



AEJMC 2018 Annual Report
Mass Communication and Society (MCS) Division
Covering the Period of October 1, 2017 to September 30, 2018

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2. AEJMC Demographic Information for MC&S Division

AEJMC Demographic Information for Mass Communication & Society

Year: 2018	Officers	Annual Conference Sessions					Total
		Paper Judges	Paper Presenters	Panelists	Moderators	Discussants	
Male (tot.)	15	61	42	18	8	8	137
Amer. Indian/ Alaska Native	0	0	0	0	0	0	0
Asian	3	5	5	5	0	0	15
Black/ African American	0	0	0	1	0	0	1
Hispanic/ Latino	0	1	0	2	0	0	3
International	1	0	0	0	0	0	0
Native Hawaiian/ Pacific Is.	0	0	0	0	0	0	0
White	11	16	8	10	8	2	44
Multi-racial	0	0	0	0	0	0	0
Female (tot.)	11	58	74	9	3	3	174
Amer. Indian/ Alaska Native	0	0	0	0	0	0	0
Asian	5	5	4	0	0	0	9
Black/ African American	0	1	0	1	0	0	2
Hispanic/ Latino	0	1	2	0	0	0	3
International	1	0	0	0	0	0	0
Native Hawaiian/ Pacific Is.	0	0	0	0	0	0	0
White	4	13	8	8	1	1	31
Multi-racial	1	0	0	0	0	0	0
Did not report	0	77	88	0	2	8	175
Total:	26	119	115	27	4	11	594

Mid-winter Meetings					
Year: 2018	Paper Judges	Panelists	Moderators	Discussants	Total
Male (tot.)	11	17	6	5	39
Amer. Indian/ Alaska Native	0	0	0	0	0
Asian	3	8	2	3	16
Black/ African American	0	1	0	0	1
Hispanic/ Latino	1	1	0	0	2
International	0	0	0	0	0
Native Hawaiian/ Pacific Is.	0	0	0	0	0
White	7	7	4	2	20
Multi-racial	0	0	0	0	0
Female (tot.)	12	12	5	6	35
Amer. Indian/ Alaska Native	0	0	0	0	0
Asian	5	3	1	1	10
Black/ African American	0	0	0	0	0
Hispanic/ Latino	1	0	0	0	1
International	0	0	0	0	0
Native Hawaiian/ Pacific Is.	0	0	0	0	0
White	6	9	4	5	24
Multi-racial	0	0	0	0	0
Did not report	0	0	0	0	0
Total:	22	29	11	11	74

3. Weighting the division or interest group's activities for this year

Please provide an overall statement weighting the division or interest group's activities for this year in the Research, Teaching and PF&R areas. The new assessment process recognizes that the relative weighting of these three activities will be different from year to year, but over the five-year reporting period, the three areas should receive generally balanced attention.

The Mass Communication and Society Division (MCS) always tries to balance our in-convention and out-of-convention activities regarding Research, Teaching and PF&R evenly. Below is a summary of our activities relative to each area. For a more detailed account of these activities, please read the following sections devoted to Research, Teaching, and PF&R. The Division feels that it has done much to equally promote all three areas.

- We ensured that at least one newsletter article addressed each of these areas.
- We have ensured that we have multiple awards available in each area for faculty, students and professionals: 5 for Research, 5 for Teaching, and 3 for PF&R. While it may seem like PF&R provides less opportunities than the other areas we co-sponsor two scholarships that addresses the mission of PF&R in order to off-set the fewer of awards.
- We have two in-convention panels scheduled for each area and ensured that they uniquely addressed the areas of emphasis for their respective AEJMC committees. For example, one of our teaching panels is dedicated to leadership, so we programmed the other one to address curriculum, course content, teaching methods, and assessment.
- Additional emphasis is placed on PF&R with the two off-site professional tours organized by the committee.
- Additional emphasis is also placed on Research because of the refereed paper competitions and sessions that take place during the midwinter and annual conventions.
- We also usually co-sponsor a preconference that further addresses one or more of these areas. This year we are co-sponsoring a pre-conference with the Public Relations Division. The pre-conference addresses both Research and PF&R by attempting to bridge research and practice on advocacy.

Based on these activities, I believe this year we accomplished a breakdown of:

- 50% Research
- 30% PF&R
- 20% Teaching

Reflection:

Research is always greater due to the refereed sessions and our extensive involvement in the midwinter meeting. Because of the greater emphasis on research, the Division may want to think about having non-refereed sessions only represent Teaching and PF&R (three of each). Also, since PF&R will always have their tours as an additional in-convention activity, perhaps we should consider the preconference as an opportunity to always hold a Teaching oriented workshop. A focus on teaching would provide complete balance between Teaching and PF&R activities. I believe these changes would make the breakdown of annual activities resemble a breakdown of: 40/30/30. Considering midwinter activities, I believe that is the best balance between these three areas that we could achieve.

4. Goals

Goals attained, not attained and in-progress:

From last year's annual report, a couple goals changed prior to me taking over as head of MCS. One goal documented in the 2017 report was to restore the mentorship program. However, at the annual convention members voted to get rid of this program. Therefore, my charge became to explore other opportunities by which to contribute to graduate student mentorship. Secondly, one of my goals in the 2017 report was to propose a clearer path for officers to move up to leadership in the division. This is something I brought to all officers and that was discussed during the 2017 executive meeting at the annual convention. Changes suggested during this meeting were then voted on during the 2017 business meeting. Therefore, this goal was accomplished before I officially took the position as head of MCS. These changes can be seen in the highlighted sections of the by-laws in Appendix G.

The revised goals I brought forth to the executive committee and members of MCS were as follows:

1. Form and oversee subcommittee for funds
 - Brainstorm, put forth ideas to members, vote next year
 - Order investment of \$100,000 of journal reserves
2. Improve communication
 - Updating and moving our listserv
 - Ensure officers understand what their position entails and provide reminders throughout the year when their service is needed
 - Increase panel suggestions from MCS committees and members
 - Increase applications for awards and paper submissions
3. Explore different models of mentorship for our graduate students

Below are detailed explanations of the progress (or lack of progress) in attaining each of these goals.

Goal 1: Form and oversee subcommittee for funds

- A subcommittee was formed and consists of myself, Stephen Perry, Mike Schmierbach, Brendan Watson, Jennifer Kowaleswski. (Attained)
- As a result of this subcommittee's brainstorming, we believe we have 3 solid ideas to share with the executive committee regarding spending of the Division's funds. These ideas can be discussed as possibilities at the upcoming meeting; however, additional ideas should be put forth to vet once we know more details regarding how much excess funds we have consistently from year to year. (In-progress)
- \$100,000 from journal reserves has been sent to an investment company (check sent to Janey Montgomery Scott). (Attained)
 - The earnings from this investment will go back to our divisional operating account minus a small fee for the staff time associated with these financial

transactions. The board and finance committee indicated that they will conduct comparisons in order to propose a reasonable fee for these services but they have not yet emailed me such a proposal.

Goal 2: Improve communication

- The listserv was transferred into my possession and I updated it with the new members list provided to me by AEJMC (last updated February 2018). It now resides on MailChimp, which is one of the approved programs recommended by AEJMC’s webmaster, Randy Reddick. I created two master lists, one for just the officers and one for the members (including officers), in order to have efficient communication with both groups throughout the year. The username and password will simply be passed from one head to the next. (Attained)
- No documents have consistently been passed from position to position that lays out duties and provides a timeline for when these duties have to be completed. I have spent the year creating these documents. They are simple, straightforward one-page documents that will be handed out at the 2018 executive meeting to the new slate of officers, emailed to the new inducted officers, and posted as “officer resources” together with the officers dropdown option on the MCS website. Unfortunately, this task took too long to accomplish prior to the start of this year but will be able to be implemented for the in-coming head to experience improved understanding among officers. (In-progress)
- Panel suggestions from MCS committees and members did increase from last year, but that is primarily because we sent emails to members and successfully published and distributed our newsletter through various channels. However, this still didn’t result in a large number of suggestions for panels. Moving forward, we need to go beyond the bare minimum in terms of soliciting panel suggestions. Also, since the documents outlining committee tasks did not exist this year I don’t believe committee’s felt like it was their responsibility to come up with suggestions despite me emailing them regarding the need to submit proposal ideas. However, with more clear documentation of their duties, next year should see an even larger increase of suggestions. (Attained, but still can be improved).
- There was an increase in applications for some awards. It is clear from previous years that the more effort the committee puts into advertising the awards the greater the number of applications we receive. Last year we improved our communication efforts regarding the awards offered. The committee created standard promotional materials and sent out notices. All awards were promoted through all channels of communication. However, for the past three years now our newer awards for more niche areas (e.g., professional award, service-learning award, etc.) have received 0 submissions. To me, this signals that we need to continue our mass media promotions for our traditional awards that most everyone would benefit or be interested in. However, we need more tailored promotional materials and targeted distribution of these materials to make those who would be most interested aware of these opportunities made just for them. (Attained for some awards, not attained for other awards)

Goal 3: Explore different models of mentorship for our graduate students

- I ended up not having much time to dedicate to this goal. I tasked my graduate liaisons to write an article about mentorship in the Fall 2017 newsletter and solicit ideas from other graduate students on what might be new innovative ways to get mentoring from faculty outside of your Department/College. They did a great job with the newsletter article. However, they did not receive any feedback from members.. Based on the lack of interest in our 2016-2017 mentorship program and the lack of responses regarding mentorship ideas, I am thinking general mentorship is being addressed within programs. In the end, I came up with three ideas that could be helpful to the education and mentoring of graduate students. However, I would not consider this goal attained, there are still many more ideas that should be discussed before MCS should begin their next mentorship efforts. (Not attained)
 - (1) Perhaps we should have more structured education about aspects of various positions, roles and tasks would be more beneficial for students to learn about at workshops during conferences. We have many graduate students attend midwinter too, so such efforts regarding mentoring could occur there as well as our annual convention. (2) We could create programs that are related to one specific task, such as training to review manuscripts – have trainer reviewers that work with graduate students. (3) Have leaders in different mass communication research areas hold “office hours” each day of the conference. We could pick two or three different research areas to showcase each annual conference (these would change of course). Have just a couple hours of one day dedicated to open office hours of scholars in one area and then the next day for the other area selected.

Goals for the upcoming year:

- **Examine budget to maintain (rather than increase) existing money held by division.** This year the division will examine the amount of money coming in through our various sources of revenue along with our expenditures. The goal will be to create a situation in which the Division is no longer increasing its cash reserves. Now that the Division is in a stable financial situation, as a non-profit organization, it will be important to maintain (rather than increase or decrease) the Division’s funds. In the end, this might lead the Division to increase funds for extant awards (e.g., the research award) or to fund new awards.
- **Continue to work with the subcommittee to find ways to spend down division funds.** This past year the division started the process of looking at potential ways to spend down its existing funds. Members of the division have discussed various ideas such as creating a new journal or translating Mass Communication & Society into different languages. The incoming head will continue to work with these individuals to determine the cost and feasibility of these different ideas.
- **Reassess and clarify reviewers for awards.** One issue that has become apparent in the last few years is that there is a great deal of confusion regarding who is responsible to review the various awards sponsored by the Division. Over the past few years different

individuals have reviewed different awards. There has been little consistency from year-to-year relative to the people responsible for reviewing the Division's awards. Therefore, the division will come up with a clear set of reviewers for the different awards the division sponsors each year.

- **Increase applications for newer awards.** While we increased submissions among our traditional awards (research and promising professor) all other awards had none or only 1 submission. This has also been the case for the previous two years. This suggests that mass promotion for our traditional awards of interest to most academics is effective but more tailored promotional messages about specific awards need to be sent out to target audiences that would be most interested in that type of award (i.e., teaching, service, professionalism). However, it will still be important for previous mass promotional materials to be passed down to the next awards chair, updated and sent to our communication committee to timely distribute to members. We do not want these more specialized efforts to dampen our increase in traditional awards applications.
- **Implement the proposed changes to the positions.** This year the Division created a clear set of responsibilities for the various positions. These documents will be sent out this year to committee members with the hope that it will clear up confusion within the division among committee members regarding their responsibilities and when they need to get tasks completed.

How the Standing Committees can help to achieve goals in the coming year:

- **Examine budget to maintain (rather than increase) existing money held by division.** The standing committee will help to put together documents to calculate the Division's expenditures each year. The division head will work AEJMC who take care of our budget to determine how much money comes in to the Division each year. Any changes to increase (or decrease) expenditures will be implemented by members of the standing committee.
- **Continue to work with the subcommittee to find ways to spend down division funds.** Members of the standing committee will be part of this subcommittee tasked with spending down the Division's funds. Members of the standing committee will also be key in implementing any of the changes recommended by the sub-committee.
- **Reassess and clarify reviewers for awards.** Members of the standing committee will work to modify and clarify who reviews the various awards. The standing committee will then be tasked with reviewing the awards they are responsible for completing.
- **Increasing applications for newer awards.** As part of clarifying the responsibilities of the various committees, the standing committee will be responsible for sending out emails to Departments and Colleges to promote awards. We have seen an increase in applications for several of our awards. This will continue with increased communication to Departments and Colleges. Additionally, individual committees will work to produce and distribute tailored information regarding their committee's niche awards. This will also involve identifying those that would be most interested and benefit from such opportunities.
- **Implement the proposed changes to the positions.** The standing committee will be responsible for following the new guidelines and following the new rules that will be implemented this year.

5.-12. Research

In 2018, there were a total of 108 papers submitted to MC&S. 7 were disqualified for either having author information in the submission or going over the page limit. 2 were transferred to other divisions. A total of 52 papers were accepted and 47 were rejected, with an overall acceptance rate of 49.1% (52/106).

5. Open Competition: received 79, accepted 40, disqualified 3, transferred 1, rejected 35, acceptance rate 51.3% (40/78)

6. Student Competition: received 25, accepted 10; disqualified 4, transferred 1, rejected 10, acceptance rate 41.7% (10/24)

7. Overview of judging process (forms used, please attach).

Research papers were reviewed and judged on a 5-point scale

Clarity of purpose

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

Literature review

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

Clarity of research method

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

Appropriateness of research method

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

Evidence relates to purpose of paper

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

Evidence is clearly presented

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

Evidence supports conclusions

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

Writing and organization

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

Relevance of focus of division

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

Significance of contribution to the field.

Poor	Marginal	Good	Very Good	Excellent
1	2	3	4	5

Furthermore, each reviewer was asked to provide comments to the division and the author(s) about the submission. However, comments were not required for completion of review.

8. Total # of judges = 119, # 1-6 (average of 2.5 papers per judge)

About 53% judges reviewed 3 papers, 49% reviewed 2 papers, about 6% reviewed 1 paper, less than 1% reviewed more than 4 papers.

9. Did your group conduct any other type of refereed competition? (Could be creative projects, teaching papers or any other non-traditional method of inquiry)

Moeller Student Competition: received 4, accepted 2, rejected 2, acceptance rate 50%

Briefly explain the competition and the selection process.

Moeller Student Paper Competition: Students who submit a paper written for a class during the previous year are eligible for the Mass Communication and Society Moeller Competition. Moeller Competition papers were nominated by the faculty member who taught the class, who sent a letter or e-mail 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 note that the Moeller Competition is separate from our student top paper competition.

10. Please list your in-convention activities related to research.

The first, cosponsored with the Public Relations Division, is a preconference session that discusses the role and challenges of advocacy in practice and research. In addition, we also have five research sessions for the paper competition (1 high density, 1 poster, and 3 paper presentation sessions). Please see program appendix for details about these sessions.

The best of our competitive papers are recognized with plaques for first place, certificates for second and third place, free conference registration for authors, and monetary awards. First place papers receive \$250; second place receives \$150; third receives \$75. The highest ranking papers are chosen from our three paper competitions: open, student, and Moeller. The winners are as follows:

Open Competition

1st Place: The Effects of Constructive Television News Reporting on Prosocial Intentions and Behavior in Children

Iris Van Venrooij, Radboud University
Tobias Sachs, Radboud University
Mariska Kleemans, Radboud University

2nd Place: Errors and Corrections in Digital News Content

Kirstie Hettinga, California Lutheran University
Alyssa Appelman, Northern Kentucky University

3rd Place: Who is to Blame? Analysis of Government and News Media Frames during the 2014 Earthquake in Chile

Magdalena Saldana, Pontificia Universidad Catolica de Chile

Student Competition

1st Place: Asian International Students' Mass Media Use and Acculturation Strategies: Considering the Effects of Remote Acculturation

Lin Li, Michigan State University
Shao Chengyuan, University of North Carolina at Chapel Hill

2nd Place: Colorism and Love for Fair Skin: Exploring Digitization's Effect on India's Arranged Marriage Matrimonial Ads

Dhiman Chattopadhyay, Bowling Green State University
Sriya Chattopadhyay, Bowling Green State University

3rd Place: Finding A Voice: Newspaper Editors and The Effect of Sexual Assault and Rape News

Susan Tebben, Ohio University

Moeller Competition

1st Place: Nothing but the Facts? Journalistic Objectivity and Media Adjudication of President Trump's False Claims

Deborah Dwyer, University of North Carolina at Chapel Hill

2nd Place: Effects of Self-Construal and Environmental Consciousness on Green Corporate Social Responsibility Perceptions

Nandini Bhalla, University of South Carolina

In addition to rewarding our authors, the Division also honors our research paper reviewers. One reviewer is selected by our Research Committee to receive a certificate and \$250 for being the top reviewer. This year we honored Brian Britt from the University of Alabama for providing the most thorough and timely reviews of all our judges. The Division also picks two random reviewers to receive free conference registration as a way to thank our volunteer judges. This year we selected Rebecca Britt and Justin Walden.

We also have two research panels for the 2018 conference:

1) TITLE: DID SHE REALLY SAY THAT?: How sports media present and represent political, social and cultural issues

Co-sponsor: Sports and Communication Interest Group

ESPN's Jemele Hill and Fox Sports Radio's Clay Travis are the latest – but certainly not the only – sports reporters and sports personalities to put their political views on public display. The entire media landscape has been under the microscope in what we might call the “Trump Era.” This panel will look at how the media presents and represents issues of politics, society and culture. Do these issues belong in the public conversation in sports media? How has social media helped/hindered the messaging and the messengers? Should sports media reporters, columnists, and personalities get involved?

Moderator:

John Shrader, Assistant Professor of Broadcasting,
Sports Communication and Media Coordinator,
University of Nebraska-Lincoln

Panelists:

Cynthia Frisby, Professor, School of Journalism, University of Missouri
Jon Solomon, Sport and Society Program, The Aspen Institute
Danielle Coombs, Associate Dean, School of Journalism, Kent State
Steve Bien-Aime, Assistant Professor, School of Mass Communication, LSU

2) TITLE: 50 YEARS OF AGENDA SETTING

Co-sponsor: Newspaper and Online News

Moderating/Presiding:

Chris Vargo, Colorado

Panelists:

Max McCombs, Texas

Donald Shaw, North Carolina

David Weaver, Indiana

Salma Ghanem, DePaul

11. Our out of conference activities include the following:

- The Research Committee is expected to contribute informative articles to our newsletter which is published three times a year.
- MCS sponsors an extremely popular and well respected journal, Mass Communication & Society, which publishes 6 issues per year.
 - A special issue will be published this year guest edited by Mike Schmierbach on the topic of “Media Theory and the 2016 U.S. Election.”
- Finally, MCS will take the opportunity offered during convention to present our Research and Dissertation Award winners with a certificate/plaque and funds to initiate their study. While these awards are competitive funding opportunities that are judged as an out-of-convention activity, the winner is presented with their award during conference.

MCS Research Award

As part of the Division’s commitment to facilitating excellent research, MCS has awarded research grants of up to \$5,000. In 2011, MCS doubled the award to \$10,000. In 2015, MCS doubled the amount of money again and now awards two proposals \$10,000. In addition, as of 2015 MCS also awards one student application a \$5,000 award. For all of these projects, any topic that advances mass communication research, especially at the societal or macro-social 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 Division who is currently teaching, researching or studying mass communication full-time is eligible. Members of the MCS executive committee or the selection committee are ineligible to apply.

The winner/s are recognized at the MCS business meeting during the national conference. The funded research must be submitted to our Division journal, Mass Communication and Society, for review within two years of receiving the award. Winners will receive half of the award at the business meeting and the other half upon submission to the journal. Winners will also be presented with a plaque at the business meeting and will be listed on the Division website.

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. In accordance with the Division bylaws, proposals will be reviewed by a committee composed of the current Division Head, the journal editor, and the research committee. The research chairs will announce the winner at the Division's business meeting during the national conference.

This year we had 11 applications for the faculty award and 8 applications for the student award. The first faculty proposal was for the 2018 MCS Research Awards was awarded to Matthew Barnidge (University of Alabama), with his project “The Correlates and Effects of Immersive Journalism: Who uses Virtual Reality for News and with what Effects on Political Learning?” The second was awarded to Danielle K. Kilgo (Indiana University) and Rachel R. Mourão (Michigan State University), with their project “News media effects, attitudes toward Black protest movements and the intersections of Injustice.” The student award went to Chelsea Ratcliff (University of Utah), with her project “Exploring Lay Credibility Judgments of Science News and Reports of Uncertain Science: A Mixed-Method Study.” The two faculty proposals will be given \$10,000 awards. The student proposal will be given \$5,000.

**AEJMC Mass Communication & Society Division
Research Award Review Form**

Proposal: <Title>

Please place an individual score (1-5) for each of the items and then total your scores. Your comments, as specific as possible, are requested.

Criteria	Low				High
	1	2	3	4	5
- Potential for particular theory building in the field of mass communication.					
- Degree to which the proposed study will fill a gap in the mass communication literature					
- Potential for making an overall intellectual contribution to the study of mass communication.					
- Potential for publication in a top-tier academic journal.					
- Degree of understanding of the literature upon which the proposed study is undergirded.					
- Appropriateness of research questions and/or hypotheses.					
- Appropriateness of research method(s) for data gathering and analysis.					
- Likelihood that the project will be completed within the two-year timeframe guideline.					
- Quality of writing					
- Adequacy of proposed budget.					

TOTAL SCORE	
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COMMENTS:

MCS Dissertation Award

The Mass Communication and Society Division of AEJMC 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 \$3,000.

An eligible dissertation must have been completed between January 1, 2017 and December 31, 2017. For the purposes of this award, a "completed" work is defined as one that has not only been submitted and defended but also revised and filed in final form at the applicable doctoral-degree-granting university by December 31, 2017.

The dissertation topic(s) must: 1) advance mass communication research, especially at the societal or macrosocial level, and 2) emphasize the interaction with society and fit with the Division's mission. Winners of the award must submit an article based on the dissertation to Mass Communication and Society within two years of receiving notification of winning the award. Winning the award grants right of first refusal to the journal, but does not necessarily guarantee acceptance into the journal. If an article based on the student's dissertation has already been submitted to another journal, that dissertation is no longer eligible for the award. The winner will receive half of the award at the annual Mass Communication and Society business meeting held during AEJMC's annual conference, with the remaining funds dispersed upon submission to the journal. The winner is expected to attend AEJMC's 2017 annual conference in order to be recognized at the Division's business meeting and awards luncheon.

This year we had 7 applicants for the award. The winner of the 2018 MCS Dissertation Award was Danielle K. Kilgo (Indiana University), with her dissertation, "Black, White, and Blue: Media and audience frames from visual news coverage of police use of force and unrest." A copy of the judging sheet used to evaluate applications follows.

AEJMC Mass Communication & Society Division Dissertation Award Review Form

Dissertation: <Title>

Please place an individual score (1-5) for each of the items and then total your scores. Your comments, as specific as possible, are requested.

Criteria	Low				High
	1	2	3	4	5
- Potential for particular theory building in the field of mass communication.					
- Degree to which the dissertation study will fill a gap in the mass communication literature					
- Potential for making an overall intellectual contribution to the study of mass communication.					

- Potential for publication in a top-tier academic journal.					
- Degree of understanding of the literature upon which the proposed study is undergirded.					
- Appropriateness of research questions and/or hypotheses.					
- Appropriateness of research method(s) for data gathering and analysis.					
- Quality of writing					
TOTAL SCORE					

COMMENTS:

12. Research goals and activities of your division

The overarching MCS research goal is to continue to enhance awareness that the Division is among one of the most respected of AEJMC for showcasing a scholar's work. Our sponsored journal helps tremendously in that area as it is one of the most respected Mass Communication journals in the field and is financially healthy. Scholars know that publishing in *Mass Communication & Society* will expand the reach of their work.

Another way we try to enhance our reputation is to offer the best awards and financial incentives when selecting papers for competition. In addition to a plaque or certificate, all paper competition authors and coauthors receive complimentary conference registration along with an additional cash award. We pride ourselves on the fact that student competition winners receive just as much recognition and awards as faculty winners. We have two student competitions, including the Moeller competition, which allows for students who worked on projects in class to find an area where they can present their work.

Additionally, our Research Award and our Dissertation Award recognize top research projects and provide funding to help authors submit their work for publication. Our Research Award has been ongoing for several years now and draws top quality competitive research proposals related to the field. We also have a Research Award for students to help graduate students to work on their own research. We also help graduate students with our Dissertation Award. **Our submissions for research-oriented awards increased from 9 to 26 this year because of our promotional efforts.** In the long-term, giving these awards and having these papers submitted to our journal will only continue to increase the prominence of our journal in the field of communication. Indeed, we believe the number of applicants will continue to grow for these awards given the growing interest in project funding, so we believe our investment in research will pay dividends in the future.

13.-15. Teaching

Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

13. In-convention activities related to teaching. For 2018, the following two teaching panels are programmed:

1) TITLE: 10 Cool Ideas You Can Use RIGHT NOW to Teach Ethics, Fake News (and Maybe Even Organize Your Life)

Co-sponsor: Media Ethics Division

Moderating/Presiding

Jan Leach, Kent State

Panelists:

Alyssa Appelman, Northern Kentucky

Christina Smith, Georgia College

Katy Bartzen Culver, Wisconsin-Madison

Nicole Kraft, Ohio State

Teaching standards focus: curriculum, course content and teaching methods, and assessment

2) TITLE: Relationships Between Grad Students and Advisors

Co-sponsor: Communication Theory and Methodology

This teaching session will highlight the ups and downs of relationships between grad students and their advisors. It will benefit both faculty members, who might be or become advisors to grad students, but it will also benefit graduate students, who might be navigating a relationship or still seeking a connection with an advisor.

Moderating/Presiding

Brett Sherrick, Alabama

Panelists

Dhavan V. Shah, Wisconsin-Madison

Hernando Rojas, Wisconsin-Madison

Kjerstin Thorson, Michigan State

Andy Billings, Alabama

Homero Gil de Zuniga, Vienna

Yong Hwan Kim, Dungkook University

Teaching standards focus: leadership

14. Out-of-convention activities

Out-of-convention activities related to teaching are primarily coordinated through our Teaching Committee. Regular duties of the committee include promoting the teaching awards, assessing teaching award applications, and contributing articles to our newsletters. The Division's website continues to host a place for a "Syllabus Exchange Bank" and registration for "Speaker's Bureau." Invitations have been sent to MCS members through our listserv and social media channels. New additions for syllabi and potential speakers are needed.

Promising Professors Awards

The Promising Professors Awards provide a way for the Mass Communication and Society Division to honor new faculty and graduate students who demonstrate excellence and innovation in their teaching. The award is open to faculty who have taught no more than five years full-time and graduate students who have primary responsibility for teaching at least one course. All entrants must be members of the MCS Division.

Each year, the division honors three junior faculty and three graduate students with Promising Professor awards. The awards are \$250 and a plaque for first place, \$150 for second place and \$75 for third place. They are presented to the winners at the business meeting during the Annual Conference. Winners for each category (faculty and graduate student) are decided by the Division Head, Vice Head, teaching chair, and teaching committee members by using the following form. As you can see we consider criteria that align with the goals of the Teaching Standards Committee: curriculum, leadership, course content and teaching methods, and assessment.

This year we had 4 faculty submissions and 2 student submissions. This year's winners were:

Promising Professor Faculty Winners

- 1st Place: Kevin Hull (University of South Carolina)
- 2nd Place: Brian J. Bowe (Western Washington University)
- 3rd Place: Newly Paul (Appalachian State University)

Promising Professor Student Winners

- 1st Place: Qun Wang (Rutgers University)
- 2nd Place: Sushma Kumble (Pennsylvania State)

AEJMC Mass Communication & Society Division Promising Professor Award Review Form-1

Applicant name _____ Category (F/S) _____

1. Quality of teaching philosophy/statement

1 Poor	2	3	4	5 Excellent
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Comments on the strength and weakness about teaching philosophy/statement:

2. Quantitative teaching evaluations

1 Poor	2	3	4	5 Excellent	Not Applicable
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Qualitative teaching evaluations

1 Poor	2	3	4	5 Excellent	Not Applicable
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Comments based on teaching evaluations:

3. Teaching methods/pedagogical innovations

1 Not innovative	2	3	4	5 Very innovative	Not Applicable
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Comments:

4. Course syllabi

1 Poor	2	3	4	5 Excellent
--------	---	---	---	-------------

Comments:

5. Sample assignments

1 Poor	2	3	4	5 Excellent	Not Applicable
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Comments:

6. Letter of support

1 Poor	2	3	4	5 Excellent
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7. Involvement in teaching related activities

1 Uninvolved	2	3	4	5 Very involved
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TOTAL SCORES	
---------------------	--

based on above 7 items	
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8. How many advises does the applicant have?

Undergraduate Students	MA Students	PhD Students
------------------------	-------------	--------------

9. How many courses has the applicant taught?

0 to 2	3 to 5	6 to 8	9 to 10	More than 10
--------	--------	--------	---------	--------------

10. Have most of the courses the applicant taught been...

Lower level undergrad classes	Upper level undergraduate classes	Graduate level courses	A mix of lower and upper level undergraduate courses	A mix of undergraduate and graduate courses
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11. Has this applicant previously won any teaching awards?

Yes	No
-----	----

If yes, how many awards has the applicant won? _____

12. Has this applicant done any teaching presentations?

Yes	No
-----	----

If yes, how many presentations has the applicant done? _____

13. Has this applicant published any papers on teaching?

Yes	No
-----	----

If yes, how many papers has the applicant published? _____

14. Has this applicant received any grants for teaching?

Yes	No
-----	----

If yes, how many grants has the applicant received? _____

Other Awards

The Division also aims to recognize members of the division who make outstanding contributions to teaching through several other awards. These include Distinguished Educator Award, the Service-Learning Award, the Adjunct/Instructor Award and the Teaching Ideas Competition.

Distinguished Educator Award

Teaching standards focus: leadership

The Division also continues to recognize an outstanding member of the Division for his/her outstanding contribution to teaching. The Distinguished Educator Award is given annually to a member of the MCS Division whose personal teaching excellence and influence on pedagogy in the field are profound.

Typically, each applicant's nomination packet is judged by the Division Head, Vice Head,

teaching chair, and graduate student liaison. Applicants are ranked by each judge. In the event that only one nominee is presented, judges review the packet and give a yes/no vote. The winner receives a plaque as well as \$500.

No winners were selected for the 2017-2018 Distinguished Educator Award as no applications were submitted to the Division.

Service-Learning Award

Teaching standards focus: leadership, curriculum, course content and teaching methods, and assessment.

The MCS Division Service-Learning Grant program assists faculty by providing a \$500 stipend to use in their service-learning courses. One \$500 service-learning award will be presented in 2017. This grant is intended to offset a portion of the costs for working with communities, nonprofit clients, schools and governmental bodies in the classroom. Each applicant's nomination packet is judged by the Division Vice Head, teaching chair, and teaching committee members. Applicants are ranked by each judge.

No winners were selected for the 2017-2018 Service-Learning Award as no applications were submitted to the Division.

Adjunct/Instructor Award

Teaching standards focus: leadership and curriculum

Starting from 2016, three Adjunct/Instructor Awards will be granted each year in recognition of the outstanding contributions of adjuncts and instructors in advancing teaching excellence in the field of mass communication. Monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place will also be presented to the winners at the MCS Division business meeting. Winners are decided by the Division Vice Head, teaching chair, and teaching committee members. They will be recognized at the Awards Luncheon.

No winners were selected for the 2017-2018 Adjunct/Instructor Award as no applications were submitted to the Division.

Teaching Ideas Competition

Teaching standards focus: course content and teaching methods, and assessment.

Besides recognizing teaching excellence, the Division also encourages the establishment of teaching scholarships by its newly initiated Teaching Ideas Competition this year. Open to a wide range of qualitative and quantitative approaches, this award builds upon the idea of Scholarship of Teaching and Learning (SoTL), which treats teaching as part of research agendas, using the same formal methodological techniques and standards of peer review. This award honors teaching-focused projects posing hypotheses or research questions that aim to probe questions such as: what it means to teach, how learning happens, and how teachers and students can work together to enrich learning. Monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place and plaques will be presented to the winners at the MCS Division

business meeting. Winners will be recognized at the Awards Luncheon. Winners are decided by the Division Vice Head, teaching chair, and teaching committee members.

One application was received for this award and they were selected as the first place winner for the 2017-2018 Teaching Ideas Competition. Winner: Yue Zheng (California State University, Northridge)

These additional awards were not awarded in the past three cycles (except for one teaching ideas submission this year), because the division received no entries. This situation merits a re-examination in the coming years, because these awards all foster the kinds of excellent teaching activities that are at the center of the Teaching Standards Committee's mission.

15. Please describe briefly the Teaching goals and activities of your division.

One of the Division's major goals is to advance sound pedagogical practices in our field to help our members serve the needs of their students. We continued our mission by organizing and sponsoring conference panels focused on bringing up-to-date media trends and current events into course curriculum and daily content. We also made efforts to foster leadership through a panel that discusses advisor-advisee relationships and mentoring. Additionally, by sponsoring popular programs such as the Promising Professor and Distinguished Educator Competitions and organizing panels that present the current trends on teaching mass communication, we explore the diversity of teaching excellence. The winners of each award category will be recognized at the national convention. However, despite promotional efforts using broad, more popular channels people did not feel encouraged to share their teaching syllabi and potential teaching topics or submit applications to our more niche awards. More tailored promotional efforts must be made to foster awareness and interest in these opportunities. We have also used the newsletter to discuss ways to capitalize on "teachable moments", share mentorship advice to graduate students and solicit ideas for mentorship events, and provide useful tips for graduate student conference participation.

16.-18. PF&R

16. In-convention activities related to PF&R revolve around our preconference, panel sessions, and off-site tours.

Our preconference cosponsored with the Public Relations Division, is a preconference session that discusses the role and challenges of advocacy in practice and research (see program for more details). This session will address all goals of the PF&R committee: free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, and public service.

For 2018, the following two PF&R panels are programmed:

1) TITLE: Reconciling a (new)s agenda: The relationships between reporting, research, and politics in the Trump era.

Co-sponsoring Division/Interest Group: Political Communication Interest Group

The role of mainstream news media continues to play an important role in reporting news and information to an audience skeptical about their profession. The current administration has criticized the Fourth Estate in ways citizens and journalists have not experienced before. Journalists face new daily challenges when reporting on the White House and other branches of federal government. The atmosphere of distrust creates a trying time for journalists. Many of the issues are unseen by those outside the press room.

Mass communication scholars have focused on how the news media create agendas and frame issues in certain ways for decades. Scholars criticize the role of news media in their attempt to influence what issues are important to citizens and to a lesser extent how to think about the controversial or political issues. These scholars have had to consider the changing nature of the relationship between journalists and politicians, especially when covering the White House.

These emergent considerations warrant inquiry. To what extent do journalists think about their role of agenda setters and framers of current events and investigations? To what extent do mass media scholars consider the contemporary challenges of daily White House and other beltway reporting in their research? The panel compares the scholarly application of theoretical concepts of news reporting to journalists' actual application of journalistic practices and principles. Examining these similarities and differences will provide an understanding about the disconnect and symbiotic relationship among contemporary news media and academic investigation.

Moderating/Presiding:

Dr. Dean Cummings, Georgia State University; Dr. Timothy Macafee, Concordia University Wisconsin

Panelists:

Ellen Crooke, VP of News Tegna Corp (confirmed);

Brendan Keefe, Chief Investigator at Atlanta's WXIA, Awarded Peabody, duPont, and National Edward R. Murrow (confirmed)

Lance Ing Photojournalist/Editor/Producer NBCUniversal Media (confirmed);

Bethany Swain former CNN Photojournalist/faculty at University of Maryland (confirmed)
Mike Walter, CGTN (confirmed)

PF&R Committee focus: on free expression, ethics, media criticism and accountability

2) Demystifying the Academic Job Market

Co-sponsoring Division/Interest Group: Religion and Media Interest Group

Navigating the academic job market can be a confusing experience. The purpose of this panel is to help both job seekers and employers provide insight to the process. This panel aims to address such questions from the perspective of job seekers by providing them with the opportunity to hear comments provided by representatives of a range of universities. Lastly, this panel will discuss how to handle the negotiation process after securing a job offer. For example, some universities offer benefits for domestic partnerships while others do not. How should job seekers think about some of these features as they consider which job options are realistic for them and their families? In the end, this panel will provide information on the job search process. Moreover, it will discuss the different expectations for different types of institutions.

Moderating/Presiding

Gregory Perreault, Appalachian State

Panelists

Brian Bowe, Western Washington

Michael Longinow, Biola

Jack Karlis, Georgia College

Weiwu Zhang, Texas Tech University

PF&R Committee focus: ethics, racial, gender and cultural inclusiveness, and public service

In addition to the PF&R panels, the Division will sponsor two off-site visits during the annual conference. The first visit will be on Tuesday to the Newseum. MCS members will get a private tour of the facility and also have the option of seeing the first amendment highlights exhibit. The second tour will be of the Library of Congress on Wednesday.

Statement Five of the PF&R guidelines, regarding public service, states, “AEJMC members should offer services related to their appropriate professional fields, particularly activities that enhance understanding among media educators, professionals and the general public.” The two tours will permit MCS members to gain valuable insights about the history of news and journalism in order to convey that knowledge to students.

17-18. Out-of-convention activities and goals they accomplish.

Out-of-convention activities related to PF&R are primarily coordinated through our PF&R Committee. Regular duties of the committee include contributing articles to our newsletters, promoting the awards, and assessing award applications.

Newsletter

As with our other Co-Chairs, the PF&R chairs submit articles for each of our newsletters regarding issues of professional freedom and responsibility. This year, article focused on what professional freedom and responsibility means and advertised the value of our off-site tours. MCS made contributions to two different funds which will greatly advance the goals of PF&R within AEJMC: The Barrow Minority Doctoral Student Scholarship and the Susanne A. Roschwalb Grant for International Study and Research.

Scholarships

This year we also donated a \$500 to the Barrow Minority Doctoral Student Scholarship, sponsored primarily through the Communication Theory & Methods Division (but with other division support as well). The Division believes our donations to the Barrow scholarship will further the PF&R goals of racial, gender, and cultural inclusiveness.

We also have joined with the Public Relations Division to assist with the Susanne A. Roschwalb Grant for International Study and Research. The Public Relations Division has had this grant since 1996. However, the division could only provide \$250 toward the grant. In 2016 the Head of the Public Relations Division approached Mass Communication and Society to see if we might be willing to provide matching funds. Students in public relations or mass communication programs whose plans include study or research of public relations and how it interacts with society outside the United States. The grant is intended to offset a portion of the cost of travel associated with international study involving research of public relations topics. The Public Relations Division managed to fund the grant for \$500 and we matched this contribution with another \$500, which means the winner would receive \$1,000 with both division's supporting the research. The Division believes our donations to the Susanne A. Roschwalb Grant for International Study and Research will further the PF&R goals of cultural inclusiveness.

Awards

The Division also aims to recognize members who make outstanding contributions to service and professionalism. These include the Professional Freedom and Responsibility Award, the Professional Award, and the Traves Award.

The Professional Freedom and Responsibility Award

This award recognizes excellence in research, teaching or service related to the five PF&R principles identified by AEJMC, namely the promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service.

No winners were selected for the 2017-2018 The Professional Freedom and Responsibility Award as no applications were submitted to the Division.

The Professional Award

This award seeks to recognize professionals for upholding the values of professional freedom and responsibility, diversity and public service. It is open to any individual who has spent a significant portion of her/his career in mass communication industries.

No winners were selected for the 2017-2018 The Professional Award as no applications were

submitted to the Division.

The Traves Award

This award seeks to recognize a member of Mass Communication & Society who has upheld the values of professional freedom and responsibility, diversity and public service. It is open to any individual who has spent a significant portion of her/his career assisting with the Mass Communication & Society division.

Ran Wei (University of South Carolina) was the only applicant for this award and was voted by all officers as the recipient of the 2017-2018 The Traves Award.

The winners for the PF&R and Professional awards are selected by the members of the PF&R committee and the Vice Head of the MCS Division. We had no nominees presented to the Division for the these awards and only one for the Traves Award, which is vetted by all officers. It seems the Division needs to also invest in more targeted promotional efforts for these niche awards and emphasize that self-nominations are acceptable.

19. Mid-winter Summary

The Mass Communication & Society Division set multiple records at this year's Midwinter Conference: 63 submissions, with 33 abstracts accepted (52% acceptance rate, in line with previous years) and 10 panels – all new highs for MC&S at Midwinter. This was also the third year using the Microsoft CMT online submission and reviewing system, which went very smoothly. Special thanks for the extra heavy lifting to our 22 judges, who averaged 6 abstracts each.

Members of the Division were notified throughout the Fall, via the Division newsletter, listserv and through social media, of the opportunity to submit abstracts in the range of 600 to 800 words via the Microsoft CMT Research database, by Saturday, December 22, 2018, for consideration in the Midwinter competition, a bit later than in previous years. Thanks to Division Head Melanie Sarge and Social Media officer Jack Karlis for repeated notifications throughout the fall and into December.

Each abstract was assigned to two reviewers, with care given to avoid conflicts. Each submission was appraised for clarity of purpose, choice of research methods, importance to the field, relevance to the MC&S Division and overall quality – all on 1 to 5 scales. Aggregated scores were paired with reviewers' recommendations to accept or reject. Reviewers were asked to return scores, notes and recommendations by mid-January, after which the Midwinter Co-Chairs (Kelly Kaufhold and Xi Cui) selected admissions, chose the top paper and notified authors of the decisions, along with notes and scores from each of the reviewers. The top paper honor was awarded to Hark Shin Kim, John Velez and Erik Bucy, from Texas Tech University, for authoring the top abstract entitled "Serious games: The role of narrative and first-person perspective in reducing stigma towards people with autism spectrum disorder" in the MC&S Division at Midwinter this year. The Division also presented two graduate student travel awards this year, to Aaron Atkins of Ohio University and Hark Shin Kim from Texas Tech. Each received up to \$500 from the Division to help defray costs to attend Midwinter. This is the third year that MC&S has offered \$500 stipends to grad students attending Midwinter and students report that the awards can be the difference between attending and missing the conference.

In the end, 31 studies were presented across the 10 panels spread across both days of the conference. MC&S Midwinter panels showcased work from 49 authors, including a dozen graduate students. Presenters hailed from Oklahoma, Texas, Virginia, Illinois, Kansas, California, Indiana, Ohio, Wisconsin, and Florida. Topics included two panels on health communication, media and partisan politics, political participation, agenda setting, media personalization, journalistic ethics, branding and public relations, race and media, media history, meta-analyses and critical/cultural discourse.

This year was the 10th anniversary of the AEJMC Midwinter conference at the University of Oklahoma. Dr. Elanie Steyn, journalism sequence head at OU and organizer of the Midwinter conference, honored a handful of regular attendees, including MC&S' Midwinter co-chair Dr. Kelly Kaufhold who has been to nine of OU's 10 Midwinter conferences.

Thanks to the two dozen Division members who volunteered to help as reviewers, moderators or discussants. Of these, seven were chosen to serve as panel moderators at the conference; seven others volunteered to serve as discussants. As usual, MCS had the largest representation of any division at Midwinter, with, by far, the most submissions and accepted abstracts of any division – 63 out of 190 submissions (33%).

20. Communication Committee Summary

The Communication Committee's main roles are to utilize, maintain, create and recruit for the division's social media accounts to raise awareness of the Mass Communication and Society Division.

Other functions of the committee through social media and other channels are:

- To inform MCS members of conference deadlines, including author submissions
- To inform MCS members of reviewer deadlines
- To highlight job postings and grant opportunities
- To raise participation in award competitions
- To keep membership informed of any information pertinent to the division
- To administer contests to bolster recruitment, retention and engagement
- To highlight members' accomplishments

In a calendar year (July 2016 to July 2017, MSC social media growth was as follows:

	July 2017	June 2018	Percent of growth
Facebook	689	824	20%
Twitter	1932	2008	4%
LinkedIn	1,212	1,094	-10%
Instagram	17	31	82%

While Facebook appears to be plateauing over the past calendar year, which is consistent with social media industry trends for 2017-2018, Twitter has become stagnant while LinkedIn has endured a 10 percent loss, largely due to a culling of spammers. The division has also added an account (@aejmc_mcs) in the fastest growing social media platform, Instagram, last year. Currently, the account has 31 followers, with exponential growth expected in the coming calendar year.

The Communication Committee is pleased to announce some exciting news for AEJMC's Annual National Conference in Washington, D.C.:

- @aejmc_mcs
Be sure to follow the MCS Division if you haven't already, on @aejmc_mcs. Be sure to tag us in photos in and around the conference. The Nation's Capital is always an amazing host and no one takes over a city like the MCS Division, while conferences are vital for the sharing of knowledge, they are also a time for reunions, making new friends and for exploring the different national landmarks.
- #MCS18

Our division will be using the #MCS18 at the AEJMC National Conference in D.C. We will be using our Twitter (@AEJMC_MCS) and Instagram (@aejmc_mcs) accounts for a contest) during the conference. Make sure as you make your way to all of the MCS research panels, presentations and social events, you are using the #MCS18 hashtag as you immortalize yourself on social media.

- Contest Prizes

We routinely have the best “swag” every year at the national conference. This year will be no different as we will have an array of prizes for our contest. We will hold an online trivia contest about Washington, D.C. and the MCS Division. The questions will be posted through our Facebook account from Aug. 6-9. First one to respond to the question correctly will win. Winners will receive their prizes at the MCS Social. More information will follow on our Facebook page.

21. Webmaster Summary

Mass Comm & Society website updates (2017 – 2018)

- Updated the Officers Page: moved 2016-2017 officers and added/updated current officers (2017-2018)
- Updated Committee pages with new officer information and pictures. Created content for Midwinter Committee Page
- Posted newsletters to Newsletter page/blog in October and March
- Posted links to newsletters to the archive on Reports and Newsletters page
- Updated Midwinter and Annual conference call pages with each call in December and January
- Changed the link in the top menu for the Annual Conference from reflecting Minneapolis to a generic link (for future consistency)
- Replaced previous president's goals with current goals on the Goals page
- Replaced the 2015 minutes with our latest minutes from the August members meeting
- Deleted information/pages for the mentorship program and speakers bureau
- Updated the Awards menu dropdown menus for the main categories; removed "Award" from each title (i.e. "Research Award") so the menu options were consistent with other content
- Updated each award page with 2018 due dates and added past award winners when available
- Removed superfluous administrative and editor accounts from the website to comply with AEJMC Network requirements
- Updated MC&S Journal Editorial Board and Editors page with new member information
- Created a webmaster guide to assist future webmasters (see Appendix D)

Appendix (General Information)

A. Meeting Minutes from 2017 Annual Business Meeting

2017 MCS Division Business Meeting Minutes
 AEJMC Annual Conference, Chicago, IL
 Aug. 10, 2017

- Meeting called to order at 6:47
- Meeting started with reports from the various committee chairs
 - **Division Head, Jennifer Kowalewski**
 - MCS is still number one division within AEJMC with 523 members as of last week. Jennifer noted that one reason the Division has grown is that graduate members no longer have to pay membership fees, which members voted to eliminate at the 2016 business meeting
 - Jennifer also noted that there is still considerable room for growth of all divisions as 52% of people in AEJMC are not affiliated with any division or interest group. One of incoming AEJMC President Jennifer Greer is to find out why people aren't joining interest groups
 - Funds are up; the Division has \$25,519, an increase from \$21,323 in 2016; the journal has \$411,695 in funds, an increase of \$14,000 over the previous year
 - Demographics of our board a pretty evenly split of male/female, but board membership is primarily White and Asian. Jennifer noted that AEJMC is looking at increasing diversity of those involved in the association.
 - Significant initiatives this year included MCS contributing to a grant for international study with the PR Division. The PR Division had only \$250 for grant, which they increased this year to \$500; the MCS Division decided to help out PR with a matching grant of \$500 for total of \$1,000. Members of the MCS Division can apply and our members are on committee to award grant.
 - MCS also created our first online newsletter with the summer 2017 newsletter, thanks to Newsletter Editor/Secretary Brendan Watson
 - **Vice Head, Melanie Sarge**
 - This year the MCS Division programed six panels at the Annual Conference:
 - **PF&R**
 - Post-tenure Productivity and Becoming a Member of University Administration - Impacts for the Field
 - Bad Science, Good Science: Improving Research in Our Field
 - **Teaching**
 - Varieties of Growth Pedagogy: Teaching Media in Disruptive Environments
 - Doing Good Work for the Greater Good: Creating Mutually Beneficial Service Learning Experiences
 - **Research**
 - Academic Myths, Demystified: The Hero's Journey to Becoming a Good Reviewer for Journals and Conferences

- Digital Data, Computation, and Research in Journalism/Mass Communication Linking Methodological Innovations to Theory-Building
 - MCS also sponsored a pre-conference with the Public Relations Division
 - There has been pressure from AEJMC to co-sponsor with smaller interest groups; this year we co-sponsored with the Graduate Student Interest Group along with the Media Ethics Division, Communication Theory and Methodology Division, Cultural and Critical Studies Division, Internships and Careers Interest Group, and the Communication Technology Division.
 - Melanie also reported on the diversity of panelists and moderators; panelists were evenly split between males and females; the majority of panelists were White, but three were international scholars; six were Asian; three were Black, and one was Hispanic.
- **Vice Head-Elect, Jay Hmielowski**
 - Jay reviewed the Division mentorship program between faculty and graduate students, which started in 2016
 - 18 people signed up: 9 faculty and 9 graduate students
 - Jay sent a survey to participants, but only 9 sent out survey; only 2 mentees filled out survey and only 1 filled it out all of the way; 5 mentors filled out the survey.
 - Faculty expressed that the program was not well focused and wasn't a good use of time; biggest issue that faculty mentioned in open-ended response was that after initial conversation mentors did not further contact/discussions with mentees
 - Jay also mentioned that in his personal experience many questions he got from his mentee are questions that should in theory be better answered by mentors at the students' universities
 - Member Robert McKeever mentioned that he had a more positive experience with graduate student mentee.
 - Kevin Williams suggested spending some of the funds to entice activities between mentors and mentees, such as possibly planning a couple of retreat weekends with mentors/mentees during the academic year
 - Melanie Sarge mentioned that a lot of graduate students go to Mid-Winter and that could be a good opportunity for mentoring
- **MCS Journal, Fuyuan Shen**
 - Fuyuan mentioned that the journal is doing very well and thanked members for their contribution to making the journal a success
 - One of Shen's goal was to restructure the board and look at review record over the past several years to make sure board members are active reviewers and that associate editors are active scholars
 - Shen introduced two new associated editors for 2018: Patrick Meirick from the University of Oklahoma and James Ivory from Virginia Tech University.
 - The Associate editors also nominated new board members: Michael Delli Carpini, University of Pennsylvania; Jorg Matthes, University of Vienna; Erin Whiteside, University of Tennessee–Knoxville; Gi Woong Yun,

University of Nevada-Reno; Leticia Bode, Georgetown University; and Renita Coleman, University of Texas-Austin.

- In the past 12 months, the journal received 410 submissions and acceptance rate was 8.5%, down from 9.1% last year
- The journal ranking increased and impact factor (1.308; five-year impact factor=1.543) also increased significantly. The journal's Scimago Journal Ranking in communication (#35, up from #36) now higher than *JMCQ*.
- Journal account balance is strong
- Upcoming special issues are on "Media, War, and Terrorism," and "Media Theory and the U.S. Election" with a Nov. 1, 2017, deadline
- **Midwinter committee, Kelly**
 - MCS again set a record-setting participation; for the first time Mid-Winter had simultaneous panels; MCS sponsored eight panels
 - There were 57 submissions, 31 of which were accepted for a 54% acceptance rate
 - Had first panel on research method on meta-analysis on communication research
 - Participants came from all over the country and all over the world
 - Kelly also reported on the demographics of paper judges, panelists, moderators, and discussants, noting a need to expand participation among non-white, non-male reviewers
 - Next year Oklahoma will celebrate 10th anniversary of the Mid-Winter Conference
 - Kelly thanked MCS for participating as reviewers and reminded members that final-year graduate students can also participate as reviewers
- **Research committee, Nan Yu**
 - Nan reported that MCS had 105 submissions; three were disqualified. The number of submissions is down slightly from last year. Nan noted that it is not unusual to have some variability of submissions based on location of conference and when non-U.S. location of ICA is upcoming. Acceptance rate was 48.5%, which is consistent with acceptance rates of previous years
 - There were three award-winning for faculty papers, two student paper winners and two winners of the Moller Student Competition for papers that were part of a class project
 - MCS had 89 reviewers for division, each whom reviewed between two and five papers; Nan thanked members for reviewing
 - Nan Yu presented demographics of paper reviewers and authors
 - Nan also noted that MCS gets some international submissions, which is unique for AEJMC Divisions
- **Teaching Committee, Brian Bowe**
 - Brian highlighted some of the programs that the Teaching Committee of MCS conducts. The Teaching Committee maintains a syllabi exchange, but there are only 4 syllabi. Brian suggested that perhaps the syllabi exchange could be expanded to share discreet course assignments/projects
 - The Teaching Committee also awards various awards:

- Promising professor and distinguished educator awards remain active
 - Yet haven't received many submissions for other, new awards, such as the teaching ideas competition, the adjunct/instructor award, and the service-learning award
 - Brian suggested that we need to work to increase awareness of other awards as a significant goal of the Teaching Committee for the upcoming year
 - Said that the committee wants to increase participation in the syllabi exchange and perhaps add an assignment exchange for ideas on individual student projects
- **PF&R Committee, Jennifer Kowalewski in place of chair Scott Parrott, whose wife had recently had a baby**
 - PF&R sponsored the panel "Bad science, good science: Improving research in our field," which was co-sponsored with CT&M. The panel brought together editors from some of the top journals to discuss how to improve the quality of published research.
 - PF&R also sponsored two off-site tours at Chicago Tribune and Chicago Public Media. Jennifer noted that there were approximately 12 slots still available for the Chicago Public Media tour.
- **Awards Committee, Jennifer K. presented awards in place of Ben LaPoe who got a job at Ohio University and is in process of moving**
 - Jennifer noted that the Division use to do awards at the business meeting, but now presents awards at Friday awards luncheon, which was continued from 2016 based on positive feedback
- **Communications Committee, Jack Karlis**
 - Reported on social media growth; the Division's following has increased 13% on Facebook; 20% on Twitter; and 51% on LinkedIn; as of July 2017, the Division had 26 followers on its recently-launched Instagram page.
- **New Business**
 - **Assessment Overview, Jennifer Kowalewski**
 - MCS Division underwent 5-year assessment and passed with flying colors
 - There were a couple of ideas that assessment committee mentioned
 - Leadership
 - One idea is to expand the slate beyond just the Head's input to include Vice Head and Vice Head-Elect
 - Other issue is how to get people to move through leadership positions in the Division; one idea is to clear some of the path
 - First proposed change to the bylaws is to make it so that the head, vice head, and vice head-elect put for the slate of officers at the annual MCS Business Meeting and that nominations could be made from the floor during the MCS Business Meeting at which the election is held.

- Brendan Watson mentioned it is a good idea to leave positions for which there is no interest from existing board open until business meeting to get new members interested
 - Kevin Williams suggested we need a process for people to openly run for office
 - Kevin Williams made friendly amendment to Change language to “before or during” the convention; revision with amendment past unanimously
- Second proposed change to the bylaws, that the Head, Vice Head, and Vice Head-Elect will appoint committee members was also unanimously approved.
- The third proposed change to the bylaws concerned movement into leadership; the proposed language read: “Before an MCS Officer can become Vice Head-Elect of the MCS Division he/she should be a successful Division Officer in multiple positions. The person appointed also must have served as either Research Chair or Midwinter Chair. If no suitable candidate is available, the Head, Vice Head, and Vice Head Elect may appoint someone.”
 - Brian Bowe moved to offer a friendly amendment to change language to add “committee”
 - Brian also asked if we’d “accept credit” from other divisions; Jennifer K. said that we probably wouldn’t
 - Revision to bylaws with revision passed unanimously; the approved language read: “Before an MCS Officer can become Vice Head-Elect of the MCS Division he/she should be a successful Division Officer in multiple positions on different committees. The person appointed also must have served as either Research Chair or Midwinter Chair. If no suitable candidate is available, the Head, Vice Head, and Vice Head Elect may appoint someone.”
- Goals for Division, **Melanie Sarge**
 - Melanie noted that several years ago the Division had created committee to decide what to do with our money; one suggestion was to create \$100,000 endowment fund; it was voted on (and approved) at the 2016 business meeting, but had not been done. Jennifer and Melanie Sarge were going to make sure that that endowment fund is established as soon as possible.
 - MCS is also renegotiating contract with Taylor and Francis to publish the Division journal. The contact was last negotiated seven years ago.
 - Members voted unanimously to allow Division Head, Vice-Head, and Journal Editor to negotiate contract with Taylor and Francis
 - Kevin Williams suggested that we perhaps hire Stephen Perry as consultant. Jennifer noted that Perry has been doing that courtesy for free

- AEJMC wants us to do more with a journal funds; a sub-committee is going to be led by Melanie Sarge to generate ideas.
- Melanie also noted that the Division needs to improve communication. Melanie is going to look into using AEJMC's email marketing program to improve email/communication.
- Melanie said she also wants to make sure officers are aware of their position responsibilities.
- She also wants to increase panel suggestions and increase application for awards and paper submissions. Melanie noted again that overall division needs to do a much better job of promotion and communication
- Final goal is to look to further improving the mentoring program
- Kevin Williams suggested again that we have the money and that we need to spend it; Williams suggested again perhaps having retreat for the executive committee to brainstorm year goals.
- Melanie Sarge presented the slate of 2017-2018 MCS Officers:
 - Graduate student liaison chair position is open; Torie Fowler, Ph.D. student at the University of Southern Mississippi volunteered to serve
 - Slate with graduate student liaison chair was unanimously approved by the nominee approved
- Lastly, membership voted on the location of the 2021 AEJMC Annual Conference. The tally was Austin, Texas, (11); New Orleans, LA, (9); St. Louis, MO; (0) and Kansas City, MO (0).
- Meeting adjourned at 8:13 p.m. to go drinking at Pinstripes, site of the MCS Division social

B. Fall and Spring Newsletters for 2017-2018

Vol. 51, Issue 1

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Newsletter

Vol. 51, Issue 1
Fall 2017

Midwinter Update Page 3
MCS Award Winners Page 7
Journal Special Edition ... Page 12

A Message from the Division Head



by **Melanie Sarge, MCS Division Head**

I am excited to begin this 2017/2018 academic year as the new Division Head of MCS. First, I want to thank reviewers, moderators, panelists, officers, and attendees for your assistance in making the 2017 Annual Conference in Chicago a success. Planning is already underway for next year's programming (for more information, see the Vice Head's column) and I appreciate all of those who have already offered to help. I encourage all members (faculty, professionals and graduate students) to get involved in making next year's Annual Conference in D.C. even better. Feel free to contact me if you have any new ideas for the Conference or the Division or if you simply want to get involved and don't know how.

Before we look too far into the future, I'd like to share a couple important updates and ask that you focus your attention

and excitement toward the upcoming Midwinter Conference. This August the MCS Division underwent AEJMC Assessment, which occurs for each division and interest group every five years. The Assessment Committee was very pleased with the state of our Division and encouraged us to continue doing what we're doing. Additionally, they provided suggestions that will serve as our goals for this upcoming year. We plan on (1) forming a subcommittee that will brainstorm ideas on how best to use MCS funds to support research conducted by members (2) determining a more formal process by which MCS Officers move up the chain of leadership and (3) improving communication regarding opportunities MCS provides members to increase paper submissions, award applications and attendance at conference sessions, events and meetings.

In addition, during the 2017 Annual Conference, together with the MCS Journal Editor and professor at Penn State, Dr. Fuyuan Shen, the past Head and I began the process of renewing the *Journal's*
Continued on Page 12 ...

\$20,000 in Awards Available to MCS Members

We would like to make you aware of the many awards MCS has to offer! In addition to the three cash awards given to the Division's top winners of each conference research paper competition 1) Open Competition 2) Student Competition and 3) Moeller Student Paper Competition—MCS offers around \$20,000 in awards recognizing members for their hard work in research, teaching and service. We encourage you to visit the awards section of the MCS Website (<http://aejmc.us/mcs/>). Here, you will find detailed descriptions for each award as well as lists of the requirements in order to determine if you are eligible to apply. Due dates for submissions are still being updated on the website but if you have any questions, send one of the award chairs an email and they will be happy to pass along the necessary information. All applications or nominations for any of our awards should be emailed to Robert McKeever (robert.mckeever@sc.edu), Fan Yang (fyang@albany.edu) or Juan Liu (j.liu30@csuohio.edu). Begin thinking about these awards early and take advantage of the unique opportunities the MCS Division offers!

Communications Committee Report



by Jack V. Karlis,
Communications Chair/
Social Media Chair
and
Shana J. Meganck,
Communications
Associate 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. Jack Karlis of Georgia College and Shana J. Meganck of James Madison are the officers in charge of the committee.

As of March 2017, there were 752 members on Facebook, 1,993 followers on Twitter, 29 followers on Instagram and 1,022 members on LinkedIn. The committee seeks continued growth and participation from MCS members in spreading the news about our Division. If you have any news to share or have not yet joined, we encourage you to do so. Please share, retweet, link or repost Division information on your own personal accounts to help diffuse information.

#MCS17

Our social media campaign and contest performed remarkably well at the AEJMC Annual Conference in Chicago. Participants answered trivia questions on our Facebook page about the history of MCS, AEJMC and Chicago. We awarded 15 winners with MCS-imprinted Bluetooth speakers at the well-attended MCS Social. Bluetooth speakers were also awarded to the top individual attendee using the #MCS17 hashtag for panels, presentations, social events and other gatherings. Next year, the tradition will continue. Check our Facebook page for all the winners in Chicago.



Being Social

Often we recognize names as lines in the Conference program, but fail to connect names with faces of our fellow MCS Division members. We are the largest division in AEJMC, and it's easy to forget the human element of our members and the lives we lead both inside and outside academia. Social media is for sharing who we are by being social. In an effort to become a little smaller in a big division and become more of a community, we are asking our members to utilize our Facebook page to share the following types of information:

- Births of little MCS members in training
- Hires of MCS members
- Announcements of Tenure and Promotion
- News about our field, especially subjects pertaining to mass communication and society

Thank you in advance for sharing your news!

MCS Bluetooth speakers were awarded to trivia contest winners at Annual Conference.

Graduate Student Mentorship



by Torie Fowler,
Graduate Student
Liaison Chair

Having a great mentor is something we can all agree has the capability to either hurt

or help the graduate school experience. Having someone to ask questions to, bounce ideas off of, or simply receive life advice from allows a student to feel appreciated and on the right track. Most divisions host a mentorship program that is initiated during Annual Conference, where mentor and mentee have coffee in a boardroom and say hello at a social event one evening. Distance and research interests could both play a part in how that relationship evolves over the course of the next year.

We all search for innovative ways to engage our students and to participate in active learning. Why are we not seeking unique ways to do the same when it comes to mentorship programs? The meet and talk once a year method has to end. What are some out-of-the-box ways you have participated in mentorship programs over the years? As a mentor, what are some ideas that you can think of to build better relationships with your mentee? If you are a mentee, what would you like to see from a mentor?

Graduate students need mentors. We actually want mentors. As a group, we need to figure out what types of mentorship programs and opportunities can work. If you have answers to these questions, please email them to Torie.Fowler@usm.edu. We look forward to hearing everyone's ideas!

Midwinter Is Coming

Join MCS @ Midwinter Conference 2018



by Xi Cui, Midwinter
Chair and Kelly Kaufhold,
Midwinter Associate Chair

The University of Oklahoma will again

host the 2018 AEJMC Midwinter Conference in the beautiful Gaylord College of Journalism and Mass Communication on Friday, March 2 and Saturday, March 3, 2018. It will be the 10th consecutive year for the Gaylord College at OU to host Midwinter Conference, so look for something special this year!

Midwinter Conference is a great opportunity for students and faculty to get initial feedback on their studies in an intimate, welcoming environment before the submission deadline for the Annual Conference. In 2017, despite a record number of Midwinter submissions, MCS had an acceptance rate of 54%. MCS, as usual, accounted for one-third of all papers presented at Midwinter Conference and hosted a record eight panels last year, including panels on journalism education, critical theory and culture, advertising, the 2016 campaign, agenda setting, the shifting boundaries of journalism, international differences in media, and meta-analysis as a research tool.

The deadline to submit to Midwinter Conference is noon on Friday, December 1. Submit your abstracts of 600 to 800 words, excluding author information



and references, to the [AEJMC Midwinter](#)

[Conference via the new content management system](#). You'll have to click the "Sign Up Here" link first, then select MCS as your division when you submit. If you have any questions, please email the MCS Midwinter Chair Xi Cui cuiw@cofc.edu or Midwinter Associate Chair kellykaufhold@rxstate.edu. Authors will be notified of their submissions' status by mid-January.

Abstracts should give a clear sense of relevant literature, research objectives, methods employed, the stage of the research project and initial or expected findings and conclusions. Papers cannot be under review at other outlets (e.g., ICA). However, Midwinter Conference submissions, even accepted papers, are eligible to be resubmitted to the AEJMC Annual Conference April 1. The Division will also honor the top paper at Midwinter Conference and graduate students can apply for a \$500 travel award from MCS.

Panel proposals are also welcome. We always need Division members willing to serve as reviewers in December, and discussants and moderators in March. Please contact Xi Cui or Kelly Kaufhold if you are available and willing to help.



Professional Freedom and Responsibility

by Dean Cummings, PF&R Chair

PF&R is a daunting acronym. At first sight, PF&R appears like a corporate logo or medical term. The letters may conceal the deeper meaning of the words they represent. Professional Freedom and Responsibility combine into a mission statement for all journalists. The hyper social media world magnifies the need for professionals who are appropriately trained and ethically grounded. Our Division believes journalistic freedom is essential and must be respected. The agents of the 4th Estate must be able to perform without restraints to maintain a vibrant democracy. Professional communicators welcome their responsibility to their community.

Practitioners in the field depend upon the collective encouragement, thoughtful examination and guidance of peers. Our Division provides a repository for those seeking knowledge and understanding of the roles and responsibilities of media professionals. MCS members use their research as a barometer of the media environment, and we serve professionals through engagement and training. Our goal is to prepare students for media careers with foundations in ethics, values and loyalties to professional freedom.

Many media corporations are heavily dependent on younger and less experienced employees. The workloads are increasing while

staffing remains the same or less. All of this leads to increased pressures, less guidance, and possibly more ethical dilemmas. Many students will land their first job and experience very little mentoring. It puts an enormous burden on instructors to provide their students with the mantras they will need to protect professional freedoms in the midst of daily deadlines and demands they will incur in the workplace. MCS provides a place for instructors to come together and

share techniques, knowledge, and experiences to build and maintain the ethical core of mass communication.

The power of mass communication comes with great responsibilities. It is essential that every member of Mass Communication and Society support the principles of professional freedom and responsibility. PF&R is a symbol of what we honor in our profession and what we expect to protect in the future.



MCS Programming

by Jay Hmielowski, Vice Head

Mass Communication and Society had a successful set of panels this past Annual Conference. The panels focused on a wide variety of topics such as service learning experiences, the transition to full professor and becoming an administrator, teaching in disruptive media environments, improving the quality of publications in the field of mass communication, how to become a better journal reviewer and the future of computational journalism research. Many of these sessions were well attended by our members and others interested in the topics.

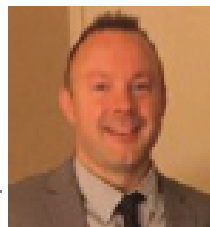
In terms of where things stand relative to next year's programming, I am happy to report that we have agreements with other divisions for all of our panels (excluding the

sessions for the paper competition). We will have another strong set of panels for AEJMC this year. For our research panels, one will provide an overview of agenda-setting research on the 50th anniversary of the seminal publication on this topic. In light of recent events tied to the NFL and President Trump, we will have a panel focused on the coverage of activism in sports. This year, our teaching panels will focus on teaching students to identify fake news along with a panel focused on the ins and outs of mentoring graduate students. Lastly, our Professional Freedom and Responsibility panels will focus on getting prepared for the academic job market along with a panel discussing the role of journalism in today's difficult political environment. We look forward to telling you more about these exciting panels in the coming months.

Don't Miss The "Teachable Moments"



by **Chang Sup Park,**
Teaching Chair
and
Jack V. Karlis,
Teaching Associate Chair



As faculty, we meticulously plan our syllabi, lesson plans and tests or deadlines around the academic calendars of our institutions. What we don't plan for is a little thing called "life."

While we're preparing the next wave of mass communication professionals, we often forget to look at the history and the unique opportunities unfolding around us to infuse into our pedagogy.

The year 2017 has been nothing short of dynamic in terms of news value. For example, the recent tragedy of the Las Vegas mass shootings not only dominated the news cycle for days, but left both faculty and students searching for answers in an uncertain time. While it was an emotional gut punch to both faculty and students, it also provided some "teachable moments" for the classroom.

For example, those in strategic communication could look at the way law enforcement authorities handled the flow of information at a time when social media inundated our students with both misinformation and disinformation. A discussion of crisis communication would be opportune at this time. Those studying journalism could look at how the news cycle evolved from a late Sunday evening headline, "Mass Shooting at Las Vegas Concert" to the emergence of details about the shooter and his subsequent investigation days later. A discussion of solid reporting techniques could be examined in a time when everyone is rushing to be first.

For our Division, and our students, a very fluid conversation could emerge on the always "hot button" issue of gun control in the United States. A spontaneous class not listed on the syllabus could help explicate the amalgamation of media coverage, the Second Amendment, the NRA and mass shootings. An informed dialogue can emerge in our classrooms from tragedy in a time that may be unlike any other in mass communication history.

News never sleeps and neither should our flexibility to include current events in our pedagogy. Whether it's inflammatory tweets from celebrities or politicians, natural disasters, social justice movements, or whatever the world brings into our classrooms, we shouldn't pass up an opportunity to turn a tragedy into a "teachable moment."



Membership Message

by **Nan Yu, Vice Head Elect/Membership Chair**

Mass Communication and Society is one of the largest and most active divisions of AEJMC. Members of the Division are eligible for more teaching, research, graduate student, professional and service awards. In addition, MCS members receive a free subscription to *Mass Communication and Society Journal*, a Taylor & Francis publication with one of the highest impact factors in our field. We invite you to become a member of the MCS Division

and find out more about all the exciting things the Division has to offer. The easiest way to join the Division is by filling out AEJMC's official membership application. Be sure to indicate under the "AEJMC Divisions" that you wish to join MCS. Faculty membership dues are currently \$24 while student membership dues are \$100, and the *Journal* is included with student memberships. For information on AEJMC membership benefits and to join, go to <http://www.aejmc.com/home/membership/>. Want more information before joining? Contact Nan Yu at nan.yu@ucf.edu.

2017 Mass Communication and Society Division Award Recipients

Open Competition

- 1st Place Frank Waddell, University of Florida
- 2nd Place Wan Chi Leung, University of Canterbury
- 3rd Place John Brummette, Radford University
Marcia DiStaso, University of Florida
Michail Vafeiadis, Auburn University
Marcus Messner, Virginia Commonwealth
Terry Flynn, McMaster University

Student Competition

- 1st Place Jiyoun Suk, University of Wisconsin-Madison
- 2nd Place Yafei Zhang, University of Iowa
Chuqing Dong, University of Minnesota

Moller Student Competition

- 1st Place Won-ki Moon, University of South Carolina
Joon Kim, University of South Carolina
- 2nd Place Volha Kananovich, University of Iowa

Service-Learning Award

Jensen Moore, University of Oklahoma

MCS Dissertation Award

Rachel R. Mourão, Michigan State University

Promising Professor Faculty Award Winners

- 1st Place Brett Sherrick, University of Alabama
- 2nd Place Michael Devlin, Texas State University
- 3rd Place Denise Hill, Elon University

Promising Professor Student Award Winners

- 1st Place Minjie Li, Louisiana State University
- 2nd Place Sean Leavey, Rutgers University
- 3rd Place Myoung-Gi Chon, Louisiana State University

Mass Communication and Society Division Reviewer of the Year

Chance York, Kent State University

MCS Research Award Winners

Adam J. Sadler and Daniel Riffe,
University of North Carolina at Chapel Hill

Brendan Watson, Michigan State University

Student Research Award Winner

Jennifer Harker, UNC at Chapel Hill

Graduate Travel Award

Jiyoung Lee, Syracuse University



Left: Jennifer Kowalewski (right) awards Rachel R. Mourão (left) the MCS Dissertation Award.

Right: Brian Bowe (right) presents Minjie Li (left) the First Place Student Promising Professor Award.



2017 MCS Division Business Meeting Minutes AEJMC Annual Conference, Chicago, IL, Aug. 10, 2017

Division Head Jennifer Kowalewski called the MCS Business Meeting of the 2017 Annual Conference to order at 6:47 p.m. Division Secretary Brendan Watson took the minutes. The Business Meeting started with reports from the various committee chairs.

Division Head, Jennifer Kowalewski

- MCS is still number one division within AEJMC with 523 members as of last week. Jennifer noted that one reason the Division has grown is that graduate members no longer have to pay membership fees, which members voted to eliminate at the 2016 business meeting
- Jennifer also noted that there is still considerable room for growth of all divisions as 52% of people in AEJMC are not affiliated with any division or interest group. One goal of incoming AEJMC President Jennifer Greer is to find out why people aren't joining interest groups.
- Funds are up; the Division has \$25,519, an increase from \$21,323 in 2016; the journal has \$411,695 in funds, an increase of \$14,000 over the previous year.
- Demographics of our board are pretty evenly split of male/female, but board membership is primarily White and Asian. Jennifer noted that AEJMC is looking at increasing diversity of those involved in the association.
- Significant initiatives this year included MCS contributing to a grant for international study with the PR Division. The PR Division had only \$250 for a grant, which they increased this year to \$500; the MCS Division decided to help out PR with a matching grant of \$500 for a total of \$1,000. Members of the MCS Division can apply, and our members are on the committee to award the grant.
- MCS also created our first online newsletter with the summer 2017 newsletter, thanks to Newsletter Editor/Secretary Brendan Watson.

Vice Head, Melanie Sarge

- This year the MCS Division programmed six panels at the Annual Conference:

PF&R

- Post-tenure Productivity and Becoming a Member of University Administration - Impacts for the Field
- Bad Science, Good Science: Improving Research in Our Field

Teaching

- Varieties of Growth Pedagogy: Teaching Media in Disruptive Environments
- Doing Good Work for the Greater Good: Creating Mutually Beneficial Service Learning Experiences

Research

- Academic Myths, Demystified: The Hero's Journey to Becoming a Good Reviewer for Journals and Conferences
- Digital Data, Computation, and Research in Journalism/Mass Communication Linking Methodological Innovations to Theory-Building
- MCS also sponsored a pre-conference with the Public Relations Division
- There has been pressure from AEJMC to co-sponsor with smaller interest groups; this year we co-sponsored with the Graduate Student Interest Group along with the Media Ethics Division, Communication Theory and Methodology Division, Cultural and Critical Studies Division, Internships and Careers Interest Group, and the Communication Technology Division.
- Melanie also reported on the diversity of panelists and moderators; panelists were evenly split between males and females; the majority of panelists were White, but three were international scholars; six were Asian; three were Black, and one was Hispanic.

Business Meeting Minutes Continued on Pages 9 - 12

2017 MCS Division Business Meeting Minutes AEJMC Annual Conference, Chicago, IL, Aug. 10, 2017

Vice Head-Elect, Jay Hmielowski

- Jay reviewed the Division mentorship program between faculty and graduate students, which started in 2016.
- 18 people signed up: 9 faculty and 9 graduate students.
- Jay sent a survey to participants, but only 9 sent out survey; only 2 mentees filled out survey and only 1 filled it out all of the way; 5 mentors filled out the survey.
- Faculty expressed that the program was not well focused and wasn't a good use of time; biggest issue that faculty mentioned in open-ended response was that after initial conversation mentors did not further contact/discussions with mentees.
- Jay also mentioned that in his personal experience many questions he got from his mentee are questions that should in theory be better answered by mentors at the students' universities
- Member Robert McKeever mentioned that he had a more positive experience with his graduate student mentee.
- Kevin Williams suggested spending some of the funds to entice activities between mentors and mentees, such as possibly planning a couple of retreat weekends with mentors/mentees during the academic year.
- Melanie Sarge mentioned that a lot of graduate students go to Midwinter Conference and that could be a good opportunity for mentoring

MCS Journal, Fuyuan Shen

- Fuyuan mentioned that the *Journal* is doing very well and thanked members for their contribution to making the journal a success.
- One of Shen's goals was to restructure the board and look at the review record over the past several years to make sure board members are active reviewers and that associate editors are active scholars.
- Shen introduced two new associated editors for 2018: Patrick Meirick from the University of

Oklahoma and James Ivory from Virginia Tech University.

- The Associate editors also nominated new board members: Michael Delli Carpini, University of Pennsylvania; Jorg Matthes, University of Vienna; Erin Whiteside, University of Tennessee-Knoxville; Gi Woong Yun, University of Nevada-Reno; Leticia Bode, Georgetown University; and Renita Coleman, University of Texas-Austin.
- In the past 12 months, the journal received 410 submissions, and the acceptance rate was 8.5%, down from 9.1% last year.
- The *Journal* ranking increased and its impact factor (1.308; five-year impact factor=1.543) also increased significantly. The *Journal's* Scimago Journal Ranking in communication (#35, up from #36) is now higher than *JMCQ*.
- The *Journal* account balance is strong.
- Upcoming special issues are on "Media, War, and Terrorism," and "Media Theory and the U.S. Election" with a Nov. 1, 2017 deadline.

Midwinter Committee, Kelly Kaufhold

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- There were 57 submissions, 31 of which were accepted for a 54% acceptance rate.
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- Participants came from all over the country and all over the world.
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2017 MCS Division Business Meeting Minutes AEJMC Annual Conference, Chicago, IL, Aug. 10, 2017

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Teaching Committee, Brian Bowe

- Brian highlighted some of the programs that the Teaching Committee of MCS conducts. The Teaching Committee maintains a syllabi exchange, but there are only 4 syllabi. Brian suggested that perhaps the syllabi exchange could be expanded to share discreet course assignments/projects.
- The Teaching Committee also awards various awards:
- The Promising Professor and Distinguished Educator awards remain active.
- MCS hasn't received many submissions for other, new awards, such as the teaching ideas competition, the adjunct/instructor award, and the service-learning award.
- Brian suggested that we need to work to increase awareness of other awards as a significant goal of the Teaching Committee for the upcoming year.

- Brian said that the Teaching Committee wants to increase participation in the syllabi exchange and perhaps add an assignment exchange for ideas on individual student projects.

PF&R Committee, Jennifer Kowalewski in place of Chair Scott Parrott

- PF&R sponsored the panel "Bad science, good science: Improving research in our field," which was co-sponsored with CT&M. The panel brought together editors from some of the top journals to discuss how to improve the quality of published research.
- PF&R also sponsored two off-site tours at Chicago Tribune and Chicago Public Media. Jennifer noted that there were approximately 12 slots still available for the Chicago Public Media tour.

Awards Committee, Jennifer Kowalewski presented awards in place of Chair Ben LaPoe

- Jennifer noted that the Division used to do awards at the business meeting, but now it presents awards at the Friday awards luncheon, which was continued from 2016 based on positive feedback.

Communications Committee, Jack Karlis

- Jack reported on social media growth; the Division's following has increased 13% on Facebook; 20% on Twitter; and 51% on LinkedIn; as of July 2017, the Division had 26 followers on its recently-launched Instagram page.

New Business

Assessment Overview, Jennifer Kowalewski

- MCS Division underwent 5-year assessment and passed with flying colors.
- There were a couple of ideas that the assessment committee mentioned:

2017 MCS Division Business Meeting Minutes AEJMC Annual Conference, Chicago, IL, Aug. 10, 2017

Leadership

- One idea is to expand the slate beyond just the Head's input to include Vice Head and Vice Head-Elect.
- Another issue is how to get people to move through leadership positions in the Division; one idea is to clear some of the path.
- First proposed change to the bylaws is to make it so that the Head, Vice Head, and Vice Head-Elect put forth the slate of officers at the annual MCS Business Meeting and that nominations could be made from the floor during the MCS Business Meeting at which the election is held.
- Brendan Watson mentioned it is a good idea to leave positions for which there is no interest from existing board open until the Business Meeting to get new members interested.
- Kevin Williams suggested we need a process for people to openly run for office.
- Kevin Williams made a friendly amendment to change language to "before or during" the convention; revision with amendment passed unanimously.
- The second proposed change to the bylaws, that the Head, Vice Head, and Vice Head-Elect will appoint committee members was also unanimously approved.
- The third proposed change to the bylaws concerned movement into leadership; the proposed language read: "Before an MCS Officer can become Vice Head-Elect of the MCS Division he/she should be a successful Division Officer in multiple positions. The person appointed also must have served as either Research Chair or Midwinter Chair. If no suitable candidate is available, the Head, Vice Head, and Vice Head Elect may appoint someone."
- Brian Bowe moved to offer a friendly amendment to change language to add "committee"
- Brian also asked if we'd "accept credit" from other divisions; Jennifer K. said that we probably would not.
- Revision to bylaws with revision passed unanimously; the approved language read: "Before an MCS Officer can become Vice Head-Elect of the MCS Division he/she should be a successful Division Officer in multiple positions on different committees. The person appointed also must have served as either Research Chair or Midwinter Chair. If no suitable candidate is available, the Head, Vice Head, and Vice Head-Elect may appoint someone."

Goals for Division, Melanie Sarge

- Melanie noted that several years ago the Division had created a committee to decide what to do with its money; one suggestion was to create \$100,000 endowment fund; it was voted on (and approved) at the 2016 business meeting, but had not been done. Jennifer and Melanie Sarge were going to make sure that the endowment fund is established as soon as possible.
- MCS is also renegotiating its contract with Taylor and Francis to publish the *Mass Communication and Society Journal*. The contract was last negotiated seven years ago.
- Members voted unanimously to allow Division Head, Vice-Head, and Journal Editor to negotiate the contract with Taylor and Francis.
- Kevin Williams suggested that we perhaps hire Stephen Perry as a consultant. Jennifer noted that Perry has been doing that courtesy for free.
- AEJMC wants us to do more with our journal funds; a sub-committee is going to be led by Melanie Sarge to generate ideas.
- Melanie also noted that the Division needs to improve communication. Melanie is going to look into using AEJMC's email marketing program to improve email/communication.
- Melanie said she also wants to make sure officers are aware of their position responsibilities.
- She also wants to increase panel suggestions and increase application for awards and paper submissions. Melanie noted again that overall the Division needs to do a much better job of promotion and communication.
- The final goal is to look to further improving the mentoring program.

Call for Special Issue of Mass Communication and Society Journal: Media Theory and the 2016 U.S. Election

Mass Communication and Society Journal is seeking submissions for a special issue related to the 2016 election, and the deadline is growing close. Anyone with a potentially relevant manuscript should consider submitting. The last time the *Journal* had a special issue related to the election it generated some of the most-cited articles in the history of the *Journal*.

Publishing in a special issue like this is likely to increase the visibility of research because related searches will lead people to your work. Because this is a large topic that directly relates to the core mission of the *Journal*, we have some flexibility on the number of papers that will be published, and we will find a space for all articles that meet normal reviewing standards.

Manuscripts are to be submitted following the standard journal submission procedures by November 1, 2017, via the Mass Communication and Society online system at <http://mc.manuscriptcentral.com/mcas>. Authors should note in their cover letters that the submission is for the special issue devoted to "Media Theory and the 2016 U.S. Election." Final publication will be in Volume 21 (2018).

Any questions concerning this call for papers may be directed to Professor Mike Schmierbach at mgs15@psu.edu.

2017 MCS Division Business Meeting Minutes AEJMC Annual Conference Chicago, IL, Aug. 10, 2017

- Kevin Williams suggested again that we have the money and that we need to spend it; Williams suggested again perhaps having a retreat for the Executive Committee to brainstorm yearly goals.
- Melanie Sarge presented the slate of 2017-2018 MCS Officers:
- Graduate Student Liaison Chair position is open; Torie Fowler, Ph.D. student at the University of Southern Mississippi volunteered to serve.
- Slate with Graduate Student Liaison Chair was unanimously approved.
- Lastly, the membership voted on the location of the 2021 AEJMC Annual Conference. The tally was: Austin, Texas (11); New Orleans, LA (9); St. Louis, MO (0) and Kansas City, MO (0).
- The meeting adjourned at 8:13 p.m. for members to attend MCS Division social at Pinstripes.

Head ...Continued from Page 1
contract with Taylor and Francis. Dr. Shen will continue to manage this process and keep us updated on the *Journal*'s continued success.

Lastly, I urge all readers to check out the information in this newsletter about the upcoming Midwinter Conference. Midwinter provides a relaxed setting for presentations and extended discussions that is ideal for graduate students. Submissions are abstract only, and we will be looking for members to serve as abstract reviewers in December.

I think that is everything I had to tell you for now, but please be sure you are following MCS Social Media (Facebook, Twitter and LinkedIn) for the latest updates and conversations. Thanks for being a member of MCS, and I look forward to talking with you again!

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Newsletter

Vol. 51, Issue 2
Spring 2018

Mass Communication and Society Goes to Washington



by **Melanie Sarge, MCS Division Head**

The spring issue of our newsletter is by far the most helpful from year to year. This issue is packed with information regarding the Annual Conference in August. It hints at what panels and tours MCS will offer, provides instructions and opportunities relative to manuscript submissions and award applications, and gives tips to our graduate student members on how best to navigate the Annual Conference.

Additionally, this issue showcases updates from our *MCS Journal* Editor, Dr. Fuyuan Shen, and the success of our Division's Midwinter Conference involvement that occurred in the beginning of March at the University of Oklahoma.

I would also like to take a moment to thank those of you who have already agreed to review for our Division and/or participate

in one of our Division's panels. If you haven't already received an email from me, I'll be sending out one final request for reviewers before the paper submission deadline on April 1st (<http://aejmc.org/events/dc18/papercall/>). On a related note, I do apologize for the heavier email communication you receive from MCS during the spring, but we just don't want you to miss out on any of the exciting opportunities you are eligible for as a member!

Remember, MCS exists to benefit its members, so renew your membership and visit our website (<http://aejmc.us/mcs/>) to learn more about what we offer. For instance, the website provides specific instructions on how to apply for awards up to \$10,000 designed to thank you for your research, teaching and service efforts! Further, we want to continue improving MCS, so I ask that members forward me, Melanie Sarge (m.sarge@ttu.edu), any suggestions you have aimed at improving the Division and the careers of the members within the Division.

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Annual Conference Panels and Programs

by Jay Hmielowski, Vice Head

This year's research, teaching, and PF&R sessions will be of great interest to our members. We believe the topics will provide valuable information for practitioners, graduate students, professors, and members of other divisions. To begin with, we have two great research panels scheduled for this year's Annual Conference. The first panel provides an overview of agenda-setting theory. This year marks the 50th anniversary of agenda-setting being formally proposed. In this session, Max McCombs, Donald Shaw, and David Weaver will provide a historical overview of agenda-setting theory and research (Scheduled for Wednesday, Aug. 8th at 5:15pm). Our second research panel, Did She Really Say That?: How Sports Media Present and Represent Political, Social, and Cultural Issues, will tackle the issue of politics and sports. This past year has highlighted the importance and ensuing controversies related to athletes' political activism. Indeed, the NFL became the center of attention with players kneeling during the National Anthem. In addition, in an unusual move, the Golden State Warriors refused to visit the White House after winning the NBA championship last year. This panel will include leading sports communication scholars who will discuss important ongoing research associated with this topic of political activism in sports (Scheduled for Tuesday, Aug. 7th at 10:00am).

We also have two great teaching panels scheduled for the upcoming conference. The first panel focuses on mentoring graduate students. Training graduate students is important for the health of the field of communication and can be beneficial to the professors training the students. However, this process can also take a great deal of time and effort. This panel will provide perspectives from a number of scholars regarding their approach to training graduate students (Scheduled for Tuesday, Aug. 7th at 11:45am). Our second teaching panel, 10 Cool Ideas You Can Use Right Now to Teach Ethics, Fake News (and maybe even organize your life), hits on a timely issue: fake news. This panel will discuss a variety of instructional methods that are designed to help undergraduates identify and understand the difference between good news and fake news content (Scheduled for Thursday, Aug. 9th at 11:00am).

Lastly, we have a wide range of PF&R sessions planned this year. First, we will be sponsoring two tours. The first will be a tour of the Newseum. This tour will highlight issues such as the first amendment and free press in the U.S. (Scheduled for Tuesday, Aug. 7th at 1:30pm). The second tour will be of the Library of Congress. This tour will center on the Thomas Jefferson Building and the history of the Library (Scheduled for Wednesday,

Aug. 8th at 10:00am). We also have two PF&R sessions planned for the upcoming conference. Our first panel, Demystifying the Academic Job Market, will be of particular interest to our student members who are getting ready for the job market. This session will provide perspectives of individuals at a range of universities (e.g., research I institute, liberal arts college, religious institute, etc.) regarding what they look for in their job applicants. This should be an enlightening session for those thinking about or getting ready for the job market (Scheduled for Monday, Aug. 6th at 11:45am). Our last session, The Reciprocal Relationship between Journalists and Academics, will focus on the perspectives of journalists and academics and their ideas concerning a free press and research in today's hostile political environment. With politicians identifying various media outlets as enemies, it is important for journalists and academics to understand the disconnect and symbiotic relationship among contemporary news media and academic research (Scheduled for Monday, Aug. 6th at 3:15pm). In the end, these sessions cover a range of historically important and current event topics.

We hope you take time to learn more about these sessions and tours as the conference approaches.



Submit Nominations Now for MCS Awards

by Robert McKeever, Awards Chair

Greetings from the MCS Awards Committee! We hope your spring semester is going well. We also want to remind you of the many awards MCS has to offer and encourage you to take advantage of these unique opportunities to be rewarded for your hard work. All submissions will be forwarded to the appropriate review committees, and each eligible submission will then be blind reviewed and 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 contributions to our field. We look forward to receiving your submissions soon!

Please see brief summaries of the awards below, with detailed information available on the website (<http://aejmc.us/mcs/awards/>) on how to apply:

Research Award

MCS Research Awards fund outstanding research proposals focused on some aspect of mass communication research. Recipients are given \$10,000 to complete the proposed research project. \$5,000 will be presented to the recipient(s) at this year's Annual Conference award ceremony. The remaining \$5,000 will be given after the authors submit their paper to our Division journal.

Dissertation Award

The MCS Dissertation Award is given to reward excellence in graduate research. Award winners are given a cash prize of \$3,000 and an opportunity to publish in the Division's journal.

Promising Professor Award

The MCS Promising Professor Awards honor new faculty and graduate students who demonstrate excellence and innovation in teaching.

Distinguished Educator Award

The MCS Distinguished Educator Award is given each year to a member of MCS who has made a significant contribution to mass communication pedagogy.

Adjunct/Instructor Award

MCS Adjunct/Instructor Awards are granted each year in recognition of the outstanding contributions of adjuncts and instructors in advancing teaching excellence in the field of mass communication.

Teaching Ideas Competition

The MCS Teaching Ideas Competition recognizes innovation and excellence in teaching in the field of mass communication.

Service-Learning Award

The MCS Service-Learning Awards assist faculty by providing a \$500 stipend to use in their service-learning courses.

Professional Freedom and Responsibility Award

The MCS PF&R Awards recognize excellence in research, teaching or service related to the five PF&R principles identified by AEJMC.

Professional Award

The MCS Professional Awards seek to recognize professionals for upholding the values of professional freedom and responsibility, diversity and public service.

Trayes Service Award

The Trayes Service Award honors exemplary service to the MCS Division.

All awards have an April 30, 2018 deadline.

Email Robert McKeever
(robert.mckeever@sc.edu)
or
Fan Yang
(fyang@albany.edu)
if you have any questions.



PF&R Committee Sponsors Tours to Newseum and Library of Congress

by Dean Cummings, PF&R Chair

Two great tours will be available at the AEJMC Annual Conference. The Professional Freedom and Responsibility Committee will be sponsoring a tour to the Newseum and the Library of Congress. The Newseum is a “must-see” destination when you are in Washington, D.C. We will have a guided tour of the exhibits, and during the conference, “Pictures of the Year: 75 Years of the World’s Best Photography” will be on display. The display will feature award-winning images from the archives of Pictures of the Year International. The

pictures were selected from 40,000 photos that trace the evolution of photojournalism from World War II to today. It will be a fantastic experience for all journalists. We hope you can come along.

We will also be heading to the Library of Congress for a private tour. This tour will give you a chance to see and learn about the symbolic art and architecture of the building and explore the collections available for public viewing. We will learn more about Thomas Jefferson and the history behind

the Library of Congress. The tour should give you an overview of all rare holdings, and if you want to stick around afterward, reading rooms are available to find articles and books. The reading rooms contain law books, newspapers, rare books, and motion pictures archives. This library is a researcher’s dream.

PF&R hopes to give you an opportunity to tour two of the best museums for journalists and researchers in Washington, D.C. Please join us.

NEWSEUM

Photo Credit: Maria Bryk/Newseum





The Paper Submission Deadline Is Almost Here

by Masahiro Yamamoto, Research Chair

As the paper submission deadline for the 2018 AEJMC Annual Conference is approaching (11:59 pm. CDT on Sunday, 4/1), we would like to call your attention to the three research-related awards MCS provides to acknowledge excellence in research: the Dissertation Award, Research Award, and Top Paper Award.

Dissertation and Research Awards: MCS offers these awards to encourage innovative projects that advance mass communication research. The Dissertation Award provides a cash prize of \$3,000 and an opportunity to publish in our Division journal *Mass Communication and Society*. The MCS Research Award provides the total monetary award up to \$10,000 to two faculty-led research projects and \$5,000 to one graduate student-led research project.

“This research award allowed us to conduct much higher quality research than we could have otherwise. We were able to afford a panel sample of nationally representative survey respondents for our study of agenda-setting in the 2016 election, as well as pay to have a

large amount of news stories and visuals coded from a wide variety of media,” said Professor Renita Coleman at the University of Texas at Austin. She and Professor Denis Wu at Boston University were winners of the 2015-16 Research Award.

“This research award allowed us to conduct much higher quality research than we could have otherwise.”

**-Professor Renita Coleman,
University of Texas at Austin**

The deadline for both awards is 11:59 pm (EST) on April 30, 2018. Visit the Dissertation Award and Research Award pages for more details.

Top Paper Award: To acknowledge excellence in research, MCS provides cash awards and waives one AEJMC Annual Conference registration fee for the top three winners in each of the three annual

conference paper competition categories: (1) Open Competition, (2) Student Competition, or (3) Moller Student Paper Competition.

Papers must follow the paper submission guidelines outlined in the AEJMC Uniform Paper Call and additional MCS Division’s guidelines to receive full consideration. In particular, make sure that author-identifying information does NOT appear anywhere in your papers. Papers with author-identifying information will be automatically disqualified without review. Also, you can appear as author or co-author on a maximum of 2 papers to the MCS competition. Papers must not be under consideration elsewhere for presentation or publication.

If you have any questions, feel free to contact MCS Research Chair: Masahiro Yamamoto (myamamoto2@albany.edu), Associate Chair: Azmat Rasul (arasul@fsu.edu), Committee Member: Kalyani Chadha (kchadha@umd.edu), or Committee Member: Brendan Watson (brwatson@msu.edu).

We look forward to receiving your submissions and seeing you in Washington, D.C. in August!



Mass Communication and Society Journal Update

by Fuyuan Shen, *MCS Journal* Editor

Each year, *Mass Communication and Society Journal* publishes a special issue on an important and timely topic in our discipline. Our special issues have been well-received in recent years. They have allowed us to raise awareness of emerging and new research topics, and to attract new authors and readers. Special issue papers can also generate significant research impact.

Our 2017 special issue on *Media, Terrorism and Society* was edited by Shahira Fahmy, University of Arizona. At the end of this year, we plan to publish our 2018 special issue on *Media Theory and the 2016 U.S. Election*. Michael Schmierbach, Pennsylvania State University, is the editor of this latest special issue.

We typically select scholars with relevant expertise in a subject area to serve as guest editors for our special issues. Members of our editorial board, the associate editors and the editor are involved in the nomination and selection of special issue topics.

We have recently selected two new topics for our next special issues, to be published in 2019 and 2020 respectively. The 2019 issue

will focus on the role of mass and social media during the worldwide "refugee crisis." It invites theoretical and empirical contributions on the depiction of the refugee crisis in the media and its effects on public opinion, political radicalization, and social coherence. The issue will be edited by Hajo Boomgaarden, Sophie Lecheler, and Jörg Matthes, University of Vienna.

The 2020 issue will focus on fake news and news perceptions. The goal is to invite scholars to submit papers that build upon traditional approaches for understanding mass media's role in defining and amplifying news and perceptions of it. Donnalyn Pomper, University of Oregon, and Lindsay Hoffman, University of Delaware, will serve as co-editors.

We are now in the process of putting together the paper calls for these two special issues. Please check the *Journal's* website (<https://www.tandfonline.com/toc/hmcs20/current>) in a few weeks for additional details. If you have any papers or have done studies in these relevant areas, please share your research with us and submit your papers to our special issues.



Graduate Student Conference Advice

by Julia DeCook,
Graduate Student Committee

Conferences are an ideal time to connect with other scholars, to start building a wider network of fellow graduate students and future collaborators, and to make good impressions on future employers/colleagues. Here are some tips to not just survive the conference, but to thrive:

1. Have an elevator pitch ready and rehearsed. You will most likely be introducing yourself to a lot of new people, and having something quick, pithy, and ready to go will help with this process.
2. Attend the business meetings of the divisions you are most interested in (like, for instance, MCS). "But how do I know what division I'm interested in?" you may ask. Aside from reading the description of the divisions, it helps to identify which divisions have scholars you admire presenting in them.
3. On the note of attending the business meeting, if you are a graduate student, volunteer to be the graduate student liaison for that division. This is a great way to begin networking closely with the heads of these divisions and to start building your own name recognition.

Continued on Next Page ...

Graduate Student Conference Advice

...Continued from Previous Page

4. Attend the informal mixers that divisions hold for a lower-stakes networking opportunity – you will see these advertised on social media, on the official schedule, and through word of mouth. These are often the best places to connect with people that you may share research interests with in a more purposeful way and in a more relaxed setting.
5. Alcohol can be a great way to lower your anxiety level (it's called "liquid courage" for a reason), but it can also be your downfall if you rely too much on it. Basically, do not drink too much.
6. When you connect with new people, do not talk about yourself too much. Have a conversation. Do not talk at them. If you meet a senior scholar you admire, it can be easy to become overwhelmed. This guide on how to talk to famous professors is extremely helpful: <https://www.chronicle.com/article/How-to-Talk-to-Famous/240518>

Other tips that I have found helpful are: Wear comfortable shoes. Do not carry a heavy bag. And finally, have fun!



Midwinter Conference Celebrates 10th Anniversary: MCS Sets Records

by Xi Cui, Midwinter Chair

On Friday, March 2 and Saturday, March 3, the University of Oklahoma hosted the AE-JMC Midwinter Conference for the 10th consecutive year at the Gaylord College of Journalism and Mass Communication. MCS set multiple records again with 63 submissions, 33 abstracts accepted (52% acceptance rate, in line with previous years) and 11 panels. In the end, 30 studies were presented spread across both days of the conference. MCS Midwinter Conference panels showcased work from 49 authors, including two dozen graduate students. Presenters hailed from Oklahoma, Texas, Virginia, Illinois, Kansas, California, Indiana, Ohio, Wisconsin, and Florida. Topics included two panels on health communication, media and partisan politics, political participation, agenda setting, media personalization, journalistic ethics, branding and public relations, race and media, media history, meta-analyses and critical/cultural discourse.

As usual, MCS had the largest representation of any division at Midwinter Conference, with the most accepted abstracts of any division – 33 out of 99 total presentations.

Elanie Steyn, journalism sequence head at the University of Oklahoma and organizer of the Midwinter Conference, honored

a handful of regular attendees, including MCS Midwinter Co-Chair Dr. Kelly Kaufhold who has attended seven of OU's ten Midwinter conferences. Congratulations, also, to Hark Shin Kim, John Velez and Erik Bucy, from Texas Tech University, for authoring the top abstract in the MCS Division at Midwinter Conference this year. MCS is also the only division which offers competitive travel awards to attend Midwinter Conference. Aaron Atkins of Ohio University and Hark Shin Kim from Texas Tech each received up to \$500 from the Division to help defray costs to attend Midwinter Conference.

Remember, Midwinter Conference is unique among conferences – authors can present their work there, get expert scholarly feedback in March, and still submit to the Annual Conference on April 1! And submitting to Midwinter Conference is easy. Watch for notices on MCS social media and in the listserv during the fall with details and a link; then submit your 600 to 800-word abstract via the Microsoft CMT Research database in early December. You'll learn your status in mid-January and final papers are due in February, a couple of weeks before the Midwinter Conference, which is also an excellent, welcoming venue for graduate students and first-time presenters.

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C. MC&S Division Programing

MC&S Programing

Sunday, Aug. 5th, 2018

1 to 5 p.m. / S009

Room Name

Public Relations and Mass Communication and Society Divisions

Preconference Session

Advocacy: Perspectives from Practice and Research on Public Interest Communication

This half-day session will bring together practitioners and researchers to discuss the role and challenges of advocacy.

Presiding

Richard Waters, Associate Professor, School of Management, University of San Francisco
Denise Bortree, Associate Professor, Bellisario College of Communications and Director, Arthur W. Page Center for Integrity in Public Communication, Penn State University

Research panel

Moderator: *Melanie Sarge*, Assistant Professor, The Media School, Indiana University

1. *Examining the Case of Dick's Sporting Goods: Realignment of Stakeholders through Corporate Social Advocacy*

Barbara Miller Gaither, Elon University

Lucinda Austin, University of North Carolina-Chapel Hill

Morgan Collins, Elon University

2. *Constructive Advocacy: A Strategy of Hope in Activist Strategic Communication*

Erica Ciszek

3. *Globalization, Pluralization, and Erosion: The Impact of Shifting Societal Expectations for Advocacy and Public Good*

Melissa Dodd, University of Central Florida

“Bridge” panel (Page Center/frank)

Moderator: *Giselle Auger*, Assistant Professor, Department of Communication, Rhode Island College

1. Brigitta Brunner-Editor, The Journal of Public Interest Communications

2. Julia Daisy Fraustino, Co-director Public Interest Communication Research Lab, West Virginia University

3. Anne Christiano, Director for public Interest Communication, Frank Karel Chair in Public Interest Communication, University of Florida

Practitioner panel

1. Mike Fulton-Public Affairs and Advocacy, Asher Agency-confirmed

2. Matthew Wright-Advocacy and Outreach Director, Children's Hospital Association-confirmed
3. Chuck McCutcheon-Editor, Bloomberg BNA-confirmed

Monday August 6th, 2018

10 to 11:30 a.m. / M000

Room Name

Mass Communication and Society Division

High Density Refereed Paper Session

Entertainment Media, Audience Engagement, Portrayals, and Effects

Moderating/Presiding

William "Kelly" Kaufhold, Texas State

From Reality to Drama: The Role of Entertainment TV Storytelling in Empowering U.S. Hispanic Parents

Caty Borum Chattoo, American; **Lauren Feldman**, Rutgers;
and **Amy Henderson Riley**, American

Depictions of Asperger's Syndrome on Prime-Time Television: An Intergroup Contact and Social Cognitive Theory Approach

Stephanie Whitenack, **David Hamilton**
and **Meghan Sanders**, Louisiana State

Content Analysis of Music Alcohol-Abusing Women and Controls Associate with "Going Out" versus "Staying Home"

Anastasia Nikoulina, **Thomas James**, **Joshua Sites**,
Edgar Jamison-Koenig, **Glenna Read**,
and **Robert Potter**, Indiana

Music Use and Genre Choice as Coping Strategies for Emotions

Jewell Davis and **Li-jing Chang**, Jackson State

Colorism and Love for Fair Skin: Exploring Digitization's Effect on India's Arranged Marriage Matrimonial Ads*

Dhiman Chattopadhyay
and **Sriya Chattopadhyay**, Bowling Green State

Discussant

Rebecca Britt, Alabama

* Second Place, Student Competition

"They're Turning the Frogs Gay!" Credibility and Attributes of Parasocial Relationships with Alex Jones

T. Phillip Madison, **Emily Covington**,
Kaitlyn Wright, and **Timothy Gaspard**, Louisiana - Lafayette

Dual Influences of Media Figures on Young Undergraduates' Life Values: The Role of Wishful Identification

Caixie Tu and Stella Chia, City University of Hong Kong

Discussing Vulcans, Hermione, Khaleesi, and the Winchesters: An Evaluation of Parasocial Interactions in Online Fandom Forums

Sara Erlichman, Pennsylvania State

Post-Network Television: Motivations, Behaviors, and Satisfaction in the Age of Netflix

Alec Tefertiller, Kansas State and **Kim Sheehan**, Oregon

Younger Millennials' Media Use: A Qualitative Gratifications and Media Repertoires Approach

Danielle Myers LaGree, Kansas State

and **Margaret Duffy**, Missouri

Discussant

Jack Karlis, Georgia College

11:45 a.m. to 1:15 p.m. / M000

Room Name

Religion and Media Interest Group and Mass Communication and Society Division

PF&R Panel Session

Demystifying the Academic Job Market

Moderating/Presiding

Gregory Perreault, Appalachian State

Panelists

Brian Bowe, Western Washington

Michael Longinow, Biola

Jack Karlis, Georgia College

Weiwu Zhang, Texas Tech University

Navigating the academic job market can be a confusing experience. The purpose of this panel is to help both job seekers and employers provide insight to the process. This panel aims to address such questions from the perspective of job seekers by providing them with the opportunity to hear comments provided by representatives of a range of universities. Lastly, this panel will discuss how to handle the negotiation process after securing a job offer. For example, some universities offer benefits for domestic partnerships while others do not. How should job seekers think about some of these features as they consider which job options are realistic for them and their families? In the end, this panel will provide information on the job search process. Moreover, it will discuss the different expectations for different types of institutions.

1:30 to 3 p.m. / M000

Room Name

Mass Communication and Society Division

Refereed Research Paper Session

Social Media, Fake News, and Media Literacy

Moderating/Presiding:

Ruoxu Wang, Memphis

What the Fake?! How Social Media Users Define, Spot,
and Respond to Fake News

Edson Tandoc and **Darren Lim**, Nanyang Technological
Undesirable Issue Indeed, but No Censorship Please! The Third Person
Effect in Fake News on Social Media

Fan Yang, University at Albany, SUNY
and **Michael Horning**, Virginia Tech

Parents, Children, and Social Media: A Study of Value Congruence

Lee Farquhar, Butler; **Betsy Emmons**, Samford
and **Nia Johnson**, Samford

Creating Agents of Change through Civic Media Production, Critical Media
Literacy and Experiential Learning

Cindy Vincent and **Jennifer Jeffrey**, Salem State

Don't Believe the Next Tweet: Designing and Testing News Media Literacy
Interventions for Social Media

Melissa Tully, Iowa; **Emily Vraga**,
and **Leticia Bode**, Georgetown

Discussant

Julia Waddell, West Chester

3:15 to 4:45 p.m. / M000

Room Name

Political Communication Interest Group and Mass Communication and Society Division

PF&R Panel Session

**Reconciling a (New)s Agenda: The Relationship Between Reporting, Research,
and Politics in the Trump Era**

Moderating/Presiding

Dean Cummings, Georgia State

Panelists

Ellen Crooke, VP of News Tegna Corp

Lance Ing, Photojournalist/Editor/Producer NBCUniversal Media

Bethany Swain, former White House News Photographer; Maryland

Brendan Keefe, chief investigator, Atlanta's QXIA

Mike Walter, CGTN

The role of mainstream news media continues to play an important role in reporting news and information to an audience skeptical about their profession. The current administration has criticized the Fourth Estate in ways citizens and journalists have not experienced before.

Journalists face new daily challenges when reporting on the White House and other branches of federal government. The atmosphere of distrust creates a trying time for journalists. Many of the issues are unseen by those outside the press room. Mass communication scholars have focused on how the news media create agendas and frame issues in certain ways for decades. Scholars criticize the role of news media in their attempt to influence what issues are important to citizens and to a lesser extent how to think about the controversial or political issues. These scholars have had to consider the changing nature of the relationship between journalists and the White House. These emergent considerations warrant inquiry. To what extent do journalists think about their role of agenda setters and framers of current events and news of this White House administration? To what extent do mass media scholars consider the contemporary challenges of daily White House and other beltway reporting in their research? The panel compares the scholarly application of theoretical concepts of news reporting to journalists' actual application of journalistic practices and principles. Examining these similarities and differences will provide an understanding about the disconnect and symbiotic relationship among contemporary news media and academic investigation.

5 to 6:30 p.m. / M000

Room Name

Mass Communication and Society and Newspaper and Online News Divisions

Scholar-to-Scholar Refereed Paper Poster Session

Mass Communication and Society Division

Topic I – Journalism: Challenges and Innovations

1. Big Data and Journalism Transformations: Evaluating Automation as a New Entrant to the Journalistic Field
Shangyuan Wu, Edson Tandoc,
and **Charles Salmon**, Nanyang Technological University
2. Field and Ecological Explanations of Data Journalism Innovation: A Focus on the Role of Ancillary Organizations
Wilson Lowrey, Lindsey Sherrill,
and **Ryan Broussard**, Alabama
3. PTSD and Depression in Journalists Who Covered Harvey
Gretchen Dworznik, Kent State
4. Conceptualization of the Public Health Model of Reporting through Application: The Case of the Cincinnati Enquirer's Heroin Beat
Erin Willis, Colorado-Boulder and **Chad Painter**, Dayton
5. Finding A Voice: Newspaper Editors and The Effect of Sexual Assault and Rape News*
Susan Tebben, Ohio

Discussant

Avery Holton, Utah

* Third Place, Student Competition

Topic II - **Role of Media in Civics and Politics**

6. Effects of Scandals and Presidential Debates in the U.S. 2016 Presidential Elections
Esther Thorson and **Weiyue Chen**, Michigan State;
and **Leticia Bode**, Georgetown
7. Individual Differences in Second-Level Agenda Setting
Renita Coleman, Texas at Austin
and **Denis Wu**, Boston University
8. Examining the Rage Donation Trend: Applying the Anger Activism Model
to Explore Communication and Donation Behaviors
Lucinda Austin, North Carolina at Chapel Hill;
Holly Overton, South Carolina;
Denise Bortree, Pennsylvania State;
and **Brooke McKeever**, South Carolina
9. Local to Global via Social Media: Using Social Media for News Could Make
You Global-Minded
Aditi Rao, Connecticut

Discussant

Alec Tefertiller, Kansas State

Topic III – **Social Media: News and Engagement**

10. What’s Racist about Deporting Criminal Illegal “Felons”? Examining the Link
Between Emotion and Cognition in Tweets about Immigration
Saif Shahin, American; **Laura Seroka**, Bowling Green State;
and **Md Rezwan Islam**, Bowling Green State
11. Social (Media) Construction of Public Opinion in the Press
Shannon McGregor, Utah
12. Social Media as an Emerging Institution: Expectations and Norms Online
at the U.S. State House
Meredith Metzler, Wisconsin-Madison
13. Hot or Cold: #climatechange Societal Sentiment on Pinterest
Jeanine Guidry, Virginia Commonwealth;
Lucinda Austin, North Carolina at Chapel Hill;
and **Linsey Grove**, South Florida
14. Expanding Visibility on Twitter: Author and Message Characteristics
and Retweeting
Chang Sup Park, Bloomsburg University
and **Barbara Kaye**, Tennessee at Knoxville

Discussant

Brian Britt, Alabama

Topic IV – **Message and Source Attributes in Strategic Communication**

15. Crisis Management on Social Media: Inoculation Strategy
and Organizational Interactivity

- Pratiti Diddi and Lewen Wei**, Pennsylvania State
16. Effects of Self-Construal and Environmental Consciousness on Green Corporate Social Responsibility Perceptions*
Nandini Bhalla, South Carolina
17. Underlying Effects of Endorser Identity and Bodily Addressing in Public Service Announcements
Lewen Wei, Arienne Ferchaud
and **Bingjie Liu**, Pennsylvania State
18. Explaining the “Racial Contradiction:” An Experimental Examination of the Impact of Sports Media Use and Response Strategy on Racial Bias Towards Athlete Transgressors
Kenon Brown, Alabama;
Joshua Dickhaus, Bradley;
Ray Harrison, Jefferson State Community College;
and **Stephen Rush**, Alabama

Discussant

Nan Yu, Central Florida

* Second Place, Moeller Student Competition

Topic V – **Digital Media: Effects on Audiences and Media Practices**

19. Digital Inequalities or Personality Differences? A Longitudinal Analysis of Social Media Usage Divides in China
Yiyan Zhang and **Lei Guo**, Boston University
and **Homero Gil de Zúñiga**, University of Vienna
20. The Effects of Flow in Mobile Gaming: Involvement, Spending Practices, and Attitude
Gregory Perreault, Appalachian State
and **Samuel M. Tham**, Michigan State
21. Do Press Releases about Digital Game Research Influence Presumed Effects? How Comparisons to Real World Violence and Methodological Details Affect the Anticipated Influence of Violent Video Games
T. Franklin Waddell, Florida
22. Stuck on Social Media: Predicting Young Adults’ Intentions to Limit Social Media Use
Nicholas Boehm, Colorado State
23. Is the Grass Greener on the Other Side of the Geofence? Privacy Implications of Unauthorized Commercial Smartphone Messages
Kearston Wesner, Quinnipiac

Discussant

Vincent Cicchirillo, DePaul

Topic VI – **News Consumption, Coverage, and Effects**

24. Switchers & Seniors: Evaluating Technology versus Cohort-Based Changes

- in TV News Consumption, 1984 -2008
Patrick Parsons and **Krishna Jayakar**, Pennsylvania State
25. D.C. Media Coverage of the District's Death with Dignity Act
Kimberly Lauffer, Ball State University;
Sean Baker, Central Michigan
and **Natalee Seely**, Ball State
26. Fake News Correction: How USDA Corrects Fake News about Organic
Foods on Social Media
Keonyoung Park, **Jun Zhang**, **Laura Canuelas-Torres**,
and **Zheng Li**, Syracuse
27. Effects of Race, Attractiveness, and Mental Health Attribution
in Mass Shooting News
Tao Deng, **Syed Ali Hussain**, **Samuel M. Tham**,
and **Saleem Alhabash**, Michigan State

Discussant

Chang Sup Park, Bloomsburg

Tuesday August 7th, 2019

7 to 8 a.m. / T000

Room Name

Mass Communication and Society Division

Business Session

Executive Committee Business Meeting

Moderating/Presiding

Melanie Sarge, Indiana University

10 to 11:30 a.m. / T000

Room Name

Mass Communication and Society Division and Sports Communication Interest Groups

Research Panel Session

**DID SHE REALLY SAY THAT?: How Sports Media Present and Represent Political,
Social and Cultural Issues**

Moderating/Presiding:

John Shrader, Nebraska-Lincoln

Panelists

Cynthia Frisby, Missouri

Jon Solomon, Sport and Society Program, The Aspen Institute

Danielle Coombs, Kent State

Steve Bien-Aime, Louisiana State

11:45 a.m. to 1:15 p.m. / T000

Room Name

Communication Theory and Methodology and Mass Communication and Society Divisions

Teaching Panel Session

Relationships Between Grad Students and Advisors

Moderating/Presiding

Brett Sherrick, Alabama

Panelists

Dhavan V. Shah, Wisconsin-Madison

Hernando Rojas, Wisconsin-Madison

Kjerstin Thorson, Michigan State

Andy Billings, Alabama

Homero Gil de Zuniga, Vienna

Yong Hwan Kim, Dungkook University

This teaching session will highlight the ups and downs of relationships between grad students and their advisors. It will benefit both faculty members, who might be or become advisors to grad students, but it will also benefit graduate students, who might be navigating a relationship or still seeking a connection with an advisor.

1:30 to 3 p.m. / T000

Newseum

Mass Communication and Society Division

Off-site Tour

Trip to the Newseum

Moderating/Presiding

Dean Cummings, Georgia Southern University

5 to 6:30 p.m. / T000

Room Name

Mass Communication and Society Division

Refereed Paper Session

Best of Mass Communication & Society

Moderating/Presiding

John Pollock, College of New Jersey

The Effects of Constructive Television News Reporting on Prosocial

Intentions and Behavior in Children*

Iris Van Venrooij, Tobias Sachs,
and **Mariska Kleemans**, Radboud

Errors and Corrections in Digital News Content**

Kirstie Hettinga, California Lutheran;
and **Alyssa Appelman**, Northern Kentucky

Who is to Blame? Analysis of Government and News Media Frames

During the 2014 Earthquake in Chile***

Magdalena Saldana, Pontificia Universidad Catolica de Chile

Nothing But the Facts? Journalistic Objectivity and Media Adjudication

of President Trump's False Claims****

Deborah Dwyer, North Carolina at Chapel Hill

Asian International Students' Mass Media Use and Acculturation Strategies:

Considering the Effects of Remote Acculturation*****

Lin Li, Michigan State

and **Shao Chengyuan**, North Carolina at Chapel Hill

Discussant

Brendan Watson, Michigan State

* First Place, Open Competition

** Second Place, Open Competition

*** Third Place, Open Competition

**** First Place, Moeller Student Competition

***** First Place, Student Competition

6:45 to 8:15 p.m. / T000

Room Name

Mass Communication and Society Division

Business Session

Members' Meeting

Moderating/Presiding

Melanie Sarge, Indiana University

8:30 to 10 p.m. / T000

Irish Channel Restaurant

and Pub

Mass Communication and Society Division

Off-site Social

Hosting

Melanie Sarge, Indiana University

Social to be held at Irish Channel Restaurant and Pub.

Wednesday August 8th, 2018

8:15 to 9:45 a.m. / W000

Room Name

Mass Communication and Society Division

Business Session

MCSJ Journal Editorial Meeting

Moderating/Presiding

Fuyuan Shen, Pennsylvania State University

9:45 a.m. to 12:15 p.m. / W000

Library of Congress

Mass Communication and Society Division

Off-site Tour

Library of Congress Tour

Moderating/Presiding

Dean Cummings, Georgia Southern University

Tour logistics to come. Pre-register for tour through the Mass Communication and Society Division.

12:15 to 1:30 p.m. / W000

Room Name

Mass Communication and Society Division

MCS Awards Luncheon

Hosting

Robert McKeever, University of South Carolina

1:45 to 3:15 p.m. / W000

Room Name

Mass Communication and Society Division

Refereed Paper Session

News, Framing, and Effects

Moderating/Presiding

Alyssa Appelman, Northern Kentucky

Framing and Persuasion: A Frame-Building Perspective

Jiawei Liu and **Douglas McLeod**, Wisconsin-Madison

Exploring Mechanisms of Narrative Persuasion in a News Context:
The Role of Narrative Structure, Homophily, Stigma, and Affect
in Changing Attitudes and Altruistic Behavior

Daniel Tamul, Virginia Tech;

Mary Beth Oliver, Pennsylvania State

and **Jessica Hotter**, Virginia Tech

Can Inspiration Cross Party Lines? How News Framing of Morality
and Partisan Cues Influence Elevation, Disgust, and Moral Judgments
of Political Actors

T. Franklin Waddell, Florida

Why? Because I Like You: Effects of Familiarity on Perceptions
of Media Trustworthiness

Stephanie Dunn, Missouri Western State

An Experimental Test of the Effects of Hurricane News about Human Behavior
on Climate-Related Attitudes

Jessica Myrick and **Jeff Conlin**, Pennsylvania State

Discussant

Rebecca Ortiz, Syracuse

5:15 to 6:45 p.m. / W000

Room Name

Newspaper and Online News and Mass Communication and Society Divisions

Research Panel Session

50 Years of Agenda Setting

Moderating/Presiding:

Chris Vargo, Colorado

Panelists:

Max McCombs, Texas

Donald Shaw, North Carolina

David Weaver, Indiana

Salma Ghanem, DePaul

Thursday August 9th, 2018

11 a.m. to 12:30 p.m. / R000

Room Name

Media Ethics and Mass Communication and Society Divisions

Teaching Panel Session

10 Cool Ideas You Can Use RIGHT NOW to Teach Ethics, Fake News (and Maybe Even Organize Your Life)

Moderating/Presiding

Jan Leach, Kent State

Panelists:

Alyssa Appelman, Northern Kentucky

Christina Smith, Georgia College

Katy Bartzen Culver, Wisconsin-Madison

Nicole Kraft, Ohio State

D. 2018 MCS Division Social Details

Location:

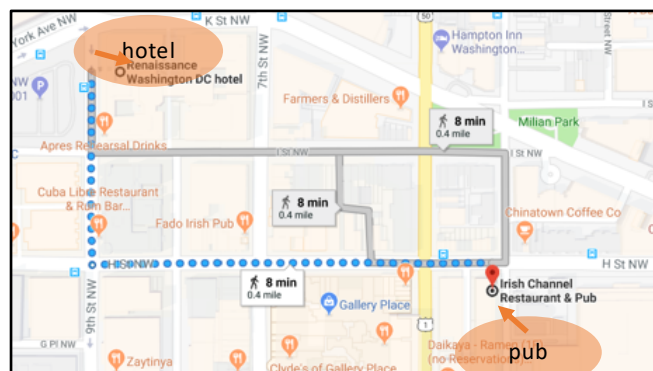
Irish Channel Restaurant & Pub

500 H St NW. Washington, Dc 20001

(8-min walking from hotel)

Contact: irishchannelpub@gmail.com

Shawn, 202 216 0046



Time: Tuesday, August 7: 8:30-10:00 pm

Estimated Attendees: 60 people

Reserved:

Menu:

Dessert Platter: \$4.25 (per person) * 50 = \$212.5

Cheese Platter: \$5 (per person) * 50 = \$250

Buffalo Wings \$5 (2 per person) * 40 = \$200

Shrimp Cocktail \$6 (3 per person) * 50 = \$300

Guinness Meatball \$4 (5 per person) * 50 = \$200

Signature Sandwich Platter \$12 per person * 50 = \$600

Veggie Platter with Hummus \$3 * 30 = \$90

Irish Hot Tea Service (serves 10) = \$30

Fruit Juice \$4 (per person) * 20 = \$80

Total for food and nonalcoholic drinks = \$1962.5

Bar = \$18 per person/hour * 2 * 50 = \$1800 (Include domestic beers, house wines, rail liquor and soft drinks)

E. MCS Awards Luncheon Details and Confirmation

Estimated: 30 people

Date: Wednesday, August 8, 12:15p to 1:30p

Room: Renaissance Ballroom West B, The Renaissance Hotel Downtown

Total Budgeted Price: \$2531.25

Food = \$1875, Service Charge = \$468.75, Tax = \$187.5

[All food and beverage is subject to a 25% taxable service charge and 10% tax]

Food:

LAFAYETTE - \$62.50

soup of the day, sliced artisan breads and butter

caesar salad, parmesan cheese, croutons

fresh mozzarella - prosciutto salad in a basil vinaigrette

roasted cauliflower, roasted mushrooms, romesco dressing

HOT: braised chicken thighs in pumpkin seed sauce

salmon medallions, lentil ragout

succotash of Blue Ridge Farm vegetables

Israeli couscous

DESSERT: chocolate pecan pie, carrot cake, key lime pie

Royal Cup coffee service and specialty teas by Taylors of Harrogate

Email confirmation:

Good Morning Dr. Yu,

It is nice to e-meet you!

I have the MCSD luncheon confirmed in Renaissance Ballroom West B on Wednesday, August 8th at 12:15pm.

I have noted your lunch selection of the Lafayette Buffet. Please send your guest count by June 25th, we can add to the count as the conference gets closer.

Please note the service charge for the hotel has been increased to 25% from 24%.

Thank you,

Amanda Caldwell

AEJMC/ASJMC Conference Manager

234 Outlet Pointe Blvd., Ste. A

Columbia, SC 29210

(803) 798-0274

AEJMCmeetings@aejmc.org

www.aejmc.org

F. Webmaster Guide



Webmaster Guide

Website: <http://aejmc.us/mcs/>
Log-In: <http://aejmc.us/mcs/wp-login.php>

May 2018

Overview

The Mass Communication & Society division website (<http://aejmc.us/mcs/>) is a part of the AEJMC Network, a shared home for the web presences of AEJMC divisions and interest groups. The Mass Communication and Society website is a Wordpress site, and the site is hosted by AEJMC. As such, to access the site, the MC&S webmaster will need to a) familiarize themselves with the AEJMC Network and b) request Editor permissions from the AEJMC Network administrator.

An effective MC&S Webmaster should ideally have two primary skills:

- *Knowledge of and experience managing Wordpress-driven websites*
- *Basic HTML and CSS experience*

Access to the AEJMC Network

As Webmaster, you should be granted “*Editor*” permissions for the MC&S website. While this limits some of the changes you will be able to enact on the website, this is required by the AEJMC Network to protect site security.

If you need to make edits to the site (such as changes to the layout or theme of the site, editing menu items, etc.), you can request administrator privileges after reviewing the Administrator Agreement: <http://aejmc.us/wordpress/user-privilege-levels/administrator-agreement/>.

See the Administrator Policy below before making such requests. Keep in mind the AEJMC Network administrator may want to interview you prior to granting you administrative privileges.

Getting Started

Prior to requesting editor access to the MC&S website, please review the following information regarding the AEJMC Network:

- About Wordpress: <http://aejmc.us/wordpress/>
- Terms of Use: <http://aejmc.us/wordpress/wordpress-use/>
- Administrator Policy: <http://aejmc.us/wordpress/user-privilege-levels/administrator-policy/>
- Wordpress Security: <http://aejmc.us/wordpress/wordpress-security/>

Requesting Access

After you have reviewed the information above, you will need to email the AEJMC Network administrator to request access to the site. Email **Randy Reddick** at r.reddick@ttu.edu, cc: the current MC&S head, and include the following information:

- Introduce yourself as the new Webmaster for the Mass Communication & Society Division
- *Indicate that you have read and understand the **Terms of Use (mandatory)***
- Request “Editor” Permissions for the MC&S website
- Request the administrator delete the previous webmaster’s account/access

Website Update Schedule

The MC&S website will need to be updated with new information on an ongoing basis. Specific information should be requested from the division head or committee chairs. Use the following calendar to keep up with required changes/updates:

Month	Page	Directions
September / October (<i>after the new officers are instated</i>)	Officers	Under the Officers page, make the following edits: <ul style="list-style-type: none"> • Create a list of the previous years officers and add it below “Past Officers” at the bottom of the page • Edit/Add this year’s officers under the correct positions using contact information provided by the division head • For new individual images, resize the photos using Photoshop or a comparable photo editor to either 150x150 pixels or a perfect square dimensions (you should resize any images to 150x150 pixels on the page); upload the images to the Media Center for use on the Officer’s page
	Committees <ul style="list-style-type: none"> • Awards • Comm. • Graduate • Midwinter • PF&R • Programming • Research • Teaching 	Update each committee page with new officer images and contact information
	Conferences <ul style="list-style-type: none"> • Annual • Midwinter 	Remove paper calls from both the Annual and Midwinter pages in anticipation of future conferences <ul style="list-style-type: none"> • Acceptable to use “Coming Soon” until the new calls are available
	Goals	Remove the previous year’s goals and replace with the current year’s goals, along with the current head’s picture <ul style="list-style-type: none"> • Goals should be provided by the division head
	Awards <ul style="list-style-type: none"> • Research 	Each award page should be updated with new submission deadlines and winners from the past year.

	<ul style="list-style-type: none"> • Teaching • PF&R • Travel 	
	Meeting Minutes	Replace the past year's meeting minutes with the most recent year's minutes
November	Midwinter	Once available from the midwinter chair, edit the midwinter page with the new call
January	Annual Conference	As with the midwinter call, once available, edit the annual conference page with the new call
Ongoing / As Needed	Newsletter	When each newsletter becomes available, upload a PDF to the Media Center; post a link and abstract on the blog (which updates the Newsletter page)
	Reports and Newsletters	Post a PDF link to each newsletter on the Newsletter archive page

G. Up-dated By-Laws (Changes proposed and approved August 10, 2017)

ARTICLE I

ORGANIZATION

SECTION 1.

The Mass Communication and Society (MCS) Division is a division of the Association for Education in Journalism (AEJMC). As such, it is subject to all of the regulations and responsibilities decreed by the parent AEJMC for its various divisions. The Constitution and Bylaws of AEJMC and its standing committees shall take precedence over those of the MCS Division.

ARTICLE II

PURPOSES

SECTION 1.

The purposes of the MCS Division are:

- To encourage the study of mass communication as a system which provides the means for certain needs of society to be met and for certain problems to be solved.
- To encourage the study of mass communication as it relates to other institutions in society. An understanding of the systems through which societies communicate is as important to an educated person as is an understanding of the better known political, economic, and social orders of society.
- To encourage the study of mass communication through diverse forms of qualitative, quantitative, and historical research approaches.
- To encourage members of AEJMC to bring to their teaching and research a conception of the whole of mass communication and not just its individual parts.
- To help provide a liaison between members of AEJMC and scholars in other areas who are interested in mass communication and what it does to and for society.

SECTION 2.

To achieve these purposes, the Division may:

- Sponsor programs at the annual conventions of AEJMC and of other scholarly organizations.
- Encourage a dialogue within AEJMC and between AEJMC and other scholarly organizations concerning the role of mass communication in modern society.
- Publish papers, monographs, journals, and newsletters.
- Cooperate with other divisions and groups of AEJMC in the sponsorship of conferences, programs, meetings, publications, etc., which contribute to an understanding of mass communication and society.
- Encourage awareness among practitioners in the various mass communication professions and industries that they are part of a vast system that affects society and is affected by society in various ways.

ARTICLE III

MEMBERSHIP AND DUES

SECTION 1.

Membership is open to all interested members of AEJMC.

SECTION 2.

Dues are \$24.00 per calendar year for faculty members, although a special, reduced fee may be approved by the MCS 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 MCS Executive Committee, but changes must be ratified by members at the annual Business Meeting to become permanent.

ARTICLE IV

OFFICERS

SECTION 1.

The MCS Executive Committee shall be composed of the Division Head, Vice Head, Vice Head-Elect, Immediate Past Head, Division Journal Editor, and Chairs of all standing committees. 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 Division Head shall direct.

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 business meeting at the AEJMC convention. If the Vice Head is unable to serve, the Vice Head-Elect will assume the position of Vice Head. Other vacancies on the Executive Committee will be filled by a nomination process before or during the convention and approval by the members during the MCS business meeting. The Head, Vice Head, and Vice Head-elect will put forth a slate of officers at the annual MCS meeting. However, nominations may be made from the floor during the MCS business meeting at which an election is held.

SECTION 3.

Head: The Division 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 business meeting and any special members' meetings of the Division. The Head shall maintain the Division's books and (with the counter-signature of 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 is expected to attend the annual AEJMC convention, where he or she will conduct Division business.

SECTION 4.

Vice Head: The Vice Head shall perform the duties of the Division 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 the annual AEJMC convention where he or she will conduct Division Business.

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 as the Division's membership coordinator for the AEJMC annual convention at which the Vice Head-Elect moves up to Vice-Head, and he or she shall perform other duties as the Head shall direct. The Vice Head-Elect, as the Division's Membership Chair, is expected to attend the annual AEJMC convention where he or she will help conduct Division business.

Before an MCS Officer can become Vice Head-Elect of the MCS Division he/she should be a successful Division Officer in multiple positions on different committees. The person appointed also must have served as either Research Chair or Midwinter Chair. If no suitable candidate is available, the Head, Vice Head, and Vice Head-elect may appoint someone.

SECTION 6.

Secretary: The newsletter editor/secretary shall be responsible for the minutes of division meetings and distribute minutes to all division members and publish and distribute the division's newsletter four times each year (fall, winter, spring, summer prior to conference).

SECTION 7.

Other officers in the Division will include those members elected to lead PF&R, Teaching, Research, Awards, Communications, Graduate Students, and Midwinter Conference efforts for the Division and others elected for special duties by the membership.

ARTICLE V

GENERAL COMMITTEE STRUCTURE*SECTION 1.*

The Division's three major, permanent areas of concentration are Professional Freedom and Responsibility (PF&R), Research, and Teaching.

SECTION 2.

Activities in each area shall be coordinated by two persons approved by the membership at the annual meeting. Each committee will have a Chair and Associate Chair. Additional committee members will be appointed by the Head, Vice Head, and Vice Head-elect, and

the slate voted on at the annual Business Meeting. Associate Chairs and additional Committee Members will be Officers in the Division. Chairs should rely upon their respective committees in making decisions for the Division. In addition, Chairs should train Associates and Committee Members so they can subsequently move into leadership positions. *Associate Chairs may move up to Chair positions the subsequent year.* If so desired, and in consultation with the Head, the persons may appoint a committee to help with duties.

SECTION 3.

The PF&R, Teaching and Research Chairs are responsible for helping the Program Chairperson develop at least one convention session, for advising the Division Head as needed, and for performing other duties as the Head shall direct. In addition, the Research Chairperson is responsible for coordinating paper competitions during the AEJMC convention.

ARTICLE VI

MEETINGS

SECTION 1.

The Division's annual business meeting will be held in conjunction with and during the annual AEJMC convention. Special meetings may be called by the Head as necessary.

SECTION 2.

A quorum at the annual business meeting shall consist of the Division members present. A quorum at a special meeting shall consist of a majority of the Division Executive Committee.

SECTION 3.

A Division member unable to attend a meeting may give his or her proxy in writing to another Division member. The proxy shall be deposited with the Secretary prior to or at the opening of the meeting.

ARTICLE VII

AMENDMENTS

SECTION 1.

The bylaws may be amended by a two-thirds vote of those present at the annual business meeting.

SECTION 2.

Proposed amendments should be distributed in writing to the total Division membership at least two weeks prior to the meeting at which they are to be voted on.

ARTICLE VIII

AWARDS

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. Information regarding rules and monetary amounts will be publicized to the membership as soon as it is available.

SECTION 2.

Paper competitions for the annual conference will be guided by the Research Committee Chair. Midwinter Conference competitions will be guided by the Midwinter Committee Chair. All other awards and contests will be guided by the Chair of the Awards Committee.

In MCS paper competitions, graduate students should not serve as reviewers. (per the AEJMC Research Chair's Handbook).

In MCS paper judging, submitters cannot judge in a competition in which they have submitted (per the AEJMC Research Committee guidelines).

Members serving on the Research Committee cannot submit to the MCS Division paper competitions at the annual conference. Members serving on the Midwinter Committee cannot submit to the MCS Division paper competitions at the Midwinter Conference.

SECTION 3.

The Awards Committee Chair 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.

ARTICLE IX

MASS COMMUNICATION AND SOCIETY JOURNAL

SECTION 1.

The Division will support the publication of the refereed journal "Mass Communication and Society" six times annually. Special issues may be published from time to time, but not more often than once per volume.

SECTION 2.

A portion of each member's annual dues may be used to support "Mass Communication and Society."

Separate books will be maintained by the MCS Division Head for “Mass Communication and Society” revenue and expenditures. All expenditures from the “Mass Communication and Society” account must be approved by the MCS 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. Such investment 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.

SECTION 3.

A Committee of five persons (i.e., Editorial Selection Committee), including the Committee Chairperson, will oversee selection of Editors of “Mass Communication and Society.” Production, promotion, distribution, fulfillment, and subscription management for members and non-member subscribers to the publication will be managed by a Publisher. The relationship with the Publisher will be governed by an agreement between the Division and the Publisher, the terms of which will be revisited prior to the end of each renewal period. The Editorial Selection Committee Chairperson will be appointed by the MCS Division Head, and the Chairperson will select three members of the committee, with the advice and consent of the Division Head. The fifth member of the committee will be the Vice Head of the MCS Division. The Editorial Selection Committee Chair will be a granted status as a member of the MCS Executive Committee for that period. A representative of the Publisher will also serve in a non-voting capacity on the committee.

SECTION 4.

The Editor for “Mass Communication and Society” will be elected by the Division’s membership every three years at the Division’s annual business meeting. Applications for the position will be solicited from Division members in January of the year of the appropriate Division meeting by the Editorial Selection Committee, which will be two years prior to the publication of the new Editor’s first volume. To be considered for the position, each candidate must be a member of the Division and AEJMC in good standing, and the Editor must remain a member of the Division throughout the term of service. After consultation with the MCS Executive Committee, the Editorial Selection Committee will circulate its recommendation in the MCS newsletter at least two months before the appropriate annual meeting. The Incoming Editor will take on the editorial responsibilities for the Journal one year prior to the publication of the first issue for which he/she is responsible.

SECTION 5.

Any person selected as “Mass Communication and Society” Editor will serve a three- year term; a limit of two terms will be imposed on the number of consecutive terms an Editor may serve. If for some reason the Editor is not able to serve his or her complete term, the Editorial Selection Committee, after consultation with the Division Head, will make an interim appointment to complete the unfinished term.

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 MCS Division. The Division will provide support of up to \$5,000 to cover expenses of the Editor related to the administration of the Journal from Journal funds. The Division will also provide a \$2,500 summer stipend to be paid after all proofs are submitted to the publisher for an annual volume, concurrent with stipend payments to Associate Editors.

SECTION 7.

In the event that the Editor is not able or willing to complete his/her duties in a satisfactory manner, the Editor may be removed. In the case that it is deemed necessary to remove an Editor, the Division Head will reconstitute the Editorial Selection Committee (see Section 3) to propose removal. Unanimous agreement of the Editorial Selection Committee is required to submit a proposal for removal to the Division membership. It is intended that these measures be pursued only in the direst of circumstances, such as repeated non-publication of issues or clear violations of peer review procedures. In the event that an Editor is removed, the Editorial Selection Committee will select an Interim Editor to complete the term, and will include this recommendation with its proposal for removal of the Editor.

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 MCS 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, \$1,500 will be provided to the Guest Editor from Journal funds upon submission of final symposium proofs to the Publisher for printing.

SECTION 9.

The Journal Editor may appoint up to five Associate Editors to serve concurrently, who will each be paid an annual stipend of \$2,500 from Journal funds after satisfactorily performing their assigned duties through submission of proof copy edits to the Publisher for an entire volume of the Journal. Associate Editors who serve less than a full year may have their

stipend prorated based on the proportion of issues in the volume that were completed during their time of service. The Editor-Elect may also receive a \$2,500 stipend for the year served in advance of publishing his or her first issues and receiving support from the Publisher.

SECTION 10.

At the Editor's discretion, up to 150 pages may be added to the Journal's allotted size each year to provide space for reducing the backlog of accepted manuscripts that otherwise could not be published for more than six months. The additional pages will be paid for from Journal funds.

SECTION 11.

The MCS Journal fund will provide financial support for a student to serve as the Editorial Assistant at the Editor's home institution. Financial support of the lesser of \$10,000 or the actual financial remuneration paid to the student at the institution's normal stipend rate (or hourly rate if not paid by stipend insofar as any offer is consistent with the student's home college/university regulations and/or student employee union rules or guidelines) will be provided to the host school or department. If the Assistant's time is divided between the Journal and other duties, the payment from the Journal funds will correspond with the percentage of the student's stipend funded work that is devoted to the Journal (e.g. \$15,000 stipend * 50% work for journal = \$7,500 support). Amount of stipend to be reviewed upon an Editor's election.

Editorial Assistant summer stipend: The MCS Journal will pay an annual stipend of \$5,000 to the Editorial Assistant for continuing duties between spring and fall semester. The stipend will be renewed annually pending availability of funds.

SECTION 12.

Transition between an Outgoing Editor and an Incoming Editor may require dual support for editorial expenses and Journal assistants. Therefore, expenses may be paid for support of both Editors and their student Editorial Assistants for a period not to exceed six months or one academic term as applicable. Affected expenses are listed in Sections 6 and 11 of Article IX.

SECTION 13.

The MCS Journal fund will pay an annual stipend of \$2,500 to the Book Review Editor for coordinating and soliciting book reviews for the Journal.

SECTION 14.

To motivate and reward service of reviewers, the MCS Journal will give an award of \$500 (from Journal funds) accompanied by a plaque or certificate to one outstanding reviewer selected each year. The Editor and Associate Editors will form a committee to select the reviewer of the year. Criteria for determining the award will include the number of reviews completed, quality of the review, promptness of review response, and the impact of

reviews in nurturing young scholars. In the event of no suitable nomination, the Editors reserve the right not to give the award.

SECTION 15.

To recognize and reward authors, the MCS Journal will award a \$500 prize and plaque (from Journal funds) to one outstanding article published in MCS during the previous volume year. The Editor and Associate Editors will form a committee to receive nominations and to select the outstanding article of the year. Authors can self-nominate or nominate others. Criteria for determining the award will include the advancement of theory, quality of writing, and number of citations (or downloads), and publicity (if applicable). In the event of no suitable nomination, the Editors reserve the right not to give the award.