



AEJMC 2016 Annual Report
Mass Communication and Society (MCS) Division
Covering the Period of October 1, 2015 to September 30, 2016

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1. List of Current Officers

- Jensen Moore, Head
- Kevin D. Williams, Immediate Past Head
- Jennifer Kowalewski, Vice Head/Programming Chair
- Melanie Sarge, Vice Head-Elect/Membership Chair
- Kelly Kaufhold, Midwinter Chair
- Robert McKeever, Midwinter Associate Chair
- Elia Powers, Midwinter Committee
- Sam Robinson, Midwinter Committee
- Jay Hmielowski, Research Chair
- Nan Yu, Research Associate Chair
- Chang Sup Park, Research Committee
- Masahiro Yamamoto, Research Committee
- Fan Yang, Teaching Chair
- Jeremy Littau, Teaching Associate Chair
- Azmat Rasul, Teaching Committee
- Brian J. Bowe, Teaching Committee
- Kalyani Chadha, PF&R Chair
- Vincent Cicchirillo, PF&R Associate Chair
- Janet Bridges, PF&R Committee
- Scott Parrot, PF&R Committee
- Michel Haigh, Awards Chair
- Ben LaPoe, Awards Associate Chair
- Hyojung Park, Awards Committee
- Shana Meganck, Awards Committee
- Jack Karlis, Communications Chair/Social Media Chair
- Iveta Imre, Social Media Associate Chair
- Brendan Watson, Secretary/Newsletter Editor
- Ruoxu Wang, Webmaster/Listserv Editor

- Jeanine Guidry, Graduate Student Liaison Chair
- Ben Lyons, Graduate Student Associate Chair
- Ran Wei, Editor of *Mass Communication & Society*
- Fuyuan Shen, Incoming Editor of *Mass Communication & Society*

2. AEJMC Demographic Information for Mass Communication & Society

Year: 2016	Officers	Annual Conference Sessions					Mid-Year Meetings				Total
		Paper Judges	Paper Presenters	Panelists	Moderators	Discussants	Paper Judges	Panelists	Moderators	Discussants	
Male (tot.)	18	28	21	12	5	5	16	11	5	5	126
Amer. Indian/ Alaska Native	0	0	0	0	0	0	0	0	0	0	0
Asian	6	4	3	3	0	0	2	3	0	0	21
Black/ African American	0	2	2	0	0	0	1	0	0	0	5
Hispanic/ Latino	0	2	1	0	0	0	1	0	0	0	4
International	3	0	0	0	0	0	2	0	0	0	5
Native Hawaiian/ Pacific Is.	0	0	0	0	0	0	0	0	0	0	0
White	11	10	3	9	5	2	10	8	5	5	68
Multi-racial	0	0	0	0	0	0	0	0	0	0	0
Female (tot.)	14	35	26	17	5	3	8	12	2	2	124
Amer. Indian/ Alaska Native	0	0	0	1	0	0	0	0	0	0	1
Asian	4	4	4	0	1	0	0	2	0	0	15
Black/ African American	0	0	0	0	0	0	0	2	1	1	4
Hispanic/ Latino	0	0	0	1	0	0	0	0	0	0	1
International	3	0	0	1	0	0	0	0	0	0	4
Native Hawaiian/ Pacific Is.	0	0	0	0	0	0	0	0	0	0	0
White	5	13	9	14	3	2	8	8	1	1	66
Multi-racial	1	3	0	0	0	0	0	0	0	0	4
Did not report	0	38	46	0	NA	NA	0	0	0	0	84
Total:	32	119	93	29	10	8	24	24	7	7	353

3. Key Activities

As the Head of the Mass Communication and Society Division (MCS) my overall goals were two-fold: 1) ensure MCS is heading in the same strategic directions as the Association for Educators in Journalism and Mass Communication (AEJMC) organization, and 2) ensure MCS is fulfilling its responsibilities to members. To that end, I've spent a considerable amount of time looking back at past member surveys, newsletters, business meeting minutes, and annual reports to determine how the Division should proceed with key activities in 2015-2016. Many key activities this year were to actualize items voted on by MCS members in the past. This will, I hope, ensure that the Division is appropriately aligned for our assessment in 2017.

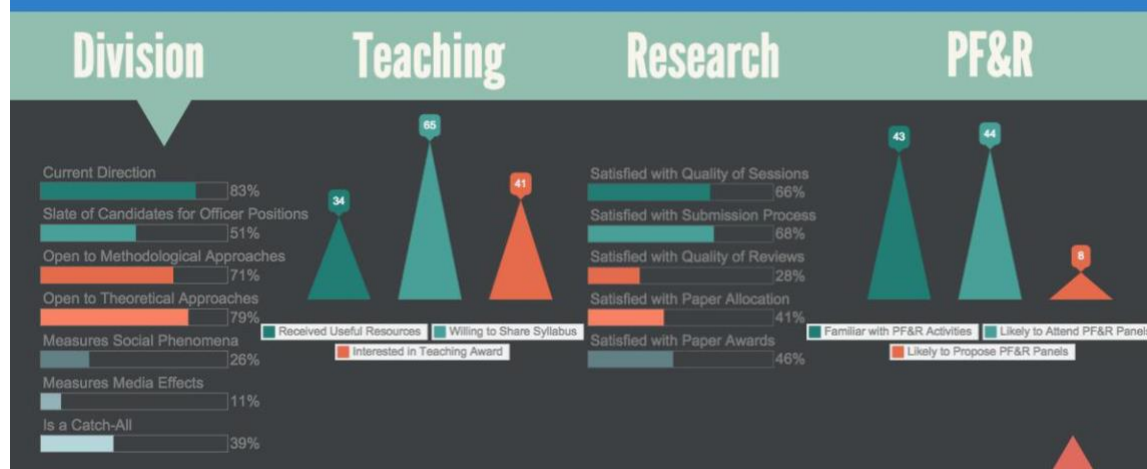
Of course these activities could not be actualized without the remarkable efforts of MCS Officers. This year we grew the MCS leadership by creating committees (Teaching, Research, PF&R, Awards, Communication, Midwinter Conference, Graduate Student). Each committee is made up of a Chair, Associate Chair, and two committee members. This will help strengthen our Division's leadership by providing institutional knowledge for each position as well as supplying a support system for committees to accomplish their tasks.

At the beginning of the 2015-2016 session member and graduate student surveys were delivered via the listserv and social media (Facebook/Twitter). Results of these surveys proved illuminating and gave us several things to work on throughout the year. The following infographics highlight some of the findings of each set of surveys. The overall results of each survey are in the appendix. Based on the results of these surveys we spent the year focusing on refining our programming, providing support to graduate students, and improving communications with our members.

MCS MEMBER SURVEY Results 2015

The full report is posted online at: <http://aejmc.us/mcs/reports-and-newsletters/>

Results in each section are measured by percentage of respondents who marked agree/strongly agree on their surveys.



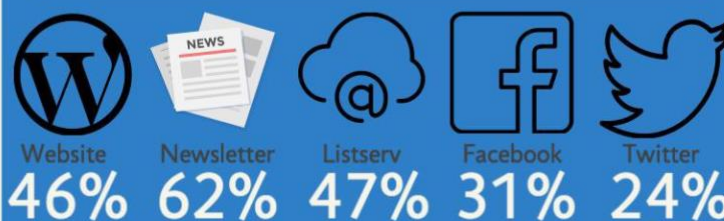
In regard to Programming, 55% of respondents thought the Division should have special calls for research papers fitting particular themes/topics, 59% thought the Division should center research panels around particular themes/topics, and 59% were satisfied with the sessions programmed with other divisions.

MCS Journal Satisfaction



MCS Communications

Satisfaction With Ways MCS Conveys Information to Members

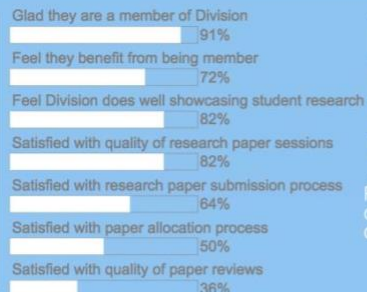


Respondents indicated they would like to see more information on social media about conference submission deadlines (53%), conference information and announcements (58%), calls for papers (62%), and calls for MCS Journal submissions (62%).

powered by

MCS Graduate Student Needs

PF&R & Development



Division & Research

Percentage of agree/strongly agree responses to these questions.

Main Issues

Percentage of neutral/disagree/strongly disagree responses to these questions.



Does not respect grad opinions 55%



Is not a supportive community for grads 54%



Has not given grads useful teaching resources 63%

Awareness of Awards

Percentage of agree/strongly agree responses to these questions.

Moeller Research Paper 54%



Promising Professor 9%



Teaching Ideas 36%



Top Student Research Paper 91%



Research Grant 18%



Dissertation Award 54%



In terms of research, this year we strengthened the Division by appointing a new *Mass Communication and Society* journal editor, Fuyuan Shen. Dr. Shen's new contract can be found in the appendix. We also began talks with our members about the possibility of a new MCS Division journal. Stephen Perry is spearheading these talks. A vote will likely be taken at the upcoming business meeting. We also increased the amounts given to the winners of the faculty (two \$10,000 awards) and student (one \$5,000 award) research awards. Finally, we created graduate student travel funds which will award graduate students who present at the Midwinter and national conferences. Midwinter travel in the amount of \$500 is awarded to two graduate students. AEJMC annual conference travel in the amount of \$1,000 is awarded to four graduate students. These grants are intended to offset a portion of the cost of travel associated with each conference.

In terms of teaching, we established a new mentorship program. Mentorships are crucial for the wellbeing of young professionals in any career. Our graduate students are the future of this field and their success depends on our willingness to provide continuous opportunities for learning and growth. Passing on information about faculty experiences takes little time and effort but gives mentees the invaluable advice they crave to feel prepared and confident in their future professions. Such confidence builds career satisfaction and productivity. Caring mentors inspire their mentees to pass along the kindness they have received, preserving our academic culture for years to come. In our first year we had 14 graduate student apply to be mentees and 17 faculty apply to be mentors. We also added several syllabi and assignments to our online syllabus exchange. This program aims to promote a teaching community where communication professors and graduates can share teaching ideas and questions with each other. A syllabus is one of the most important elements of successful teaching, which serves as the snapshot of a course to students. Finally, we added three new teaching awards including:

- **Adjunct/Instructor Awards:** 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.
- **Service-Learning Awards:** The MCS Division Service-Learning Grant program assists faculty by providing a \$500 stipend to use in their service-learning courses. Two \$500 service-learning awards will be presented in 2016. These grants are intended to offset a portion of the costs for working with communities, nonprofit clients, schools and governmental bodies in the classroom. Only those projects that encourage students to become involved in the community while at the same time utilizing/expanding their education and expertise will be considered.
- **Teaching Ideas Competition:** The Teaching Committee of AEJMC's Mass Communication and Society Division is excited to launch the Teaching Ideas Competition award to recognize innovation and excellence in teaching in the field of mass communication. This award builds upon the idea of Scholarship of Teaching and Learning (SoTL), which treats teaching as part of research agendas, using the same formal methodological techniques and standards of peer review. To fit within the concept of SoTL, this award honors projects that pose hypotheses or research questions that aim to probe questions

such as: what it means to teach, how learning happens, and how teachers and students can work together to enrich learning. This award is open to a wide range of qualitative and quantitative approaches, but the methods used (and their theoretical grounding) should be made explicit.

In terms of PF&R we continued our donations to two endeavors helping us further our PF&R goal of supporting racial, gender, and cultural inclusiveness this year. We have made great strides in increasing the number of women, Asians and African-Americans who serve as judges, moderators, discussants. In addition, our paper presenter and panelist diversity has improved. Furthermore, MCS made substantial donations to both the Institute for Diverse Leadership in Journalism and Communication as well as the Barrow Minority Doctoral Student Scholarship. We also established two new PF&R awards:

- **PF&R Award:** This Award recognizes excellence in research, teaching or service related to the five PF&R principles identified by AEJMC. These principles are: the promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service. The \$500 award is open to any individual who has made significant contributions to scholarship in any of these five areas or has undertaken professional or service activities that promote excellence in any of the five areas. The research, service or professional activities could have been completed either during the preceding year or reflect work done over a longer period of time.
- **Professional Award:** This \$250 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 (broadcast, print, photojournalism, advertising, public relations, social media, etc.). Individuals must show initiatives that were undertaken in order to uphold these values in coverage or 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. An individual may be nominated for a significant individual activity related to professional freedom and responsibility, diversity, and public service, or for the individual's work during the course of her/his career

Finally, we continued to reach out to our members through a membership drive, re-designed newsletter, an online FAQ. Former members and individuals who had submitted papers to our Division who were not currently members were contacted by our new Vice Head-Elect/Membership Chair. They were given information about the Division and its support for members. The re-designed newsletter was sent to all listserv members and posted on our website. New additions to the newsletter tackled timely events dealing with mass communication issues and provided our members with best practices to use for teaching and research. It also regularly included sections regarding membership benefits. In addition, a membership FAQ was designed and added to our website. Furthermore, our listserv was updated and our website was added to to give members a better overview of what the MCS

Division does. A MCS Division Style Guide was created to keep our communications clear and consistent across platforms. The style guide can be viewed in the appendix.

For a more detailed account of all of our activities, please read the following sections devoted to Research, Teaching, and PF&R. The Division feels that it has done much to equally promote all three areas.

4. Goals

Goals for the upcoming year:

- **Utilize our social media to reach out to our membership about the important work being done by the Division.** This includes trying to get our membership interested in applying for awards we have, as well as completing membership surveys. The Division could use social media to increase member engagement and get our members interested in what we are doing.
- **Increase attendance at research sessions, as well as panels, both at Midwinter and AEJMC annual conference.** This includes working with the executive board on publicizing our panels and research sessions more, showing the importance of attending these panels and research sessions, as well as offering incentives for attendance.
- **Ensure the Division is ready for the 2017 assessment, which will be completed by the current Vice Head-Elect.** This includes ensuring all of the current bylaws are up-to-date, continuing to update MCS leadership manual, and working with the executive board to ensure the assessment is completed. The Communication Committee would be vital in assisting by keeping in contact with current members to ensure we have a good relationship with our members when we ask for them to complete our survey.
- **Enhance our relationship with our members by showcase what we can assist our members with.** This includes focusing more attention on our syllabi exchange to assist our members in reaching out and seeing what each other is doing in the classroom. In addition, we could spotlight our members in our newsletter to inform other members what their cohorts are working on in the classroom or in their research.
- **Continue programs that assist our members, especially graduate students, and assist them in knowing about programs.** This includes publicizing our travel grants and awards we for graduate students and members, including best poster and best HD presentation. Also, we pay for conference registration for the best reviewers for our journal and our annual conference.

Goals for 2015-2016 that we were unable to reach and why:

- 1) Provide MCS members with the award opportunities asked for. In order to enhance member teaching, research and service, as well as provide graduate students with funding for research and conference travel, we implemented new awards (e.g., graduate travel, midwinter conference research, PF&R, professional of the year, adjunct/instructor of the year, teaching ideas competition, etc.) as well as updated the application and judging processes of existing awards (promising professors, Trayer service, distinguished educator, research, dissertation).
 - Some progress made toward this goal. The awards Committee members helped streamline all awards application processes and helped create an annual conference luncheon for award winners. The applications for several of our awards increased significantly, however, there were still some awards with few (AEJMC graduate travel, promising professors – student, Trayer, PF&R, dissertation) or no applications (professional, adjunct, teaching ideas, distinguished educator). In the future each committee needs to coordinate a marketing plan with the communications committee

to promote these awards. As of right now, only the Head sends out information about these awards.

- 2) Retain existing MCS members and encourage new memberships. One of the things we worked on was communicating the teaching, research, and service successes of our members within the Division. Our Vice Head-Elect also completed a FAQ/guide to help individuals interested in joining MCS navigate this process. Finally, our new Vice Head-Elect actively sought out new members and ways to get them integrated into the Division (e.g., graduate student mentorships, socials, luncheons, etc.).
 - Significant progress made toward this goal. As noted above In our first year of the mentorship program we had 14 graduate student apply to be mentees and 17 faculty apply to be mentors. Also, by removing the fee for graduate students to join the Division we removed barriers to entry. We expect our new graduate student member numbers to improve.
- 3) Strengthen the identity of MCS. Two surveys were launched this year asking members and graduate students about attitudes and beliefs regarding the Division. These surveys had a component asking about the identity of MCS as well as if our members would like to see the Division create a second Journal. Other activities to strengthen MCS identity were to update the syllabus exchange with syllabi from our previous MCS Promising Professor and MCS Distinguished Educator award winners and create a speaker's bureau where our members can offer to share their expertise.
 - Some progress made toward this goal. Syllabi were donated by MCS executive board members, but efforts to get former Promising Professor winners to donate did not pan out. Furthermore, the Teaching Committee did not implement the Speaker's Bureau.

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

- The Vice-Head and Vice-Head Elect can help in ensuring our bylaws and leadership manual are updated.
- Communications Committee members can help in using social media to inform our members about what we are doing, as well as ensuring we have a good relationship with our members to assist in keeping in contact with our members.
- Professional Freedom and Responsibility Committee members can help publicize our panels to get individuals interested in attending. The committee also can assist in reaching out to members by spotlighting some of our members and their work in our newsletter.
- Teaching Committee members can help by publicizing our panels to get individuals interested. Also, the committee can help advertise and update the syllabi exchange, as well as work on getting information about our teaching awards.
- Research Committee members can help by publicizing our panels to get individuals interested, as well as publicize our research sessions to get our members interested in what scholars are doing in the field.
- Midwinter Conference Committee members can help continue graduate student travel awards for the Midwinter conference and Midwinter conference research awards.

- Awards Committee members can help publicize our awards via social media, and work to help our members understand why these awards are important for them in their research and their teaching.
- Graduate Student Liaisons can work with the Vice-Head Elect/membership chair to inform graduate students about opportunities within our Division, including the Dissertation Award, and the travel grants we offer to graduate students.

5. Research

The Mass Communication & Society Division encouraged faculty and students to submit research papers to the annual AEJMC convention in Montreal, Canada. Submissions to the MCS Division could be on any topic related to mass communication and society. The Division accepted research submissions from a variety of theoretical and methodological perspectives and any accepted citation style.

The Division encouraged faculty and students to submit research papers for the top research awards: Open Competition, Student Competition and the Moeller Student Competition (paper must be completed for a class during the previous year). Papers submitted with both faculty and student authors were considered faculty papers and were not eligible for student competitions.

The Division provided cash awards and waived AEJMC convention registration fees for the first-authors of the top three winning papers in each research paper competition (with the exception of the four complimentary student registrations provided by AEJMC). For a paper to be considered for a student paper award, all of the authors must be students. A faculty member as co-author moved the paper to faculty competition. All paper submissions, regardless of faculty or student authorship, were judged together as general papers. However, the top papers in the faculty and student categories were recognized separately.

Papers should have been submitted to the AEJMC site in Word, WordPerfect or PDF format (PDF preferred). An abstract of 75 words should also have been uploaded. Text and supporting documents (title page, abstract, appendices, references, tables, etc.) should not have exceeded 30 double-spaced pages. According to AEJMC submissions guidelines the manuscript title should have been printed on the title page, the first page of the text and on running heads on each page of text. Submitters were instructed to NOT include author's name anywhere in the document. Papers uploaded with author's identifying information displayed anywhere in the document were not be considered for review and were automatically disqualified from the competition.

Papers that had been previously presented or published, are under review for publication, or have been submitted to another AEJMC division were not be accepted. In addition, authors were not allowed to submit more than two papers (including co-authored papers) to the Division.

At the annual convention, researchers had the opportunity to present their work in one of three formats: traditional research panel presentations, scholar-to-scholar sessions (poster sessions) and high-density research presentations.

Questions 5 through 8 apply ONLY to refereed research competitions.

In 2016, there were a total of 134 papers submitted to MCS. Of these, 5 were disqualified for either: 1) having author information in the submission, 2) going over the 30-page limit, 3) having an author who had submitted more than two papers, or 4) being a duplicate submission. A total of 68 were accepted. Six papers were transferred to other divisions. Fifty-six were rejected. For this year, MCS had an overall acceptance rate of 50.7%.

Q5: Open Competition: received 100, accepted 57, rejected 35, disqualified 3, 5 transferred, acceptance rate 57%;

There were three top papers winners (1st, 2nd, 3rd) recognized in this year's research competitions. First place authors received a plaque and monetary award. Second and third place winners received a certificate and monetary award. All competition winners were recognized at the business meeting.

Co-viewing as social facilitation of children's cognitive processing of educational television content (*1st Place Faculty Paper*)

Collin Berke, Texas Tech University

Travis Loof, Texas Tech University

Rebecca Densley, Texas Tech University

Eric Rasmussen, Texas Tech University

Justin Keene, Texas Tech University

Am I Depressed, or Is It the Showhole?: Mental Health, Affective Gratifications, and Binge-Watching (*2nd Place Faculty Paper*)

Alec Tefertiller, University of Oregon

Lindsey Conlin, University of Southern Mississippi

Verbal Aggression, Race and Sex on Reality TV: Is This Really the Way It Is? (*3rd Place Faculty Paper*)

Jack Glascock, Illinois State University

Q6. Student Competition: received 31, accepted 9, rejected 20, disqualified 2/, acceptance rate 29%;

There were three top papers winners (1st, 2nd, 3rd) recognized in this year's research competitions. First place authors received a plaque and monetary award. Second and third place winners received a certificate and monetary award. All competition winners were recognized at the business meeting.

Student Competition

Negotiation of Sexual Identity in Gay On-Air Talent on West Texas Mainstream Media (*Top Student Paper*)

Nathian Rodriguez, Texas Tech University

The New Gatekeepers: Discursive Construction of Risks and Benefits for Journalism, Silicon Valley, and Citizens (2nd Place Student Paper)

Frank Michael Russell, University of Missouri

Effects of Mass Surveillance on Journalists and Confidential Sources: A Constant Comparative Study

Stephenson Waters, University of Florida (3rd Place Student Paper)

Q7. Overview of judging process.

Research papers were reviewed and judged on a 5-point scale (1=poor, 2=marginal, 3=good, 4=very good, 5=excellent) based on the following categories:

- Clarity of purpose;
- Literature review;
- Clarity of research method;
- Appropriateness of research method;
- Evidence as it relates to purpose of paper;
- Evidence is clearly presented;
- Evidence supports conclusions
- Writing and organization;
- Relevance of focus of Division; and
- Significance of contribution to the field.

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

Q8. Total # of judges _132_; # 2-5 (~average of 3.0 papers per papers per judge) (please note the Research Committee guideline is no more than 4 papers per judge).

Note: About 60% judges reviewed 3 papers, 25% reviewed 4 papers, ~5% reviewed more than 4 papers, and ~10% reviewed 1 or 2 papers.

Q9. Moeller Student Competition: received 3, accepted 2, rejected 1, acceptance rate 66%.

Briefly explain the competition and the selection process.

Moeller Student Paper Competition: Students who submit a paper written for a class during the previous year are eligible for the Mass Communication and Society Moeller Competition. Moeller Competition papers were nominated by the faculty member who taught the class, who sent a letter or e-mail verifying that the paper was completed for a class. Papers submitted for

the Moeller Competition must clearly note the competition on the title page. Please note that the Moeller Competition is separate from our student top paper competition.

There was one Moeller winner recognized in this competition. First place authors received a plaque and monetary award.

Social Media for Socialization? The Mediation Role of Social Media on the Relationship between Sex and Traditional Gender Values (Moeller Paper Award)

Keonyoung Park, University of Minnesota

Hyejin Kim, University of Minnesota

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 at 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 Charisse L'Pree Corsbie-Massay and Matthew Haught.

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

Midwinter Conference

This year's Midwinter Conference received 54 submissions. Of these 25 were accepted. For the first time this year (2016), the Midwinter conference employed an online submission database, which allowed for a streamlined submission and review process, including automated review assignments and score aggregation. The Division chairs conferred in late December and agreed on a standardized review form across all divisions present at Midwinter this year. That review form appears below.

This page allows you to define the questions that reviewers will be asked to answer for each assigned paper. Reviewers will be required to enter a response to questions marked as **Required** when they submit their reviews. However, they can leave blank responses for questions that are not marked as **Required**. Following are the available question response types and their descriptions:

For all questions types except **Single Checkbox** and **Comment** you can choose whether the answer choices are shown as drop-down or radio button lists.

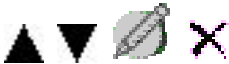
Note: Authors of the papers will see the responses to questions marked as **Visible to Authors**.

1.     **Purpose of the research is clearly stated**

(Required, **Visible To Authors During Feedback and After Decision Notification**)

Multiple Choice

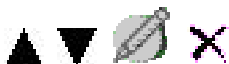
- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

2.  **Choice of Research Method Is Appropriate**

(Required, **Visible To Authors During Feedback and After Decision Notification**)

Multiple Choice

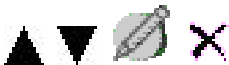
- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

3.  **The topic of abstract is important to the field.**

(Required, **Visible To Authors During Feedback and After Decision Notification**)

Multiple Choice

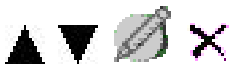
- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

4.  **The topic is relevant to the XXXXXXXXXXXX Division**

(Required, **Visible To Authors During Feedback and After Decision Notification**)

Multiple Choice

- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly Agree

5.  **The Overall Quality of this abstract is**

(Required, **Visible To Authors During Feedback and After Decision Notification**)

Multiple Choice

- ☐ Poor
- ☐ Marginal
- ☐ Good
- ☐ Very Good
- ☐ Excellent

6. What is your recommendation?

(Required, **Visible To Authors During Feedback and After Decision Notification**)

Multiple Choice

- ☐ Reject
- ☐ Accept, If space permits
- ☐ Definitely Accept

7. Comments for author(s):

(Required, **Visible To Authors During Feedback and After Decision Notification**)

Comment

8. Additional Thoughts for the RESEARCH CHAIR ONLY to know

(Required)

Comment

Total # of judges: 22; # of abstracts per judge: 7.

Briefly explain the competition and the selection process.

Members of the Division were notified throughout the Fall, via the Division newsletter, listserv and through social media, of the opportunity to submit abstracts in the range of 600 to 800 words via the new Microsoft CMT Research database, by Tuesday, December 1, 2016, for consideration in the Midwinter competition. Because of complications related to the use of the new online submission database for the first time, the deadline was extended twice at the last minute: First, through Friday, December 4; then through midnight on Monday, December 7. Special thanks to Dr. Jack Karlis of Buffalo State University, the MCS Social Media officer, for repeated, flexible notifications throughout the fall and into December.

Upon receipt of the abstracts, they were appraised for their appropriateness to the Division and distributed to three reviewers, along with a score sheet (range: 1 to 5, poor through excellent) measuring the quality of the methodology and execution as well as relevance to the Division. Reviewers were asked to return their notes and recommendations by mid-January, after which the Co-Chairs selected the top entries based on those scores, chose two top papers (first and

second place) and notified authors of the decisions, along with notes and scores from each of the reviewers. Seven categories emerged, each of which became a panel at this year's conference and MCS was represented at all seven panel sessions this year – two on Friday and five on Saturday. Panels and paper selections were submitted to the Midwinter conference organizer, Elanie Steyn, associate professor at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma: 1) Framing the story: How journalistic decisions influence coverage of contemporary and historic conflicts; 2) Politics and the First Amendment and their interactions with mass communication; 3) Social media and mass communication: The role of the public and the tone of discourse on Twitter and Facebook; 4) Mass communication, marketing and influence on the audience in the digital age; 5) Sources, exemplars and the role of individuals and image in mass communication and society; 6) Social activism, gender, religious and racial framing in mass communication, and; 7) Mass communication at the intersection of journalism and public opinion.

Two dozen Division members volunteered to help as reviewers, moderators or discussants. Of these, seven were chosen to serve as panel moderators, either because they planned to already be in attendance at the conference (5) or work at Oklahoma State University (1) or the University Oklahoma (1). Six others volunteered to serve as discussants, with one attendee serving as both a moderator and discussant on one panel. As usual, MCS had the largest representation of any division at Midwinter, with, by far, the most submissions and accepted abstracts of any division.

Q10. Our in-convention activities related to research include three panels. The first, co-sponsored with the Commission on the Status of Women, focuses on the effects of sexual media content. The second, co-sponsored with the Cultural and Critical Studies division, focuses on the construction of reality on social media surrounding the Tianjin Explosion in China. Finally, MCS co-sponsored a panel with the Public Relations division focused on institutional parasocial engagement. We also have our paper presentations for the paper competition. This year we have 6 slots at the conference.

Q11. Our out of conference activities include the following:

- The Research Committee is expected to contribute informative articles to our newsletter which is published three times a year.
- MCS sponsors an extremely popular and well respected journal, *Mass Communication & Society*, which publishes 6 issues per year.
- A special issue will be published this year guest edited by Donnalyn Pompper on the topic of "Climate and Sustainability Communication."
- We administered our annual Research Award and Dissertation Award competitions. While the winners will be honored and presented with a plaque and monetary award during conference, the actual process takes place outside of convention.

MCS Research Award

As part of the Division's commitment to facilitating excellent research, MCS has awarded research grants of up to \$5,000. In 2011, MCS doubled the award to \$10,000. In 2015, MCS doubled the amount of money again and now awards two proposals \$10,000. In addition, as of 2015 MCS also awards one student application a \$5,000 award. For all of these projects, any topic that advances mass communication research, especially at the societal or macro-social level, is eligible for the award. Proposals must emphasize the interaction with society and fit with the Division's mission. All methods, whether qualitative or quantitative, are welcomed. Any member of the Division who is currently teaching, researching or studying mass communication full-time is eligible. Members of the MCS executive committee or the selection committee are ineligible to apply.

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

Those not completing the project in two years from the date of award become ineligible for the additional funding; however, the journal still has first right of refusal on the research project. In accordance with the Division bylaws, proposals will be reviewed by a committee composed of the current Division Head, the journal editor, and the research committee. The research chairs will announce the winner at the Division's business meeting during the national conference.

This year we had 18 applications for the faculty award and 6 applicants for the student award. The first faculty proposal for the 2016 MCS Research Awards was awarded to Mike Schmierbach and Michael Boyle. The second was awarded to Denis Wu and Renita Coleman. The student award went to Mallory Perryman. The two faculty proposals were given \$10,000 awards. The student proposal was 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, 2015 and December 31, 2015. 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, 2015.

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

business meeting held during AEJMC's annual conference, with the remaining funds dispersed upon submission to the journal. The winner is expected to attend AEJMC's 2016 annual conference in Minneapolis, MN in order to be recognized at the Division's business meeting.

This year we had one applicant for the award. The winner of the 2015 MCS Research Award is Brett Sherrick his dissertation, "Immersive Mediation: The Roles of Flow and Narrative Engagement in a Persuasive Health Game." 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:

Q12. 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 to enhance our reputation is to attempt 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.

Additionally, our Research Award and our Dissertation Award recognize top research projects and provide funding to help authors submit their work for publication. Both awards are highly publicized to AEJMC members. Our Research Award has been ongoing for several years now and draws top quality competitive research proposals related to the field. The Dissertation Award is still in its infancy, but continues to see increased applications over the last few years. 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, the number of applicants continues to grow for these awards, so we believe our investment in research will pay dividends in the future.

For more detailed explanations of our efforts, please refer to previous questions 5 through 11.

6. Teaching

Q13. Our in-convention activities related to teaching begin with co-sponsoring with the Newspaper and Online News divisions for a pre-conference panel titled, “Teaching Algorithmic Transparency.”

This panel session will provide journalism and mass communication educators with an overview of the important concepts related to algorithmic transparency and practical advice on how to teach these concepts to students. The panel will also offer hands-on examples to introduce the ideas of algorithmic content creation to students. By pulling back the curtain on algorithms, students can learn more about the ways that content is filtered and sorted online.

Our in-convention activities fulfill the Teaching Standards Committee’s teaching focuses by serving as a secondary co-sponsor with the Electronic News Division for a conference teaching panel session titled, “Reporting ‘Live’: Some Safety, Security and Ethical Considerations.” The panel would briefly review relevant cases and discuss what measures might be taken to improve the education of students, perhaps assist in educating the public concerning risks taken in the field. It has been said recently -- by the leadership and members of the Division -- that social media has extended its reach with a number of unedited videos having gone viral, thus creating a new environment with a number of additional safety and security considerations. The panel would answer: 1) Do we need to teach work site safety to our students? If so, what key concerns should be addressed – and what would guidelines address them look like? 2) Do recent events represent change with a need to better recognize the role of the solo, “backpack,” or multi-media reporter -- as being more dangerous?

Q14. Out-of-convention activities related to teaching are primarily coordinated through our Teaching Co-Chairs. Regular duties of these Co-Chairs include promoting our teaching awards, assessing teaching award applications, and contributing articles to our newsletters. In the year of 2015-2016, the Teaching Committee of Mass Communication and Society Division has initiated three new teaching awards – Teaching Ideas Competition, Service-Learning Award, as well as the Adjunct/Instructor Award. The Division’s website continues to host a place for a “Syllabus Exchange Bank” and registration for “Speaker’s Bureau.” Invitations have been sent to MCS members through our listserv and social media channels. New additions for syllabi and potential speakers are needed.

Promising Professors Awards

One of our most successful teaching activities remains our annual Promising Professor competition. These awards honor new faculty and graduate students who demonstrate excellence and innovation in teaching. Promising Professors Awards are granted to both faculty and graduate students. Winners for each category (faculty and graduate student) are recognized at the national convention. First place winners in each category win a plaque and \$250. Second place earns a certificate and \$150. Third place receives a certificate and \$75. Winners for each category (faculty and graduate student) are decided by the Division Head, Vice Head, teaching chair, and teaching committee members by using the following form:

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

Applicant name _____ Category (F/S) _____

1. Quality of teaching philosophy/statement

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

2. Quantitative teaching evaluations

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

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

3. Teaching methods/pedagogical innovations

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

4. Course syllabi

1 Poor	2	3	4	5 Excellent
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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
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10. Have most of the courses the applicant taught been...

Lower level undergrad classes	Upper level undergraduate classes	Graduate level courses	A mix of lower and upper level undergraduate courses	A mix of undergraduate 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's winners are:

Promising Professor Faculty Winners

- First Place: Xi Cui, Dixie State University
- Second Place: Scott Parrott, University of Alabama
- Third Place: Geah Pressgrove, West Virginia University

Promising Professor Student Winners

- First Place: Lindsay McCluskey, Louisiana State University

Distinguished Educator Award

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

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

No winners were selected for the 2015-2016 Distinguished Educator Award as no applications were submitted to the Division.

Adjunct/Instructor Award

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

No winners were selected for the 2015-2016 Adjunct/Instructor Award as no applications were submitted to the Division.

Service-Learning Award

The MCS Division Service-Learning Grant program assists faculty by providing a \$500 stipend to use in their service-learning courses. Two \$500 service-learning awards will be presented in 2016. These grants are 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.

This year's winner is: Cindy S. Vincent, Salem State University

Teaching Ideas Competition

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

No winners were selected for the 2015-2016 Teaching Ideas Competition as no applications were submitted to the Division.

Q15. The primary goal of our Division is to improve pedagogical practices in the area of journalism and mass communication so it can well serve the needs of students who have grown up with newer technologies. We continued our mission by keeping on organizing and sponsoring teaching competitions, workshops, and conference panels that aim to improve the effectiveness of using technology in media education. Besides continuously 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 also initiated the Teaching Ideas Competition, Service-Learning Award, and Adjunct/Instructor Award this year that help us discover and explore the diversity of teaching excellence. The winners of each award category will be recognized at the national convention. We have used our social media channels to encourage our members to share their teaching syllabi and potential teaching topics. We have also used the newsletter to discuss new ways to conduct office hours via digital or social platforms, race and First Amendment issues in relation to effective teaching, and useful tips for teaching awards submissions.

7. PF&R

Q16. In-convention activities related to PF&R revolve mostly around panel sessions. For 2016, the following PF&R panels are programmed:

- 1) Fostering Community Disaster Resilience: The Role of Journalism and Media, MCS is primary sponsor with Communicating Science/Health Risk Divisions
 - This panel supports the PF&R goals of media criticism and accountability as well as ethics by exploring the role of journalism, local and mass media, and strategic communication in fostering community resilience to disasters. The panel will build on preliminary insights from the University of Missouri's Disaster and Community Crisis Center and Reynolds Journalism Institute.
- 2) Clashing Values: Preserving Traditional Values and Best Practices in the Digital Space, MC & S is primary sponsor with Communication Technology Division
 - This panel of experts in journalism, public relations and advertising will consider whether and how far industry and academe have strayed from traditional values and best practices in the quest to keep pace with changes wrought by new and emerging technologies. They will explore the challenges of communicating ethically and effectively in a digital space. This panel supports the PF&R goal of responsible ethics.

In addition to the PF&R panels, the Division will sponsor an off-site visit to the headquarters of American Public Media, the largest station-based public radio organization in the U.S., combining multi-regional station operations, national content creation and distribution in one organization. MCS members will tour the APM facility and hear from key staff members from different units of the organization including the recently established investigative reporting team.

Statement Five of the PF&R guidelines, regarding public service, states, "AEJMC members should offer services related to their appropriate professional fields, particularly activities that enhance understanding among media educators, professionals and the general public." By visiting media organizations such as American Public Media MCS members can gain valuable insights about the contemporary state of journalism and convey that knowledge along to students as well as organizations that seek the assistance of our expert educators.

Q17. As with our other Co-Chairs, the PF&R chairs submit articles for each of our newsletters regarding issues of professional freedom and responsibility. This year, articles focused on ethics and diversity.

Q18. MCS made contributions to two different funds which will greatly advance the goals of PF&R within AEJMC. This year the Division sponsored a fellowship within AEJMC's new Institute for Diverse Leadership in Journalism and Communication. With the donation of over \$6,000 to the Institute's annual budget, MCS hopes that one of the seats reserved in this Institute will be directed to a current MCS member.

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

Finally, in addition to the annual Traves Service Award which recognizes outstanding service by a MCS member towards both the field and AEJMC, two new PF&R awards were established for 2016. These are:

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.

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.

The winners for both these new awards are selected by the members of the PF&R committee and the Vice Head of the MCS Division. While both the PF&R award and the Traves Service Award had nominees this year, unfortunately no nominees were presented to the Division for the Professional Award. In hindsight and for future reference, the Division should emphasize that self-nominations are acceptable. The guidelines currently state that self-nominations are accepted, but perhaps the Division should do a better job of publicizing that fact.

For more specific details about our PR&R activities, please refer back to questions 16 and 17.

8. General Information

Q19. Please attach copies of the newsletters sent by your group this year, and any other material you wish us to note.

Please see the following appendix.

Newsletters

3 Virtual office hours

Tools you can use to engage your students outside the classroom.

4 Image ethics

Disturbing events require deeper thinking about what to publish.

7 Meeting Minutes

A look back to the Division meeting in San Francisco.

MC&S NEWSLETTER

Vo1. 49, Issue 1

Division Head

Welcome MC&S members to the dialogue

The first column of the year is usually dedicated to introducing the new Division head and welcoming new Mass Communication and Society members. I'm



Jensen Moore

going to break with tradition by sharing something that has weighed heavy on my heart since Virginia's WDBJ journalists Alison Parker and Adam Ward were murdered on live TV.

The killer, Vester Flanagan/Bryce Williams, not only left a 23-page missive filled with grievances and hate, but also posted video he shot of the murders on Facebook and Twitter. Not since ISIS broadcast videos showing the beheadings of aid worker Alan Henning and journalist James Foley in 2014, or the mass beheadings of 21 Christians in 2015, has social media been used in such a heinous way. The posts have since been removed and Williams' Facebook and Twitter accounts suspended. But not before the videos were shared globally.

I am one of the people who shared

CONT. DIVISION HEAD, 4



Photo credit

Meredith Clark, assistant professor, University of North Texas, won the 2015 MC&S Dissertation Award for "To Tweet Our Own Cause: A Mixed-Methods Study of the Online Phenomenon 'Black Twitter'."

Start thinking now about MC&S awards

The MC&S Division gives out numerous awards for members at all stages of their academic careers. The Division will award almost \$15,000 to recognize teaching, research, and service.

The **Promising Professors Awards** honor new faculty and graduate students who demonstrate excellence and innovation in teaching; whereas the **Distinguished Educator Award** is given each year to a member who has made a significant contribution to mass communication pedagogy.



Michael Haigh

CONT. AWARDS, 5

The importance of media literacy

For this newsletter article, we wanted to highlight the importance of media literacy.



Jay Hmielowski

Media literacy, defined broadly as an active, critical perspective through which one approaches the media (Potter, 2014), is an important skill in today's media-saturated, digitally connected world. Indeed, people continue to spend more time with the media on a year-to-year basis. For instance, research has shown that US adults spend an average of **5.5 hours** a day with video content. Because people often use multiple media outlets at once (e.g., multitasking), the total amount of time consuming digital content is close to **14 hours a day**.

With the amount of time spent with the media, we encounter an overwhelming amount of information every day. To handle the flood of information from media, we routinely process media messages with little conscious effort (Potter, 2014). While effective in dealing with the flood of information, this superficial style of information processing undermines our ability to think critically about media messages. A strong proposition derived from mass communication research is that the media maintain and re-

CONT. RESEARCH, 6



VIRTUAL OFFICE HOURS

Tools you can use to engage your students outside of class

Effective teaching is an important part of what we do, but often the best moments for some of us happen outside the classroom. Our office hours provide a chance to connect with students in less formal ways than classroom instruction provides. We also can use office hours to provide extra help to students struggling with material, or mentor those who are looking to go beyond the class goals.

But we're all busy for different reasons.

Research and professional service are a big part of the job for many of us, and that means time. Conference travel, special lectures, committee work – all of those things make holding regular office hours a challenge.

The Internet provides some relief. "Office Hours are Obsolete" declared one bold post on the Chronicle of Higher Education's Vitae blog (<https://chroniclevitae.com/news/534-office-hours-are-obsolete>). Slightly dramatic, perhaps, but it makes a valid point: students and professors alike are busier than ever; why not rethink office hours as something that consists solely in a professor's office?

With that in mind, here are some virtual tools that could help reimagine the office hours experience. Some of these are ones I've used, others are gathered from ideas I've read over the years.



Jeremy Littau

Video conferencing: Great for when you're traveling or for days you're working from home, video conferencing via Skype or Google Hangouts allows for face-to-face conversation over distance. Hangouts in particular is an interesting tool because it allows for more than 1-on-1 conversation; I've used this to do exam review, where I invite 4-5 students to just pepper me with questions and all benefit from hearing the same answer.

Twitter chats: I hold open office hours on classes at least once a week using a class hashtag. There's a 1-hour AMA ("ask me anything") period where students can ask questions and I try to reply in 140 characters. What I find useful about this: I don't over-answer, and I point to lecture points or book sections that make them find answers themselves.

Slack: I discovered this tool at a conference. Professional journalism shops that use a lot of virtual newsroom organization use Slack to communicate. Slack is basically a chat tool in purest form, but its ability to create rooms by topic (think courses or course sections), archive chats that are searchable, and connect to third-party applications like Dropbox or Google Drive (think file sharing) make it a robust tool. You can even do video and screen sharing. I've found I am using social less and Slack more as the latter evolves.

Online groups: Facebook and Google have robust online community offerings. I've found that creating a community for a class

CONT. TEACING, 10

Aylan Kurdi and the ethics of images

While media coverage of the refugee crisis in Europe has given rise to a variety of unsettling visual images, an image that sparked significant reaction was the photograph of two-year old Aylan Kurdi, who drowned as his family was fleeing Syria, trying to make the journey from Turkey to Greece.



Kalyani Chadha

The child's body was found on a beach in Turkey—and the now iconic photographs taken by Nilufer Demir, where he appears to be sleeping peacefully on the sand as well as images of his body being carried gently by a Turkish policeman—spread rapidly all over the world. Many European media outlets displayed these pictures prominently. The images were also widely circulated in social media and

produced heated debates about the ethical implications of displaying the images of dead children.

On one side, there were observers who argued that although the images were deeply distressing, they played a vital role in highlighting the plight of Syrian refugees as well as pressuring reluctant European governments to react more effectively to the unfolding humanitarian crisis. Commenting on the widespread sharing of the images of Aylan Kurdi in an interview noted communications schol-

ar Vincent Mosco was quoted as saying, "While I appreciate people's sensitivities, photos like this represent situations that the world needs to know about and the world needs to act on." Indeed, many who posted the images made the case that the images galvanized people who might otherwise ignore news coverage about the refugee crisis. Others however expressed concern that circulating images of dead children was unnecessarily shocking and disrespectful.

This struggle to balance the need to inform while avoiding sensationalizing human tragedy is by no means new. However, in the age of social media when images can be disseminated widely and have



AP

A Turkish police officer carries the lifeless body of Aylan Kurdi.

far-reaching implications, the issue has acquired renewed resonance. As journalism educators, we have to encourage our students to go beyond knee jerk reactions, explore the pros and cons of publishing versus not publishing graphic images, develop a rationale for their actions as well as understand its implications in a real-world context. Indeed, such issues are increasingly likely to arise and they must be prepared to deal with them ethically.

CONT. DIVISION HEAD, 1

the videos. My research is at the intersection of health communication, crisis communication and social media. I deal a lot with "death communication." My work examines everything from how we mourn using social media, to how organizations should use social media to communicate with victims' families during crisis situations, to how much fear to use in health messages to get people to act in death-avoiding ways, or if death vs. life-framed messages increase health behaviors.

I shared the videos not to support the broadcast of live murders, but to begin a dialogue about how much social media have changed our perceptions of death and our communication about death. In the wake of the murders, social media were an immediate space for mourning and grief. More than 20 Facebook pages and events were created memorializing Alison Parker and Adam Ward and the #WDBJshooting hash tag trended on Twitter for days afterward.

I'm still interested in that dialogue, but I want to take a moment to acknowledge a lot of other dialogues that have taken place. My colleagues in MC&S have led classroom discussions, shared insights on social media and blogged about the event and its effects on journalists and journalism. Our Division Vice-Head, Jennifer Kowalewski, showed it in her classes and began discussions on how news organizations should report death. Our Division Secretary, Brendan Watson, suggested a dialogue about the paternalistic approach of the media in protecting the public from

CONT. DIVISION HEAD, 5



Jack Karlis/MC&S
Promising Professor Award winners with outgoing president Kevin Williams (center) of Mississippi State: Third-place faculty member winner, Vanessa Bravo, Elon University, and second-place graduate student winner, Amanda Weed (right), Ohio University.

CONT. AWARDS, 1

MC&S also recognizes service to the Division by awarding the **Trayes Award**. This award honors Edward Trayes, a leader in the Division, AEJMC and the communications field. Trayes started the Division's research journal, *Mass Communication & Society*, then known as *Mass Comm Review*.

Excellence in graduate research for the 2015 year will be recognized with the **Dissertation Award**. MC&S also funds future mass communication research projects through its Research Award. Any topic that advances mass communication research, especially at the societal or macrosocial level, is eligible for the award. Proposals must emphasize the interaction with society and fit with the Division's mission.

The award applications are due **April 30, 2016** by 11:59 p.m. EST. Visit the Division website for award description, nomination guidelines, and eligibility requirements (<http://aejmc.us/mcs/>). Email mmh25@psu.edu for more information.

Planning for 2016 conference in Minneapolis underway

As the fall semester is upon us, and we have returned to the classroom and our research, we



Jennifer Kowalewski

might not want to think about next year's annual conference. But for the vice head/programming chair, next year's conference is already in the planning stages. The Division

has already have asked for panel proposals. There are three types of panel proposals members could submit: Professional Freedom & Responsibility (PF&R), Teaching and Research. Each type of panel proposal helps to shape our conference, and helps further our understanding of the field we love.

I have received great panel proposals. I've also received notification from other divisions that they would like to partner with our Division on great panel proposals. AEJMC's Council of Divisions have

CONT. DIVISION HEAD, 4

these types of reality. That by shielding us, the media suggest we are not capable of making sense of the world around us.

These are just a few examples of the interesting conversations stemming from this tragedy. Please share on the MC&S Facebook page if you shared the video in your classes or on social media. Why or why not? If you did, what type of discussions did you engage in?

I'd like to end by welcoming returning and new members to Mass Communication & Society, the AEJMC Division that prides itself on opening dialogues about the important communication issues facing our field. I hope everyone finds this amazing Division a safe place to have these kinds of discussions. What we do as researchers and educators can influence how death communication via social media – and other types of communication – takes place in the future. Welcome to the conversation.

created a website where I will input all the panel proposals I received into a database. The database includes the title of the proposal, possible co-sponsors, and a brief description of the panel proposals.

From there, other Programming Chairs will search our panel proposals, and I will search other divisions and interest groups panel proposals to find those proposals that fit within our Division's interest. I could try to explain all the wheeling and dealing that goes

CONT. PROGRAMING CHAIR, 10

CONT. RESEARCH, 6
inforce the dominant value system. Think about partisan news as well as media presentation of sex, gender, beauty, material consumption, and various social groups, to name a few. They are constructed to promote certain values and viewpoints, and by doing so the media construct an environment in which such values and viewpoints are considered normal. A lack of critical thinking will perpetuate these values. Therefore, people need to become active, critical viewers of media messages.

It is thus imperative that media scholars and educators continue to push for an expansion of media literacy education across the U.S. Currently, the U.S. does not require students to take a media literacy class in [primary or secondary education](#). This is in stark contrast to other countries around the world that have up to 80% of children taking some form of a media literacy class. Not including media literacy into U.S. curricula is concerning because literacy has been shown to diminish the effects of the media. For example, studies have shown that students who received a media literacy intervention showed smaller gains in aggressive behavior from media compared to those who did not take part in the intervention.

The importance of media literacy cannot be emphasized enough in today's media-saturated society. We, mass communication researchers and educators, have an important mission of sustaining this scholarly effort and translating empirical evidence into the classroom.

Potter, J. W. (2014). *Media literacy* (7th edition). Thousand Oaks, CA: Sage.

Join or renew membership with MC&S

Mass Communication and Society is one of the largest and most active AEJMC divisions. As such, membership in this Division has many perks besides its abundant networking opportunities. You would be eligible for more teaching, research, graduate student, professional and service awards than any other Division. MC&S also sponsors its members for AEJMC fellowships and scholarships. In addition, as an MC&S member you receive a free subscription to *Mass Communication & Society*, a Taylor & Francis publication with one of the highest impact factors in our field.



Melanie Sarge

We invite you to become a member of the Mass Communication and Society Division and find out more about all the exciting things the Division has to offer. From our graduate student mentorship program, to the syllabus exchange, to our new member awards and honors we think you will find that MC&S has amazing opportunities for both faculty and students.

The easiest way to join the Division is by filling out AEJMC's official membership application. Be sure to indicate under the "AEJMC Divisions" that you wish to join MC&S. Faculty membership dues are currently \$24 while student membership dues are free (journal is included for student memberships). For information on AEJMC membership benefits and to join, go to <http://www.aejmc.com/home/membership/>.

Want more information before joining? Contact Melanie Sarge at m.sarge@ttu.edu.

Share your news with Communications Committee

The Communications Committee's role is to utilize, maintain, create and recruit for the Division's social media accounts to raise awareness of the Mass Communication and Society Division. Jack Karlis of SUNY Buffalo State and Iveta Imre of Western Carolina are the officers in charge of the social media committee.



@JackKarlis

The committee seeks continued growth and more participation from its members in spreading the news

about our Division. As of September 2015, there were 556 members on Facebook (a 5 percent growth rate from June), 1,428 followers on Twitter (a 7 percent increase from June), and 760 members on LinkedIn (a 17 percent growth rate from June).

The communications committee would kindly ask that if there is any news to share or MC&S members who have not joined, they do so. They would also that members share, retweet, link or repost Division information on their own personal accounts to help diffuse information. The platforms are an excellent tool to disseminate any information about jobs, conference calls, or pertinent information related to the Division.

Mass Communication & Society Division Annual Business Meeting

MC&S Head Kevin Williams called the meeting at the 2015 Annual AEJMC Conference in San Francisco, CA, to order at 7:02 p.m. PST. The chairs' report was distributed as a PowerPoint via a flash drive given to MC&S members at AEJMC registration. Incoming Secretary Brendan Watson took the minutes.

Membership report

- The Division now has approximately 406 members (in 2014 there were approximately 434 members); Williams expressed some concern that new interest groups could be siphoning off some members; there were 39 graduate student members as of July 1, 2015
- Current dues are \$24 dollars (includes journal subscription); \$10 for graduate student members

Financial report

- Williams reported that the Division is financially very healthy; the Division's balance is approximately \$30,321; there is \$345,000 in the journal reserves

Research committee report

- Williams reported that the Division had 157 submissions and 79 acceptances for an acceptance rate of 50.3% submission, approximately the acceptance rate that AEJMC encourages divisions to maintain
- The Division does need more Moeller paper competition (for papers written for class projects) submissions; this year there were only four submissions, two of which were accepted, and both which won paper awards; Williams urged members to promote the competition to their students; instructors/professors' only role is verifying by email that the paper was written for a class assignment; there are three Moeller paper awards (1st, 2nd, 3rd)
 - This year the Division had 151 paper judges, averaging three papers per judge; William Kinnally won the Division's award for top paper reviewer; Juliana Fernandes and Jason Martin were awarded free conference registrations by the Division for their service
- Paper award winners (awards presented at MC&S off-site social at ThirstyBear following Division business meeting)



Jack Karlis/MC&S

Open Competition Winner Suzannah Evans, North Carolina at Chapel Hill and third place Michelle Baker, Juniata College.

- Open competition
 - First Place: *NGOs, Hybrid Connective Action, and the People's Climate March*. Suzannah Evans, Daniel Riffe and Joe Bob Hester, North Carolina at Chapel Hill
 - Second Place: *The Impact of Political Identity Salience on the Third-Person Perception and Political Participation Intention*. Hyun-jung Kim, Sungkyunkwan University
 - Third Place: *Reducing Stigmatization Associated with Alpha-1 Antitrypsin Deficiency*. Michelle Baker, Juniata College
- Student competition
 - First Place: *Social Pressure for Social Good? Motivations for Completing the ALS Ice Bucket Challenge*. Jared Brickman, Washington State
 - Second Place: *Is Social Viewing the New Laugh Track? Examining the Effect of Traditional and Digital Forms of Audience Response on Comedy Enjoyment*. T. Franklin Waddell and Erica Bailey, Pennsylvania State
 - Third Place: *The Discourse of Sacrifice in Natural Disaster: The Case Study of Thailand's 2011 Floods*. Penchan Phoborisut, Utah

CONT. MINUTES, 8



Jack Karlis/MC&S

Jason Martin, winner of the MC&S Research Award for research at the societal or macro-social level with a \$10,000 award.

CONT. MINUTES, 7

- Moeller competition
 - First Place: "Let's Keep This Quiet:" *Media Framing of Campus Sexual Assault, Its Causes, and Proposed Solutions*. Jane O'Boyle and Jo-Yun Queenie Li, University of South Carolina
 - Second Place: *Heaven, Hell, and Physical Viral Media: An Analysis of the Work of Jack T. Chick*. Philip Williams, Regent University
- MC&S continued its tradition of the strongest showing of the AEJMC divisions at the Midwinter meeting; the Division had 40 submissions, 25 acceptances, for an acceptance rate of 62.5%
- Research awards
 - Jason Martin, Jessica Gall Myrick, and Kimberly K. Walker won the \$10,000 research award/grant for their project titled *Get Your Game Frame Off My Obamacare: The Cognitive, Affective, and Attitudinal Effects of Health Care Legislation News Coverage on Young Adults*
 - Meredith Clark won the \$3,000 award for the top dissertation in mass communication and society for her dissertation *To Tweet Our Own Cause: A Mixed-Methods Study of the Online Phenomenon 'BlackTwitter'*

Teaching committee report

- MC&S co-hosted with The Commission on the Status of Women a pre-conference workshop titled *Google and Data Journalism: A Match Made*

in Data Viz Heaven

- And hosted or co-hosted another four panels during the main conference
- Teaching awards
 - The following faculty who have taught no more than 5 years won the Promising Professor Award
 - First Place: Brooke McKeever, South Carolina
 - Second Place: Rowena L. Briones, Virginia Commonwealth University
 - Third Place: Vanessa Bravo, Elon University
 - The following graduate students who served as teachers of record were also recognized with Promising Professor Awards

- First Place: Julia Daisy Fraustino, University of Maryland
- Second Place: Amanda J. Weed, Ohio University
- Third Place: Young Kim, Louisiana State University

- Carol Pardun, University of South Carolina, won the Division's Distinguished Educator Award; unfortunately Pardun, who was lauded for her significant contributions to teaching and the field more generally, was not in attendance as she was enjoying a sabbatical



Carol Pardun

PF&R report

- The Division sponsored four PF&R panels
- Unfortunately the Division's off-site visit to Carat was canceled two weeks prior to the conference and no off-site visit was rescheduled in order to focus on existing programming at the conference
- Among the PF&R committee's activities in the prior year, the Division paid \$6,250 to sponsor a Division member's participation in the AEJMC Diverse Leadership in Journalism and Communication Institute
- The Division also contributed \$500 to support the

CONT. MINUTES, 9

Barrow Minority Doctoral Student Scholarship Other activities

- Ruoxu Wang migrated the Division's website to WordPress
- Aidan Porter, University of Memphis, won the new logo competition (competition committee was chaired by Matt Haught)

Mass Communication & Society (journal) report

- The journal's acceptance rate was 10.3%
- The five-year impact factor up to 1.205
- The journal has a very healthy journal reserve balance of \$388,308
- Editor Ran Wei did not run for a second term as editor, having previously served as an associate editor for a considerable tenure prior to assuming the editor position
- Francesca Carpentier, UNC-Chapel Hill, chaired an editor selection committee, which recommended Dr. Fuyuan Shen, associate professor of advertising/public relations at Penn State as the next editor
- Kevin Williams gave membership two weeks to consider and vote online on recommendation

Division bylaw revisions

- First issue put to membership vote was weather to lower member dues (currently \$24 dollars); Kevin Williams also advocated for reducing graduate student dues to \$0
 - Steve Perry had co-chaired a committee to discuss what to do with journal reserve funds; one option is to set-up investment fund; interest can be used as income for Division, which could support lowering Division dues; Williams, however, suggested that the Division see what revenue is generated by such an investment prior to deciding whether to reduce Division dues
 - Steve Perry pointed out that 5 years ago when Taylor and Francis renegotiated journal contract the fee charged for members to receive the journal was reduced; thus the Division currently is getting more of that \$24 for its operational budget
- The membership voted 14 to 6 to keep dues at \$24 dollars (Brendan Watson counted votes); it was suggested that the Division should revisit at its 2016 business meeting whether to reduce Division dues
- Bylaws change suggested creating the position of vice-head elect, as well as broadening the criteria

of Division officers to include committee members; language requiring attendance at Midwinter chip auction, now obsolete, was also removed

- Given broader inclusion of "officers" Williams opened up discussion as to whom should be on the MC&S "executive committee of Division"; in addition to chairs and associate chairs we now have committee members, which makes the officer slate much larger; the suggested bylaws define the executive committee as "The MC&S executive committee shall be composed of the Division head, vice head, vice head elect, immediate past head, Communication committee chair, PF&R chair, Teaching chair, Awards chair, Research chair and Division journal editor."
- All officer bylaw revisions were unanimously approved by the membership
- Next, a bylaws revision was suggested that meeting quorum be defined as "the Division members present," not a majority of the membership
- That suggested bylaw revision was tabled after discussion so that the proposed language could be revised; concern was expressed about what constitutes an "official meeting" and whether those meetings had to be advertised to members
- Next, the membership unanimously approved changes to the bylaws that remove criteria for each award (and thus require bylaw changes if those criteria are updated), allowing for more general award language to allow for criteria to be updated by relevant committees
- However, it was pointed out that the language needed to be updated to reflect the chair/associate chair, not chair, co-chair structure of new officer positions
- Next the journal bylaw changes were presented; first, it was suggested that the bylaws be revised so that a portion of membership dues *may* be transferred to journal reserves, rather than making such transfers necessary.
- Additionally, it was suggested that the following language be inserted concerning the journal's reserve funds: "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 endowment funds. Such fund principle would only be accessed for future emergency

CONT. MINUTES, 10

CONT. NEW EDITOR, 2

will occur gradually over the next 15 months. He will officially take over the editorship with Volume 20 (2017). However, the long review time requires him to start accepting and processing manuscripts in early 2016 to fill that issue.

The term of the current editor, Ran Wei, Ph.D., of the University of South Carolina, will end in 2016. The last issue that Dr. Wei edits will be Issue 6 of Volume 19, December 2016. He will continue to accept and process manuscripts until the last issues are complete. Meanwhile he will supervise the special issue for Vol. 19 of 2016 on "Climate and Sustainability Communication," guest edited by Donna Lyn Pompper of Temple University. The issue is on track to be published in mid-2016.

As the next editor of *Mass Communication and Society*, Shen will work with the editorial board to select a new special issue topic for 2017. The MC&S bylaws allow the purchase of up to 100 extra pages for a special issue each year, and for the selection of a special issue editor with a \$1500 stipend. Our publisher, Taylor & Francis, has a provision for potentially publishing special issues as books. Past special issues—starting in 2010 with "The Facebook Election"—have been published in book form; this expands its distribution to many more institutional libraries around the world.

The editorial board will also begin transition in the near future. Shen will begin adding members of his choosing and some who have served under my editorship will end their service. Thanks to all for your support for *Mass Communication & Society*. - Ran Wei



Jack Karlis/MC&S
Brooke Weberling McKeever, University of South Carolina, First Place, Rowena L. Briones, Virginia Commonwealth University, Second Place, Promising Professor Award for Innovation and Excellence in Teaching.

CONT. MIDWINTER, 2

txstate.edu or associate chair robert.mckeever@sc.edu by noon, Tues., Dec. 1. Put "Midwinter submission" in the subject line. Authors will be notified of their submissions status by mid-January.

Abstracts should give a clear sense of relevant literature, research objectives, methods employed, the stage of the research project and initial or expected findings and conclusions. Papers cannot be under review at other outlets (e.g., ICA). However, Midwinter papers, are eligible to be resubmitted to the national AEJMC conference. The

Division will honor the top paper at Midwinter.

Panel proposals are also welcome

and we will also need Division members willing to serve as reviewers in December, and discussants and moderators in March. Please contact Kelly or Robert if you'll be available and are willing to help.



Robert McKeever

CONT. PROGRAMMING CHAIR, 5

into the process; however, the most important thing to you is that I will work hard to make sure we have interesting panels that will further our field. I promise to work with other divisions and interest groups to find panel proposals which will further our knowledge and understanding of our field.

So look to future newsletters for more information on accepted panel proposals, as well as information on submitting your research and information on awards open for our Division members. And good luck on the upcoming semester. I can't wait to see you next year in Minneapolis.

Vol. 49, Issue 1

CONT. MINUTES, 9

journal needs. Revenues generated by this investment will return to the Division annually to underwrite free graduate student Division membership and other Division expenses."

- It was also suggested that the bylaws be amended to provide for a \$2,500 summer stipend for the journal editor, recognizing that work on the journal continues over the summer when the editor has not been receiving a stipend and is not paid on the typical 9-month university contract
- It was also suggested that the guest-editor stipend be increased from \$1,000 to \$1,500
- These following bylaw changes were unanimously approved by the membership
- Lastly, it was suggested that the journal bylaws be amended to provide \$5,000 to AEJMC to support graduate student travel to the annual AEJMC conference; there was discussion as to whether these travel monies should instead be awarded directly by MC&S to graduate-student members of the Division, or alternatively that the Division should ask AEJMC to administer these funds, but make sure that they are earmarked for Division members; Steve Perry pointed out that original idea was to recognize AEJMC and help support larger organization; discussion ensued about various strengths/weaknesses of proposals
 - This issue was tabled to come up with more specific criteria for the awarding of these travel funds (there was one dissenting vote to table this issue)

Non-bylaw changes

- Lastly, Kevin Williams asked members to vote on issues that did not require changes to the Division's bylaws
 - First, it was suggested that graduate student dues be changed from \$10/year to \$0; Williams was asked about the rationale; Williams pointed out that there is some precedent set by other divisions making similar changes, and that one incentive of the Division is to collect students' contact information for membership recruitment purposes; additionally, MC&S is not reliant on the \$390 in dues that graduate students currently contribute to the Division; membership approved the change of graduate dues to \$0 with two dissenting votes (note the irony, that both dissenting votes were from graduate students)
 - Next, the membership unanimously approved

10

changing the budget for the research award/grant to \$25,000, with a cap of \$10,000 for an individual award; additionally, \$5,000 must be spent on graduate student research

- Next, it was discussed whether MC&S should extend free conference registration to all Division award winners; a concern was expressed that such a change supports those from larger, successful programs that already have decent research/travel support, and that the Division should use its resources to expand participation in the Division/conference; the majority (17 members) voted to keep the current conference registration reimbursement practices
 - Should extend free conference registration to all award winners; currently all top-paper award winners (top authors) get free conference registration; 17 vote to leave the current rules the same; 6 voted to table issue
 - Membership voted unanimously to make the AEJMC Diversity Institute and Barrow Minority Doctoral Student Scholarship annual MC&S Division commitments
 - The membership also voted 15 to 6 to allow individuals who submit papers to the AEJMC open paper competition to also review papers as part of that competition
 - Members were also asked to vote on potential sites for the 2019 AEJMC conference; results in order of popularity were Toronto (clear winner); Atlanta (4); Tampa (4); and Philadelphia (3)
 - Lastly, the membership unanimously approved the slate of new MC&S Division officers
 - Incoming head Jensen Moore said she'd send out additional business on the MC&S Listserv

CONT. TEACNING, 3

is a great way to head off some questions. Students have a forum to ask questions, and they sometimes jump in and answer before I do. I've found that empowering them by providing the connections can help alleviate the pressure on me to be the only person answering questions in office hours (some of which are, let's face it, basic or the result of not reading the syllabus).

Obviously there are other tools out there, and even the ones we have will continue to evolve. But if you're looking to go virtual, with your office hours hopefully this is a helpful list to get started.

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JackKarlis/MC&S
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CONT. MIDWINTER, 2

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Robert McKeever

CONT. PROGRAMMING CHAIR, 5

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2 AEJMC pannels

MC&S will sponsor 6 pannels and have slots for 65 papers at AEJMC.

5 Predetory journals

Research committee offers advise on not falling prey.

7 Mentors

MC&S seeking students, faculty to launch metoring program.



NEWSLETTER

Vol. 49, Issue 2, Winter 2016

New MC&S Awards

MC&S will be offering a number of new awards in 2016. There are several awards available for the Midwinter meeting in February. Two graduate students will be awarded \$500 each to attend the Midwinter meeting and present their research. MC&S will offer graduate student travel awards for the Midwinter meeting as well as research paper awards. Please visit the MC&S division website for more information on the Midwinter awards.

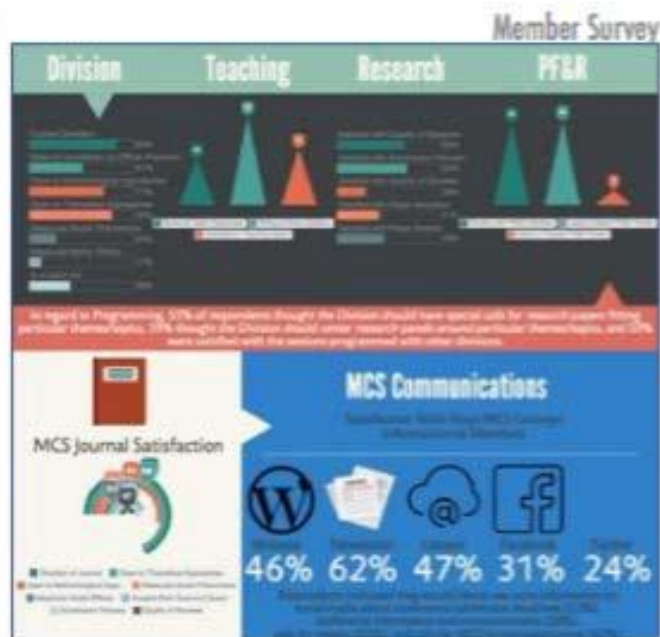


Michael Haign

The other new division awards will be presented at the 2016 annual meeting in Minneapolis. The division's teaching committee will present three, **Adjunct/Instructor awards**. The awards will range from \$250 to \$75. All teaching faculty in the field of mass communications with a full time equivalent (FTE) less than 100% (e.g., on a semester-by-semester basis, or on bargaining-unit appointments) are welcome to apply as long as they are MC&S members.

The division will also launch the **Teaching Ideas Competition** awards to recognize innovation and excellence in teaching in the field of mass communications. This award builds upon the idea of Scholarship of Teaching and Learning

CONT. AWARDS, 8



Jensen Moore with Pictochart

The full report is posted online at <http://aejmc.us/mcs/reports-and-newsletters>. Results in each section are measured by percentage of respondents who selected "agree" or "strongly agree."

Taking the temperature of the MC&S Division

In 1856 Carl Reinhold August Wunderlich, after taking armpit measurements from 25,000 patients, told the world that the normal human body temperature was 98.6 degrees Fahrenheit. What he failed to tell people was most of us range from 97.5 to 98.9 (and this changes throughout the day) and approximately 5% of the population has baseline temperatures that are higher and lower than these ranges.

Why am I sharing this information? Because we recently surveyed MC&S Division members and graduate students

CONT. SURVEY, 3

Journal wraps up strong 2015

Special issue proposals sought by Jan. 31, 2016

Happy New Year journal readers, reviewers and authors.

We had an outstanding year in 2015 with more than 271 new studies submitted, as well as 81 revised manuscripts.

Our many reviewers worked on scores of manuscripts and made decisions on roughly 300 works in 2015. I would



Ran Wei

like to thank each of you for this dedication, as reviewing journal articles is time-consuming but an important part of community service and academic citizenship.

As such, I wrote an introduc-

CONT. JOURNAL, 8



Joey Lax-Salinas/Flickr, Creative Commons
A view of downtown Minneapolis, site of the 2016 AEJMC convention, from the city's Stone Arch Bridge.

Pannels for AEJMC 2016 set

The MC&S Division worked with seven other divisions to program a great conference in Minneapolis this summer. We used all of our 6 chips to provide six panels, one pre-conference session, and 65 slots for research papers (including 1 high density, 2 research panels,

and 45 scholar-to-scholar sessions). Members of Mass Communication & Society should look forward to our programming schedule from AEJMC to see when some of these great panels will be



Kelly Kaufhold

CONT. PANNELS, 9

Division Officers

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Vice Head/Programming Chair

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Vice Head Elect/

Membership Chair

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Midwinter Chair

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Research Chair

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Teaching Chair

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PF&R Chair

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Graduate Student Liaison Chair

Jeanine Guidry, Virginia Commonwealth,
guidryjd@vcu.edu

Review of Midwinter proposals underway

MC&S is offering new graduate student travel grants of \$500

The MC&S Division received 54 submissions for the Midwinter conference this year, which likely will yield four or five panels at the conference next month.

For the first time this year, abstracts were submitted on-



Kelly Kaufhold

line. Special thanks to Midwinter host Dr. Elanie Steyn and to graduate student Imran Hasnat Palash from OU for creating the online system and for shepherding us through the process.

As usual, MC&S received the most submissions and had the most reviewers available (22). We received dozens of thoughtful, creative entries in the areas of political communication, health communication, social media, media trust, gender studies—even timely studies on the migration crisis and football injuries. The abstracts are under review now and notifications will go out in mid-January.

The Midwinter conference will again be held at the beautiful Gaylord College of Journalism and Mass Communication at the University of Oklahoma. Concurrent panel sessions will begin at midday Friday, February 26, and will continue all day

CONT. MIDWINTER, 6



Jensen Moore with Piktochart

the "temperatures" that are recorded on our surveys. The MCS Division gathered information from members in 2008 and 2011, both of these surveys were relatively brief and included the most basic questions regarding the benefits to belonging to the Division and how the Division defines itself. Open-ended question responses from the surveys, particularly the 2011 survey, were used to write Likert-scale questions for the 2015 survey. In addition, many yes/no questions were changed to Likert-scales to allow for a range of attitudes.

Thus, the 2015 survey was quite a bit more detailed and included 66 questions that addressed professional freedom and responsibility (PF&R – which if you look at the survey qualitative findings indicate we need to do a better job of defining for our



Jensen Moore

members), teaching, programming, communications, Division awards, annual conference research submission and review processes, and the direction of the Division journal, Mass Communication and Society. While I can't possibly summarize all the findings for you I have taken the liberty of pointing out some of the most important from both the member survey and the graduate survey in the infographics included in this newsletter.

I'd also like to point out how our temperature has changed. In comparison to previous years, the 2015 survey revealed members believed the journal (60% in 2011, 63% in 2015) and research paper sessions (20% in 2011, 15% in 2015) are the most valuable benefits of being a member. The decrease in the latter is concerning as research papers sessions are the cornerstone of conference programming. However, the Division has improved in perceptions regarding acceptance of different methodologies (56% in 2011, 70% in 2015), theoretical frameworks (12% in 2011, 78% in 2015) and our focus, acceptance of research directly aimed at understanding social phenomena (19% in 2011, 27% in 2015).

In contrast, our graduate student perceptions of Division benefits have declined (95% in 2011, 72% in 2015) as well perceptions regarding how well the Division showcases graduate research (86% in 2011, 82% in 2015). As shown in the infographic, 55% of graduate members feel their opinions are not respected, 54% feel the Division does not provide a support-

CONT. SURVEY, 4

A Practical Focus on Teaching Diversity

The media landscape in the United States is continuing to experience profound and transformative challenges, notably a troubling decline in public trust and credibility, often resulting in a very real distance between journalists and the public. Indeed, citizens'



Kalyani Chadha

negative reactions to mainstream media coverage of unrest in cities such as Ferguson and Baltimore exposed a significant disconnect between marginalized communities and the news media.

As journalism educators we can play a significant role in bridging this gap by helping students develop a nuanced understanding of diverse communities, people and perspectives. Indeed an awareness of what the Maynard Institute terms the "fault lines," of race/ethnicity, gender/sexual orientation and class as well as their implications for news production, has to be an integral part of the repertoire of the "professional skills" that students are encouraged to develop. We need to consider developing pedagogical approaches, which encourage

students to consider an emphasis on diversity as a crucial aspect of journalistic practice, no different than accuracy or balance. One way to do this is to offer students hands on activities that potentially enable them to learn to "implement" diversity in a practical sense. These activities can include:

- Embedding student journalists with a group or organization with a significant presence or involvement in a community in order to gain a deeper understanding of varied perspectives.
- Establishing forums whereby student journalists engage with communities and groups to gain a deeper understanding of the concerns/issues of marginalized groups and use the insights gained to develop stories.
- Encouraging students to develop ways to identify under-covered issues and quote non-conventional sources and develop networks and lists of such sources.
- Introducing students to readings focusing on diversity as well as specific examples of news coverage that reflect meaningful engagement with issues of diversity

Journalism programs are the sites where professional socialization for journalists begins and should serve as spaces where students develop an understanding of their ethical responsibilities as they relate to questions of diversity.

CONT. SURVEY, 3

ive community, and 63% feel the Division does not provide useful teaching resources. We hope to address these issues with our new graduate student mentorship program (for more information see newsletter article by Vice Head-Elect, Melanie Sarge).

Based on survey results, other changes the Division has already begun implementing are the graduate student travel awards for the AEJMC national conference (supported by 58% of the members) and the Midwinter conference (supported by 55% of the members). Additionally, this year we are offering five \$1,000 service-learning awards as 64% of the membership supported breaking the \$5,000 into several pieces instead of one large award (for more information see newsletter article by Awards Chair, Michel Haigh).

An item requiring future consideration is the creation of a second MCS journal. Currently, support for a second journal is at 38% and many of you submitted ideas for what the journal should focus on and if MCS should partner with other divisions. This will definitely be debated in the coming months and likely voted on at the Division business meeting in Minneapolis. Questions regarding a second journal will be put on our social media in the coming months. Your input in this matter is greatly appreciated.

In the meantime, please feel free to read the full membership and graduate student survey results on the MCS site: <http://aejmc.us/mcs/about/reports-and-newsletters/>.

Spotting Predatory Journals

Predatory journals are publications that adopt an exploitative business model. They typically charge authors excessive publication fees with questionable editorial and publishing practices, and no true interest in advancing scientific knowledge.

Predatory journals have become a part of today's academic landscape. A recent study showed a significant increase in the number of predatory journals and the number of articles published in such journals. For example, [Shen and Björk \(2015\)](#) found an increase of around 1,800 predatory journals in 2010 to 8,000 in 2015. Similarly, they found that the number of articles published in predatory journals increased approximately from 53,000 in 2010 to 420,000 in 2015. Shen and Björk (2015) reported that around 38,000 articles came from the social sciences.

Predatory journals take advantage of the pressure academics face to produce competitive publication records so they can get a job, tenured, and promoted. Given the prominent stature of publications in academia, these journals are not

likely to go away anytime soon. In the end, it is up to each individual regarding whether they want to publish in these types of outlets. That being said, we wanted to provide some information about how to identify predatory journals so you know the type of journal you are dealing with and can make an informed decision about whether you want to publish in or review for these types of outlets.

One easy way to do so is take a look at lists available over the Internet. One of the more credible lists comes from [Jeffrey Beall](#) (<http://scholarlyoa.com/publishers/>). He has developed a rigorous set of criteria for determining whether a journal or publisher should be considered predatory. Indeed, his list is comprehensive and would likely be the first place to go if you want to determine whether a publisher or journal could be deemed questionable.

If the journal does not appear on the list, there are other things you should be on the lookout for to determine the quality of the journal. For instance, you could check to see whether the publisher is a member of a reputable organization that employs high quality publishing practices ([Clark, 2015](#)). You could

also check to see if the journal is indexed on a database such as Web of Science (Clark, 2015).

Another red flag is if the editorial board is very small or will be announced in the future (Prater, 2014). Another warning sign is tied to the quality of information presented on the website, emails, etc. For example, you should be weary of a website that contains advertisements or more than a couple of typos (Prater, 2014).

As stated already, predatory journals are likely here to stay. Each scholar should decide whether they want to review or publish in these outlets. We hope that we provided you with information to identify these types of journals.



Jay Hmielowski



The American Research Institute for Policy Development, publisher of *Review of Journalism & Mass Communication*, pictured above, is on Jeffrey Beall's list of predatory journal publishers.

CONT. MIDWINTER, 3
Saturday, February 27. There will be an opening night reception Friday and lunch will be provided on Saturday. In previous years, Sooner Legends on 24th Avenue SW has been the official conference hotel.

Once you learn your paper status, visit the conference website to see the schedule, register for the conference and book your travel http://www.ou.edu/gaylord/outreach/aejmc_mid_winter.html.

Remember, Midwinter papers may be submitted to the national conference paper call April 1. Also, for the first time, graduate students whose papers are accepted to present for MC&S at Midwinter are eligible to apply for travel awards. The MC&S Division will award two \$500 travel awards to students who are presenting at the conference. Applications for Midwinter travel awards are due January 30, just a couple of weeks after you learn your paper status, and will require a letter of application and a recommendation from an advisor. You can learn more about the travel awards, including how to apply, here <http://aejmc.us/mcs/awards/travel-awards/graduate-travel-award-program/>.

We are still looking for volunteers for two tasks: 1) To serve as moderators on-site at OU for the conference in February, and; 2) To serve as discussants, reviewing the final papers in late February and offering feedback to the authors and moderator. Discussants do not need to attend the conference. Please contact the MC&S Midwinter Chair, kellykaufhold@txstate.edu, if you can help and we hope to see you there!

MC&S Graduate Student Mentoring Program

The Mass Communication and Society Division is developing a Graduate Mentorship Program for the academic year of 2016/2017. We are currently looking for professors willing to serve as MC&S Mentors (faculty members from any rank or category are welcome to apply).

If you are interested in this service opportunity please



contact Melanie Sarge at m.sarge@ttu.edu. Mentors will be expected to provide insight and direction to a graduate student mentee at various points throughout the academic year. We also strongly encourage in-person meetings at the beginning and end of the mentorship year during the annual AEJMC conferences.

A strong mentor is crucial for the wellbeing of young professionals in any career. Our graduate students are the future of this field and their success depends on our willingness to provide continuous opportunities for learning and growth. Passing on information about your own experiences takes little time and effort but gives mentees invaluable education on all aspects of their future profession and the feedback they crave to feel prepared and confident. Such confidence builds career satisfaction and productivity.

Tips for being a good mentor:

- Take the time to learn about your mentee
- Listen carefully to any ques-

tions or concerns

- Be genuine and provide constructive feedback
- Remember they are not the same as you; what worked best for you may not always be best for them/their situation
- Even a minute is enough time to make a difference or to inspire when mentoring
- Mentor about all aspects of your position to foster a comprehensive picture of the profession
- As their exemplar, be mindful of your own choices and actions
- Stay positive and friendly

Caring mentors inspire their mentees to pass along the kindness they have been shown, preserving our academic culture for years to come. If you are an MC&S member willing to support this cause by sharing your experiences with a graduate student mentee please contact Melanie Sarge at m.sarge@ttu.edu.

Tips on Seeking a Faculty Mentor

A good mentor can help you avoid the many pitfalls on your journey through graduate school, some of which you may not see coming. They can help you develop specific projects or skills, or give broader career advice. Best of all, mentorship can improve your professional satisfaction along with productivity. But not all the work of the relationship should fall on the mentor. There are several

CONT. MENTORING, 8

Teaching Repoliticizing the First Amendment

About 25 years ago, Pease and Smith (1991) commented on the coverage of race and racial diversity in the US newspapers. Their data suggested that

71 % of minority journalists thought that their newspapers covered



Azmat Rasul

minority issues and concerns marginally, and a majority of journalists belonging to ethnic minorities (63 %) believed that race played a role in newsroom assignments, promotion, and career advancement, as news media managers and owners doubted the professional capacity of minority staffers.

The logical outcome of these unfortunate but enduring dichotomies deeply rooted in the US media and education culture was a widespread sense of "alienation" among less-advantaged racial groups, which was adequately explicated by the critical theorists as a working condition prevalent in capitalist economies that lead to an identity crisis and a sense of being controlled or exploited by the majority group(s). As 2016 dawns, questions pertaining to the coverage of race and communication rights are as relevant as they were a quarter of century ago.

Considering boundaries of the First Amendment discussed by various scholars, it could be argued that media coverage of racial

minorities continues to be a significant problem. Beyond doubt, mass media plays a pivotal role in the reproduction of social representation of different races through their discourses. Activists, academics, and writers may produce a plethora of literature highlighting racial discrimination and relevance of the First Amendment rights, yet these discourses will only gain popularity and prominence if "appropriately" covered by the mainstream mass media. Accordingly, media production, distribution, and consumption processes are an important source of prevailing stereotypes and racial biases in multicultural societies.

In the 21st century, content production in mass media depends on a complicated set of political, social, and discursive interactions, largely controlled by the editors, managers, and directors working closely with the owners of the media organizations. In news media, for example, the reporters interact with important "sources" of information, typically belonging to the elite groups, and their final reports reflect discourses of the dominant groups after passing through several filters explained by Herman and Chomsky in their Propaganda Model. Thus, news diversity and coverage of racial groups per rights granted to the citizens by the First Amendment is treated as a peripheral issue in the mainstream media discourses, and the dominant racial group(s) paying the piper set the tune at the expense of minority voices due to the dependence of mass media on advertising dollar.

Perhaps, it is time to seek inspiration from the universal appeal of the First Amendment, as it grants equal communication rights to all segments of the society, and requires a repoliticization of the pub-

lic life where citizenship rights are enjoyed by all and no group based on sex, economy, or cultural difference is excluded from participation in the public and media spheres.

References

- Pease, E. C., & Smith, F. (1991). The newsroom barometer: Job satisfaction and the impact of racial diversity on US daily newspapers. *Ohio Journalism Monographs*, 1(1), 40.

Division's social media presence grows

The Social Media Committee's role is to use social media to raise awareness about the MC&S Division. Jack Karlis of SUNY Buffalo State and Iveta Imre of Western Carolina are the officers in charge of the committee.

As of September 2015, there were 596 members on Facebook (<https://www.facebook.com/groups/254439784658/>), 7% growth over September, 1,502 followers on Twitter (https://twitter.com/aejmc_mcs), a 5% increase, and 806 members on LinkedIn (<https://www.linkedin.com/groups/4497827/profile>), a 6% increase.

We kindly ask that if there is any news to share or MC&S members that have not joined, they do so. They would also that members share, retweet, link or repost division information on their own personal accounts to help diffuse information. The platforms are an excellent tool to disseminate any information about jobs, conference calls, or pertinent information related to the division. If member sees spam or something inappropriate posted or shared on one of the sites, please email karlisjv@buffalostate.edu immediately for removal.

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CONT. AWARDS, 1

(SoTL), which treats teaching as part of a research agenda. To fit within the concept of SoTL, this award honors projects that pose hypotheses or research questions that aim to probe questions such as: what it means to teach, how learning happens, and how teachers and students can work together to enrich learning. This award is open to a wide range of qualitative and quantitative approaches, but the methods used (and their theoretical grounding) should be made explicit. The awards will range from \$250 to \$75.

The division's PF&R committee will be presenting a **PF&R award** as well as a **Professional Award**. The PF&R award recognizes excellence in research, teaching or service related to the five PF&R principles: the promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and pub-

lic service. The \$500 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 Professional Award is a \$250 award that recognizes 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 (broadcast, print, photojournalism, advertising, public relations, social media, etc.).

The division will also offer four **graduate student travel awards** for the annual meeting. Each award is worth \$1,000. Finally, MC&S will sponsor the Best Research Poster award and the Best HD Presentation award at the August meeting. Please visit the MC&S website for application information and deadlines.

CONT. MENTORING, 6

steps mentees can take to make the experience more fruitful for both parties.

- Reflect on what you want and need. How much guidance are you seeking? In what areas can your mentor best help you? Let your mentor know -- It may best to set some goals or outline your expectations up front to avoid disappointment later on.
- Be respectful of your mentor's time. Be prepared to discuss the issues on which you need guidance. Ask questions, and be sure to listen carefully. Maybe most importantly, good mentees must learn to sift through the suggestions their mentors give. This means tak-

ing personal responsibility for figuring out which advice best applies to you.

- Finally, be open minded. While it may be best to come to your mentor with specific questions, the scope of the advice can expand to reach beyond the initial issue. Over time, being open to this tangential guidance can help grow and strengthen the relationship.

The MC&S Division is developing a Graduate Mentorship Program for the academic year of 2016/2017. We are seeking graduate students interested MC&S faculty mentors. If you are interested in this opportunity to receive mentorship please contact Ben Lyons at benjamin.a.lyons@gmail.com.

CONT. JOURNAL, 2

tion essay on this very topic in the first 2016 issue of Mass Communication and Society, Vol. 19 (1). This was published on January 2 and printed copies are on their way to you in the mail. This issue also features a new Milestone scholarly essay on framing by Michael A. Cacciatore, Dietram A. Scheufele and Shanto Iyengar, as well as other new studies. Our publisher changed typesetters, which resulted in thinner issues at the start of 2016, but by issue 3 we will be back to our normal length.

Guest editor Donnalyn Pompper, associate professor, School of Media & Communication at Temple University, is busy making editorial decisions for the many submissions we



Donnalyn Pompper

received for the forthcoming 2016 special issue on climate change and sustainability communication.

Pompper, noted that manuscripts are among the highest quality she's seen as submissions are being carefully reviewed for Vol. 19, Issue 5 or 6. A wide variety of formal research methods are represented and theoretical underpinnings are diverse. Research topics range from examinations of mass media's role in defining environmental issues -- to civic engagement, policymaking, assignment of responsibility for environment and sustainability efforts, and online attention to climate issues. Manuscripts were submitted by scholars

CONT. JOURNAL, 9

CONT. PANNELS, 2

presented.

We are excited to partner with the News & Online News Division to present a pre-conference sessions "Teaching algorithmic transparency." As mass communication scholars, we understand how algorithms play an increasingly large role in determining the content we find when we search for news and information online. The pre-conference panel will focus on how we can

use algorithms in the classroom, so students can learn about how content is filtered and sorted online through sites such as Facebook, Twitter, and Google.

We also partnered with the Cultural and Critical Studies Division for a panel called "How the reality of the Tianjin explosion was constructed on

Chinese social media." When chemical material exploded in the Chinese port city of Tianjin in August 2015, news organizations and common people took to social media WeChat to share articles, photos, and videos. The panel research will explore how social media help share information about the disaster.

MC&S also partnered with the Commission on the Status of Women to present a panel "Negotiating temptation: Possible protective and risk factors associated with the effects of sexual media content." The panel will focus on how adolescents and young adults make sense of sexual content, and how that might influence their own romantic relationships.

The division partnered with the Public Relations Division to present "Beyond products and services: Institutional parasocial engagement with publics and implications for social responsibility." Although most scholarships has aligned the notion of organization-individual relationships to interpersonal communication, more focus needs to be on parasocial engagement. The panel will explore how institutional actors engage in parasocial interaction.

The Electronic News Division partnered with us



Sam England/Flickr, Creative Commons
Attendees at the 2016 AEJMC convention in Minneapolis can use the city's "Nice Ride," bicycle sharing service to get around the city.

on a panel "Reporting 'live.' Some safety, security, and ethical considerations." News reporters often cover dangerous breaking news events. The panel will explore how we educate future journalists to not only provide coverage of events, but stay safe in the process.

Our division asked other divisions, such as Communication Technology Division to partner on a panel "Clashing values: Preserving traditional values and best practices in the digital space." The panel will explore how far we have strayed from traditional values and best practices in order to keep pace with new and emerging technologies. Panelists will discuss the challenges of communicating ethically and effectively in a digital space.

Finally, we partnered with the Communication Science & Health Risk Division to present the panel "Fostering community disaster resilience: The role of journalism and media." The panel will explore how we as professionals foster community resilience to disasters. The panel will build on insight from the University of Missouri's Disaster and Community Crisis Center and Reynolds Journalism Institute.

So as you prepare your research articles for submission to our division (deadline is April 1), remember to keeps these panels in mind. We look forward to seeing you in Minneapolis in August.

CONT. JOURNAL, 8

the world over, including those in Belgium, China, Denmark, Germany, Korea, and the U.S.

"We're most grateful for the support of our MC&S reviewers who are working hard to ensure the highest quality in scholarship," Pompper said. "It's going to be a terrific special issue that enables our journal to further enhance its reputation for excellence."

The journal will be publishing another special issue in 2017 (Volume 20). Dr. Fuyuan Shen, the editor-elect, will be working with the MCS editorial board to solicit proposals on topics related to any aspects of mass communication research. If members of the division are interested in proposing a special issue topic, please contact him at fshen@psu.edu by January 31, 2016.

I am looking forward to seeing many of you in the new year, and working with Fuyuan to transition to new editorial leadership by the end of 2016. Many thanks, as always, for the support of the MC&S members.

Research, Teaching, and PF&R Award Deadline April 30
See pages 3 and 4 for list of awards and tips for successful applications

MC&S NEWSLETTER

Vol. 49, Issue 3, Spring 2016

Second Journal?

"The Journal of All Sexy Communication Research Topics" doesn't roll quickly off the tongue, nor should it. But should there be another journal name that would? Can that journal come from the MCS Division?

A year ago I was tasked with leading a committee that would review what we should do with the money that the Division was banking from publication of *Mass Communication and Society Journal*. Funds are designated for the support of Division-related research according to the by-laws. There are thousands of dollars that could be invested in a one-time big project. What could we do that would be innovative and visionary?



Stephen D. Perry,
Past MCS Journal
Editor

One topic that was discussed but needed more thought and feedback was the idea of publishing a second journal, which would be jumpstarted with some of the *Journal* funds. There are so many journals in the field, we wanted to ask whether there were any holes or deficits in the types of research journals published. In this year's Division survey we asked for feedback on this. Out of 55 responses, 38% said they would definitely support a sec-

CONT. SECOND JOURNAL, 12

Annual Conference



Meet Minneapolis/Flickr
Residents walk along the shores of Lake Calhoun with downtown Minneapolis in the background.

Summer, the Time to Look Forward to Visiting Minneapolis

A Minneapolis summer *almost* makes up for its winter. One of the things that you'll notice during your visit to the city for the Annual Conference is that the locals who are pent up inside six to seven months of winter live outside in the summer.

For a quintessential Minneapolis experience, grab a bike from the city's Nice Ride bike-sharing program and head south from downtown to Lake Calhoun, a 3.5-mile bike ride from the Conference hotel. A three-day pass is \$10, and rides 0-30 minutes are free, and each additional 30 minutes is \$4. (You should wear a helmet, and it's not unusual to see fellow



Brendan R. Watson,
Secretary/Newsletter
Editor

CONT. MINNEAPOLIS, 8

Vol. 49, Issue 3 MCS Board Members Needed for 2016-2017

As a newly minted Ph.D. I decided to volunteer my time to the Mass Communication and Society Division. Over the last five years I have served the Division as Awards Committee Co-Chair, Newsletter Editor/Secretary, Research Co-Chair (twice), and Vice-Head. It has been one of the most rewarding experiences of my life. I have met some amazing people and have been able to put my skills to the test.



Jensen Moore,
Division Head

In 2010 I began serving the Division as the Awards Co-Chair. This was a brand new position, so Co-Chair Lucy Atkinson and I had to start from scratch figuring out what, exactly, the Awards Committee's duties should be. Today the

Awards Committee looks vastly different from what Lucy and I started. The committee now has four members, including a Chair and an Associate Chair. This structure has been applied to all our committees (with the exception of the graduate student committee).

This new committee structure allows for the work to be spread over four members. As the Division grows, we have more manuscripts to review, more grant applications to review, and more award applications to review. We also have a growing number of members to communicate with and different systems we need to put in place to encourage continuity from year-to-year.

The new structure also allows for Chairs to train Associate Chairs to take over committees the following year. It also means one of the committee members can "move up" to become Associate Chair or try out a different committee. We need this type of structure for MCS to ensure that institutional knowledge is shared from one year to the next.

Next year, Jennifer Kowalews-

CONT. BOARD MEMBERS, 12

2
Annual Conference

Providing Conference Paper Authors Meaningful Reviews

As we approach spring, it means that it will soon be time to review articles for this year's Annual Conference. The Research Committee wants to provide some tips relative to the review process. In essence, this short list outlines some best practices for fulfilling your role as reviewers.

Most importantly, you should provide the authors with some feedback on their article.

One issue often mentioned as a problem with the review process, particular for



Jay Hmielowski, Research Chair is the lack of feedback from

CONT. REVIEWING, 5

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Head

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jmoore5@lsu.edu

Vice Head/Programming Chair

Jennifer Kowalewski, Georgia
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Vice Head-Elect/

Membership Chair

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Outgoing Head

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Kelly Kaufhold, Texas State, kel-
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Research Chair

Jay Hmielowski, Washington State,
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Fan Yang, Penn State, fry106@psu.
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PF&R Chair

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Division to Award More Than \$15,000 for Innovation and Excellence in Teaching, Research, Service

Details submitting nominations/applications for these awards can be found under the "Awards" tab at the top of the Division's website at <http://aejmc.us/mcs/>.

Research/Travel Awards

Dissertation Award: Winners are given a cash prize of \$3,000 and an opportunity to publish in the Division's journal, *Mass Communication and Society*.

Research Awards (Faculty): Two outstanding faculty-led research proposals will receive \$10,000 to complete the proposed research.

Research Award (Graduate Student): An outstanding graduate student-led research project will be awarded \$5,000 to complete the proposed research.

Graduate Travel Awards: Four Graduate Travel Awards in the amount of \$1,000 will be awarded for travel to the AEJMC Annual Conference.

Teaching Awards

Adjunct/Instructor Awards: Monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place will be awarded by the Division in recognition of the outstanding contributions of adjuncts and instructors in advancing teaching excellence in the field of mass communication.

Promising Professors Awards (Faculty): Monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place will be awarded to junior faculty who have taught no more than five years full-time will win this award recognizing excellence in teaching.

Promising Professors Awards (Graduate Students): The Division will award monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place to recognize excellence in teaching by graduate students.

Distinguished Educator Award: The Distinguished Educator Award is given each year to a member of MCS who has made a significant contribution to mass communication pedagogy. Please acknowledge professors whose teaching had a profound influence on your career by nominating them for this prestigious award. *Self-nominations are*

also accepted. This recognition includes the presentation of a plaque by the Teaching Chair, as well as a monetary award this year of \$500. The winner will be asked to present an Honors Lecture at the MCS Division Awards Luncheon at the AEJMC Annual Conference. Winners will also be listed on the Division website.

Service-Learning Awards: The MCS Division Service-Learning Grant program provides a \$500 stipend to use in their service-learning courses. Two \$500 service-learning awards will be presented.

Teaching Ideas Competition: The Teaching Ideas Competition award recognizes innovation and excellence in teaching in the field of mass communication. This award honors projects that pose hypotheses or research questions that aim to probe questions such as: what it means to teach, how learning happens, and how teachers and students can work together to enrich learning. Monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place will be presented to the winners at the MCS Division business meeting.

Service Awards

Professional Freedom & Responsibility Award: This award recognizes excellence in research, teaching or service related to the five PF&R principles

identified by AEJMC. The \$500 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.

Professional Award: The Mass Communication and Society Division seeks nominations for the Division's newly-established Professional Award. This \$250 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 (broadcast, print, photojournalism, advertising, public relations, social media, etc).

Trayes Service Award: The Trayes award, which is accompanied by a plaque and \$500, honors exemplary service to the MCS Division.

Tips for successful applications for these awards on page 4.

Tips for Successful Grant, Award Applications

Research Awards

Every year, the Division acknowledges excellence in research with two awards: (1) the MCS Dissertation Award and (2) MCS Research Awards. These awards are designed to encourage innovative projects (with the Research Award) and to generally recognize research excellence in the field of mass communication. What follows are some important tips with scholars who may be interested in competing for these awards.



Jay Hmielowski,
Research Chair

First, make sure that you have read through the award and submission details described on each award webpage, so that you know each award's eligibility and can decide which award category you want to enter. The award descriptions can be found at aejmc.us/mcs/awards/

Second, the Research Award proposal should focus on the theoretical and methodological advancements relative to the study of mass communication. For the Dissertation and Research Awards, a special consideration is given to studies or proposals that investigate mass communication from a societal or macrosocial perspective – your work should emphasize the interaction with society and fit with the Division's mission (read Section 1 under "Purposes" on the Division's mission page: aejmc.us/mcs/about/bylaws)

Third, all three awards are open to various methodological orientations, including qualitative, quantitative, and historical approaches.

Fourth, familiarize yourself with submission evaluation criteria. For the Research Award criteria visit <http://aejmc.us/mcs/awards/research-awards/research-award/> and Dissertation Award <http://aejmc.us/mcs/awards/research-awards/dissertation-award/>

Teaching Awards

As we get closer to the deadline for the 2016 Mass Communication and Society teaching awards, the Teaching Committee would like to share some tips for successful award submissions.

First and foremost, no matter how "cliché" this might sound, it is always a pity to see submissions being discarded simply because of failure to adhere to the submission guidelines each year. Therefore, the importance of submission guidelines cannot be emphasized enough. The deadline of April 30 is strictly adhered to, and late submissions will not be considered.

The Division has implemented two new awards for this year: the Adjunct Instructor Award and the Teaching Ideas Competition. These awards are in addition to con-

tinuing the Promising Professors Awards and the Distinguished Educator Award. Information about these awards can be found on the Division's website, <http://aejmc.us/mcs/>, under the "Awards" tab at the

Service Awards

MCS has two new PF&R awards this year.

The MCS PF&R Award which 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.

Whether you are nominating someone or yourself for this award, please ensure that:

- The application letter clearly indicates whether the nominee should be considered on the basis of research, teaching or service activities.
- Provide detailed and specific examples of activities such as publications, courses or initiatives developed, either academic or public service related that demonstrate commitment to PF&R principles.

The Professional Award

CONT. SERVICE AWARDS, 7



Kalyani Chadha,
PF&R Chair



Fan Yang,
Teaching Chair

Panels Set for Annual Conference

The Mass Communication and Society Division has some exciting panels to present at this year's Annual Conference. One of the sessions we are most excited about is our preconference session from 1 to 5 p.m. Wednesday, August 3, which we're presenting along with the Newspaper and Online News Division.



Jennifer Kowalewski, Vice Head/Programing Chair

The preconference session, "Teaching algorithmic transparency," looks into the important and increasing roles algorithms play as we search for news and information online. Facebook, Twitter and Google are just some of the sites that rely heavily on algorithms to select and sort information. News outlets commonly rely on algorithms to optimize content production and tailor information to specific audiences. Teaching college students about the power of algorithms, the personalized web and the implications of algorithmic biases should be a central component of introduction to mass media, mass communication and society, and media literacy courses.

But teaching about algorithmic transparency, including the main principles of algorithmic selection processes, can be difficult for educators who need to learn themselves about these topics and distill complex information

into lessons that are manageable for undergraduate and graduate students. This panel session will provide journalism and mass communication educators with an overview of the important concepts related to algorithmic transparency and practical advice on how to teach these concepts to students.

The panel will also offer hands-on examples to introduce the ideas of algorithmic content creation to students. By pulling back the curtain on algorithms, students can learn more about the ways that content is filtered and sorted online.

You must register for the preconference session when you submit your registration.

We also have other exciting panels to offer to our members. None of these panels need registration, but please make sure to mark them on your calendar:

- 10 to 11:30 a.m. Thursday, August 4: we partnered with the Communicating Science, Health, and Risk Division to present the panel "Fostering community disaster resilience: The role of journalism and media."
- 11:45 a.m. to 1:15 p.m. Thursday, August 4: we partnered with the Commission on the Status of Women to present "Negotiating temptation: Possible protective and risk factors associated with the effects of sexual media content."
- 1:30 to 3 p.m. Thursday, August 4: we partnered with the Electronic News Division to present on a panel "Reporting 'live': Some safety, security, and ethical considerations."
- 5 to 6:30 p.m. Friday, August 5

CONT. PANELS, 7

CONT. REVIEWING, 2

reviewers. Indeed, many complain that they do not get any comments from the reviewer or that the feedback they do receive isn't very helpful (e.g., "good paper"). You do not need to write two single spaced pages for a good review. Indeed, a couple of paragraphs would be enough to help the authors revise their papers as they get them ready for journal submissions.

When providing feedback, there are a number of things reviewers can do to help the authors. First, the reviewer can provide some general feedback about the writing. Is it clear? Are there parts that are unclear? Second, the reviewer could provide feedback about the organization of the paper. Does the current structure of the paper make sense? Should the authors move around sections of the paper? Reviewers should also provide feedback about whether the authors are making a strong, logical argument. For example, are they misusing a theory? Are there conflicting findings that they're ignoring?

The reviewers should also provide comments on how to improve the methods the authors have employed. Is this the most rigorous data analysis technique? Has it been used properly? Reviewers should also provide feedback on the reporting of results. They can focus on whether the results are written clearly or whether it would help to include a figure or graph. Finally, the reviewers should focus on issues in the discussion section of the paper. That is, have the authors accurately grounded the findings in the existing literature? Are there additional weaknesses that should be added to this sec-

CONT. REVIEWING, 13

Vol. 49, Issue 3

What Makes a Good MCS Journal Submission?

I sometimes feel like Public Enemy #1 when we send out rejection letters for article submissions to *Mass Communication and Society Journal*. But as the *Journal* publishes six issues a year, we always need more submissions, and we are looking to accept more and more (the current acceptance rate is around 10%, comparable to the top journals in the field).



Ran Wei,
MCS Journal
Editor-in-Chief

With submissions totaling more than 300 a year, the load on the editorial team is considerable. Poorly prepared submissions drag on the review process as well. For example, a paper that reads like a straight cut out of a thesis needs to be re-formatted and sometimes totally rewritten prior to submission. Here are some tips from the editorial staff about what makes a good submission:

The formatting is correct and it is no longer than 30 pages. Reviewers sometimes get annoyed by poor formatting and sloppy proofreading, and they also don't appreciate manuscripts that are seemingly endless. These may seem like minor issues, but they can make a difference for a thumbs-up or thumbs-down. Consult these guidelines on the website. The page length rule applies to every submission.

The topic is a good fit for the journal. Some submissions get rejected immediately without the benefit of a full review because

they are not about media or mass communication. The *Journal* is a broad-based journal that aims to advance mass communication theories, especially at the societal or macrosocial level. Submissions focusing on clearly defined topical areas such as media economics or film studies, for example, are often more appropriate for some niche journals published by other AEJMC divisions. Conceptual essays in general are also desk rejected because the *Journal* gives priorities to theory-driven empirical studies.

We welcome submissions of interdisciplinary research footed in all theoretical foundations and research paradigms. The *Journal* draws heavily from many other disciplines, including sociology, psychology, anthropology, philosophy, law, and history. Methodologically, journal articles that we receive and publish employ qualitative and quantitative methods, including survey research, experiments, focus groups, ethnography and others. Whether the submissions use qualitative and quantitative methods, they should be methodologically well-designed and rigorous. You can find some good examples by reading articles in our recent issues.

We are always looking for good papers that advance theory and contribute to knowledge in mass communication research. If your article does that, please send us your submission.

Special Issue of MCS Journal

"Media, Terrorism, and Society"

A call for papers for a special issue of *Mass Communication and Society Journal* devoted to "Media, Terrorism and Society," will be issued shortly.

Guest edited by Shahira Fahmy of the University of Arizona, this special issue aims to consider the state of covering terrorism movements and to assess their trajectories and impact on public opinion and humanitarian crises on societies worldwide.



Shahira Fahmy, MCS
Journal Guest Editor

Interdisciplinary and creative approaches are highly encouraged to examine terrorism narratives and how the coverage evolved in recent years, specifically with the evolution of hi-tech media. The premise of this special issue of the *Journal* is to offer a forum for inspiring new conversations and advancing terrorism studies within the mass communication field.

A pool of solid submissions is expected by the submission due date of October 31 2016. The issue is scheduled to be published in Vol. 20, issue 6 of 2017.

Special MCS Journal Call
"Media, Terrorism, and Society"
Deadline: Oct. 31, 2016

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CONT. RESEARCH AWARDS, 4

sertation-award/ on the Division's website.

Finally, to be accepted submissions must be formatted correctly. Improper formatting will result in an automatic rejection of your submission. Make sure that you provide all the requested materials and submit your application packet before the deadlines. For the Dissertation and Research Awards, your application materials should be submitted as one PDF file to the Awards Chair, Michel Haigh (mmh25@psu.edu), by 11:59 EST on April 30, 2016.

If you have any questions or concerns about any of the research awards, do not hesitate to contact any of the MCS Research Committee members: Chair Jay Hmielowski (jhmielowski@wsu.edu, 509-335-5455), Associate Chair Nan Yu (nan.yu@ndsu.edu, 701-321-7300), Committee Member Masahiro Yamamoto (myamamoto@uwlax.edu, 608-785-6703), or Committee Member Chang Sup Park (cpark@bloomu.edu, 570-389-4672).

CONT. TEACHING AWARDS, 4

By expanding the Teaching Awards, we hope to encourage and recognize diverse forms of teaching innovations and excellence. Please note that each teaching award requires slightly different materials, so it is crucial to make sure you have everything required in your package before submitting your application. Also, some awards require recommendation letters. Make sure your references submit their letters for you on time as well.

Second, a standout submission should focus on quality, not length. While we don't set page

limits for all Teaching Awards submissions, it is always good to put the most convincing examples (e.g., your most innovative teaching assignments, most interesting syllabi, or well-polished teaching philosophy statements) into your application materials, and make your submission as efficient as possible within a reasonable number of pages. All of our award reviewers are volunteering to read your materials; they would really appreciate your consideration for their time by presenting the best of you in a succinct manner.

Last, but certainly not the least, details matter especially when multiple submissions hit the desk of a reviewer. A bit more attention to the details of your submission materials sometimes makes a huge difference. For instance, as each award asks for multiple supporting materials such as teaching philosophy, syllabus, teaching assignment, CV, and so on, it is much better to have section headers (and possibly an index page) for each of these materials to combine all of them into one big document. Simply lumping them together without any notation is confusing when reviewers are trying to check if you have all required documents submitted for a given award.

We hope you find the above tips useful as you prepare your application materials. The MCS teaching committee is looking forward to your teaching awards submissions. Please do not hesitate to contact the MCS Teaching Committee (<http://aejmc.us/mcs/about/officers-2/>) if you have any questions regarding teaching awards submissions.

We look forward to seeing you in Minneapolis.

CONT. SERVICE AWARDS, 4

recognizes professionals for upholding the values of professional freedom and responsibility, diversity and public service.

Please make sure that the nomination includes specific evidence of initiatives undertaken to uphold these values whether in the course of professional activities or service to the broader community.

For both awards, please make sure the nomination is accompanied by two letters of recommendation and the nominees CV/resume.

Last, please make sure to submit your materials on time. All material must be submitted electronically to the Awards Chair, Michel Haigh (mmh25@psu.edu), by 11:59 EST on April 30, 2016.

CONT. PANELS, 5

- 5: With the Communication Technology Division we will offer "Clashing values: Preserving traditional values and best practices in the digital space."
- 1:45 to 3:15 p.m. Saturday, August 6: we partnered with the Cultural and Critical Studies Division to present "How the reality of the Tianjin explosion was constructed on Chinese social media."
 - 5:15 to 6:45 p.m. Saturday, August 6: we partnered with the Public Relations Division to present "Beyond products and services: Institutional parasocial engagement with publics and implications for social responsibility."

Visit
<http://aejmc.org/events/mps16/>
 For More
 Annual Conference Information

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CONT. MINNEAPOLIS, 1

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passengers flying in/out of Minneapolis with a bicycle helmet among their carry-on luggage.)

Minneapolis trades spots with Portland, Ore., as the most bike-friendly U.S. city, and is the City of Lakes. Lake Calhoun, the city's largest lake, is connected to Lake of the Isles and Cedar Lake. You can rent a kayak, canoe, or paddle boat on the southeast corner of the lake at Wheel Fun Rentals. Rentals start at \$13 an hour for a kayak.

Next door to Wheel Fun Rentals is The Tin Fish Restaurant, one of the city's privately-run restaurants in its city park facilities. You can dine al fresco while enjoying fried and fresh seafood dishes and local beer.

Local Craft Breweries

According to the U.S. Brewers Association, as of 2014, Minnesota had 73 craft breweries, or 1.9 breweries per 100,000 adults over the age of 21, which ranks 16th among U.S. states. (Minnesota Public Radio, one of the nation's largest and best public radio stations at 91.1 FM, said the number of local breweries was expected to top 110 in 2015).

As Minnesotans tend to be a bit modest—as local



The view of the Stone Arch Bridge over the Mississippi River from the Guthrie Theater's "Endless Bridge." jpellgen/Flickr

folk legend Garrison Keillor says about the close-to-reality Lake Wobegon, "all of the children are above average," not exceptional, not middling—local beer is likewise above average.

For bolder local beer tastes, seek out specialty and seasonal Fulton beers, available at its taproom, just north of the Minnesota Twin's Target Stadium (who are playing away until Monday, August 8), just over a mile walk from the conference hotel, or find Surly beers sold in most area bars/restaurants.

If you're a true beer fan, you should head to Surly's world-class 50,000 square foot facility off the city's Metro Green Line light rail, two stops south east of the University of Minnesota, among the largest college campuses in the U.S. Surly is the state's most cutting-edge brewery, and lobbied for the 2011 Minnesota "Surly Bill," which allowed breweries to sell their products on premise, leading to the current explosion in the number of brew-pubs. It is also unique in featuring both a more casual dining experience on its main floor, as well as a fine-dining experience upstairs. As are most places in casual Minneapolis, Surly is very child-friendly, including two family restrooms on its main floor and a kid's play corner. In good weather, you can enjoy its one-acre outdoor space.

The Arts, Museums

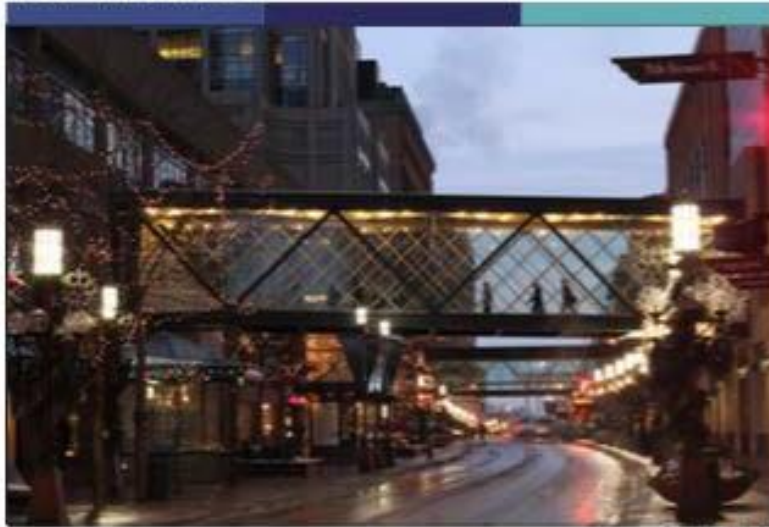
If your leisure tastes are more highbrow, head to the Guthrie Theater. Minneapolis is known for its arts community, and the Guthrie, which completed construction on its new facility in 2006, is among the

CONT. MINNEAPOLIS, 9



Dave Durnbaugh/Flickr

Minnesota is home to many above-average breweries, including Surly.



The Minneapolis Skyway on a damp morning. The Skyway is a network of more than 8 miles of enclosed bridges that link downtown Minneapolis buildings.

CONT. MINNEAPOLIS, 8 country's best theaters. Running concurrent with the conference are performances of "South Pacific" and "Disgraced." If you cannot catch a show, it is still worth a walk out onto the theater's "Endless Bridge," which is open to the public and provides panoramic views of the Mississippi River, including the St. Anthony Falls and historic Stone Arch Bridge, a former rail-turned-pedestrian bridge connecting the West and East banks of the river.

For a bit of local history, dating back to when Minneapolis was the "Mill City"—of both flour and timber—head next door from the Guthrie to the Mill City Museum, especially if you have young children in tow. Once proclaimed the world's largest flour mill, the Washburn A Mill was nearly destroyed by a fire in 1991. A decade later construction on the museum of the city's early history, tied to the "Great River," began. Among other lessons, the museum explains the origin of the term "log jam," a term undoubtedly familiar to an aca-

demic or two. (The museum also has a children's water exhibit to demonstrate how a log jam blocks the river's flow.)

The paths in front of the theater and museum are part of the National Park Service's Mississippi National River and Recreation Area, and provide fantastic walking, jogging, and biking trails along the river.

If you're more into art than theater, the modern Walker Art Center and its iconic outdoor sculpture

garden are also less than a mile's walk from the conference hotel. (Though sadly, the sculpture garden is closed for renovations until 2017). Another world class collection of art of all eras, the Minneapolis Institute of Art is less than two miles away from the Walker.

History buffs may enjoy learning about early U.S. military history at Fort Snelling, accessible from the conference via light rail, which features many children-friendly reenactments. The city also hosts the Pavek Museum of Broadcasting, which features early broadcasting technology and the Minnesota Broadcaster's Hall of Fame.

Inclement Weather, Shopping

If there is inclement weather, you can also connect from inside the conference hotel to the city's eight-plus mile, enclosed, climate-controlled, above-street "skyway" system. Over the summer, the skyway system will expand again to incorporate the Minnesota Viking's new \$1-billion U.S. Bank Stadium, which is anticipated to open in August 2016. The stadium will host the 2018 Super Bowl and the 2019 NCAA Final Four.

CONT. MINNEAPOLIS, 13



Built after the War of 1812, Fort Snelling features historic reenactments, among other activities.

Vol. 49, Issue 3 The Benefits of Joining MCS to Graduate Students

The MCS Division offers an embarrassing number of benefits for graduate students. As a Graduate Student Liaison for the Division, I may be biased, but allow me to elaborate on a few opportunities.

As one of the largest Divisions, MCS will sponsor six panels and have slots for 65 papers at the Annual Conference. The Division is open to many theoretical and methodological approaches, and spans journalism, PR, advertising, and still-emerging areas of study.

It is also able to give awards totaling almost \$15,000 in recognition of outstanding research, teaching, and service, some of which are targeted to grad students.

The Promising Professors Awards give credit to the exceptional teaching of new faculty and grad students. Like most divisions, MCS also awards top student papers, and holds the Moeller Student Paper Competition, which recognizes the best paper written as part of coursework.

The Division also helps students defray student travel costs with two \$500 grants for the Midwinter Conference and four \$1,000 grants for the Annual Conference.

Graduate students should also



Ben Lyons,
Graduate Student
Liaison Associate
Chair

take note of the Division's Dissertation Award, which carries a cash prize of \$3,000 and an opportunity to publish in *Mass Communication and Society Journal*. Speaking of the Division's excellent journal, membership includes a subscription to the journal.

Membership benefits extend beyond monetary, of course. The Division has initiated a new Graduate Mentorship Program to match students with experts in the field. The syllabus exchange, too, should be especially helpful for students as they transition to junior faculty. MCS also offers great service opportunities for students, my position included.

Finally, I think graduate students should realize that their participation and input is valued by the Division. This fall, MCS leadership conducted a survey specifically aimed at gauging our perceptions of the Division and our place within it. The results are informing the Division's direction going forward.

If you have any questions about these programs, email me at benjamin.a.lyons@gmail.com.

Graduate Mentorship Program Call

The Division is developing a Graduate Mentorship Program starting for the 2016-2017 academic year. We are currently looking for faculty members willing to serve as an MCS mentor (faculty members from any rank are welcome to apply) and graduate students interested in being mentored.

Mentors will be expected to provide insight and direction to a graduate student mentee at various points throughout the academic year. Graduate student mentees are

expected to reflect on areas in need of guidance in order to best utilize time spent with their mentor. We also strongly encourage in-person meetings at the beginning and end of the mentorship year during the AEJMC Annual Conference.

Mentorships are crucial for the wellbeing of young professionals in any career. Our graduate students are the future of this field and their success depends on our willingness to provide opportunities for learning and growth. Passing on information about your own experiences takes little time and effort but gives mentees the invaluable advice they crave to feel prepared and confident in their future professions.

Mentors inspire their mentees to pass along the kindness they have received, preserving our academic culture for years to come. Our division is calling on faculty members willing to support this cause by sharing your experiences with a graduate student. Additionally, we invite graduate students who would like to participate in this career building opportunity.

If you are a MCS faculty member or graduate student interested in participating in this program, please visit the Division website, <http://aejmc.us/mcs>, and apply to become a mentor or mentee under the "Resources" tab. Any additional questions can be sent to Melanie Sarge at m.sarge@ttu.edu. Applications will be used in order to create mentor-mentee pairs that are suitable and advantageous for both parties involved in the program.



Melanie Sarge,
Vice-Head Elect/
Membership Chair

Vol. 49, Issue 3 MCS Has Big Presence at Midwinter

The Mass Communication and Society Division enjoyed another successful AEJMC Midwinter Conference at the University of Oklahoma in Norman, February 26 and 27. As usual, MCS had the largest representation of any division, with 25 papers presented in seven panels over both days of the conference. MCS was the only division with a panel at all seven sessions throughout the conference.



Kelly Kaufhold,
Midwinter Chair

Because of the quantity and

quality of submissions (54), the acceptance rate for MCS at Midwinter was 46 percent. Each of the 54 abstracts received three reviews and was scored using a standardized 5-item scoring sheet measuring quality and relevance to the Division. Special thank you from co-chairs Robert McKeever (South Carolina) and Kelly Kaufhold (Texas State) to the 15 reviewers who volunteered to score about eight abstracts each.

As usual at Midwinter, most submissions came from graduate students, who were well represented at the conference. Presenters came from as close as Oklahoma and as far away as Western Washington University. California, Utah, Ohio, Kansas, Illinois, North Carolina, Florida, Kentucky and Texas were also represented.

For the first time this year, two

graduate students, Rich Shumate, from the University of Florida and Animesh Rathore, from Ohio University, won MCS Travel Awards of \$500 each to attend Midwinter.

Paper topics included media framing, historical journalism, health communication, social media, media marketing, gender and race, media, politics and protest movements, and the intersection of journalism and public opinion.

Moderators and discussants came from Kansas State, Buffalo State, Towson University, Brigham Young, Kentucky, Texas Tech, Texas State, Oklahoma and Oklahoma State.

As always, thanks to Elanie Steyn for organizing and hosting a wonderful conference at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma.

The Challenge of Providing Ethical Coverage of the Presidential Campaign

What role must the media play in covering the presidential campaign? To what extent must media organizations remain impartial in their coverage? In the day and age of the 24 hour news cycle, where our vernacular includes things such as tweet, retweet, likes, and posts we have a plethora of information at our finger tips.

Media organizations that present news, information, and at-times opinions must be held to certain journalistic standards. According to author and notable journalist Denis Muller, four key concepts to ethical journalism are free speech, avoidance-of-harm, public interest, and censorship. All of these are important concepts that most media organizations follow to an extent. Obviously there are grey areas that come to light. For instance the WikiLeaks scandal that rocked the political world in 2010, the coverage of Syrian Refugees in 2015, and the 2016 U.S. Presidential Campaign bring us at times to question the ethicalness of news coverage.



Vincent Cicchirillo,
PF&R Associate
Chair

The presidential campaign leading up to the election in November is definitely of public interest. Moreover, the media's role should be to educate individuals about the candidates' positions on a range of issues. This should allow voters to make informed decisions.

It seems, however, that the "coverage" is an attempt to grab attention in the constant news cycle and has turned towards the absurd. This is not necessarily new, as major news organizations have turned towards more entertaining sensationalized coverage in order to attract viewers. As a society we must demand more of our news organizations. Ethically the media should remain impartial – giving equal consideration to each candidate.

It seems that some candidates have been able to side step impartiality by saying outrageous things in order to keep the spotlight pointed in their direction. The media must not fall for such parlor tricks. Ethical coverage means taking care not to give any one candidate over-exposure. Certainly each organization must decide how to treat each candidate, but even overexposure of negative coverage limits our decision making processes. The media have a responsibility to citizens that supersedes ratings.

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CONT. BOARD MEMBERS, 2
ki will move up to Division Head and Melanie Sarge will become Vice Head/Programming Chair. As a Division, we usually look to our Research Chair to become the new Vice Head Elect/Membership Chair.

If all our Associate Chairs decide to stay and become the Chair of their respective committees, we still will need a slate of 20 returning and new committee members to run for the board at the 2016 AEJMC Conference in Minneapolis. For more information on each of the positions see the links provided here:

- Midwinter Conference Committee (3) <http://aejmc.us/mcs/committees/midwinter-committee/>
- Research Committee (3) <http://aejmc.us/mcs/committees/research-committee/>
- Teaching Committee (3) <http://aejmc.us/mcs/committees/teaching-standards/>
- Professional Freedom & Responsibility Committee (3) <http://aejmc.us/mcs/committees/professional-freedom-responsibility-pfr/>
- Awards Committee (3) <http://aejmc.us/mcs/committees/awards-committee/>
- Communications Committee (3) <http://aejmc.us/mcs/committees/communications-committee/>
- Graduate Student Committee (2) <http://aejmc.us/mcs/committees/graduate-liaisons/>

If you have been waiting for an opportunity to get more involved in the Division, your time is now. If you have questions or are interested in a position please email me at mooremedia75@gmail.com.

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CONT. SECOND JOURNAL, 1

ond journal and 13% said they would support it if the journal was published online only. In contrast, 20% said there were already too many journals so they wouldn't support it and 20% said they didn't really care.

Suggestions ranged from a "more qualitative, cultural/critical" journal to one that would "help young scholars." Teaching was also suggested as a focus as was "media psychology." In terms of potential collaborators were the suggestions that the now-defunct *Journal of Media Sociology* be revived or that the Law or Ethics divisions be approached to co-sponsor. Many ideas were suggested by only one survey respondent, I think at least two journal ideas surface as potentials without detracting from the current journal.

1. Having a journal focused on "Mass Comm Teaching and Society," or a similar form of that topic, came up from about three respondents. Certainly there are relatively fewer journals in our field that focus on communication pedagogy. We would not want to suck submissions away from *Journalism and Mass Communication Educator* by doing this, however, so we would need to be careful.
2. A quick turnaround journal that could fill a hole in the field would be one that focused on "Replication and Criticism in Mass Communication Research." We teach our students to explain their research so that it would be replicable, but where would you publish it? The *Chronicle of Higher Education* ran a story just recently pointing out that a group trying to faithfully replicate 100 studies in psychology had mostly poor results. A group from Harvard critiqued the replications as poorly done. An economics study reported 61% successful replications in economics.¹ But could their replications be replicated?

If the Division decided to start a second journal, whatever direction we went would require negotiations with a publisher. The current Division journal is up for contract renewal in 2018. Perhaps at that time we could negotiate with a publisher to consider a two-journal package if we got a proposal together and had the structure and focus in place. I would recommend the following:

1. A vote up or down at the 2016 conference on pursuing a second journal.
2. If the vote is yes, assemble a "journal advisory group."
3. This group would narrow potential journal directions based on potential demand, members' interests, publishers, costs, and potential outside collaborators during 2016/17.
4. A presentation and vote between viable directions would be taken at the 2017 conference.
5. A call for editor would be disseminated and a committee would be chosen to interview and recommend an editor.
6. A vote would be taken at the conference in 2018 on the editor for a new journal; solicitation of manuscripts would start thereafter.
7. Publication of the new journal would begin in 2019/2020.

This challenge, should the Division choose to accept it, would certainly be bold, innovative, and visionary. And may the committee that would be tasked with its implementation be up to the challenge.

(Endnotes)

- 1 Basken, P. (2016, March 3). Can science's reproducibility crisis be reproduced? *The Chronicle of Higher Education*.

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CONT. REVIEWING, 2

tion of the paper?

As with all feedback, reviewers should avoid attacking the authors and provide comments that will help improve the paper. Although it is appropriate to be direct in your comments, reviewers should provide feedback on how the problems could be fixed. For instance, if the authors have used the wrong analysis, tell them what analysis they should use. In the end, reviewers should be polite, constructive, and respectful, and avoid unnecessary invective.

For more information on reviewing papers, please check out the following sources:

Bengtson, B. L. & MacDermid, S. M. (n.d.). How to review a journal article: Suggestions for first-time reviewers and reminders for seasoned experts. Retrieved from <https://www.ncfr.org/jmf/jmf-reviewers/reviewer-guidelines>.

Golash-Boza, T. (2012). How to write a peer review for an academic journal: Six steps from start to finish. Retrieved from <http://www.phd2published.com/2012/05/09/how-to-write-a-peer-review-for-an-academic-journal-six-steps-from-start-to-finish-by-tanya-golash-boza/>

Roediger, H. L. (2007). Twelve tips for reviewers. *The Observer*, 20(4). Retrieved from <http://www.psychologicalscience.org/index.php/publications/observer/2007/april-07/twelve-tips-for-reviewers.html>. tion

**Annual Conference
paper acceptances
will be emailed by May 20.**

CONT. MINNEAPOLIS, 9



Local cyclists enjoy a bike trail. Minneapolis trades spots with Portland, Ore., as the most bike-friendly city in the U.S.

There are many good local restaurants within the skyway, though many are only open weekdays. An interactive map of the system is available at skywaymyway.com. The skyway also connects to the downtown Macy's and Target, the latter which is headquartered in downtown Minneapolis, among other stores. (Though if you really want to shop, take the Blue Line

light rail to its terminal stop at the Mall of America, the largest indoor mall in the U.S.)

But like the locals, you'll likely find that you want to spend as much time outdoors as possible. Summer days can be warm and humid, with an average temperature of 80 degrees, but summer evenings tend to cool off into the low 60s. (And like the locals, you'll want to keep a light sweater/sweatshirt on hand for when the temperature drops.)

For more information on visiting Minneapolis, explore "Meet Minneapolis" at <http://www.minneapolis.org/>.

MCS Division Secretary/ Newsletter Editor Brendan Watson spent the past four years as an assistant professor at the University of Minnesota-Twin Cities. He's joining the faculty in the School of Journalism at Michigan State University this summer.

Division Members Encouraged to Participate in Social Media Outreach

The MCS Social Media Committee's role is to utilize, maintain, create and recruit for the Division's social media accounts to raise awareness about the Division. Jack Karlis of SUNY Buffalo State and Iveta Imre of Western Carolina are the officers in charge of the committee.

The committee seeks continued growth and more participation from Division members in spreading the news about our Division. As of March 2016, there were 603

members on Facebook (a .01 percent growth from March), 1,548 followers on Twitter (a 3 percent increase from March), and 805 members on LinkedIn.

The social media committee would kindly ask that if there is any news to share or MCS members that have not joined, they do so. They would also that members share, retweet, link or repost division information on their own personal accounts to help diffuse information. The platforms are an excellent tool to disseminate any information about jobs, conference calls, or pertinent information related to the division. If member sees spam or something inappropriate posted or shared on one of the sites, please email karlisjv@buffalostate.edu immediately for removal.

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Updated Bylaws (Voted on Changes Based on Business Meeting on Aug. 8, 2015)

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.

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 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 the convention and approval by the members during the MCS meeting, although 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.

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 three times each year (once in the fall, once in the winter, and once in the spring).

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. 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.

SECTION 3.

The Awards Committee Chair will keep a current record of all awards and competitions rules, deadlines, monetary amounts, and other pertinent information so that this information can be kept consistent from year to year and easily passed on to the succeeding Chair.

ARTICLE IX

MASS COMMUNICATION AND SOCIETY JOURNAL

SECTION 1.

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

SECTION 2.

A portion of each member’s annual dues may be used to support “Mass Communication and Society.”

Separate books will be maintained by the MCS Division Head for “Mass Communication and Society” revenue and expenditures. All expenditures from the “Mass Communication and Society” account must be approved by the MCS Division Head. The Division should aim to maintain a balance in the Journal account equal to twice the annual expenses. In addition, a long-term fund (initially \$100,000) will be maintained in an investment managed in coordination with AEJMC. Such investment principle would only be accessed for future emergency Journal needs. Revenues generated by this investment will return to the Division annually to underwrite free graduate student Division membership and other Division expenses.

SECTION 3.

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

SECTION 4.

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

SECTION 5.

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

SECTION 6.

The Editor makes decisions about all matters related to the content of the Journal. The Editor will establish an Editorial Board, which provides advice and review of material submitted for publication. The Editor will be responsible for the administration of the Journal. The Editor will serve as a liaison between the Division and the Publisher on Journal matters, and will provide an annual report on the Journal at the AEJMC annual conference. The Editor is responsible for assuring that the Journal follows accepted practices of academic peer review. The Editor receives a yearly stipend from the publisher in the amount contractually agreed to between the Publisher and the MCS Division. The Division will provide support of up to \$5,000 to cover expenses of the Editor related to the administration of the Journal from Journal funds. The Division will also provide a \$2,500 summer stipend to be paid after all proofs are submitted to the publisher for an annual volume, concurrent with stipend payments to Associate Editors.

SECTION 7.

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

SECTION 8.

At the Editor's discretion, up to 100 pages may be added to the Journal's allotted size each year to provide space for a forum on a special topic determined by the Editor with input from the Editorial Board. The additional pages will be paid for from Journal funds. The special topic "symposium" will occur within the standard number of issues of the annual Journal provided by the Publisher.

The Editor may select a Guest Editor with expertise in the chosen topic. The Guest Editor must be a member of the MCS Division. The Guest Editor, in conjunction with the Journal Editor, will be responsible for issuing a special call for papers on the topic. If a Guest Editor is chosen to

edit a special topic symposium in any given year, \$1,500 will be provided to the Guest Editor from Journal funds upon submission of final symposium proofs to the Publisher for printing.

SECTION 9.

The Journal Editor may appoint up to five Associate Editors to serve concurrently, who will each be paid an annual stipend of \$2,500 from Journal funds after satisfactorily performing their assigned duties through submission of proof copy edits to the Publisher for an entire volume of the Journal. Associate Editors who serve less than a full year may have their stipend prorated based on the proportion of issues in the volume that were completed during their time of service. The Editor-Elect may also receive a \$2,500 stipend for the year served in advance of publishing his or her first issues and receiving support from the Publisher.

SECTION 10.

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

SECTION 11.

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

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

SECTION 12.

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

SECTION 13.

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

SECTION 14.

To motivate and reward service of reviewers, the MCS Journal will give an award of \$500 (from Journal funds) accompanied by a plaque or certificate to one outstanding reviewer selected each year. The Editor and Associate Editors will form a committee to select the reviewer of the year. Criteria for determining the award will include the number of reviews completed, quality of the review, promptness of review response, and the impact of reviews in nurturing young scholars. In the event of no suitable nomination, the Editors reserve the right not to give the award.

SECTION 15.

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

Dr. Shen Appointment to MCS Journal

October 30, 2015

Fuyuan Shen, Ph.D.
Associate Professor
College of Communications
22 Carnegie Building
Pennsylvania State University
University Park, PA 16802

Dear Dr. Shen:

This letter is to serve as your official appointment as the next Editor of Mass Communication & Society (hereafter referred to as the Journal). The letter outlines the terms of your appointment and your duties to the Journal and the Mass Communication & Society Division (hereafter referred to as the Division) of AEJMC.

Your three-year term officially begins with Volume 20 at the beginning of 2017 and ends with Volume 22 at the end of 2019. However, over the next 15 months you will begin transitioning to the role of Editor while you accept and process manuscripts. During this time you will work with Taylor & Francis (hereafter referred to as the Publisher) and the Outgoing Journal Editor, Ran Wei.

Your yearly stipend paid by the Publisher beginning in January 2017 will be approximately \$6,000 per volume (with a 3% increase per year beginning in 2011) paid in January, April, July and October each year. The Publisher will pay for travel and accommodations for you and one Division representative to attend an orientation meeting in the Publisher's offices. You will earn a \$2,500 stipend from the Journal funds for services in advance of publishing your first issues. In addition, you will receive editorial expenses and Editorial Assistant support for a period not to exceed six months or one academic term in advance of publishing your first issues. You will receive an additional \$2,500 summer stipend from the Journal funds for work done outside the typical 9-month university contract. Finally, you will receive support of up to \$5,000 from the Journal funds to cover editorial expenses in relation to administration of the Journal. This can include conference trips (flight, hotel, registration, per diem) or technology that you decide necessary. Reimbursement requests for Editorial Assistants and editorial expenses must be submitted to the Journal funds/AEJMC Treasurer at the end of the respective academic term. The funds cannot roll over if unspent by September 30 of each year.

In year two of your three-year term you must notify the Division Head if you would like to serve a consecutive three-year term. This will allow for the search, vote, and training of a

new Editor during your third year. You are limited to two consecutive three-year terms as Editor. If, for some reason, you are unable to complete your term you must notify the Division Head immediately. In the event that you are unable or unwilling to complete your duties in a satisfactory manner, you may be removed as Editor. These measures are usually pursued in the direst of circumstances, such as repeated non-publication of issues or clear violations of peer review procedures.

Journal Administration

The Publisher manages production, promotion, distribution, fulfillment, and subscription management of the Journal. As Editor, it is your responsibility to carry out the agreement between the Division and the Publisher. The Journal is published six times per year, with one “symposium” special issue allowed each year. The special topic “symposium” must occur within the standard number of annual issues. The total number of pages printed each publishing year is 720 (inclusive of Table of Contents, front matter, back matter and indexes). Thus, the six issues contain 120 pages each. At your 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 would not be published for more than six months. The additional pages will be paid for from Journal funds.

It is your responsibility as Editor to make decisions regarding all content of the Journal, keeping in mind the Division is solely responsible for establishing editorial policies of the Journal as well as its objectives and scope. The Journal’s mission is to publish articles from a wide variety of perspectives and approaches that advance mass communication theory, especially at the societal or macrosocial level. The Journal should focus on studies that draw heavily from many other disciplines including: sociology, psychology, anthropology, philosophy, law, and history. Methodologically, Journal articles employ qualitative and quantitative methods, survey research, ethnography, laboratory experiments, historical methods, and legal analysis. Additional content you will be responsible for includes: Editor’s note (preface of each volume), Deutschmann Scholar Essay Series (AEJMC’s Paul J. Deutschmann Award for Excellence in Research scholarly essay by winner), and Scholarly Milestones Essays.

You are responsible for assuring that the Journal follows accepted practices of academic peer review including: plagiarism and conflict of interest, proper informed consent procedures and processes, accurate and objective reporting of study’s purposes, procedures and results, changing/adding of authors before publication, submission of original work, confidentiality of manuscripts during editorial review, and respect for human subjects.

You are responsible for maintenance of separate financial accounts for the Journal. To do this, you will work with the AEJMC Treasurer to oversee all revenue and expenditures. In regard to the Journal’s funds it is required that an amount equal to twice the annual expenses is maintained in the Journal’s balance at all times. In addition, a long-term fund (initially \$100,000) will be maintained in an investment coordinated with AEJMC Endowment Funds. Such fund principle will only be accessed for future emergency Journal

needs. Revenues generated by this investment will return to the Division annually to underwrite free graduate student memberships and other Division expenses.

In regard to the member subscription list, it is your responsibility as Editor to ensure that the current Division membership list is provided to the Publisher in advance of publication of each issue. This list can be obtained from the AEJMC Membership manager by emailing aejmcmemsub@aol.com. The Publisher requires full names, mailing addresses and email addresses of all Division member subscribers (including student members).

Editorial Board

You may choose up to five Associate Editors to serve concurrently with you. Each will be paid an annual stipend of \$2,500 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 the time of service.

The Journal fund will pay an annual stipend of \$2,500 to the Book Review Editor for coordinating and soliciting book reviews for the Journal. The Editor reserves the right to select a new Book Review Editor who will serve concurrently with you.

The Journal fund will provide financial support for a graduate student to serve as the Editorial Assistant at the Editor's home institution. The Editor reserves the right to select his own Editorial Assistant. Financial support of the lesser of \$10,000 (\$5,000 per semester) 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 Editorial Assistant's time is divided between the Journal and other duties, the payment from 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). In addition to this amount, a Summer Editorial Assistant will be paid \$5,000 from the Journal funds. This will be paid for continuing duties between spring and fall semesters.

It is standard procedure for the Editorial Board to include past Division Heads. Each year you will be responsible for ensuring that all former Division Heads are on the Editorial Board and the Outgoing Division Head is added to the Editorial Board.

As Incoming Editor you reserve the right to keep any of the current editors. Once you have chosen your new Editorial Board members, it will be the Outgoing Journal Editor's responsibility to notify current Associate Editors, Book Review Editors, Editorial Assistants and members of the Editorial Board that their service to the Journal has ended.

Special Issues

It is your responsibility to work with the Incoming Editorial Board on selection of a special topic "symposium" issue for 2017. You have up to 100 extra pages each year for this special

issue. You may select a Special Issue Editor and pay them a stipend of \$1,500 at the successful completion of producing the issue. The Special Issue Editor should have expertise in the chosen topic.

Journal Awards

You are responsible for working with the Editorial Assistants to determine awards to motivate service of reviewers (Reviewer of the Year) and to recognize outstanding research published in the Journal (Article of the Year). Criteria for determining the Reviewer of the Year award should include number of reviews completed, quality of the reviews, promptness of the review responses, and the impact of the reviews in nurturing young scholars. In the event of no suitable nomination, you may reserve the right not to give the award. Criteria for determining the Article of the Year award should include advancement of theory, quality of writing, number of citations (or downloads), and publicity (if applicable). In the event of no suitable article, you may reserve the right not to give the award. Awards are as follows:

- Reviewer of the Year \$500 and plaque
- Outstanding Article \$500 and plaque

In addition to these awards, you will work with the Division to choose research projects for the Mass Communication & Society Research Grant. Any topic that advances mass communication research, especially at the societal or macrosocial level, is eligible for the awards. Proposals must emphasize the interaction with society and fit with the Division's mission. All methods, whether qualitative or quantitative, are welcome. Any member of the Division who is currently teaching, researching or studying mass communication full time is eligible. Members of the Division Executive Board or selection committee are ineligible to apply. Faculty winners of this grant receive can up to \$10,000 (2) and graduate student winners can receive up to \$5,000 (1). The Journal receives the right of refusal for publication at the conclusion of the projects. The Journal provides half the money in advance of the project and the remaining amount at the conclusion of the project, provided the project is completed within two years of the issuance of the grant money. Winning the award grants right of first refusal to the Journal, but does not necessarily guarantee acceptance into the Journal.

Finally, you will work with the Division to choose the winner of the Dissertation Award. An eligible dissertation must have been completed between January 1 and December 31 of the year prior to the respective annual AEJMC conference. 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 the December 31 deadline. The dissertation should address topics that: 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. All methods, whether qualitative or quantitative, are welcome. Winners of this grant receive up to \$3,000 and the Journal receives the right of refusal for publication at the conclusion of the project. If an article based on the student's dissertation has already been submitted to another journal, that dissertation is no longer eligible for the award. The Journal provides half the money in

advance of the project and the remaining amount at upon submission to the Journal, provided the submission is made within two years of the issuance of the award money. Winning the award grants right of first refusal to the Journal, but does not necessarily guarantee acceptance into the Journal.

Division Responsibilities

As the Editor of the Journal you are a member of the Executive Board of the Division and serve as the liaison between the Division and the Publisher on all matters. In addition, as an Executive Board member you will help the Division Head establish and implement overall Division policy, advise the Division Head as needed, and perform other duties as directed by the Division Head. During your term as Editor you must remain a member of the Division as well as remain a member in good standing with AEJMC.

One of the duties you may be asked to perform as Incoming Editor is to write newsletter articles introducing your new board members, inviting special topic proposals, etc. Once you become Editor you will be responsible for writing 3-4 articles per year for the newsletter covering a variety of topics. The Division Head will provide deadlines for newsletter articles to you.

Leading up to the annual AEJMC conference you will take part in reviewing and judging several different awards. The Division Head will provide the list of awards you will be asked to judge each year.

You are responsible for completing a section outlining the Journal's accomplishments for the Division annual report. This report is submitted to AEJMC in June. The Division Head will inform you as to what needs to be submitted in the report. The Publisher, in conjunction with the Division's annual meeting, will provide a full publishing report including updates on the status of subscriptions, Journal production, and marketing activities performed or planned for that year.

At the annual AEJMC conference you will be expected to host an Editorial Board meeting (luncheon will be paid for/hosted by the Publisher) for the Journal, attend the Division Board meeting, attend the Division Business meeting, and attend the Division social. At each of these meetings you will be expected to give an overview of the Journal and announce Journal awards.

In addition, you will work with the Publisher to arrange a booth at the annual conference to exhibit the Journal and any other publications that are deemed of interest to the Division's membership. This booth will be provided from the Journal's funds, free of charge to the Publisher.

Following the annual AEJMC conference you will be responsible for updating the "Mass Communication & Society Division Information" page on the inside of the Journal. The list of new officers will be provided to you by the Division Head following voting in of the new Division Executive Board at the Division Business meeting. You will also be responsible for

providing the Division Webmaster/Listserv Manager with updates to the Journal webpages on the Division website. This includes updates to the following pages: Mass Communication and Society Journal Editors, Editorial Board, Statement of Editorial Philosophy, Ethical Guidelines for Research Submitted to Mass Communication and Society, and Publisher's Page.

Congratulations on your appointment as the next Editor of the Journal. If you have any questions or concerns regarding the enclosed conditions of your appointment or anything related to your new position please do not hesitate to contact me to discuss them further. The Division looks forward to working with you.

Sincerely,

Jensen Moore, Ph.D.
Mass Communication & Society Division Head
Association for Education in Journalism and Mass Communication

MCS at Annual Conference

Wednesday, August 3

1 pm to 5 pm

Mass Communication and Society and Newspaper and Online News Divisions

Workshop Session: **Teaching Algorithmic Transparency**

Moderating/Presiding: **Elia Powers**, Towson

Panelists: **Elia Powers**, Towson
 Michale Koliska, Auburn
 Jan Lauren Boyles, Iowa State
 Andrea Guzman, Northern Illinois
 Seth Lewis, Oregon
 Charles Berret, Columbia

Algorithms play an increasingly large role in determining the content we find when we search for news and information online. Facebook, Twitter and Google are just some of the sites that rely heavily on algorithms to select and sort information. News outlets commonly rely on algorithms to optimize content production and tailor information to specific audiences. Algorithms take into account our search habits and preferences to present personalized results for web users (Pariser, 2011). The programmers behind popular algorithms essentially determine what type of content users will see. These hidden and automated editorial choices often promote certain values and specific worldviews, and also may elevate content providers to increased prominence. This panel session will provide journalism and mass communication educators with an overview of the important concepts related to algorithmic transparency and practical advice on how to teach these concepts to students. The panel will also offer hands-on examples to introduce the ideas of algorithmic content creation to students. By pulling back the curtain on algorithms, students can learn more about the ways that content is filtered and sorted online. Pre-registration is required.

Thursday, August 4

10 am to 11:30 am

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

PF&R Panel Session: **Fostering Community Disaster Resilience: The Role of Journalism and Media**

Moderating/Presiding: **J. Brian Houston**, Missouri

Panelists: **Brooke Fisher Liu**, Maryland
 Adam Glenn, City University of New York
 Mimi Perreault, Appalachian State
 Gina M. Eosco, Eastern Research Group
 J. Brian Houston, Missouri

11:45 am to 1:15 pm

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

PF&R Panel Session: **Negotiating Temptation: Possible Protective and Risk Factors Associated with the Effects of Sexual Media Content**

Moderating/Presiding: **Jessica Willoughby**, Washington State

Panelists: **Stacey Hust**, Washington State
Kathleen Boyce Rodgers, Washington State
Rebecca R. Ortiz, Texas Tech
Autumn Schafer, Oregon
Marie-Louise Radanielina Hita, Quebec, Montreal, Canada

1:30 pm to 3 pm

Electronic News and Mass Communication Divisions

Teaching Panel Session: **Reporting “Live:” Some Safety, Security and Ethical Considerations**

Moderating/Presiding: **B. William Silcock**, Arizona State

Panelists: **Joe Foote**, Oklahoma
Lee Hood, Loyola-Chicago
Peter Morello, Missouri-Kansas City
Jenn Burleson Mackay, Virginia Tech
Roy L. Moore, Middle Tennessee State

5 pm to 6:30 pm

Internships and Careers Interest Group, Mass Communication and Society Division, Commission on the Status of Women and Communication Theory and Methodology Division

Scholar-to-Scholar Refereed Paper Research Session

Communication Theory and Methodology Division

Topic — **Advances in Communication Theory and Research**

1. The Communication Research Matrix: An Alternative Approach to Kuhn's Conception of Paradigms
Zachary Sapienza and **Aaron Veenstra**, Southern Illinois Carbondale
2. What is a Shared Interest?: How Ex Parte Can Be Used to Reveal the Overlap of Public and Corporate Interests in FCC Policy Making
Amy Sindik, Central Michigan and **Brian Creech**, Temple
3. I Am In A Relationship With Harry Potter: Evaluation of Parasocial Interactions and Textual Poaching in Harry Potter Fandom Forums
Sara Erlichman, Kansas
4. How Can Media Users Feel Presence by Fictional Media Content?
Euijin Ahn, Yeungnam University and **Hwiman Chung**, New Mexico State
5. Examining the Interaction Effect between Media Favorability

and Media Visibility of Business News on Corporate Reputation
Xiaoqun Zhang, North Texas

Discussant: **Jae-Hwa Shin**, Southern Mississippi

Mass Communication and Society Division

Topic — **Outcomes of Political News and Communication**

6. The Effect of Pro- and Counter-Attitudinal Exposure on Cognitive Elaboration and Political Participation: Examining the Moderating Role of Emotions in Exposure to Political Satire
Hsuan-Ting Chen, Chinese University of Hong Kong
7. Content-Expressive Behavior: Discussion Network Heterogeneity, Content Expression, and Political Polarization
Matthew Barnidge, **Alberto Ardèvol-Abreu**
and **Homero Gil de Zúñiga**, Vienna
8. Celebrity Candidate Voters in Campaign 2016: Media Use, Motivations and Political Learning
Stacey Kanihan and **Hyejoon Rim**, Minnesota
9. Political Self-categorization, Geography, and the Media: How Does News Consumption Play a Role in Perceptions of Universal Human Rights?
Lindsey Blumell, Copenhagen Business School/Texas Tech
10. Propaganda Pros: The Islamic State in Iraq and Syria's Crusade to a Caliphate
Alex Luchsinger and **Robert McKeever**, South Carolina

Discussant: **Mike Wagner**, Wisconsin-Madison

Topic — **Media Framing**

11. Picturing Horror: Visual Framing in Newspaper Coverage of Three Mass School Shootings
Nicole Dahmen and **David Morris II**, Oregon
12. Too Hard to Shout Over the Loudest Frame: Effects of Competing Frames in the Context of the Crystallized Media Coverage on Offshore Outsourcing
Volha Kananovich and **Rachel Young**, Iowa
13. [Gain-Loss Framing and Emotional Imagery: Testing Valence and Motivational Rules for Matching](#)
Kiwon Seo, Sam Houston State
14. Fifteen Years of Framing Research: Is Framing Research Maturing?
Joseph Provencher, Texas Tech;
Benjamin Smith, California, Santa Barbara
and **Cynthia Coleman**, Portland State

Discussant: **Brian Houston**, Missouri

Topic — **Journalism I: Gatekeeping and more**

15. Effects of Mass Surveillance on Journalists and Confidential Sources: A Constant Comparative Study**
Stephenson Waters, Florida
16. The New Gatekeepers: Discursive Construction of Risks and Benefits for Journalism, Silicon Valley, and Citizens*
Frank Michael Russell, Missouri
17. Amplified Gatekeeping: A Theoretical Proposal
Edson Tandoc, Nanyang Technological
18. Complicity, Trust or Getting Through the Day? News Media Institutional Norms at the State House
Meredith Metzler, Wisconsin-Madison

19. [Blurring the Boundaries between Journalism and Activism:
A Transparency Agenda-building Case Study from Bulgaria](#)
[Lindita Camaj, Houston](#)

Discussant: **Kalen Churcher**, Wilkes

- * Second Place Student Paper
** Third Place Student Paper

Topic — **Journalism II: Work Experience and Role Conceptions**

20. Traumatic Experiences: Measuring Journalists' Trauma
Exposure and Emotional Responses
Kenna Griffin, Oklahoma City
21. Anti-intellectualism among Students in Journalism and Communication:
A Developmental Perspective
Michael McDevitt, Colorado; **Jesse Benn**, affiliation
Perry Parks, Michigan State; **Jordan Stalker**, Wisconsin
Taisik Hwang, Georgia and **Kevin Lerner**, Marist
22. Constructed: Digital Journalists, Role Conception and Enactment
Patrick Ferrucci, Colorado
23. Journalism and Democracy in Kyrgyzstan: Analysis of Victimization
in Kyrgyz Journalism
Bahtiyar Kurambayev, Southern Mississippi
24. [Grass Mud Horse: Luhmannian Systems Theory and Internet
Censorship in China](#)
[Lei Zhang and Carlton Clark, Wisconsin-La Crosse](#)

Discussant: **Jay Hmielowski**, Washington State

Topic — **News and Message Involvement: Health and Organizational Contexts**

25. Exploring Flaming, Message Valence, and Strength of Organizational Identity
Troy Elias, Oregon; **Andrew Reid**, Southern California
and **Mian Asim**, Zayed
26. Examining the Interaction Effects between Media Favorability
and Recency of Business News on Corporate Reputation
Xiaoqun Zhang, North Texas
27. Extrovert and Engaged? Exploring the Connection Between Personality
and Involvement of Stakeholders and the Perceived Relationship
Investment of Nonprofit Organizations
Giselle A. Auger, Rhode Island College
and **Moonhee Cho**, Tennessee
28. Young Latinos' Satisfaction with the Affordable Care Act and Insurance
Preferences: The Role of Acculturation, Media Use, Trust in Health
Sources, and Ideology
Maria Len-Rios and **Yen-I Lee**, Georgia
29. The Influence of Demographics and News Media Exposure on Philadelphians'
Beliefs About Poverty
Joseph Moore, Missouri and **Esther Thorson**, Michigan State

Discussant: **Ann Major**, Pennsylvania State

Topic — **Uses and Effects of Social Media and Mobiles**

30. Examining the Social Media Mourning Model: How Celebrities
are Mourned on Twitter
Jensen Moore, Oklahoma; **Sara Magee**, Loyola-Maryland;

- Jennifer Kowalewski**, Georgia Southern
and **Ellada Gamreklidze**, Utah State
31. Psychological Traits, Addiction Symptoms, and Smartphone Feature Usage as Predictors of Problematic Smartphone Use Among University Students in China
Louis Leung
and **Jingwen Liang**, The Chinese University of Hong Kong
 32. The Religious Facebook Experience
Pamela Brubaker, Brigham Young;
and **Michel Haigh**, Pennsylvania State
 33. Like Me: How Facebook Users Engage in Self-Presentation
Megan Mallicoat, Florida
 34. Influencing the Twittersverse: Agenda Setting Capabilities of Religious Leaders
Jordan Morehouse, Houston

Discussant: **Brendan Watson**, Minnesota

Topic — **Examining Effects and Content Creation Online**

35. ["Liking" and Being "Liked": How Personality Traits Affect People's Giving and Receiving "Likes" on Facebook?](#)
[**Cheng Hong**, **Zifei \(Fay\) Chen** and **Cong Li**, Miami](#)
36. [Location-based Social Networking: Location Sharing of the Users, by the Users, for the Users](#)
[**Kyung-Gook Park**, **Concentrix** and **Jihye Kim**, Florida](#)
37. Online Discourse: Exploring Differences in Responses to Civil and Uncivil Disagreement in News Story Comments
Gina Masullo Chen and **Pei Cindy Zheng**, Texas at Austin
38. Becoming Collective Action Experts: Parsing Activists' Media and Discourse Strategies in China
Yuqiong Zhou and **Yunkang Yang**, Shenzhen University

Discussant: **Masahiro Yamamoto**, State University of New York at Albany

Topic — **Media Use, Effects, and Audience Characteristics**

39. Domestic Violence and Sports News: How Gender Affects People's Understanding
Erin Willis and **Patrick Ferrucci**, Colorado;
Edson Tandoc, Nanyang Technological;
and **Chad Painter**, Eastern New Mexico
40. Nasty Comments Anger You More Than Me, But Nice Ones Make Me As Happy As You
Gina Masullo and **Yee Man Margaret Ng**, Texas at Austin
41. Adolescents' Third-Person Perception Regarding Media Depictions of Bullying
John Chapin, Pennsylvania State
42. "The News You Choose": Examining if Racial Identity Trumps Other Factors When News is Negative
Lanier Holt, Ohio State and **Dustin Carnahan**, Michigan State
43. How Young Uninsured Americans Respond to News Coverage of Obamacare: An Experimental Test of Emotional and Cognitive Predictors
Jason Martin, DePaul; **Jessica Myrick**, Indiana
and **Kimberly Walker**, South Florida

Discussant: **Jack Glascock**, Illinois State

Commission on the Status of Women

44. I Want to Be Like Her: Celebrity Lifestyle Brands on Pinterest
Lindsey Conlin, Southern Mississippi; **Coral Rae**, Columbia
and **Richard Anthony Lewis**, Southern Mississippi
45. Selling to Soldiers: A Cultural Shift from Class Division to Warrior
Heroes in Stars and Stripes
Cindy Elmore, East Carolina
46. Monica Lewinsky and Shame: 1998 Newspaper Framing of “That Woman”
Tracy Everbach, North Texas
47. Spanning the Decades: An Analysis of Monica Lewinsky’s Image Restoration
Strategies During a 2015 TED Talks Appearance
Mia Moody, **Elizabeth Fassih** and **Macarena Hernandez**, Baylor

Discussants: **Cory Armstrong**, Alabama and **Stine Eckert**, Wayne State

Friday, August 5

7 am to 8 am

Mass Communication and Society Division

Business Session: **Editorial Board Meeting**

Moderating/Presiding: **Ran Wei**, South Carolina

8:15 am to 9:45 am

Mass Communication and Society Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Jensen Moore**, Oklahoma

8:15 am to 9:45 am

Media Ethics and Communicating Science, Health, Environment and Risk Divisions

Teaching Panel Session: **Inclusivity and Teaching Tech**

Moderating/Presiding: **Rachel Young**, Iowa

Panelists: **Kathleen Bartzen Culver**, Wisconsin-Madison
Aileen E. Gallagher, Syracuse
Andrew Mendelson, CUNY
Cindy Royal, Texas State

11:45 am to 1:15 pm

Mass Communication and Society Division

Refereed Paper Research Session: **Media Literacy Socialization**

Moderating/Presiding: **Jared Brinkman**, Washington State

“Not Strawberry Shortcake Again!”: Exploring Parental Mediation of Pre-School Children’s Book Selection and Book Reading in a Library Setting

Regina Ahn

and **Michelle Nelson**, Illinois at Urbana-Champaign

Media Literacy Education and Children’s Unfavorable Attitudes Towards Gender Stereotypes and Violence in Advertising in the United States

Laras Sekarasih, Christine Olson,

Gamze Onut, Kylie Lanthorn,

and **Erica Scharrer**, Massachusetts-Amherst

A Message Testing Approach to News Media Literacy PSAs

Emily Vraga, George Mason

and **Melissa Tully**, Iowa

Political Inequalities Start at Home: Parents, Children and the Socialization of Civic Infrastructure Online

Kjerstin Thorson, Michigan State;

Yu Xu, Southern California

and **Stephanie Edgerly**, Northwestern

Discussant: **Kristen Landreville**, Wyoming

1:30 pm to 3 pm

Mass Communication and Society Division

Off-site Tour: **Tour of American Public Media**

Moderating/Presiding: **Kalyani Chadha**, Maryland

Following the tour, presentations will be made by the American Public Media staff including the recently established investigative reporting unit.

Mass Communication and Society Division

High Density Refereed Paper Research Session: **Title**

Moderating/Presiding: **name**, affiliation

Topic — **Social Media and More: News, Credibility, and Social Control**

See, Click, Control: Predicting the Popularity of Civic Technology for Social Control

Brendan Watson, Minnesota

Be a “Defensive User”: A Study of Opinion Leaders on Chinese Weibo

Luwei Rose Luqiu

and **Michael Schmierbach**, Pennsylvania State

In Twitter We Trust? Testing the Credibility of News Content from Twitter Sources

Anne Oeldorf-Hirsch, Connecticut;
Michael Schmierbach, Pennsylvania State;
Alyssa Appelman, Northern Kentucky
and **Michael Boyle**, West Chester

Who Has (Not) Set Whose Agenda on Social Media? A Big-Data
Analysis of Tweets on Paris Attack

Fan Yang and **Tongxin Sun**, Pennsylvania State
Media and Anti-Muslim Sentiment in China: A Study of Chinese
News Media and Social Media

Luwei Rose Luqiu
and **Fan Yang**, Pennsylvania State

Discussant: **Ben LaPoe**, Western Kentucky

Topic — **Media Messages, Processing, and Effects**

Use of Violent War-Themed First Person Shooters and Support
for Policies of Military Intervention

Toby Hopp, **Scott Parrott**
and **Yuan Wang**, Alabama

The Influence of Narrative Messages on Third-Person Perception

Michael Dahlstrom, Iowa State;
and **Sonny Rosenthal**, Nanyang Technological

The (In)disputable “Power” of Images of Outrage: Public Acknowledgement,
Emotional Reaction, and Image Recognition

Nicole Dahmen, Oregon; **Natalia Mielczarek**, Iowa
and **Daniel Morrison**, Oregon

[The Effects of Media Exposure and Media Attention
on Sustainability Communication](#)

[Jinhee Lee and MoonHee Cho, Tennessee](#)

“We Can’t Stop, and We Won’t Stop”: Motivated Processing
of Sex and Violence in Music Media

Tianjiao (Grace) Wang, Washington State

Discussant: **Robert McKeeever**, South Carolina

5 pm to 6:30 pm

Mass Communication and Society and Communication Technology Divisions

PF&R Panel Session

Clashing Values: Preserving Traditional Values and Best Practices in the Digital Space

Moderating/Presiding: **Allan Richards**, Florida International

Panelists: **Tom Bivins**, Oregon
Margaret Duffy, Missouri
Kathy Fitzpatrick, American
Michael Warden, Georgia Institute of Technology
Edward Wasserman, California, Berkeley

6:45 pm to 8:15 pm

Mass Communication and Society Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Jensen Moore**, Oklahoma

8:30 pm to 10 pm

Mass Communication and Society Division

Off-site Social

Hosting: **Jensen Moore**, Oklahoma

Social will be held at The News Room, 990 Nicollet Mall at 10th Street.

Saturday, August 6

8:15 am to 9:45 am

Mass Communication and Society Division

Refereed Paper Research Session: **Best of Mass Communication & Society**

Moderating/Presiding: **Melanie Sarge**, Texas Tech

Co-viewing as Social Facilitation of Children's Cognitive Processing of Educational Television Content*

Collin Berke, Travis Loof, Rebecca Densley, Eric Rasmussen and Justin Keene, Texas Tech

Am I Depressed, or Is It the Showhole?: Mental Health, Affective Gratifications, and Binge-Watching**

Alec Tefertiller, Oregon

and **Lindsey Conlin**, Southern Mississippi

Verbal Aggression, Race and Sex on Reality TV: Is This Really the Way It Is?***

Jack Glascock, Illinois State

Negotiation of Sexual Identity in Gay On-Air Talent on West Texas Mainstream Media****

Nathian Rodriguez, Texas Tech

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

* First Place Faculty Paper

** Second Place Faculty Paper

*** Third Place Faculty Paper

****Top Student Paper

12:15 pm to 1:30 pm

Mass Communication and Society Division

Luncheon: **Awards Luncheon**

Moderating/Presiding: **name**, affiliation

Panelists: **name**, affiliation

1:45 pm to 3:15 pm

Cultural Critical Studies and Mass Communication and Society Divisions

Panel Session: **Title**

Moderating/Presiding: **Zhaoxi (Josie) Liu**, Trinity

Panelists: Weixin and Censorship: How Users Remember the Tianjin Explosion
Ji Pan, Fudan University, Shanghai, China
 Chinese Social Media Logic and Public Chatter about the Tianjin Explosion Over WeChat
Zixue Tai, Kentucky
 What Chinese Journalists Can Learn from WeChat: A Case Study of the Tianjin Explosion Incident
Qun Wang, Rutgers
 Tweeting the Blast—How the Tianjin Explosion was Constructed in Non-Chinese Social Media
Zengjun Peng, St. Cloud State
 The Tianjin Explosion: A Framing Analysis
Diana Stover, San José State

5:15 pm to 6:45 pm

Public Relations and Mass Communication and Society Divisions

Research Panel Session

Beyond Products and Services: Institutional Parasocial Engagement with Publics and Implications for Social Responsibility

Moderating/Presiding: **Pam Bourland-Davis**, Georgia Southern

Panelists: **Melissa Dodd**, Central Florida
Cylor Spaulding, Georgetown
Rebecca Swenson, Minnesota
Lauren Bayliss, Florida
Burton St. John III, Old Dominion

Sunday, August 7

11 am to 12:30 pm

Mass Communication and Society Division

Refereed Paper Research Session: **Media and Health**

Moderating/Presiding: **Rebecca Donaway**, Washington State

The Ironic Effect of Covering Health: Conflicting News Stories
Contribute to Fatalistic Views Toward Nutrition

Temple Northup, Houston

Promoting HPV Vaccination for Male Young Adults: Effects
of Descriptive and Injunctive Norms

Wan Chi Leung, affiliation

Sharing or Showing Off? Reactions to Mapped Fitness Routines
Posted on Social Media

Jared Brickman, Yujung Nam, Shuang Liu,

Qian Yu and Zhaomeng Niu, Washington State

Suicide Reporting: Taiwan Public's Opinions about the Copycat
Effects and WHO's Media Guidelines

Kuang-Kuo Chang, Shih Hsin

and **Eric Freedman**, Michigan State

Discussant: **Avery Holton**, Utah

Division Style Guide



**MCS Division
Style Guide
2015-2016**

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Introduction

The MCS Division style guide contains the official style guidelines for all MCS communications. Refer first to this publication for questions on usage, then the following references:

- Associated Press Stylebook (latest edition).
- Oxford English Dictionary (latest edition).

All MCS forms of communication must consistently reproduce the Division's unique brand identity. This allows our Division to be easily recognized and distinguished from other Divisions. As you will see in the guidelines in this document, this includes:

- The MCS logo should be used in consistent ways across all communications.
- MCS communications must utilize specific colors and design styles.
- MCS written materials must utilize particular typefaces.
- Specific MCS terminology should be used in all written and electronic communications.

As an officer of MCS you can help make sure the Division conveys a consistent brand identity by following the guidelines on the following pages. We appreciate your attentiveness to and observance of the Division style guidelines in your written and electronic communications as this will help our overall branding efforts.

MCS Logos

Preferred Logo

The preferred logo must be applied to all communication materials.

When full color is not available, the MCS Division logo should be used in black and white (see below).

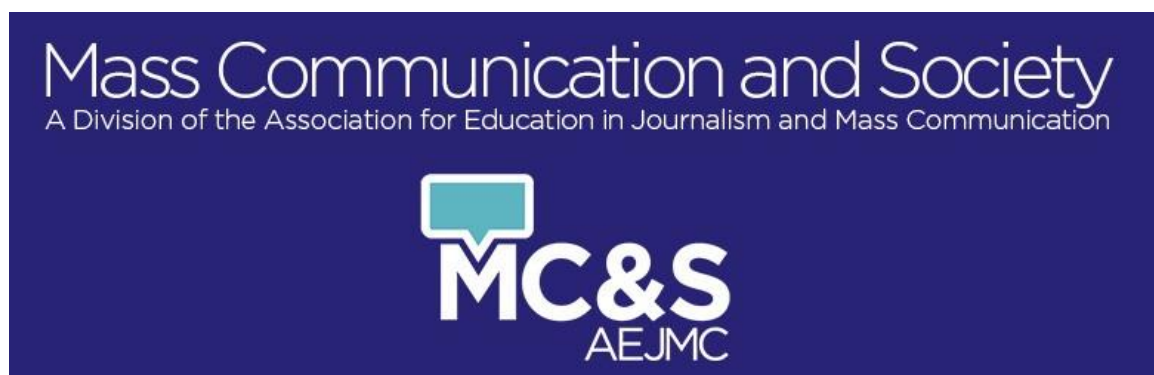


Alternate Logos





Facebook Logo



Twitter Logo



LinkedIn Logo

Mass Communication and Society

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



Color Palette

When Pantone colors may be specified use 7709c for the light blue and 273 for the dark blue. When Pantone colors cannot be specified use the color equivalents shown below.

If full color is not available, the MCS logo may be reproduced in solid black or reversed out to white as shown above. Take care when using the MCS logo on color and photographic backgrounds. Be sure there is enough contrast between the logo and the background.

Light Blue:

HEX: #5db5c1

RGB: R93 G181 B193

CMYK: C52 M6 Y0 K24

Pantone: 7709c

Dark Blue:

HEX: #272375

RGB: R39 G35 B117

CMYK: C67 M70 Y0 K54

Pantone: 273

MCS Tagline

The MCS tagline is designed in a one-line format. The tagline may be reproduced in white (see social media logos above) or black. The tagline should never be smaller than 12 pt. font. Do not use a period at the end of the tagline.

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

MCS Boilerplate

The Mass Communication and Society Division (www.aejmc.us/mcs/) spans traditional disciplines, such as advertising, public relations and journalism, and newer, convergent areas of study. The Division encourages a variety of methodological approaches to the study of media and its many societal influences. One of the largest and most active of the AEJMC divisions, MCS promotes research, teaching, and professional freedom and responsibility (PF&R), as well as typically co-sponsoring AEJMC's annual Midwinter Conference. The MCS Division is also known for the generous recognition it provides to faculty, professionals and graduate students, such as research awards and grants, teaching awards, PF&R awards, and travel grants. The Division also publishes Mass Communication & Society, a well-known research journal published by Taylor and Francis Group.

MCS Typefaces

Logo Typefaces

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Print, Web, Mobile Typefaces

Sans serif - Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890

Serif - Old Standard

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

abcdefghijklmnopqrstuvwxyz1234567890

MCS Terminology

Listed below are the proper capitalization, spelling and format of common MCS terms:

- Annual Conference (Conference on second reference)
- Annual Business Meeting (Business Meeting on second reference)
- Annual Meeting Minutes
- Annual Report
- Awards Committee (Awards Chair, Awards Associate Chair, Awards Committee member)
- Communications Committee (Communications Chair)
- Division (including Division Head, Division award, etc.)
- Division Bylaws
- Division listserv
- Division member
- Division newsletter
- Division style guide
- Division social media
- Graduate Student Liaisons (Graduate Student Liaison Chair, Graduate Student Liaison Associate Chair, Graduate Student liaison)
- Graduate Mentorship Program
- Graduate Survey
- Head
- High Density Presentation Award
- Mass Communication and Society (MCS on second reference, **Do NOT use MCS except on logo**)
- *Mass Communication and Society Journal* (*Journal* on second reference, use *MCS Journal* in titles: *MCS Journal* Editor-in-Chief, *MCS Journal* Editor-Elect, *MCS Journal* Associate Editors, *MCS Journal* Book Review Editor, *MCS Journal* Editorial Board member)

- MCS Adjunct/Instructor Awards (Adjunct/Instructor Awards on second reference, Adjunct/Instructor winners)
- MCS Distinguished Educator Award (Distinguished Educator on second reference)
- MCS Dissertation Award (Dissertation Award on second reference, Dissertation winner)
- MCS Division (Division on second reference)
- MCS Executive Board (Board on second reference)
- MCS Graduate Travel Award Program (Graduate Travel Program on second reference, Graduate Travel winners)
- MCS Open Paper Competition (open paper competition on second reference, Open Paper winners)
- MCS PF&R Awards (PF&R Awards on second reference, PF&R winners)
- MCS Professional Awards (Professional Awards on second reference, Professional winners)
- MCS Promising Professor Awards (Promising Professor Awards on second reference, Promising Professor winners)
- MCS Research Awards (Research Award on second reference, Research winners)
- MCS Service-Learning Awards (Service-Learning Award on second reference, Service-Learning winners)
- MCS Student Paper Competition (student paper competition on second reference, Student Paper winners)
- MCS Teaching Ideas Competition (Teaching Ideas on second reference, Teaching Ideas winners)
- MCS Top Paper Awards (Top Paper Awards on second reference, Top Paper winners)
- Membership Chair
- Member Survey
- Midwinter Conference
- Midwinter Committee (Midwinter Chair, Midwinter Associate Chair, Midwinter Committee member)

- Midwinter Research Awards
- Moeller Student Paper Competition (Moeller Competition on second reference, Moeller winners)
- Outgoing Head
- Professional Freedom and Responsibility Committee (PF&R on second reference or in titles, PF&R Chair, PF&R Associate Chair, PF&R Committee member)
- Programming Chair
- Research Committee (Research Chair, Research Associate Chair, Research Committee member)
- Research Poster Awards
- Secretary/Newsletter Editor
- Social Media Chair, Social Media Associate Chair
- Teaching Committee (Teaching Chair, Teaching Associate Chair, Teaching Committee member)
- Traves Service Award (Traves Award on second reference, Traves winner)
- Vice Head
- Vice Head-Elect
- Webmaster/Listserv Manager

MCS Templates

Letterhead

Please use the following for 8.5" x 11" letterhead.



Mass Communication & Society
A Division of The Association for Education in Journalism and Mass Communication


<http://www.aejmc.us/mcs>

@AEJMC_MCS

News Release

Below is the suggested news release format.



Mass Communication & Society
A Division of The Association for Education in Journalism and Mass Communication

News Release

FOR IMMEDIATE RELEASE
Jan. 11, 2016

FOR MORE INFORMATION, CONTACT:
Jensen Moore
Division Head
Phone:
Email:

MCS Division announces five new teaching and professional freedom and responsibility awards for 2016

The Mass Communication and Society Division (MCS) of the Association for Education in Journalism and Mass Communication (AEJMC) has funded five new monetary awards for teaching innovation, service-learning, recognizing adjuncts/instructors, and professional freedom and responsibility.

The Adjunct/Instructor Award recognizes outstanding contributions of adjuncts and instructors in advancing teaching excellence in the field of mass communication.

The Teaching Ideas Competition recognizes innovation and excellence in teaching in the field of mass communication. This award builds upon the idea of Scholarship of Teaching and Learning (SoTL), which treats teaching as part of research agendas, using the same formal methodological techniques and standards of peer review.

The Service-Learning Award assists faculty by providing funds intended to offset a portion of the costs for working with communities, nonprofit clients, schools





Mass Communication & Society
A Division of The Association for Education in Journalism and Mass Communication

and governmental bodies in the classroom. Only those projects that encourage students to become involved in the community while at the same time utilizing/expanding their education and expertise will be considered.

The professional freedom and responsibility (PF&R) Award recognizes excellence in research, teaching or service related to the five PF&R principles identified by AEJMC (promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service).

The Professional Award recognizes 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 (broadcast, print, photojournalism, advertising, public relations, social media, etc.).

About the MCS Division

The Mass Communication and Society Division (www.aejmc.us/mcs/) spans traditional disciplines, such as advertising, public relations and journalism, and newer, convergent areas of study. The Division encourages a variety of methodological approaches to the study of media and its many societal influences. One of the largest and most active of the AEJMC divisions, MCS promotes research, teaching, and professional freedom and responsibility (PF&R), as well as typically co-sponsoring AEJMC's annual Midwinter Conference. The MCS Division is also known for the generous recognition it provides to faculty, professionals and graduate students, such as research awards and grants, teaching awards, PF&R awards, and travel grants. The Division also publishes *Mass Communication & Society*, a well-known research journal published by Taylor and Francis Group.



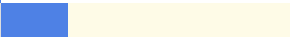
MCS Division Surveys

Member Survey

My Report

Last Modified: 06/15/2016

1. Overall, I am satisfied with the current direction of the MCS Division.

#	Answer		Response	%
12	Strongly Disagree		0	0%
13	Disagree		2	3%
14	Neutral		9	14%
15	Agree		39	61%
16	Strongly Agree		14	22%
	Total		64	100%

Statistic	Value
Min Value	13
Max Value	16
Mean	15.02
Variance	0.49
Standard Deviation	0.70
Total Responses	64

2. I am satisfied with the slate of candidates for MCS Division Executive Board Officers in the past few years.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		3	5%
6	Neutral		20	33%
7	Agree		29	48%
8	Strongly Agree		9	15%
	Total		61	100%

Statistic	Value
Min Value	5
Max Value	8
Mean	6.72
Variance	0.60
Standard Deviation	0.78
Total Responses	61

3. I feel I have gotten useful teaching related resources (e.g., creative teaching ideas, teaching award information) from the MCS Division.

#	Answer	Response	%
1	Strongly disagree	4	6%
2	Disagree	5	8%
3	Neutral	33	52%
4	Agree	16	25%
5	Strongly Agree	5	8%
	Total	63	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.21
Variance	0.88
Standard Deviation	0.94
Total Responses	63

4. The MCS Division has a webpage for syllabus exchange. Would you be willing to share your course syllabi on the webpage?

#	Answer	Response	%
1	Not at all willing	1	2%
2	not willing	3	5%
3	neutral	18	29%
4	willing	31	49%
5	very much willing	10	16%
	Total	63	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.73
Variance	0.72
Standard Deviation	0.85
Total Responses	63

5. This year the MCS Division is initiating a new award for recognizing innovative teaching ideas. How interested are you in submitting an application for this award?

#	Answer		Response	%
1	not at all interested		4	6%
2	Not interested		18	28%
3	neutral		15	23%
4	interested		20	31%
5	very much interested		7	11%
	Total		64	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.13
Variance	1.29
Standard Deviation	1.13
Total Responses	64

6. Besides the teaching awards, what else do you think the MCS Teaching Committee should do to recognize excellent teaching in mass communication?

Text Response

I like the GIFT program and similar idea exchanges

Support an event like GIFT at the conference -- has been a great resource for me

Arrange for the winner to make a presentation about excellent teaching in mass communication at the national conference, record it, and put it on the Web.

Ask for evidence of teaching "outcomes", such as types of fields students enter after graduation, as well as fields/institutions students pursue for grad/professional schools

don't know

??

Teaching is important and it's always good to think about some programming at the conference in which research principles can be discussed with an eye towards teaching them effectively. As the discipline seems to be becoming more and more psychologized, we need to remind people that there is a significant place in our discipline for population-based studies, and macro, institutional and sociological approaches to the study of communication phenomena. If MCS doesn't do that, who will?

An award for most creative use of news technologies in the classroom

Well, first off, I wonder if AEJMC really needs ANOTHER teaching award. There's already GIFT, NOND's TNT21, the Law Division's teaching awards, the awards in Advertising, etc. But beyond that, I wish the division would make available more smaller grants. I've applied many times for the \$5,000 grant, which would be great to receive, and I keep a membership SOLELY for that. (I usually am too committed to other things at the convention to attend MCS programming.) But I could do a LOT with a \$1,000 grant or even a \$500 grant. And I think MCS could make several of those each year without exhausting its budget. And we need more, stronger research. I think, as an association, AEJMC is probaby OK on teaching.

No suggestion

Could feature teaching ideas in a special journal or special columns in newsletters.

What are our graduates doing a decade from now? There is more than one way to teach...

Panels on best practices

An overall teaching award based on innovativeness

DK

Perhaps profile an innovative teacher and what he/she is doing in the newsletter....

Acknowledge those who earn teaching accolades at their institution or are recognized by other entities on the web page and via newsletter or e-mail blast.

I'd like to see more attention to the measurement of teaching effectiveness.

n/a

Risk taking and outside box thinking. There is so much jargon and gibberish and the usual suspects thinking

I like the syllabus exchange, but what about exchanging teaching assignments and strategies in the classroom.

I do not teach. I am a professional researcher not connected to a university.

unsure

No suggestions as I am retired.

Perhaps ask the grad student members to nominate teachers/mentors who have been particularly helpful to their development as classroom instuctors.

Transcribe teaching award winners' talks and publish them online.
Spotlight the Promising Professors' competition and make it more prominent during annual convention. Perhaps turn it into a luncheon.

Statistic	Value
Total Responses	27

7. What teaching ideas (e.g., incorporating digital devices into class, conducting virtual office hours) are you most interested in getting from MCS?

Text Response

I am not interested in taking away from my class time or reducing my interaction with students
None
yes, more
don't know
digital devices, using big data, how to share course materials
Anything for teaching totally online courses, teaching Ph.D. seminars or teaching hybrid courses (those that meet online only half the time).
online teaching trends
Interactive in-class exercises for students
Increasing ways for virtualization, specific ideas for class content/lessons, etc.
Best practices for social media
none
incorporation of data analytics and social media
Online teaching tips (e.g., managing discussions, balancing amount of grading required, ways to engage without spending excessive hours making individual comments, using audio/video platforms for engagement/feedback)
I'd like to see evidence-based presentation of teaching ideas -- I hear lots of interesting ideas, but I wish that I could be more confident they work.
n/a
Mobile learning
how to discuss more social media related topics
Howabout how to motivate students rather than electronic gimmicks
I want to learn about data visualization as well as some good assignments using digital devices to bring into my classroom
Research and data resources
Teaching statistics for MC research is sometimes more and sometimes less frustrating, but frustrating it is. Any ideas for doing better?
No suggestions as I am retired.
None, since I've been retired for over a decade.
Teaching assessment
I would like to know about the various assignments that other professors give in their classes.

Statistic	Value
Total Responses	25

8. I am familiar with the PF&R related activities of MCS.

#	Answer		Response	%
4	strongly disagree		7	11%
5	disagree		16	25%
6	neutral		13	21%
7	agree		23	37%
8	strongly agree		4	6%
	Total		63	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.02
Variance	1.34
Standard Deviation	1.16
Total Responses	63

9. I am likely to attend PF&R related MCS panels during the national convention.

#	Answer		Response	%
4	strongly disagree		7	11%
5	disagree		11	17%
6	neutral		17	27%
7	agree		20	32%
8	strongly agree		8	13%
	Total		63	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.17
Variance	1.44
Standard Deviation	1.20
Total Responses	63

10. I am likely to propose a PF&R related MCS panel for the national convention.

#	Answer		Response	%
4	strongly disagree		16	25%
5	disagree		22	35%
6	neutral		19	30%
7	agree		3	5%
8	strongly agree		3	5%
	Total		63	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	5.29
Variance	1.11
Standard Deviation	1.05
Total Responses	63

11. What types of PF&R panels would you be interested in MCS holding?

Text Response

Nothing comes to mind.

n/a

Professional ethics of scholarship

Unsure. Don't know as much about MCS PF&R

Anything with Fortune 500 companies or Leading media outlets

I don't even know what the abbreviation PF&R stands for. Perhaps one should write this out.

challenges of social media and blogs to legacy/vetted media credibility

Social justice; impact of music on society

Maybe tools that would offer potential connections between professionals and either classroom or research practices -- either meeting people or finding resources to that end.

no idea what this means

To be honest, I feel that unless you're on the board or connected to a board member, it's useless to submit a proposal.

I like the tours and other things that PF&R does

I do not attend AEJMC meetings anymore.

The Facebook Society - A Brave New World?

No suggestions as I am retired.

those focused on the overlap and the interface between law and ethics.

I would like to know more about service learning in the classroom and what specific projects have been done.

Statistic	Value
Total Responses	18

12. In terms of research, the MCS Division is open to a wide range of methodological approaches.

#	Answer		Response	%
1	strongly disagree		2	3%
2	disagree		6	10%
3	neutral		11	17%
4	agree		27	43%
5	strongly agree		17	27%
	Total		63	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.81
Variance	1.09
Standard Deviation	1.05
Total Responses	63

13. In terms of research, the MCS Division is open to a wide range of theoretical approaches.

#	Answer		Response	%
4	strongly disagree		3	5%
5	disagree		3	5%
6	neutral		8	13%
7	agree		29	45%
8	strongly agree		21	33%
	Total		64	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.97
Variance	1.08
Standard Deviation	1.04
Total Responses	64

14. The MCS Division only deals with research that directly addresses or measures social phenomenon.

#	Answer		Response	%
4	strongly disagree		0	0%
5	disagree		22	34%
6	neutral		25	39%
7	agree		14	22%
8	strongly agree		3	5%
	Total		64	100%

Statistic	Value
Min Value	5
Max Value	8
Mean	5.97
Variance	0.76
Standard Deviation	0.87
Total Responses	64

15. The MCS Division only deals with research that directly addresses or measures media effects.

#	Answer		Response	%
4	strongly disagree		6	9%
5	disagree		28	44%
6	neutral		17	27%
7	agree		10	16%
8	strongly agree		3	5%
	Total		64	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	5.63
Variance	1.03
Standard Deviation	1.02
Total Responses	64

16. In terms of research, the MCS Division is open to a wide range of theoretical approaches.

#	Answer		Response	%
4	strongly disagree		2	3%
5	disagree		6	10%
6	neutral		11	17%
7	agree		28	44%
8	strongly agree		16	25%
	Total		63	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.79
Variance	1.07
Standard Deviation	1.03
Total Responses	63

17. In terms of research, the MCS Division is a "catch all."

#	Answer		Response	%
4	strongly disagree		1	2%
5	disagree		21	33%
6	neutral		16	25%
7	agree		21	33%
8	strongly agree		5	8%
	Total		64	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.13
Variance	1.03
Standard Deviation	1.02
Total Responses	64

18. I am satisfied with the quality of the MCS Division's research paper sessions.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		6	10%
6	Neutral		16	25%
7	Agree		37	59%
8	Strongly Agree		4	6%
	Total		63	100%

Statistic	Value
Min Value	5
Max Value	8
Mean	6.62
Variance	0.56
Standard Deviation	0.75
Total Responses	63

19. I am satisfied with the MCS Division annual conference research paper submission process.

#	Answer		Response	%
4	Strongly Disagree		2	3%
5	Disagree		5	8%
6	Neutral		13	21%
7	Agree		32	51%
8	Strongly Agree		11	17%
	Total		63	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.71
Variance	0.92
Standard Deviation	0.96
Total Responses	63

20. I am satisfied with the quality of reviews I receive from MCS Division annual conference research paper reviewers.

#	Answer		Response	%
4	Strongly Disagree		4	7%
5	Disagree		9	15%
6	Neutral		29	48%
7	Agree		16	27%
8	Strongly Agree		2	3%
	Total		60	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.05
Variance	0.83
Standard Deviation	0.91
Total Responses	60

21. I am satisfied with the MCS Division annual conference research paper allocation process.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		6	10%
6	Neutral		31	50%
7	Agree		21	34%
8	Strongly Agree		4	6%
	Total		62	100%

Statistic	Value
Min Value	5
Max Value	8
Mean	6.37
Variance	0.57
Standard Deviation	0.75
Total Responses	62

22. I am satisfied with the MCS Division annual conference research paper award process.

#	Answer		Response	%
4	Strongly Disagree		1	2%
5	Disagree		5	8%
6	Neutral		27	44%
7	Agree		24	39%
8	Strongly Agree		5	8%
	Total		62	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.44
Variance	0.68
Standard Deviation	0.82
Total Responses	62

23. In regard to programming, the MCS Division should try to have special calls for research papers that fit a specific topic or theme.

#	Answer		Response	%
4	strongly disagree		1	2%
5	disagree		7	11%
6	neutral		19	31%
7	agree		28	45%
8	strongly agree		7	11%
	Total		62	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.53
Variance	0.81
Standard Deviation	0.90
Total Responses	62

24. In regard to programing, the MCS Division should center research panels around a particular theme.

#	Answer		Response	%
4	strongly disagree		2	3%
5	disagree		8	13%
6	neutral		15	24%
7	agree		28	45%
8	strongly agree		9	15%
	Total		62	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.55
Variance	1.01
Standard Deviation	1.00
Total Responses	62

25. In regard to programming, I am satisfied with the quality of the MCS Division's special sessions jointly sponsored with other divisions.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		1	2%
6	Neutral		24	39%
7	Agree		29	48%
8	Strongly Agree		7	11%
	Total		61	100%

Statistic	Value
Min Value	5
Max Value	8
Mean	6.69
Variance	0.48
Standard Deviation	0.70
Total Responses	61

26. Please provide a short description of the MCS Division as you would CURRENTLY define us to AEJMC members who are curious about the Division.

Text Response

Those interested in either how media affect social issues, or the influence of social issues/culture on media

anything that's not individual/psychological ... although now that I think about it that can be included too.

Research focused. Where the strong researchers hang out.

It's a place for macro social studies of institutions, society and effects of (mass) communication. Relatively open to some methodological diversity, at least compared to certain other divisions, and with a serious commitment to teaching innovations.

New to the division so I'm not sure I can accurately do this

It's the second-largest division, behind Newspaper and Online News (though only by a bit), and most of its members do effects-based research in a quantitative style.

The division asks questions of audience interaction with media messages intended for mass distribution, either from active audience or passive audience perspectives

Society affecting media affecting society.

An overarching division that has space for research and work in any areas of mass communication scholarship

MCS focuses on research that examines the socio-cultural impact of mass communication, writ large.

A division that needs to take remedial work in writing--phenomena is the plural, phenomenon is singular; one centers on, not around; etc.

AEJMC's largest division welcomes a wide variety of scholarship about the evolving role of media in society, from traditional mass media effects to mobile technology and beyond.

I don't know, the name says it.

The division focuses on the processes and effects of mass communication, broadly defined.

The division encourages and supports scholarship and teaching about mass media and its influences on society and individuals.

The largest division (whether accurate or not); everything falls here if a specific interest group doesn't cover it (e.g., sports comm; political comm, esig)

Research that focuses on the broad links between media and either micro-level phenomena of civic or societal importance, or larger macro-level phenomena.

An outdated name and emphasis

Mysterious and insiderish

A division focused on statistically driven research about media as social phenomena.

MCS is about the intersection of mass communication and social phenomena -- how media shape and are shaped by the societies in which they exist.

We are a division that looks at all methods and social phenomenon that help move research forward.

We are Communication Studies

I am no suggestions as I am retired.

It's an eclectic division with members from across the spectrum of perspectives relevant to the purposes for which mass communication is used in contemporary society.

It covers all issues related to media and society.

A catch-all of media research that doesn't fit into other categories.

Statistic	Value
Total Responses	27

27. Please provide a short description of the MCS Division as you would CURRENTLY define us to conference paper submitters who have not yet decided where to submit their manuscripts.

Text Response

It is definitely a more quantitatively focused approach

Those interested in either how media affect social issues, or the influence of social issues/culture on media

Big division for papers that don't fit more narrow calls.

It's a tough division since so many papers get submitted.

same

Ditto

Are you doing effects research? Does it have numbers? Is it about MASS communication? Then that's your division. Other things might be happier in Media Ethics Division or in one of the medium-based divisions.

The MCS division is interested in papers that address phenomena broadly from theoretical perspectives regardless of the niche within which the questions are investigated

Society affecting media affecting society.

An overarching division that has space for research and work in any areas of mass communication scholarship

MCS is for papers that relate to media-related questions of culture, social systems and/or social practices. In general it is for mass comm research that has a somewhat sociological bent.

A division interested in the entire communications process, regardless of medium or intent.

Hypotheses and theories rather than nitty and gritty. One concentrating on ideas as well as objectively verifiable research.

The Mass Communication and Society division is the largest division of AEJMC, publishes the prestigious divisional journal Mass Communication and Society and funds a number of research awards. Submission to and membership in the Division are excellent pathways to service and leadership in the Association.

If you have a paper not specific enough for say COMSHER or Miinorities, but rather one doing a little bit on several topics, submit to MCS.

The division focuses on the processes and effects of mass communication, broadly defined.

If your paper involves mass media communication and/or its influences on society, individuals or groups, your paper is appropriate to submit to the division.

Wide ranging topics fit here

A good place to submit empirical studies that deal with normatively "important" topics -- things that the average person matter for the well-being of society.

Not likely to have reviewers who are flexible in terms of methods

Mysterious and insiderish

If your paper is a stistical study of media effects, this would be a good place to submit your manuscript.

Again, we use all methods, quantitative and qualitative, so we need to push the qualitative methods. see above

No suggestions.

MCS has a broad and diverse membership, so the chances re good that there will be a cadre of conferene attendees who will be attracted by many if not most reearch paper topics.

If the topic is about media and society, this division is good fit.
A place to send mass media research that doesn't fit into any other division.

Statistic	Value
Total Responses	27

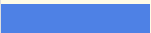
28. Finally, if you had to choose ONE theme/topic for the MCS Division to focus on during the annual conference what would it be?

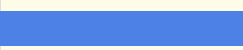
Text Response

Technology impact on MCS.
Race, racial disparities, civil rights movements (i.e., Black Lives Matter)
impact of society on media (in contrast to the standard exploration of the impact of media on society)
communication :)
?
Social movements and media
Something out of "society," probably racial division and policing.
Entertainment Education
Interdisciplinary approaches of media effects
No preference
Media Framing
The mobile revolution, multiple panels: OTT video; targeted advertising; diffuse media effects; both providing and funding journalism; etc.
health coverage and effects
The relationship between the beliefs and attitudes of producers of media messages and the content of these messages.
politics/political issues (with upcoming presidential election) or PF&R concerns in an era of social/digital media
Social Media Impact on Research Practices
I think it should rotate, but I think questions about social capital, violence, activism, or censorship would all be interesting future ideas.
Emerging media
Evolution of social media
impact of social media
MCS needs to reassess the State of the Field with regard to the theoretical assumptions and methodological diversity driving the assumptions of the division.
see above
No suggestions.
Responsibility in mass communication, in regard to content, purpose and platform.
The future of mass media

Statistic	Value
Total Responses	25

29. Which of the following MCS Division benefits and activities are important to you? (Choose all that apply)

#	Answer		Response	%
1	MCS Journal		58	95%
2	Competitive research paper award - Open competition		35	57%
3	Competitive research paper award - Student competition		13	21%
4	Competitive research paper award - Moeller student competition		9	15%
5	Promising professor teaching award - Junior faculty		23	38%
6	Promising professor teaching award - Graduate students		12	20%
7	Distinguished educator award		23	38%
8	Traves service award		19	31%
9	MCS research grant award - faculty		33	54%
10	MCS research grant award - graduate student		13	21%
11	MCS dissertation award		19	31%
12	Midwinter conference participation/panels		12	20%
13	National convention refereed research paper sessions		37	61%
14	National convention teaching panel sessions		18	30%
15	National convention PF&R panel sessions		17	28%
16	National convention pre-conference teaching workshops		11	18%

17	Network of educators/scholars		31	51%
18	Opportunities for national service		14	23%
19	Other		1	2%

Statistic	Value
Min Value	1
Max Value	19
Total Responses	61

30. Which of the following MCS Division benefits would you say is the MOST valuable to you?

#	Answer		Response	%
4	MCS Journal		37	63%
5	Competitive research paper award - Open competition		1	2%
6	Competitive research paper award - Student competition		0	0%
7	Competitive research paper award - Moeller student competition		0	0%
8	Promising professor teaching award - Junior faculty		2	3%
9	Promising professor teaching award - Graduate students		0	0%
10	Distinguished educator award		0	0%
11	Trayes service award		1	2%
12	MCS research grant award - faculty		3	5%
13	MCS research grant award - graduate student		0	0%
14	MCS dissertation award		0	0%
15	Midwinter conference participation/panels		0	0%
16	National convention refereed research paper sessions		9	15%
17	National convention teaching panel sessions		1	2%
18	National convention PF&R panel sessions		1	2%
19	National convention pre-conference teaching workshops		0	0%

20	Network of educators/scholars		4	7%
21	Opportunities for national service		0	0%
22	Other		0	0%
	Total		59	100%

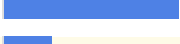
Statistic	Value
Min Value	4
Max Value	20
Mean	8.05
Variance	34.32
Standard Deviation	5.86
Total Responses	59

31. I am satisfied with the MCS Division website at <http://aejmc.us/mcs/>

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		3	5%
6	Neutral		29	48%
7	Agree		27	45%
8	Strongly Agree		1	2%
	Total		60	100%

Statistic	Value
Min Value	5
Max Value	8
Mean	6.43
Variance	0.39
Standard Deviation	0.62
Total Responses	60

32. I am satisfied with the MCS Division listserv.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		3	5%
6	Neutral		29	48%
7	Agree		22	37%
8	Strongly Agree		6	10%
	Total		60	100%

Statistic	Value
Min Value	5
Max Value	8
Mean	6.52
Variance	0.56
Standard Deviation	0.75
Total Responses	60

33. I am satisfied with the MCS Division newsletter.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		2	3%
6	Neutral		20	34%
7	Agree		35	59%
8	Strongly Agree		2	3%
	Total		59	100%

Statistic	Value
Min Value	5
Max Value	8
Mean	6.63
Variance	0.38
Standard Deviation	0.61
Total Responses	59

34. I am satisfied with the MCS Division Facebook page.

#	Answer		Response	%
4	Strongly Disagree		1	2%
5	Disagree		1	2%
6	Neutral		38	67%
7	Agree		16	28%
8	Strongly Agree		1	2%
	Total		57	100%

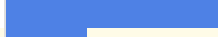
Statistic	Value
Min Value	4
Max Value	8
Mean	6.26
Variance	0.38
Standard Deviation	0.61
Total Responses	57

35. I am satisfied with the MCS Division Twitter.

#	Answer		Response	%
4	Strongly Disagree		1	2%
5	Disagree		1	2%
6	Neutral		41	73%
7	Agree		11	20%
8	Strongly Agree		2	4%
	Total		56	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.21
Variance	0.39
Standard Deviation	0.62
Total Responses	56

36. What social media do you or would you use to learn about information or opportunities in the MCS Division? (Choose all that apply)

#	Answer		Response	%
1	Facebook		33	73%
2	Twitter		20	44%
3	YouTube		8	18%
4	Instagram		3	7%
5	Pinterest		1	2%
6	Snapchat		3	7%
7	Tumblr		0	0%
8	Other		7	16%

Statistic	Value
Min Value	1
Max Value	8
Total Responses	45

37. What times would be the best for you to receive information on social media from MCS? (Choose all that apply)

#	Question	12-8 a.m.	8-10 a.m.	10 a.m.- 12 p.m.	12-2 p.m.	2-4 p.m.	4-6 p.m.	6-8 p.m.	8 p.m. - 12 a.m.	Total Responses	Mean
1	Facebook	2	10	7	4	0	1	1	8	33	4.12
2	Twitter	0	9	4	2	1	1	3	2	22	3.91
3	YouTube	0	3	1	3	0	0	1	4	12	5.00
4	Instagram	2	3	1	2	0	0	0	4	12	4.25
5	Pinterest	2	3	1	2	0	0	0	2	10	3.50
6	Snapchat	2	3	1	2	0	0	0	2	10	3.50
7	Tumblr	2	3	1	2	0	0	0	1	9	3.00
8	Other	2	3	1	2	0	0	0	1	9	3.00

Statistic	Facebook	Twitter	YouTube	Instagram	Pinterest	Snapchat	Tumblr	Other
Min Value	1	2	2	1	1	1	1	1
Max Value	8	8	8	8	8	8	8	8
Mean	4.12	3.91	5.00	4.25	3.50	3.50	3.00	3.00
Variance	6.42	4.94	6.73	8.57	6.72	6.72	4.75	4.75
Standard Deviation	2.53	2.22	2.59	2.93	2.59	2.59	2.18	2.18
Total Responses	33	22	12	12	10	10	9	9

38. What types of information would you like to receive on social media from MCS? (Choose all that apply)

#	Answer	Response	%
1	conference submission deadlines	25	54%
2	conference information and announcements	26	57%
3	photos from conferences	12	26%
4	relevant content from the world of mass communication	22	48%
5	calls for papers	28	61%
6	calls for journal submissions	29	63%
7	other	3	7%

Statistic	Value
Min Value	1
Max Value	7
Total Responses	46

39. I follow MCS on social media.

#	Answer		Response	%
1	Strongly disagree		17	29%
2	Disagree		16	27%
3	Neutral		7	12%
4	Agree		13	22%
5	Strongly Agree		6	10%
	Total		59	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.58
Variance	1.90
Standard Deviation	1.38
Total Responses	59

40. If I see something from MCS on social media, I am likely to share it.

#	Answer		Response	%
4	Strongly disagree		9	17%
5	Disagree		15	28%
6	Neutral		19	35%
7	Agree		8	15%
8	Strongly Agree		3	6%
	Total		54	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	5.65
Variance	1.21
Standard Deviation	1.10
Total Responses	54

41. If I follow MCS on social media, I expect MCS social media to follow me back.

#	Answer		Response	%
4	Strongly disagree		8	15%
5	Disagree		18	35%
6	Neutral		19	37%
7	Agree		3	6%
8	Strongly Agree		4	8%
	Total		52	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	5.56
Variance	1.15
Standard Deviation	1.07
Total Responses	52

42. Overall, I am satisfied with the current direction of the MCS Journal.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		7	12%
6	Neutral		11	19%
7	Agree		29	51%
8	Strongly Agree		10	18%
	Total		57	100%

Statistic	Value
Min Value	5
Max Value	8
Mean	6.74
Variance	0.80
Standard Deviation	0.90
Total Responses	57

43. The MCS Journal is open to a wide range of theoretical approaches.

#	Answer		Response	%
4	strongly disagree		3	5%
5	disagree		6	10%
6	neutral		10	17%
7	agree		27	47%
8	strongly agree		12	21%
	Total		58	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.67
Variance	1.17
Standard Deviation	1.08
Total Responses	58

44. The MCS Journal is open to a wide range of methodological approaches.

#	Answer		Response	%
1	strongly disagree		5	9%
2	disagree		10	18%
3	neutral		6	11%
4	agree		27	47%
5	strongly agree		9	16%
	Total		57	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.44
Variance	1.46
Standard Deviation	1.21
Total Responses	57

45. The MCS Journal only deals with research that directly addresses or measures social phenomenon.

#	Answer		Response	%
4	strongly disagree		2	4%
5	disagree		17	30%
6	neutral		19	34%
7	agree		16	29%
8	strongly agree		2	4%
	Total		56	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	5.98
Variance	0.89
Standard Deviation	0.94
Total Responses	56

46. The MCS Journal only deals with research that directly addresses or measures media effects.

#	Answer		Response	%
4	strongly disagree		3	5%
5	disagree		22	39%
6	neutral		20	35%
7	agree		9	16%
8	strongly agree		3	5%
	Total		57	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	5.77
Variance	0.93
Standard Deviation	0.96
Total Responses	57

47. The MCS Journal does a good job of accepting both qualitative and quantitative methodologies.

#	Answer		Response	%
4	strongly disagree		2	4%
5	disagree		12	21%
6	neutral		17	30%
7	agree		23	40%
8	strongly agree		3	5%
	Total		57	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.23
Variance	0.93
Standard Deviation	0.96
Total Responses	57

48. I am satisfied with the MCS Journal research paper submission process.

#	Answer		Response	%
4	Strongly Disagree		3	5%
5	Disagree		6	11%
6	Neutral		16	29%
7	Agree		24	44%
8	Strongly Agree		6	11%
	Total		55	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.44
Variance	1.03
Standard Deviation	1.01
Total Responses	55

49. I am satisfied with the quality of reviews I receive from MCS Journal paper reviewers.

#	Answer		Response	%
4	Strongly Disagree		4	7%
5	Disagree		4	7%
6	Neutral		21	38%
7	Agree		23	41%
8	Strongly Agree		4	7%
	Total		56	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.34
Variance	0.96
Standard Deviation	0.98
Total Responses	56

50. The MCS Journal Review Ad Hoc Committee is looking for ways that journal funds could be invested in furthering research. One such way might be to initiate a second journal with a different focus from MCS. Which of the following responses reflects what you think of that idea: (Choose all that apply)

#	Answer		Response	%
1	I would absolutely support a second journal		21	38%
2	I would support a second journal if distribution was in electronic form only		7	13%
3	I would love to be on the editorial board of a new journal from the Division		12	22%
4	I would support a new journal if it was in partnership with another division		9	16%
5	I don't want my membership fee to increase because of a new journal, but might support one otherwise		7	13%
6	I don't really care whether the Division publishes a second journal or not		11	20%
7	I don't support since there are too many journals in		11	20%

	communication already			
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Statistic	Value
Min Value	1
Max Value	7
Total Responses	55

51. If the Division membership supported a new journal, briefly say how would you suggest it be different from MCS? Or you may suggest another division or interest group you would support partnering with to create a second journal.

Text Response

I would recommend using the funds to examine innovative improvements to the peer review and publishing process

partner with another division/interest group

don't know

A Mass Comm Teaching and Society journal could be interesting.

I'm not sure off the top of my head what the best answers to this question are, but it is THE KEY question and requires a lot of study and thought.

It should be more QUALITATIVE AND INTERPRETIVE. Not sure which division to pair it with. I would say CCS, but it already sends members Journal of Communication Inquiry. (And the previous question isn't set right; we can only choose one answer.)

It should support research that validates or contradicts other findings in the field by replication or through critical assessment of methods and arguments.

More focus on media psychology, which provides micro-level analyses that informs us about macro-level phenomena (public opinion)

A journal that focuses on education/teaching

I wish the journal would resurrect the now-defunct Journal of Media Sociology. Actually, that was something I was thinking about doing myself. There SHOULD be a Journal of Media Sociology. Publish online first or only; focus more on digital; allow more qualitative and essay submissions

Maybe something around social media and society

I think we should consider a new model of journal -- given division resources, this would be chance to explore open-access, changes to reviewing, a focus on replication or null findings, or some combination of innovations.

Qualitative & Mixed methods since so much focus is on Quant.

media and health. so much research is being done in this area and the health communication journals cannot support it all.

More articles assessing the state, directions and opportunities for new insights in our field.

I think in our field, we do need more journals for publication that do not charge a fee. We need to help young scholars. i'm not saying the journal should be easy to submit and get papers accepted, but we do need more journals to help young scholars. Maybe the focus could be online, and we could focus on young scholars.

try a citizen based approach

No suggestions on this.

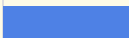
The Ethics and/or Law Divisions might be good partners for such a venture, but it ought to have a very specific focus rather than being just "another MCS" incarnation.

I do not support a second journal.

I wonder if you could make the second journal one that focused more on qualitative, cultural/critical work while MCS remains more focused on media effects.

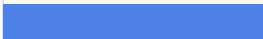
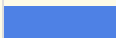
Statistic	Value
Total Responses	22

52. The MCS Journal Review Ad Hoc Committee suggested using part of the Journal fund surplus to support graduate travel to the national convention. Which of the following responses reflects what you think of that idea: (Choose all that apply)

#	Answer		Response	%
1	I would support travel monies being awarded directly by MCS to graduate student members of the Division.		31	58%
2	I would support MCS providing these funds to AEJMC so that AEJMC could award travel monies to graduate students - regardless of division membership.		12	23%
3	I would support MCS providing these funds to AEJMC so that AEJMC could award travel monies to graduate students - as long as they are Division members.		14	26%
4	I don't support providing travel monies to graduate students for the national convention.		8	15%

Statistic	Value
Min Value	1
Max Value	4
Total Responses	53

53. The MCS Journal Review Ad Hoc Committee suggested using part of the Journal fund surplus to support graduate travel to the Midwinter Conference. Which of the following responses reflects what you think of that idea: (Choose all that apply)

#	Answer		Response	%
1	I would support travel monies being awarded directly by MCS to graduate student members of the Division.		30	55%
2	I would support MCS providing these funds to AEJMC so that AEJMC could award travel monies to graduate students - regardless of division membership.		6	11%
3	I would support MCS providing these funds to AEJMC so that AEJMC could award travel monies to graduate students - as long as they are Division members.		13	24%
4	I don't support providing travel monies to graduate students for the Midwinter Conference.		15	27%

Statistic	Value
Min Value	1
Max Value	4
Total Responses	55

54. A new Division expenditure was approved in 2012 for PF&R projects focused on service-learning. Which of the following responses reflect what you think of the ideas submitted: (Choose all that apply)

#	Answer		Response	%
1	Give all \$5,000 to one community service-learning project.		2	4%
2	Give several \$1,000 grants to community service-learning projects.		35	64%
3	I don't support giving MCS funds to community service-learning projects.		18	33%

Statistic	Value
Min Value	1
Max Value	3
Total Responses	55

55. How long have you been a member of the MCS Division? (in years)

Text Response

10
42
5
6 years
6?
15+
25 years
1
10
24
>15
1
Not sure, since you started the grants. 8 years, maybe?
20
6
1
20 plus
20
3
5
Since it started--in the early 1960s
25
3
6
14
4
25
6
17
8
20
Not sure. At least 8 years.
5
5
Five
8-10 years
3
30 years
2
11
4
3
10 years
8 years

30 years or longer
2
For more than 40 years when I was eaching. close to 50 by now. . . and I'm not sure which side of 50 is correct.
30
10+ years
5
10

Statistic	Value
Total Responses	52

56. Are you currently a member of any of the other AEJMC divisions or interest groups?

#	Answer		Response	%
1	Yes		52	88%
2	No		5	8%
3	Prefer not to answer		0	0%
4	Not sure		2	3%
	Total		59	100%

Statistic	Value
Min Value	1
Max Value	4
Mean	1.19
Variance	0.36
Standard Deviation	0.60
Total Responses	59

57. What other AEJMC divisions, interest groups, or commissions are you currently a member of? (Choose all that apply)

#	Answer		Response	%
1	Advertising		3	5%
2	Communicating science, health, environment, risk		6	11%
3	Communication technology		16	29%
4	Communication theory and methodology		20	36%
5	Cultural and critical studies		5	9%
6	Electronic news		9	11%
7	History		9	16%
8	International communication		8	15%
9	Law and policy		11	20%
10	Magazine		3	5%
11	Media ethics		8	15%
12	media management, economics & entrepreneurship		5	9%
13	Minorities and communication		2	4%
14	newspaper and online news		21	38%
15	Public relations		5	9%
16	Scholastic journalism		1	2%
17	Visual communication		1	2%
18	Community journalism		2	4%
19	Entertainment studies		5	9%
20	Lesbian, gay, bisexual, transgender, and queer		1	2%
21	Graduate student		1	2%
22	Internships and careers		0	0%
23	Participatory		4	7%

	journalism			
24	political communication		11	20%
25	Religion and media		5	9%
26	Small programs		3	5%
27	Sports communication		2	4%
28	Commission on the status of minorities		0	0%
29	Commission on the status of women		3	5%

Statistic	Value
Min Value	1
Max Value	29
Total Responses	55

58. Of all the divisions, interests groups, or commissions of which you're a member, which one are you the most strongly associated with or engaged in?

#	Answer		Response	%
3	Mass communication and society		15	27%
4	Advertising		0	0%
5	Communicating science, health, environment, risk		3	5%
6	Communication technology		4	7%
7	Communication theory and methodology		6	11%
8	Cultural and critical studies		1	2%
9	Electronic news		0	0%
10	History		2	4%
11	International communication		1	2%
12	Law and policy		4	7%
13	Magazine		1	2%
14	Media ethics		1	2%
15	media management, economics & entrepreneurship		0	0%
16	Minorities and communication		1	2%
17	Newspaper and online news		5	9%
18	Public relations		2	4%
19	Scholastic journalism		0	0%
20	Visual communication		0	0%
21	Community journalism		1	2%
22	Entertainment studies		1	2%
23	Lesbian, gay, bisexual, transgender, and queer		1	2%
24	Graduate student		0	0%

25	Internships and careers		0	0%
26	Participatory journalism		2	4%
27	Political communication		4	7%
28	Religion and media		0	0%
29	Small programs		0	0%
30	Sports communication		0	0%
31	Commission on the status of minorities		0	0%
32	Commission on the status of women		0	0%
	Total		55	100%

Statistic	Value
Min Value	3
Max Value	27
Mean	10.96
Variance	63.59
Standard Deviation	7.97
Total Responses	55

59. What is the main reason you maintain your MCS membership?

Text Response

Journal, events, awards

I was once a division head.

Most logical fit for my research

I am active participant in the Journal's functioning for the journal

It's my home division.

journal, i like the division and the people. i am a former head of another division, but i feel that is somewhat less hospitable to my interests now than MCS and would like to be more involved.

Submit to the journal and feel like my research is in this area

Your grant program

It's the best division with the best journal.

Not sure whether I maintain my membership if this division keeps supporting a journal editor who has pretty demeaning and rude comments about manuscripts without any evidence to back it up, and providing indications of not really having read the manuscript. Same could be said about the latter for the previous editor. (No, not disgruntled about a rejection. It will find another venue. Just very disappointed about the insensitive communication.)

My scholarship crosses divisional boundaries and is most focused on societal impact.

Apply for awards, receive journal, etc.

it is the division most aligned with my research.

I once was chair of the division, and feel that I'm still part of the family

My research fits in this area; it's the largest division with the strongest journal; I serve as an officer

Jensen Moore is a great leader.

Association with MCS journal

awards

The journal and the newsletter.

the journal

It is the most applicable overall to my research interests

professional development, awards, community

It is a diverse division that is run very well

Required for journal editorial board, but I would maintain it anyway because I'm strongly interested in the type of scholarship the division supports

CV

my area of research is directly situated in mass comm

Habit

It's relevant to my research, and a lot of its members publish research I'm interested in.

First, I'm a board member. I think Mass Communication can lead AEJMC on cutting edge research and support for our young scholars and graduate students.

I like to stay in touch with AEJMC, and I like the journal.

relevance

To contribute and learn, when I was teaching.

habit, plus a continuing interst in the interface of mass media and society.

To receive the MCS journal

keeps me networked and informed about other professionals in the field

Statistic	Value
Total Responses	36

60. Provide your "top three" list of changes that would make MCS better for you.

Text Response

Stronger pipeline of division leadership; strengthening MCS journal, including review process/time, quality of reviewing, and ethics of editors; increasing quality of conference programming

I believe the division is already doing far more than most other divisions. I am very happy with the performance of MCS

Spend down its surplus funds!

#1 must be to maintain and increase the quality and relevance of the journal. that is paramount.

More regional networking events, more changes to do e-learning and more journal publishing opportunities

More grants, less media effects, more qualitative and interpretive work

1. Publish a second journal, 2. hold a fully online conference session on a special topic, 3. ???

At least we get a new journal editor, so that's taken care off.

More opportunities for publication, More opportunities for presentation, More opportunities for awards

growing a bit younger rather than consistently older--I can no longer run around between conference sessions the way I used to.

more awards

Can't think of any.

More members' involvement in the division (particularly at the Business meeting)

NA

Quicker review turnarounds, Quicker review turnarounds, Quicker review turnarounds

1-2-3 more broad based articles that will re energize longstanding members who feel alienated and ignorwzs

I do not have an suggerstions. I enjoyed my association with the division over time.

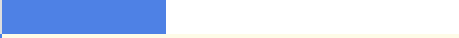
I don't really have such a list . . . I'm well past the point of needing MCS to be "better for me." My only suggestion would be to maintain the broad, eclectic approach that's been thehallmark of the division oer the years.

Everything works well. No change needed.

1) more interactive communication. 2) more opportunities to network at annual convention 3) easier free access to our journal online.

Statistic	Value
Total Responses	20

61. What is your gender?

#	Answer		Response	%
1	male		36	62%
2	Female		20	34%
3	prefer not to answer		2	3%
	Total		58	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	1.41
Variance	0.32
Standard Deviation	0.56
Total Responses	58

62. What is your age today? (in years)

Text Response

55

65

34

34

32

72

56

34

60

59

60

34

54

50

34

69

34

43

86

62

54

39

37

78

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46

31

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41

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72

59

48

79

80

71
51
29
41

Statistic	Value
Total Responses	50

63. Are you Hispanic or Latino? (A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race)

#	Answer		Response	%
1	Yes		1	2%
2	No		54	93%
3	Prefer not to answer		3	5%
	Total		58	100%

Statistic	Value
Min Value	1
Max Value	3
Mean	2.03
Variance	0.07
Standard Deviation	0.26
Total Responses	58

64. How would you describe yourself? (Choose one or more from the following racial groups)

#	Answer		Response	%
1	American Indian or Alaska Native (A person having origins in any of the original people of North and South America (including Central American), and who maintains a tribal affiliation or community attachment)		0	0%
2	Asian (A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam)		1	2%
3	Black or African American (A person having origins in any of the Black racial groups of Africa - includes		0	0%

	Caribbean Islanders and other of African origin)			
4	Native Hawaiian or Other Pacific Islander (A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands)		0	0%
5	White (A person having origins in any of the original peoples of Europe, the Middle East, or North Africa)		53	91%
6	Prefer not to answer		4	7%

Statistic	Value
Min Value	2
Max Value	6
Total Responses	58

65. Please select the option that best describes your position.

#	Answer		Response	%
1	Adjunct		0	0%
2	Assistant Professor		17	29%
3	Associate Professor		16	27%
4	Full Professor		13	22%
5	Graduate Student		3	5%
6	Other		10	17%
	Total		59	100%

Statistic	Value
Min Value	2
Max Value	6
Mean	3.54
Variance	1.98
Standard Deviation	1.41
Total Responses	59

66. Please select the option that best describes your organization.

#	Answer	Response	%
1	Doctorate-granting university	38	67%
2	Master's college or university	10	18%
3	Baccalaureate college	6	11%
4	Junior or community college	0	0%
5	Research institute	0	0%
6	Government agency	0	0%
7	Nonprofit organization	1	2%
8	Other	2	4%
	Total	57	100%

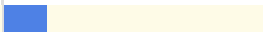
Statistic	Value
Min Value	1
Max Value	8
Mean	1.74
Variance	2.45
Standard Deviation	1.56
Total Responses	57

Graduate Student Survey

My Report

Last Modified: 06/15/2016

1. Overall, I am glad I am a member of the MCS Division

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		0	0%
6	Neutral		1	9%
7	Agree		6	55%
8	Strongly Agree		4	36%
	Total		11	100%

Statistic	Value
Min Value	6
Max Value	8
Mean	7.27
Variance	0.42
Standard Deviation	0.65
Total Responses	11

2. I feel the MCS Division respects the opinions of graduate student members.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		0	0%
6	Neutral		6	55%
7	Agree		3	27%
8	Strongly Agree		2	18%
	Total		11	100%

Statistic	Value
Min Value	6
Max Value	8
Mean	6.64
Variance	0.65
Standard Deviation	0.81
Total Responses	11

3. I feel the MCS Division encourages graduate student members to express opinions.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		0	0%
6	Neutral		6	55%
7	Agree		2	18%
8	Strongly Agree		3	27%
	Total		11	100%

Statistic	Value
Min Value	6
Max Value	8
Mean	6.73
Variance	0.82
Standard Deviation	0.90
Total Responses	11

4. I feel graduate students benefit from being members of the MCS Division.

#	Answer		Response	%
12	Strongly Disagree		0	0%
13	Disagree		0	0%
14	Neutral		3	27%
15	Agree		5	45%
16	Strongly Agree		3	27%
	Total		11	100%

Statistic	Value
Min Value	14
Max Value	16
Mean	15.00
Variance	0.60
Standard Deviation	0.77
Total Responses	11

5. I feel the MCS Division does a good job providing supportive community for graduate students.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		2	18%
6	Neutral		4	36%
7	Agree		2	18%
8	Strongly Agree		3	27%
	Total		11	100%

Statistic	Value
Min Value	5
Max Value	8
Mean	6.55
Variance	1.27
Standard Deviation	1.13
Total Responses	11

6. I feel I have gotten useful teaching related resources (e.g., creative teaching ideas, teaching award information) from the MCS Division.

#	Answer		Response	%
1	Strongly disagree		0	0%
2	Disagree		5	45%
3	Neutral		2	18%
4	Agree		3	27%
5	Strongly Agree		1	9%
	Total		11	100%

Statistic	Value
Min Value	2
Max Value	5
Mean	3.00
Variance	1.20
Standard Deviation	1.10
Total Responses	11

7. This year the MCS Division is initiating a new award for recognizing innovative teaching ideas. How interested are you in submitting an application for this award?

#	Answer		Response	%
1	Not at all interested		0	0%
2	Not interested		2	18%
3	neutral		3	27%
4	interested		3	27%
5	very much interested		3	27%
	Total		11	100%

Statistic	Value
Min Value	2
Max Value	5
Mean	3.64
Variance	1.25
Standard Deviation	1.12
Total Responses	11

8. I am award that the MCS Division has an award to recognize graduate students who serve as instructor of record for courses and demonstrate excellence and innovation in the classroom.

#	Answer		Response	%
4	Strongly Disagree		5	45%
5	Disagree		3	27%
6	Neutral		2	18%
7	Agree		0	0%
8	Strongly Agree		1	9%
	Total		11	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	5.00
Variance	1.60
Standard Deviation	1.26
Total Responses	11

9. Besides the teaching awards, what else do you think the MCS Teaching Committee should do to recognize excellent teaching in mass communication?

Text Response

organizing a workshop or panel about teaching experience of doctoral students

book awards

The awards should distinguish between student populations and types of classes (hybrid, online, in class)

Promote the teaching awards - I've been a member of the division for a year and have had a hard time getting into the steam of information for grad student opportunities (which has not been an issue with the other divisions I'm in.)

Teaching Profiles (Faculty and Graduate Student). Teaching exchange (either archive of resources of "real-time" exchange of ideas such as monthly Twitter chats).

Online workshops

Statistic	Value
Total Responses	6

10. What teaching ideas (e.g., incorporating digital devices into class, conducting virtual office hours) are you most interested in getting from MCS?

Text Response

like syllabus, assignments for teaching some popular class such as public speaking, comm theory, research methods

teaching research skills

How to manage hybrid courses (without it becoming a full-time job for each section)

1) Teaching exchange (either archive of resources of "real-time" exchange of ideas such as monthly Twitter chats). 2) How to design new classes. 3) Incorporating "service learning" i

Online course tools,

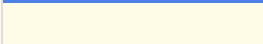
Statistic	Value
Total Responses	5

11. I am familiar with the PF&R related activities of MCS.

#	Answer		Response	%
4	strongly disagree		4	40%
5	disagree		2	20%
6	neutral		2	20%
7	agree		1	10%
8	strongly agree		1	10%
	Total		10	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	5.30
Variance	2.01
Standard Deviation	1.42
Total Responses	10

12. I am likely to attend PF&R related MCS panels during the national convention.

#	Answer		Response	%
4	strongly disagree		0	0%
5	disagree		1	9%
6	neutral		4	36%
7	agree		6	55%
8	strongly agree		0	0%
	Total		11	100%

Statistic	Value
Min Value	5
Max Value	7
Mean	6.45
Variance	0.47
Standard Deviation	0.69
Total Responses	11

13. What types of PF&R panels would you be interested in MCS holding?

Text Response

I have no idea about PF&R

"real talk" about the value of formal teach evaluation instruments used by most schools

not sure

Not sure what PF&R is even - Professional Focus and Research? (See what I mean - better communication needed...)

i don't know what pf&r is...? i'm not familiar with the acronym, but probably would know what it is if you hadn't used an acronym on first reference...

Statistic	Value
Total Responses	5

14. I feel the MCS Division provides professional development guidance to graduate student members.

#	Answer	Response	%
4	Strongly Disagree	1	9%
5	Disagree	1	9%
6	Neutral	5	45%
7	Agree	4	36%
8	Strongly Agree	0	0%
	Total	11	100%

Statistic	Value
Min Value	4
Max Value	7
Mean	6.09
Variance	0.89
Standard Deviation	0.94
Total Responses	11

15. I feel the MCS Division offers adequate professional development activities (e.g., mentor program, resume/cover letter critique, teaching workshops) to graduate student members.

#	Answer		Response	%
4	Strongly Disagree		2	18%
5	Disagree		2	18%
6	Neutral		4	36%
7	Agree		3	27%
8	Strongly Agree		0	0%
	Total		11	100%

Statistic	Value
Min Value	4
Max Value	7
Mean	5.73
Variance	1.22
Standard Deviation	1.10
Total Responses	11

16. What professional development opportunities would you like to see the MCS Division offer its graduate students?

Text Response

JOB interviews, job positions

interview practice

Publishing - how to tailor papers that aren't quantitative to fit mass comm pubs (without losing their focus).

would love to see more of this. all of the above.

Regarding the previous question about professional development activities, stronger promotion would be beneficial. I was unaware of those services and would have greatly appreciated participating in those.

Statistic	Value
Total Responses	5

17. I feel the MCS Division does a good job showcasing graduate student research.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		2	18%
6	Neutral		0	0%
7	Agree		7	64%
8	Strongly Agree		2	18%
	Total		11	100%

Statistic	Value
Min Value	5
Max Value	8
Mean	6.82
Variance	0.96
Standard Deviation	0.98
Total Responses	11

18. I am aware the MCS Division has a specific award (Moeller Papers) that recognize top student papers written for a course grade (a class paper submitted to the conference).

#	Answer		Response	%
4	Strongly Disagree		3	27%
5	Disagree		2	18%
6	Neutral		0	0%
7	Agree		2	18%
8	Strongly Agree		4	36%
	Total		11	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	6.18
Variance	3.16
Standard Deviation	1.78
Total Responses	11

19. I am aware the MCS Division has specific awards that recognize top student papers submitted to the conference.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		0	0%
6	Neutral		1	9%
7	Agree		4	36%
8	Strongly Agree		6	55%
	Total		11	100%

Statistic	Value
Min Value	6
Max Value	8
Mean	7.45
Variance	0.47
Standard Deviation	0.69
Total Responses	11

20. I am satisfied with the quality of the MCS Division's research paper sessions.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		0	0%
6	Neutral		2	18%
7	Agree		7	64%
8	Strongly Agree		2	18%
	Total		11	100%

Statistic	Value
Min Value	6
Max Value	8
Mean	7.00
Variance	0.40
Standard Deviation	0.63
Total Responses	11

21. I am satisfied with the MCS Division annual conference research paper submission process.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		1	9%
6	Neutral		2	18%
7	Agree		4	36%
8	Strongly Agree		4	36%
	Total		11	100%

Statistic	Value
Min Value	5
Max Value	8
Mean	7.00
Variance	1.00
Standard Deviation	1.00
Total Responses	11

22. I am satisfied with the quality of reviews I receive from MCS Division annual conference research paper reviewers.

#	Answer		Response	%
4	Strongly Disagree		1	9%
5	Disagree		4	36%
6	Neutral		2	18%
7	Agree		3	27%
8	Strongly Agree		1	9%
	Total		11	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	5.91
Variance	1.49
Standard Deviation	1.22
Total Responses	11

23. I am satisfied with the MCS Division annual conference research paper allocation process.

#	Answer		Response	%
4	Strongly Disagree		0	0%
5	Disagree		0	0%
6	Neutral		5	50%
7	Agree		3	30%
8	Strongly Agree		2	20%
	Total		10	100%

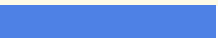
Statistic	Value
Min Value	6
Max Value	8
Mean	6.70
Variance	0.68
Standard Deviation	0.82
Total Responses	10

24. I am aware that graduate students can apply for the \$5,000 MCS research award.

#	Answer		Response	%
4	Strongly Disagree		5	45%
5	Disagree		4	36%
6	Neutral		0	0%
7	Agree		1	9%
8	Strongly Agree		1	9%
	Total		11	100%

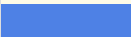
Statistic	Value
Min Value	4
Max Value	8
Mean	5.00
Variance	1.80
Standard Deviation	1.34
Total Responses	11

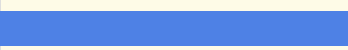
25. I am aware that the MCS Division has a \$3,000 dissertation award.

#	Answer		Response	%
4	Strongly Disagree		3	27%
5	Disagree		2	18%
6	Neutral		0	0%
7	Agree		5	45%
8	Strongly Agree		1	9%
	Total		11	100%

Statistic	Value
Min Value	4
Max Value	8
Mean	5.91
Variance	2.29
Standard Deviation	1.51
Total Responses	11

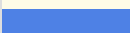
26. Which of the following MCS Division benefits and activities are important to you? (Choose all that apply)

#	Answer		Response	%
1	MCS Journal		8	73%
2	Competitive research paper award - Open competition		6	55%
3	Competitive research paper award - Student competition		9	82%
4	Competitive research paper award - Moeller student competition		6	55%
5	Promising professor teaching award - Junior faculty		3	27%
6	Promising professor teaching award - Graduate students		5	45%
7	Distinguished educator award		1	9%
8	Trayes service award		0	0%
9	MCS research grant award - faculty		3	27%
10	MCS research grant award - graduate student		8	73%
11	MCS dissertation award		7	64%
12	Midwinter conference participation/panels		4	36%
13	National convention refereed research paper sessions		8	73%
14	National convention teaching panel sessions		4	36%
15	National convention PF&R panel sessions		1	9%
16	National convention pre-conference teaching workshops		1	9%

17	Network of educators/scholars		8	73%
18	Opportunities for national service		4	36%
19	Other		1	9%

Statistic	Value
Min Value	1
Max Value	19
Total Responses	11

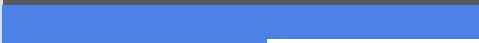
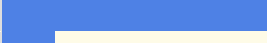
27. Which of the following MCS Division benefits would you say is the MOST valuable to you?

#	Answer		Response	%
4	MCS Journal		2	18%
5	Competitive research paper award - Open competition		0	0%
6	Competitive research paper award - Student competition		1	9%
7	Competitive research paper award - Moeller student competition		1	9%
8	Promising professor teaching award - Junior faculty		0	0%
9	Promising professor teaching award - Graduate students		0	0%
10	Distinguished educator award		0	0%
11	Trayes service award		0	0%
12	MCS research grant award - faculty		0	0%
13	MCS research grant award - graduate student		1	9%
14	MCS dissertation award		1	9%
15	Midwinter conference participation/panels		0	0%
16	National convention refereed research paper sessions		3	27%
17	National convention teaching panel sessions		0	0%
18	National convention PF&R panel sessions		0	0%
19	National convention pre-conference teaching workshops		0	0%

20	Network of educators/scholars		2	18%
21	Opportunities for national service		0	0%
22	Other		0	0%
	Total		11	100%

Statistic	Value
Min Value	4
Max Value	20
Mean	12.36
Variance	36.85
Standard Deviation	6.07
Total Responses	11

28. What social media do you or would you use to learn about information or opportunities in the MCS Division? (Choose all that apply)

#	Answer		Response	%
1	Facebook		9	100%
2	Twitter		5	56%
3	YouTube		1	11%
4	Instagram		1	11%
5	Pinterest		0	0%
6	Snapchat		0	0%
7	Tumblr		0	0%
8	Other		0	0%

Statistic	Value
Min Value	1
Max Value	4
Total Responses	9

29. What times would be the best for you to receive information on social media from MCS? (Choose all that apply)

#	Question	12-8 a.m.	8-10 a.m.	10 a.m.- 12 p.m.	12-2 p.m.	2-4 p.m.	4-6 p.m.	6-8 p.m.	8 p.m. - 12 a.m.	Total Responses	Mean
1	Facebook	0	4	1	0	0	1	0	1	7	3.57
2	Twitter	0	1	1	0	0	2	0	1	5	5.00
3	YouTube	0	1	0	1	0	0	1	1	4	5.25
4	Instagram	0	0	1	0	0	0	0	1	2	5.50
5	Pinterest	0	0	0	0	0	0	0	1	1	8.00
6	Snapchat	0	0	0	0	0	0	0	1	1	8.00
7	Tumblr	0	0	0	0	0	0	0	1	1	8.00
8	Other	0	0	0	0	0	0	0	1	1	8.00

Statistic	Facebook	Twitter	YouTube	Instagram	Pinterest	Snapchat	Tumblr	Other
Min Value	2	2	2	3	8	8	8	8
Max Value	8	8	8	8	8	8	8	8
Mean	3.57	5.00	5.25	5.50	8.00	8.00	8.00	8.00
Variance	5.95	6.00	7.58	12.50	0.00	0.00	0.00	0.00
Standard Deviation	2.44	2.45	2.75	3.54	0.00	0.00	0.00	0.00
Total Responses	7	5	4	2	1	1	1	1

30. What types of information would you like to receive on social media from MCS? (Choose all that apply)

#	Answer	Response	%
1	conference submission deadlines	7	88%
2	conference information and announcements	7	88%
3	photos from conferences	3	38%
4	relevant content from the world of mass communication	5	63%
5	calls for papers	8	100%
6	calls for journal submissions	8	100%
7	other	1	13%

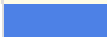
Statistic	Value
Min Value	1
Max Value	7
Total Responses	8

31. I follow MCS on social media.

#	Answer		Response	%
1	Strongly disagree		3	27%
2	Disagree		1	9%
3	Neutral		1	9%
4	Agree		4	36%
5	Strongly Agree		2	18%
	Total		11	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.09
Variance	2.49
Standard Deviation	1.58
Total Responses	11

32. If I see something from MCS on social media, I am likely to share it.

#	Answer		Response	%
4	Strongly disagree		0	0%
5	Disagree		2	22%
6	Neutral		6	67%
7	Agree		1	11%
8	Strongly Agree		0	0%
	Total		9	100%

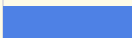
Statistic	Value
Min Value	5
Max Value	7
Mean	5.89
Variance	0.36
Standard Deviation	0.60
Total Responses	9

33. If I follow MCS on social media, I expect MCS social media to follow me back.

#	Answer		Response	%
4	Strongly disagree		1	10%
5	Disagree		5	50%
6	Neutral		3	30%
7	Agree		0	0%
8	Strongly Agree		1	10%
	Total		10	100%

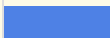
Statistic	Value
Min Value	4
Max Value	8
Mean	5.50
Variance	1.17
Standard Deviation	1.08
Total Responses	10

34. The MCS Journal Review Ad Hoc Committee suggested using part of the Journal fund surplus to support graduate travel to the national convention. Which of the following responses reflects what you think of that idea: (Choose all that apply)

#	Answer		Response	%
1	I would support travel monies being awarded directly by MCS to graduate student members of the Division.		9	82%
2	I would support MCS providing these funds to AEJMC so that AEJMC could award travel monies to graduate students - regardless of division membership.		3	27%
3	I would support MCS providing these funds to AEJMC so that AEJMC could award travel monies to graduate students - as long as they are Division members.		3	27%
4	I don't support providing travel monies to graduate students for the national convention.		0	0%

Statistic	Value
Min Value	1
Max Value	3
Total Responses	11

35. The MCS Journal Review Ad Hoc Committee suggested using part of the Journal fund surplus to support graduate travel to the Midwinter Conference. Which of the following responses reflects what you think of that idea: (Choose all that apply)

#	Answer		Response	%
1	I would support travel monies being awarded directly by MCS to graduate student members of the Division.		8	89%
2	I would support MCS providing these funds to AEJMC so that AEJMC could award travel monies to graduate students - regardless of division membership.		1	11%
3	I would support MCS providing these funds to AEJMC so that AEJMC could award travel monies to graduate students - as long as they are Division members.		2	22%
4	I don't support providing travel monies to graduate students for the Midwinter Conference.		1	11%

Statistic	Value
Min Value	1
Max Value	4
Total Responses	9

36. Please briefly describe the ONE thing you think is most important for the MCS Division to immediately do to better serve our graduate student members.

Text Response

More opportunities for collaboration among doctoral students
job prep and network

Work to engage more varied types of mass comm research into all of the panels and programming.
help provide a track to move papers from conferences to journal pubs

Stronger service (or better promotion of those services) to graduate students outside of the
convention stage.

Not sure

Statistic	Value
Total Responses	6

37. How long have you been a member of the MCS Division? (in years)

Text Response

2

3

20

2

5

One

2?

3

2 years

Statistic	Value
Total Responses	9

38. Are you currently a member of any of the other AEJMC divisions or interest groups?

#	Answer		Response	%
1	Yes		10	91%
2	No		1	9%
3	Prefer not to answer		0	0%
4	Not sure		0	0%
	Total		11	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.09
Variance	0.09
Standard Deviation	0.30
Total Responses	11

39. What other AEJMC divisions, interest groups, or commissions are you currently a member of? (Choose all that apply)

#	Answer		Response	%
1	Advertising		1	10%
2	Communicating science, health, environment, risk		1	10%
3	Communication technology		1	10%
4	Communication theory and methodology		2	20%
5	Cultural and critical studies		1	10%
6	Electronic news		1	10%
7	History		0	0%
8	International communication		1	10%
9	Law and policy		0	0%
10	Magazine		0	0%
11	Media ethics		0	0%
12	media management, economics & entrepreneurship		2	20%
13	Minorities and communication		0	0%
14	newspaper and online news		2	20%
15	Public relations		4	40%
16	scholarship journalism		1	10%
17	Visual communication		3	30%
18	Community journalism		1	10%
19	Entertainment studies		1	10%
20	Lesbian, gay, bisexual, transgender, and queer		0	0%
21	Graduate student		4	40%
22	Internships and careers		0	0%
23	Participatory		2	20%

	journalism			
24	Political communication		3	30%
25	Religion and media		0	0%
26	Small programs		0	0%
27	Sports communication		0	0%
28	Commission on the status of minorities		0	0%
29	Commission on the status of women		0	0%

Statistic	Value
Min Value	1
Max Value	24
Total Responses	10

40. Of all the divisions, interests groups, or commissions of which you're a member, which one are you the most strongly associated with or engaged in?

#	Answer		Response	%
3	Mass communication and society		2	20%
4	Advertising		0	0%
5	Communicating science, health, environment, risk		0	0%
6	Communication technology		0	0%
7	Communication theory and methodology		0	0%
8	Cultural and critical studies		0	0%
9	Electronic news		0	0%
10	History		1	10%
11	International communication		0	0%
12	Law and policy		0	0%
13	Magazine		0	0%
14	Media ethics		0	0%
15	media management, economics & entrepreneurship		0	0%
16	Minorities and communication		0	0%
17	Newspaper and online news		0	0%
18	Public relations		2	20%
19	Academic journalism		1	10%
20	Visual communication		1	10%
21	Community journalism		0	0%
22	Entertainment studies		0	0%
23	Lesbian, gay, bisexual, transgender, and queer		0	0%
24	Graduate student		1	10%

25	Internships and careers		0	0%
26	Participatory Journalism		1	10%
27	Political communication		1	10%
28	Religion and media		0	0%
29	Small programs		0	0%
30	Sports communication		0	0%
31	Commission on the status of minorities		0	0%
32	Commission on the status of women		0	0%
	Total		10	100%

Statistic	Value
Min Value	3
Max Value	27
Mean	16.80
Variance	76.18
Standard Deviation	8.73
Total Responses	10

41. What is the main reason you maintain your MCS membership?

Text Response

Opportunities are good for doctoral students

I believe in it and feel obligated.

Connection to research in the field - through the conference and journal. student awards are also a big plus.

research interest

Hoping to find an opportunity to submit a paper or do a research panel that crosses over with mass comm scholars

it's relevant to my research area

Because it has one of the largest memberships of all AEJ DIGs.

Topics and prestige of faculty members

Statistic	Value
Total Responses	8

42. Provide your "top three" list of changes that would make MCS better for you.

Text Response

More award and more workshop

emphases on social media are of lesser importance to me; reduce membership fees for a couple of years to even out the surplus rather than simply giving it to grad students

I don't have any. It is a tremendous division. Thank you. Could use a little help with job prep and networking. That is all.

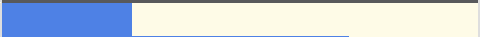
Less quant/journalism methodology, more focus on diverse populations, more cross-division opportunities

help moving papers to publication, help in the job search (traditional and non-academic options), ?

1) More services (or better promotion of service) outside of the national/midwinter conferences. 2) More networking opportunities during conference 3) Virtual networking opportunities outside of conferences.

Statistic	Value
Total Responses	6

43. What is your gender?

#	Answer		Response	%
1	male		3	27%
2	Female		8	73%
3	prefer not to answer		0	0%
	Total		11	100%

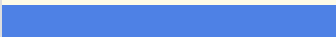
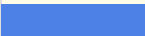
Statistic	Value
Min Value	1
Max Value	2
Mean	1.73
Variance	0.22
Standard Deviation	0.47
Total Responses	11

44. What is your age today? (in years)

Text Response
36
26
55
27
36
49
34
55
33

Statistic	Value
Total Responses	9

45. Are you Hispanic or Latino? (A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race)

#	Answer		Response	%
1	Yes		0	0%
2	No		7	70%
3	Prefer not to answer		3	30%
	Total		10	100%

Statistic	Value
Min Value	2
Max Value	3
Mean	2.30
Variance	0.23
Standard Deviation	0.48
Total Responses	10

46. How would you describe yourself? (Choose one or more from the following racial groups)

#	Answer		Response	%
1	American Indian or Alaska Native (A person having origins in any of the original people of North and South America (including Central American), and who maintains a tribal affiliation or community attachment)		0	0%
2	Asian (A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam)		1	10%
3	Black or African American (A person having origins in any of the Black racial groups of Africa - includes		0	0%

	Caribbean Islanders and other of African origin)			
4	Native Hawaiian or Other Pacific Islander (A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands)		0	0%
5	White (A person having origins in any of the original peoples of Europe, the Middle East, or North Africa)		6	60%
6	Prefer not to answer		3	30%

Statistic	Value
Min Value	2
Max Value	6
Total Responses	10

47. Please select the option that best describes your position.

#	Answer		Response	%
1	Master's student		0	0%
2	Ph.D. student		2	18%
3	Ph.D. candidate		8	73%
4	other		1	9%
	Total		11	100%

Statistic	Value
Min Value	2
Max Value	4
Mean	2.91
Variance	0.29
Standard Deviation	0.54
Total Responses	11

48. Please select the option that best describes your organization.

#	Answer	Response	%
1	Doctorate-granting university	11	100%
2	Master's college or university	0	0%
3	Baccalaureate college	0	0%
4	Junior or community college	0	0%
5	Research institute	0	0%
6	Government agency	0	0%
7	Nonprofit organization	0	0%
8	Other	0	0%
	Total	11	100%

Statistic	Value
Min Value	1
Max Value	1
Mean	1.00
Variance	0.00
Standard Deviation	0.00
Total Responses	11