

MASS COMMUNICATION & SOCIETY 2015 BUSINESS MEETING



Mass Communication and Society
A Division of the Association for Education in Journalism and Mass Communication



A E J M C
San Francisco • August 2015



MC&S
AEJMC

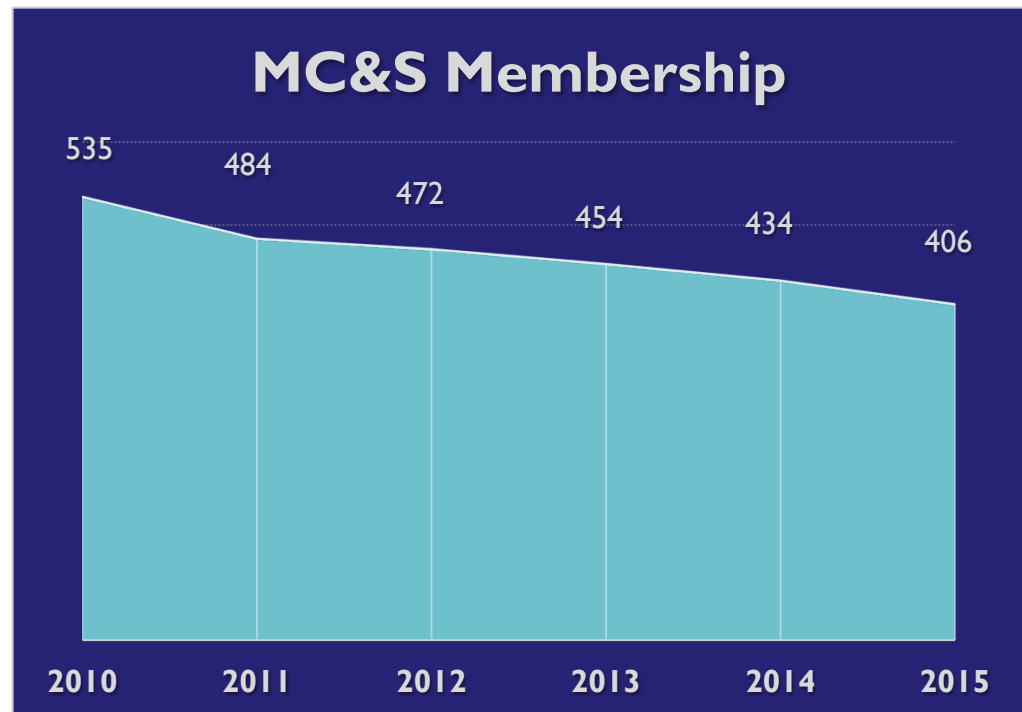


DIVISION OVERVIEW

2014-2015

MEMBERSHIP

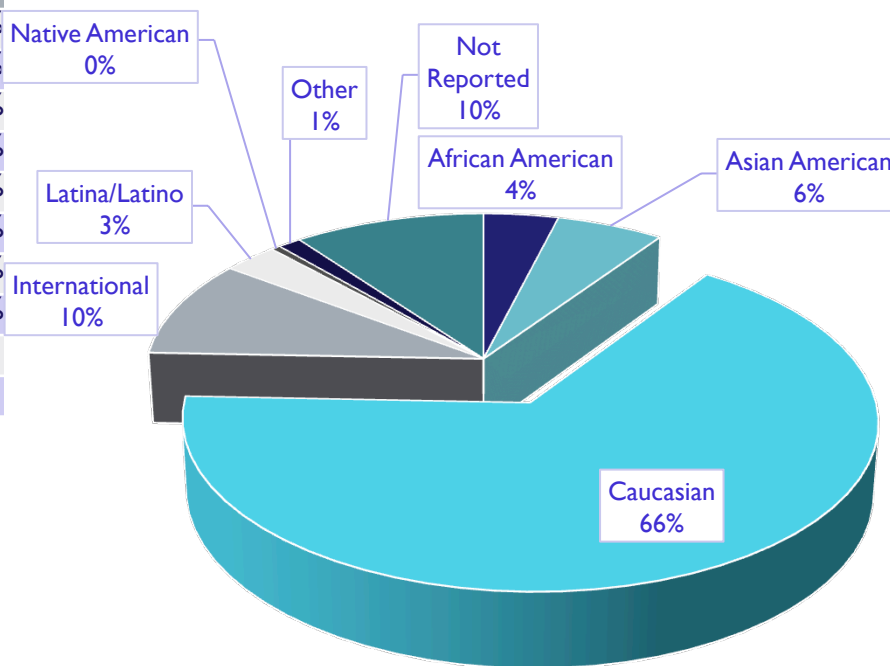
- 406 members
- Last Year: 434 members



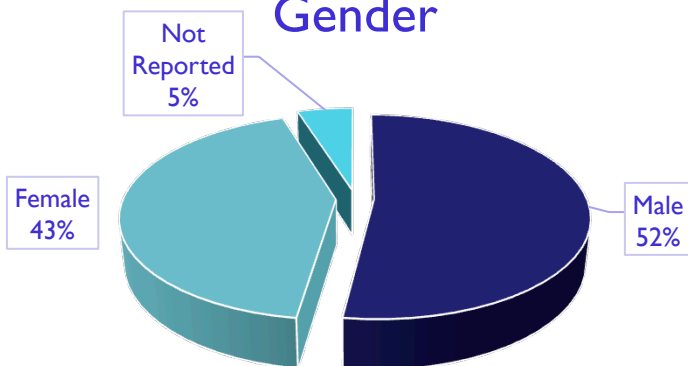
MEMBER DEMOGRAPHICS

Ethnicity	Male	Female	Not Reported	Totals	Percentage
African American	6	8	2	16	3.94%
Asian American	9	9	5	23	5.67%
Caucasian	142	125	1	268	66.01%
International	30	6	3	39	9.61%
Latina/Latino	5	7	0	12	2.96%
Native American	1	1	0	2	0.49%
Other	2	3	0	5	1.23%
Not Reported	17	15	9	41	10.10%
Totals	212	174	20	406	
Percentage	52.22%	42.86%	4.93%		

Ethnicity



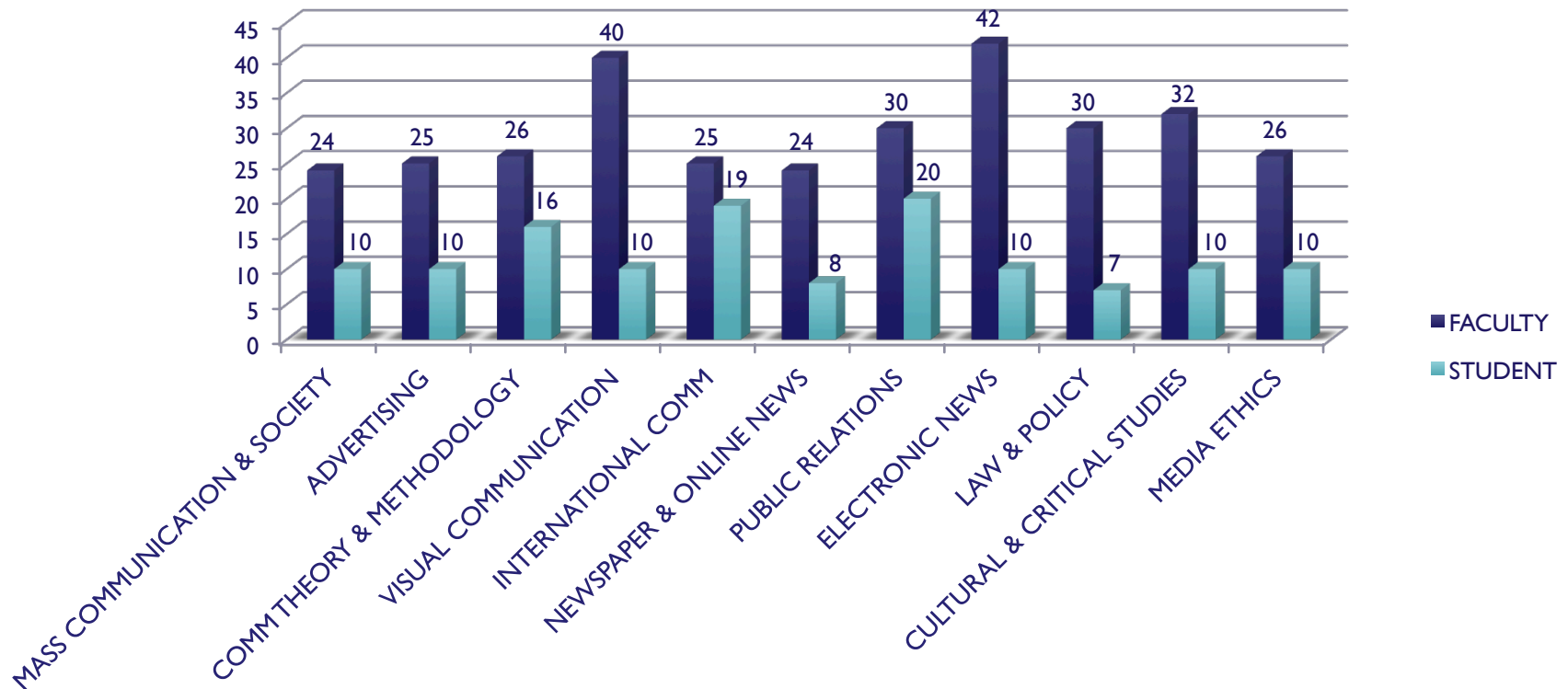
Gender



39 Graduate Students as of July 1st

MEMBERSHIP DUES

ANNUAL DUES FOR DIVISIONS WITH JOURNALS



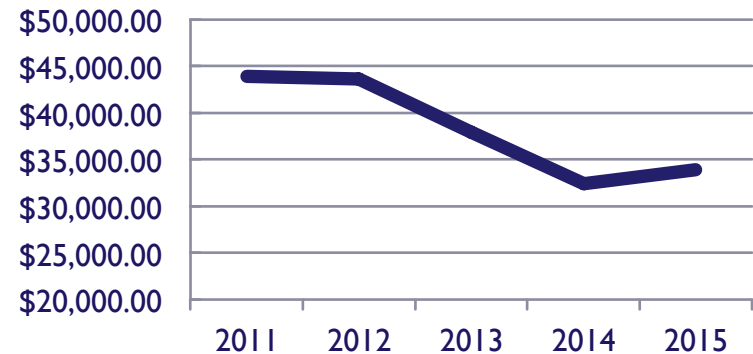
BUDGET

DIVISION

Began Year With
\$30,321.48

YEAR	BALANCE
2011	\$43,911.75
2012	\$43,682.07
2013	\$37,888.46
2014	\$32,390.61
2015	\$33,957.48

DIVISION BALANCE

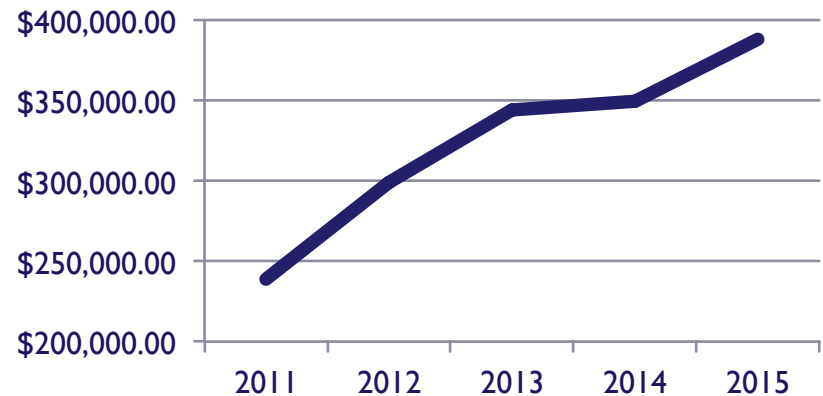


JOURNAL RESERVE

Began Year With
\$345,720.62

YEAR	JOURNAL RESERVE
2011	\$238,801.89
2012	\$299,207.49
2013	\$344,114.12
2014	\$349,599.50
2015	\$388,308.35

JOURNAL RESERVE





RESEARCH COMMITTEE REPORT

SEI-HILL KIM AND KEVIN HAN, CO-CHAIRS



CONFERENCE SUBMISSIONS

OVERALL	2013	2014	2015
SUBMISSIONS	145	134	157
DISQUALS	21	32	23
ACCEPT	76	69	79
REJECT	48	33	55
% ACCEPT	52.4%	51.5%	50.3%

OPEN	2013	2014	2015
SUBMISSIONS	108	134	112
DISQUALS	17	32	17
ACCEPT	57	69	60
REJECT	34	33	35
% ACCEPT	52.8%	51.5%	53.6%

STUDENT	2013	2014	2015
SUBMISSIONS	34	25	41
DISQUALS	4	6	6
ACCEPT	15	11	17
REJECT	15	8	18
% ACCEPT	44.1%	44%	41.5%

MOELLER	2013	2014	2015
SUBMISSIONS	5	7	4
DISQUALS	0	1	0
ACCEPT	4	3	2
REJECT	1	3	2
% ACCEPT	80%	42.9%	50.3%

PAPER JUDGING

- 151 judges averaging 3 papers per judge
 - Reviewed 1 or 2 papers – 11%
 - Reviewed 3 papers – 25%
 - Reviewed 4 papers – 21%
 - Reviewed >4 papers – 12%
 - Overall # up by 21 judges since last year
- Top Reviewer
 - William Kinnally
- Random drawing of reviewers for free conference registration
 - Juliana Fernandes
 - Jason Martin

TOP PAPER WINNERS

OPEN COMPETITION

- First Place: *NGOs, Hybrid Connective Action, and the People's Climate March.* Suzannah Evans, Daniel Riffe and Joe Bob Hester, North Carolina at Chapel Hill
- Second Place: *The Impact of Political Identity Salience on the Third-Person Perception and Political Participation Intention.* Hyunjung Kim, Sungkyunkwan University
- Third Place: *Reducing Stigmatization Associated with Alpha-1 Antitrypsin Deficiency.* Michelle Baker, Juniata College

TOP PAPER WINNERS

STUDENT COMPETITION

- *First Place: Social Pressure for Social Good? Motivations for Completing the ALS Ice Bucket Challenge.* Jared Brickman, Washington State
- *Second Place: Is Social Viewing the New Laugh Track? Examining the Effect of Traditional and Digital Forms of Audience Response on Comedy Enjoyment.* T. Franklin Waddell and Erica Bailey, Pennsylvania State
- *Third Place: The Discourse of Sacrifice in Natural Disaster: The Case Study of Thailand's 2011 Floods.* Penchan Phoborisut, Utah

TOP PAPER WINNERS

MOELLER COMPETITION

- First Place: *“Let’s Keep This Quiet:” Media Framing of Campus Sexual Assault, Its Causes, and Proposed Solutions.* Jane O’Boyle and Jo-Yun Queenie Li, University of South Carolina
- Second Place: *Heaven, Hell, and Physical Viral Media: An Analysis of the Work of Jack T. Chick.* Philip Williams, Regent University

MIDWINTER CONFERENCE REPORT

JAY HMIELOWSKI AND KELLY KAUFHOLD, CO-CHAIRS

- 40 submissions, 25 acceptances, 62.5% acceptance rate
 - MC&S once again had largest representation among the divisions
- 23 judges, reviewed 4 abstracts per judge

MC&S RESEARCH AWARD

- Any topic that advances mass communication research, especially at the societal or macrosocial level, is eligible for the Research Award
- Winners receive half of the award now and half upon submitting their finished work to *Mass Communication and Society* within two years
- Open to division members only
- Jason Martin, Jessica Gall Myrick, and Kimberly K. Walker - \$10,000
 - *Get Your Game Frame Off My Obamacare: The Cognitive, Affective, and Attitudinal Effects of Health Care Legislation News Coverage on Young Adults*

MC&S DISSERTATION AWARD

- Recognizes the top dissertation in the field of mass communication and society
- Offers an opportunity to publish in the division's journal, and earns a cash prize of \$3000
- The dissertation should address topic(s) that:
 - Advance mass communication research, especially at the societal or macrosocial level
 - Emphasize the interaction with society and fit with the division's mission
- Meredith Clark
 - *To Tweet Our Own Cause: A Mixed-Methods Study of the Online Phenomenon 'BlackTwitter'*



TEACHING COMMITTEE REPORT

JENNIFER KOWALEWSKI AND NANYU, CO-CHAIRS



TEACHING PANELS THIS YEAR

- Pre-conference workshop
 - *Google and Data Journalism: A Match Made in Data Viz Heaven*
 - Co-sponsored with The Commission on the Status of Women
- In-conference panels
 - *How I Learned to Stop Worrying And Love Online Learning*
 - Secondary sponsor with The Council of Affiliates
 - *Promising Professors and Distinguished Educator Panel*
 - Sole sponsor
 - *Preparing Global Leaders in Journalism and Mass Communication*
 - Primary sponsor with Cultural and Critical Studies and Media Management and Economics Divisions
 - *Overcoming the Post-tenure Slump: Re-energizing Your Research Agenda*
 - Secondary sponsor with Advertising Division

PROMISING PROFESSOR TEACHING AWARD

RECOGNIZES INNOVATION AND EXCELLENCE IN TEACHING

- FACULTY WHO HAVE TAUGHT NO MORE THAN 5 YEARS
 - First Place: Brooke McKeever, South Carolina
 - Second Place: Rowena L. Briones, Virginia Commonwealth University
 - Third Place: Vanessa Bravo, Elon University
- GRADUATE STUDENTS LISTED AS THE INSTRUCTOR OF RECORD
 - First Place: Julia Daisy Fraustino, University of Maryland
 - Second Place: Amanda J. Weed, Ohio University
 - Third Place: Young Kim, Louisiana State University

DISTINGUISHED EDUCATOR AWARD

RECOGNIZES A DIVISION MEMBER WHOSE PERSONAL TEACHING EXCELLENCE AND INFLUENCE ON PEDAGOGY IN THE FIELD IS PROFOUND

- As teaching chair of MC&S in 1997, she initiated the Promising Professor Competition
- Won multiple teaching awards as both a graduate student and professor
- Has taught more than 20 courses
- Wrote *Advertising & Society: An Introduction*, used in classrooms nationwide
- Has served on several accrediting teams

DISTINGUISHED EDUCATOR AWARD

- The kind of educator/administrator who makes the rest of us look bad, but that's fine, because she is an outstanding role model
- Is and has always been a visionary
- As a teaching professor, she is exemplary, having won teaching awards at every level
- As a leader of MC&S, AEJMC and several journalism/mass communication academic programs, she has always kept students in mind
- From her earliest days as a professor through her time as an administrator, she has never lost sight of her students, which she values above all else

DISTINGUISHED EDUCATOR AWARD

CAROL PARDUN, UNIVERSITY OF SOUTH CAROLINA

Thank you all for selecting me as this year's Distinguished Educator for MCS.

I have been attending AEJMC every year since 1993. Wouldn't you know that the year I decide to take a break, is the year I win this award????

I'm sorry I can't be with you all. I am finishing up a year-long sabbatical as I return to my first academic love: teaching and research. I am so grateful for this award this year in particular because as I transition from administration to the classroom, it's a good reminder that educating students is why we got into this business in the first place.

I love this division for a whole lot of reasons, but one of the main reasons is because it shows to the rest of the AEJMC community that top scholars also care about teaching—that we can't separate teaching and scholarship.

Thank you again for honoring me with this award. I look forward to seeing you all in Minneapolis next year!





PROFESSIONAL FREEDOM & RESPONSIBILITY COMMITTEE REPORT

JANET BRIDGES AND KALYANI CHADHA, CO-CHAIRS



PF&R IN-CONFERENCE ACTIVITIES

PANELS

- *Network Newscasts: Then and Now*, secondary sponsor with Electronic News Division
- *Examining National Trends Facing the Challenges of Diverse Faculty in Reaching or Failing to Reach Academic Leadership Roles Across the Academy*, secondary sponsor with Minorities and Communication Division
- *Big Data, Friend or Foe? De-stigmatizing the Use of Big Data to Advance Communication Research*, secondary sponsor with Communication Technology Division
- *Entertainment with a Purpose: The Use of Fandom, Infotainment and Social Media to Promote Nonprofit Causes*, secondary sponsor with Public Relations Division

OFF-SITE VISIT

- Carat cancelled on us with less than two weeks until conference
- Decision was made to forego an off-site visit due to lack of time and existing abundance of programming

PF&R OUT-OF-CONFERENCE ACTIVITIES

- The division funded a fellow for for AEJMC's new Institute for Diverse Leadership in Journalism and Communication
 - Cost was \$6,250
 - MC&S member chosen was Carolyn Bronstein of DePaul University
 - Would like to vote on making this an annually recurring donation
 - In return for donation, we would be guaranteed that a MC&S member would be chosen each year
- The division donated \$500 to support the Barrow Minority Doctoral Student Scholarship
 - Scholarship is primarily sponsored by Comm Theory & Methods Division, but with many divisions as co-sponsor
 - CT&M has asked that we consider voting to make this an annually recurring donation

OTHER ACCOMPLISHMENTS THIS YEAR

- Migration and Update to the Website
 - Moved to Net Presence Word Press server
 - New address is www.aejmc.us/mcs
 - Mastermind = Ruoxu Wang
- Student competition for new logos
 - Matt Haught, chaired competition committee.
 - Vinnie Cicchirillo
 - Federico Subervi
 - Michelle Ferrier
 - Michael O'Donnell
 - Aaron Veenstra
 - Jason Turcotte
 - Winning designs by Aidan Porter, University of Memphis





MASS COMMUNICATION & SOCIETY JOURNAL REPORT

RAN WEI, EDITOR



MCS JOURNAL

- Journal Submissions: 349 between July 1, 2014 and June 30, 2015
 - 243 from the U.S., 106 from other countries
- 330 Final decisions, acceptance rate 10.3%
- 364 reviewers completed 570 reviews
- Ranked #41 out of 76 communications journals
- 5-year Impact Factor is 1.205
- Balance increased to \$388,308

MCS JOURNAL

- Outstanding reviewer: Mike Schmierbach, Penn State University
- Outstanding article: “Stephen Colbert’s Civics Lesson: How Colbert Super PAC Taught Viewers About Campaign Finance” by Bruce Hardy, Jeffrey Gottfried, Kenneth Winneg and Kathleen Hall Jamieson



EDITOR SELECTION COMMITTEE

FRANCESCA DILLMAN CARPENTIER





MCS DIVISION

BYLAWS REVISIONS



MEMBER DUES

- *ARTICLE 3. SECTION 2.*
 - Dues are \$24.00 per calendar year for faculty members, although a special, reduced fee may be approved by the MC&S Executive Committee to attract new members or to benefit certain groups (e.g., graduate students). Membership includes a subscription to the division's journal. Dues are set annually by the MC&S Executive Committee, but changes must be ratified by members to become permanent.

OFFICERS

- Article 4. Section 5.
 - Vice-head elect: The vice-head elect shall perform the duties of the vice-head in the absence of the latter or in the event of the vice-head's inability to act. The vice-head elect shall serve in a support role to the head and vice-head, coordinating tasks delegated by the head and vice head. The vice-head elect is expected to attend the annual AEJMC convention where he or she will help conduct division business.
- Article 4. Section 7.
 - Other officers in the division will include those members elected to lead PF&R, teaching, ~~and~~ research, awards, and midwinter conference efforts for the division and others s elected for special duties by the membership.

OFFICERS

- Article 4. Section 2.
- To provide continuity in the administration of the division, the vice-head elect shall move up to vice-head who shall move up to head at the close of the division's annual members' meeting at the AEJMC convention. If the vice-head is unable to serve, the vice-head elect will assume the position of vice-head., in consultation with the executive committee, should recruit a qualified vice head and propose that person to the membership for approval at the annual meeting. Other vacancies on the executive committee will be filled by a nomination process before the convention and approval by the members during the MC&S meeting, although nominations may be made from the floor during the MC&S members' meeting at which an election is held.

OFFICERS

- Article 4. Section 3.
 - Head: The head shall be the principal officer of the division and shall in general supervise its affairs. He or she shall plan and preside at the annual members' meeting and any special members' meetings of the division. The head shall maintain the division's books and (with the counter-signature of ~~the AEJMC's~~ treasurer), shall spend division funds for legitimate division purposes. All division expenditures must be approved in writing by the division head before funds may be disbursed. The head has the authority to appoint special committees, to chair meetings of the executive committee and to canvass the executive committee for advice as needed. The head, ~~as the division's representative on AEJMC's Advisory Board,~~ is expected to attend ~~AEJMC's mid-winter meeting, where major policy decisions are made, and to attend~~ the annual AEJMC convention, where he or she will conduct division business ~~and attend the meeting of the old advisory board.~~

OFFICERS

- Article 4. Section 4.
 - Vice-head: The vice-head shall perform the duties of the head in the absence of the latter or in the event of the head's inability to act. The vice-head shall serve as the division's program coordinator for the AEJMC annual convention at which the vice-head moves up to head, and he or she shall perform other duties as the head shall direct. The vice-head, as the division's program chair, is expected ~~to attend AEJMC's mid-winter meeting, where the program for the annual AEJMC convention is decided, and~~ to attend the annual AEJMC convention where he or she will conduct division business ~~and attend the meeting of the new advisory board.~~

EXECUTIVE COMMITTEE

- Article 4. Section 1. (would move the bylaw from Article 5 to Article 4)
 - All of tThe officers of the division shall be considered ~~to be all~~ members of the division's executive committee. The executive committee will help the division head establish and implement overall division policy, advise the division head as needed, and perform other duties as the head shall direct. ~~plus the treasurer. The treasurer shall always be the treasurer of AEJMC, regardless of whether or not he or she is a member of this division~~
- Or keep and change the original section on Executive Committee and amend to say:
 - The MC&S executive committee shall be composed of the division head, vice head, vice head elect, immediate past head, secretary/newsletter editor, webmaster, PF&R co-chairs, Teaching co-chairs, research co-chairs, and division journal editor.
- If incorporating the article regarding executive committee into an expanded article regarding officers, we would need to completely strike the existing Article 5.

MEETINGS

- Article 6. Section. 2.
 - A quorum at ~~the annual members' meeting~~ any official MC&S meeting shall consist of the division members present. ~~A quorum at a special meeting shall consist of a majority of the division membership.~~

AWARDS

- Article 8.
- SECTION 1.
 - Division awards and contests are to be conducted annually with the majority approval of the executive committee. Rules as well as monetary amounts are under the discretion of the executive committee.
- SECTION 2.
 - Paper competitions for the annual conference will be guided by the research committee chair/co-chairs. Midwinter conference competitions will be guided by the midwinter committee chair/co-chairs. All other awards and contests will be guided by the chair/co-chairs of an awards committee.
- SECTION 3.
 - The awards committee chair/co-chairs will keep a current record of all awards and competitions rules, deadlines, monetary amounts, and other pertinent information so that this information can be kept consistent from year to year and easily passed on to the succeeding chair/co-chairs.

JOURNAL BYLAWS

■ SECTION 2.

- A portion of each member's annual dues ~~will~~may be used to support ~~the~~ *Mass Communication and Society*. Separate books will be maintained by the MC&S division head for *Mass Communication and Society* revenue and expenditures. All expenditures from the Mass Communication and Society account must be approved by the MC&S division head. The Division should aim to maintain a balance in the journal account equal to twice the annual expenses. In addition, a long-term fund (initially \$100,000) will be maintained in an investment managed in coordination with AEJMC endowment funds. Such fund principle would only be accessed for future emergency journal needs. Revenues generated by this investment will return to the division annually to underwrite free graduate student division membership and other division expenses.

JOURNAL BYLAWS

■ SECTION 6.

- The editor makes decisions about all matters related to the content of the journal. The editor will establish an editorial board, which provides advice and review of material submitted for publication. The editor will be responsible for the administration of the journal. The editor will serve as a liaison between the division and the publisher on journal matters, and will provide an annual report on the journal at the AEJMC annual conference. The editor is responsible for assuring that the journal follows accepted practices of academic peer review. The editor receives a yearly stipend from the Publisher in the amount contractually agreed to between the publisher and the Mass Communication and Society Division. The Division will provide support of up to \$5000 to cover expenses of the editor related to the administration of the journal from journal funds. The Division will also provide a \$2500 summer stipend to be paid after all proofs are submitted to the publisher for an annual volume, concurrent with stipend payments to associate editors.

JOURNAL BYLAWS

■ SECTION 8.

- At the editor's discretion, up to 100 pages may be added to the journal's allotted size each year to provide space for a forum on a special topic determined by the editor with input from the editorial board. The additional pages will be paid for from journal funds. The special topic "symposium" will occur within the standard number of issues of the annual journal provided by the publisher. The editor may select a guest editor with expertise in the chosen topic. The guest editor must be a member of the Mass Communication and Society Division. The guest editor, in conjunction with the journal editor, will be responsible for issuing a special call for papers on the topic. If a guest editor is chosen to edit a special topic symposium in any given year, ~~\$1000~~ \$1500 will be provided to the guest editor from journal funds upon submission of final symposium proofs to the publisher for printing.

JOURNAL BYLAWS

- SECTION 16.

The Division will give our parent organization \$5000 per year to be used toward stipends that are given to graduate student conference attendees through AEJMC's graduate student travel funds. The funds may be used for any graduate students attending the conference and are not limited to MC&S division members, but MCS should be acknowledged as contributing support.

NON-BYLAW ACTIONS WHICH NEED A VOTE

- Change student dues from \$10 per year to \$0
 - Graduate Fees collected Oct 1st to July 1st = \$390
- Increase research grant award from \$10,000 to \$25,000 with a maximum single grant amount of \$10,000. Also, \$5,000 of the grant money may only be spent on graduate student proposals that are of sufficient merit. These funds will come from the journal reserve account.
- Complimentary conference registration
 - All top paper winners
 - Award winners (Promising Prof, Distinguished Educator, Trayes, etc.)
- Make donation to Institute for Diverse Leadership in Journalism and Communication an annually recurring expense at \$6,250
- Make donation to Barrow Minority Doctoral Student Scholarship an annually recurring expense at \$500
- Can paper submitters serve as reviewers within the same division



MCS DIVISION

OFFICER ELECTIONS



OFFICER SLATE 2015-2016

Name	Affiliation	Position
Jensen Moore	Louisiana State	Head
Jennifer Kowalewski	Georgia Southern	Vice Head
Melanie Sarge	Texas Tech	Vice Head Elect/Membership
Kevin Williams	Mississippi State	Immediate Past Head
Jay Hmielowski	Washington State	Research Chair
Nan Yu	North Dakota State	Associate Research Chair
Chang Sup Park*	Bloomsburg Univ.	Research Committee Member
Masahiro Yamamoto*	Wisconsin-LaCrosse	Research Committee Member
Kelly Kaufhold	Texas State	Midwinter Conference Chair
Robert McKeever*	South Carolina	Associate Midwinter Chair
Elia Powers*	Towson	Midwinter Committee Member
Sam Robinson*	Cal State-Monterey State	Midwinter Committee Member
Fan Yang	Baltimore	Teaching Chair
Jeremy Littau*	Lehigh	Associate Teaching Chair
Asmat Razul*	Florida State	Teaching Committee Member
Brian Bowe*	Western Washington	Teaching Committee Member

Name	Affiliation	Position
Kalyani Chadha	Maryland	PF&R Chair
Vinnie Cicchirillo	Texas	Associate PF&R Chair
Michael Scott Parrott*	Alabama	PF&R Committee Member
Janet Bridges	Sam Houston	PF&R Committee Member
Michel Haigh*	Penn State	Awards Committee Chair
Ben LaPoe	Western Kentucky	Associate Awards Committee Chair
Hyojung Park*	Louisiana State	Awards Committee Member
Shana Meganck*	Virginia Commonwealth	Awards Committee Member
Jack Karlis	Buffalo State	Communications Committee/ Social Media Chair
Iveta Imre	Western Carolina	Associate Social Media Chair
Ruoxu Wang	Penn State	Webmaster/Listserv Manager
Brendan Watson*	Minnesota	Secretary/Newsletter Editor
Jeanine Guidry*	Virginia Commonwealth	Graduate Liaison Chair
Ben Lyons*	Southern Illinois	Graduate Liaison Chair

* First Time MC&S Leadership Position



MCS DIVISION

OTHER BUSINESS



2015 MEMBER SURVEY

- First conducted in 2008
- Last conducted in 2011
- Will be conducted in 2015. Results will be needed for the AEJMC Assessment taking place in 2017
- Previously had sections for graduate students and “who we are”
 - Proposed adding sections on MCS journal and attitudes toward/perceptions of the MCS division as a whole
- With the health of the journal reserve fund, do we want to consider the possibility of establishing a second journal and what is the focus?

UPCOMING PROJECTS FOR DISCUSSION

- Completion of an MC&S Leadership manual
- Encourage research collaborations on website
- Speakers bureau
- Membership Campaign/Membership “FAQ”
 - Why become a member?
 - Leadership
 - Mentorships
 - Panel submissions
 - Paper submissions
 - Awards
 - Volunteer opportunities

CATERED LUNCHEON FOR AWARD WINNERS AT NEXT CONFERENCE?

- Presentation of research awards
- Presentation of teaching awards
- Presentation of PF&R awards
- Presentation of teaching ideas awards
- “Honors lecture” by distinguished educator???

FINAL REQUESTS

- Newsletters from 1996-1999 are needed for the website. Please submit to (new webmaster)
- All teaching award winners are encouraged to submit their syllabi to this site

THANKS. NOW LETS GO CELEBRATE!



Thirsty Bear

- Awards Presentation
- Door Prizes
- Free Food and Drinks
- Bring a Prospective Member
- 9PM to 12AM

Located at 661 Howard St.

