



# Newsletter

**Vol. 52, Issue 1**  
**Fall 2018**

Midwinter Update ..... Page 5  
MCS Award Winners ..... Page 6  
Business Meeting Notes ... Page 10



by Jay  
**Hmielowski,**  
**MCS Division**  
**Head**

## Looking Ahead for Mass Comm & Society

Hello, MCS members. I am pleased to be starting my term as Head of the Division. I want to take this opportunity to provide everyone with an overview of what the Division will be working on this upcoming year. In general, our big goals for this year include finding a new editor for *Mass Communication & Society Journal*, proposing some ideas at the upcoming Annual Conference on ways to use the MCS funds, examining what effect spending the money will have on our long-term budget, increasing applications for our various awards, and planning for the upcoming Annual Conference in Toronto.

The first thing we will be focused on this year is finding a new editor for our *Mass Communication & Society Journal*. After four years of exemplary service, Dr. Fuyuan Shen will start the transition to a new editor next fall. We

have secured a chair for the search and will be releasing a call to find a new editor this winter. Keep an eye out for the call. We will distribute it through the email list, social media, and the *Journal* website. Please encourage individuals who you think would serve as an excellent editor to apply to the position. The *Journal* continues to improve and produce high quality work. Our job is to find another editor that will continue the upward trajectory for the *Journal*.

Next, we will be working to propose some ideas to members at this upcoming Annual Conference to spend down the MCS funds. In this newsletter, Masahiro Yamamoto has additional information regarding this process. If you have ideas about spending the funds, please email myself (jhmielowski@wsu.edu) and Masa (myamamoto2@albany.edu) so we can look into what would need to be done to implement the idea. Tied to spending the money, we will need to examine our year-to-year budget to be sure that whatever we decide to implement this year will not drain the funds and put the Division in a precarious budgetary situation.

We also plan to redouble our efforts to increase applications for all of our awards. In this issue of the newsletter, several committees have highlighted awards that have received fewer applications in recent years. Check out the articles highlighting these awards, and feel free to submit materials. If the award doesn't apply to you, then please send along information to friends or colleagues you think might be interested in submitting an application for the award.

Lastly, per usual, we are all working to plan next year's Conference. Nan has a brief update about where things stand relative to planning our panels. We will continue to work on the various aspects of planning and will update members through the newsletter and our social media accounts. If you have any questions or ideas that you feel might be helpful to the Division, please feel free to send me an email (jhmielowski@wsu.edu). I look forward to another excellent year for the Division.



## Membership Message

by Masahiro Yamamoto, Vice Head Elect/Membership Chair

The Mass Communication and Society Division is one of the largest and most active divisions of AEJMC. We have various revenue sources, and the Division's cash reserves have been increasing over the past few years. MCS is now in a stable financial situation. As part of AEJMC, a non-profit organization, it is important to monitor our budget situation. Our goal is to maintain, rather than increase, the Division's funds. To this end, last

year the Division formed a subcommittee led by Melanie Sarge, Outgoing Head, to start examining this situation and brainstorming ways to spend down the existing funds. Some ideas proposed are increasing the maximum amount for existing awards (e.g. MCS Research Awards), funding new awards, creating a new journal, and translating *Mass Communication and Society Journal* into different languages. While this year's

Division Head Jay Hmielowski will continue to work with the subcommittee to determine the cost and feasibility of these ideas, we are still looking for other ideas. If you have any thoughts and opinions on how the Division can/should use the available funds, please contact me at myamamoto2@albany.edu. We want to make sure that the funds are used to support the goals of MCS and benefit our Division members!



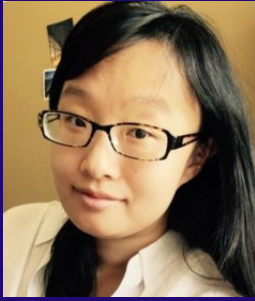
## Conference Programming Update

by Nan Yu, Vice Head

Mass Communication and Society Division sponsored a successful set of panels for the 2018 Annual Conference in DC. Our panels included a variety of important topics such as fake news, reporting in a Trump era, challenges and innovation in the mass communication industry, 50 years of agenda setting, and demystifying the academic job market. Our panels have successfully drawn audiences from our Division members and others interested in the topics. For our research panels, the discussions focused on fake

news, media literacy, the effects of entertainment media, and how message and source attributes can affect strategic communication. Our panelists also discussed challenges and innovations in the field of journalism. For our teaching panels, our panelists covered how students can be better prepared for academic jobs and how to improve the student-advisor relationship. For our PF&R panels, scholars and practitioners discussed about the relationship between reporting, research, and politics in the Trump era.

As for next year's program planning, I am happy to report that we will co-sponsor panels with other divisions covering topics such as hate speech, fake scientific news, high-impact practices in the classroom, and research on controversial topics. We will also have our Division research, teaching, and PF&R sessions planned in 2019. I believe we will have another strong set of panels for Annual Conference 2019 in Toronto.



## Making Professional Freedom & Responsibility Top Priority

by Weirui Wang, PF&R Committee Chair



With the various challenges we are facing in the “post-truth” era, such as the proliferation of opinion and fake news over reliable news, a large decline of trust in media, and big tech backlash, recognizing and promoting the extraordinary effort for holding professional freedom and responsibility (PF&R) values become especially critical. We would like to call your attention to two monetary awards for professional freedom and responsibility.

Established in 2015, these two awards recognize the five PF&R values identified by AEJMC (<http://www.aejmc.com/home/2011/03/ethics-prf/>), namely free expression; ethics; media criticism and accountability; racial, gender and cultural inclusiveness; and public service, as they pertain to mass communication and society. PF&R Awards recognize excellence in either research, teaching or service in any of the five areas. Professionals in mass communication industries upholding these values are strongly recommended to submit for the Professional Award.

The PF&R Award recognizes excellence in research, teaching or service related to the five PF&R principles identified by AEJMC mentioned above. The \$500 award

is open to any individual who has made significant contributions to scholarship or has undertaken professional or service activities that promote excellence in any of the five areas. The research, service or professional activities could have been completed either during the preceding year or reflect work done over a longer period of time.

The Professional Award recognizes professionals for upholding the values of professional freedom and responsibility, diversity and public service. The \$250 is open to any individual who has spent a significant portion of her/his career in mass communication industries (broadcast, print, photojournalism, advertising, public relations, social media, etc.). An individual may be nominated for a significant individual activity related to professional freedom and responsibility, diversity, and public service, or for the individual’s work during the course of her/his career.

Both awards are open to nominations, including self-nominations. More details can be found at: <https://aejmc.us/mcs/>. Please consider submitting nominations for the awards in April 2019.

*MCS Journal*

By the Numbers

Acceptance  
Rate

10.3%

1-Year  
Impact Factor

1.634

5-Year  
Impact Factor

1.880

Journal  
Editor

Fuyuan  
Shen



## Research Committee Report

by Kalyani Chadha, Research Committee Chair

The Mass Communication and Society Division has a long-standing tradition of working to advance mass communication research especially at the “societal or macro-social level,” by offering financial support through grants that it

awards to both faculty and students. Currently, the Division funds two faculty-led projects in the amount of \$10,000 each while also giving \$5,000 to a student applicant. MCS Research Awards are intended for applicants who are engaged in research projects that resonate with the Division’s mission.

The 2015-2016 award to faculty members Jason Martin (DePaul University), Jessica Gall Myrick (Penn State), and Kimberly K. Walker (University of South Florida) resulted in the successful completion of a project titled “How Young, Uninsured Ameri-

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## Communications Committee Report

by Shana J. Meganck, Communications Chair/Social Media 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. Shana Meganck of James Madison University and Terri Hernandez of Mississippi State University are the officers in charge of the committee. As of November 2018, there were 907 members on Facebook, 2,133 followers on Twitter, and 1,105 members on LinkedIn.

As a reminder from last year, we want to encourage people to be more “social” on our sites. We not only want members to continue spreading our Division news by sharing, retweeting, linking or reposting Division information to your own personal accounts, but we also want to see more engage-

ment on the Division sites. Some ways to do this include commenting and liking the news that the Division posts, but also sharing important information of your own on the Division’s pages, such as:

Do you have questions about teaching and/or research? We have a very large network of academics for you to tap into! Let’s try and start conversations on teaching and research that can benefit the entire group.

Did you or a colleague recently get promoted? We want to know about it! Please share this information on the Division’s social channels.

We are all consumed by the news every day, and sometimes that means we miss important top-

ics pertaining to our field. Have you seen something in the news recently that you think would interest the MCS community? Please share it!

Have you published an article or study recently? We all want to know about it! Please make sure to share anything you have published that our audience might be interested in. Or, feel free to reach out to the group if you are looking for a study, have questions about one you’re working on or have a great idea and want to connect with some potential research partners.

We look forward to continued social engagement amongst all of our Division members!

## Research Committee Report

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cans Respond to News Coverage of Obamacare: An Experimental Test of an Affective Mediation Model.” The article, which appeared in the Division’s *Mass Communication and Society Journal* in 2017, examines “how aspects of news coverage of the Affordable Care Act (ACA) and differences in participants’ cognitive and emotional contingent conditions interact to shape attitudes and behavioral intentions toward health care legislation.”

Meanwhile, Prof. Michael Schmierbach, who was one of the winners of the 2016 MCS Faculty Research Awards, edited a 2018 special issue of *Mass Communication and Society Journal* focusing on “Media Theory and the 2016 U.S. Election,” which speaks to the Division’s efforts to promote cutting-edge research, in this case by examining the relevance of traditional theories of mass communication to a shifting media and political landscape.

While proposals for the MCS Research Awards must emphasize interaction with society and thus fit with the Division’s mission, all methodological approaches, both qualitative and quantitative are welcomed. In terms of eligibility, any member of the Division who is currently teaching, researching or studying mass communication full-time can apply for the award. Members of the MCS executive committee or the selection committee are ineligible to apply.

## Join Mass Communication & Society at Midwinter Conference 2019



by Xi Cui, Midwinter Chair

The University of Oklahoma will again host the 2019 AEJMC Midwinter Conference in the beautiful Gaylord College of Journalism and Mass Communication on Friday, March 1 and Saturday, March 2, 2019.

Midwinter Conference is a great opportunity for students and faculty to get initial feedback on their studies before the submission deadline for the Annual Conference, and to get to present their research in an intimate, welcoming environment. In 2018, despite a record number of Midwinter submissions, MCS had an acceptance rate of 52%. MCS, as usual, accounted for one-third of all papers presented at the Midwinter Conference and hosted a record eight panels last year, including health communication and society, stigma and media presentations, agenda setting, partisan media and politics, civic participation, and journalistic professionalism.

The deadline to submit to Midwinter is 11:59 pm, Central Time, Saturday, December 1, 2018. Submit your abstracts of 600 to 800 words, excluding references, to the conference website (<http://bit.ly/midwinter19>). You’ll have to click the “Create Account” link first, then select MCS as your division when you submit. Submissions with identifying

information in the abstracts will be automatically disqualified. If you have any questions, please email the MCS Midwinter Chair, Dr. Xi Cui ([cuix@cofc.edu](mailto:cuix@cofc.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 sent directly to the Midwinter Chair are also welcome, and we always need Division members willing to serve as reviewers in December, as well as discussants and moderators in March. Please contact Xi Cui if you’ll be available and are willing to help.

**11th Annual AEJMC  
Midwinter Conference  
March 1 - 2, 2019  
University of Oklahoma**



## 2018 MCS Award Winners

by Fan Yang, Awards Committee Chair

Greetings from the Awards Committee of the Mass Communication and Society Division! Last year we had a strong pool of MCS award applications around the globe. We'd like to congratulate all the award winners and thank all the applicants who made us aware of the achievements of our colleagues.

Each year MCS presents three major research awards. The 2018 MCS Dissertation Award went to assistant professor Danielle Kilgo at Indiana University. The MCS Research Award in the faculty category was shared by Matthew Barnidge from the University of Alabama, Danielle Kilgo from Indiana University, and Rachel Mourão from Michigan State University. Chelsea Ratcliff from the University of Utah won the Research Award in the student category. The 1st place Top Paper Award in the MCS Student Paper Competition was presented to Lin Li at Michigan State University and Shao Chengyuan at University of North Carolina at Chapel Hill. Dhiman Chattopadhyay and Sriya Chattopadhyay at Bowling Green State University, and Susan Tebben from Ohio University won the 2nd and 3rd place student Top Paper Award, separately. The winners in the Open Paper Competition are Iris Van Venrooij, Tobias Sachs, and Mariska Kleemans from Radboud University (1st place), Kirstie

Hettinga from California Lutheran University and Alyssa Appelman at Northern Kentucky University (2nd place), as well as Magdalena Saldana from Pontificia at Universidad Catolica de Chile. Deborah Dwyer from University of North Carolina at Chapel Hill won the 1st place Moeller Student Paper Award, and the 2nd place award went to Nandini Bhalla at the University of South Carolina.

Besides research, MCS also applauds great educators with a variety of teaching awards. The 2018 Promising Professor Award faculty winners are Kevin Hull, University of South Carolina (1st place); Brian J. Bowe, Western Washington University (2nd place); and Newly Paul, Appalachian State University (3rd place). The student winners of The Promising Professor Award are Qun Wang, Rutgers University (1st place) and Sushma Kumble, Pennsylvania State University (2nd place). Yue Zheng at California State University-Northridge won

the 2018 MCS Teaching Ideas Competition Award.

MCS also recognizes scholars who have done exceptional service to our community. In 2018, Dr. Ran Wei from South Carolina University won the Traves Service Award.

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 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 either Fan Yang ([fyang@albany.edu](mailto:fyang@albany.edu)) or Juan Liu ([j.liu30@csuohio.edu](mailto:j.liu30@csuohio.edu)). Begin thinking about these awards early and take advantage of the unique opportunities MCS offers!



**Masahiro Yamamoto presents the Open Paper Competition Award to Iris Van Venrooij, Tobias Sachs, and Mariska Kleemans**

# 2018 Mass Communication and Society Division Award Winners



**Left: Melanie Sarge and Jay Hmielowski present Ran Wei with the Traves Service Award**



**Right: Melanie Sarge presents Danielle Kilgo, Rachel Mourão, and Matthew Barnidge (not pictured) with the MCS Faculty Research Award**



**Nan Yu presents the 1st Place Promising Professor Faculty Award to Kevin Hull (left) and the 1st Place Promising Professor Student Award to Qun Wang (Right)**



**Left: Masahiro Yamamoto presents Lin Li and Shao Chengyuan with the 1st place Top Paper Award in the MCS Student Paper Competition**

**Right: Masahiro Yamamoto presents Deborah Dwyer with the 1st place Moeller Student Paper Award**





## Graduate Students Get Support

by Torie Fowler, Graduate Student Liaison Chair

Attention Graduate Students! The MCS Division is looking to help you attend the AEJMC Midwinter or Annual Conference. Multiple grants are offered to graduate students in order to offset a portion of travel costs associated with these conferences. As we all know, the AEJMC conferences are excellent ways to get our research in front of other scholars, to brainstorm new ideas, and to build a network of like-minded people. MCS wants to help you do that! Two graduate students will be gifted with \$500

awards for Midwinter Conference at The University of Oklahoma, and four \$1,000 awards will be distributed for the Annual Conference in Toronto, Canada.

In order to be eligible for these awesome awards, you must first be a member of the MCS Division and the division within AEJMC that is presenting your original work at the conference you wish to attend. Once a member, submit the required documents according to their deadlines. The application

material, deadlines, and distribution information, can be found at: <https://aejmc.us/mcs/awards/travel-awards/graduate-travel-award-program/>. Award winners are chosen by members of several different committees.

Attending a conference is sometimes daunting to our bank accounts. Let MCS help you become a better scholar. Not only do we offer travel awards, we offer lifetime friendships and colleagues. See you in Oklahoma!

## University of Colorado Boulder Launches New PhD in Strategic Communication

The University of Colorado Boulder invites applications to its new PhD in Strategic Communication in the Department of Advertising, Public Relations and Media Design at CU-Boulder. The deadline for US applicants is January 10, 2019. For international applicants, the deadline is Dec 1, 2018.

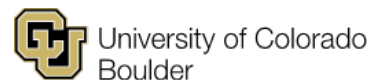
The program emphasizes analyzing how organizations—governments, non-profits, and corporations—build and maintain relationships by using

advertising and public relations. To this end, the program helps students understand how organizations do, and should, understand and align their activities to their socio-economic, media, and cultural environments.

Students may receive teaching and/or research assistantships for a maximum of four years, including tuition waiver, health benefits and a monthly stipend. Fellowships, summer research and travel grants are also available.

Located at the base of the Rocky Mountains yet only 25 miles from Denver with its lively start-up scene and progressive culture, Boulder is often named one of the most desirable places to live in the US.

For more information, please email Associate Chair of Graduate Studies at [seowting.lee@colorado.edu](mailto:seowting.lee@colorado.edu) or visit: <https://www.colorado.edu/cmci/aprd/phd>







## Teaching Committee Report

by Jack Karlis, Teaching Committee Chair

As members of academia, we all are inundated with research as the tenure clock clicks at an expeditious rate. Yet sometimes we dismiss the reason we are all in this career – teaching. Whether you enjoy it, do it because you're required to, or it's an interruption in your day, there is still an educator inside all of us. Sometimes an academic's pedagogy goes unnoticed or an excellent teaching idea falls by the wayside in pursuit of research. Awards or recognition on a national or international scale can really help augment even the most putrid of course evaluations for tenure and promotion packets. Thankfully, MCS Division offers awards that recognize excellence in our membership's pedagogy.

Most of our membership is aware of the MCS Distinguished Educator Award and our Promising Professor Awards, but you may not be aware that we offer other awards as well:

### Adjunct/Instructor Award

Three 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. Monetary

awards are \$250 for first place, \$150 for second place, and \$75 for third place. Eligibility includes all teaching faculty in the field of mass communication with a full-time equivalent (FTE) less than 100% (e.g., on a semester-by-semester basis, or on bargaining-unit appointments) and MCS membership.

### Service-Learning Grant

This program assists faculty by providing a \$500 stipend to use in their service-learning courses. These grants are intended to offset a portion of the costs for working with communities, non-profit clients, schools and governmental bodies in the classroom. Only those projects that encourage students to become involved in the community while at the same time utilizing/expanding their education and expertise will be considered. Eligibility includes all full-time faculty, adjunct professors, and graduate student instructors who have taught at least one course in the field of mass communication and MCS membership.

### Teaching Ideas Competition

This award recognizes innovation and excellence in teaching in

the field of mass communication, but 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. 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. Awards of \$250 for first, \$150 for second, and \$75 for third are awarded. Eligibility includes all full-time faculty, adjunct professors, and graduate student instructors who have taught at least one course in the field of mass communication and MCS membership.

Please check our Division website <https://aejmc.us/mcs/> for more information. Be on the lookout for deadlines in the coming months and apply!

## 2018 MCS Division Business Meeting Minutes AEJMC Annual Conference

Before the Annual Business Meeting officially began Pascal Gu  n  e, Chairperson of the Organizing Committee for The 5th World Journalism Education Congress (WJEC), circulated brochures promoting attendance to The 5th World Journalism Education Congress, which will be held in Paris, France, at Paris-Dauphine University between July 9 and 11, 2019. The theme of the conference will be “Teaching Journalism During a Disruptive Age.” He indicated UNESCO will be sponsoring a roundtable on climate change. For more information about the 2019 WJEC in Paris, contact Pascal Gu  n  e (pascal.guenee@dauphine.fr).

Melanie Sarge, Division Head called the Annual Business Meeting to order at 6:54pm on Aug. 7, 2018.

### **Division Head, Melanie Sarge**

We voted unanimously to approve last year’s minutes. Melanie provided an overview of MCS: 534 members Division has \$28,622.69 (increase of \$4,103)

Melanie reviewed the creation of a \$100,000 endowment and the formation of a subcommittee on how to spend Division funds.

\$100,000 from *Journal* reserves has been invested at Janney Montgomery Scott LLC.

A subcommittee was formed and consists of Melanie Sarge, Stephen Perry, Mike Schmierbach, Brendan Watson, and Jennifer Kowaleswski.

Another goal was to improve communication:

Problems with the listserv have been resolved from the past year. The listserv is now with Mailchimp and is easier to pass down from Head to Head. Melanie asked if people are receiving communications and urged them to check their junk mail and to let her know if they are not receiving e-mails via the listserv.

The MCS website has been updated by Alec in conjunction with Melanie and Jay, and a packet to pass on to the next webmaster has been created.

There is an increase in awards applications overall, but newer awards need more promotional material and more targeted distribution of these materials.

Mentorship is another goal for the Division. The former mentorship program was not working, but we are still interested in exploring new modes of mentorship and cultivating grad students.

Research needs to be conducted to determine if students are interested in and will invest time to receiving mentoring from faculty/professionals outside of Departments/Colleges. Some ideas include:

- Planned workshops with informal discussions (perhaps during midwinter)
- Create programs that are related to one specific task/role, such as training to review manuscripts – have trainer reviewers that work with graduate students
- Have leaders in different mass communication research areas hold “office hours” for a couple days of the Annual Conference

### **Editor of *Mass Communication and Society Journal* Fuyuan Shen shared a *Journal* update:**

The last 12 months had 410 submissions (up from 369) with an acceptance rate of 8.5% (9.1% last year).

Masahiro Yamamoto, University at Albany-SUNY, was the *Journal*’s Reviewer of the Year

The Article of the Year was:

“Muslims are not Terrorists: Islamic State coverage, journalistic differentiation between terrorism and Islam, fear reactions, and attitudes towards Muslims” by Christian von Sikorski, Desiree Schmuck, Jorg Matthes and Alice Binder, University of Vienna.

The criteria for article of the year include: quality of the paper, impact, and various metrics of the paper.

### **Journal Rankings**

2017 Impact Factor: 1.634 (up from 1.308 in 2016)  
5-year Impact Factor: 1.830 (up from 1.543 in 2016)  
2017 Impact Factor Rank: 31/84 in Communication  
5-year Impact Factor Rank: 36/84 in Communication

## 2018 MCS Division Business Meeting Minutes AEJMC Annual Conference

The *Journal's* current balance is \$ 417,468.68 (increase of \$5,773 from \$ 411,695 in 2016).

Jay H. asked how *MCS Journal's* ranking has changed from the previous year. Fuyuan said he didn't have those figures but believes we have gone up slightly.

*Mass Communication and Society Journal* has two special issues slated for 2019 and 2020:

Refugees, Media, and Public Opinion: Theoretical and Empirical Perspectives by Hajo Boomgaarden, Sophie Lecheler, & Jörg Matthes, University of Vienna.

What is "news?" edited by Donnalyn Pompper, University of Oregon, and Lindsay Hoffman, University of Delaware

### **Vice Head & Programming Chair, Jay Hmielowski**

This year MCS programmed 6 panels (2 PF&R, 2 Teaching, 2 Research)

Recognized co-sponsors of panels (PR pre-conference) and 6 other division co-sponsors

Jay reviewed demographics of this year's panelists.

If you have ideas of pre-conferences and co-sponsorships for next year, contact Jay H. early on.

There is a possibility of using MCS funds to draw big speakers for talks.

### **Midwinter Chair, Xi Cui**

Xi thanked Kelly K. for streamlining the organization of Midwinter Conference. This was its 10th anniversary. MCS was the largest division with 10 panels (one more than last year). MCS awarded 2 travel awards, which is a good way to recruit and fund people. Awards consider paper quality and distance they are traveling. Xi reviewed the breakdown of panel and reviewers and recognized Top Paper and two Travel Award winners. Kelly K. reiterated the importance of the role MCS has for Midwinter Conference:

- 63 submissions; 33 acceptances (52%)
- 22 judges who averaged 6 abstracts each
- 31 studies showcasing work from 49 authors (including a dozen graduate students)
- Presenters from Oklahoma, Texas, Virginia, Illinois, Kansas, California, Indiana, Ohio, Wisconsin, and Florida.

### **Research Chair, Masahiro Yamamoto**

Masa shared stats of research for Annual Conference:

- Total Submission: 108 (7 disqualified)
- 52 accepted, 47 rejected, 2 transferred
- Overall Acceptance Rate 49.1%
- Open Competition: 3 awardees (out of 79)
- Student Competition: 3 awardees (out of 25)
- Moller Student Competition: 2 awardees (out of 4)
- Judges: 119
- Average of 2.5 papers per judge

Masa thanked those who reviewed and recognized Research Committee members (and Mel and Jay) and recognized competition winners.

Melanie S. said awards luncheon was created 2 years ago to make awards more special. We used to have awards during our business meeting. However, we often spent too much time giving out our awards. Two years ago, we started a special Awards luncheon.

We only had one applicant for this year's Teaching Ideas Competition. Melanie S. said we need to increase the number of applications.

Melanie recognized award winners and explained how the MCS Research Awards work. *Mass Communication and Society Journal* has first right of refusal to publish the results of the Research Awards. Winners receive half of the award upfront and receive reimbursement for the 2nd half once complete.

Ran Wei was recognized for winning the Traves Service Award.

**Continued on Next Page...**

## 2018 MCS Division Business Meeting Minutes AEJMC Annual Conference

### PF&R Chair, Dean Cummings

Dean discussed the successful Monday PF&R panel. PF&R sponsored two trips: Newseum Tour and Library of Congress. MCS was able to provide free tickets to MCS members who attended these trips.

PF&R has important place in today's environment.

### New Business

We will be launching a search for the new editor of *Mass Communication and Society Journal*. Fuyuan will still be with the *Journal* for 2 more years.

Melanie S. proposed that we raise our stipends to the *Journal's* associate editors and editor to \$3,000 a year, up from the current \$2,500 a year. This will make our stipends close to what other peer journals are paying and will help us retain or attract high quality scholars to serve as editors. This requires change in bylaws.

#### Section 6 change –

Proposed Change: The Division will also provide a \$3,000 summer stipend to be paid after all proofs are submitted to the publisher for an annual volume, concurrent with stipend payments to Associate Editors.

Francesca Dillman Carpentier made the motion to approve (section 6 change) and it was seconded by Steve Perry.

#### Section 9 change –

The Journal Editor may appoint up to five Associate Editors to serve concurrently, who will each be paid an annual stipend of \$3,000 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 \$3,000 stipend for the year served in advance of publishing his or her first issues and receiving support from the Publisher.

Steve Perry made the motion to approve (section 9 change) and it was seconded by Jack Karlis.

The changes to the bylaws passed unanimously.

A question was raised about the editorial assistant, and Fuyuen said that is separate funding of \$15,000/yr for a grad student. The amount is partial reimbursement to the college (college provides the assistantship).

There was also a question about whether this is competitive/fair with other journals, and Fuyuen answered that it varies widely, but overall MCS offers better compensation than most.

Article 8 – Section 3 change to detail who judges awards competition, adding that additional judges may be appointed by the Division Head to give consistency.

Nan Yu made the motion to approve. Jack Karlis seconded the motion, and it was unanimously approved.

### Ideas from subcommittee on use of excess funds:

- 1) Translate research into different languages
- 2) Create something similar to the Journalist's Resource project for MCS
- 3) Make academia insights from the *Journal's* issues accessible to practitioners (e.g., short video presentations, one pagers, etc.)
- 4) Turn one of our teaching (e.g., Teaching Ideas Competition) or service awards into a grant similar to our Research Awards
- 5) Fund research on the adoption of a new method or course materials/lesson or perhaps a service mission

Brendan W. asked if there are restrictions to how money can be spent. Melanie S. believes there are no restrictions. Melanie suggested that the Teaching Ideas Competition could be more similar to the Research Awards by making it a competitive grant and write up.

MCS will solicit ideas from members for how to spend money over the course of the year.

## 2018 MCS Division Business Meeting Minutes AEJMC Annual Conference

Members offered support for the beyond the *Journal* way to bridge connections (possibly data sharing hub).

Brian Bowe cautioned we are clear about which ideas we're talking about (translating for lay audiences may be partnered with other org and branded with MCS). Otherwise, we run the risk of only getting our people. He suggested maybe offering to pay the cost of making it open access.

Dean Cummings suggested making papers into podcast to share with journalists (e.g. Taylor and Francis does this in 3-minute clips for some journals and is open for sharing on social).

Kevin Williams cautioned we don't want to step on toes of mainstream press; we should assist with PR department of publishers.

Brian Bowe said the way the awards (teaching) were pitched was to have it be ready to submit to *MCS Journal*, and Brian said he has more ideas for this he is willing to share.

Melanie suggested to Jay that we continue subcommittee or form new one in order to continue to brainstorm/plan (someone other than Division Head to take reigns of this subcommittee to free up effort).

Melanie said to e-mail Jay if you want to be on the subcommittee or have ideas how to spend the money.

Melanie would like to use money to have pre-conference that shouts MCS because they are currently pretty heavy with the co-sponsors.

Kevin Williams emphasized problem in AEJ is more people need to join divisions – divisions should “swag up” and money could be used to offer MCS gear.

Going to Toronto next year may require some additional funds for a big name speaker.

Mel handed over to Jay for goals for upcoming year:

- 1) Find editor for the *Journal*
- 2) Increase applications for newer awards
- 3) Implement proposed changes to the positions
- 4) Examine budget to maintain (rather than increase) existing money held by Division. Figure out what the expenses would be for each of the ideas for spending the money (actual logistics), especially for something that would be a recurring cost. Continue to work with the subcommittee to find ways to spend down Division funds.

Jay displayed the new Officer slate and indicated 2 graduate students are in waiting for next year to replace two that will be going off.

Brian Bowe moved to accept the slate of new Officers. Francesca Dillman Carpentier seconded the motion. The slate of Officers was unanimously approved.

Jay H. introduced the potential locations for 2022.

2022 Proposed Cities – Chicago, Indianapolis, Detroit

Brian B. said it's been since 1955 that AEJ has been to Detroit and offered support for Detroit.

The observation was made that Indianapolis is the cheapest (especially for grad students).

There was no agreed upon property yet for Chicago.

The 30 members in attendance voted as follows:

Detroit - 19  
Chicago - 4  
Indianapolis - 7

The Annual Business Meeting adjourned at 8:10pm to be followed by the MCS Social at Irish Channel Restaurant & Pub.

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