

Reflections of a Graduate Student Promising Professor Award



By **Myiah Hutchens**
Texas Tech University

It is an honor for me to tell others about how I ended up as last year's graduate student recipient of the Promising Professor Award, and my experiences in the session at the conference.

During last year, while I was preparing material for job applications, I spent significant time reflecting on my teaching as I developed my teaching philosophy statement. Initially I did not see my philosophy as being particularly unique, but through discussions with

other graduate students, I realized I had actually developed a philosophy all my own. It was clear I had developed a style of teaching skills and theory in a way that matched my personality. Over the years, I thought of myself as a successful teacher, and thinking about what it was that enabled my success was a very beneficial process that brought attention

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HEAD NOTE

Welcome to the New Year!

In preparation for the annual conference, we have dedicated this issue to providing information about the numerous awards our division offers. (This issue's guest contributor is the 2010 Promising Professor graduate student award winner.)



Francesca Dillman Carpentier
University of North Carolina at Chapel Hill

In these pages, you will find information about the Promising Professor and Distinguished Educator awards, the Traves service award, the \$5000 Research award, and the conference paper competitions, including the Moeller student paper competition.

In two weeks, please expect a note through our MCS listserv about participating in a

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PROMISING PROFESSOR

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to my unique contribution to the classroom. After discussing the award with my colleagues, I decided to apply for the award. The submission process for the award was fairly straightforward. After approaching my School director to write a letter of recommendation, I already had all of the documents I needed to submit the application – my newly created teaching philosophy, course syllabi and activities, and evaluations.

Attending the session at the conference was quite interesting. It was a little intimidating presenting, as I presented after the faculty winners, but it was encouraging to see that they used some of the strategies I had adopted – such as incorporating practical examples and hands-on activities when teaching theoretical concepts. Although I had taught independently or led sections of eight different courses by the time I left graduate school, I never took a course on pedagogy. Listening to more accomplished teachers felt like a crash course in teaching from the masters, and a good reminder

that teaching is important and a large component of what scholars do – even at large research universities.

I'm now an assistant professor of public relations at Texas Tech University teaching a skills course – public relations writing – and a more theoretical course – mass communication research methods. Attending the session before stepping into my new role of assistant professor was an excellent reminder to stay positive during that difficult first semester. While I haven't gotten the quantitative evaluations back from my first semester of faculty teaching, continuing to focus on good teaching practices led to positive qualitative feedback for these two distinct courses.

I would encourage any graduate student out there to submit an application. The process of thinking about your teaching is beneficial, as is reading the feedback you get on your application from more established scholars. See you all in the session this August.

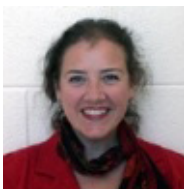
MIDWINTER

Midwinter Conference: Around the Corner

Join us at the Gaylord School of Communication, University of Oklahoma, for this year's Midwinter Conference on March 4-5. The division received 25 abstracts by the deadline and will have 17 papers presented in 4 sessions including one PF&R session.

We are still in need of moderators and discussants. Please email me immediately (lpaulin@nccu.edu) if you plan to attend and would be willing to help out. You can find more information on the conference, including the registration form at http://www.ou.edu/content/gaylord/home/main/outreach/aejmc_mid_winter.html. Registration is a bargain for faculty at \$45 (by Feb. 4) or \$50 after the early deadline.

I also want to send out a huge thank you to our current and former officers who generously spent part of their December break reviewing abstracts: Janet Bridges, Joann Wong, Stephen Perry, Kevin Williams, Jennifer Kowalewski, Frank Dardis, Bu Zhong, Seungahn Nah, Francesca Carpentier, Jennifer Henderson, Marie Hardin, and Diana Martinelli.



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

Nominations Encouraged for Trayer Award

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

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



Established in 1985, the Trayer Award honors Edward Trayer, whose many accomplishments include starting our division's research journal, then called *Mass Comm Review* and now known as *Mass Communication and Society*. Edward Trayer is known for his leadership in the division, in AEJMC, and in the communication field, and the Trayer Award recognizes others who follow his service example. Nominations for this award, our division's highest service honor, are being accepted until Thursday, June 30 at 11:59 p.m. CDT.

Nomination letters should be sent via e-mail to MC&S Award Committee Co-chair Lucy Atkinson at lucyatkinson@mail.utexas.edu. Nomination correspondence may also include additional letters of support and the nominee's curriculum vita. Self nominations with one additional supporting letter are also accepted.

The winner will be selected by the MC&S Division executive committee and announced at the MC&S business meeting at AEJMC in St. Louis. In addition to receiving the award at the business meeting, the winner will have his/her name join the list of previous Trayer Award winners featured on the MC&S Web site.

HEAD NOTE

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short, online survey, in which we will ask (1) what you think *Mass Communication and Society* means to an AEJMC conference paper submitter, (2) how our division can better serve and engage graduate students, and (3) to what extent our division should have theme-driven conference paper calls.

I will also be soliciting an online vote this spring regarding two graduate student scholarships I would like to

propose. I envision one of these scholarships being for dissertation funding up to \$3000 and the other scholarship being for masters thesis funding up to \$1500. Look for more information about this proposal in the Spring newsletter.

Finally, in anticipation of our upcoming call for the new editor of *Mass Communication and Society*, I would like to call your attention to the newsletter article by

current *Mass Communication and Society* journal editor, Dr. Stephen Perry, who has written a bit about his experiences in the position.

A special thanks to our officers, our conference reviewers (if you are not submitting a paper to our division, please volunteer to review!), our award judges, and all those who help our division flourish!

Programming: First glimpse at this year's conference in St. Louis



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

Greetings MCS members!

Did you know that our division receives the largest number of submissions across all of the divisions and interest groups at AEJMC? This year, we are happy to report that we are able to program a total of 89 research papers using a combination of research sessions including a poster session (60 paper slots), a high-density session (10 paper slots), 3 refereed research sessions (4 paper slots each), and a scholar-to-scholar session (7 paper slots). Accepted papers for this conference will be assigned into these different types of research sessions based on available room and topic similarity.

In addition to the programmed research sessions, we will also be featuring the following four teaching panels and two PF&R (Professional Freedom and Responsibility) panels:

Teaching Panels

The Borderlands of Scholarship, Media, and the Public: The Community Connect Project (co-sponsored with the Critical and Cultural Studies Division)

Location, Location, Location: Using Location-based Services to Add Some Mobile to Your Journalism Course (co-sponsored with the Civic and Citizen Journalism Interest Group)

Teaching Political Communication Using Social Media (co-sponsored with the Political Communication Interest Group)

Promising Professors and Distinguished Educator (co-sponsored with the Graduate Education Interest Group)

PF&R Panels

News Media Framing of Isla vis-à-vis Documentary Film (co-sponsored with the Religion and Media Interest Group)

Out of Control: Sports Media's Obstacles in Story Sourcing and Reaching the Audience (co-sponsored with the Sports Communication Interest Group)

We look forward to the research paper competition along with the awards in recognition of great research, teaching, and service for MCS.

MCS Conference Program At-A-Glance

Wednesday, Aug 10

8:15-9:45AM: MCS High Density Research Session

10:00-11:30AM: MCS Referred Research Session

11:45-1:15PM: MCS Teaching Panel Session

1:30-3:00PM: MCS PF&R Panel Session

3:15-4:45PM: MCS Teaching Panel Session

5:00-6:30PM: MCS Teaching Panel Session

Thursday, Aug 11

8:15-9:45AM: MCS Poster Session

1:30-3:00PM: MCS Scholar to Scholar Session

* MCS Publication Committee Meeting: TBA

Friday, Aug 12

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

1:45-3:15PM: MCS Referred Research Session

3:30-5:00PM: MCS PF&R Panel Session

5:15-6:45PM: MCS Referred Research Session

7:00-8:30PM: MCS Business Meeting

8:45PM - Until?: MCS Offsite Social (Location TBA)

Saturday, Aug 13

10:00-11:30AM: MCS Teaching Panel Session.

AWARDS

Awards: MC&S wants to introduce the newest committee



By Jensen Moore
West Virginia University
Awards Co-chair

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

Submission Guidelines

Please send documents electronically (PDF format preferred) to the following:

- Promising Professors Award submissions should be sent to lucyatkinson@mail.utexas.edu by 11:59 P.M. (Central Daylight Time) Friday, April 1, 2011.
- Distinguished Educator Award submissions should be sent to Jensen.Moore@mail.wvu.edu by 11:59 P.M. (Central Daylight Time) Friday, April 1, 2011.
- Mass Communication & Society Research Award submissions should be sent to Jensen.Moore@mail.wvu.edu by 11:59 P.M. (Central Daylight Time) Sunday, May 1, 2011.
- Traves Service Award submissions should be sent to lucyatkinson@mail.utexas.edu by 11:59 P.M. (Central Daylight Time) Thursday, June 30.

Meet the Awards Chairs

Lucy Atkinson (Ph.D., University of Wisconsin – Madison, 2009) is an assistant professor in the Advertising Department at the University of Texas at Austin.

Jensen Moore (Ph.D., University of Missouri School of Journalism, 2007) is the Director of Online Undergraduate Programs and an assistant professor of strategic communication at West Virginia University's P.I. Reed School of Journalism.

Our Role

The role of the newly created Awards Committee is to help streamline the competitive process by ensuring that each submission is on time and complete. In most instances this means that we make certain all required submission components are attached and can be opened. For some awards it also means removing identifying information so submissions are blind reviewed by committee members. Once we have verified that submissions were made on time and contain all required components we forward the submission package to the appropriate review committees. The individual review committees are responsible for evaluating the submissions and ultimately selecting the winning candidates.

GRADUATE STUDENTS

Graduate Students: MC&S offers many awards of interest



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



By Jay Mielowski
The Ohio State University
Graduate Student Liason

Happy 2011 fellow graduate students! We wanted to let you know about some exciting awards you can be a part of in the upcoming year.

One of the most prestigious is the Promising Professors award, which is open to graduate students who have taught at least one course during the past year. The winner receives a monetary prize and gets to attend the Promising Professors Workshop at the national convention. We encourage anyone who qualifies to apply.

We also encourage you to think of outstanding mentors who have shaped your academic career and nominate them for the Distinguished Educator award, which acknowledges significant influence on pedagogy in the field. Finally, graduate students are encouraged to submit proposals for this year's research award as well as papers for the Moeller award, which is specifically for papers written for a class.

See the website for more information on any of these honors.

JOURNAL

Beginning a long transition in the Editor's chair



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

In the near future, a call will go out for the next editor of *Mass Communication and Society*. All editors are term limited at six years, and by the time a new editor is chosen in St. Louis, I expect to be filling my sixth and last volume of the journal.

The selected editor will probably begin receiving submissions in spring or early summer of 2012 with accepted manuscripts filling volume 17, to be published in 2014. So while I will remain as editor-in-chief for nearly three more years, the publication lag and backlog requires that the transition begin in about 16 to 18 months. Whoever is chosen, I hope to work closely with that person to provide a smooth transition into the role over the following year.

Serving as editor of *MCS* has been a delight and an honor over the past several years. The colleagues with whom I have worked are nothing less than extraordinary scholars and delightful people.

I can't begin to place a value on the growth in my own knowledge and expertise through serving in this capacity. And while I will need the rest by the time I turn over the reins of the journal, I believe this time will prove to have been an important stepping stone to future endeavors.

So are you the next candidate for this job? Course releases from my school and a graduate assistant to manage the journal have been crucial. Organizational skills and broad

interest in media scholarship are a must. All editors need to play well with others, realizing that our decisions both protect the integrity of the discipline on the one hand and contribute weight to individual promotion and tenure cases on the other.

The editor must be the public relations face of the journal to the media and other scholars. Finally, the editor provides vision for the future, guiding the journal toward the highest levels of respect in the discipline, or potentially tearing it down through poor guidance.

I encourage you to consider whether the editor's chair would be a good fit for you. It isn't for everyone, but I hope some of you will apply when the call is given.

Research: Deadline approaching for submissions to conference



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

By Heather LaMarre
University of Minnesota
Research Co-Chair

The Mass Communication and Society Division seeks research paper submissions from both faculty and students for the 2011 AEJMC national conference in St. Louis. The deadline for submissions is April 1st, 2011. We wish to exhibit the various methodologies of our division and encourage individuals who employ both quantitative and qualitative methods to submit papers. Furthermore, this research will be presented in a variety of formats.

MC&S will showcase research in three types of panel presentations 1) scholar-to-scholar sessions (a.k.a. poster), 2) traditional panel presentations, and 3) high density presentations. Please note that each type of presentation is equally important and highly valued to the members of MC&S division. Scholar-to-scholar sessions are a unique way to present your research in a face-to-face format that often requires more interaction and interest among presenters and audience members.

Traditional panels are chosen based upon a similar research topic theme that will create interest among various scholars in that area of inquiry. High-density presentations are somewhat of a cross between traditional panels and scholar-to-scholar sessions that focus on short presentations to allow for more discussion with members of the audience. Acceptance to any of these types of presentations is based upon the quality of work that is produced by the researcher(s). Thus, we do not place any higher value on traditional panel presentations compared to scholar-to-scholar sessions or high-density panel presentations.

Our division is one of the most competitive around and produces amazing research in our respective fields. We look forward to your submissions and the conference in St. Louis!!!

2011 MC&S Research Award Proposal Call

As with past years, MC&S will be awarding up to \$5,000 to promote excellent research on media and society. The \$5,000 may be awarded to a single project or divided between smaller projects. The funded research must be submitted to MC&S for review and possible presentation within two years of receiving the award. Winners will be announced and recognized at the MC&S business meeting in St. Louis, MO.

This year we are encouraging scholars to submit proposals that advance mass communication research at the societal or macro-social level. Proposals must emphasize the interaction between mass communication media and society, and should fit with the division's mission. All research methods are welcomed, and multi-method proposals are encouraged. Any member of the MC&S division who is currently teaching, researching or studying mass communication full time is eligible. However, members of the MC&S executive committee or the

selection committee are ineligible.

Submissions are being accepted until the April 1, 2011 deadline and must be submitted to research co-chairs v.cicchirillo@mail.utexas.edu or hlamarre@umn.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>.

MC&S Moeller Student Paper Competition

Graduate students are eligible for the MC&S Moeller paper competition. Please note that papers submitted must be nominated by the faculty member who taught the class for which the paper was written. The faculty member should send a letter or email message verifying that the paper was completed for a class to research co-chairs v.cicchirillo@mail.utexas.edu or hlamarre@umn.edu. When submitting a paper to the competition, the title page must clearly note that the student paper is being submitted to the Moeller competition.

Teaching: MC&S award recognize innovation in the classroom



By W. Joann Wong
Indiana University
Teaching Co-chair



By Kelley Crowley
West Virginia University
Teaching Co-chair

The Promising Professors competition is now open for entries. This is a great opportunity for junior faculty and grad students to be recognized for their innovative ideas in the Mass Communication classroom. The criteria for this award include:

- Faculty who have taught no more than five years full-time.
- Graduate students who have primary responsibility for teaching at least one course.

All entrants must be members of the Mass Communication & Society Division and previous winners are ineligible.

To enter, applicants will need to send awards committee chair Lucy Atkinson a single e-mail attaching each of the following:

1. Current vita
2. Letter of support from your department chair or dean (this must be a scanned file or pdf file)
3. Brief statement explaining what makes your teaching unique and your assessment of your strengths and weaknesses as an instructor
4. At least two syllabi from classes you have taught within the past two years (Graduate students may send only one)
5. At least two examples of assignments used in those classes
6. Other materials that demonstrate teaching creativity, instructional development and responsiveness to student needs

Note: CLEARLY indicate whether they are a current faculty member or a graduate student who is teaching at least one course. Send submissions for the Promising Professors Award to lucyatkinson@mail.utexas.edu by 11:59 P.M. (Central Daylight Time) Friday, April 1, 2011.

In addition to receiving a cash award, winners will be required to attend the Promising Professors Workshop at the AEJMC national convention in St. Louis. At the workshop, Promising Professors competition winners and this year's Distinguished Educator will share what has brought them success in the classroom.

Good Luck!

Teaching: The Distinguished Educator Award

The role senior faculty plays in the lives of grad students and newly-minted assistant professors cannot be understated. The Distinguished Educator Award is given annually to those who have profoundly influenced young faculty with their personal teaching excellence and influence on pedagogy. Junior faculty and grad students are encouraged to nominate a MC&S member who has served as a mentor and role model in their development as Mass Comm faculty.

In addition to being honored at the MC&S business meeting at the AEJMC convention in St. Louis, the Distinguished Educator also will make a formal presentation on teaching during the division's annual Promising Professor's Workshop and will receive a \$500 honorarium.

To nominate a candidate for this prestigious award send a letter of nomination and the candidate's curriculum vita to award chair Jensen Moore at Jensen.Moore@mail.wvu.edu no later than 11:59 P.M. (Central Daylight Time) Friday, April 1, 2011.

2010-2011 Executive Committee

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