

MC&S Newsletter Going All-Electronic

By **Donnalyn Pompper**
Temple University
Head

During the Fall 2009 semester, MC&S members voted in an online survey to determine the format of our MC&S newsletter and its delivery method. Of the 108 respondents, 75% reported preference for Internet-delivered pdf format (email message with link to MC&S website) and 25% reported preference for a traditional paper format delivered via USPS. Thus, we will go with an online newsletter, making ours the last AEJMC division or interest group to finally join the electronic age.

By shifting to electrons, MC&S not only spares a few trees. It also will save about \$800 per year that can be used to keep a rein on division dues, enhance Denver convention programming, and possibly expand our journal, *Mass Communication & Society*.

Thematically, open-ended responses supporting transition to an all-electronic newsletter format clustered into three areas: 1) cost savings (paper and postage), 2) green/environmental impact (saving paper and not adding to emissions of postal delivery vehicles), and 3) convenience in reading, searching, forwarding, and archiving. Some representative comments included: "Save the pages; electrons are cheap!" "When I get the paper in the mail, it gets mixed in with other junk mail and I recycle it." "I just don't like to have more paper on my desk than I already have."

"Paper goes directly into the recycle bin." "It's about time MC&S get with the program."

Some unique responses included: "My campus mail is slow and unreliable." "Easier access for international scholars." "Electronic is more timely." "Electronic format permits an odd number of pages."

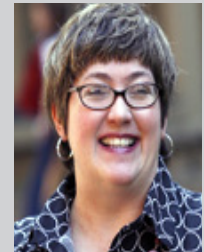
Yet, among those who preferred a traditional paper format, chief concerns focused on: 1) perception that paper formats are more credible than electronic formats, 2) vision problems associated with computer screen reading, and 3) transitioning one's reading habits. Representative comments included: "Paper seems credible; online seems like junk mail." "If they are in hard-copy format, at least I'll flip through them." "I will forget to look online." "I read it more if it's paper; I clip out." "I get too much email. I can carry around paper."

To address these concerns, we are prepared to keep the file size manageable so that MC&S members may print the pdf if they prefer a hard paper copy. Also, a listserv email message will be sent to all members to announce each new issue and to remind us to visit the MC&S website where the pdf will appear.

We appreciate all comments. Please contact Newsletter Editor W. Joann Wong at wjwong@indiana.edu with any concerns as we move forward with this transition. If you're still not a member of the listserv, please contact Marie Hardin at mch208@psu.edu.

HEAD NOTE

I couldn't be more proud to serve as Head of the MC&S Division. With each passing week since we began our terms in September, I discover anew the amazing talents of our officers and the degree to which our members are committed to making MC&S the best it can be. The focus of this column is to share with readers "behind the scenes" views for greater transparency in how we work to accommodate members.



Donnalyn Pompper
Temple
Division Head

First, the Denver convention panel proposals submitted back in the Fall were top shelf. We received many intriguing ideas that clearly advanced the MC&S mission. It was difficult for us to settle on a small few before traveling to Jacksonville for the chip auction.

At this 2010 AEJMC convention planning meeting, Francesca Dillman Carpentier was 100% prepared and had locked in advance commitments with other divisions and interest groups for a flawless chip auction. This means we both actually had time to enjoy the desserts and fellowship of other AEJMC officers.

Unequivocally, I can say that this year's programming lineup will be among the best that MC&S ever has had. Panel foci include: using social media, impacting policy making, working with internal review boards, negotiating with journal editors, considering social implications of external research funding, and representing Native American cultures. We've made some fantastic partnering decisions to stretch our chips as far as we can—with Communication Theory & Methodol-

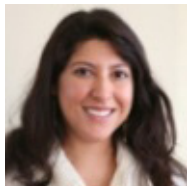
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Plenty of Programming Awaits You in Denver



By Francesca Dillman Carpentier
University of North Carolina
Vice-Head

Our division has a great lineup in store to keep you busy at the upcoming August 4th-7th convention at the Sheraton Denver Downtown Hotel. Want to see the latest progress in mass communication and society research? We have six research sessions to showcase our field's current work, including two traditional research panels, a high-density research session,

a scholar-to-scholar session, and two additional poster sessions. Interested in hearing from your peers about innovative classroom methods to tackle key issues in communication, including new technologies and research? Come to one of the three teaching panels we are co-sponsoring with other divisions/interest groups, including the annual Promising Professors and Distinguished Educator presentations. Four co-sponsored Professional Freedom and Responsibility (PF&R) panels also await you, tackling issues from negotiating with journal editors to the ethics of covering ethnicities in the media. We have a full schedule, starting at 8:15 a.m. Wednesday (August 4th) and ending at 4:45 p.m. Saturday (August 7th), so try not to miss a beat!

Unwinding Nouveau-Mexican Style

By Francesca Dillman Carpentier
University of North Carolina
Vice-Head

You are cordially invited to enjoy a three-course meal with a southwestern flair at our division's off-site luncheon on Thursday, August 5th 11:45 a.m. -1:15 p.m. Nouveau-Mexican cuisine will be served on the rooftop terrace of Tamayo Denver, located just 15 minutes' walk from the conference hotel at 1400 Larimer Street. In Larimer Square, Denver, CO 80202. We will be treated by a guest speaker at noon. Cost is \$25 per person and space is limited to 50 people, so please register early! Registration for this event can be found on the AEJMC conference registration form. To reserve your spot, contact Francesca at francesca@unc.edu.



Francesca Dillman Carpentier carefully considers her planning grid before tossing in MC&S chips at the AEJMC Convention Planning Meeting hosted this past December in Jacksonville.

Panel Participants Needed

Lisa Paulin-Cid, who is organizing some great co-sponsored panels for this year's convention, could use three more panel participants who are MC&S members. Could this be you? If you have expertise in any of the following areas, please contact Lisa at lpaulin@nccu.edu. She will find a way for you to share your knowledge with a wider audience in Denver.

Panel 1: "Conducting externally funded communication research with social implications." This panel is being co-sponsored with the Communication Theory & Methodology Division. It will examine ethical and applied considerations of doing grant-supported research.

Panel 2: "Ethics associated with covering American Indians in the news media." This panel is being co-sponsored with the Minorities and Communication Division. It is designed to address two related issues of: 1) ethics in coverage of American Indians in the news media, and 2) ethics in coverage of Native Americans in the U.S. news media.

Panel 3: "Policy advisor or chief communicator? Deciding public relations' fate." This panel is being co-sponsored with the Public Relations Division. Panelists will focus on the role of public relations at organizations' decision-making table.

Convention Send-off: Touring the Wynkoop Brewery



By **Lisa Paulin-Cid**
North Carolina Central University
PF&R Chair

Be sure to stick around until the end of the annual convention this year! You don't want to miss our brewery tour at the Wynkoop Brewery in historic Lower Downtown. The first brew pub in town is located in the historic J.S. Brown Mercantile Building that dates back to 1899. On Saturday at 12:30 we'll meet in the hotel lobby and then take the 16th street shuttle over to Wynkoop (we'll walk about 2 blocks). We'll finish up the tour with a tasting, and our own room where we also can have lunch (not provided by MC&S). Joining us is a no brainer! The tour is *free*, transportation is *free*, and being among MC&S members, *priceless*. See www.wynkoop.com for more information and contact Lisa Paulin, PF&R Chair, at lpaulin@nccu.edu to sign up.

PF&R

What is PF&R?

By **Lisa Paulin-Cid**
North Carolina Central University
PF&R Chair

Close your eyes for a moment and think about the work you do. Seriously, just stay with me here. Think about your professional life, your teaching, your research.

Now, contemplate how Free Expression fits into your work. What about Ethics? Focus now on Media Criticism and Accountability. Try Racial, Gender, and Cultural Inclusiveness. Now think about Public Service. If I asked you to list your activities in those areas, I bet you'd have a long list. These five areas are the cornerstones of professional freedom & responsibility for AEJMC. Did you know that?

Each year the Professional Freedom & Responsibility Committee of AEJMC reviews the activities of divisions and groups in these five areas. Divisions are not necessarily expected to emphasize all five areas each year through their activities, but all areas should be covered over several years.

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HEAD NOTE

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ogy, Graduate Education Interest Group, Magazine, Minorities & Communication, and Public Relations. Moreover, we've teamed with History and Newspaper divisions for additional joint poster sessions.

Also, our stay in Denver won't be "all work and no play." For the first time in recent memory, MC&S will host a member luncheon—on the patio rooftop of a very cool Nouveau-Mexican cuisine restaurant. Many thanks to Francesca for nailing down the details. Lisa Paulin-Cid also is putting together an offsite outing—a tour of a Denver brewery—as a convention wrap-up.

Second, I grow ever impressed with Stephen Pery and his new team of associate editors for our journal, *Mass Communication & Society*. Some very exciting special issues and page expansions are planned for the coming months. Stay tuned.

Third, thank you to my Fall 2009 Temple U research assistant, Heidi Mau, for setting up the Survey Pirate template used to inform a decision about MC&S newsletter format. Similarly, thanks to Heather Epkins and Seth Lewis, MC&S now has a Facebook page. (Now to get the MC&S Head away from the Luddites long enough to join!)

Fourth, kudos to Janet Bridges, who (at press time) is coordinating the Midwinter competition panel lineup. This intimate conference is an invaluable venue for encouraging graduate students to get their feet wet.

Finally, the prestige (and dollar amounts) of MC&S-sponsored awards are unparalleled. Bu Zhong and Seungahn Nah are gearing up for an onslaught of convention paper submissions but, along with Frank Dardis, still find time to put key mechanisms in place for well-coordinated award competitions.

In closing, I also must give props to Marie Hardin for coordinating our listserv. Also, special thanks to HQ folks at the helm behind the scenes who keep us informed, on point, and supported. Indeed, without them, we division and interest group heads would be unmoored. Thanks, Carol, Felecia, Fred, Jennifer, Kim, Mich, Rich, and Von!

My heartfelt thanks to all who step up and participate in MC&S governance. If you feel a bit in the shadows and would like to lend a helping hand in any way (no matter how small), let me know: email me at dpompper@temple.edu. We're a fun group and there are dozens of exciting projects that could use someone just like YOU!

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The main way the MC&S Division incorporates PF&R activities is through panels at both the midwinter and national conventions. Our frequent co-sponsoring of panels with Minorities and Communication and other divisions creates a natural synergy in the five areas of PF&R. Another way we strive to achieve PF&R goals is through our off-site activities. We may have trouble explaining how this year's activity relates to PF&R, but our panels on Native Americans (with MAC), conducting socially significant, funded research (with CT&M), and PR professionals as policy makers or communicators and how we prepare students for this complex role (with PR of course!) fit the bill nicely.

Our goals should be to support these principles of professional freedom & responsibility in our work with media professionals and students, in our research in the division, in our institutions, and in society.

RESEARCH

MC&S Call for Papers



By Bu Zhong
Penn State University
Research Co-chair



By Seungahn Nah
University of Kentucky
Research Co-chair

The MC&S Division seeks research paper submissions from both faculty and students for the 2010 AEJMC national convention in Denver, Colorado. Papers may be on any topic related to the general field of mass communication and society. At least one author of any accepted paper must be available to present the paper at the Denver convention.

Top Paper Recognition: The division provides cash awards for both student and faculty top papers. **AEJMC waives one convention registration for each of the four top student papers.** For a paper to be considered for a student paper award, all of the authors must be students. Having a faculty member as co-author moves the paper to the faculty competition.

Submission Restrictions: Authors must remove all identifying information from their papers – the identifying material is entered in the on-line database only. Any paper submitted with the author's identifying material visible on any page will be disqualified.

All research methods and citation styles may be used, and all text and supporting materials should not exceed 30 double-spaced pages. Papers that have been previously presented or published, that are currently being considered for publication, or that have been submitted to another AEJMC division are not eligible.

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 those co-authored, only the first two submitted will be reviewed.

Submission Procedures: All papers must be submitted through the AEJMC on-line process by deadline. Please see the 2010 AEJMC Uniform Call for Papers for submission instructions. All MC&S submissions also must adhere to the AEJMC submission guidelines to receive full consideration.

Hard copy papers or papers submitted electronically to the research co-chairs will not be accepted. For questions, contact one of the MC&S research co-chairs: Seungahn Nah at seungahn.nah@uky.edu, 859-257-1509, or Bu Zhong at zhongbu@psu.edu, 814-865-1023.

MC&S Moeller Student Paper Competition

Students who submit a paper written for a class during the previous year are eligible for the MC&S Moeller paper competition. Moeller-competition papers must be nominated by the faculty member who taught the class. The faculty member must send a letter or email message verifying that the paper was completed for a class to research co-chair Seungahn Nah at seungahn.nah@uky.edu. Papers submitted for the Moeller competition clearly must note the competition on the title page and will be judged along with other conference papers.

The 2009 winners of the Moeller Award were Zhang Yin and Tang Shing Tung from Chinese University of Hong Kong for “Why and How Facebook Satisfies You: Collective Self-Esteem, Emotional Openness, Communication Apprehension as Predictors of Facebook Uses and Gratifications.” Their paper was written for a class taught by Louis Leung.

2010 MC&S Research Award Proposal Call

By Bu Zhong
Penn State University
Research Co-chair

MC&S will provide a cash grant of up to \$5,000 to promote excellent research on media and society. The winners will be announced and recognized at the MC&S business meeting in Denver, Colorado. The \$5,000 may be awarded to a single project or two smaller projects. The funded research must be submitted to MC&S for review within two years of the award.

Any topic 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 fit with the division’s mission. All research methods are welcomed.

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

Submissions are being accepted until the deadline and must be submitted to research co-chair Bu Zhong at zhongbu@psu.edu. Attach all required materials in either Word (with .doc extension) or Excel files. Hard copies will not be accepted.

For more information, visit <http://aejmc.net/mcs/researchaward.php>.

PAST MC&S RESEARCH AWARD WINNERS

2009, Seth Lewis, University of Texas at Austin

2008, Elizabeth Skewes, University of Colorado

2007, Renita Coleman, Texas at Austin; Andrew F. Hayes and Teresa A. Myers, Ohio State

2006, Kevin Williams of Mississippi State

MC&S Welcomes Your Scholarship

By Seungahn Nah
University of Kentucky
Research Co-chair
 and **Bu Zhong**
Penn State University
Research Co-chair

The continued growth and popularity of MC&S makes the division a great place to get exposure in mass communication research, so we urge you to consider MC&S as a location for your scholarship in 2010.

For the past few years, MC&S has had the highest number of submissions of all AEJMC divisions. In 2009, we received 179 entries and accepted 83 papers with a 46.3% acceptance rate, slightly lower than the average acceptance rate of 48.5% among all divisions. In 2008, we received 150 papers and accepted 74 with a 49.3% of acceptance rate.

All papers 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 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 sub-

missions 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 expanding the type of presentation venues to include 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 them 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 using 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 as 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 this newsletter. Please consider our division for your AEJMC scholarship and contact Research co-chairs Seungahn Nah at seungahn.nah@uky.edu and Bu Zhong at zhongbu@psu.edu with any questions.

Win Starbucks Cards by Serving as a Paper Reviewer

As a reviewer, do not be surprised that you may get a \$5 Starbucks card from us to use during the 2010 AEJMC convention in Denver. This year the division is holding its first contest for paper reviewers to express our heartfelt thanks. The winners will be randomly drawn from all volunteering reviewers after the reviewing is wrapped up. A total of 40 reviewers will get the cards for use at the convention. Last year we had more than 70 reviewers, and this year we expect to recruit 80 reviewers. Our approach is to recruit enough reviewers to keep the workload relatively light on all volunteers. Over the past few years we have maintained an average of five papers per reviewer. Please consider serving as a reviewer, and we thank you for your service to our division.



Promising Professors Competition and Workshop



By Frank Dardis
*Penn State University
Teaching Chair*

The AEJMC MC&S Division and Graduate Education Interest Group will honor our best and brightest teachers during the Promising Professors Workshop Panel at the national convention in Denver. In addition to participating in the panel, winners will receive a cash award.

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. Entries typically are due in early April and entrants will be notified by early May.

All entrants must be members of the MC&S Division. Previous winners are ineligible. If you're not a division member, contact AEJMC at www.aejmc.org to join.

How to Enter

The entry deadline is in early April. Please send three hard copies – not e-mail attachments – of each of the following (please clearly indicate whether you are a current faculty member or a graduate student who is teaching at least one course):

- Current vita
- Letter of support from your department chair or dean
- Brief statement explaining 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)
- At least two examples of assignments used in those classes
- Other materials that demonstrate teaching creativity, instructional development and responsiveness to student needs

Materials will not be returned. All entrants will be notified of results in early May.

Distinguished Educator Award

Nominations also are being accepted for the Distinguished Educator Award, which is given annually to an MC&S member whose personal teaching excellence 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.

Further information is available at the MC&S Division home page: <http://aejmc.net/mcs/>

Or, please contact:

Frank Dardis

MC&S Division Teaching Chair

Penn State University

E-mail: fdardis@psu.edu

Telephone: 814.863.7993

MC&S: Symposium Crazy

By **Stephen Perry**
Editor-in-Chief
and **Lindsey Michalski**
MC&S Editorial Assistant

MC&S is having a great new year, and we hope the same for all! We have a lot to be excited about, and want to share information about our Symposium issues and clarify components of our ethical guidelines.

MC&S's 2010 Symposium issue topic: "The Facebook Election: New Media and the 2008 Election Campaign," sparked great scholarly interest as we received over 20 submissions. Guest editors Thomas Johnson of Texas Tech University and John Perlmutter of Kansas University have their hands full and may end up calling on some of you to help review these submissions. Their work will provide insight into how political communication campaigns use new media, a topic

that will be appropriate for publication at about the time of the mid-term elections. Look for this research in MC&S volume 13, issue 5, which is scheduled to be available in November 2010.

While processing the 2010 submissions, MC&S is concurrently preparing for our 2011 Symposium issue. Editorial Board members are evaluating topic suggestions. Once a topic is determined, a call will go out for a symposium editor on the MC&S website. Special issues already are planned for 2012 and 2013 on the Olympic games as part of a multi-journal effort to be promoted by Taylor and Francis, the journal's publisher.

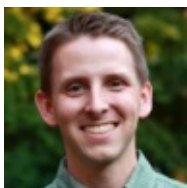
MC&S volume 13, issue 2 is wrapping up production and should be available in late April. A notice of partial re-publication had to be included in this issue concerning a manuscript from volume 12. To avoid this in the

future, we encourage authors to make sure they do not copy and paste from their own prior research, including conference papers that also may be published. Each submission should be original research and not be under consideration for simultaneous publication in whole or in part.

Authors also must cite all of their prior research, including in-press articles, that relies on portions of the same data set or tests the same assumptions. If such citation might compromise the blind review process, the citation can be noted in a fashion that conceals identification until after acceptance in MC&S. Overlooking prior publications falsifies the context in which a new submission should be considered. Please report any potential complications to the editors in your submission cover letter if you have any questions so we can work with you to avoid a violation.

STUDENTS

Regional Conferences Suited to Graduate Students



By **Seth C. Lewis**
University of Texas
Graduate Student Liaisons
Co-chair

The AEJMC annual convention and its looming April 1 paper deadline grab most of the attention around this time of year. But there's much to be gained by taking part in the regional conferences, particularly for graduate students adjusting to academic presentations and looking to network in the field.

AEJMC has two conferences coming soon: the Midwinter conference, March 5-7 at the University of Oklahoma in Nor-

man (see http://www.ou.edu/gaylord/home/main/outreach/aejmc_mid_winter.html); and the Southeast Colloquium, March 11-13 at the University of North Carolina in Chapel Hill (see <http://www.jomc.unc.edu/SEC2010>).

Grad students made up a significant number of the attendees at the 2009 Midwinter conference, said Oklahoma assistant professor Elanie Steyn, the site host again this year.

"Attending this conference (and similar regional conferences) provides graduate students with an opportunity to showcase their research, get feedback on their projects and introduce themselves to the academic environment," Steyn said. "It also provides them an opportunity to meet potential employers

and colleagues, as well as fellow graduate students as part of the process of networking and establishing themselves in their future careers.”

Because regional conferences often are hosted by a subset of divisions and interest groups, “the crowds are a little smaller, which can make it easier to approach faculty or other graduate

students in your interest area,” said Erica Salkin, research chair for the Graduate Education Interest Group (GEIG) and a doctoral student at the University of Wisconsin-Madison.

Salkin added: “Attending regional conferences gives you an opportunity, as with any conference, to hear and support some great, innovative work!”

Facebook Can Help You Lose Weight: Join the New MC&S Facebook Page



By Heather Epkins
*University of Maryland
Graduate Student Liaisons
Co-chair*

Not only have researchers heralded Facebook as a means to a better social life and a unique format to market commercial products and business ventures, they also have recently found evidence to suggest that Facebook can also help us lose weight.* That’s right, Facebook gives shape to our world – perhaps literally.

Benefits of Using Facebook

We invite you to join [the MC&S Division Facebook group](#) by connecting with our members – particularly our graduate students – we can begin an online dialogue to share research ideas, accomplishments, and questions, as well as forge and build new relationships that can last a lifetime. Therefore, your feedback and interaction is crucial.

By using Facebook, we each stand to gain a deeper understanding of the latest and greatest from our colleagues from around the globe. Our hope is that our presence would never be a nuisance, but rather a ‘go-to’ outlet that provides you with a more efficient path toward academic growth as an individual of a broader community.

Please help us reach both existing and new members by sharing our page with friends, colleagues and graduate students alike. In addition to participating in ongoing dialogue, we will post news regarding the upcoming AEJMC conference in Denver, paper calls, research awards, etc. This format will allow us to efficiently communicate our experiences and up-to-date thoughts, often offering you a way to get feedback within minutes.

Facebook Basics

For those of you who are unfamiliar with Facebook, here are a few basics:

- Founded in early 2004, Facebook is one of the top social networking sites, boasting more than 350 million users.
- The website is free of charge and generates revenue from various forms of advertising, such as [banner ads](#).
- When people say “friend me” on Facebook, they are asking you to search for their name on Facebook (after you have created your own [personal page](#)) and invite them to be your friend via an online connection.
- You can create your own personal page with friends you know, as well as join groups such as our [AEJMC MC&S Division Facebook page](#).
- In fact, you can join or create up to 200 groups according to your own interests or areas of expertise. Join our [AEJMC MC&S Division Facebook page](#) now!
- Unlike the various customization options of MySpace, Facebook only allows plain text. While some might argue this may limit the user’s capabilities, this reality also makes for more direct communication and a commonly understood online culture.
- You can find additional Facebook-related statistics [here](#).

Facebook and Politics

“[The Facebook Effect](#)” on the American political system is of particular interest to both academics and political campaign organizers. In 2008, more than one million people installed the Facebook application “US politics.” An [article](#) written by Michelle Sullivan of Uwire.com explores how this medium influenced youth voting, support and involvement in the 2008 election.

Appropriately, our upcoming symposium for Denver 2010 is entitled “The Facebook Election: New Media and the 2008 Election Campaign.” This symposium will focus on the use of new media inside political communication campaigns. Perhaps our members have a thought or two on this topic to share via Facebook...so, “[friend me](#)” and I’ll see you online!

*Christakis, N.A. & Fowler, J.H. (2009). *Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives*. New York: Little, Brown & Company.

AEJMC 2010 Midwinter Conference, March 5-7

By Janet Bridges

Sam Houston State University

Midwinter Research Chair

MC&S has an exceptionally diverse and interesting program for this year's Midwinter Conference, March 5-7, which will be held again at the University of Oklahoma in Norman.

The response to this year's request for abstract proposals was exceptional; 50 different abstracts were submitted. And our division owes a great deal of thanks to the 20 reviewers who so conscientiously reviewed these proposals.

The result is five MC&S research sessions -- 24 papers that include both student and faculty authors plus a special panel on Social Identity, Political Communication and the News. We also are part of a cooperative panel on Practicing Safe News: A Model for Citizen News Literacy.

We have not yet been assigned time slots, but our research program is firm:

News Media and Their News: Some New Issues

The Frontier Press in the 21st Century? One Newspaper's Role in the Rebuilding of the Mississippi Gulf Coast

by Lawrence N. Strout, Mississippi State

2008 First-time Eligible Presidential Voters' Perceptions of Politics, Patriotism, Religion and News Media

by Kenna R. Griffin, Peter J. Gade and Jacqueline M. Eckstein, Oklahoma

Partisan Politics and the Economic Stimulus Plan: Banking on an Endless Campaign

by William "Kelly" Kaufhold, Texas at Austin

Putting a Face on Television News: Parasocial Interaction in a Convergent World

by Mel Sundin, Penn State Erie

Approaches to Examining New Media Behavior

A Survey of Broadcast Journalism Viewers: Comparing Levels of Satisfaction between Comedy News and Traditional Network News

by Aimee Meader, Texas at Austin

A Reconsideration of the Concept of Alternative Media

by Li Chen, Syracuse

Mapping Chinese NGOs' Hyperlink Network Structure: An Exploratory Study

by Aimei Yang, Oklahoma

Newspaper and Blog Coverage of 2009 Swine Flu in the U.S.: A Comparison Study

by Meng Zhang, Fangfang Gao, Sean Sadri, Florida

The Commercial Side: Applications of Media

Nurse or Nurturer? The Stereotypical Representations of Women in Advertisements

by Jennifer Pratt and Carson B. Wagner, Ohio

Embracing 21st Century Media: A New Model for Retraining Ad Sales and Editorial Personnel to Negotiate the New Economic, Social and Technological Reality of the Newspaper Business

by Jennifer E. Moore, Minnesota

Are you for real? Communication Professionals, Virtual Identity Deception,

and Consumer Backlash

by Anastasia A. Pronin, Financial Dynamics; Carson B Wagner, Ohio

Media and Information Needs of Organic Food Retailers in Singapore

by Yun-Ke Chang, Miguel A. Morales-Arroyo, Chun-Fai Lee; Bee-Ling Lim, Nanyang Technological University

Apologies and Cultures: U.S.-Japanese Comparison of Newspaper Coverage of Toyota's 2009 Recall

by Koji Fuse, North Texas, and Jacqueline J. Lambiase, Texas Christian

Theoretical Perspectives on Media Behavior

The game frame pandemic: The spread of game-frames throughout the three branches of government

by Lindsey A. Harvell, Oklahoma

Professional and Personal Framing in the 2003 and 2006 California Gubernatorial Campaigns

by Thomas P. Boyle, Millersville

Balloon Boy Bust: The Framing of a Breaking Hoax

by Victoria Bemker, Louisiana State

Media and the Holboxeño: A Case Study of How Media Exposure is Changing Culture

by Cherise I Brown Varela, Syracuse

It'll Cost You: Exploring the Credibility of High- and Low-Cost News Sources

by Elizabeth A. Woolery and Brian P. Moritz, Syracuse

Teaching Issues and Opportunities in Mass Media Courses
Operationalizing “Current Events”
by August E. Grant and Jack Karlis, South Carolina

Out of Their Comfort Zone: How Travel Writing Journalism Students Represent Foreign Countries for a Home Audience
by Andrew Duffy, Nanyang Technological University

Convergence vs. Traditional Training: How Newspaper Sports Editors View Future Sports Journalists
by Ray Murray and John McGuire, Oklahoma State

PR Curricula and Success in the Workplace: Assessing the Value of Writing for Student Publications
by Jennifer M. Keller, Western Washington

Panel: Social Identity, Political Communication and the News
Charles Rowling, Jason Gilmore, Penelope Sheets, Tim Jones, Washington

Rowling: The My Lai Massacre: National Identity and a Patriotic Press

Gilmore: Why do (we think) they hate us? Media priming, national identity and attributions of blame for anti-American sentiment abroad

Sheets: Identity salience and policy interpretation: A social identity-based examination of message effects

Jones: Reaffirming the Nation: Abu Ghraib, the Bush Administration and an Echoing Press

Panel: Practicing Safe News: A Model for Citizen News Literacy

Sergio Moise, Witchcliff Earle Simpson, Sara Marzougui, Matha Michel, Parvesh Deonarinesingh, Florida International; John McManus

Moderator/Discussant: Frederick Blevens, Florida International

If you plan to attend this year’s Midwinter Conference, registration, lodging and transportation information are available at http://www.ou.edu/gaylord/home/main/outreach/aejmc_midwinter/aejmcmwregis.html

Last year’s sessions were both lively and informative, even for those who had not submitted a paper. This year’s opening event has not been announced, but last year attendees visited the Memorial of the Oklahoma City Bombing – a very moving site.

Because so many abstracts were submitted this year, the Oklahoma schedule has not been finalized. We expect that the presentations themselves will begin on Friday rather than be limited to Saturday as in the past.

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