areas you feel you could NOT legitimately review, and whether you want to be a moderator or discussant at the conference. Research co-chairs are Michael McCluskey, mccluskey.14@osu.edu, and Cory Armstrong, carmstrong@jou.ufl.edu. You should receive your review assignments by mid-April and have until early May to complete reviews.

Special Calls for MC&S Research in 2009

By Cory L. Armstrong
University of Florida
Research Co-Chair

During the 2009 AEJMC Convention, the division is holding a special call for research related to "Media and Social Change," along with the annual student Moeller paper competition.

The special research call examines the relationship between media and social systems, especially as those relationships facilitate or hinder social change. Those papers that focus on sociological movements are especially encouraged. Examples of potential topics include protest coverage, technology and change, and advocacy, but other topics will also be considered.

In addition, cash awards will be given for the top faculty and student papers submitted to MC&S. Members voted to raise the top awards to \$250 for the top faculty paper award in 2009. The division waives one convention registration

for each of four student winners. Papers submitted in the student contest must contain all student authors.

Papers submitted for the special call will also be considered in the open paper competition, but winners will be recognized separately in a dedicated research panel.

Students who submit a paper written for a class during the previous year are eligible for the Mass Communication & Society Moeller paper competition. As part of the submission process, the faculty member who taught the class must send a letter or e-mail verifying that the paper was completed for a class. The letter should be sent to Michael McCluskey at mccluskey.14@osu.edu and must include the faculty member's affiliation.

The 2008 winners of the Moeller Award were Pamela Brubaker, Michael Horning, and Christopher Toula, of Penn State University.

HEAD NOTE

CONTINUED FROM P. 1

or someone has typed our address incorrectly. We assume, quite wrongly, that our paper was not placed in a good time slot, or our e-mail address was left off a listserv because someone in a position of authority made a mean-spirited decision for it to be so. In reality, those who voluntarily serve us have busy lives (with families and publication pressures and a teaching overload). They just spend their few spare minutes making our profession stronger. Our interests more interconnected. Our discipline more dynamic.

The directors

The permanent staff at AEJMC Headquarters does the really heavy lifting. Finding venues, processing memberships, coordinating committee members, maintaining databases, updating mailing lists, keeping track of division funds and speaker reimbursements, and most importantly, smiling through it all.

The cast and crew

The Mass Communication & Society Division is just one small part of AEJMC. While it is the second-largest division in the organization, it is utterly dependent on volunteers. The 14 officers that make up the executive committee have already volunteered. So far this academic year, they have planned two pre-conference sessions, nine panels and two off-site tours for the conference in Boston next summer, organized a Midwinter Conference, recruited judges for both conferences, and reached out to graduate students to get them involved.

But, they need help. To be a vibrant, useful, thoughtful organization, AEJMC needs you. MC&S needs you. Honestly. Are you ready to serve? Check out the MC&S website at <http://aejmc.net/mcs/> to see how you can help.

Submit Your Scholarship to MC&S

RESEARCH

By **Cory L. Armstrong**
University of Florida
Research Co-Chair

The continued growth and popularity of Mass Communication & Society makes the division a great place to get exposure in mass communication research, so my co-chair and I urge you to think of MC&S as a location for your scholarship in 2009.

For the past few years, MC&S has had highest number of submissions of all AEJMC divisions. In 2008, we received 150 submissions, and we accepted 74 of those for roughly a 50 percent acceptance rate.

All papers, including those authored by graduate students and those submitted for special calls, are put through a blind peer-review process. Only faculty—not graduate students—can serve as reviewers, and each paper generally receives three to five reviews.

Our goal is to not only showcase and reward the highest quality research at the convention, but also to provide meaningful and thoughtful feedback to scholars as they develop their research.

Arguably, MC&S is the AEJMC division with the broadest focus, which means we receive paper submissions with a wide array of interests and specialties. Thus, it is

incumbent upon the research chairs to find ways to showcase quality research in varying venues. We attempt this by using the scholar-to-scholar (S2S) and poster sessions.

Often, we receive excellent papers that don't quite fit into a specific research panel, so we'll place that one in a poster session. Other times, a paper submission has a specific visual presentation that we think would play well on a poster.

Since all papers are peer-reviewed through the same process, those accepted into poster sessions are considered as high quality as those selected for research panel presentations. No one should be slighted by being assigned to a poster session, as that research is just as strong—if not stronger—than papers assigned to a research panel.

The other benefit to submitting to MC&S is that we've got some great awards, which are outlined in other articles in this newsletter. Please consider our division for your AEJMC scholarship and contact Research co-chairs Cory Armstrong at carmstrong@jou.ufl.edu or Michael McCluskey at mccluskey.14@osu.edu with any questions.

GRADUATE STUDENTS

Blogging for Graduate Students

With all the technology that is available to us, the Mass Communication & Society division of AEJMC would like to offer another means of communication for our graduate student members. We have discussed starting a blog for graduate students. We see this as a place for us to communicate ideas, bring up any concerns we may have, and use as an avenue for finding other students with similar research interests that could lead to collaboration on future research projects.

We'd like to hear your input on if this is a tool you think you would utilize and feel comfortable posting on; or, if you have a different idea (like a message board or forum), we'd like to hear about that also. Please feel free to email either Daren Brabham at daren.brabham@utah.edu or Lauren Reichart at lmreichart@ua.edu.

There's Always Something New with Your Division Journal

RESEARCH

By **Lauren Bridgeman**,
MCS Editorial Assistant
and **Stephen Perry**,
Editor-in-Chief

When scholars are deciding where to submit manuscripts, turnaround time is often one of their biggest concerns. We have been striving for a turnaround time of fewer than 90 days, and 75 percent of our authors receive decisions in under three months' time. That should be especially good news for professors seeking tenure and promotion. Expect the fastest turnaround time to publication for manuscripts on the symposium topic (see below).

Documentary Symposium Deadline Extended

Mass Communication and Society received about half as many submissions for this year's symposium, which is scheduled to be released at the end of 2009. The symposium, which is being guest edited by Mathew C. Nisbet and Patricia Aufderheide from American University, will feature manuscripts on the role of the documentary in society. The deadline to submit papers to this special symposium was January 12. However, Nisbet and Aufderheide will still accept additional manuscripts for a short time. Manuscripts should follow the standard submission procedures outlined in the journal's inside back cover. Authors should also specify in their submission letter that they want their submission to be considered for the documentary symposium. The official "Call for Papers" document that details the specific requirements is available

at <http://aejmc.net/mcs/paperpanel.php>.

Potential authors should contact Nisbet or Aufderheide immediately to arrange a deadline extension if they would like to submit a manuscript for this symposium. They can be reached at nisbetmc@gmail.com or pauferd@american.edu.

New Book Review Editor

Two candidates applied for the journal's open book review editor position. We are proud to announce Dr. John Pollock has been selected to serve in this role. Pollock is a Professor in the Communication Studies Department at the College of New Jersey. He received his B.A. from Swarthmore (political science), M.(I)P.A. from the Maxwell School at Syracuse (international public administration) and Ph.D. from Stanford (political science). Dr. Pollock has authored *The Politics of Crisis Reporting: Learning to be a Foreign Correspondent* (Praeger) and coauthored two other books.

In his new role as book review editor of *Mass Communication and Society*, Pollock will be responsible for choosing titles and inviting 1,000- to 1,200-word reviews. Those interested in reviewing may contact him at jcp3rd@earthlink.net. We would like to congratulate and welcome Dr. John Pollock to our editorial staff.

Journal Article Earns Press

In late October our journal received notable press coverage from multiple newspapers for an article published in volume 11, issue 4. The article, *Celebrity Endorsements and their Potential to Motivate Young Voters*, was authored by Erica Austin, Bruce Pinkleton, Rebecca Van de Vord and Evan Epstein from Washington State University. Reports on this manuscript were featured in the States News Service News Wire, Associated Press State and Local Wire, *Toronto Star*, *Calgary Herald* in Alberta, Canada, and the *Philadelphia Daily News*. The authors were also interviewed on Northwest Public Radio, on afternoon drive radio programs in Seattle and California. We are proud that the research published in our journal is gaining recognition both nationally and internationally.

Call for 2009 MC&S Research Award Proposals

By Cory L. Armstrong

University of Florida Research Co-Chair

The Mass Communication & Society Division will provide a grant of up to \$5,000 to encourage high-quality research on media and society. The funds may be awarded to a single project or to two smaller projects. The funded research must be submitted to *Mass Communication and Society* for review within two years of the award. Deadline for proposals is May 1, 2009.

ELIGIBILITY: Any MC&S member who is currently teaching, researching or studying mass communication full time is eligible. Members of the division executive committee or the selection committee are ineligible.

Any topic and methodology that advances mass communication research, especially at the societal or macrosocial level, is eligible for the award. Proposals must emphasize the interaction with society and also fit with the division's mission.

PROPOSAL: The proposal should total no more than five pages, single spaced. It should include the following sections: An overview of the study, stressing the importance of the topic and the fit with the division's mission. This section should include research questions and hypotheses, if applicable; A brief literature review citing the most relevant articles and describing where the project fits with past research; Proposed methods, with as much detail as possible; A

proposed timeline from inception of the project to *Mass Communication and Society* submission. Note: The project must be completed within two years (and the selection committee encourages a faster timeline, if possible).

Submissions should also include a current curriculum vita and a detailed project budget.

SUBMISSIONS: Submissions should be sent electronically to Jennifer Henderson, division head, at jhender4@trinity.edu. Attach all required materials in either Word (with .doc extension), Excel or pdf files. Hard copies will not be accepted.

Further information and additional rules are available on the division web site <http://aejmc.net/mcs/researchaward.php>

Send Nominations for the 2009 Traves Award

TEACHING

By Jennifer Henderson
Trinity Head

Nominations for the MC&S Division's highest service honor, the Traves Award, are being accepted through April 3, 2009. Established in 1985 to honor Edward Traves, a leader in the division, AEJMC and the communications field, the award recognizes others who follow his service example. Among Traves' accomplishments was starting the division's research journal, *Mass Communication and Society*, then known as *Mass Comm Review*.

Nomination letters should be sent to MC&S Division Head Jennifer Henderson at jennifer.henderson@trinity.edu or Dr. Jennifer Henderson, Department of Communication, Trinity University, One Trinity Place, San Antonio, TX 78212. Nomination correspondence may also include additional letters of support and the nominee's curriculum vita.

Self-nominations are accepted with one additional supporting letter. Winners are selected by the MC&S Division executive committee.

PAST TRAVES AWARD WINNERS

2008	Roy Moore
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

Promising Professors Competition: 10 Years and Running



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

In 1998, the Mass Communication and Society Division introduced its first batch of “Promising Professors” to the rest of the academic community. Every year since—including this summer in Chicago—the division has honored its best and brightest teachers, and the idea that was begun 10 years ago to recognize excellence in pedagogy continues to grow in popularity and stature.

Past winners continue to flourish in their current academic positions, and they certainly acknowledge the role that the Promising Professors competition played in helping them secure jobs and advance in their careers. In fact, the most recent recipient of our Distinguished Educator Award—Pat Curtin, University of Oregon—actually was among the earliest Promising Professors winners 10 years ago.

Not only has the competition enjoyed an increase interest and prominence over the years, but the MC&S Division is the only division of AEJMC that offers such a prestigious award for teaching. The competition is open annually to: new instructors and faculty with no more than five years of full-time teaching experience, and graduate students who have primary teaching responsibilities for at least one class.

Promising Professors Competition & Workshop

The AEJMC Mass Communication & Society Division and Graduate Education Interest Group will honor our best and brightest teachers during the Promising Professors Workshop Panel at the national convention in Boston.

ELIGIBILITY: 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 and Society Division. If you’re not a division member, contact AEJMC at www.aejmc.org to join.

AWARDS: Winners will be selected through a judging process and will receive cash awards.

WORKSHOP: There is no better way to kick off a new school year than by thinking about teaching and learning in new ways. Winners will be required to attend the Promising Professors Workshop Panel and Breakfast at the AEJMC national convention, where they will share insight on best practices for teaching.

DISTINGUISHED EDUCATOR AWARD: Nominations also are being accepted for the Distinguished Educator Award, which is given annually to a MC&S member whose personal teaching excel-

lence and influence on pedagogy in the 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.

Competition/nomination instructions are available at the MC&S Division home page: <http://aejmc.net/mcs/>. Entry materials must be received by April 10, 2009.

Or, for more information contact:

Andrea Duke
Teaching Co-Chair
Trinity University
E: Andrea.Duke@Trinity.edu
T: 210.999.8197

2008-2009 Executive Committee

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Propaganda Scholar Needed

MC&S will co-sponsor a pre-conference panel, "State of the deception: The power of Nazi propaganda," with the History Division on Tuesday at 1 p.m. during the August AEJMC annual convention.

There is an opportunity for one MC&S member to serve on the panel. Interested? Contact Donnalyn Pompper at dpompper@temple.edu

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AEJMC

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