

Mass Communication and Society

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



AEJMC 2021 Annual Report
Mass Communication and Society (MCS) Division
Covering the Period of October 1, 2020 to September 30, 2021

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2. Weighting the Division's activities for this year

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 have 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 have scheduled in the past (pre-pandemic) one off-site visit emphasizing PF&R. 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 the following breakdown of the three areas:

- 50% Research
- 25% PF&R
- 25% Teaching

Reflection:

Research always receives more weight than teaching and PF&R given the nature of our conference-related activities (refereed paper sessions and our extensive involvement in the midwinter conference). Although this emphasis on research likely persists, we can and should think of ways to increase our involvement in teaching and PF&R. One potential way to do so is to program a pre-conference session where journalism and mass communication instructors address pedagogical needs and challenges in the contemporary news environment. We can also program panels that emphasize the integration of research and teaching and/or PF&R as research informs teaching students and trains future professionals. The fact that we have division awards for teaching and PF&R areas denotes our goal to emphasize all three areas.

3. Goals

At last year'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 2020-2021, I sought to maintain the division's stable financial situation. In addition to regular expenses to support Division's awards and paper competitions, we contributed \$500 to the AEJMC's Barrow Minority Doctoral Student Scholarship. As the conference moved to a virtual platform in 2021, our on-site and off-site Division events had to be cancelled (award luncheon and division social).

- **Increase applications for newer awards.** We attempted to increase the number of applications for our Division's newer awards through newsletters, email campaigns, and social media posts. Whereas we received applications for the Teaching Ideas Competition and Professional Freedom and Responsibility Award, we failed to garner applications for other teaching and PF&R awards such as the Distinguished Educator Award, the Service Learning Award, and the Professional Award. A majority of applications we received were for more established and popular ones such as the Research Award, the Promising Professor Award, and the Dissertation Award. It is possible that applying for awards was not a priority for our members during the pandemic. But, if promoting the awards through these communication channels was not effective, we would need to think of other ways to do so such as directly reaching out to communication departments.
- **Clarifying award eligibility.** I worked with the Division's webmaster to clarify eligibilities for each award. In the previous year, there was confusion about who could apply for certain awards, but this year we did not encounter this issue as much as we did last year. Some applicants did not have active memberships required for certain awards, but it was mostly because they simply forgot to update the memberships.
- **Ensure panel diversity.** The Division made efforts to program research, teaching, and PF&R panels with diversity in mind. At the program level, we programed two panels in collaboration with the Minorities and Communication Division and the Commission on the Status of Women that addressed issues of diversity. When we solicited proposals, we asked our members to keep a diversity of panelists in mind. As a result, the panels overall included participants of diverse backgrounds.
- **Stay connected with Division members.** Using our Division's listserv and social media channels, I distributed messages relevant, useful, and important to our members including newsletters, job openings, award opportunities, conference deadlines, and calls for special journal issues. We also used our social media pages during the midwinter conference to post about each research session.

Goals for the upcoming year:

- **Examine budget to ensure that while the division remains financially healthy, it also makes effective use of existing funds to support members.** 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 ensure stability but also ensure that we are actively supporting our members, both faculty and students, through different types of awards and other opportunities.
- **Increase applications for newer awards.** While we received a good number of submissions for research and promising professor awards, some of the other awards including adjunct/instructor, service-learning, and teaching ideas competition awards received no submissions. We need to increase our members' awareness of these awards by highlighting them in our communication and social media initiatives and also offer frequent reminders as the deadlines approach.
- **Clarify award eligibility.** MCS membership is required in order to be eligible for many of our Division's awards, including research and promising professor award. This requirement should be clarified. We also need to develop a policy to deal with situations where applicants are not members of our Division at the time of submission as well as in

cases where the first author of a multi-authored submission is an MCS member. We need to address such issues to better serve our Division members.

- **Inform and engage Division members.** To ensure that existing members renew their membership and to attract new members to the Division, we should communicate frequently with the membership and alert them to the various opportunities and benefits offered by the Division.
- **Focus on diversity and inclusion.** This is a fundamental goal and we need to find ways to enhance diversity and inclusion in a meaningful and actionable manner. In order to do so we should engage in greater collaboration with other divisions such as MACD and CSW and the LGBTQ interest groups, monitor panels and other programming to ensure participant diversity and find ways to encourage members of under-represented minorities to engage with the Division.

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 and other types of diversity and inclusion.** 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.

4. Diversity and Inclusion

This past year, we made conscious efforts to program diverse research, teaching, and PF&R panels. We programed one research panel co-sponsored with the Minorities and Communication Division that addressed the Black Lives Matter movement and how it has been co-opted by media companies for commercial purposes. We also programed one teaching panel with the Commission on the Status of Women that focuses on digital inequalities and their implications for learning among different groups of students. When we solicited proposals, we emphasized the a diversity of voices, perspectives, and experiences make panels dynamic, engaging, and valuable and we expected those who would propose panels to suggest panelists of different backgrounds. As a result, the panels overall included groups of diverse participants.

Research

In 2021, there were a total of 122 papers submitted to MCS. One was disqualified for having author information in the submission. One was transferred to the Newspaper and Online News Division at the request of the author. A total of 55 papers were accepted and 65 were rejected, with an overall acceptance rate of 45.45% (55/121, including the disqualified paper but excluding the transferred one).

5. Any other type of referred competition conducted

Moeller student competition: number of submissions 5 (2 full papers, 3 extended abstracts); number of acceptances 2; 40.0% - the Moeller papers are included in the student paper statistics in #7 below.

6. Faculty research competition

Number of faculty research paper submissions 82; number of acceptances 42; 51.85% (42/81) (disqualified 1, transferred 1, rejected 39)

7. Student research competition

Number of student research paper submissions 40; number of acceptances 13; 32.5% (13/40) (disqualified 0, transferred 0, rejected 27)

8. The competition and the selection process.

Student Competition: Graduate and undergraduate students are invited to submit original research regarding any topic related to mass communication and society. For a paper to be considered for a student paper award, all of the authors must be students. The paper must be submitted to the Student Competition category online. A faculty member as co-author automatically moves the paper to the Open Competition.

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.

Open/faculty Competition: All other papers submitted to the Division are reviewed in the Open Competition.

Each paper was rank-ordered by the raw scores they received. Following AEJMC's recommendation, we counted down this list to select appropriately 50% of the papers.

9. Judges

Total # of judges = 95; # 3.79 papers/extended abstract per judge

About 66.3% judges reviewed 3-4 papers (3 abstracts equal to 1 paper), about 33.7% reviewed fewer than 3 papers.

10. Overview of judging process.

Research papers were reviewed and judged on the following 5-point scale.

For Extended Abstract:

<i>Criterion Title/Description</i>	<i>Scale</i>		
The purpose of the paper is stated clearly.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The literature review is appropriate.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The theoretical argument is clear and of high quality.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The research method or approach is described clearly.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The choice of method or approach is appropriate.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
There is sufficient evidence presented to show progress in analysis related to the purpose of the paper.	Scale	Value	Description
	Min:	1	Highly Disagree

	Max:	5	Highly Agree
The preliminary results or conclusions support the purpose of the paper.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
There is evidence and promise that the paper will be completed by the conference.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
This paper is relevant to the focus of the division.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The subject represents a significant direction for journalism and mass communication research.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The paper considers how phenomena examined in the study may be extended across contexts (such as geographies, populations, or communities).	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
Ideas are expressed clearly.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
Overall rating and evaluation 1=poor 2=marginal 3=good 4=very good 5=excellent	Scale	Value	Description
	Min:	1	Poor
	Max:	5	Excellent

For full papers:

<i>Criterion Title/Description</i>	<i>Scale</i>		
The purpose of the paper is stated clearly.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The literature review is appropriate.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The theoretical argument is clear and of high quality.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The research method or approach is described clearly.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The choice of method or approach is appropriate.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The evidence is strong and related to the purpose of the paper.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The results or conclusions are related directly to the purpose of the paper.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree

The evidence supports the conclusions.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
This paper is relevant to the focus of the division.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The subject represents a significant direction for journalism and mass communication research.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
The paper considers how phenomena examined in the study may be extended across contexts (such as geographies, populations, or communities).	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
Ideas are expressed clearly.	Scale	Value	Description
	Min:	1	Highly Disagree
	Max:	5	Highly Agree
Overall rating and evaluation 1=poor 2=marginal 3=good 4=very good 5=excellent	Scale	Value	Description
	Min:	1	Poor
	Max:	5	Excellent

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.

Reviewers and discussants were mainly recruited by sending reviewer recruitment emails to MCS division members and reaching out to those who reviewed for the MCS in the previous year. Additionally, those who expressed interest through the AEJMC reviewer recruitment were asked about their willingness to review for the MCS. Those who expressed willingness to review for the MCS were asked to fill out a brief survey to indicate their areas of research and methods to match papers with their expertise. They were also asked whether they would be willing to serve as discussant and/or moderator for refereed research sessions.

11. In-conference activities related to research.

We have 5 research sessions for the paper competition (1 high density, 1 poster, and 3 paper presentation 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 underwritten by the Division in addition to the three free registrations for student paper winners provided by AEJMC, and monetary awards. First place papers receive \$250; second place receives \$150; third receives \$75. The highest-ranking papers are chosen from our three paper competitions: open, student, and Moeller. The winners are as follows:

Open Competition

1st Place: Informational, Infrastructural and Emotional Labor: The Extra Work in a News and Broadband Desert

Nick Mathews, University of Minnesota
Christopher Ali, Virginia University

2nd Place: Jessica Jones: Exploring Marvel's Dark Anti-Hero and the Portrayal of Complex Women Characters

Newly Paul
Gwendelyn Nisbett, University of North Texas

3rd Place: Fake News in the Family: How Family Communication Patterns and Conflict History Affect the Intent to Correct Misinformation among Family Members

Franklin Waddell,
Chelsea Moss, University of Florida

Student Competition

1st Place: The Mediated Classroom: A Grounded Theory Analysis of Live Streaming Media Affordance and Teaching Context Remodeling from The Perspective of Actor-Network-Theory

Yefu Qian
Chen Li

Ruimin He, Shanghai Jiaotong University, China

2nd Place: **Cancel Culture and Its Underlying Motivations in Singapore**

Beerly Tan

Gabrielle Lee

Rachel Angeline Chua

Charlyn Ng, Nanyang Technological University

3rd Place: **Women on-screen: Exploring the relationship between consumption of female talent shows and sexism, internalization of beauty ideals, and self-objectification in China**

Yi Yang

Yunyi Hu, The Chinese University of Hong Kong

Moeller Competition

1st Place: **The New Media Normal: Survey-based study of COVID-19 Effects on Motivations to Consume Non-News Media**

Kate Steward, University of South Carolina

2nd Place: **Purpose vs. Mission vs. Vision: Persuasive Appeals and Components in Corporate Statements**

Alexis Fitzsimmons

Yufan Sunny Qin

Eve Heffron, University of Florida

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 Paul Voakes from the University of Colorado Boulder 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 Carl Kroeper from Ferrum College and John Kirch from Towson University.

We have two research panels for the 2021 conference.

Mass Communication and Society Division and Public Relations Division

Research Panel Session

Information Patrolling: The Why and How Questions and Answers to Counteract Pseudo Information for Social Institutions

Moderating/Presiding

Homero Gil de Zúñiga, Pennsylvania State University & University of Salamanca

Panelists

Alessandro Lovari, University of Cagliari
Chong-hyun Park, Sejong University
Hyelim Lee, University of Oklahoma
Myoung-Gi Chon, Auburn University
Luke A. Snyder, University of Oklahoma
Yu Won Oh, Myoungji University
Jeong-Nam Kim, University of Oklahoma (discussant)

In today's digitally networked society, it is all too easy to confuse opinion, fiction, and incomplete or inaccurate ideas with established historical or scientific facts. The costs of pseudo-information and public confusion are high. The greatest risk is public distrust, which in turn leads to social deficiencies and institutional malfunction. To cope with this information crisis, the panel will discuss 1) why lay citizens and publics become entrapped by pseudo-information (disinformation/misinformation) and 2) how social institutions and communication strategists (public relations and media practitioners) can deal with problems of pseudo-information and its threats to public interests, institution-public relationships, and legitimate social processes.

Minorities and Communication Division and Mass Communication and Society Division

Research Panel Session

Co-opting BLM: How PR, Advertising, and Journalism Benefit from the Conflict

Moderating/Presiding

Sidney Dillard, DePaul University

Panelists

Alyssa Richardson, University of Southern California
Maria De Moya, DePaul University
Candice Edrington, High Point

This panel will present the ways in which the Black Lives Matter movement has been co-opted by companies and utilized in their messaging and coverage in ways that overlook or veer away from its initial goals. This will include commercialization in the ad industry/co-branding, "we stand with you" campaigns, or other employee communication and CSR efforts.

12. Out-of-conference activities related to research

The Research Committee contributes articles to our newsletter (published three times a year).

MCS sponsors an extremely popular and well respected journal, *Mass Communication and Society*, which publishes 6 issues per year.

MCS offers Research Awards (\$10,000 for two faculty-led research proposals and \$5,000 for one graduate student-led research proposal) to initiate their proposed research projects. These

awards are competitive funding opportunities that are judged as an out-of-convention activity, while 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 2021 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 7 applications for the faculty award and 1 application for the student award. The first faculty 2021 MCS Research Awards was awarded to Shuning Lu (North Dakota State University) and Luwei Rose Luqiu (Hong Kong Baptist University), with their project "Reframing Journalist–Audience Relationship on Social Media: An Integrated Framework of Expectancy Violations and Social Identity Theories." The second was awarded to Xinyan Zhao (University of North Carolina at Chapel Hill) and Wenlin Liu (University of Houston) with their project "An Ecological Perspective to ICT-Enabled Disaster Support Networks in Multiethnic Communities." The student award went to Tamar Wilner (University of Texas at Austin) for the project "Testing the Effects of News Literacy and News Economics Lessons on Key Epistemological Outcomes." The two faculty proposals will be given \$10,000 awards. The student proposal will be given \$5,000.

AEJMC Mass Communication & Society Division: Research Award Review Form

Proposal: <Title>

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

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

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, 2020 and December 31, 2020. 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, 2020.

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 2021 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 2021 MCS Dissertation Award was Chengyuan Shao (Communication University of Zhejiang), with the dissertation, "The surveillance experience of Chinese university students and the value of privacy in the surveillance society." A copy of the judging sheet used to evaluate applications follows.

AEJMC Mass Communication & Society Division: Dissertation Award Review Form

Dissertation: <Title>

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

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

COMMENTS:

13. Research goals and activities of the 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.

Teaching

14. In-conference activities related to teaching.

The Teaching Committee has collaborated with other divisions to provide a robust discussion about our jobs and the pedagogies we use post-COVID 19. It is difficult to teach a skills course online. Any pedagogy that involves equipment or technology faces incredible challenges when Zoom or hybrid teaching is involved. There are many innovative and successful approaches to curriculum, course content, and teaching methods that some of our colleagues have discovered via their online teaching. We want to share these discoveries.

The classroom is not the only challenge. The job market has been severely tested in the last year and many gifted and talented teachers are waiting to launch their careers. The new employees of today are facing a much more insecure and competitive environment. The Teaching Committee attempts to embrace the challenges of our colleagues and examine them to help all of us improve our craft.

To address these concerns, we have two teaching panels for the 2021 conference.

Mass Communication and Society Division and Internships and Careers Interest Group

Teaching Panel Session

I Need A Job: Getting Your First Job After Graduate School

Moderating/Presiding

Kevin D. Williams, Mississippi State University

Panelists

Kevin D. Williams, Mississippi State University

Jennifer Greer, University of Kentucky

Jisu Huh, University of Minnesota

John Chapin, Penn State Beaver

Cessna Winslow, Tarleton State University

This panel will address the concerns and anxieties that every graduate student ultimately encounters: how do I land that first job? Topics discussed will include, but aren't limited to: responding to the job announcement, making an appropriate application package, interviewing pitfalls, negotiation after the job offer, and understanding tenure/promotion processes from day 1.

Mass Communication and Society Division and Electronic News Division

Teaching Panel Session

**Problems or Possibilities? Pedagogical Approaches to Teaching Skills Courses
Online in a Pandemic**

Moderating/Presiding

Lee Hood, Loyola-Chicago

Panelists

Neal Bennett, Rutgers

Dean Cummings, Georgia Southern

Steve Hayes, Georgia State

Shaina Holmes, Syracuse

Julian Rodriguez, Texas-Arlington

Angeline J. Taylor, Arizona State

COVID-19 forced all faculty to find new ways of teaching workshops or lab courses. It is very difficult to take a class that is bound by a facility, such as studio or news gathering lab courses, and transform the pedagogy in a way that replicates the same experience. Instead of trying to replicate an experience, faculty are using the opportunity to help students explore the outside world. Some faculty have embraced Zoom and are using Zoom as a platform to bring in professional journalists or community leaders into the virtual classroom. The panel will discuss some of the technological roadblocks but mainly, how their pedagogy may be permanently changed, as they learn Zoom has the ability to foster a dynamic experience for the student that was not possible before. The Zoom interaction allows for a micro-analysis, over-the-shoulder experience, that can be beneficial as face-to-face lab work. For instance, a television news story can be presented and analyzed, by the class or by a guest who may be thousands of miles away

15. Out-of-conference activities related to teaching

Out-of-conference 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." 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

Applicant name _____ Category (F/S) _____

1. Quality of teaching philosophy/statement

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

2. Quantitative teaching evaluations

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

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

3. Teaching methods/pedagogical innovations

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

4. Course syllabi

1 Poor	2	3	4	5 Excellent
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Comments:

5. Sample assignments

1 Poor	2	3	4	5 Excellent	Not Applicable
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Comments:

6. Letter of support

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

1 Uninvolved	2	3	4	5 Very involved
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TOTAL SCORES based on above 7 items	
---	--

8. How many advises does the applicant have?

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

9. How many courses has the applicant taught?

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

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

Lower level undergrad classes	Upper level undergraduate classes	Graduate level courses	A mix of lower and upper level undergraduate courses	A mix of under graduate and graduate courses
-------------------------------------	---	---------------------------	---	--

11. Has this applicant previously won any teaching awards?

Yes	No
-----	----

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

12. Has this applicant done any teaching presentations?

Yes	No
-----	----

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

13. Has this applicant published any papers on teaching?

Yes	No
-----	----

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

14. Has this applicant received any grants for teaching?

Yes	No
-----	----

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

This year we had 5 faculty submissions and 3 student submissions. This year's winners were:

Promising Professor Faculty Winners

- 1st Place: Harrison Hove (University of Florida)
- 2nd Place: Chris Etheridge (University of Kansas)
- 3rd Place: Yen-I Lee (Washington State University)

Promising Professor Student Winners

- 1st Place: Alexis Romero Walker (University of North Carolina at Chapel Hill)
- 2nd Place: Stephanie Gibbons (Washington State University)
- 3rd Place: Emily Buteau (University of North Dakota)

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 outstanding members of the Division for their 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 2020-2021 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 2020-2021 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.

No winners were selected for the 2020-2021 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.

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

Lisa Farman (Ithaca College) and Dennis Charsky (Ithaca College)

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).

16. Teaching goals and activities of the 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.

PF&R

17. In-conference activities related to PF&R.

We have two PF&R panels for the 2021 conference.

Mass Communication and Society Division and Commission on the Status of Women

PF&R Panel Session

Bridging the Communication Gap from Behind the (Digital) Mask

Presiding/Moderating

Alison Burns, University of North Texas

Panelists

Tara Pixley, Loyola Marymount University

Krishnan Vasudevan, University of Maryland

Karin Assmann, University of Georgia

Tracy Everbach, University of North Texas

Kim Fox, American University Cairo

Newly Paul, University of North Texas (discussant)

When it comes to teaching technical skills such as broadcast and video production, photography, podcasting and graphics, physical presence and interaction between students and educators have long been considered crucial. Yet the Covid-19 pandemic has taken hands-on skills classes into a different dimension. Online instruction adds a layer of technological mediation that present barriers and opportunities alike. While communicating skills, conversations about ethics, representation and responsible reporting are now also taking place through an interface that shifts student-educator and between-student connections. Unequal access to technology, equipment and internet connectivity, for instance, may impact learning outcomes; do online skills classes reinforce existing divides or do they empower students who have been marginalized?

Mass Communication and Society Division and Community Journalism Interest Group

PF&R Panel Session

Radio as Resistance: Aesthetics, Culture and Information Intertwined

Presiding/Moderating

Brian J. Bowe, Western Washington / American University in Cairo

Panelists

Garrett McQueen, Trilloquy

Eugene Thomas, WWOZ, New Orleans

Sonja D. Williams, Howard University

Kyle Miller, University of South Dakota

Despite its label as “the forgotten medium,” radio remains a resilient communication force, adapting to technological changes. Community radio, in particular, maintains the medium’s traditional roots as a disseminator of artistic expression and political information. As Murphree (2020) notes, community radio endures to help promote and preserve local culture, music, and social ideas. This panel will combine practitioners and researchers to examine radio’s role in the current climate of unrest in the U.S.

18. Out-of-conference activities related to PF&R

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

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.

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

Farnosh Mazandarani (University of North Carolina at Chapel Hill)

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 2020-2021 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.

No winners were selected for the 2020-2021 Traves Award as no applications were submitted to the Division.

Tour

The PF&R Committee was in the process of finding an offsite tour for the 2021 annual conference. However, this event was cancelled because the conference moved to a virtual platform.

19. PF&R goals and activities of the Division

The Division is committed to professional freedom and responsibility, which encompass research, teaching, and service and are related to MCS members' interaction with media professions through preparation of students for media careers, research examining media roles and responsibilities, and service to the professions through engagement and training. Service in support of professional freedom and responsibility is an essential expectation of every member of the MCS. The Division helps our members work in support of the principles of professional freedom and responsibility within it, at their home institutions, and in society at large. We serve this mission by sponsoring programs, such as the Professional Freedom and Responsibility Award and the Professional Award, and organizing panels that address contemporary issues and challenges facing mass communication practitioners. Despite promotional efforts, we did not receive as many applications as we would like this past year. More tailored promotional efforts must be made to foster awareness and interest in these opportunities.

20. Mid-winter Summary

This year was the 13th consecutive year when the Gaylord College of Journalism and Mass Communication of University of Oklahoma hosted the AEJMC Midwinter conference. MCS Midwinter panels showcased work from 55 authors presenting 25 papers in seven panels across both days of the conference. Highlights included panels addressing journalism's contribution to society, political framing during the 2020 election, navigating the new normal during the COVID-19 pandemic, and the effects of digital interactivity within society.

The original Midwinter plans and call for submissions promoted that the conference would be hosted in person; however, on December 1, 2020, it was announced that Midwinter would switch modalities, and the conference would be hosted virtually. This was the first year that Midwinter was hosted virtually. The decision to move the conference from in-person to virtually was based on feedback received from several participating division chairs in the conference. Safety concerns and institution's restrictions on funding support for travel due to the COVID-19 pandemic were the primary factors that led to the decision to switch the modalities of the conference. Much appreciation for organizing and hosting an engaging and seamless virtual conference is extended to Dr. Elanie Steyn, area head at the Gaylord College of Journalism and Mass Communication, University of Oklahoma and organizer of the Midwinter Conference, and Imran Hasnat, a doctoral candidate at Gaylord College of Journalism and Mass Communication, University of Oklahoma and assistant organizer of the Midwinter Conference. Imran Hasnat formatted the entire virtual conference site to uniquely meet the needs and encourage the engagement of conference participants. Imran Hasnat trained division chairs, including Dr. Terri Hernandez, MCS Midwinter Chair, on how to access, navigate, and engage with other conference participants before the conference to ensure all virtual panels were engaging and seamless.

The Mass Communication & Society Division received 50 abstract submissions – which was almost 21% of the total submissions received by all participating divisions. A total of 25 abstracts were accepted for presentation (50% 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 sixth year using the Microsoft CMT online submission and reviewing system, which effectively facilitates paper reviews and communication. The Midwinter Committee would like to thank our 25 paper judges who reviewed approximately six abstracts each over the winter break due to an extended conference deadline that pushed the review process into the winter break. In addition, five moderators and seven 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 social media, of the opportunity to submit abstracts in the range of 600 to 800 words via the Microsoft CMT Research database by Tuesday, December 1 2020. Due to lower-than-expected submission numbers across several divisions participating in the conference, the deadline was extended to December 15. When the deadline was extended, it was also announced that the conference would be held virtually instead of the initial planned in-person format. Much appreciation is due to Division Head Masahiro Yamamoto, 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.

The top abstract award was presented to Sohana Nasrin (University of Maryland), Bobbie J Foster (University of Maryland), and Mahfuzul Haque (University of Maryland) for their paper, “Without a fixture, it is just an idea, but with a fixture, it will be a story: Local news producers’ perspectives on their work and extant challenges.” Top abstract award recognition was presented during the conference, and awards were mailed to the authors.

Finally, for the past six years, MCS has offered two Graduate Student Travel Awards, a \$500 stipend awarded to each grad student selected to help defray travel expenses associated with attending Midwinter. Due to the modality change of the conference this year and citing MCS’s prior decision not to offer travel awards for the 2020 annual virtual conference, Division Head Masahiro Yamamoto, and Awards Committee Chair, Celine Song Yunya announced that no Midwinter Graduate Student Travel Awards would be offered this year.

21. 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.

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 2020 to June 2021), most of our Division’s social media channels have seen steady growth. MSC social media numbers are currently as follows:

	June 2020	June 2021
Facebook	1,273	1,304
Twitter	2,717	3,079
LinkedIn	1,113	1,125

As a reminder, 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 gotten an article or study published recently? We all want to hear about it!

22. Award Committee Annual Report

This year we received 22 award submissions. Graduate student travel award for the Midwinter conference was not offered given that it was held virtually. The 22 award submissions included 7 faculty-led Research Award submissions, 1 student-led Research Award submission, 4 submissions for Dissertation Award, 8 entries for the Promising Professor Award (5 in the faculty category and 3 in the student category), 1 submission for the PF&R Award, and 1 submission for the Teaching Ideas Competition.

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 the Adjunct/Instructor Award 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 the 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.

23. Webmaster Summary

Mass Comm & Society website updates (2020-2021)

- Updated the Officers Page: moved 2019-2020 officers to the Past Officers section and added current officers (2020-2021)
- Updated Committee pages with new officer information.
- Posted newsletters to Newsletter page in October and March.

- Posted the 2019-2020 annual report on Reports and Newsletters page
- 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 the previous head's goals with current goals on the Goals page
- Replaced the 2019 minutes with our latest minutes from the August members meeting
- Updated each award page with the new Award Committee Chair's contact information and the 2021 due dates and added past award winners.

24. Grad Student Committee

Getting involved with the MCS committee early allows graduate students to network with not just other students but facilitates the creation and maintenance of lasting connections with current faculty and a diversity of scholars. Having the ability to provide input into a national organization has been both astounding and awe-inspiring. This has truly given me the opportunity to provide feedback and opinions to other graduate students, and by serving in other capacities during the Midwinter and Annual Conferences has provided me with helpful and useful experience that I will utilize as I transition into a junior faculty and emerging scholar. As a current graduate student, I understand how challenging giving time to something other than coursework, teaching, and research can be, but I urged and continue to urge other graduate students to get involved so they too can build relationships, extend their scholarly network, and foster experience by serving a national organization.

25. Journal Report

Dr. Mike Schmierbach, Editor of *Mass Communication and Society*

The journal has completed the transition from the editorship of Dr. Fuyuan Shen to Dr. Mike Schmierbach, who began processing manuscripts in January 2020 and officially began his term in January 2021. The journal also welcomed four new associate editors as part of that transition: Keren Eyal, Jay Hmielowski, Jinhee Kim, and Masahiro Yamamoto. Patrick Meirick continues to serve as the fifth AE while Michael McCluskey continues to serve as book review editor. As part of this transition, we are changing from reporting submissions and acceptances on a July to July basis to reporting all information for a year, so some details this year partly overlap with the data from last report.

In 2020, 416 papers were submitted and considered (this excludes a small number of papers unsubmitted for formatting or other reasons that were not resubmitted to the system). As of June 1, 2021, 345 of these papers were rejected (82.9%), 34 were accepted (8.2%) and 37 were still in the review process (having received some opportunity to revise but not yet reached a final decision). Thus, the acceptance rate for the year will be no higher than 17.1%, and will likely be lower, consistent with prior years. Numbers of submissions have increased significantly over the past few years, and we are negotiating with Taylor and Francis to allow us to increase the number of articles published while maintaining our current standards.

The sixth issue of 2021 will be the special issue “Endlessly connected? Agentic perspectives on mobile media (non-)use,” with guest editors: Dr. Kathrin Karsay and Dr. Laura Vandebosch (KU Leuven, Belgium).

The journal’s next special issue (in 2022) will be “Media and the Future of Democracy: Theoretical, Empirical, and Comparative Approaches,” guest edited by Michael McDevitt, University of Colorado Boulder, Perry Parks, Michigan State University, and Stephanie Craft, University of Illinois. See https://think.taylorandfrancis.com/special_issues/media-and-the-future-of-democracy/ for details.

Reviewer of the Year: The journal selected two individuals as Reviewer of the Year.

David Clementson, University of Georgia

Stephanie Edgerly, Northwestern University

Article of the Year: The journal selected two papers as Article of the Year.

Tamul, D. J., Ivory, A. H., Hotter, J., & Wolf, J. (2020). All the President’s tweets: effects of exposure to Trump’s “Fake News” accusations on perceptions of journalists, news stories, and issue evaluation. *Mass Communication and Society*, 23(3), 301-330. <https://doi.org/10.1080/15205436.2019.1652760>

Wojcieszak, M., Kim, N., & Igartua, J. J. (2020). How to enhance the effects of mediated intergroup contact? Evidence from four countries. *Mass Communication and Society*, 23(1), 71-106. <https://doi.org/10.1080/15205436.2019.1630444>

26. COVID-19 Pandemic Impact

All of us, division officers and members alike, were challenged to find ways to manage professional and personal responsibilities and shifting priorities during the pandemic. Looking back, there were ideas that we could have implemented but did not do because of constraints imposed by the pandemic (e.g., offering more complimentary registrations to MCS members who participated in the midwinter or annual conferences). As noted above, we did not receive applications for newer awards (similar to the past few years, which was also likely impacted by the pandemic). We previously proposed reaching out to some programs to promote these awards, but we could not get around to it. We could discuss these ideas and how to potentially implement them moving forward.

Appendix (General Information)

A. Meeting Minutes from 2020 Annual Business Meeting

2020 MCS Division Business Meeting Minutes AEJMC Annual Conference, Virtual Conference, Aug. 7, 2020

Division Head – Dr. Nan Yu presents the state of the division of the past year.

MCS Journal – Journal Editor Dr. Fuyuan Shen presents the state of the journal of Mass Communication & Society, the reviewer awards and best paper awards. Dr. Shen introduces Dr. Michael Schmierbach will take over the journal as the new editor after the meeting. The new editorial board will be appointed by the new editor by end of the year. Dr. Shen proposes to increase the cash award of top reviewers and top authors from \$500 total to \$500 each. The proposal will be discussed and voted on at the end of the meeting.

Midwinter Committee – Dr. Alec Tefertiller presents the MCS state of midwinter, informs the member of the awards awarded at the conference.

Research Committee – Dr. Fan Yang presents about the research committee's work for this year's conference and presents awards.

Awards Committee – Dr. Weirui Wang informs the members of the research and teaching related awards as well as the service award and PF&R award.

PF&R Committee – Dr. Ruoxu Wang presents PF&R committee's work including a panel on PF&R and the planned-but-cancelled tour to Google.

Teaching Committee – Dr. Nan Yu presents for the work of the teaching committee on behalf of Dr. Jack Karlis.

Communications Committee – Dr. Nan Yu presents the work of the communication committee on behalf of Shauna.

Dr. Nan Yu discusses new business including next year's conference at New Orleans, new offices, areas of improvement such as better communication, membership retention, collaboration with other divisions, etc.

Dr. Fuyuan Shen asks the members at the meeting to rectify the change about paper award in the by-law.

Dr. Nan Yu moves to approve the change. Dr. Michael Schmierbach seconds the motion. Members vote unanimously to approve the change.

Meeting adjourned at 10:33pm.

B. Fall, Spring, and Summer Newsletters for 2020-2021

Vol. 54, Issue 1

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Newsletter

Vol. 54, Issue 1
Fall 2020



A Message from the Division Head

by Masahiro Yamamoto, MCS Division Head

I am excited to begin my term as Head of the Mass Communication and Society Division. While it is a big honor, I am a little intimidated to lead this division that has a large membership base and a long history. Fortunately, I am surrounded by experienced officers that I can count on for help and support. Together, we will make sure to keep the division moving forward.

First, I would like to thank everyone involved for having made this past virtual conference a success. Our panels and refereed research sessions were all well attended. Special thanks go to officers, reviewers, moderators, discussants, panelists, presenters, and those who attended our sessions. Moving the annual conference to a virtual format was a big challenge, and I appreciate everyone's willingness to adapt, patience, and understanding in the face of the unprecedented global pandemic. It would be very remiss of me not to mention the extraordinary work the AEJMC office team and Council of Divisions did to guide us through the whole

process.

One of our goals for this year is to examine our budget and find ways to effectively use the MCS funds. In recent years, we have established new awards and increased the amount of money for our research awards as part of this effort. If you have ideas about how we can use our funds, please email me (myamamoto2@albany.edu) or our Vice-Head Elect, Fan Yang (fyang@albany.edu).

We will also make efforts to increase applications for MCS awards. In this newsletter, several committees highlight awards that have received relatively few applications in recent years. If you qualify for any of those awards, please consider applying. If you know friends or colleagues who qualify, please pass the information along and encourage them to apply. We would love to learn and review accomplished records of our members.

Also, as you read this newsletter, check out the information about the upcoming Midwinter confer-

ence and submission details. The Midwinter provides great opportunities for presentations and extended discussions in an intimate and welcoming setting.

Finally, next year's conference planning is underway – many thanks to those who submitted panel proposals. Kalyani Chadha, our Vice Head and Programming Chair, is working hard to program panels that will bring diverse voices, perspectives, and experiences together. She has a brief update about where we currently are in the process of panel programming. Even though things are still uncertain in the world, we will continue to work on conference planning and will update you through our newsletter, social media, and email.

If you have any questions or ideas that you think would help our Division better serve your interests, please do not hesitate to contact me (myamamoto2@albany.edu). Thank you for your continued support and engagement. I look forward to another excellent year for MCS.



Conference Programming Update

by Kalyani Chadha, Vice Head/Programming Chair

Keeping up its strong programming tradition, the Mass Communication and Society Division co-sponsored several successful panels at the 2020 Annual Conference in San Francisco. These panels covered a wide array of topics relevant both to the interests of the Division's membership as well as the field as a whole. These included: PF&R panels on the social responsibility of journalists in the contemporary context (with the Media Ethics Division) and open research practices in journalism and mass communication (with Communication Theory and Methodology Division); research panels on tackling misinformation and the impact of community structure on news coverage (co-sponsored with the Communication Technology Division and the Community Journalism Interest Group respectively) and teaching panels focusing on how to prepare the next generation of media entrepreneurs (with the Media Management, Economics and Entrepreneurship Division) and exploring strategies for mentoring graduate students (with the Communicating Science, Health, Environment and Risk Divisions).

We are in the process of finalizing programming for AEJMC's 2021 annual conference that will be held in New Orleans. I have been in touch with the programming chairs from other divisions and interest groups and we will be partnering with the Electronic News Division, the Commission on the Status of Women, the Careers and Internships Interest Group, the Public Relations Division, the Minorities and Communication Division and the Community Journalism Interest Group. In all, the Mass Communication and Society Division will co-sponsor six panels for next year's conference, two each in the areas of PF&R, Teaching and Research, in addition to the usual refereed paper panels and high density and Scholar to Scholar research presentations. We hope that these panels which explore a variety of relevant topics will interest the membership of the division! We will let you know more about the panels soon and will also keep you informed about the annual conference.



Membership Message

by Fan Yang, Vice Head-Elect/Membership Chair

I hope everyone is well and in good spirits during this difficult time. While we are far away from the end of the tunnel in this fight with COVID, we should never lose our hopes looking ahead into the future. As the Fall semester is in its full swing, I'd like to share with you some upbeat news regarding our division's latest status on memberships and invite you to chip in on the matters regarding the future directions of our division.

The current number of Mass Communication and Society Division members is 484 as of October 2020 – slightly down from that of last year. However, our division has been doing well financially. As of May 31,

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Membership Message

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2020, our division has a total balance of \$35,731.92. Given the healthy financial status of our division, I'd like to invite your ideas on how we can strategically utilize our divisional funds to better support the goals of MCS and serve our members. In the past, we have spent funds on several initiatives, including co-sponsoring conference receptions, socials, and pre-conferences, as well as increasing the amount of money given to our award winners and annual paper competition winners. The division is always interested in other ways to effectively utilize our available funds to best benefit our members such as graduate student mentoring events, methods-related workshops, new awards that recognize the diverse achievement of our members in the field of mass communication research, and special issues for our division journal – Mass Communication and Society.

I cordially invite your thoughts and proposals on how our division should use the available funds to benefit our current members and to achieve the goals of the MCS Division. Please contact me at fyang@albany.edu. We look forward to hearing from our MCS Division members. Together, we will make our division a stronger community!



MCS Division Recognizes Excellence in Profession

by Brian J. Bowe, PF&R Committee Chair

Now more than ever, a crucial component of the Mass Communication and Society Division's work is the promotion of professional freedom and responsibility. These activities encompass the interaction of scholars and practitioners in five key areas: the promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service.

To that end, MCS offers two awards that recognize member commitment to professional freedom and responsibilities. These awards include the PF&R Award and the Professional Award. Each of them comes with a monetary prize.

The PF&R Award was established in 2015 and recognizes excellence in research, teaching or service related to the five PF&R areas (free expression, ethics, media criticism, diversity, and public service). The award is open to any individual who has made significant contributions to scholarship or has undertaken professional or service activities that promote excellence in any of the five areas. The research, service or professional activities could have been completed either during the preceding year or reflect work done over a longer period of time. In addition to the recognition, winners of the PF&R Award receive \$500.

Also established in 2015, the Professional Award recognizes professionals for upholding the values of professional freedom and responsibility, diversity and public service. It is open to members who have spent a significant portion of their careers in mass communication industries such as broadcast, print, photojournalism, advertising, public relations, and social media and recognizes their professional contributions to their fields. The Professional Award comes with a cash prize of \$250.

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



Greetings from the Awards Committee of Mass Communication and Society Division. We are delighted to announce the winners and thank our colleagues who nominated, entered and supported the awards in 2020. They are all happiness heroes.

The 2020 MCS Dissertation Award went to Seoyeon Kim at The University of Alabama, with her dissertation entitled "Effects of CSR initiative type on consumer responses, in relation to company-cause fit and stigmatized industry".

Three papers out of 71 faculty submissions received a Top Paper Award in the MCS Open Paper Competition. Winners of the first place were Michelle Amazeen at Boston University and Arunima Krishna at Boston University. The winner of the second place was Gretchen Dworznik-Hoak from Kent State University. The winners of the third place were Summer Harlow at University of Houston and Danielle Kilgo at University of Minnesota-Twin Cities.

Three out of 34 student papers received Top Paper Awards in the MCS Student Paper Competition. Eric Cooks from University of Alabama won the first place. Alexis Romero Walker from University of North Carolina at Chapel Hill won the second place. Anne Sadza at Radboud University won the third place. The winner of Moller Competition was Sydney Nicolla from University of North Carolina at Chapel Hill.

In addition to rewarding our authors, the Division also honors our research paper reviewers. This year we honored Michael Schmierbach from the Pennsylvania State University for providing the most thorough and timely reviews of all our judges.

The top faculty 2020 MCS Research Award went to Stephanie Craft at University of Illinois, Melissa Tully at University of Iowa, Emily K. Vraga at University of Minnesota, Seth Ashley at Boise State University and Adam Maksl at Indiana University Southeast. Scott Parrott from The University of Alabama won the second place. The student award went to Yujin Heo at University of South Carolina.

MCS also recognizes the outstanding contributions made by a vast variety of educators in our field. Promising Professor Faculty Winners were Dylan M. McLemore from University of Central Arkansas (1st Place), Yue Zheng at California State University of Northridge (2nd Place), and Jennifer Hoewe at Purdue University (3rd Place). Promising Professor Student Winners were Tegan Rae Bratcher from University of North Carolina at Chapel Hill (1st Place), Yujin Heo from University of South Carolina (2nd Place), and Alex Kresovich from University of North Carolina at Chapel Hill (3rd Place).

The Professional Freedom and Responsibility Award went to Joe Grimm from Michigan State University. The Traves Award went to Fuyuan Shen from The Pennsylvania State University.

Let's share the joy of winners!



MCS Division Seeks Nominations for Three Teaching Awards

by Dean Cummings, Teaching Committee Chair

Teaching during the pandemic has been challenging for everyone. All of us have been forced to create new pedagogies as new technologies have become hurdles for even the most tech savvy. The teaching committee hopes to be a sounding board and collection site for all the ideas used to face the challenges from the seismic transformations of our universities. Jian and I will be reaching out to you with the goal of collecting ideas, solutions, and success stories that we can share and celebrate. Feel free to contact us at any time.

Many of us are working in isolation and in the world of Zoom calls, making it hard for us to see the contributions of our peers. Our committee has ways for you to recognize the work of others or spotlight your own contributions. Each year we give out the MCS Distinguished Educator Award to those who have made a significant contribution to mass communication pedagogy. There is no doubt there are many deserving candidates out there in our Zoom and face-to-face classrooms. Please nominate them for this prestigious award. If you feel that you or a colleague deserves this award because of their innovations, please contact us and apply for the award.

Junior faculty have a hard enough time getting their pedagogical feet underneath them when they begin their careers, let alone starting a teaching career in these challenging times. Despite all the difficulties, there are junior faculty innovating outstanding teaching methods. We celebrate their hard work and excellence with the MCS Promising Professors Award. Any faculty who has taught no more than five years full-time and graduate students who have primary responsibility for teaching at least one course can submit for the Promising Professors Award.

Adjunct faculty and instructors should be recognized for their contribution to our universities during these stressful times. Each year our committee grants three awards to adjunct/instructors for their outstanding contributions and teaching excellence in the field of mass communication. If you know a colleague that deserves to be recognized please encourage them to apply.

All of our members can submit their teaching ideas to the MCS Teaching Ideas Competition award. The 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. The teaching ideas competition is another way for our committee to recognize the hard work and dedication of our imaginative colleagues.

Many of us work in communities that need additional help or we collaborate with non-profit organizations to serve a portion of our society. We also work closely with governmental groups to enhance student perspective and experiential learning. The committee awards faculty a \$500 stipend for their service-learning courses. This award is a great way to acknowledge projects that encourage students to become involved in the community while at the same time expand their education and expertise.

The pandemic may have temporarily altered the way we teach, but it may have opened our minds to new ways of thinking. On behalf of the Teaching Committee, I hope that 2021 will bring a brighter future for our students and a safer workplace for all of us.

Two Travel Award Opportunities for Graduate Students



by Christina J. Najera,
Graduate Student
Liaison

Graduate students, are you looking for opportunities to apply for travel money? The Mass Communication and Society Division has two travel award opportunities for graduate students! Becoming a member of the MCS not only offers the unique opportunity for graduate students to network and build relationships with other member scholars, but also offers the opportunity to apply for travel funding! Come join the MCS to take advantage of these opportunities!

The MCS Graduate Travel Award Program assists undergraduate and graduate students with their research endeavors by providing funds to travel to the Midwinter Conference or Annual Conference. The Midwinter travel award is in the amount of \$500 and it is awarded to two graduate students. The AEJMC annual conference travel award is in the amount of \$1,000 and it is awarded to four graduate students.

If you are interested in applying, please visit the MCS graduate travel awards website (<https://aejmc.us/mcs/awards/travel-awards/graduate-travel-award-program/>) for application deadlines, guidelines, and required materials for the Midwinter Conference and the Annual Conference. We hope to see you at the 2021 Midwinter Conference in Norman, OK, March 5-6, and the 2021 Annual Conference in New Orleans, LA, August 4-7.

Join the Mass Communication and Society Division at the 2021 AEJMC Midwinter Conference



by Terri Hernandez, Midwinter
Committee Chair

The Mass Communication and Society Division will once again participate in the annual AEJMC Midwinter Conference hosted by the University of Oklahoma's Gaylord College of Journalism and Mass Communication in Norman, OK on Friday, March 5, and Saturday, March 6, 2021.

The Gaylord College of Journalism and Mass Communication has ensured a healthy and safe environment for participants in light of the current COVID-19 reality with options to participate in the conference remotely (via Zoom or a similar platform). In the event that the midwinter conference has to move to a virtual/online conference because of COVID-19, participants will be contacted by early January 2021 (before participants start to register for the conference).

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 national AEJMC conference. Midwinter provides authors with a great opportunity to get feedback on their research before submitting to the national conference. In addition, MCS will honor the top abstract submission at the conference, and graduate students can apply for a \$500 travel award from the division. Additionally, conference participants will be able to enjoy the College's state-of-the-art teaching and research facilities, as well as the city's and campus' world-class museums, art galleries and restaurants.

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MCS is typically the largest division represented at Midwinter. In 2020, our division featured seven panels showcasing work from over 50 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, Tuesday, December 1st. Submit abstracts to the conference website (<http://bit.ly/Midwinter2021>). If you have not submitted to Midwinter before, you will 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, the conference accepts two-page panel proposals. Please direct panel proposals and any questions regarding abstract submission or the conference to the Midwinter Committee Chair, Terri Hernandez, at terrihernandez@comm.msstate.edu.

We look forward to seeing you in Norman!



Communication Committee Report

by Shana Meganck, Communication/Social Media Committee Chair

The Social Media Committee's role is to utilize, maintain, create and recruit for the division's social media accounts to raise awareness of the Mass Communication and Society division. As of October 2020, there were 1,300 members on Facebook, 2,807 followers on Twitter, and 1,117 members on LinkedIn.

As a reminder, 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 gotten an article or study published recently? We all want to hear about it!

2020 MCS Division Business Meeting Minutes AEJMC Annual Conference

by Dr. Xi Cui.

The meeting started at 9:45 pm EDT.

Division Head

Dr. Nan Yu presented the state of the division of the past year.

MCS Journal

Journal Editor Dr. Fuyuan Shen presented the state of the Journal of Mass Communication & Society, the reviewer awards, and best paper awards.

Dr. Shen introduced that Dr. Michael Schmierbach would take over the journal as the new editor after the meeting. The new editor will appoint the new editorial board for the next year by the end of the year. Dr. Shen then proposed to increase the cash award of top reviewers and top authors from \$500 total to \$500 each. The proposal was discussed and voted on at the end of the meeting.

Midwinter Committee

Dr. Alec Tefertiller presented the MCS state of midwinter, informed the members of the awards awarded at the conference.

Research Committee

Dr. Fan Yang presented about the research committee's work for this year's conference and awards.

Awards Committee

Dr. Weirui Wang informed the members of the research- and teaching-related awards, as well as the service award and PF&R award.

PF&R Committee

Dr. Ruoxu Wang presented PF&R committee's work, including a panel on PF&R and the planned-but-canceled tour to Google.

Teaching Committee

Dr. Nan Yu presented for the work of the teaching committee on behalf of Dr. Jack Karlis.

Communications Committee

Dr. Nan Yu presented the work of the communication committee on behalf of Dr. Shauna Meganck.

Division Head

Dr. Nan Yu discussed new business, including next year's conference at New Orleans, new offices, areas of improvement such as better communication, membership retention, collaboration with other divisions, etc.

Dr. Fuyuan Shen asked the members at the meeting to rectify the change about paper award in the by-law.

Dr. Nan Yu moved to approve the change. Dr. Michael Schmierbach seconded the motion.

Members voted unanimously to approve the change.

The meeting adjourned at 10:33 pm.

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Newsletter

Vol. 54, Issue 2
Spring 2021



A Message from the Division Head

by Masahiro Yamamoto, MCS Division Head

Dear MCS Members,

Hope everyone is staying safe and well while managing all personal and professional responsibilities. In this newsletter, we want to provide a brief overview of what we have done for the past few months.

First, we have programmed a number of panels and refereed research sessions for the annual conference. The research, teaching, and PF&R panels will be co-sponsored by other divisions, and our Vice Head Dr. Kalyani Chadha will introduce the theme of each panel. Our Vice Head Elect, Dr. Fan Yang, will present the MCS session schedule.

The Research Committee Chair Dr. Xi Cui will highlight important paper submission details. You must have received an email early this year from us asking you to serve as reviewers for the annual conference paper competition. We are still looking for reviewers, and if you have not responded to the reviewer recruitment survey (https://cofc.qualtrics.com/jfe/form/SV_abK7SryzXX7GmO), please do! As one of the largest divisions of AEJMC, each year we receive a large number of submissions. We would very much appreciate it if you could consider volunteering your expertise and time to make our paper competitions successful. If you have any questions, please feel free to contact our Research Committee (Dr. Xi Cui: cuix@cofc.edu or Dr. Alec Tefertiller: Alec.Tefertiller@baylor.edu).

We also want to have you aware that the MCS offers various research, teaching, and PF&R awards. The Awards Committee will provide an overview of the MCS awards. The Research, Teaching, and PF&R Committees will highlight some of the awards we have for each category. Please be sure to check out our website (<https://aejmc.us/mcs/>) to learn details of specific awards.

Finally, AEJMC announced important conference updates on the registration rates and time zone of the virtual conference sessions. Please visit the AEJMC website for more details (<https://www.aejmc.org/home/2020/11/important-conference-updates/>).

Best of luck finishing up your papers for the upcoming paper competition, and hope that we can see many of you at the annual virtual conference.



Conference Programming Update

by Kalyani Chadha, Vice Head/Programming Chair

The research, teaching, and PF&R panel sessions planned for the 2021 AEJMC conference will address a broad array of topics and methodologies and provide significant intellectual value to members of the Mass Communication and Society Division. As always, in addition to division specific sessions related the paper competition, we have six sessions with other divisions and interest groups, a mix that includes panels related to research, teaching and PF&R respectively. The first research panel, co-sponsored with the PR Division is called "Information Patrolling: Re-Institutionalizing Public Relations as Guardians against Pseudo-Information," and explores why individuals become "trapped," by "pseudo-information," and how communication practitioners can help mitigate this problem. The second research panel, co-sponsored with the Minorities and

Communication Division, will examine the ways in which the Black Lives Matter movement has been co-opted by companies and utilized in their messaging and coverage in ways that overlook or depart from its initial goals. Titled *I Need A Job: Getting Your First Job After Graduate School*, this teaching panel will cover topics ranging from making an appropriate application package and interviewing to negotiating offers and the tenure process. The second teaching panel—co-sponsored with the Electronic News Division—is called *Zooming the Outside World into the Virtual Classroom: Pedagogical Approaches to Online Teaching* and explores how pedagogy may be permanently changed by the availability of platforms such as Zoom. Meanwhile, the first PF&R panel, *Bridging the Communication Gap from behind the (Digital)*

Mask, (programmed with CSW), unpacks shifts in student-educator and between-student connections due to remote instruction related to the pandemic as well as the potential implications of inequities in access to technology for student learning. The second PF&R panel (offered with the Community Journalist Interest Group), called *Radio as Resistance: Community Broadcasting combine practitioners and researchers to examine radio's role in the recent climate of unrest in the United States*. We hope that you will take advantage of these panels that explore a variety of contemporary issues related to our field at the conference! Finally, please remember to renew your AEJMC and MC&S membership!

2021 Mass Communication & Society Awards Opportunities

by Celine Song Yunya, Awards Committee Chair



The Mass Communication and Society Division offers a variety of research, teaching, and the Professional Freedom and Responsibility (PF&R) awards. The category of research awards includes the Top Paper Awards that are part of the annual conference

paper competitions, the Research Awards that fund 2 faculty-led and 1 graduate student-led research proposals, and the Dissertation Award that advances mass communication research.

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Opportunities for Graduate Students to Showcase their Research

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 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 at the AEJMC annual conference.

The Student Top Paper Competition allows for students to showcase 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 conference registration!

Consider attending the annual conference! Attending the conference allows you the opportunity to network with other graduate students and scholars from all over the U.S. (and the world!), receive feedback from senior scholars, and expand your knowledge on what the field of communication is undertaking by sitting in on a variety of scholarly panels and presentations. We hope to see you at the 2021 Annual Conference on August 4-7!

2021 Mass Communication & Society Awards Opportunities

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The category of PF&R awards consists of the Professional Freedom and Responsibility Award that recognizes excellence in research, teaching, or service related to the five PF&R principles identified by AEJMC, the Professional Award that recognizes professionals for upholding the values of professional freedom and responsibility, diversity and public service, and the Traves Service Award that honors exemplary service to the MCS Division.

MCS also provides five teaching awards: The Distinguished Educator Award to recognize an MCS member's significant contribution to mass communication pedagogy, the Promising Professor Award to recognize up to 3 junior faculty and up to 3 graduate students who demonstrate excellence and innovation in teaching, and the Adjunct/Instructor Award to recognize outstanding contributions of adjuncts and instructors in advancing teaching excellence in the field of mass communication. We also hold the Teaching Ideas Competition to recognize innovation and excellence in teaching in the field of mass communication and offer the Service-Learning Award to assist faculty in their service-learning courses.

2021 Mass Communication & Society Awards is now open. You may check whether you meet the eligibility criteria before you start your application. The eligibility criteria and the requested application materials are available at <https://aejmc.us/mcs/> > Awards. The award application should be submitted electronically to the Awards Chair, Dr. Celine Yunya SONG (yunyasong@hkbu.edu.hk), by 11:59 pm EST on April 30, 2021.



MCS 2021 Annual Conferenwce Schedule

by Fan Yang, Vice Head-Elect/Membership Chair

While this year's AEJMC annual conference will take place virtually again, this pandemic, if anything, has certainly taught us to cherish any opportunity to "get together" as a community. The Mass Communication and Society Division cordially invites you to join the many events planned this August.

Research sessions. There are five research sessions of the MCS Division, including the first refereed research session on Wednesday, Aug. 4, from 11 am to 12:30 am, the high-density research session on Thursday, Aug. 5, from 9 am to 10:30 am, the Best of MCS Session in which the top papers will be recognized on Thursday, Aug. 5, from 7 pm to 8:30 pm, the scholar-to-scholar poster session on Friday, Aug. 6, from 5 pm to 6:30 pm, and the final refereed research session on Saturday, Aug. 7, from 12:30 am to 2 pm.

Research panels. Besides the research sessions, the MCS Division is also co-sponsoring two research panels this year. The first one is scheduled for Wednesday, Aug. 4, from 1 pm to 2:30 pm, followed by the second one on Thursday, Aug. 5, from 5 pm to 6:30 pm.

Teaching panels. This year the MCS Division will also co-sponsor two teaching panels: one on Thursday, Aug. 5, from 11 am to 12:30 pm, and the other one on Friday, Aug. 6, from 9 am to 10:30 am.

PF & R panels. In collaboration with other divisions and interest groups, the MCS Division also has two PF&R panels. One panel is scheduled for Wednesday, Aug. 4, from 9 am to 10:30 am, and the other in the same day from 5 pm to 6:30 pm.

Schedule of MCS Events at AEJMC's Annual Conference 2021 in Central Daylight Time

Wednesday, August 4

9 am to 10:30 am: PF&R session (co-sponsoring with the Community Journalism Interest Group)

11 am to 12:30 pm: Referred research session

1 pm to 2:30 pm: Research panel (co-sponsoring with the Public Relations Division)

5 pm to 6:30 pm: PF&R session (co-sponsoring with the Commission on the Status of Women)

Thursday, August 5

9 am to 10:30 am: High-density research session

11 am to 12:30 pm: Teaching panel (co-sponsoring with the Internships and Careers Interest Group)

5 pm to 6:30 pm: Research panel (co-sponsoring with Minorities and Communication Division)

7 pm to 8:30 pm: The Best of MCS Session

Friday, August 6

9 am to 10:30 am: Teaching panel (co-sponsoring with the Electronic News Division)

5 pm to 6:30 pm: Scholar-to-Scholar Poster Session

Saturday, August 7

12:30 pm to 2 pm: Referred research session



Research Committee Report

by Xi Cui, Research Committee Chair

Greetings to everyone! Now the Spring semester is in its full swing, the research committee would like to draw your attention to the paper competitions and MCS research Awards for the 2021.

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*. The MCS Division also awards innovative research proposals advancing mass communication research regardless of methodologies. In this category, two faculty-led and one graduate student-led research projects will each be granted \$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. A dissertation should be completed between January 1, 2020 and December 31, 2020 and no part of the dissertation should be "under

review" or in a "revise and resubmit" status at a journal.

If you are submitting to the MCS Division of the AEJMC 2021 Annual Conference, you are automatically considered for our MCS Top Paper Awards that acknowledge excellent research in student competition (all authors must be students) and open competition category. We would 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. Due to the COVID-19 pandemic, AEJMC 2021 Conference will also accept submissions of extended abstract. The deadline for both types of submissions is 11:59 pm (Central Daylight Time), April

1, 2021.

Please be advised, conference submissions must not include any identifying information in the manuscript or the document meta-data. The research committee will screen all submissions before assigning them to reviewers. Identifying information of any type may result in disqualification from the paper competitions.

We highly encourage you to check out the detailed instructions of all MCS research awards and the MCS call for conference submissions at <https://aejmc.us/mcs/> and the AEJMC uniform call at <https://www.aejmc.org/home/2021/01/call-for-papers/>.

If you have any question, please feel free to get in touch with this year's research chairs: Dr. Xi Cui at cuix@cofc.edu and Dr. Alec Tefertiller at Alec_Tefertiller@baylor.edu. We wish you a big success in 2021 and hope to see you all at this year's virtual conference.

Recognizing Excellence in Professional Freedom and Responsibility

by Andrew Shumway, PF&R Associate 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

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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



The Teaching Committee would like to remind all members there are fantastic opportunities for your hard work and contributions to be acknowledged and rewarded.

The Promising Professors Award is a very popular award that honors the new faculty and graduate students who demonstrate excellence and innovation in teaching. Each year, Mass Communication and Society, select three junior faculty and three graduate students to receive the awards. Over the past ten years, the list of recipients is a collection of the finest university and college professors in the United States. Apply for the award and join this prestigious group.

Since 2016, Mass Communication and Society have granted three Adjunct/Instructor Awards to adjuncts

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 2021.

Teaching Committee Report

by Dean Cummings, Teaching Committee Chair

and instructors who have shown outstanding contributions to the advancement of teaching excellence in the field of mass communication. The award winners receive \$250 for first place, \$150 for second place and \$75 for third place. Please encourage your adjunct and instructor colleagues to join our division and apply for the award.

Many of our members could use some help in offsetting a portion of the costs they accumulated working with communities, nonprofit clients, schools or government bodies in their classrooms. Two \$500 service-learning awards are available to help with those costs. The MCS Division Service-Learning Grant program assists faculty by providing \$500 stipend to use their service-learning courses. Is there a faculty member you

would like recognized for their contribution to mass communication pedagogy? The Distinguished Educator Award is given each year to a member of MCS whose teaching had a profound influence on the career of the person who nominated them. The prestigious award can be a great way to acknowledge your mentor and celebrate the transfer of knowledge that has helped you become the professor you are today.

Finally, do you have a great teaching idea? We would like you to compete for the Teaching Ideas Competition award. The award recognizes innovation and excellence in teaching in the field of mass communication with monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place.



2021 AEJMC Midwinter Conference

by Terri Hernandez, Midwinter Committee Chair

The 13th AEJMC Midwinter Conference was held virtually for the first time on March 5th & 6th. The Gaylord College of Journalism and Mass Communication at the University of Oklahoma virtually hosted researchers and panelists from around the world. The AEJMC Mass Communication and Society (MCS) division was featured prominently on the conference program, with seven panels scheduled across both days of the conference.

MCS led the field with 50 abstract submissions – which was almost 21 percent of the total submissions received by all participating divisions. In total, the division presented 25 papers from about 55 authors in seven panels across both days of the conference. Highlights included panels addressing journalism’s contribution to the society, political framing during the 2020 election, navigating the new normal during the COVID-19 pandemic, and the effects of digital interactivity within the society.

Thank you to all the members who volunteered to review submissions for the AEJMC Midwinter Conference.

The top abstract award was presented to Sohana Nasrin (University of Maryland), Bobbie J Foster (University of Maryland), and Mahfuzul Haque (University of Maryland) for their paper, “Without a fixture it is just an idea, but with a fixture, it will be a story: Local news producers’ perspectives on their work and extant challenges.” Top abstract award recognition was presented during the conference, and awards were mailed to the authors.

Much appreciation for organizing and hosting an engaging and seamless virtual conference is extended to Dr. Elanie Steyn, area head at the Gaylord College of Journalism and Mass Communication, University of Oklahoma and organizer of the Midwinter Conference, and Imran Hasnat, doctoral candidate at Gaylord College of Journalism and Mass Communication, University of Oklahoma and assistant organizer of the Midwinter Conference.

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 of Journalism and Mass Communication at the University of Oklahoma for over a decade. MCS is one of the eleven 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. MCS Division Programing (2021)

Wednesday, August 4th

9 to 10:30 a.m. / W000

Mass Communication and Society Division and Community Journalism Interest Group

PF&R Panel Session

Radio as Resistance: Aesthetics, Culture and Information Intertwined

Moderating/Presiding

Brian J. Bowe, Western Washington / American in Cairo)

Panelists

Garrett McQueen, Trilloquy

Eugene Thomas, WWOZ, New Orleans

Sonja D. Williams, Howard

Kyle Miller, South Dakota

11a.m. to 12:30 p.m. / W000

Mass Communication and Society Division

Refereed Paper Session

On Misinformation and Fact-checking: An Empirical and Theoretical Imperative

Moderating/Presiding

Tamar Wilner, Texas at Austin

Attention Convergence and Narrative Coalescence: The Impact of the US Presidential Election on the Generational Gap in Online News Use

Chris Chao Su, Boston University

Who Conducts Fact Checking and Does It Matter?: Examining the Antecedents and Consequences of Fact-checking Behavior in Hong Kong

Stella Chia and **Fangcao Lu**, City University of Hong Kong

and **Al Gunther**, Wisconsin-Madison

Avoiding Real News, Believing in Fake News? Investigating Pathways from Fake News Exposure to Misbelief

Edson Tandoc Jr.

and **Hye Kyung Kim**, Nanyang Technological University

Misinformation and News Verification: Why Users Fact Check Suspect Content

Erik Bucy, Texas Tech

and **Duncan Prettyman**, Colorado Technical

Do All Types of Warning Labels Work on Flagging Misinformation? The Effects of Warning Labels on Share Intention of COVID-19 Vaccine Misinformation

Alexander Moe, SUNY Brockport

Discussant

Jay Hmielowski, Florida

1 to 2:30 p.m. / W000

Mass Communication and Society and Public Relations Divisions

Research Panel Session

Information Patrolling: The Why and How Questions and Answers to Counteract Pseudo Information for Social Institutions

Moderating/Presiding

Homero Gil de Zúñiga, Pennsylvania State / University of Salamanca

Alessandro Lovari, University of Cagliari

Chong-hyun Park, Sejong University

Hyelim Lee, Oklahoma

Myoung-Gi Chon, Auburn

Luke A. Snyder, Oklahoma

Yu Won Oh, Myoungji University

Respondent

Jeong-Nam Kim, Oklahoma

5 to 6:30 p.m. / W000

Mass Communication and Society Division and Commission on the Status of Women

PF&R Panel Session

Bridging the Communication Gap from Behind the (Digital) Mask

Moderating/Presiding

Alison Burns, North Texas

Panelists

Tara Pixley, Loyola Marymount

Krishnan Vasudevan, Maryland

Karin Assmann, Georgia

Tracy Everbach, North Texas

Kim Fox, American University Cairo

Respondent

Newly Paul, North Texas

Thursday, August 5th

9 to 10:30 a.m. / T000

Mass Communication and Society Division

High Density Refereed Paper Session

Politics and Mass Communication Theories in Contemporary Context

Moderating/Presiding

Kate Stewart, South Carolina

Theme I — **Political Information Consumption**

Political News Personalization and the Third-person Effect: Examining Support for Restrictions on Audience Data Collection

Lisa Farman, Ithaca

The Growing Influence of Political Ideology in Shaping Health Behavior in the United States

Mugur Geana, Kansas;

Nathaniel Rabb, and **Steven Sloman**, Brown

News Literacy, Conspiratorial Thinking, and Political Orientation in the 2020 U.S. Election

Seth Ashley, Boise State;

Stephanie Craft, Illinois at Urbana Champaign;

Adam Maksl, Indiana-Southeast;

Melissa Tully, Iowa and **Emily Vraga**, Minnesota

Politically Contested Beliefs: Why Do Conservatives Tend to Have More Inaccurate Beliefs About COVID-19?

Tom Johnson, **Taeyoung Lee**,

and **Chenyan Jia**, Texas at Austin

Theme II — Priming, Framing, and Agenda-setting in New Context

Influencing the Agenda: The Role of Conservative Figures in Melding Media

Agendas for Social Media Communities

Burton Speakman, Kennesaw State

and **Marcus Funk**, Sam Houston State

Media Mistrust and the Meta-Frame: Collective Framing of Police Brutality Evidence Reporting on YouTube

Richard Canevez, **Moshe Karabelnik**,

and **Jenifer Sunrise Winter**, Hawaii at Manoa

When Does the Past Colonial Memory Plug into Nationalism? Information and Media's Priming of Anti-Japan Nationalism in South Korea and China

Jisoo Kim, **Gaofei Li**, **Xining Liao**,

and **Hernando Rojas**, Wisconsin-Madison

Linguistic Attribution Framing: A Linguistic Category Approach to Framing Crisis

Xiaochen Zhang, Oklahoma

and **Jonathan Borden**, Kansas State

The New Yellow Peril: Priming News Context on Attitudes Towards Asian Models, and Brands

Lincoln Lu and **Franklin Waddell**, Florida

The Labeling Experiment: Examining the Differential Effects of Equivalent Labels on Individuals' Associations toward Immigrants

Juliana Fernandes and **Moritz Cleve**, Florida

Discussants

Yingying Chen, South Carolina; **Catherine Luther**, Tennessee, Knoxville

and **Yicheng Zhu**, Beijing Normal University

11 a.m. to 12:30 p.m. / T000

Mass Communication and Society Division and Internships and Careers Interest Group

Teaching Panel Session

Need A Job: Getting Your First Job After Graduate School

Moderating/Presiding

Kevin D. Williams, Mississippi State

Panelists

Kevin D. Williams, Mississippi State
Jennifer Greer, Kentucky
Jisu Huh, Minnesota
John Chapin, Pennsylvania State Beaver
Cessna Winslow, Tarleton State

5 to 6:30 p.m. / T000

Minorities and Communication and Mass Communication and Society Divisions

Research Panel Session

BLM: How PR, Advertising, and Journalism Benefit from the Conflict

Moderating/Presiding

Sidney Dillard, DePaul

Panelists

Alyssa Richardson, Southern California

Maria De Moya, DePaul

Candice Edrington, High Point

7 to 8:30 p.m. / T000

Mass Communication and Society Division

Refereed Paper Session

Best of MC&S

Moderating/Presiding

Xi Cui, College of Charleston

Informational, Infrastructural and Emotional Labor: The Extra Work in a News and Broadband Desert*

Nick Mathews, Minnesota and **Christopher Ali**, Virginia

Jessica Jones: Exploring Marvel's Dark Anti-Hero and the Portrayal of Complex Women Characters**

Newly Paul and **Gwendelyn Nisbett**, North Texas

Fake News in the Family: How Family Communication Patterns and Conflict History Affect the Intent to Correct Misinformation among Family Members***

Franklin Waddell and **Chelsea Moss**, Florida

The Mediated Classroom: A Grounded Theory Analysis of Live Streaming Media Affordance and Teaching Context Remodeling from The Perspective of Actor-Network-Theory****

Yefu Qian, **Chen Li**,

and **Ruimin He**, Shanghai Jiaotong University

Cancel Culture and Its Underlying Motivations in Singapore*****

Beverly Tan, **Gabrielle Lee**, **Rachel Angeline Chua**

and **Charlyn Ng**, Nanyang Technological

Discussant

Mike Schmierbach, Pennsylvania State

* First Place, Open Competition Paper

- ** Second Place, Open Competition Paper
 *** Third Place, Open Competition Paper
 **** First Place, Student Competition Paper
 ***** Second Place, Student Competition Paper

8:45 to 10:15 p.m. / T000

Mass Communication and Society Division

Divisional Members' Meeting

Moderating/Presiding
Masahiro Yamamoto, Albany

Friday, August 6th

9 to 10:30 a.m. / F000

Mass Communication and Society and Electronic News Divisions

Teaching Panel Session
**Problems or Possibilities? Pedagogical Approaches to Teaching Skills Courses
 Online in a Pandemic**

Moderating/Presiding
Lee Hood, Loyola-Chicago

Panelists

Neal Bennett, Rutgers
Dean Cummings, Georgia Southern
Steve Hayes, Georgia State
Shaina Holmes, Syracuse
Julian Rodriguez, Texas-Arlington
Angeline J. Taylor, Arizona State

5 to 6:30 p.m. / F000

Cultural and Critical Studies and Mass Communication and Society Divisions

Scholar-to-Scholar Refereed Paper Poster Session

Mass Communication and Society Division

Topic I — From the Media Producers' Perspectives

Unprecedented Times: How Journalists Coped with the Emotional Impact of Covering
 the COVID-19 Pandemic

Gretchen Hoak, Kent

Identity for Sale: Authenticity, Commodification, and Agency in YouTube Influencers

Aysha Vear and **Judith Rosenbaum**, Maine

Science Podcasters and Centering Fairness in Content Creation

Shaheen Kanthawala, Alabama;

Shupey Yuan, Northern Illinois;
and Tanya Ott-Fulmore, Mercer

Topic II — **News Use During the Pandemic**

“Infodemic” amid the pandemic: Social Media News Use, Homogeneous Discussions, Self-perceived Media Literacy, and Misperceptions

Yan Su and **Porismita Borah**, Washington State;
and **Xizhu Xiao**, Qingdao University, China

News in the Time of Corona: Institutional Trust, Collective Narcissism, and the Role of Individual Experiences in Perceptions of COVID-19 Coverage

Ivy Ashe and **Ryan Wallace**, Texas at Austin;
Ivan Lacasa-Mas, Universitat Internacional de Catalunya
and **Elyse Huang**, Texas at Austin

Why and How People Avoid News during the Coronavirus Pandemic: An Analysis of News Repertoire

Chang Sup Park, SUNY Albany
and **Barbara Kaye**, Tennessee, Knoxville

The New Media Normal: Survey-based study of COVID-19 Effects on Motivations to Consume Non-News Media*

Kate Stewart, South Carolina

Topic III — **Presumed Media Influence**

My Pandemic News is Better Than Yours: Audience Perceptions of Early News Coverage About Covid-19

Mallory Perryman, Virginia Commonwealth

Public Buying Behaviors During the COVID-19 Pandemic: Presumed Media Influence and the Spillover Effects of SARS

Tong Jee Goh and **Shirley Ho**, Nanyang Technological

The Media Affect Them, But Not Me: Veteran and Civilian Perceptions of News Coverage about U.S. Military Veterans

Scott Parrott, **David L. Albright**, **Nicholas Eckhart**,
and **Kirsten Laha-Walsh**, Alabama

Determination of the Factors Influencing the Third-Person Effects in Health and Environmental Concerns

Jessica Shaw, **Soojin Kim**,
and **Yongick Jeong**, Louisiana State

Topic IV — **Messaging for Effective Communication**

What Remains? The Relationship between Counterfactual Thinking, Story Outcome, Enjoyment, and Emotion in Narratives

Di Cui, Fudan University, China

The Effects of Nudges on Social Media Users in the Context of COVID-19 Fake News

Wen Xuan Hor, **Rui Yan Leo**, **Xin Jie Tan**,
and **Agnes Yeong Shuan Chai**, Nanyang Technological

The Interplay of Narrative versus Statistics Messages and Misperceptions on COVID-19 Vaccine Intention

Porismita Borah, **Xizhu Xiao**,
and **Yan Su**, Washington State

[EA] Effective Health Risk Communications: Lessons Learned about COVID-19 Pandemic through the Lens of Practitioners

Taylor Voges, Georgia;
LaShonda Eaddy, Southern Methodist;
Shelley Spector, Museum of Public Relations
and **Yan Jin**, Georgia

Getting Inspired by Fitspiration Posts: Effects of Picture Type, Numbers of Likes

and Inspiration Emotions on Workout Intentions

Yuan Sun, Nicholas Eng,
and **Jessica Myrick**, Pennsylvania State

Topic V — **Media Effects, For Good or Bad**

Media Consumption, Attitudes, and #BlackLivesMatter on the Ground, Court and Field

Danielle Kilgo, Minnesota;
Rachel Moura, Michigan State;
and **Tania Ganguli**, Minnesota

Women on-screen: Exploring the Relationship Between Consumption of Female Talent Shows and Sexism, Internalization of Beauty Ideals, and Self-objectification in China**

Yi Yang,
and **Yunyi Hu**, Chinese University of Hong Kong

Porn and Consent: The Relationship Between College Students' Pornography Consumption, Perception of Realism, and Sexual Consent Intentions

Niki Fritz, Indiana

[EA] Learning by Doing: The Potential Effect of Interactivity on Health Literacy

Natasha Strydhorst, Sava Kolev, Philippe Chauveau,
and **Eric Milman**, Texas Tech

Topic VI — **The Meanings Behind the Messages**

New Cuban-American Narratives About the Homeland: Moving Away from Traditional Storylines Shared by "Hardliners" via Twitter

Maria DeMoya, DePaul and **Vanessa Bravo**, Elon

Purpose vs. Mission vs. Vision: Persuasive Appeals and Components in Corporate Statements***

Alexis Fitzsimmons, Yufan Sunny Qin,
and **Eve Heffron**, Florida

Swapping Insults, Neglecting Policy: How U.S. Presidential Candidates Communicate About Mental Health

Scott Parrott, Alabama
and **Hailey Grace Allen**, North Carolina at Chapel Hill

From "OK Boomer" to "Boomer Remover": A Critical Examination of Ageist Memes by Meme Factories

Si Yu Lee,
and **Jasmon Wan Ting Hoh**, National University of Singapore

When In Doubt, Blame China: A Qualitative Analysis of Conservative Coronavirus Content on Reddit

Jeffrey Riley, Georgia Southern

Topic VII — **How We Use Media Technologies: From Fitness to Parenting**

Fit Bodies that Inspire? A Qualitative Study Exploring Perceptions of and Motivations for Interacting with Fitspiration Content on Social Media

Roxanne Vos and **Serena Daalmans**, Radboud University

[EA] Media Parenting Styles: A Typology of Parental Guidance of Electronic Media Use

Sarah Fisher, Florida

[EA] Exploring the Information Authentication Acts of Experts, Environmentalists, and the Public in Southeast Asia

Agnes Chuah, Shirley Ho, Edson Tandoc Jr.,
and **Peihan Yu**, Nanyang Technological

[EA] In AI We Trust: The Interplay of Media Attention, Trust, and Partisanship in Shaping Emerging Attitudes Toward Artificial Intelligence

Shiyu Yang, Nicole Krause, Luye Bao,
Mikhaila Calice, Todd Newman, Michael Xenos,
Dietram A. Scheufele, and **Dominique Brossard**, Wisconsin-Madison

Discussants

Ngozi Akinro, Texas Wesleyan
Frank Waddell, Florida
Alexander Moe, SUNY Brockport
Chris Chao Su, Boston University
Kalyani Chadha, Northwestern
Alec Tefertiller, Baylor
Li Chen, West Texas A&M
Newly Paul, North Texas
Xi Cui, College of Charleston

- * First Place, Moeller Student Paper Competition
- ** Third Place, Student Paper Competition
- *** Second Place, Moeller Student Paper Competition

[EA] = This submission was accepted as an extended abstract.

Saturday, August 7th

12:30 to 2 p.m. / S000

Mass Communication and Society Division

Refereed Paper Session

Examining Social Media's Omnipresent Influences

Moderating/Presiding

Christina Najera, Texas Tech

A Content Analysis of Alcohol Posts from Adolescents, Brands, Influencers, and Celebrities in Facebook and Instagram's Persistent and Ephemeral Messages

Sofie Vranken and **Sebastian Kurten**, KU Leuven

How Do NPOs Effectively Engage with Publics on Social Media? Examining the Effects of Interactivity and Emotion on Twitter

Chuqing Dong, Michigan State
 and **Yuan Daniel Cheng**, Minnesota – Twin Cities

Pornography Addiction and Social Media: An Exploratory Study on the Impact of Social Media on the Road to Porn Abstinence

Débora Martini
 and **Harsha Gangadharbatla**, Colorado - Boulder

Change is the Only Constant: Young Adults as Platform Architects and the Consequences for News

Kjerstin Thorson
 and **Ava Francesca Battocchio**, Michigan State

Social Media Use Intensity and Privacy Concerns: The Implications for Social Capital

Iveta Imre and **Jason Cain**, Mississippi

Discussant

Louisa Ha, Bowling Green State

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 was 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, cc: the current MC&S head, and include the following information:

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

Website Update Schedule

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

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

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

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.