

## Head note: Identifying and reaching the 2012 MC&S goals



**SEUNGAHN NAH**  
UNIVERSITY OF KENTUCKY  
DIVISION HEAD

First of all, I just want to thank those who participated in our online survey last December. We had a total of 92 members who voted and expressed opinions.

As announced before, Dr. Ran Wei has been elected as the editor-in-chief for the *Mass Communication and Society* journal. Congratulations!

Now I would like to share some of the results concerning the major goals set this year for our division.

**Goal 1: Continue open and interactive communications.**

A majority of MC&S members (N=80 out of 92) considered discussion forums and blogs on our homepage as important communication venues and would like to see more active roles of social media, such as Facebook and Twitter that we've recently created/updated thanks to our social media committee.

**Goal 2: Establish more funding opportunities on re-**

**search.**

A majority of MC&S members (N=69 out of 88) supported the goal of having more funding opportunities for research regarding hosting symposia at conferences.

**Goal 3: Create funding opportunities on teaching and professional freedom and responsibilities.**

A majority of MC&S members (N=59 out of 84) voted for creating funding opportunities for teaching and professional freedom and responsibilities.

Following are some of examples to indicate what our MC&S members are interested in: scholarship of teaching; philosophy of teaching and learning; ethics of scholars; service learning in journalism classes at both the undergraduate and graduate levels; the preservation of the 1st Amendment in the digital age; press freedom and reporting on critical health issues; media ethics (citizen versus professionals).

MC&S members also shared ideas regarding the type of topics for special issues in the

Mass Communication and Society journal.

Some of examples are: social media and social movements; citizen media and democracy; computer-mediated health communication; green advertising and environmental consumption; curriculum and diversity issues; agenda-setting expansions; revisiting knowledge gap; race & gender; video games, social media and society; engaged scholarship around "community service learning or community based learning projects."

Additionally, the idea of co-sponsoring the Barrow Scholarship with the Communication Theory and Methodology division has received strong support from MC&S members. Therefore, this will be further discussed and voted at our business/members meeting in Chicago.

We will continue our discussions about the goals set for our division this year. So let's communicate through our communication venues (homepage, Facebook and Twitter).

On MC&S!

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# Programming: The MC&S contribution to 2012 AEJMC in Chicago



**BU ZHONG**  
PENNSYLVANIA STATE  
UNIVERSITY  
VICE-HEAD &  
PROGRAMMING CHAIR

As one of the largest AEJMC divisions, this year Mass Communication and Society is expected to receive the largest number of submissions across all AEJMC divisions and interest groups.

For the upcoming 2012 AEJMC Conference in Chicago, MC&S has programmed a total of 77 referred papers through diverse research sessions, including a poster session (40 papers), two high-density sessions (20 papers), two referred research sessions (10 papers), and one scholar-to-scholar session (7 papers). Accepted papers will be assigned into the different types of research sessions, which does not indicate any quality differences.

For the centennial conference, we have also programmed three PF&R panels, one research panel and one teaching panel:

#### PF&R Panels

- “The media and health literacy” (co-sponsored by Communicating Science, Health, Environment & Risk division);
- “Religion, politics, and the quest for the White House. How religion

and identity are discussed in the current political climate” (co-sponsored by Religion and Media interest group);

- “Social media, games and advertisers: Industry planning and research activities” (co-sponsored by Entertainment Studies interest group).

#### Research Panel

- “Submitting your papers to journals in mass communications” (co-sponsored by Graduate Student interest group).

#### Teaching Panel

- “Teaching with and about participatory media cultures” (co-sponsored by Civic and Citizen Journalism interest group).

In addition, this year MC&S also joins CT&M to co-sponsor two paid sessions: one introduction and one advanced session on “Using NodeXL for Social Network Analysis” by Marc Smith, who created a free program called NodeXL. Both sessions will be held on August 8. The introduction session will take place from 1-5:00 p.m. and the advanced session from 7-9:00 p.m. Cost of each session: \$45 for MC&S members, and \$25 for grad students.

We look forward to your 2012 research and award submissions in recognition of great teaching, research and service.

### MC&S Division Schedule for 2012 AEJMC Conference

Date	Time	Event
Thursday, August 9	1:30-3:00 p.m.	High Density Research Session 1
Thursday, August 9	5:00-6:30 p.m.	MC&S PF&R Panel
Friday, August 10	7:00-8:00 a.m.	MC&S Editorial Board Meeting
Friday, August 10	8:15-9:45 a.m.	MC&S Research Panel
Friday, August 10	11:45 a.m.-1:15 p.m.	High Density Research Session 2
Friday, August 10	3:15-4:45 p.m.	MC&S PF&R Panel
Friday, August 10	5:00-6:30 p.m.	MC&S Poster Session
Friday, August 10	8:30-10:00 p.m.	MC&S Business Meeting
Saturday, August 11	8:15-9:45 a.m.	MC&S Referred Research Session 1
Saturday, August 11	3:30-5:00 p.m.	MC&S Referred Research Session 2
Saturday, August 11	5:15-6:45 p.m.	MC&S Referred Research Session 2
Sunday, August 12	10:00-11:30 a.m.	MC&S PF&R Panel

# April 1 deadline for AEJMC research submissions quickly approaching



**LUCY ATKINSON**

UNIVERSITY OF TEXAS AT AUSTIN  
RESEARCH CO-CHAIR



**SEI-HILL KIM**

UNIVERSITY OF SOUTH CAROLINA  
RESEARCH CO-CHAIR

The Mass Communication and Society division seeks research paper submissions from both faculty and students for the 2012 AEJMC national conference in Chicago, IL. This year's conference, which celebrates the centennial anniversary, promises to be an exciting one.

The deadline for submissions is April 1, 2012, at 11:59 p.m. CDT. Any submissions after this time will not be accepted. Papers may be on any topic related to the general field of mass communication and society. All papers must be submitted through the AEJMC online process. Please see the 2012 AEJMC Uniform Call for Papers for submission instructions.

For questions, contact one of the MC&S Research co-chairs: Sei-Hill Kim at the University of South Carolina (seihillkim@gmail.com) or Lucy Atkinson at the University of Texas at Austin (lucyatkinson@mail.utexas.edu).

## Top paper recognition

The MC&S division provides cash awards for the three top faculty papers and three top student papers. Deadline for top paper submissions is April 1, 2012, at 11:59

p.m. CDT.

For a paper to be considered for a student paper award, all of the authors must be students. A faculty member as co-author moves the paper to the faculty competition. All papers, including student and Moeller papers, are judged together as general papers, but the top papers for each competition are recognized separately.

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

## 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 (as a PDF email attachment) verifying that the paper was completed for a class. Papers submitted for the Moeller competition must clearly

note the competition on the title page. Please remember that the Moeller competition is separate from the MC&S top student paper competition.

## 2012 MC&S Research Award

The MC&S division will provide up to \$10,000 per year for up to two research projects, with first right of refusal for publication reserved for the division journal within two years of issuance of grant money. One half of the money is given in advance and the other half comes at the conclusion of the project. A maximum award of \$5,000 will be granted for any one project.

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 methods, whether qualitative or quantitative, are welcomed.

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

Submissions should be sent to Kevin Williams, kwilliams@comm.msstate.edu by 11:59 P.M. (Central Daylight Time) Tuesday, May 15, 2012. Please email all awards submission items as PDF attachments in one email.

**Research Cont. on page 5**

# Midwinter Conference around the corner



**LISA PAULIN-CID**  
NORTH CAROLINA CENTRAL  
UNIVERSITY  
MIDWINTER CO-CHAIR

Mass Communication and Society will again be well represented at the Midwinter Conference on March 2-3 at the Gaylord School of Communication, University of Oklahoma. We received 36 abstracts and accepted 30.



**TEMPLE NORTHRUP**  
UNIVERSITY OF HOUSTON  
MIDWINTER CO-CHAIR

The top paper award will go to Jennifer Green and Patrick Merle of Texas Tech University for their paper, "If you scare them, they will join: Effects of mortality salience and self-construals on civic engagement."

We also want to thank 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, Jay Hmielowski, You Li, Melanie Sarge, Benjamin Lapoe, Lucy Atkinson, Namkee Park, Erin Ash and Diana Martinelli.

See the full Midwinter Conference program at: [http://www.ou.edu/gaylord/home/main/outreach/aejmc\\_mid\\_winter.html](http://www.ou.edu/gaylord/home/main/outreach/aejmc_mid_winter.html)

## Applications now accepted for the Promising Professors Competition and Distinguished Educator Award



**JOANN WONG**  
INDIANA UNIVERSITY  
TEACHING CO-CHAIR

### Promising Professors Competition

The Promising Professors competition is now open for entries. This is a great opportunity for junior faculty and graduate students to be recognized for their innovative ideas in the mass communication classroom.

Winners will receive a cash award (\$250 for 1st place, \$150 for 2nd place, \$75 for 3rd) and make a short presentation at the Promising Professor Workshop at this year's



**JAY HMIELOWSKI**  
YALE UNIVERSITY  
TEACHING CO-CHAIR

convention in Chicago. To be eligible for this award you must be:

- A faculty member who has taught no more than five years full-time; or
- A graduate student who has independently taught at least one course.

All entrants must be members of the Mass Communication & Society division and previous winners are ineligible. To enter, applicants need to send each of the

following items:

1. Current curriculum vitae;
  2. Letter of support from your department chair or dean;
  3. Brief statement explaining what makes your teaching unique and an 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 this is for the faculty or graduate student award.

**Promising Cont. on Page 6**

# PF&R Committee: Honoring service



**NAMKEE PARK**  
UNIVERSITY OF OKLAHOMA  
PF&R CO-CHAIR

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

The Mass Communication and Society division is accepting nominations for its highest service honor, the 2012 Traves Award, which recognizes division members who have followed the service example of its first recipient,

Edward Traves. A leader in service for the MC&S division, Traves received the first award in 1985.

One of Traves' accomplishments was beginning the division's research journal, *Mass Comm Review*, since renamed *Mass Communication & Society*. He co-founded the Dow Jones Newspaper Fund Editing and Minority Intern Program and was the first recipient of the Freedom Forum Journalism Teacher of the Year Award.

Deadline for this year's nomination is Tuesday, May 15 at 11:59 P.M. (Central Daylight Time). All entrants must be members of the MC&S division and previous winners are ineligible.

Nomination letters should

be sent to MC&S Awards Committee co-chair Jennifer Kowalewski, [j.kowalewski@tcu.edu](mailto:j.kowalewski@tcu.edu).

Nominations should also include additional letters of support and the nominee's curriculum vitae.

Self-nominations are accepted if accompanied by a supporting letter. Please email all awards submission items as PDF attachments in one email.

The winner will receive a plaque and a \$500 award. The MC&S Executive Committee selects the Traves Award recipient, who will be recognized at the division's Business Meeting during the national conference in Chicago. The winner will also be listed on the MC&S division website.

## Research continued from page 3

Hard copies will not be accepted. The proposal should total no more than 5 pages, single-spaced. It should include the following sections:

- 1) An overview of the study, stressing the importance of the topic and the fit with the division's mission. This section should include the research questions and hypotheses, if applicable.
- 2) A brief literature review citing the most relevant articles and describing where the project fits with past research.
- 3) Proposed methods, with as much detail as possible.
- 4) A proposed timeline from incep-

tion 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).

Submitters also should include a current curriculum vita (for each researcher) and a detailed project budget, showing how the research funds would be used. For the most part, hosting/entertaining expenses and personal memberships and subscriptions will not be funded, unless justified by the researcher.

If matching funds are promised by another source, please in-

clude a PDF copy of the letter of support from the department chair or other administrator responsible for those funds.

Half of the awarded funds will be distributed at the start of the project, and the other half will be awarded when the project is submitted to *Mass Communication and Society* for review, as long as that submission takes place within the two-year deadline.

Those not completing the project in two years from the date of award become ineligible for the additional funding; however, the journal still has first right of refusal on the research project.



**AEJMC Mass  
Communication &  
Society Division**

follow us on  
**twitter**

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



**JENNIFER KOWALEWSKI**  
TEXAS CHRISTIAN UNIVERSITY  
AWARDS CO-CHAIR



**KEVIN WILLIAMS**  
MISSISSIPPI STATE UNIVERSITY  
AWARDS CO-CHAIR

The Mass Communication and Society division has more awards than ever to distribute to our division members, including our newest award: Top Dissertation.

Graduate students who completed their dissertation between January 1, 2011 and December 31, 2011 could receive \$3,000 to offset their research. Winners must submit an article based on their dissertation to *Mass Communication and Society*, our division's scholarly journal. The journal does not guarantee acceptance into the journal, but has the right of first refusal. We encourage newly minted Ph.Ds. to apply for the Top Disserta-

tion Award.

In addition to the newest award, our division has four other awards recognizing members for contributions to teaching, research and service.

Teaching: Promising Professors Award and Distinguished Educator Award.

Research: Mass Communication & Society Research Award.

Service: Traves Service Award.

Please refer to the MC&S website for more information on each award, as well as all submission guidelines. All entrants must be members of the MC&S division.

Please email all awards sub-

mission items (as PDF attachments in one email) to the following:

- Promising Professors Award submissions should be sent to Kevin Williams, [kwilliams@comm.msstate.edu](mailto:kwilliams@comm.msstate.edu) by 11:59 P.M. (Central Daylight Time) Tuesday, May 15, 2012.

- Distinguished Educator Award submissions should be sent to Jennifer Kowalewski, [j.kowalewski@tcu.edu](mailto:j.kowalewski@tcu.edu) by 11:59 P.M. (Central Daylight Time) Tuesday, May 15, 2012.

- Mass Communication & Society Research Award submissions should be sent to Kevin Williams, [kwilliams@comm.msstate.edu](mailto:kwilliams@comm.msstate.edu) by 11:59 P.M. (Central Daylight Time) Tuesday, May 15, 2012.

- Top Dissertation Award submissions should be sent to Jennifer Kowalewski, [j.kowalewski@tcu.edu](mailto:j.kowalewski@tcu.edu) by 11:59 p.m. (Central Daylight Time) by Tuesday, May 15, 2012.

- Traves Service Award submissions should be sent to Jennifer Kowalewski, [j.kowalewski@tcu.edu](mailto:j.kowalewski@tcu.edu) by 11:59 P.M. (Central Daylight Time) Tuesday, May 15, 2012.

## Promising continued from page 4

Send all items as PDF attachments in one email to MC&S Awards Committee co-chair, Kevin Williams, [kwilliams@comm.msstate.edu](mailto:kwilliams@comm.msstate.edu) by 11:59 P.M. (Central Daylight Time) Tuesday, May 15, 2012.

### Distinguished Educator Award

Is there a senior faculty mentor who profoundly influenced your career (either while you were a graduate student or a junior faculty)? If so, please nominate him

or her for this year's Distinguished Educator Award. This award is given annually to those who have had a significant effect on communication pedagogy through teaching and mentoring.

Winners of the award will be honored at the MC&S Business Meeting at this year's convention in Chicago, make a formal presentation on teaching during the division's annual Promising Professor's

Workshop, and receive a \$500 honorarium.

To nominate a candidate for this prestigious award, please send a letter of nomination and the candidate's curriculum vita (as PDF attachments in one email) to MC&S Awards Committee co-chair, Jennifer Kowalewski, [j.kowalewski@tcu.edu](mailto:j.kowalewski@tcu.edu) no later than 11:59 P.M. (Central Daylight Time) Tuesday, May 15, 2012.

# MC&S editor-elect begins transition with selection of special issue editor



**STEVE PERRY**  
ILLINOIS STATE UNIVERSITY  
EDITOR,  
MASS COMMUNICATION AND  
SOCIETY

Following the recent election of Ran-Wei as the next editor of *Mass Communication and Society*, his first action has been to work with the editorial board on the selection of a special issue topic for 2014. "Advances in Entertainment Media and Politics," to be edited by Lance Holbert of Ohio State University, was selected for the special issue. It will focus on entertainment's impact on politics in any national

context, and will be expected for publication in mid-2014, Wei's first year as editor.

The MC&S bylaws allow the purchase of up to 100 extra pages for a special issue each year, and for the selection of a special issue editor with a \$1,000 stipend paid at the successful conclusion of producing the issue.

One future consideration I would suggest for the division is to consider expanding that page allotment. Our publisher, Taylor & Francis, has a provision for proposing moving special issues into printed book form, but they request longer word counts than our 100-page allotment provides. Still, our 2010 special issue on "The Facebook Election" was published in book form, which expands its distribution to many more institutional li-

braries around the world.

The transition to the new editor will occur gradually over the next 15 months. I will continue processing new manuscripts until I have filled a few more acceptance slots, and then I will turn those duties over to Dr. Wei. I will then continue managing those articles in progress until final decisions are reached. Finally, I will see those accepted manuscripts into print through the end of 2013.

The editorial board will also begin transition in the near future. Dr. Wei will begin adding members of his choosing and some who have served under my editorship will end their service. Thanks to all for your support as Dr. Wei and I manage this transition. It seems to be a smooth start to the transition process.

## Graduate students: Join MC&S and be eligible for awards



**MELANIE SARGE**  
OHIO STATE UNIVERSITY  
GRADUATE STUDENT LIASON

The AEJMC annual conference submission deadline nears and we want to tell you about the various awards for submissions to the Mass Communication and Society division.

MC&S will be giving monetary awards for the top three stu-



**EDSON TANDOC**  
UNIVERSITY OF MISSOURI  
GRADUATE STUDENT LIASON

dent research papers and a plaque for first place. Students can also submit a paper written for a class to the division's Moeller paper competition. The winner of this competition will receive \$100 and a plaque.

Graduate students, who have had primary responsibility

teaching, might also be eligible for the Promising Professors Award. Monetary awards are available for the top three entries and first place will receive a plaque. Also, keep in mind outstanding professors you might want to nominate for the Distinguished Educator Award and the Traves Service Award!

You can find more information about these research, teaching and service awards in this newsletter and on the MC&S division website. The submission deadline for all awards is 11:59 P.M. (Central Daylight Time) Tuesday, May 15, 2012. All entrants must be members of the MC&S division.

# Using social media to get information to MC&S members

SOCIAL MEDIA COMMITTEE

**ERIN ASH**

PENNSYLVANIA STATE UNIVERSITY

**BENJAMIN LAPOE**

LOUISIANA STATE UNIVERSITY

**JACK KARLIS**

UNIVERSITY OF SOUTH CAROLINA

**YOU LI**

UNIVERSITY OF MISSOURI

The Mass Communication and Society Social Media Committee members develop and maintain the Facebook and Twitter pages for the division. During the Fall of 2011, the committee created a Twitter

page for the division that currently has 263 followers. To increase the division's visibility via Twitter, the committee created an attractive logo and actively tweet with commonly searched hashtags.

Another of the committee's tasks was to increase the division's visibility via Facebook. After researching how to accomplish this, it was decided to upgrade the group. While our divisions' visibility has risen, there are other options existing to increase visibility even more, specifically changing the Facebook page from a "group"

to a "page." Research indicates this should drastically increase visibility. To this end, the committee is currently conceptualizing the logistics of accomplishing this task.

These two social media spaces provide venues for division members and individuals interested in mass communication and society to learn about the division's activities and learn about related research. Please take some time in the coming weeks to follow us on these sites as we will be putting out information regarding the 2012 AEJMC conference.

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## 2011-2012 Mass Communication and Society Executive Committee

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### **VICE HEAD & PROGRAMMING CHAIR**

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*This newsletter and other MC&S Division information can be found online at: [www.aejmc-mcs.org](http://www.aejmc-mcs.org)*