

# Mass Communication and Society

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



**AEJMC 2020 Annual Report**  
**Mass Communication and Society (MCS) Division**  
Covering the Period of October 1, 2019 to September 30, 2020

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## 2. AEJMC Demographic Information for MC&S Division

### AEJMC Demographic Information for Mass Communication & Society

Year: 2020	Annual Conference Sessions						
	Officers	Paper Judges	Paper Presenters	Panelists	Moderators	Discussants	Total
<b>Male (tot.)</b>	8	44	36	14	2	6	110
<b>Amer. Indian/ Alaska Native</b>	0	0	0	0	0	0	0
<b>Asian</b>	2	14	8	3	0	2	29
<b>Black/ African American</b>	0	1	2	1	0	1	5
<b>Hispanic/ Latino</b>	1	1	0	0	1	0	3
<b>International</b>	1	2	15	1	0	1	20
<b>Native Hawaiian/ Pacific Is.</b>	0	1	0	0	0	0	0
<b>White</b>	4	25	11	10	1	1	52
<b>Multi-racial</b>	0	0	0	0	0	1	1
<b>Female (tot.)</b>	12	48	61	12	2	16	151
<b>Amer. Indian/ Alaska Native</b>	0	0	0	0	0	0	0
<b>Asian</b>	7	19	14	2	1	6	49
<b>Black/ African American</b>	0	1	2	1	0	0	4
<b>Hispanic/ Latino</b>	2	2	3	0	1	0	8
<b>International</b>	0	4	19	1	0	2	26
<b>Native Hawaiian/ Pacific Is.</b>	0	1	0	0	0	0	0
<b>White</b>	3	21	25	8	0	8	65
<b>Multi-racial</b>	0	0	0	0	0	0	0
<b>Did not report</b>	0	3	5	0	0		8
<b>Total:</b>	20	95	102	26	4	22	269

<b>Mid-winter Meetings</b>					
<b>Year: 2020</b>	<b>Paper Judges</b>	<b>Panelists</b>	<b>Moderators</b>	<b>Discussants</b>	<b>Total</b>
<b>Male (tot.)</b>	16	12	2	2	32
<b>Amer. Indian/ Alaska Native</b>	0	0	0	0	0
<b>Asian</b>	4	4	0	1	9
<b>Black/ African American</b>	0	1	0	0	1
<b>Hispanic/ Latino</b>	1	0	0	0	1
<b>International</b>	0	0	0	0	0
<b>Native Hawaiian/ Pacific Is.</b>	0	0	0	0	0
<b>White</b>	11	7	2	1	21
<b>Multi-racial</b>	0	0	0	0	0
<b>Female (tot.)</b>	14	16	5	4	39
<b>Amer. Indian/ Alaska Native</b>	0	0	0	0	0
<b>Asian</b>	7	4	1	0	12
<b>Black/ African American</b>	1	2	1	1	5
<b>Hispanic/ Latino</b>	1	0	0	1	2
<b>International</b>	0	0	0	0	0
<b>Native Hawaiian/ Pacific Is.</b>	0	0	0	0	0
<b>White</b>	5	10	3	2	20
<b>Multi-racial</b>	0	0	0	0	0
<b>Did not report</b>	0	0	0	0	0
<b>Total:</b>	30	28	7	6	71

### **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 has done much to equally promote all three areas.

- We ensured that at least one newsletter article addressed each of the three articles.
- 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.
- We have co-sponsored equal numbers of panels in the three areas, 2 for research, 2 for teaching, and 2 for PF&R.
- We had scheduled one off-site visit emphasizing PF&R – but due to the conference becoming virtual, the visit was cancelled. This demonstrates our efforts in strengthen the division's PF&R emphasis.
- There is likely a greater emphasis on research because of the refereed paper competitions and sessions that take place during the midwinter and annual conventions.

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

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

Reflection:

Research is always greater due to the refereed sessions and our extensive involvement in the midwinter meeting. As one of the biggest divisions focused on research, there will always be somewhat of an imbalance where research gets more attention than the remaining two categories. One potential way to increase the emphasis on teaching in the future would be to have pre-conference sessions that addresses pedagogical needs of college instructors with the new technologies and platforms available to us. We also believe that the research presented in our division's panels can reinforce the teaching practices in our field because these research results can reflect the knowledge and theory advancement in the area. The fact that we have division awards for teaching and PF&R areas denotes our goal to emphasize all three areas.

### **4. Goals**

At the 2018's conference, I outlined that I would work on the following items during the course of this year. Below is the specific goal and the current status of regarding that particular goal.

- **Examine budget to maintain existing money held by division.**  
During 2019-2020, I tried to main the division's stable financial situation. Besides regular expenses to support various division's awards and paper competitions. We also contributed \$400 to the Barrow Minority Doctoral Student Scholarship of AEJMC. Due to the COVID-19 break, the whole conference was going virtual in 2020. Therefore, our off-site division event got cancelled. That saved some division fund. We also sponsored the membership of two graduate students who were members in our division to support their scholarship and professional development.
- **Award applications and review process.**  
To improve the application pool of our research, teaching, and PF&R awards, I sent two rounds of reminders via our division listerv to all members and also promoted the info in the newsletter. I also worked with our division webmaster to clarify some unclear information. These strategies have worked effectively. As a result, we received numerous competitive research proposals for research awards and increased numbers of applicants for teaching and PF&R awards.
- **Clarifying position responsibilities.**  
I have worked with vice head the standing committee to further streamline and clarify responsibilities of each position, especially the chair of each committee. A document was prepared to document the specific responsibilities of each role. This document will be carried over to next heads / vice heads for reference.
- **Stay connected with Division members.**  
I spent significant amount of time updating the members' list on our listserv by removing non-members and keeping the current members. I sent out important messages to division members regarding our newsletters' publications, award application deadlines, job opportunities, and important conference deadlines. At the meantime, our divisions' social media were updated frequently to keep our members informed about our division progress.

### Goals for the upcoming year:

- **Examine budget to maintain existing money held by division.** In the upcoming year, the division will examine the amount of money coming in through our various sources of revenue along with our expenditures. The goal is to maintain our Division's stable financial situation. As a non-profit organization, it will be important to maintain (rather than increase or decrease) the Division's funds.
- **Increase applications for newer awards.** While we received a good number of submissions for research and promising professor awards, no application was submitted for others, including adjunct/instructor, service-learning, and teaching ideas competition awards. We need to actively communicate with members of our Division to increase their awareness of these awards and encourage them to submit applications, for example, through quarterly newsletters, email messages, and social media posts.
- **Clarify award eligibility.** The MCS membership is required to be eligible for many of our Division's awards, including research and promising professor awards, the eligibility



can/should be clarified. What should we do if applicants are not members of our Division at the time of submission? For multi-authored applications, should we review them if the first author is an MCS member or should we require all of them to be members? We need to address this issue to better serve the interests of our Division members.

- **Ensure panel diversity.** One of our panels lacked gender diverse as a panel member originally scheduled to participate needed to withdraw due to personal and professional issues associated with the virtual format. Although this is more of an exception (not our norm), it is important moving forward that we make sure to represent diverse voices, views, and backgrounds in our panels.
- **Inform and engage Division members.** To encourage award applications, we should actively communicate with our members and have them aware of the unique benefits we offer to them. These awards can be useful in terms of attracting new members. In doing so, we should make it clear that the division membership is required to be eligible for our awards. We also should articulate our expectations of diversity when we reach out to our members to solicit panel proposals. We should use our communication channels for these purposes, including our division website, newsletters, email, and social media.

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

- **Examine budget to maintain 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 with AEJMC who take care of our budget to determine how much money comes into the Division each year. Any changes to increase (or decrease) expenditures will be implemented by members of the standing committee.
- **Increase applications for newer awards.** Individual committees will develop and disseminate communication messages highlighting key details of their respective awards (e.g., eligibility, requirement materials deadlines). The communication/social media committee will help promote our awards to Division members.
- **Clarify award eligibility.** The standing committee will review the eligibility of our awards and determine how to implement any necessary changes.
- **Ensure panel diversity.** The standing committee will highlight the importance of diversity when soliciting panel proposals from our Division members and prioritize those that embrace diverse voices, viewpoints, and backgrounds.
- **Inform and engage Division members.** The standing committee will actively disseminate any information relevant and useful to our Division members in timely manners via our website, newsletters, emails, and social media.

## **5.-12. Research**

In 2020, there were a total of 105 papers submitted to MC&S. 5 were disqualified for either having author information in the submission or going over the page limit. 1 was transferred to other divisions. 1 was deleted due to incomplete submission. A total of 52 papers were accepted and 46 were rejected, with an overall acceptance rate of 49.52% (52/105).

5. Open Competition: received 71, accepted 37, disqualified 4, transferred 1, rejected 30, acceptance rate 52.11% (37/71)

6. Student Competition: received 34, accepted 15; disqualified 2, transferred 0, rejected 16, acceptance rate 44.12% (15/34)

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 = 95, average of 3.09 papers per judge

About 87.37% judges reviewed 3 papers (3 abstracts equal to 1 paper), about 2.11% reviewed fewer than 3 papers, about 10.52 % judges (only officers in MC&S) reviewed more than 3 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 5, accepted 4, rejected 1, acceptance rate 80%

**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.**

We also have 5 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**

**1<sup>st</sup> Place: Correcting Vaccine Misinformation: Effects of Source Attributes and Recall on Misinformation Belief and Persuasive Outcomes**

**Michelle Amazeen**, Boston University  
**Arunima Krishna**, Boston University

**2<sup>nd</sup> Place: Emotional Labor During Disaster Coverage: Exploring Expectations for Emotional Display**

**Gretchen Dworznik-Hoak**, Kent State University

**3<sup>rd</sup> Place: Perceptions vs. Performance: How Routines, Norms, and Values Influence Journalists' Protest Coverage Decisions**

**Summer Harlow**, University of Houston  
**Danielle Kilgo**, University of Minnesota - Twin Cities

### **Student Competition**

**1<sup>st</sup> Place: Hostile Media Perception in the Age of Social Media: The Role of Social Identity.**

**Eric Cooks**, University of Alabama

**2<sup>nd</sup> Place: Digital Discussions of Women Members of The Church of Jesus Christ of Latter-Day-Saints: Intimacy in Private Facebook Groups Grounded in Motherhood**

**Alexis Romero Walker**, University of North Carolina at Chapel Hill

**3<sup>rd</sup> Place: Parental and Peer Mediation in Relation to Adolescents' Perceptions of On- and Off-screen Risk Behavior**

**Anne Sadza**, Radboud University

### **Moeller Competition**

**Digital Feminist Activism & the Need for Male Allies: Assessing Barriers to Male Participation in the Modern-Day Women's Movement**

**Sydney Nicolla**, University of North Carolina at Chapel Hill

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 Michael Schmierbach from the Pennsylvania State University 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 Animesh Rathore and Ruth Moon.

Finally, MCS will take the opportunity offered during convention to present our Research Award winner with a plaque and funds to initiate their study. While the Division's Research Award is a competitive funding opportunity that is judged as an out-of-convention activity, the winner is presented with their award during conference.

**We also have two research panels for the 2019 conference:**

**Mass Communication and Society Division and Community Journalism Interest Group**

Research Panel Session

**Journalism for the Powerful or the Vulnerable? How Community Structure Shapes Coverage of Critical Issues**

**Moderating/Presiding**

**Theodore L. Glasser**, Stanford

Panelists

**Marcus Funk**, Sam Houston State

**Seungahn Nah**, Oregon

**Brendan Watson**, Michigan State

**John C. Pollock**, The College of New Jersey

This panel represents an appeal to all interested in illuminating the ways society shapes media, in particular through a community structure lens. Panelists will discuss issues, such as how closely media in different communities represent social issues (e.g., healthcare, gun safety, prison reform), how much media encourage or discourage civic engagement and which demographics are linked most closely to either coverage direction, and how much media coverage mirrors the interests of "vulnerable" populations.

**Communication Technology and Mass Communication and Society Divisions**

Research Panel Session

**Tackling Misinformation: Academic-Community-Industry Collaborations Around the World**

**Moderating/Presiding**

**Baybars Örse**, Director of International Fact-Checking Network, Poynter

## Panelists

**Amy Zhang**, Stanford

**Humphrey Obuobi**, Google

**Mo Safdari**, Harvard; formerly with Facebook

**Hyunjin Seo**, Kansas

The deluge of misinformation shared via digital communication networks has affected many aspects of a society. This panel will bring together both academics and industry/nonprofit representatives to discuss opportunities and challenges.

**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.
- 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. Because AEJMC has decided to turn the 2020 convention into a virtual conference, winners will be recognized via our listserv and during the division's members' business meeting (virtually).

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 immediate past Head, and the journal editor. 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 5 applications for the student award. The first faculty 2020 MCS Research Awards was awarded to Stephanie Craft (University of Illinois), Melissa Tully (University of Iowa), Emily K. Vraga (University of Minnesota), Seth Ashley (Boise State University) and Adam Maksl (Indiana University Southeast) with their project "Testing News Literacy Measures to Predict News and Misinformation Behaviors." The second was awarded to Scott Parrott (The University of Alabama), with his project "The Downward Spiral: Understanding Motivations for Social Media Use and Its Depression-related Cognitive and Emotional Outcomes." The student award went to Yujin Heo (University of South Carolina) for her project "The Way People React Unlike-minded Information: Exploring Counterattitudinal Information-seeking Behavior Based on Selective Exposure Theory." 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.

<b>Criteria</b>	<b>Low</b>				<b>High</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
- 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.					
<b>TOTAL SCORE</b>					

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, 2019 and December 31, 2019. 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, 2019.

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. Because AEJMC has decided to turn the 2020 convention into a virtual conference, winners will be recognized via our listserv and during the division's members' business meeting (virtually).

This year we had 4 applicants for the award. The winner of the 2020 MCS Dissertation Award was Seoyeon Kim (The University of Alabama), with her dissertation, "Effects of CSR initiative type on consumer responses, in relation to company-cause fit and stigmatized industry." 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.

<b>Criteria</b>	<b>Low</b>				<b>High</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
- 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 has almost doubled this year. Working at home during the COVID-19 pandemic may partially explain the increase of submissions. Moving forward, committee members should maintain their efforts regarding their communication**

**to members and the broader community regarding these awards.** 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:

#### **Media Management, Economics and Entrepreneurship and Mass Communication and Society Divisions**

Teaching Panel Session

##### **Media Entrepreneurs Meet Media Educators: How to Better Prepare the Next Generation of Media Entrepreneurs**

Moderating/Presiding

**Jiyoung Cha**, San Francisco State

Panelists

**Amy Jo Coffey**, Florida

**Kun Gao**, Crunchyroll

**Retha Hill**, Arizona State

**Jieho Lee**, Knighted Ventures

**Amy Schmitz Weiss**, San Diego State

**Danielle Wiley**, Sway Group

**Zach Wise**, Northwestern

Launching a business in the media industry sounds glamorous but challenging. This teaching panel offers an opportunity for media entrepreneurs to share their experiences and challenges with media educators who teaches media entrepreneurship.

#### **Communicating Science, Health, Environment and Risk and Mass Communication and Society Divisions**

Teaching Panel

##### **Sharing the Knowledge: Successful Strategies for Mentoring and Working with Graduate Students**

Moderating/Presiding

**Jessica Willoughby**, Washington State

Panelists

**Francesca Dillman Carpentier**, North Carolina at Chapel Hill

**Glenn Leshner**, Oklahoma

**Heidi Hennink-Kaminski**, North Carolina at Chapel Hill

**Carol Liebler**, Syracuse

Faculty member and graduate student collaborations can produce important work. However, it can be difficult to determine the best ways in which to collaborate in an effective and efficient manner that benefits everyone. Research has found that mentoring that includes research and writing support can influence graduate student productivity (Tenenbaum & Gliner, 2001), and proactive integration of graduate students into the profession is perceived by graduate students as helpful (Bloom et al., 2007). However, the best way to provide such support is often at the discretion of the faculty member. There are a variety of methods that can be used by faculty members to engage graduate students in research and provide mentorship. Additionally, it's important to consider which strategies and techniques can help such collaborations be useful for graduate students and the faculty member. This panel will discuss strategies that faculty members have found useful for mentoring and collaborating with graduate students regarding research and the perspectives of graduate students. Some topics of discussion will include different methods of working with graduate students (e.g., individually, in research groups), the differences in advising, coaching, and mentoring, the challenges with meeting people where they are, and other relevant topics.

#### **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 applicants 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 Vice

Head, teaching chair, and teaching committee members by using the following form. The review criteria align with the goals of the Teaching Standards Committee, and include curriculum, leadership, course content and teaching methods, and assessment. This year, some members of the selection committee raised concerns of the review criteria for Promising Professor Award. Moving forward, the form may be revisited for a change before the review is assigned and administered in the next year.

**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:

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**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:

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**3. Teaching methods/pedagogical innovations**

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

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**4. Course syllabi**

1 Poor	2	3	4	5 Excellent
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Comments:

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**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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<b>TOTAL SCORES</b> based on above 7 items	
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8. How many advises does the applicant have?

_____ Undergraduate Students	_____ MA Students	_____ PhD Students
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9. How many courses has the applicant taught?

0 to 2	3 to 5	6 to 8	9 to 10	More than 10
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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 under graduate and graduate courses
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11. Has this applicant previously won any teaching awards?

Yes	No
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If yes, how many awards has the applicant won? \_\_\_\_\_

12. Has this applicant done any teaching presentations?

Yes	No
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If yes, how many presentations has the applicant done? \_\_\_\_\_

13. Has this applicant published any papers on teaching?

Yes	No
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If yes, how many papers has the applicant published? \_\_\_\_\_

14. Has this applicant received any grants for teaching?

Yes	No
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If yes, how many grants has the applicant received? \_\_\_\_\_

This year we had 4 faculty submissions and 3 student submissions. This year's winners were:

#### Promising Professor Faculty Winners

- 1<sup>st</sup> Place: Dylan M. McLemore (University of Central Arkansas)
- 2<sup>nd</sup> Place: Yue Zheng (California State University of Northridge)
- 3<sup>rd</sup> Place: Jennifer Hoewe (Purdue University)

#### Promising Professor Student Winners

- 1<sup>st</sup> Place: Tegan Rae Bratcher (University of North Carolina at Chapel Hill)
- 2<sup>nd</sup> Place: Yujin Heo (University of South Carolina)
- 3<sup>rd</sup> Place: Alex Kresovich (University of North Carolina at Chapel Hill)

#### 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 2019-2020 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. 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 2019-2020 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 2019-2020 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.

No winners were selected for the 2019-2020 Teaching Ideas Competition as no applications were submitted to the Division.

We have some awards that have not been getting many (if any) applicants in recent years. For example, we have not had applicants for the distinguished educator award in the past several years. The executive committee should think about other ways to get this information out to people. In addition, members should think about nominating people to apply for these awards or nominating people for these awards if they feel like someone deserves the award (e.g., distinguished educator award).

**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. 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.

**16.-18. PF&R**

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

For 2020, the following PF&R panel was programmed:

Co-sponsorship: Communication Theory & Methodology (CT&M) and Mass Communication & Society (MCS)

Panel Title: Responsible and Rigorous Scholarship: Advocating Open Research Practices in Journalism and Mass Communication

Panel Description:

This panel will cover the growing open science reform movement as it relates to communication scholarship. It has long been understood that research findings should be reproducible. If an effect or process exists under certain conditions, repeated attempts at observation should produce comparable results. Likewise, for scholarship to have practical value, theory should be predictive of outcomes and results should be replicable in new or similar settings. However, the widespread acceptance of questionable research practices such as hypothesizing after results are known (HARKing), exploiting multiple analysis options to search for statistical significance (p-hacking), neglecting statistical power, and selective reporting of results have contributed to findings throughout the social sciences that may be more flimsy than robust. To reform these practices, researchers and methodologists have brought attention to the need for transparency in methods, a move toward open materials and data, and more stringency in analyses and hypothesis testing. In the various subfields of communication, such as media psychology, political communication, and computational methods, researchers are beginning to implement and advocate for open principles. These include, but are not limited to: greater attention to replication; data sharing; full disclosure of materials and methods; pre-registration and registered reports; greater attention to statistical power, effect sizes, and analysis decisions; and initiatives



by publishers, editors, and reviewers to acknowledge and incentivize transparency and rigor. In this panel, we will focus on how individual researchers, whether graduate student, junior faculty, or senior faculty, can make immediate and painless changes to how they conduct research that will improve the trust and value in their work. We will assess where the discipline of journalism and mass communication is at in terms of adopting open science practices, as well as the substantial barriers to their adoption. The application of open principles can vary greatly between topics of study and methods used; our panelists will share their particular expertise in experimental, survey, qualitative, and computational approaches, and how open science has allowed them to enhance the rigor of their analytic techniques. As career scientists, researchers have professional and ethical obligations to make their research as useful and accurate as possible. We will also make the case that adopting open science practices is liberating, as it affords researchers greater freedom in their pursuit of knowledge.

Proposed Moderator:

Benjamin Johnson, University of Florida

Possible Panelists:

Nick Bowman, Texas Tech University

Serena Daalmans, Radboud University Nijmegen

Josephine Lukito, University of Wisconsin Madison

Frank Waddell, University of Florida

Panel Contact:

Ruoxu Wang, University of Memphis, PF&R Chair of Mass Communication and Society,  
rwang4@memphis.edu

Benjamin Johnson, University of Florida, PF&R Chair of Communication Theory and Method,  
benjaminkjohnson@ufl.edu

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

The PF&R Committee of the Mass Communication and Society Division of AEJMC proposed an offsite tour to Google's San Francisco office. However, this event is *cancelled* due to the COVID-19. Below please find the original message.

The location of Google's SFO office is: 345 Spear St, San Francisco, CA 94105. Google's SFO office provides flagship products like Search, Gmail, and Chrome, and notable product launches including Wallet and App Engine. The office's prime waterfront location is easily accessible via public transit and offers breathtaking views of the Bay Bridge. The offsite tour is scheduled on August 7, 2020 (specific time to be determined). We will gather in the San Francisco Marriot Hotel lobby (780 Mission St, San Francisco, CA 94103) and head off to Google's SFO office as a group. We will send out an invitation link to our members soon regarding the trip. The group size is limited to 15.

## **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. In accordance with the Division bylaws, applications will be reviewed by a committee composed of Vice-Head-Elect and the PF&R committee.

### **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. Because AEJMC has decided to turn the 2020 convention into a virtual conference, the winner will be recognized via our listserv and during the division's members' business meeting (virtually).

This year we had 1 submission. This year's winner was:

Joe Grimm (Michigan State University)

### **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 2019-2020 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. Because AEJMC has decided to turn the 2020 convention into a virtual conference, the winner will be recognized via our listserv and during the division's members' business meeting (virtually).

This year we had 1 nomination. This year's winner was:

Fuyuan Shen (The Pennsylvania State University)

### **Tour**

We will once again have a PF&R tour at this conference. This year's tour will take people to the MZTV museum. The museum is located in Liberty Village, Toronto that features the world's most comprehensive collection of 10,000 television sets. Uniquely positioned to focus on technology, the MZTV Museum also aims to tell the story of the medium and to contribute to the understanding of the impact of television on the people who watch it. We will have a

guided tour of the exhibits. During the tour, visitors will learn about inventors of TV, see the world's largest collection of TV sets, meet the first TV star Felix the cat, and watch historic images on the screen.

## **19. Mid-winter Summary**

This year was the 12<sup>th</sup> consecutive year when the Gaylord College of Journalism and Mass Communication of University of Oklahoma hosted the AEJMC Midwinter conference. MC&S Midwinter panels showcased work from 50 authors presenting 25 papers in seven panels across both days of the conference. Highlights included panels addressing fake news and media credibility, political speech on social media and the latest trends in advertising. Dr. Elanie Steyn, journalism sequence head at OU and organizer of the Midwinter conference, and Dr. Alec Tefertiller, MC&S Midwinter chair, honored the top paper at the conference opening reception on March 6.

The Mass Communication & Society Division received 53 abstract submissions – which was almost 40% of the total submissions received by all participating divisions. A total of 28 abstracts were accepted for presentation (52.8% acceptance rate, which is in line with previous years), and 25 papers were presented at the conference. The accepted papers were organized into seven panels. This was the fifth year using the Microsoft CMT online submission and reviewing system, which continues to effectively facilitate paper reviews and communication. The Midwinter Committee would like to thank our 30 paper judges who reviewed at least 5 abstracts in the weeks ending the fall semester, which included an extended conference deadline that pushed the review process into the winter break. In addition, seven moderators and six discussants deserve recognition for facilitating the conference panels for the division.

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 1, 2019. Due to lower than expected submission numbers across several divisions participating in the conference, the deadline was extended to December 11. Much appreciation is due to Division Head Nan Yu and Communications Chair Shana Meganck for repeated notifications throughout the fall and into December.

Each abstract was assigned to three reviewers, who were carefully assigned to papers to avoid conflicts of interest. Each submission was appraised for relevance to the division, theoretical depth, clarity, innovation, methodology, and overall impression – all on 1 to 5 scales. Total scores were paired with reviewers' recommendations to accept or reject. Reviewers were asked to return scores, notes and recommendations at the beginning of January, after which the Midwinter Committee selected admissions, chose the top paper and notified authors of the decisions, along with notes and scores from each of the reviewers.

Several authors were presented with awards for presenting the top paper abstract. Surin Chung (Ohio University), Suman Lee (University of North Carolina at Chapel Hill) and Euirang Lee (Ohio University) received the top abstract award for their paper, “Lessons for crisis and risk communication: A systematic review of how to understand and combat rumors.” Top abstract awards were presented during the Opening Reception on the first night of the conference.

In addition, two graduate students, Brian Delaney, Ph.D. student at Drexel University, and Mahfuzul Haque, Ph.D. student at the University of Maryland, received Graduate Student Travel Awards from the division to assist with travel to the conference. Delaney presented his paper, “Addressing transactional distance through teacher presence strategies in online journalism and mass communication courses.” Haque presented his paper, “Combating misinformation in Bangladesh: Roles and responsibilities as perceived by journalists, fact-checkers, and users,” on behalf of his co-authors, Ahmed Shatil Alam (University of Mississippi), Mohammad Yousuf (University of New Mexico), Syed Ishtiaque Ahmed (University of Toronto) and Naeemul Hassan (University of Maryland). Each received \$500 from the Division to help defray costs to attend Midwinter. This is the fifth year that MC&S has offered \$500 stipends to grad students attending Midwinter.

## **20. Communication Committee Summary**

The Communication 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 is the officer in charge of the committee.

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 this past calendar year (June 2019 to June 2020), most of our Division’s social media channels have seen steady growth. MSC social media numbers are currently as follows:

	June 2019	June 2020
Facebook	973	1,257
Twitter	2,342	2,697
LinkedIn	1,113	1,098
Instagram	35	36

Looking forward to the AEJMC 2020 Annual Conference, the Communications Committee wants to remind all MCS members:

- Follow us on Facebook, Twitter (@AEJMC\_MCS) and Instagram (@aejmc\_mcs)! We will be posting updates throughout the entire conference, including information about upcoming presentations and much more.
- Don't forget to tag us and use our hashtag (#MCS20)! We want to know what you're doing throughout the conference, so don't forget to tag the MCS Division in photos and comments. Our division will be using #MCS20 during the conference. Make sure as you watch all of the MCS research panels and presentations that you are using the hashtag too!

## **20. Award Committee Annual Report**

This year we received 29 award submissions plus two entries for our graduate student travel grant. The 29 award submissions included 11 faculty-led Research Award submissions, 5 MCS student-led Research Award submissions, 4 submissions for Dissertation Award, 7 entries for the Promising Professor Award (4 in the faculty category and 3 in the student category), 1 submission for the PF&R award, and 1 nomination for the Traves Award.

Consistent with our past observations, the most popular awards are our Promising Professor Award in the teaching category and MCS research award in the research category. After several years with no submission to PF&R award, we received one submission this year. We also received one nomination for the Traves Award. However, several teaching awards, including Adjunct/Instructor Award and Teaching Ideas Competition received no application this year. In addition, this year we didn't get any nominations for the Distinguished Educator Award and professional award - a problem that is not new for our division.

Moving forward, we could utilize more channels in addition to the newsletters, Facebook platform, and website announcements that we have used. Emails or direct mails to an inclusive list of journalism and mass communication departments and programs may help raise the awareness of the award opportunities. Currently, a big portion of applications are from faculty, students and graduates of a few of well-known programs (e.g., University of North Carolina at Chapel Hill, University of South Carolina, The University of Alabama). It is not clear if faculty and students in other universities have known about these opportunities.

## **21. Webmaster Summary [Julia DeCook]**

Mass Comm & Society website updates (2018 – 2019)

- Updated the Officers Page: moved 2017-2018 officers and added/updated current officers (2018-2019)
- Updated Committee pages with new officer information and pictures. Created content for Midwinter Committee Page
- Posted newsletters to Newsletter page 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
- Replaced previous president's goals with current goals on the Goals page
- Replaced the 2017 minutes with our latest minutes from the August members meeting
- Updated each award page with 2019 due dates and added past award winners when available
- Updated membership FAQ page

## **22. Grad Student Committee**

Getting involved with the MCS committee early allows graduate students to network with not only other students, but build lasting connections with current faculty. Having the ability to provide input into a national organization has been amazing and has truly given us the opportunity to provide feedback and opinions. As current graduate students ourselves, we understand how difficult giving time to something other than coursework and research can be, but we have urged other students to get involved this past year.

## **23. Journal Report**

Fuyuan Shen, Editor of *Mass Communication and Society*

- The journal's submission and acceptance numbers have remained steady throughout the past 12 months. From July 1, 2019 to June 30, 2020, we received 357 new submissions and accepted 42 papers for publication. Our acceptance rate was 12 percent. Overall, these numbers are very similar to those in previous years.
- Our next special issue, *What is News?*, will be published in the fifth issue of 2020. Papers in the issue will focus on news effects and interpretations, fake news conceptualization and impact, issue framing and other emerging topics. Dr. Donnalyn Pompper, University of Oregon, and Dr. Lindsay Hoffman, University of Delaware, our special issue editors, have been managing the review process for the issue.
- The journal's next special issue will be on *Agentic Perspectives on Mobile Media Use*. The submission deadline is October 1, 2020. Additional details of the call can be found at <https://www.tandfonline.com/toc/hmcs20/current>.
- Congratulations to the following individuals for winning our top reviewer and top paper awards.
  - Reviewer of the Year Award:**  
Paul Brewer, University of Delaware, and Frank Waddell, University of Florida.
  - Article of the Year Award:**  
*Priming and Fake News: The Effects of Elite Discourse on Evaluations of News Media*  
By Emily Van Duyn & Jessica Collier, University of Texas at Austin  
*Comedy as a Route to Social Change: The Effects of Satire and News on Persuasion about Syrian Refugees*  
By Lauren Feldman, Rutgers University & Caty Borum Chattoo, American University
- Finally, the journal has been transitioning to a new editorial team since the beginning of this year. Dr. Mike Schmierbach, Pennsylvania State University, will start his term as our next editor in January 2021. Please reach out to him if you have questions about new submissions or special issue topics. As I wrap up my last year as the journal's editor, I want to thank you all for your continued support of the journal over the past four years.

## Appendix (General Information)

### A. Meeting Minutes from 2019 Annual Business Meeting

#### 2019 MCS Division Business Meeting Minutes AEJMC Annual Conference, Washington, DC Aug. 8, 2019

- The head, Jay Hmielowski, opened up talking about the number of members for AEJ and the division. He noted there were 3434 AEJMC members this year. Of this total, there were 702 student members and 234 international members.
- Specific to the division, he noted there were 533 members (as of 7/25). This number made MC&S the largest division (PR 411, Online news- 371, ComSher- 300, History- 276).
- In terms of finances, the division currently had a balance of \$16,770.23, which was a decrease from \$28,622.69 from the same time last year.
- He also outlined the currently diversity of the executive board and noted the division was doing pretty well in regards to diversity among executive members.
- Lastly, he outlined some things he has spent money on this year including: Spending \$1500 on a pre-conference event (split the cost of \$3000 event with PR Division), sponsoring a reception at WJEC (\$2000), and sponsoring the refreshment break at AEJMC (\$2500).
- The first next update came from the MC&S Journal Editor, Fuyuan Shen. He announced that the reviewer of the year award for the journal would be going to Jay Hmielowski, from the University of Florida. He also noted that Anne Oeldorf-Hirsch, from the University of Connecticut, would receive the article of the year award for the journal for her article titled “The Role of Engagement in Learning from Active and Incidental News Exposure on Social Media.
- He also provided an update on the current impact factor numbers for the journal. Specifically, the journal increased it’s impact factor in 2018 to 2.180 (up from 1.634 in 2017). The five-year impact factor also increased from 1.880 in 2017 to 2.151 in 2018. As a result, the journal ranking for 2018 was 24 out of 84 journals, while the 5-year impact factor placed the journal at 34 out of 84 journals. He also noted that the current balance for the journal was \$450,185.97.
- Lastly, he noted that progress was being made on the two special issues coming out in the next year or so. Specifically, the special issue edited by Hajo Boomgaarden, Sophie Lecheler, and Jorg Matthes would be published by the end of the year. In addition, the special issue called “what is news?” has a large increase in submissions after extending the deadline this summer.
- Next, the vice-head, Nan Yu, provided an update. She gave an overview of the various sessions MC&S co-sponsored this year. Moreover, she outlined that division had worked with a variety of groups including the PR Division, the Religion and Media Interest Group, the CommSHER Division, the Advertising Division, the History Division, and the Media Management, Economics, and Entrepreneurship Division.
- She also highlighted the diversity of panelists across these various panels this year.



- Lastly, she provided an overview of the search for a new editor for the journal. She noted that the search committee included five faculty members: Dr. Carol Pardun (Chair), Dr. Kim Bissell, Dr. Bartosz Wojdyski, Dr. Kathy Forde, and Dr. Nan Yu. The committee received 7 applications, several of which were strong contenders to become the next editor. In the end, the committee recommended that Dr. Michael Schmierbach to become the next editor of the journal.
- Dr. Schmierbach introduced himself to members and noted some ideas he had moving forward for the journal including looking into making articles open-access and increasing the number of reviewer awards given away each year.
- Jay Hmielowski then proposed that the members accept the committee's recommendation to make Dr. Schmierbach the next editor. The motion was seconded. The final vote ally was all in support and none against. Therefore, the motion to make Dr. Schmierbach the next editor of the journal was adopted/passed.
- Next, Xi Cui, the midwinter chair, provided an overview of this year's midwinter conference. He noted that we were the largest division again this year with 9 panels. We also had 59 submissions, with 30 acceptances for a 51% acceptance rate. The 25 judges ended up with ~5 abstracts to review. There were 30 papers showcasing work of 43 authors that came from various states across the country (e.g., TX, OH, WI, FL, etc.).
- He also provided an overview of the demographics for the midwinter meeting.
- Lastly, he noted that Dr. Surin Chung at Ohio University had won the top paper for the conference. In addition, Shimeng Dia and Nahyun Kim had won the travel awards this year.
- Next, Dr. Kalyani Chadha, the research committee chair, provided an overview of the research competition for the year. She indicated that the division had received 112 submissions this year. 15 of these were disqualified for not following the division guidelines. Overall, 56 were accepted, 41 were rejected, and 3 were transferred. In the end, the acceptance rate was 50%. Three papers of the 86 faculty submissions received an award. 3 out of the 23 student papers received awards. 2 Moeller awards were given out of 5 papers submitted.
- She also provided an overview of the various research panels that varied on topics such as media representation, media and health, partisan media effects, media and emotions, and social media.
- She also announced winners for the open competition, the student competition, and the Moeller competition (see annual report for authors and papers titles).
- Next, Dr. Masahiro Yamamoto, from SUNY Albany, went over the work the awards committee had done throughout the year. He noted that there were 26 applications for various awards this year. He also provided a general overview of the various awards and what we're looking for winners for the different awards. He then went through the individuals who had won the various awards this year. Information about award winners can be found in the annual report, which is available on the division's website.
- Dr. Yamamoto finished up talking about different ways that we could improve communication to our members about the various awards available through the Division. Dr. Hmielowski noted that he had already talked to AEJMC and they would be willing to post a newsletter article to the Association's newsletter about the awards. Dr. Hmielowski also

noted that members of the executive committee should reach out to colleagues at their home institutions about the various awards. Dr. Watson noted he had done this at Michigan State and some people had submitted materials and won awards.

- Next, Dr. Wang provided an overview of the work done by the PF&R committee this year. She talked about the co-sponsored events for this year. She also discussed the PF&R tour sponsored by the Division this year. She noted that 17 people showed up for the tour and most people found it to be interesting, though it went longer than scheduled.
- Dr. Karlis then provided an overview of the work done by the teaching committee this year. He provided an overview of number of awards received for the various teaching awards. He also talked about the topics covered in the Divisions co-sponsored events this year.
- Finally, Dr. Meganck provided an overview of the work done by the communication committee this year. She noted the general goals for the committee. Moreover, she noted that they had seen increases in the number of people following the Division's various social media feeds (e.g., increase of 34% on Facebook, increase of 18% for Twitter, and an increase of 2% for LinkedIn). However, she noted that even though a good number of people were following the division, there was little engagement with members (e.g., few likes or retweets). She noted this is something the division should think about addressing moving forwards. She also talked about the idea of spending money on sponsored ads or something to get people to pay more attention to the Division's social media feeds.
- The meeting then moved to focusing on new business that had been dealt with during the current year. The first issue had been brought up by Dr. Cui during the year. In particular, he wanted to change the title of the travel award from "graduate student travel award" to "student travel award." This year an undergrad had asked whether they could apply for travel grants. The members voiced support for this change. Given this did not require a change to the bylaws, there was no formal motion or vote. However, the members voiced support for this change to the language tied to travel awards within the division's communication to members.
- The next issue had been brought up by Dr. Shen (Journal Editor). He proposed that the division should increase the journal article of the year award from \$500 to \$1000. In addition, he proposed that the division increase the number of reviewer of the year awards from 1 to 2. He also proposed that the Division double the awards for the paper competition awards (e.g., go from \$250, \$150, & \$75 to \$500, \$300, & \$150).
- First, the members voted on increase the number of reviewer awards and increasing the amount of money given to the top journal article winner (as these are changes that need to be made to the bylaws). The proposal was offered by Dr. Hmielowski and seconded by Dr. Shen. All members present voted to make this change to the award. There was no opposition and no abstentions.
- In terms of doubling the paper competition awards, there was some discussion regarding whether there was a need to increase the awards. Dr. Watson noted asked about how much our awards were compared to other divisions noting that if our awards were on par with other divisions there may not be a need to increase the amounts given for the paper awards. Dr. Yu made a similar point regarding whether we should increase if our current awards were similar to other division's. Dr. Watston also asked whether this increase in the award would really

fall in line with improving the quality of the journal as these awards may not actually affect the quality of articles submitted to the journal. Dr. Hmielowski noted that there is a generally need to spend Division funds and that there weren't many proposals made this year, so increasing awards seemed like a good idea. Dr. Schmierbach provided information about the PR division and noted their top paper winner received \$750. After hearing this information, members were more open to the idea of doubling the amount of money given for the various awards. In the end, the members voted to double the money given for all the paper awards. There was no formal proposal or second as this was not a change to the bylaws.

- Next, Dr. Hmielowski provided an overview of a way to potentially increase the reach of the journal. He noted he had looked into translating articles from the journal. However, this would cost about \$6000 per article, affect the pages used by the journal, and might not increase readership. Instead, he said his discussions with Jillian O'Keefe (journal representative from Taylor & Francis) was that it would make more sense to spend money on getting abstracts translated each year. The cost was relatively low (e.g., about \$600 per volume for 3 languages). The members were supportive of this idea and wanted the journal and next head to move forward with this process. The next editor and head would just need to decide the number of languages they would translate the abstracts into and what the process would look like (e.g., likely to just be done when downloading online journals).
- Next, Dr. Hmielowski noted that moving forward the Division should look into doing three types of pre-conference events moving forward and ways the journal funds could be used to support these events. First, the Division could spend money bringing in experts on different statistical methods to give workshops on various topics. Dr. Hmielowski noted that this year the PR Division and MC&S had spend \$3000 on a pre-conference workshop on big data. Therefore, one way to spend money that would benefit the journal (and the field of communication) would be to sponsor these method events. Second, the division could do a grad student mentoring program. The International Communication Associate has pre-conference events for grad students where they get feedback from faculty on ongoing projects. The divisions spend ~\$2000 dollars on these events. MC&S could sponsor a similar event where students submit work, which then receives feedback from faculty. The division could provide monetary compensation in the form of air fair to get people to the pre-conference event. Finally, Dr. Shen had floated the idea of having pre-conference events on special topics that would be tied to the getting articles published in the journal. IN essence, the division could sponsor events tied to special issue calls where papers are submitted and accepted/rejected. Accepted papers could then be part of a pre-conference event where faculty give each other feedback on their ideas. These papers would then be allowed to be submitted to the journal as part of this special issue. Once again, journal funds could be used to sponsor this event if needed. The general idea would be to rotate these events on a three-year basis- i.e., methods workshop, mentoring workshop, and special issue workshop. In general ,members supported moving forward with implementing this idea in the future.
- Next, Dr. Hmielowski talked about providing additional support for grad students moving forward. Specifically, he proposed providing conference registration for student papers accepted to the conference. This year, it would have been 7 papers getting the award. He suggested that the research chair could ask the authors who would want the registration when

telling them about their accepted paper. Then the head could forward along the names of people who would get the registration for the upcoming conference to AEJ when notifying the association about checks for the year. Dr. C. noted that this might help retain people in the division as students who work with a division tend to stick with it moving forward. She also noted that this might increase the quality of papers submitted to the division. Current grad students and faculty (Dr. Hernandez) noted that this was a good idea and would clearly benefit graduate students. Dr. Yu asked why this hadn't been considered before given that it sounded pretty easy. In the end, the members decided to move forward with this proposal within the next year or two.

- Dr. Hmielowski also noted that the division could increase money tied to other awards (e.g., the research award). However, members noted that the rest of the awards were funded at adequate levels and there was no need at this time to increase the amount of money given for other awards.
- Lastly, Dr. Hmielowski asked whether the division would be open to funding other events moving forward. He provided a specific suggestion made by Dr. Jensen Moore (one that was received via email. Dr. Moore was not present in the meeting) to give \$25000 for an event tied to an upcoming anniversary associated with the Oklahoma City bombing. The members did not see a reason to provide funds for this event and did not support moving forward with providing money for this event.
- Finally, the members voted on where the 2024 conference would be held. The options were Philadelphia, PA, New York, NY, and Nashville, TN. Dr. Hmielowski provided information given to him during the COD meeting on Wed. Specifically, he noted NY would never be less expensive and that there would be no grad student rate. He also noted that TN might end up near downtown or on Opryland, which was not near downtown (~15 miles to downtown).
- The members voted to support Philadelphia (9) over NY (5) and Nashville (1).
- The members then approved the slate for next year (see list online). Dr. Hmielowski proposed accepting the new offer slate for the upcoming year. Dr. Sarge seconded the proposal. All members supported the new slate.
- The meeting the adjourned.

## B. Fall and Spring Newsletters for 2019-2020

Vol. 53, Issue 1

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# Newsletter

Vol. 53, Issue 1  
Fall 2019



## Looking Ahead for Mass Comm & Society

by Nan Yu, MCS Division Head

Hello MCS Members,  
I am excited to begin my term as the Division Head of Mass Communication and Society for 2019-2020. We have had a successful Annual Business Meeting in August. First, I want to take this opportunity to thank reviewers, moderators, panelists, officers, and attendees in Toronto. You all have helped make the 2019 Toronto Annual Conference a successful one. In the upcoming year, I will work with our Division officers and make 2020 Annual Conference in San Francisco as successful. I appreciate those who have submitted panel ideas for 2020. Please feel free to contact me or the Vice Head Masahiro Yamamoto if you have any new ideas for the 2020 conference.

In the past Business Meeting, the Division board has approved the next Editor-Elect for the *Mass Communication & Society*

*Journal* based on the recommendation from the search committee. Dr. Mike Schmierbach, associate professor from Penn State University will be the next *MCS Journal* Editor-in-Chief starting 2020. As a division, we highly appreciate Dr. Fuyuan Shen's exceptional work in the past four years serving as the Editor. The transition work starts Fall of 2019. *MCS Journal* has sent out a call for proposals for a special issue to be published in 2021. Please contact Dr. Schmierbach (mgs15@psu.edu) by November 15, 2019 if you are interested in submitting.

During 2019-2020, we have successfully sponsored our members using our Division fund through various research and travel awards (see Award Committee section). We will continue to benefit our members by supporting their scholarship activities through awards. If you have been an awardee of MCS

Division, please help encourage other members to submit award applications in the future. Our goal is to well spend our Division fund to keep promoting research and teaching among our members.

I will also work with our Division officers to improve the communications between the Division and our members. We are now still the largest division of AEJMC with more than 520 members. Follow us on Twitter ([https://twitter.com/AEJMC\\_MCS](https://twitter.com/AEJMC_MCS)) and Facebook ([https://www.facebook.com/groups/aejmc\\_mcs/](https://www.facebook.com/groups/aejmc_mcs/))!

If you have any questions or ideas that you feel might be helpful to the MCS Division, please feel free to send me an email ([nan.yu@ucf.edu](mailto:nan.yu@ucf.edu)). I look forward to another productive year for our division.



## Conference Programming Update

by Masahiro Yamamoto, Vice Head

Mass Communication and Society Division sponsored a successful set of panels at the 2019 Annual Conference in Toronto. The panels focused on a wide variety of important topics such as a historical analysis of violence against the media, how to conduct research on sex and social media with a cohort of individuals who grew up with social media, media coverage of hate speech, health and science misinformation on social media, teaching entrepreneurial skills and mindsets to students, and effective

instructional strategies and tactics to make course material stick. Our panels were well attended by our Division members and others interested in the topics.

For next year's Annual Conference in San Francisco, we are now in the process of programming. The Programming Chairs of each division and interest group are working with each other to co-sponsor research, teaching, and Professional Freedom and Responsibility (PF&R) panels. I received great panel proposals

from our members and from officers of other divisions who would like to co-sponsor panels with us. The proposals I received have been uploaded to an "auction" website where, in the next few weeks, we will make a deal with other divisions and interest groups to program panel sessions. I will make sure that we will have another strong set of panels that will be of interest to our members. Stay tuned to our future newsletters for more information about panels for next year's Annual Conference!



## Membership Update

by Kalyani Chadha, Vice Head-Elect

With 533 members as of July 2019, the Mass Communication and Society Division is currently AEJMC's largest division, with a membership size significantly larger than that of any other division within the organization! Moreover, the Division is also financially healthy with a balance totaling over \$16,000. In view of its financially stable situation and with an eye to spending down cash reserves, the group instituted several initiatives aimed at promoting the

Division in 2019. These included: co-sponsoring a reception at the World Journalism Education Congress in Paris in order to increase awareness of the Division to a global audience; underwriting the costs of a refreshment break and co-sponsoring a pre-conference event with the Public Relations Division at the Annual Conference in Toronto. The Division also voted to increase the amount of money given to the winner of the *Mass Communication and Society Journal's* top article of the year award from \$500 to \$1000 and also doubled the amount of

money given to all papers as part of the Annual Paper Competition. The Division is also exploring other ways to effectively utilize available funds such as different types of pre-conference events such as methods-related workshops, graduate student mentoring events, as well as events focusing on special issues for *MCS Journal*. If you have any thoughts or ideas on how the Division could or should use the available funds, please feel free to reach out to me at [kchadha@umd](mailto:kchadha@umd). We want to make sure that the funds are used to support the goals of MCS and benefit our Division members!



## Mass Communication and Society Division Seeks Nominations for Two Awards

by Ruoxu Wang, PF&R Committee Chair

The Mass Communication and Society Division would like to call your attention to two monetary awards for professional freedom and responsibility: the MCS PF&R Award and the MCS Professional Award.

Established in 2015, the PF&R Award recognizes excellence in research, teaching or service related to the five PF&R principles identified by AEJMC. This award is worth 500 dollars. These principles are: the promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service.

The award is open to any individual who has made significant contributions to scholarship in any of these five areas 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.

Also established in 2015, the Professional Award recognizes professionals for upholding the values of professional freedom and responsibility, diversity and public

service. This award is worth 250 dollars. It is also open to any individual who has spent a significant portion of her/his career in mass communication industries such as broadcast, print, photojournalism, advertising, public relations, and social media. Individuals must show initiatives that were undertaken in order to uphold these values for work within the areas of education, journalism, advertising, public relations, or a related field. Other worthwhile endeavors entail working within the community to promote social responsibility outside of normal work duties.

Both awards are open to nominations, including self-nominations. Details for the PF&R Award can be found at: <https://aejmc.us/mcs/awards/pfr-award/>. Details for the Professional Award can be found at: <https://aejmc.us/mcs/awards/professional-award/>. Please consider submitting nominations for the awards in April 2020.

**FREEDOM**  
↓ ↓  
**RESPONSIBILITY**

## Communications Committee Update



by Shana J. Meganck,  
Communications Chair/  
Social Media Chair

As a reminder from last year, we want to encourage people to be more "social" on our sites. Some ways to do this include commenting and liking the stuff 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!

Did you or a colleague recently get promoted? We'd love to know!

Have you seen something in the news recently that you think would interest the MCS community? Please share it!

Have you had an article or study published recently? We all want to hear about it!



## Research Committee Report

by Xi Cui, Research Committee Chair

The purposes of the Mass Communication and Society Division as defined in the bylaw are “to encourage the study of mass communication” to meet the needs of the society, to better our knowledge of the political, economic, and social orders of society, and to encourage diverse forms of research approaches. To realize these purposes, the Division publishes the *Mass Communication and Society Journal*, organizes research panels at AEJMC’s Annual Conference and Midwinter Conference, awards research grants to two faculty-led projects (\$10,000 in total), one student-led project (\$5,000), one dissertation project (\$3,000) each year as well as to top papers at the two conferences. Many awarded projects come to fruition in the form of dissertations, book manuscripts, journal articles, conference presentations, etc.

Our 2018 Faculty Research Award winners Dr. Danielle K. Kilgo (Indiana University) and Dr. Rachel R. Mourão (Michigan State University)’s study “Press, Protests and the People: How Media Framing and Visual Communication Affects Support for Black Civil Rights Protests” was presented at the 2019 Annual Conference in Toronto, Canada. This study tests the impact of news frames on audience support for a civil-rights social movement. Using a 3 X 2 exper-

imental design, they explore how frames and visuals affect audiences’ criticism of police and protesters, support, and identification with the movement. They find that legitimizing narratives have limited impact on increasing support and identification with protesters and police criticism. Delegitimizing frames increase criticism towards protesters, decrease support and identification, and decrease criticism of police.

The 2018 Student Research Award project explores the lay credibility judgments of science news and reports of uncertain science. Researcher Chelsea Ratcliff (University of Utah) hopes to unveil how the public conceptualize “scientific uncertainty” and respond to news coverage of uncertain science. The project exemplifies the Division’s

commitment to diverse research approaches by employing both qualitative and quantitative methods including cognitive interviewing and experiments. It addresses an important societal need of effective science communication in the age of institutional distrust and disinformation.

We welcome all prospective research projects that fit the Division’s mission to apply for the 2020 MCS Research Award and MCS Dissertation Award. Please follow the Division’s website, newsletter, and social media for future calls. 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 not eligible for application.



Article of the Year Winner Anne Oeldorf-Hirsch (center) w/ Fuyuan Shen (left) and Jay Hmielowski (right).





## Join Mass Communication & Society at Midwinter Conference 2020

by Alec Tefertiller, Midwinter Chair

The Mass Communication and Society Division will once again participate in the annual AEJMC Midwinter Conference hosted by the University of Oklahoma Gaylord College of Journalism and Mass Communication in Norman, Oklahoma on Friday, March 6, and Saturday, March 7, 2020.

Midwinter is known for providing participants with the chance to present and discuss their research in a friendly, intimate setting. Graduate students are especially encouraged to submit, as Midwinter's supportive environment is seen as being comfortable for first-time presenters. In addition, Midwinter participants are welcomed and encouraged to submit their presented papers to the AEJMC Annual Conference. Midwinter provides authors with a great opportunity to get feedback on their research before submitting to the Annual Conference. In addition, MCS will honor the top abstract submission at Midwinter Conference, and graduate students can apply for a \$500 travel award from the Division.

MCS is typically the largest division represented at Midwinter Conference. In 2019, our division featured nine panels showcasing work from over 40 authors from across the United States, including more than two-dozen graduate students. As such, in addition to welcoming abstract submissions from our members, we also need

members who are willing to serve as reviewers and discussants. For reviewers, the conference only allows submissions of abstracts between 600-800 words, and you do not have to be in attendance to serve as a discussant.

The deadline for abstract submission is 11:59 pm, Central Time, Sunday, December 1st. Submit abstracts to the conference website (<http://bit.do/Midwinter2020>). If you have not submitted to Midwinter Conference before, you'll need to create an account. Make sure to select MCS as your division when submitting your abstract. For the complete call, please visit the MCS website (<https://aejmc.us/mcs/conferences/midwinter/>). Notifications regarding conference acceptance will be emailed mid-January.

Abstracts should be clear of any identifying information, and they should be between 600-800 words in length (excluding author information and references). Abstracts should give a clear sense of relevant literature, research objectives, methodological approach, stage of research project (conceptual, data gathering, data interpreting), and expected findings and conclusions. Abstracts cannot be under review at other journals or conferences (e.g., ICA).

In addition, Midwinter Conference accepts two-page panel proposals. Please direct panel proposals and any questions regarding abstract submission or the conference to the Midwinter Committee Chair, Alec Tefertiller, at [alect@k-state.edu](mailto:alect@k-state.edu). We look forward to seeing you in Norman!



Top Conference Reviewer  
Krishnan Vasudevan (center)  
w/ Kalyani Chadra (left) and  
Jay Hmielowski (right).



## 2019 MCS Award Winners

by Weirui Wang, Awards Committee Chair

Greetings from the Awards Committee of Mass Communication and Society Division. 2019 was again a productive year for mass communication scholars, educators and professionals. We are here to celebrate the achievements of our colleagues.

In 2019, the MCS Dissertation Award went to Flora Khoo, post-doc fellow at Regent University, on her dissertation titled *Innocence Killed: Recruitment, Radicalization and Desensitization of the Children of the Islamic State of Iraq and Syria*. Two winners were selected for faculty Research Awards. They were Lea Hellmueller, University of Houston, and Lucinda L. Austin, the University of North Carolina at Chapel Hill. The winner of the student Research Award was Kelli Boling, a doctoral student at the University of South Carolina.

Three papers out of 86 faculty submissions received a Top Paper Award in the MCS Open Paper Competition. The first place Top Paper Award went to Liang Chen, Shirley Ho, May Lwin and Lunrui Fu, from Sun Yat-sen University in China and Nanyang Technological University in Singapore. Gretchen Dworzniak-Hoak, from Kent State University, won the second place Top Paper Award. Winners of the third place of the Open Paper Competition were Fuyuan Shen,

Guolan Yang, Jeff Conlin and Pratiti Diddi, from the Pennsylvania State University.

Three out of 23 student papers received Top Paper Awards in the MCS Student Paper Competition. Yi En Ho, Dion Loh, Tsi Ying Au, and Celine Mok, from Nanyang Technological University, Singapore, won the first place. Lin Li, from Michigan State University and Meredith Metzler, from University of Wisconsin-Madison, won the second and third place of the student paper competition respectively. Moeller Student Paper Competition winners were Tamar Wilner from University of Texas at Austin (1st place) and Chris Noland, from University of South Carolina (2nd place). This competition award endorses excellent papers submitted to a course project.

MCS also honors the outstanding contributions made by a vast variety of educators in our field. This year, Charles Harman from West Virginia University and Sonali Kudva from Kent State University received MCS Adjunct/Instructor Awards. MCS Promising Professors Awards went to Lindsay M. McCluskey, State University of New York at Oswego (1st place), Derek Moscato, Western Washington University (2nd place) and Ruoxu Wang, University of Memphis (3rd place) in the faculty

category. Meanwhile, this award also recognizes new student educators, and this year the winners were Minhee Choi, University of South Carolina (1st place), and Anthony Cepak, Michigan State University (2nd place). We want to applaud these new educators who demonstrated excellence and innovation in teaching. Meanwhile, Joe Grimm, Michigan State University, received the MCS Service-Learning Award that aims to assist the instructor's service-learning course. Peter Bobkowski, University of Kansas (1st place), Brian J. Bowe and Sheila Webb, Western Washington University (2nd place) and Xi Cui, College of Charleston (3rd place) won the Teaching Ideas Competition.

Please visit the awards section of the MCS Website (<http://aejmc.us/mcs/>) for more details including application eligibility and requirements. The website lists different types of research, teaching, professional and service awards that aim to recognize diverse contributions in a wide spectrum. We will soon determine the deadlines and strongly encourage you to apply. All applications or nominations for any of our awards should be emailed to Award Committee Chair Weirui Wang ([weiruiwang@fiu.edu](mailto:weiruiwang@fiu.edu)). Please help us make your exceptional work known and recognized.

## 2019 Mass Communication and Society Division Award Winners

Faculty Research Award Winner  
Lea Hellmueller (center) w/ Kalyani Chadra (left) and Jay Hmielowski (right).



Dissertation Award Winner  
Flora Khoo (center) w/ Kalyani Chadra (left) and Jay Hmielowski (right).

Graduate Travel Award  
Winner Nadia Alhashimi  
w/ Jay Hmielowski.



Faculty Research Award Winner  
Lucinda Austin (left) w/ Kalyani Chadra (center) and Jay Hmielowski (right).



1st Place  
Promising Professor  
Faculty Winner  
Lindsay M.  
McCluskey (center)  
w/ Jack Karlis (left)  
and Jay Hmielowski  
(right).

Student Research Award Winner  
Kelli Boling (left) w/ Kalyani Chadra (center) and Jay Hmielowski (right).



1st Place  
Promising Professor  
Student Winner  
Minhee Choi (center)  
w/ Jack Karlis (left)  
and Jay Hmielowski (right).



## Teaching Committee Report

by Jack Karlis, Teaching Committee Chair

When a scholar is pursuing tenure and promotion, he or she really focuses on his or her research, pedagogy and service when writing his or her narrative. However, did you know that the Teaching Committee annually offers opportunities to enhance your candidacy to move up in rank and achieve tenure? Maybe for senior scholars, you're looking for some recognition for all your years in the classroom or have some knowledge you would like to pass onto the next generation of scholars.

For those entering the job market, the Teaching Committee's awards could mean the difference between you and another candidate landing that tenure-track job. The Mass Communication and Society Division has a longstanding tradition of awarding our membership for its pedagogy, and two of our awards have been often overlooked.

Winners for each award will be decided by the Vice Head (Masahiro Yamamoto) and Teaching Committee members (Jack Karlis and Dean Cummings).

### Service-Learning

The MCS Service-Learning Award 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, nonprofit clients, schools and governmental bodies in the classroom.

### Past Winners

2019  
Joe Grimm,  
Michigan State University

2017  
Jensen Moore,  
University of Oklahoma

2016  
Cindy Vincent

### Requirements

- 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.
- Applicants must be members of MCS who are teaching a service-learning course in the 2020-2021 academic year.
- Winners of the Service-Learning Grant will be chosen by the Vice Head and Teaching Committee members.
- Award winners will be recognized at the Division Awards luncheon

(with plaque and/or certificate) at the Annual Conference in San Francisco and will also be listed on the Division website.

### Teaching Ideas Competition

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

### Winners

2019  
First Place  
Peter Bobkowski,  
University of Kansas

Second Place  
Brian J. Bowe, Sheila Webb,  
Western Washington University

Third Place  
Xi Cui, College of Charleston

2018  
Yue Zheng,  
California State University –  
Northridge

**Continued on Next Page...**



## Graduate Students Get Support

by Jordan Morehouse, Graduate Student Liaison Chair

Are you searching for a way to get involved, have your travel funded, or have your research funded? The Mass Communication and Society Division can help! First, our Graduate Travel Award Program assists graduate students with their research endeavors by providing funds to travel to the Midwinter Conference (\$500) or Annual Conference (\$1,000). Plan ahead by applying for the Midwinter Conference by the end of January 2020 and the annual AEJMC conference by the end of May 2020. Second, the Division offers excellent oppor-

tunities for funding research. Apply for the student-led research project Research Awards to receive \$5,000 to go towards a research project with a topic that advances mass communication research, especially at the societal or macrosocial level. To apply, submit your proposal by the end of April 2020. Lastly, MCS has excellent opportunities to get involved! Connect with other graduate students, learn from faculty, and expand your personal network by joining the Division. MCS offers graduate student members the opportunity to get access to the

many resources available through the Division. For example, graduate students can receive feedback on preliminary drafts of their work through the review process when submitting papers and at Annual Conference when presenting work. Additionally, graduate student members also get access to the *Mass Communication and Society Journal*, which is an ISI journal that focuses on all topics tied to mass communication. For more information on ways to get involved and have your travel and research funded, visit <https://aejmc.us/mcs/>.

### Requirements

- Must explore 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.

- Open to a wide range of qualitative and quantitative approaches, but the methods used (and their theoretical grounding) should be made explicit.

- Monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place will be presented to the winners at the Division Business Meeting and luncheon (with plaque and/or certificate)

at the Annual Conference in San Francisco and will also be listed on the Division website.

### Eligibility

- All entrants must be members of MCS.

- All entrants must be full-time faculty, adjunct professors, and graduate student instructors who have taught at least one course in the field of mass communication.

- Applications for the awards must be submitted electronically in .PDF format to the Awards Chair, Weirui Wang ([weiruiwang@fiu.edu](mailto:weiruiwang@fiu.edu)), by 11:59 EST on April 30, 2020. Late applications will not be accepted.



1st Place  
Adjunct/Instructor  
Award Winner  
Charles Harman (center)  
w/ Jack Karlis (left) and  
Jay Hmielowski (right).

## 2019 MCS Division Business Meeting Minutes AEJMC Annual Conference

### Division Head

The Head, Jay Hmielowski, opened up talking about the number of members for AEJMC and the Division. He noted there were 3434 AEJMC members this year. Of this total, there were 702 student members and 234 international members.

Specific to the Division, he noted there were 533 members (as of 7/25). This number made MCS the largest division (PR 411, Online news- 371, ComSher-300, History- 276).

In terms of finances, the Division currently had a balance of \$16,770.23, which was a decrease from \$28,622.69 from the same time last year.

He also outlined the current diversity of the executive board and noted the Division was doing pretty well in regards to diversity among executive members.

Lastly, he outlined some things he has spent money on this year including: Spending \$1500 on a pre-conference event (split the cost of \$3000 event with PR Division), sponsoring a reception at WJEC (\$2000), and sponsoring the refreshment break at AEJMC (\$2500).

### Mass Communication and Society Journal Editor

The next update came from the MCS Journal Editor, Fuyuan Shen. He announced that the reviewer of the year award for *MCS Journal* would be going to Jay Hmielowski, from the University of Florida. He also noted that Anne Oeldorf-Hirsch, from the University of Connecticut, would receive the article of the year award for her article titled "The Role of Engagement in Learning from Active and Incidental News Exposure on Social Media."

He also provided an update on the current impact factor numbers for the journal. Specifically, the journal increased its impact factor in 2018 to 2.180 (up from 1.634 in 2017). The five-year impact factor also increased from 1.880 in 2017 to 2.151 in 2018. As a result, the journal ranking for 2018 was 24 out of 84 journals, while the 5-year impact factor placed the journal at 34 out of 84 journals. He also noted that the

current balance for the journal was \$450,185.97.

Lastly, he noted that progress was being made on the two special issues coming out in the next year. Specifically, the special issue edited by Hajo Boomgaarden, Sophie Lecheler, and Jorg Matthes would be published by the end of the year. In addition, the special issue called "what is news?" has a large increase in submissions after extending the deadline this summer.

### Vice Head

Next, the vice-head, Nan Yu, provided an update. She gave an overview of the various sessions MCS co-sponsored this year. Moreover, she outlined that the Division had worked with a variety of groups including the PR Division, the Religion and Media Interest Group, the CommSHER Division, the Advertising Division, the History Division, and the Media Management, Economics, and Entrepreneurship Division.

She also highlighted the diversity of panelists across these various panels this year.

Lastly, she provided an overview of the search for a new editor for the journal. She noted that the search committee included five faculty members: Dr. Carol Pardun (Chair), Dr. Kim Bissell, Dr. Bartosz Wojdyski, Dr. Kathy Forde, and Dr. Nan Yu. The committee received 7 applications, several of which were strong contenders to become the next editor. In the end, the committee recommended that Dr. Michael Schmierbach to become the next editor of the journal.

Dr. Schmierbach introduced himself to members and noted some ideas he had moving forward for the journal including looking into making articles open-access and increasing the number of reviewer awards given away each year.

Jay Hmielowski then proposed that the members accept the committee's recommendation to make Dr. Schmierbach the next editor. The motion was seconded. The final vote tally was all in support and none against. Therefore, the motion to make Dr. Schmierbach the next editor of the journal was adopted/passed.

## 2019 MCS Division Business Meeting Minutes AEJMC Annual Conference

### Midwinter Committee

Next, Xi Cui, the Midwinter Chair, provided an overview of this year's Midwinter Conference. He noted that we were the largest division again this year with 9 panels. We also had 59 submissions, with 30 acceptances for a 51% acceptance rate. The 25 judges ended up with ~5 abstracts to review. There were 30 papers showcasing work of 43 authors that came from various states across the country (e.g., TX, OH, WI, FL, etc.).

He also provided an overview of the demographics for the midwinter meeting.

Lastly, he noted that Dr. Surin Chung at Ohio University had won the Top Paper for the Midwinter Conference. In addition, Shimeng Dia and Nahyun Kim had won the travel awards this year.

### Research Committee

Next, Dr. Kalyani Chadha, the Research Committee Chair, provided an overview of the research competition for the year. She indicated that the Division had received 112 submissions this year. 15 of these were disqualified for not following the Division guidelines. Overall, 56 were accepted, 41 were rejected, and 3 were transferred. In the end, the acceptance rate was 50%. Three papers of the 86 faculty submissions received an award. 3 out of the 23 student papers received awards. 2 Moeller awards were given out of 5 papers submitted.

She also provided an overview of the various research panels that varied on topics such as media representation, media and health, partisan media effects, media and emotions, and social media.

She also announced winners for the open competition, the student competition, and the Moeller competition.

### Awards Committee

Next, Dr. Masahiro Yamamoto, from SUNY Albany, went over the work the Awards Committee had done throughout the year. He noted that there were 26 applications for various awards this year. He also provided a general overview of the various awards and what the

Division looks for winners for the different awards. He then went through the individuals who had won the various awards this year. Information about award winners can be found in the annual report, which is available on the Division's website.

Dr. Yamamoto finished up talking about different ways that we could improve communication to our members about the various awards available through the Division. Dr. Hmielowski noted that he had already talked to AEJMC and they would be willing to post a newsletter article to the Association's newsletter about the awards. Dr. Hmielowski also noted that members of the executive committee should reach out to colleagues at their home institutions about the various awards. Dr. Watson noted he had done this at Michigan State and some people had submitted materials and won awards.

### PF&R Committee

Next, Dr. Wang provided an overview of the work done by the PF&R Committee this year. She talked about the co-sponsored events for this year. She also discussed the PF&R tour sponsored by the Division this year. She noted that 17 people showed up for the tour and most people found it to be interesting, though it went longer than scheduled.

### Teaching Committee

Dr. Karlis then provided an overview of the work done by the Teaching Committee this year. He provided an overview of number of awards received for the various teaching awards. He also talked about the topics covered in the Divisions co-sponsored events this year.

### Communication Committee

Finally, Dr. Meganck provided an overview of the work done by the Communication Committee this year. She noted the general goals for the committee. Moreover, she noted that they had seen increases in the number of people following the Division's various social media feeds (e.g., increase of 34% on Facebook, increase of 18% for Twitter, and an increase of 2% for

**Continued on Next Page...**

## 2019 MCS Division Business Meeting Minutes AEJMC Annual Conference

LinkedIn. However, she noted that even though a good number of people were following the Division, there was little engagement with members (e.g., few likes or retweets). She noted this is something the Division should think about addressing moving forward. She also talked about the idea of spending money on sponsored ads or something to get people to pay more attention to the Division's social media feeds.

### New Business

The meeting then moved to focusing on new business that had been dealt with during the current year. The first issue had been brought up by Dr. Cui during the year. In particular, he wanted to change the title of the travel award from "graduate student travel award" to "student travel award." This year an undergrad had asked whether they could apply for travel grants. The members voiced support for this change. Given this did not require a change to the bylaws, there was no formal motion or vote. However, the members voiced support for this change to the language tied to travel awards within the Division's communication to members.

The next issue had been brought up by Dr. Shen (Journal Editor). He proposed that the division should increase the Journal Article of the Year Award from \$500 to \$1000. In addition, he proposed that the Division increase the number of Reviewer of the Year Awards from 1 to 2. He also proposed that the Division double the awards for the paper competition awards (e.g., go from \$250, \$150, & \$75 to \$500, \$300, & \$150).

First, the members voted on increasing the number of reviewer awards and increasing the amount of money given to the top journal article winner (as these are changes that need to be made to the bylaws). The proposal was offered by Dr. Hmielowski and seconded by Dr. Shen. All members present voted to make this change to the award. There was no opposition and no abstentions.

In terms of doubling the paper competition awards, there was some discussion regarding whether there was a need to increase the awards. Dr. Watson asked

about how much our awards were compared to other divisions noting that if our awards were on par with other divisions there may not be a need to increase the amounts given for the paper awards. Dr. Yu made a similar point regarding whether we should increase if our current awards were similar to other division's. Dr. Watston also asked whether this increase in the award would really fall in line with improving the quality of the journal as these awards may not actually affect the quality of articles submitted to the journal. Dr. Hmielowski noted that there is a general need to spend Division funds and that there weren't many proposals made this year, so increasing awards seemed like a good idea. Dr. Schmierbach provided information about the PR division and noted their top paper winner received \$750. After hearing this information, members were more open to the idea of doubling the amount of money given for the various awards. In the end, the members voted to double the money given for all the paper awards. There was no formal proposal or second as this was not a change to the bylaws.

Next, Dr. Hmielowski provided an overview of a way to potentially increase the reach of the journal. He noted he had looked into translating articles from the journal. However, this would cost about \$6000 per article, affect the pages used by the journal, and might not increase readership. Instead, he said his discussions with Jillian O'Keefe (journal representative from Taylor & Francis) was that it would make more sense to spend money on getting abstracts translated each year. The cost was relatively low (e.g., about \$600 per volume for 3 languages). The members were supportive of this idea and wanted the journal and next head to move forward with this process. The next editor and head would just need to decide the number of languages they would translate the abstracts into and what the process would look like (e.g., likely to just be done when downloading online journals).

Next, Dr. Hmielowski noted that the Division should look into doing three types of pre-conference events moving forward and ways the journal funds could be used to support these events. First, the Division could spend money bringing in experts on different statisti-



## 2019 MCS Division Business Meeting Minutes AEJMC Annual Conference

cal methods to give workshops on various topics. Dr. Hmielowski noted that this year the PR Division and MCS had spent \$3000 on a pre-conference workshop on big data. Therefore, one way to spend money that would benefit the journal (and the field of communication) would be to sponsor these method events. Second, the Division could do a grad student mentoring program. The International Communication Association has pre-conference events for grad students where they get feedback from faculty on ongoing projects. The divisions spend ~\$2000 dollars on these events. MCS could sponsor a similar event where students submit work, which then receives feedback from faculty. The Division could provide monetary compensation in the form of air fair to get people to the pre-conference event. Finally, Dr. Shen had floated the idea of having pre-conference events on special topics that would be tied to getting articles published in the journal. In essence, the Division could sponsor events tied to special issue calls where papers are submitted and accepted/rejected. Accepted papers could then be part of a pre-conference event where faculty give each other feedback on their ideas. These papers would then be allowed to be submitted to the journal as part of this special issue. Once again, journal funds could be used to sponsor this event if needed. The general idea would be to rotate these events on a three-year basis—i.e., methods workshop, mentoring workshop, and special issue workshop. In general, members supported moving forward with implementing this idea in the future.

Next, Dr. Hmielowski talked about providing additional support for grad students moving forward. Specifically, he proposed providing conference registration for student papers accepted to the conference. This year, it would have been 7 papers getting the award. He suggested that the Research Committee Chair could ask the authors who would want the registration when telling them about their accepted paper. Then the head could forward the names of people who would get the registration for the upcoming conference to AEJMC when notifying the association about checks for the year. Dr. C. noted that this might help retain people in the Division as students who work with a division

tend to stick with it moving forward. She also noted that this might increase the quality of papers submitted to the Division. Current grad students and faculty (Dr. Hernandez) noted that this was a good idea and would clearly benefit graduate students. Dr. Yu asked why this hadn't been considered before given that it sounded pretty easy. In the end, the members decided to move forward with this proposal within the next year or two.

Dr. Hmielowski also noted that the Division could increase money tied to other awards (e.g., the Research Award). However, members noted that the rest of the awards were funded at adequate levels and there was no need at this time to increase the amount of money given for other awards.

Lastly, Dr. Hmielowski asked whether the Division would be open to funding other events. He provided a specific suggestion made by Dr. Jensen Moore (one that was received via email. Dr. Moore was not present in the meeting) to give \$25000 for an event tied to an upcoming anniversary associated with the Oklahoma City bombing. The members did not see a reason to provide funds for this event and did not support moving forward with providing money for this event.

Finally, the members voted on where the 2024 Annual Conference would be held. The options were Philadelphia, PA, New York, NY, and Nashville, TN. Dr. Hmielowski provided information given to him during the COD meeting on Wednesday. Specifically, he noted NY would never be less expensive and that there would be no grad student rate. He also noted that TN might end up near downtown or on Opryland, which was not near downtown (~15 miles to downtown).

The members voted to support Philadelphia (9) over NY (5) and Nashville (1).

The members then approved the slate for next year. Dr. Hmielowski proposed accepting the new offer slate for the upcoming year. Dr. Sarge seconded the proposal. All members supported the new slate. The meeting then adjourned.

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# Newsletter

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## "Saving the Planet through Better Media and Communications" at AEJMC's 103rd Annual Conference in San Francisco

by Nan Yu, MCS Division Head

Dear MC&S Members,

I hope everyone is enjoying a smooth and productive spring semester. Before I start highlighting some of the key events moving forward, I want to thank everyone, our members and our Division officers, for your continuous support and contribution to our division. As the largest division of AEJMC, we work together to facilitate scholarship, mentorship, and friendship in our field.

In the past few months, we have been working on programming different panels and sessions for the upcoming Annual Conference in San Francisco. Our Vice Head Dr. Masa Yamamoto, Vice Head-Elect Dr. Kalyani Chadha, and PF&R Committee Chair Dr. Ruoxu Wang will provide some insights on some of the exciting events that will happen in August.

The Research Committee Chair Dr. Fan Yang will talk about how to submit your papers

for the paper competition. Please remember the deadline for submission this year is April 1, 2020. As the MCS members, you should have received an email regarding becoming a reviewer for our Annual Conference. If you haven't responded to that survey, please contact our Research Committee (Dr. Fan Yang [fyang@albany.edu](mailto:fyang@albany.edu) or Dr. Xi Cui [cui@cofc.edu](mailto:cui@cofc.edu)) and help with the paper-review process.

Please also remember that the MCS Division offers a variety of opportunities for research, teaching, and service awards for our Division members. In the past, these awards have helped numerous scholars and students to advance their scholarship and careers. Dr. Weirui Wang (Awards Committee Chair) and Dr. Jack Karlis (Teaching Committee Chair) will share details of the award application process. Please make sure you also check our website for different types of awards, deadlines, and application info (<https://aejmc.us/mcs/>).

Dr. Alec Tefertiller (Midwinter Committee Chair) will share the news coming from this year's Midwinter Conference at the University of Oklahoma. Thanks to those who have submitted a paper or reviewed for the Midwinter Conference and made it a successful one.

Lastly, I want to deliver my special appreciation to our communication officer Andrew Shumway for using his spare time to edit and put together each of our Division newsletters in the past several years, to Dr. Julia DeCook for constantly updating our Division website, and to Dr. Shana Meganck for making our Division social media outlets up-to-date. Our Division wouldn't be united and function as one without each of your contributions. I hope that our Division members can join the 2020 Annual Conference in San Francisco and help collectively build a stronger MCS presence there. See you all soon!



## Conference Programming Update

by Masahiro Yamamoto, Vice Head

This year's research, teaching, and PF&R panel sessions will be of great interest to our members. We believe that the topics will provide valuable information for practitioners, graduate students, professors, and members of other divisions.

First, we have two research panels scheduled for the upcoming conference. The first panel, "Journalism for the Powerful or the Vulnerable? How Community Structure Shapes Coverage of Critical Issues," will examine community structural influences on media functions and coverage. The second panel, "Tackling Misinformation: Academic-Community-Industry Collaborations around the World," will address the prevalence, impact, and diffusion of misinformation/disinformation online and discuss how academic research findings in this area can inform policymakers, media practitioners, and citizens.

Second, we have two great teaching panels. The first panel, "Media Entrepreneurs Meet Media Educators: How to Better Prepare the Next Generation of Media Entrepreneurs," will offer an opportunity for media entrepreneurs to share their experiences and challenges with educators who teach media entrepreneurship. The panel will address such topics as idea generation, opportunity recognition, business models, uncertainty, and funding. The second panel, "Sharing the Knowledge: Successful Strategies for Mentoring and Working with Graduate Students," will discuss strategies that seasoned faculty members have found useful for mentoring and collaborating with graduate students.

Finally, we have two PF&R panels planned this year. The first panel, "Responsible and Rigorous Scholarship: Advocating Open Research Practices in Journalism

and Mass Communication," will address open research practices in journalism and mass communication scholarship. Panelists will share their expertise in experimental, survey, qualitative, and computational approaches and how open science has allowed them to enhance the rigor of their research. The second panel, "When 'Shining a Light' is No Longer Enough: Rethinking the Social Responsibility of Journalists in the New Marketplace of Ideas," will reconsider the social responsibility of journalism in the current information environment where traditional journalistic principles and values are challenged by disinformation, market demands, and political polarization. We hope you take time to learn more about these panels as the Annual Conference approaches.

### Research Panels

**Journalism for the Powerful or the Vulnerable?  
How Community Structure Shapes Coverage of Critical Issues**

**Tackling Misinformation: Academic-Community-Industry Collaborations around the World**

### Teaching Panels

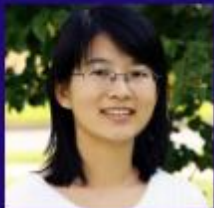
**Media Entrepreneurs Meet Media Educators: How to Better Prepare the Next Generation of Media Entrepreneurs**

**Sharing the Knowledge: Successful Strategies for Mentoring and Working with Graduate Students**

### PF&R Panels

**Responsible and Rigorous Scholarship: Advocating Open Research Practices in Journalism and Mass Communication**

**When "Shining a Light" is No Longer Enough: Rethinking the Social Responsibility of Journalists in the New Marketplace of Ideas**



## PF&R Offsite Tour to Google's San Francisco Office

by Ruoxu Wang, PF&R Committee Chair

The PF&R Committee of the Mass Communication and Society Division of AEJMC is organizing an offsite tour to Google's San Francisco office. The location of Google's SFO office is: 345 Spear St, San Francisco, CA 94105.

Google's SFO office provides flagship products like Search, Gmail, and Chrome, and notable product launches including Wallet and App Engine. The office's prime waterfront location is easily acces-

sible via public transit and offers breathtaking views of the Bay Bridge.

The offsite tour is scheduled on August 7, 2020 (specific time to be determined). We will gather in the San Francisco Marriot Hotel lobby (780 Mission St, San Francisco, CA 94103) and head off to Google's SFO office as a group. We will send out an invitation link to our members soon regarding the trip. The group size is limited to 15.

If you have any questions about this trip, please contact Ruoxu Wang at [rwang4@memphis.edu](mailto:rwang4@memphis.edu).



Photo courtesy of [venturebeat.com](http://venturebeat.com)



Photo courtesy of *The San Francisco Examiner*



## Annual Conference Schedule

by Kalyani Chadha, Vice Head-Elect

AEJMC's Annual Conference returns to San Francisco again in August 2020, and the Mass Communication and Society Division has several events planned.

On Friday, August 7, the MCS Division will hold its Annual Business Meeting from 6:45pm-8:15pm. This meeting gives members the opportunity to learn about the Division's activities over the past year as well as to provide input regarding future initiatives and priorities.

Following the meeting, we will proceed to an off-site social from 8:30pm-10:00pm. Details about the location of the social will follow soon, so stay tuned!

The Division will have the first of its refereed panel sessions on August 6 from 8:30am-9:45 am, while the high-density research session will also take place on Aug. 6 from 3:15pm-4:45pm.

The Scholar-to-Scholar poster session will be held on August 7 from 8:15am-9:45am while the Best of MCS Session which recognizes the top papers in the Division's paper competition is scheduled for 5:00pm-6:30pm on August 7.

The final refereed panel session will take place on Sunday, August 9 from 9:15am-10:45am.

## Schedule of MCS Events at AEJMC's Annual Conference 2020

### Thursday, August 6

- 8:30am - 9:45am First Refereed Panel Session
- 3:15pm - 4:45pm High-Density Research Session

### Friday, August 7

- 8:15am - 9:45am Scholar-to-Scholar Poster Session
- 5:00pm - 6:30pm The Best of MCS Session
- 6:45pm - 8:15pm MCS Annual Business Meeting
- 8:30pm - 10:00pm MCS Social

### Sunday, August 9

- 9:15am - 10:45am Final Refereed Panel Session

We invite you to attend these events and look forward to seeing you in San Francisco.



## Teaching Committee Report

by Jack Karlis, Teaching Committee Chair

For those entering the job market, the Teaching Committee's awards could mean the difference between you and another candidate landing that tenure track job. The MCS Division has a longstanding tradition of awarding our membership for its pedagogy and two of our awards have been often overlooked.

### Service-Learning

The MCS Division Service-Learning Grant program assists faculty by providing a \$500 stipend to use in their service-learning courses.

#### REQUIREMENTS:

- 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.
- Applicants must be members of MCS who are teaching a service-learning course in the academic 2020-2021 year.
- Winners of the Service-Learning Grant will be chosen by the Vice Head and Teaching Committee members.
- Award winners will be recognized at the Division Annual Business Meeting and Awards Luncheon (with plaque and/or certificate) at the Annual Conference in San Francisco and also be listed on the Division website.

### Teaching Ideas Competition

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

#### REQUIREMENTS:

- Must explore 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.
- Open to a wide range of qualitative and quantitative approaches, but the methods used (and their theoretical grounding) should be made explicit.

- Monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place will be presented to the winners at the Annual Business Meeting and Awards Luncheon (with plaque and/or certificate) at the Annual Conference in San Francisco and also be listed on the Division website.

#### ELIGIBILITY:

- All entrants must be members of the MCS Division.
- All entrants must be full-time faculty, adjunct professors, and graduate student instructors who have taught at least one course in the field of mass communication.

Applications for the awards must be submitted electronically in .PDF format to the Awards Chair, Weirui Wang (weiruiwang@fiu.edu), by 11:59 EST on April 30, 2020. Late applications will not be accepted.

### 2019 Winners

Left:  
1st Place  
Promising Professor  
Faculty Winner  
Lindsay M. McCluskey

Right:  
1st Place  
Promising Professor  
Student Winner  
Minhee Choi





## Enter Your Papers and Projects for the MCS Research Competition

by Fan Yang, Research Committee Chair

Greetings to everyone! Now the Spring semester is in its full swing, I'd like to draw your attention to the MCS Research Awards. The MCS Dissertation Award celebrates excellence in graduate research with a cash prize of \$3,000 and an opportunity to publish in the Division's journal *Mass Communication and Society*. A dissertation should be completed between January 1, 2019 and December 31, 2019 and no part of the dissertation can be "under review" or in a "revise and resubmit" status at a journal.

The MCS Division awards innovative research proposals advancing mass communication research regardless of methodologies.



## Graduate Student Competitions

by Christina J. Najera, Graduate Student Liaison

Calling all graduate students! The Mass Communication and Society Division has two opportunities for graduate students to showcase their research and demonstrate their ability of independent scholarship – The Moeller Student Paper Competition and the Student Top Paper Competition.

The Moeller Student Paper Competition recognizes papers written for a class within the past year. This is a great opportunity to transform a class paper to a line on

Two faculty-led and one graduate student-led research projects will each be given \$5,000 to complete the proposed research projects. Any member of the MCS Division who is currently teaching, researching or studying mass communication full time is encouraged to apply.

If you are submitting to the MCS Division of the AEJMC 2020 Annual Conference, you are automatically considered for our MCS Top Paper Award that acknowledges excellent research in student competition (all authors must be students) and open competition category. I'd like to mention a special research award for student research separately from our regular student competition. The Moeller Student

Paper Competition Award of MCS recognizes outstanding student papers written for a class during the previous year. Moeller Competition papers must be nominated by the faculty member who taught the class and must be correctly submitted to the Moeller Competition category online.

We highly encourage interested applicants to check out the detailed instructions of all MCS research awards at <https://aejmc.us/mcs/#>. Please do not hesitate to get in touch with me at [fyang@albany.edu](mailto:fyang@albany.edu), or Dr. Xi Cui at [cuix@cofc.edu](mailto:cuix@cofc.edu) with questions.

We wish you a big success in 2020 and hope to see you all in San Francisco!

your CV! Papers are nominated by a faculty member that instructed the class for which the paper was written. The paper will need to be submitted online and the faculty member nominating the paper will need to email the Research Chair verifying that the paper was written for his/her class. This is a great way to utilize a paper written for class and possibly have it recognized.

The Student Top Paper Competition allows for students to show-

case their original work without the help of a faculty member. This competition is a way to demonstrate a graduate student's independent scholarship. Paper submissions should be submitted online to the AEJMC site, only consist of student authors, and cover topics in the area of mass communication and society.

Top papers in each of these categories will be recognized and will receive a cash prize and one waiver to the AEJMC Annual Conference registration!





## Mass Comm & Society Shines at the 2020 Midwinter Conference

by Alec Tefertiller, Midwinter Chair

Once again, the Mass Communication and Society Division was the premiere division at the annual AEJMC Midwinter Conference, which took place on March 6th and 7th. The Gaylord College of Journalism and Mass Communication at the University of Oklahoma hosted researchers and panelists from around the world, and MCS featured prominently on the conference program.

MCS led the field with 53 abstract submissions – which was almost 40% of the total submissions received by all participating divisions. In total, the Division presented 26 papers from over 50 authors in seven panels across both days of the conference. Highlights included panels addressing fake news and media credibility, political speech on social media and the latest trends in advertising.

Several authors were presented with awards for their research.

Surin Chung (Ohio University), Suman Lee (University of North Carolina at Chapel Hill) and Eurang Lee (Ohio University) received the top abstract award for their paper, “Lessons for crisis and risk communication: A systematic review of how to understand and combat rumors.” Top abstract awards were presented during the Opening Reception on the first night of the conference.

In addition, two graduate students, Brian Delaney, Ph.D. student at Drexel University, and Mahfuzul Haque, Ph.D. student at the University of Maryland, received Graduate Student Travel Awards from the Division to assist with travel to the Midwinter Conference. Delaney presented his paper, “Addressing transactional distance through teacher presence strategies in online journalism and mass communication courses.” Haque presented his paper, “Combating misinfor-

mation in Bangladesh: Roles and responsibilities as perceived by journalists, fact-checkers, and users,” on behalf of his co-authors, Ahmed Shatil Alam (University of Mississippi), Mohammad Yusuf (University of New Mexico), Syed Ishtiaque Ahmed (University of Toronto) and Naeemul Hassan (University of Maryland).

The Midwinter Conference is an annual event that attracts research from AEJMC members around the globe. The event has been hosted by the Gaylord College at the University of Oklahoma for over a decade. MCS is one of nine divisions and interest groups that participate in the Midwinter Conference. Midwinter is unique in that it accepts abstract submissions, and papers presented at the conference are eligible – and encouraged – to be submitted to the AEJMC Annual Conference in August.



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## C. MC&S Division Programing (2020)

**Thursday, Aug. 6th**

**8:15 to 9:45 a.m. / T000**

### Mass Communication and Society Division

Refereed Paper Session

#### **Multifaceted Approach to Correcting Misinformation and Disinformation**

Moderating/Presiding

**Christina J. Najera**, Texas Tech

There's No "Me" in Misinformation: Correcting Online Falsehoods  
Through Whatsapp Group Chats

**Edson Tandoc, James Lee,**

**Sei Ching Joanna Sin,**

and **Chei Sian Lee**, Nanyang Technological

Effects of Fake News and the Protective Role of Media Literacy Education

**Se-Hoon Jeong**, Korea University

How Fact-checking Information Stems Spread of Fake News  
via Third-person Perception

**Myojung Chung**, Northeastern;

and **Nuri Kim**, Nanyang Technological

Discussant

**Michelle A. Amazeen**, Boston

Emotions, Misinformation, and Correction Tweets in El Paso  
and Dayton Mass Shootings

**Jiyoung Lee, Shaheen Kanthawala,**

**Danielle Deavours,**

and **Tanya Ott-Fulmore**, Alabama

Fake News: How Emotions, Involvement, Need for Cognition,  
and Rebuttal Evidence Type Influence Consumer Reactions

Toward A Targeted Organization

**Michail Vafeiadis**, Auburn;

and **Anli Xiao**, South Carolina

Discussant

**Li Chen**, West Texas A&M

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

### Media Ethics and Mass Communication and Society Divisions

PF&R Panel Session

#### **When "Shining a Light" is No Longer Enough: Rethinking the Social Responsibility of Journalists in the New Marketplace of Ideas**

Moderating/Presiding

**Kathy R. Fitzpatrick**, South Florida

Panelists

**Allan Richards**, Florida International

**Jared Schroeder**, Southern Methodist

**Lee Wilkins**, Missouri

Does the traditional view of journalism best serve the public interest in the new media environment? Do our principles and values reflect reality? This panel will consider whether we are tethered too closely to traditional interpretations of ethics.

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**1:30 to 3 p.m. / T000**

**Media Management, Economics and Entrepreneurship and Mass Communication and Society Divisions**

Teaching Panel Session

**Media Entrepreneurs Meet Media Educators: How to Better Prepare the Next Generation of Media Entrepreneurs**

Moderating/Presiding

**Jiyoung Cha**, San Francisco State

Panelists

**Amy Jo Coffey**, Florida

**Kun Gao**, Crunchyroll

**Retha Hill**, Arizona State

**Jieho Lee**, Knighted Ventures

**Amy Schmitz Weiss**, San Diego State

**Danielle Wiley**, Sway Group

**Zach Wise**, Northwestern

Launching a business in the media industry sounds glamorous but challenging. This teaching panel offers an opportunity for media entrepreneurs to share their experiences and challenges with media educators who teaches media entrepreneurship.

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**3:15 to 4:45 p.m. / T000**

**Mass Communication and Society Division**

High Density Refereed Paper Session

**Social Media, Civil Engagement, and Democracy**

Moderating/Presiding:

**Haiyan Jia**, Lehigh

From Tweet to Headline: The Influence of Twitter Topics on the Coverage of Democratic Debates

**Luna Liu**,

and **Carlos Eduardo Back Vianna**, Colorado-Boulder  
 A Semantic Networks Approach to Agenda Setting:  
 The Case of #NeverAgain Social Movement on Twitter

**Daud Isa**, Boise State;

**Itai Himelboim**, Georgia;

and **Guy Golan**, Texas Christian

Who Says What To Whom on Twitter: Exploring The Roles  
 of Mass Media and Opinion Leaders on A Gun Issue Via  
 Two-Step Flow and Network Agenda-Setting

**Seonwoo Kim**, Louisiana State;

**Myounggi Chon**, Auburn;

and **Yangzhi Jiang**, Louisiana State

Discussant

**Gi Woong Yun**, Nevada, Reno

Parental and Peer Mediation in Relation to Adolescents' Perceptions  
 of On- and Off-screen Risk Behavior\*\*\*\*\*

**Anne Sadza**, Radboud University

News Media and Twitter Users' Framing of the Russian-Linked  
 Facebook Ads Issue

**Catherine Luther**

and **Xu Zhang**, Tennessee, Knoxville

Users as Experts: Folk Theories of Morality and Harmful Speech  
 on Social Media

**Rachel Young**, Iowa;

**Brett Johnson**, Missouri;

and **Volha Kananovich**, Appalachian State

Discussant

**Marsha Ducey**, The College at Brockport

Digital Feminist Activism & the Need for Male Allies: Assessing Barriers  
 to Male Participation in the Modern-Day Women's Movement\*\*\*\*\*

**Sydney Nicolla**, North Carolina at Chapel Hill

#MeToo: A Social Movement Platform to Promote Social Identity, Social  
 Judgment and Social Support among Victims-Survivors

**Yukyung Lee** and **Carolyn A. Lin**, Connecticut;

**Taiquan Peng**, Michigan State;

and **Louvins Pierre**, Connecticut

Black Lives Coverage Matters: How Protest News Coverage and Attitudinal  
 Change Affect Social Media Engagement

**Rachel Mourão**, Michigan State;

and **Danielle Kilgo**, Minnesota-Twin Cities

Discussant

**Haiyan Jia**, Lehigh

\*\*\*\*\* Third Place Student Competition Paper

\*\*\*\*\* Moeller Student Competition Winning Paper

## Mass Communication and Society Division and Community Journalism Interest Group

Research Panel Session

### **Journalism for the Powerful or the Vulnerable? How Community Structure Shapes Coverage of Critical Issues**

Moderating/Presiding

**Theodore L. Glasser**, Stanford

Panelists

**Marcus Funk**, Sam Houston State

**Wenlin Liu**, Houston

**Seungahn Nah**, Oregon

**Brendan Watson**, Michigan State

**John C. Pollock**, The College of New Jersey

This panel represents an appeal to all interested in illuminating the ways society shapes media, in particular through a community structure lens. Panelists will discuss issues, such as how closely media in different communities represent social issues (e.g., healthcare, gun safety, prison reform), how much media encourage or discourage civic engagement and which demographics are linked most closely to either coverage direction, and how much media coverage mirrors the interests of "vulnerable" populations.

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## Friday, Aug. 7th

7 to 8 a.m. / T005

### Mass Communication and Society Division

Business Session

#### **Executive Committee Meeting**

Moderating/Presiding

**name**, affiliation

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8:15 to 9:45 a.m. / T000

### Mass Communication and Society and International Communication Divisions

#### Scholar-to-Scholar (Poster) Refereed Paper Session

### Mass Communication and Society Division

Topic — **Media effects and Individual Well-Being**

Pornography Consumption and Attitudes Toward Sex: A Meta-Analysis

**Farnosh Mazandarani**, North Carolina at Chapel Hill

Benefits of Social Media Use on Mental Health: Implications for College Students

**Bumsoo Park**

and **Nicholas Eckhart**, Alabama

Discussant

**Ruoxu Wang**, Memphis

Oh Snap! The Relationship Between Snapchat Engagement, Jealousy, and FoMO

**Kandice Green**

and **Zanira Ghulamhussain**, Syracuse

“He’s So Bad but He Does It So Well”: Interviews with Writers of One Direction RPF

**Ashley Hedrick**, North Carolina at Chapel Hill

Discussant

**Rui Jian**, South China University of Technology

Topic — **Communicating Crises, Risks, and Corporate Responsibilities to the Public**

The Diffusion of Misinformation Across Scientific Communities

**Jennifer Harker**, West Virginia;

**Laura Sheble**, Wayne State;

and **Jillian Peyton**, West Virginia

Examining Consumer Attitudes Toward CSR and CSA Messages

**Holly Overton**, **Joon Kyoung Kim**,

**Nanlan Zhang** and **Shudan Huang**, South Carolina

Discussant

**Cheng Hong**, California State, Sacramento

Media Parenting: Why Some Parents Are Not Letting Electronic Media Raise Their Children

**Sarah Fisher**, Florida

Religion in Crisis: Examining the Impact of Religiosity and Religious Rhetoric in Organizational Crises

**Lucinda Austin**,

and **Jordan Morehouse**, Carolina at Chapel Hill

Discussant

**Surin Chung**, Ohio

Topic — **Persuasion, Message Framing, and Public Opinion**

Message Framing and Public Policy How Narrative and Identification

Influence the Alzheimer’s Caregiver’ Stigma and Burden

**Tong Xie**, and **Xuerong Lu**, Georgia;

**Rui Zhao**, Renmin University of China;

and **Jiaying Liu**, Georgia

Seafood Stories: How Narrative Modality, Emotion, and Transportation Influence Support for Sustainable Aquaculture

**Laura Rickard**, Maine;

**Janet Yang**, and **Vivian Liu**, University at Buffalo;

and **Tabitha Boze**, Maine

Discussant

**Yan Huang**, Houston

How Attitude Certainty Influences the Effectiveness of Direct Persuasion and Self-persuasion in Mass Media Campaigns

**Barbara Müller, Lieke van den Boom,**  
and **Shuang Li**, Radboud University

The Resistance to Media Advocacy of Pro-Environmental Civic Engagement

**Hyunjung Kim**, Keimyung University

Discussant

**Amanda D. Damiano**, Marist College

Topic — **Cognitive Biases in Shaping Perceptions and Attitudes**

The Effect of Partisan News Reporting of Sexual Assault Allegations on Blame Attribution and Perceived Source Credibility

**Rebecca Ortiz**, Syracuse

Selective Exposure in the Stormy Daniels Scandal

**Alyce Viens** and **David Atkin**, Connecticut

In-Group vs. Out-Group CSR Messages and the Effects of Gender and Cause Involvement on Brand Attitudes and Positive Word-of-Mouth Intentions

**Yujin Heo, Chang Won Choi,**

**Holly Overton, Joon Kyoung Kim,**

and **Nanlan Zhang**, South Carolina

Dynamics of Cognitive Biases in Assessing Age Appropriateness of Media Content: A Multilevel Moderated Mediation Analysis

**Guangchao Feng**

and **Shan Zhu**, Shenzhen University

Discussant

**Vanessa de Macedo Higgins Joyce**, Texas State

Topic — **Cognition, Emotions and Decision Making**

The Motivated Processing of Emotions, Efficacy, and Morality in Sustainability Messages on Social Media

**Carlina DiRusso**

and **Jessica Myrick**, Pennsylvania State

Issue Controversiality Matters: How Emotions and Imagined Audience Influence the Decision to Share Societal

Issue-Related Facebook Posts?

**Nicky Chang Bi**, Nebraska at Omaha

Discussant

**Alya Anter**, Ajman University

A Dual System Theory Approach: What Shapes Pro- and Anti- Social Behavior in an Online Discussion Forum?

**Yunya Song**, Hong Kong Baptist University;

**Christine Hiu Ying Choy**, Hang Seng University of Hong Kong;

**Qinyun Lin** and **Ran Xu**, Connecticut

Epistemic Political Efficacy and Online Political Information Seeking Before and After the 2016 Presidential Election

**Justin Blankenship**, Auburn;

**Martin Kifer**, High Point;



and **Daniel Riffe**, North Carolina at Chapel Hill

Discussant

**Flora Khoo**, Regent

Topic — **Engaging Underrepresented Populations in Polarized Society**

Crossing the Border: News Framing of the Definition, Causes and Solutions to Illegal Migration from Nigeria

**Theresa Amobi**, University of Lagos, Nigeria

Motivating Face-to-Face and Online Contact with Immigrants

**Ryna Yeoh**, Nanyang Technological University, Singapore

Discussant

**Sorin Nastasia**, Southern Illinois, Edwardsville

Curious Citizens: Whose Voices Are Heard in “Public-Powered” Reporting?

**Betsy O’Donovan**,

and **Carolyn Nielsen**, Western Washington

You’ve Lost that Trusting Feeling: Examining the Consequences and Conditions of the Diminishing Trust in the Press in Rural and Urban US Communities

**Jay Hmielowski** and **Eve Heffron**, Florida;

**Yanni Ma**, Oregon State;

and **Michael Munroe**, Florida

Discussant

**Gina Masullo Chen**, Texas at Austin

Topic — **Information Consumption: Dynamics and Effects**

Wedging the Gap: A Multi-Level Analysis of Genre-specific Television and Internet Information Seeking Impacts on Health Knowledge Over 8 Years

**Wenbo Li**, Ohio State;

**Ruoyu Sun**, Miami;

and **Xia Zheng**, Indiana, Bloomington

Relationships with News in the Modern Socio-Media Ecology

**Carin Tunney**, Michigan State

Discussant

**Anne Oeldorf-Hirsch**, Connecticut

Influence of Social Media Use for News on Tolerance for Disagreement and Social Tolerance

**Aditi Rao**, Connecticut

Are You Frightened? Children’s Cognitive and Affective Reactions to News Coverage of School Shootings

**Gyo Hyun Koo**, Texas at Austin

Discussant

**Gretchen Hoak**, Kent State

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10 to 11:30 a.m. / T000

## Communication Technology and Mass Communication and Society Divisions

Research Panel Session

### Tackling Misinformation: Academic-Community-Industry Collaborations Around the World

Moderating/Presiding

**Baybars Örse**, Director of International Fact-Checking Network, Poynter

Panelists

**Amy Zhang**, Stanford

**Humphrey Obuobi**, Google

**Mo Safdari**, Harvard; formerly with Facebook

**Hyunjin Seo**, Kansas

The deluge of misinformation shared via digital communication networks has affected many aspects of a society. This panel will bring together both academics and industry/nonprofit representatives to discuss opportunities and challenges.

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

## Communication Theory and Methodology and Mass Communication and Society Divisions

PF&R Panel

### Responsible and Rigorous Scholarship: Advocating Open Research Practices in Journalism and Mass Communication

Moderating/Presiding

**Benjamin Johnson**, Florida

Panelists

**Nick Bowman**, Texas Tech

**Serena Daalmans**, Radboud University Nijmegen

**Josephine Lukito**, Wisconsin-Madison

**Frank Waddell**, Florida

This panel will cover the growing open science reform movement as it relates to communication scholarship. It has long been understood that research findings should be reproducible. If an effect or process exists under certain conditions, repeated attempts at observation should produce comparable results.

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5 to 6:30 p.m. / T000

## Mass Communication and Society Division

Refereed Paper Session

**Title Pending**

Moderating/Presiding

**name**, affiliation

Hostile Media Perception in the Age of Social Media:

The Role of Social Identity\*

**Eric Cooks**, Alabama

Digital Discussions of Women Members of The Church of Jesus Christ of Latter-Day-Saints: Intimacy in Private Facebook Groups Grounded in Motherhood\*\*

**Alexis Romero Walker**, North Carolina at Chapel Hill

Discussant

**Jay Hmielowski**, Florida

Correcting Vaccine Misinformation: Effects of Source Attributes and Recall on Misinformation Belief and Persuasive Outcomes\*\*\*

**Michelle Amazeen**

and **Arunima Krishna**, Boston

Emotional Labor During Disaster Coverage: Exploring Expectations for Emotional Display\*\*\*\*

**Gretchen Hoak**, Kent State

Perceptions vs. Performance: How Routines, Norms, and Values Influence Journalists' Protest Coverage Decisions\*\*\*\*\*

**Summer Harlow**, Houston;

and **Danielle Kilgo**, Minnesota-Twin Cities

Discussant

**Louisa Ha**, Bowling Green State

\* First Place Student Competition Paper

\*\* Second Place Student Competition Paper

\*\*\* First Place Open Competition Paper

\*\*\*\* Second Place Open Competition Paper

\*\*\*\*\*Third Place Open Competition Paper

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

**Mass Communication and Society Division**

Business Session

**Members' Meeting**

Moderating/Presiding

**name**, affiliation

**Saturday, August 8 2020**

**8:15 to 9:45 a.m. / S000**

**Mass Communication and Society Division**

Business Session

**Editorial Board Meeting**

Moderating/Presiding

**Fuyuan Shen**, Pennsylvania State

We like to thank Taylor and Francis, a co-sponsor of the editorial meeting.

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**11:30 a.m. to 1 p.m. / S000**

**Mass Communication and Society Division**

Luncheon Session

**Title Pending**

Moderating/Presiding

**name**, affiliation

Awards Luncheon

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**1:15 to 2:45 p.m. / S000**

**Communicating Science, Health, Environment and Risk and Mass Communication and Society Divisions**

Teaching Panel

**Sharing the Knowledge: Successful Strategies for Mentoring and Working with Graduate Students**

Moderating/Presiding

**Jessica Willoughby**, Washington State

Panelists

**Francesca Dillman Carpentier**, North Carolina at Chapel Hill

**Glenn Leshner**, Oklahoma

**Heidi Hennink-Kaminski**, North Carolina at Chapel Hill

**Carol Liebler**, Syracuse

Faculty member and graduate student collaborations can produce important work. However, it can be difficult to determine the best ways in which to collaborate in an effective and efficient manner that benefits everyone. Research has found that mentoring that includes research and writing support can influence graduate student productivity (Tenenbaum & Gliner, 2001), and proactive integration of graduate students into the profession is perceived by graduate students as helpful (Bloom et al., 2007). However, the best way to provide such support is often at the discretion of the faculty member. There are a variety of methods that can be used by faculty members to engage graduate students in research and provide mentorship. Additionally, it's important to consider which strategies and techniques can help such collaborations be useful for graduate students and the faculty member. This panel will discuss strategies that faculty members have found useful for mentoring and collaborating with graduate students regarding research and the perspectives of graduate students. Some topics of discussion will include different methods of working with graduate students (e.g., individually, in research groups), the differences in advising, coaching, and mentoring, the challenges with meeting people where they are, and other relevant topics.

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**Sunday, August 9**

9:15 to 10:45 a.m. / R000

### Mass Communication and Society Division

Refereed Paper Session

#### **Understanding (and Leading) Public Opinion amidst Health and Social Crises**

Moderating/Presiding

**V. Santiago Arias**, Texas Tech

Social Amplification of Risk before Coronavirus Was Declared  
an Epidemic: How Social Media Trust and Disinformation  
Concerns Affected Information Sharing

**Xiaochen Zhang**, Oklahoma  
and **Raluca Cozma**, Kansas State

Social Identification, Psychological Distance, Compassionate Goals,  
and Willingness to Help During the COVID-19 Outbreak

**Zhiying Yue, David Lee, Janet Yang,**  
**Jody Chin Sing Wong,**  
and **Zhuling Liu**, University at Buffalo

Celebrity Narratives and Opioid Addiction Prevention: The Moderating  
Role of Issue Relevance

**Michail Vafeiadis**, Auburn;  
**Weirui Wang**, Florida International;  
**Michelle Baker**,  
and **Fuyuan Shen**, Pennsylvania State

Discussant

**Masahiro Yamamoto**, University at Albany

How Rational and Emotional Expression Intertwine? Exploring Public  
Discussion of China's Vaccine-Scandal Event on Weibo

**Yuanhang Lu, Shijun Ni,**  
and **Yunya Song**, Hong Kong Baptist University

Maintaining Authoritarian Resilience During the Public Health Crisis:  
An Analysis of Chinese State Media's Social Media Posts  
During The COVID-19 Outbreak

**Ge Zhu** and **Rachel Young**, Iowa;  
**Li Chen**, West Texas A&M;  
and **Yuehong Tai**, Iowa

Discussant

**Qian Liu**, Jinan University

## D. MCS Division Social Details

The division social event was cancelled due to COVID-19. The annual conference was held virtually.

## F. MCS Swag Details

No swag were ordered due to COVID-19. The annual conference was held virtually.

## G. 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](mailto: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"> <li>• Create a list of the previous years officers and add it below “Past Officers” at the bottom of the page</li> <li>• Edit/Add this year’s officers under the correct positions using contact information provided by the division head</li> <li>• 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</li> </ul>
	Committees <ul style="list-style-type: none"> <li>• Awards</li> <li>• Comm.</li> <li>• Graduate</li> <li>• Midwinter</li> <li>• PF&amp;R</li> <li>• Programming</li> <li>• Research</li> <li>• Teaching</li> </ul>	Update each committee page with new officer images and contact information
	Conferences <ul style="list-style-type: none"> <li>• Annual</li> <li>• Midwinter</li> </ul>	Remove paper calls from both the Annual and Midwinter pages in anticipation of future conferences <ul style="list-style-type: none"> <li>• Acceptable to use “Coming Soon” until the new calls are available</li> </ul>
	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"> <li>• Goals should be provided by the division head</li> </ul>
	Awards <ul style="list-style-type: none"> <li>• Research</li> </ul>	Each award page should be updated with new submission deadlines and winners from the past year.

	<ul style="list-style-type: none"> <li>• Teaching</li> <li>• PF&amp;R</li> <li>• Travel</li> </ul>	
	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

## **H. Updated Bylaws (Changes proposed and approved August 7, 2018)**

### 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.

Teaching awards will be judged by the Vice Head and all members serving on the Teaching Committee. Service and travel awards will be judged by the Vice Head-Elect and members

serving on the PF&R Committee. Non-paper competition research awards (i.e., faculty research award, student research award, and dissertation award) will be judged by the current Division Head, Immediate Past Head, and Division Journal Editor. Additional judges may be appointed by the Division Head if needed.

## 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 \$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.

#### *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 \$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.

*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.