



Newsletter

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by **Melanie Sarge, MCS Division Head**

Another Successful Year for Mass Communication and Society

The past year has been a time of great excitement and improvements for MCS! I hope these changes provide a solid foundation that enables the Division to focus on advancement and growth in the years to come. We could not have achieved any of our successes this year without the dependable MCS Officers, the ever so patient AEJMC Office Team, and the consistent support of MCS Members.

The first task completed on the agenda was to invest funds from the journal reserves. The earnings from this investment will go back to our divisional operating account. Additionally, the subcommittee formed last year to oversee funds has several ideas to share at this year's Members' Meeting about how best to use some of the Division's excess monies. Another goal we focused on this year was to improve communication with members. As you may have noticed, we were able to get our member listserv moved, up-dated,

and functioning properly. A total of 8 emails were sent to members, 3 newsletters were produced and distributed, and our website is up-to-date regarding the information displayed and who has editing control. Lastly, we had an increase in applications for most MCS awards compared to previous years, but it is important we continue to spread the word about these and all the other benefits the Division has to offer its members.

Next year we also want to continue trying to increase the number of Annual Conference panel suggestions we receive from members. We did not see a big increase this year. Remember, an email soliciting suggestions should arrive around late September. And we are still looking for ideas on how to best contribute to the education and mentoring of graduate students given our Division's previous mentorship program lack of significant interest.

These are just a few goals achieved and some that still need additional attention. We will be sharing more details with all members at our Annual Conference

in August during the Members' Meeting. This year's Members' Meeting will take place on Tuesday at 6:45pm, immediately after our "Best of" Refereed Research Panel at 5pm and before our highly anticipated Social at 8:30pm at the Irish Channel Restaurant. We have several items to discuss at our meeting, and we want to hear from you, our members! There are so many ways in which the MCS Division could improve. But we can only do that with involvement and fresh ideas from our members.

It has been an honor serving as Head of Mass Communication & Society and I look forward to seeing you all in D.C. this August!

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MCS Co-Sponsors Pre-Conference with PR Division at This Year's Annual Conference

by Jay Hmielowski, Vice Head

One of the questions scholars always ask is whether their research is having an effect on society. Although we as a scholarly community see our efforts as important, there's always the nagging problem of whether other people are reading our work and whether policy makers and practitioners are applying our research to the work they're doing at their organizations. Universities have acknowledged the importance of creating socially meaningful research. One of the main barriers preventing this from happening is the communication gap between the scholarly community and those working in industry. To address this issue, we are co-sponsoring a pre-conference event with the Public Relations Division that tries to tackle this matter.

This session will include scholars presenting their research, a discussion with faculty members representing organizations that try to bridge the communication gap between academics and practitioners, and a discussion with a group of practitioners. This four-hour event will include research presentations from academics that have studied the role of advocacy communication in society. Next, faculty working with organizations that attempt to foster relationships between faculty and industry will talk about the work of these organizations and how they can

help foster relationships between academics and practitioners. The session will also include people working for organizations engaged in public advocacy to better understand what they are looking for from academics, and what they see as their needs and how academics can help them achieve their goals. The session will end with breakout sessions where participants can have longer discussions with faculty and practitioners.

The pre-conference event will be on Sunday Aug. 5th from 1pm to 5pm. If you're interested in being part of this event, you can sign up through the AEJMC website. If you have questions about the pre-conference panel, please contact the PR Division Head Richard Waters or the MCS Division Head Melanie Sarge. Below is a list of the panelists for this session. Enjoy the rest of your summers, and see you in a few weeks in Washington, D.C.

Research Panel

Examining the case of Dick's Sporting Goods: Realignment of stakeholder through corporate social advocacy

-Barbara Miller Gaither, Elon;
Lucinda Austin, UNC; &
Morgan Collins, Elon

Constructive advocacy: A strategy of hope in activist strategic com-

munication

-Erica Ciszek, Texas

Globalization, pluralization, and erosion: The impact of shifting societal expectations for advocacy and public good

-Melissa Dodd, UCF

Bridging Research and Practice

Brigitta Brunner, Auburn,
Editor Journal of Public Interest
Communication

Julia Daisy Fraustino, West
Virginia, Co-director Public Inter-
est Communication Research Lab

Ann Christiano, Florida,
Frank Karel Chair in Public
Interest Communication

Denise Bortree, Penn State,
Director, Arthur W. Page Center for
Integrity in Public Communication

Practitioner Panel

Mike Fulton, Public Affairs and
Advocacy, Asher Agency

Matthew Wright,
Advocacy and Outreach Director,
Children's Hospital Association

Chuck McCutcheon, Editor,
Bloomberg

Debra Silimeo, Executive Vice
President, Hager Sharp



MCS Awards Recognize Teaching, Research and Service

by Robert McKeever, Awards Chair

Greetings from the MCS Awards Committee! With our Division's continued popularity and large member base, this year we again saw tremendous interest expressed by our members in MCS's numerous research, teaching, and service award competitions. Thank you to everyone who submitted an application for any of our awards!



Acknowledging Excellence in Teaching with the Promising Professor Awards

by Melanie Sarge, MCS Division Head

The Promising Professor Awards honor new faculty and graduate students who demonstrate excellence and innovation in teaching. Three junior faculty and two graduate students will be honored at this year's Annual Conference. These winners will be recognized and presented monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place at this year's Awards Luncheon. Please see the 2018 winners listed.



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)

After two busy months in May and June receiving and reviewing submissions, we are pleased, on behalf of our Division's officers and our reviewers, to announce the winners/recipients of the MCS awards. This year's Traves Service Award winner is **Ran Wei** (University of South Carolina), and the Travel Award winner is **Jiawei Liu** (University of Wisconsin-Madi-

son). We will honor and present each of the winners with their awards at the MCS awards luncheon. We wish to congratulate this year's award recipients and would also like to strongly encourage all of our Division members to apply for these awards in the future so that we may recognize your outstanding contributions to our field.

For the past two years, MCS has also held a Teaching Ideas Competition to build upon the idea of Scholarship of Teaching and Learning (SoTL). SoTL treats teaching as a research agenda where formal methodological techniques and standards of peer review are applied to examine innovative teaching approaches. To fit within the concept of SoTL this award honors projects that pose 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. This award is open to a wide range of qualitative and quantitative approaches, but the methods used (and their theoretical grounding) should be made explicit. The 2017-2018 winner of this competition was: **Yue Zheng** of California State University, Northridge.



The Price of Professional Freedom and Responsibility

by Dean Cummings, PF&R Chair

Professional Freedom and Responsibility comes with a cost. Reporters and staff at the *Capital Gazette* paid the ultimate price in protecting professional freedoms. The survivors of the attack took up their responsibility to inform the public as they heroically published their newspaper in the haze of mourning and grief. They are heroes as patriotic as any soldier caught in a fight between principles and survival.

The members of the Professional Freedom and Responsibility Committee pay homage to those who lost their lives in the Annap-

olis shooting, and we salute those who assured a paper would be published the next day. The response of the *Capital Gazette* staff makes us proud to be journalists, and we hope to emulate their actions if we ever find ourselves in similar tragic circumstances.

Victor Hugo wrote, "Every diminution of the liberty of the press is followed by a diminution of civilization." Our freedoms will be protected if we close ranks and support the heroes among us. We should not be fearful if we follow the examples of others who have sacrificed their lives or careers for

the greater good. It is rare that the press in the United States is considered an enemy of democracy, but we are in the midst of a new reality where truth is an outlier. We must maintain our objectivity despite the difficulties of being under attack from tribal protectionists. We must support each other to maintain journalistic integrity and punish those who give righteous indignation to our foes.

The AEJMC Annual Conference will provide us with reinforcement. Join us, and together we will be able to support each other and analyze the challenges we face.

FREEDOM
↓
RESPONSIBILITY



MCS Announces Research Award Winners

by Masahiro Yamamoto, Research Chair

Once again MCS had competitive competitions for our research awards. In this newsletter, we provide a brief overview of the projects and papers that won the awards this year.

First, we had two projects that won our faculty research award and one project that won our student research award.

The first faculty project, "The Correlates and Effects of Immersive Journalism: Who Uses Virtual Reality for News and with What Effects on Political Learning?", was written by **Matthew Barnidge** (University of Alabama).

The second faculty project, "News Media Effects, Attitudes toward Black Protest Movements and the Intersections of Injustice", was written by **Danielle K. Kilgo** (Indiana University) and **Rachel R. Mourão** (Michigan State University).

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 projects will be given \$10,000 awards. The student project will be given a \$5,000 award.

Second, **Danielle K. Kilgo** is the winner of the 2018 MCS Dissertation Award for her dissertation titled, "Black, White, and Blue: Media and Audience Frames from Visual News Coverage of Police Use of Force and Unrest."

Third, we recognize the winners of this year's paper competition. The three top paper winners in the open competition were:

- (1) **Iris Van Venrooij, Tobias Sachs, and Mariska Kleemans** (Radboud University)
- (2) **Kirstie Hettinga** (California Lutheran University) and **Alyssa Appelman** (Northern Kentucky University)

- (3) **Magdalena Saldana** (Pontificia Universidad Catolica de Chile)

The three top paper winners in the student competition were:

- (1) **Lin Li** (Michigan State University) and **Shao Chengyuan** (University of North Carolina at Chapel Hill)
- (2) **Dhiman Chattopadhyay and Sriya Chattopadhyay** (Bowling Green State University)

- (3) **Susan Tebben** (Ohio University)

Finally, we recognized two papers in the Moeller Student competition:

- (1) **Deborah Dwyer** (University of North Carolina at Chapel Hill)
- (2) **Nandini Bhalla** (University of South Carolina).

All competition winners will be recognized at the Division's business meeting and awards luncheon on August 8th from 12:15pm to 1:30pm. Congratulations to all the award winners.



Sign Up Now for PF&R Tours

PF&R will be hosting a tour of the Newseum on August 7th at 1:30pm. Plan to meet by 1pm in the hotel lobby or meet us at the Newseum. The visit will be a great way to gain historical perspective of journalistic challenges in the United States. We have free tickets for the first ten members who sign up. If you would like a ticket please contact Dean Cummings at dcummings@georgiasouthern.edu.



Photo credit: "Another Believer"



Photo credit: "Architect of the Capitol"

PF&R will also host a visit to the Library of Congress on Wednesday, August 8th at 10am. We will be meeting at the the Library of Congress at 9:45am. Please pre-register by contacting Dean Cummings at dcummings@georgiasouthern.edu.



Mass Communication and Society Journal Update

by Fuyuan Shen,
MCS Journal Editor-in-Chief

Mass Communication and Society Journal continues to perform well. The *Journal's* submission numbers and impact factors remain strong.

In 2017, we received a total of 349 manuscripts and accepted 36, resulting in an overall acceptance rate of 10.3 percent. The *Journal's* one-year impact factor in 2017 increased to 1.634, a slight change from 1.308 in 2016. Additionally, the five-year impact factor rose to 1.880 in 2017, compared to 1.543 in the previous year.

Every year, the *Journal* recognizes a top reviewer who has done an outstanding job in reviewing manuscripts for the *Journal*. The editor and the associate editors select the winner based on the quality and quantity of reviews. This year's Reviewer of the Year Award goes to **Dr. Masahiro Yamamoto** of SUNY-Albany. Dr. Yamamoto has provided many valuable reviews for us during the past year. We appreciate his dedication and contributions to the *Journal*.

We also select a winning paper for the Article of the Year Award based on its theoretical advancement, quality of writing,

and impact. To identify this year's winning article, we considered the impact metrics provided by the publisher and sought nominations from members of our editorial board. After carefully considering all the criteria, it is my pleasure to announce that this award will go to the following article by **Christian von Sikorski, Desirée Schmuck, Jörg Matthes and Alice Binder** from the University of Vienna: "Muslims are not Terrorists": Islamic State coverage, journalistic differentiation between terrorism and Islam, fear reactions, and attitudes toward Muslims. *Mass Communication and Society*, 20(6), 825-848.

We will be recognizing the *Journal's* award winners during this year's AEJMC Annual Conference in Washington, D.C.

Finally, the *Journal* would like to thank all Division members for their support of the *Journal*. Many members have shared their research with the *Journal* or reviewed articles for us. Providing high quality reviews to authors in a timely manner will continue to be our top priority.

MCS Journal

By the Numbers

Acceptance Rate

10.3%

1-Year Impact Factor

1.634

5-Year Impact Factor

1.880

Reviewer of the Year

Masahiro Yamamoto



MCS Hosts Social at Irish Channel

by Nan Yu, Vice Head Elect

Join other Mass Communication and Society members at the Irish Channel on Tuesday, August 7th, from 8:30 to 10:00pm for the Division's annual off-site social. This is a wonderful opportunity to connect with other scholars in our division.

The Irish Channel Restaurant & Pub locates at 500 H Street NW, Washington, DC 20001, a five-minute walk from the conference hotel.



All members are WELCOME! There is no need to R.S.V.P.

The event will provide open bar for house wines, domestic beer, soft drinks, and an appetizer buffet. Here are some of the mouth-watering appetizers you can enjoy:

shrimp cocktail, Guinness meatballs, signature sandwiches, wings, as well as cheese, veggie, and dessert platters.

It is the best social event of the year for MCS members. Don't miss it!



Midwinter Conference

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

The Midwinter Conference Committee encourages all MCS members to consider submitting research abstracts to the 2019 Midwinter Conference. The Midwinter Conference is an annual research forum for all communication faculty and students held in early March each year. For the last decade, Midwinter has been hosted at the Gaylord College of Journalism at the University of Oklahoma.

Midwinter is a great opportunity for students and faculty to get initial feedback on their studies before the April sub-

mission deadline for the national conference – papers submitted to Midwinter may be submitted, again, to the Annual Conference April 1. The Midwinter submission deadline is usually early December and decisions are made by mid-January. Despite its increasing popularity, Midwinter Conference has always maintained an intimate and welcoming environment to allow in-depth conversations among scholars of all research areas.

Over the years, MCS has set multiple records for the number of submissions, the number of abstracts accepted, and the number of

panels hosted at the conferences. MCS also offers a top abstract award and is the only division that offers competitive travel awards to student attendees.

The call for abstracts for the 2019 Midwinter Conference will be announced in MCS' fall newsletter as well as the Division's social media channels and website <http://aejmc.us/mcs/conferences/midwinter>. For more information, please contact the MCS Midwinter Committee Chairs, Dr. Xi Cui (xcui@cofc.edu) and Dr. Kelly Kaufhold (kellykaufhold@txstate.edu).



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