

Research, Teaching, and PF&R Award Deadline April 30

See pages 3 and 4 for list of awards and tips for successful applications



NEWSLETTER

Vo1. 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?

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-



Stephen D. Perry,
Past MCS Journal
Editor

CONT. SECOND JOURNAL, 12

Annual Conference



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

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.

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



Jensen Moore,
Division Head

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

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 conferences, is the lack of feedback from



Jay Hmielowski,
Research 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'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.

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

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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.

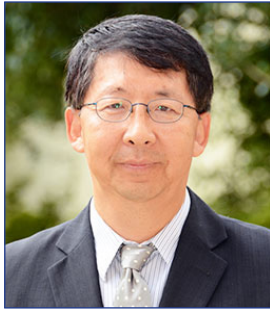
When providing feedback, there are a number of things reviewers can do to help the authors. First, the reviewer can provide some general feedback about the writing. Is it clear? Are there parts that are unclear? Second, the reviewer could provide feedback about the organization of the paper. Does the 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

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 AE-JMC 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**

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
top of the page.

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/mpls16/>
 For More
 Annual Conference Information

CONT. MINNEAPOLIS, 1

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.

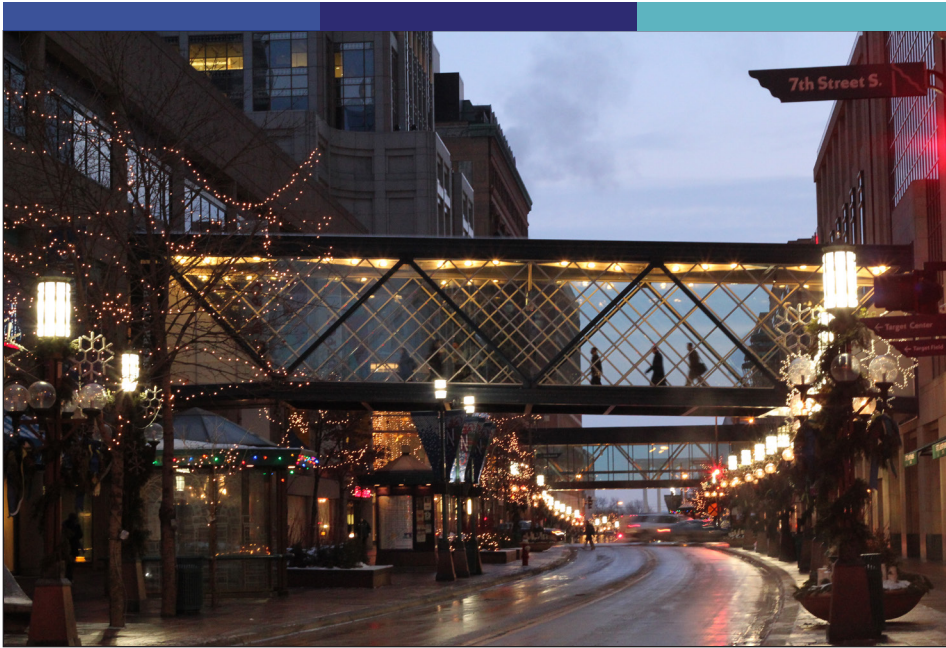
The Arts, Museums

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



Dave Durnbaugh/Flickr

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



Janelle/Flickr

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



Bart Heird/Flickr

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

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

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 overexposure. 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.

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.

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*.

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>.

Annual Conference
paper acceptances
will be emailed by May 20.



Gail Simpson/Flickr
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

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

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.

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.