

Head Note:

Reaching Out to Accomplish Our Goals in 2013



BU ZHONG

PENNSYLVANIA STATE UNIVERSITY
DIVISION HEAD

This year AEJMC is going to Washington D.C. after its one century of service in journalism and mass communication education. We look forward to an exciting conference in the capital that will represent the best that our division has to offer in terms of professional development, research and recognition of excellence. Here I like to share the five goals set for our division this year.

Goal 1: Enhance awareness of MCS awards, including Promising Professor Award, Ph.D. dissertation award, and the Traves Service award. This year we like to broadcast the information about various MCS awards to engage existing and potential MCS members. Meanwhile, our award co-chairs will reach out the deans or graduate deans to inform them of the MCS award opportunities.

Goal 2: Continue the MCS support for research with practical implications. Set research fund for symposium

on special topics, and connect symposium with the MCS journal for special issues. Mostly importantly, we encourage research with practical implications.

Goal 3. Increase division membership and judges for referred papers. As one of the largest AEJMC divisions, the MCS membership has remained one of the top divisions in terms of papers submitted year after year. Nevertheless, membership enlargement remains a priority within the division. We will also continue efforts to increase participation from diverse groups from the executive board, to panelists, moderators and discussants, in particular, judges for the refereed papers.

Goal 4. Continue bringing new voices and topics into our programming so that graduate students, junior faculty and scholars whose work focuses on media ethics issues in areas other than journalism feel welcomed by the division.

Goal 5. Entire MCS will re-examine focus for research,

teaching, PF&R sessions to make sure they serve the members and community/society better.

Again, we look forward to meeting all the MCS members in Washington D.C. for another exciting and productive AEJMC conference.



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2013 Conference Program Set



LISA PAULIN
NORTH CAROLINA CENTRAL
UNIVERSITY
VICE-HEAD &
PROGRAMMING CHAIR

The AEJMC conference schedule is organized in the December planning meeting, this year held in Dallas. At that meeting groups and divisions make final decisions about co-sponsoring panels and all research sessions, panels and other conference activities are placed on the programming grid that shows the number of slots (rooms) available by day at each hour.

This year we were able to find co-sponsors for each of the panels that our members proposed and we also went in with a number of groups to co-sponsor their panels.

Additionally, because MCS receives the highest number of submissions, we were awarded an extra research session. To be able to accept more papers, we also went in with another division to co-sponsor a poster session and scheduled one high density research session. The poster session will allow for about 40 additional papers and the high density can have a maximum of 10 papers.

Here's the round-up of MCS activities for the 2013 AEJMC National Conference by day:

Thursday, Aug. 8
The Publication Process
8:15-9:45 a.m.
Co-sponsored with ESIG

The Importance of Media Literacy and Strategies for Teaching it at the College Level
10:00-11:30 a.m.
Co-sponsored with CCS
Teaching panel

Wanted: A Free and Responsible Press, The Scholarship of John C. Merrill (1924-2012)
5:00-6:30 p.m.
Proposed by MED

Friday, Aug. 9
Mass Comm. & Society Journal Editorial Board Meeting
7:00-8:00 a.m.
(closed meeting)

High Density Research Session
8:15-9:45 a.m.

Public Relations and Sports: The Good, the Bad, and the Very, Very Ugly
11:45 a.m.-1:15 p.m.
Proposed by SCIG

Scholar-to-Scholar
1:30-3:00 p.m.

Promising Professor Panel
3:15-4:45 p.m.
Co-sponsor ESIG

Research Session
5:00-6:30 p.m.

MCS Executive Committee
Off-site dinner meeting
6:45-8:15 p.m.

MCS Business Meeting
8:30-10:00 p.m.

Saturday, Aug. 10
Research Session – Top Papers
1:45-3:15 p.m.

Poster Session
3:30-5:00 p.m.

Research Session
5:15-6:45 p.m.

Sunday, Aug. 11
Mixing Theory and Skills in Mass Communication Curricula
9:15-10:45 a.m.
Proposed by CTM

The Videogame Industry Matures: The Rise of Older Gamers
11:00 a.m.-12:30 p.m.
Co-sponsored with CTEC

Examining Mainstreamed News Media Coverage of Women and Underrepresented/underserved Communities in the ABC, CBS and NBC
Evening News Programs
12:45-2:15 p.m.
Co-sponsored with CCJA

Reporting Africa and the Middle East: The Paradigmatic and Diachronic Dynamics
2:30-4:00 p.m.
Proposed by ICD

Research Session
4:15-5:45 p.m.

Two Things Everyone Could Use – Money And Recognition



JENSEN MOORE
LOUISIANA STATE
UNIVERSITY
RESEARCH
COMMITTEE CO-
CHAIR



KEVIN WILLIAMS
MISSISSIPPI STATE UNI-
VERSITY
RESEARCH
COMMITTEE CO-
CHAIR

Research Award & *Convention Paper Awards*



It may not be as prestigious as Oscar season, but MC&S's own award season is gearing up as preparations for annual convention are underway. Our division is one of the most generous in AEJMC when considering the money and awards we give out. Award deadlines, however, are quickly approaching. The research co-chairs focus specifically on the following awards.

*****Research Award*****

Members of MC&S looking to fund research projects should apply for the division's research award. Proposals must emphasize the interaction with society and fit with the division's mission. The total monetary award is up to \$10,000, which could be awarded to one recipient or split among smaller projects. The proposal must be submitted electronically in a word document to both award co-chairs, Sei-Hill Kim at seihillkim@gmail.com and Kevin Han at ghan@iastate.edu by May 1st, 2013. Proposal guidelines and detailed rules can be found at <http://www.aejmc.net/mcs/researchaward.php>

*****Convention Paper Awards*****

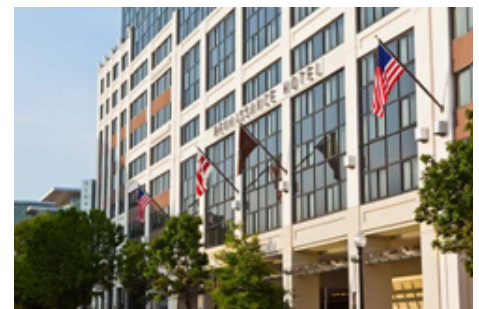
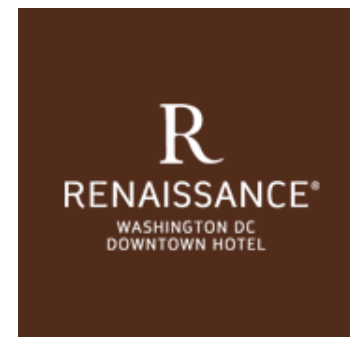
The three top faculty papers and the three top student papers are recognized during convention. Winners of the top student papers receive one free conference registration per paper. For a paper to be considered for a student paper award, all of the authors must be students.

In addition to regular top papers, the Moeller Award goes to a student paper written specifically for a class during the previous year. Moeller competition papers must be nominated by the faculty instructor of the class, who must send a letter or e-mail verifying that the paper was completed for class. If you like your professor to nominate you for this award, it may be a good idea to bring in this article to her or him. Papers submitted to the Moeller competition must clearly note the competition on the title page.

All papers must be submitted through the AEJMC on-line process by April 1st. All MC&S submissions must also adhere to the AEJMC submission guidelines to full consideration. Good Luck!

**Don't Forget to
Submit Your Papers to
the Annual Conference of
AEJMC!**

**See you all in
Washington D. C.
in August!**



Information about Our Off-site PR&F Event-White House Tour



JENNIFER KOWALEWSKI
TEXAS CHRISTIAN UNIVERSITY
PF&R CO-CHAIR

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



The Mass Communication & Society Professional Responsibility & Freedom committee is attempting to organize a tour of the White House during our annual meeting of AEJMC in Washington D.C. Although the White House has currently stopped all tours of the facility because of the sequestration, we hope the government will reinstate the tours before the annual conference.

Because everyone – that means every person, including children -- must undergo security clearance to tour the White House, we are you to send all pertinent information in case we can tour the facility. The information we need includes full name, social security number, and address of every person. All the information must be cleared by the Secret Service to tour the White House so individuals must get security clearance prior to the tour. If you do not get government clearance, you cannot go on the tour of the White House.

From what we have been told, there is no limit on the number of people who can attend and we can request a time for the visit, but there are no guarantees we will be allocated that time. However, we will try to tour the White House Thursday or Saturday during the conference. If you do not fill out a form now, you will not be allowed to attend our off-site tour with us. You may sign up for the tour even if you are unsure you can attend.

We have a special form for you to fill out to ensure you have included all the information we need to have so you can receive security clearance and attend our off-site event. Please fill out the form for you and every member of your family who you would want to attend this special off-site event and return it to the PF&R co-chairs at masscommunicationsociety2013@gmail.com.

Remember that the information is needed for every person in your group.

Mass Communication & Society Division White House Tour

Name (First/Middle/Last) _____

If no middle name, please indicate that here _____

Social Security number _____

Address (as it appears on Driver's License) _____

Birthdate _____

Are you a U.S. Citizen? _____ Yes
_____ No

If no, please indicate where you are officially a resident of _____

Again, please send your form to masscommunicationsociety2013@gmail.com.

Submit Your Nominations to MC&S for Awards in Teaching, Research, and Service



SEI-HILL KIM
UNIVERSITY OF SOUTH CAROLINA
AWARD CO-CHAIR



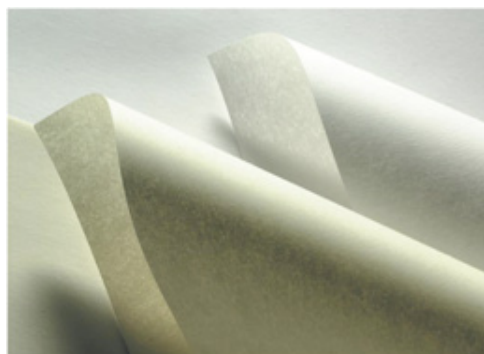
GANG (KEVIN) HAN
IOWA STATE UNIVERSITY
AWARD CO-CHAIR

Hello from Awards Committee! We hope everyone's spring semester is going well, and has had a restful and productive spring break. The Awards Committee has started helping organize the award application and selection, and we will be receiving your submissions soon! We are here ensuring that each submission is on time, complete and eligible. We will also work closely with colleagues over the competitive process. All submissions will be forwarded to the appropriate review committees. Each eligible case will be blind reviewed and then a decision on the winning submissions will be made.

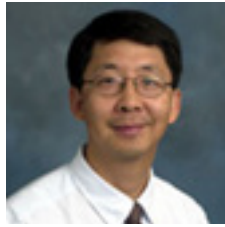
As always, we strongly encourage our division members to apply for these awards to recognize your outstanding performance in our field. Following please find the submission guidelines for several awards. Please go to <http://aejmc.net/mcs/> for more information on each award as well as about how to apply. All entrants must be members of the MC&S Division.

Please send documents electronically (as PDF attachments in one email) to the following:

- Promising Professors Award submissions should be sent to Gang (Kevin) Han, ghan@iastate.edu by 11:59 P.M. (Central Daylight Time) Wednesday, May 15, 2013.
- Distinguished Educator Award submissions should be sent to Sei-Hill Kim, seihillkim@gmail.com by 11:59 P.M. (Central Daylight Time), Wednesday, May 15, 2013.
- Mass Communication & Society Research Award submissions should be sent to Gang (Kevin) Han, ghan@iastate.edu by 11:59 P.M. (Central Daylight Time), Wednesday, May 15, 2013.
- Dissertation Award submissions should be sent to Sei-Hill Kim, seihillkim@gmail.com by 11:59 P.M. (Central Daylight Time), Wednesday, May 15, 2013.
- Trayer Service Award submissions should be sent to Gang (Kevin) Han, ghan@iastate.edu by 11:59 P.M. (Central Daylight Time), Wednesday, May 15, 2013.



The Latest Information from MC & S Journal



RAN WEI
UNIVERSITY OF SOUTH CAROLINA
ELECTED EDITOR IN CHIEF
MASS COMMUNICATION AND
SOCIETY

As I continue my transition to editor of Mass Communication and Society, I would like to share my vision for the journal. I commend the work Dr. Stephen Perry completed under his editorship, as well as the outstanding service of the editorial board.

First, I want to maintain the broad scope of the journal in terms of different theoretical approaches and methodological diversity. This broad appeal differentiates MC&S from new and some of the niche journals. I plan to continue this breadth of scope, and enhance it as a strength of the journal.

Second, I want to increase the international reach of the journal. We already receive increased submissions and publish more articles authored by scholars outside the United States than in the past. But to grow the journal's reputation as world-class journal, an international appeal is necessary. I want to increase the number of submissions to the journal from international authors, and to, in turn, have more readers worldwide. Together, internationalization will increase the influence of

Mass Communication and Society.

Finally, I would like to improve the impact factor and ranking of the journal relative to its peer journals. Currently, the impact factor of Mass Communication and Society is 0.827, which ranks 35th among nearly 70 communication journals. I would like to see both numbers increase. To achieve it, we will concentrate on attracting prominent authors to consider MC&S to publish their work and reaching readers broadly across our discipline and worldwide. Two other ways we are working to improve these rankings include working with our publisher to get articles online faster and creating a webpage devoted to publicizing the journal.

Our publisher, Taylor and Francis, has selected MCS to become part of their rapid online publication workflow. Accepted versions of papers will be posted online quickly, creating a shorter period from receipt to final version. While this will not change the publication dates for the hard copies of MCS's issues, it will allow articles to be made available online quickly. An unofficial author version will be released first, followed by the approved version a couple of weeks later. The journal is also working on launching a webpage to enhance our public relations efforts with our audiences. Working off of a Wordpress platform, the webpage will feature sneak previews of our issues, published articles, author information, press releases, and a resource center. Hopefully

both of these will positively impact our influence and citation rate.

Best wishes to you all, and thank you for your service to Mass Communication and Society.



Teaching: The Promising Professors Competition and Distinguished Educator Award

We are pleased to announce that MC&S is now accepting entries for the Promising Professor Competition and Distinguished Educator Award!

The Promising Professor Competition is a great opportunity for junior faculty and grad students to be recognized for their innovative ideas teaching Mass Communication classes. 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 convention in Washington, D.C.

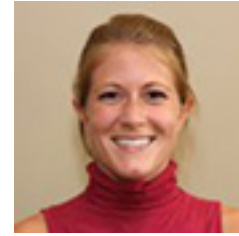
To be eligible for the award you must: (1) Be a member of MC&S Division; (2) Have taught no more than five years full-time (for professors); and (3) Have taught at least one course independently (for graduate students). Previous winners are ineligible to compete for awards again.

Applicants must submit 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 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;



JAY HMIELOWSKI
YALE UNIVERSITY
TEACHING COMMITTEE CO-CHAIR



MELANIE SARGE
OHIO STATE UNIVERSITY
TEACHING COMMITTEE CO-CHAIR

6. Other materials that demonstrate teaching creativity, instructional development and responsiveness to student needs (e.g., teaching evaluations).

Note: **CLEARLY** indicate whether this is for the faculty or graduate student award.

Additionally, if there is a senior faculty member that influenced your career (either while you were a graduate student or a junior faculty), nominate them for this year's Distinguished Educator Award! This award is given annually to those who have had a significant impact 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 Washington, D.C., 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.

Send Promising Professor submissions and Distinguished Educator nominations to either Kevin Gang Han (ghan@iastate.edu) or Sei-Hill Kim (seihillkim@gmail.com) by 11:59 P.M. (Central Daylight Time) Wednesday, May 1, 2013.



The Midwinter Conference Was A Great Success



TEMPLE NORTHRUP
UNIVERSITY OF HOUSTON
MIDWINTER CHAIR

AEJMC's Midwinter Conference was once again held at the University of Oklahoma's Gaylord College of Communication March 1st and 2nd. By all accounts, it was a resounding success. As in previous years, the MC&S division was by far the largest presence and was the only division to have a paper or panel session during every available timeslot—often with multiple sessions occurring simultaneously. A total of 40 abstracts were submitted to this year's con-

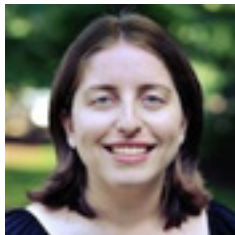
ference, with 28 of them being accepted for presentation.

Graduate students and faculty alike presented their diverse research on a number of different topics, ranging from gender representations in the media to social media use among legislators. The top paper award went to Xiyuan Liu and Carson Wagner of Ohio University for their paper: "Gays in the Modern Family: Diverse Representations of Homosexual TV Characters and Stereotype Reduction."

On behalf of the division and conference, I would like to extend a huge thank you to all of the reviewers who volunteered their time to read the abstracts and provide constructive feedback. I would also like to thank all of the discussants and moderators for graciously donating their time.



Message from Our Graduate Student Liaisons



ALYSSA APPELMAN
PENNSYLVANIA STATE UNIVERSITY
GRADUATE STUDENT LIASON

Attention Graduate Students!

Hello fellow graduate students! We wanted to let you know about some wonderful ways to increase your involvement with the Mass Communication and Society division. One of the best ways is to



WOOHYUN YOO
UNIVERSITY OF WISCONSIN-MADISON
GRADUATE STUDENT LIASON

apply for the Promising Professors award, which honors junior faculty and graduate students for their excellent and innovative teaching. You also can nominate outstanding mentors who profoundly influenced your career for the Distinguished Educator award. This award is given

annually to those who have had significant influence on communication pedagogy through teaching and mentoring.

Finally, we strongly encourage you to submit proposals for the MCS research award, as well as papers for the Moeller award, which specifically honors papers completed for a class.

Please refer to the MCS website and our lovely graduate liaison page (<http://aejmc.net/mcs/graduate.php>) for more information about each of these awards and the submission guidelines. We hope to see you in D.C. this summer!

Updates from the Social Media Committee Chairs



JACK KARLIS
UNIVERSITY OF
SOUTH CAROLINA
SOCIAL MEDIA
COMMITTEE CO-CHAIR

The Social Media Committee's role is to utilize, maintain, create and recruit for the division's social media accounts to raise awareness of the Mass Communication and Society division. Ben LaPoe of LSU and Jack Karlis of South Carolina are the two liaisons in charge of the committee. At current count, the Facebook (151 members), Twitter (804 followers) and LinkedIn (29) are seeking sustained growth in their numbers. We would ask any members who have not joined to follow or join these accounts. The platforms are an excellent tool to disseminate any information about jobs, conference calls, or pertinent information related to the division.



BENJAMIN LAPOE
LOUISIANA STATE UNIVERSITY
SOCIAL MEDIA
COMMITTEE CO-CHAIR

2012-2013 Mass Communication and Society Executive Committee

DIVISION HEAD

Bu Zhong, Pennsylvania State University, zhongbu@psu.edu

VICE HEAD

Lisa Paulin, North Carolina Central University, lpaulin@ncsu.edu

MASS COMMUNICATION & SOCIETY JOURNAL EDITORS

Steve Perry (Editor in Chief), Illinois State University, sdperry@ilstu.edu

Ran Wei (Elected Editor in Chief), University of South Carolina, ran.wei@sc.edu

SECRETARY/NEWSLETTER EDITOR

Hua Jiang, Towson University, HJiang@towson.edu

PROFESSIONAL FREEDOM AND RESPONSIBILITY COMMITTEE CO-CHAIRS

Janet Bridges, Sam Houston State University, Jab005@shsu.edu

Jennifer Kowalewski, Texas Christian University, j.kowalewski@tcu.edu

RESEARCH COMMITTEE CO-CHAIRS

Jensen Moore, Louisiana State University, jmoore5@lsu.edu

Kevin Williams, Mississippi State University, kwilliams@comm.msstate.edu

TEACHING COMMITTEE CO-CHAIRS

Jay Hmielowski, Yale University, jay.hmielowski@gmail.com

Melanie Sarge, Ohio State University, sarge.2@osu.edu

MIDWINTER CONFERENCE CHAIR

Temple Northup, University of Houston, tizemple@gmail.com

AWARD COMMITTEE CO-CHAIRS

Kevin Gang Han, Iowa State University, ghan@iastate.edu

Sei-Hill Kim, University of South Carolina, seihillkim@gmail.com

GRADUATE STUDENT LIAISON

Alyssa Appelman, Pennsylvania State University, aja222@psu.edu

Woohyun Yoo, University of Wisconsin-Madison, wyoo3@wisc.edu

SOCIAL MEDIA COMMITTEE

Jack Karlis, University of South Carolina, karlis@email.sc.edu

Benjamin Lapoe, Louisiana State University, blapoe1@tigers.lsu.edu

WEBMASTER

Robert Zuercher, University of Kentucky, Robert.Zuercher@uky.edu

IMMEDIATE PAST HEAD

Seungahn Nah, University of Kentucky, seungahn.nah@uky.edu