By Dan Panici

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I hope that everyone is enjoying a productive semester. Along with their

our day-to day responsibilities, your Mass Communication and Society

executive committee is hard at work planning for the 2019 convention in

Washington, D.C. Before I share with you the goals we have set for the

division, I would first like to draw your attention to what we accomplished

during 2018-2019.

\* After just three years of publication, the Mass Communication and

Society journal has established itself as a major resource within the mass

communication discipline. Institutional subscriptions are on the rise and

plans are for the journal to increase it's pages per issue. I would like to

thank the current editor of Mass Communication and Society David Demers,

former head of MC&S Carol Pardun, and Lawrence Erlbaum Associates, Inc. for

their dedication and insights associated with the success of the journal.

\* The Phoenix convention highlights included our annual

pre-convention Promising Professors workshop (submissions for this contest

were up from last year), seven panel sessions co-sponsored with six

different divisions, six research paper sessions (the most of any

division), a special call for The Media and The Family research session, a

scholar-to-scholar session, and an Awards Luncheon with keynote speaker

Gary Hook, Director, Editorial Operations, USA Today. Our division owes a

thank you and a "job well done" to the 2018-2019 MC&S Executive

Council--thanks, your diligent and creative work paid off.

\* The division sponsored a session titled "You gave me what? How

professors grade qualitative projects" at the annual Southeast Regional

Collogium and a Web conference on kids and media hosted by the University

of North Carolina and Carol Pardun.

\* The new MC&s Web site is up and running. Tom Gould has created this

site and is looking for feedback on its usefulness. What would you like to

see on the site? How can we make it more pertinent for you? Any and all

suggestions should be sent to Tom at tgould@ksu.edu.

Much was accomplished and enjoyed last year. I hope that we can continue to

move MC&S into a bright and insightful future. So, with the past in mind

and an eye on the future, here are the 2019-2020 goals for the division:

1. To continue and expand the "value added" services at the convention

in D.C.

 These services will include: programming the most research paper

sessions than any other division, conducting a special call for The Media

and The Family research paper session, planning both Teaching and

Professional Freedom and Responsibility panels, creating an Awards

Luncheon with a keynote speaker from the profession, and conducting

our annual Promising Professors contest. If you have any

suggestions for how we can best program the convention for the

division, please feel free to contact a member fro the executive council

(see the back of this newsletter).

2. To recruit more paper judges for our research session submissions.

 Our division must begin to look at how we can attract and maintain

a roster of judges for the research paper submissions. The month of

April, when judges are asked to read the papers, is a busy time for all of

our division members. However, we must address the issue: given the

number of division members (approximately 600) less than 10 percent of

the division has volunteered to serve as a judge for the paper

competition (and it seems like the same 10 percent volunteer each

year). Please forward problem solving strategies to Dane Claussen,

Chair of the Research Committee at dsc274f@smsu.edu. Better yet,

 contact Dane and volunteer to serve as a judge for the paper

competition.

3. To examine the division buy-laws.

 The MC&S division by-laws were adopted on August 27, 1967 and

revised on July 26., 1992. We have been operating, or failing to

operate, by division by-laws for twenty-seven years. I have been a member

of the MC&S Executive Committee for five years and this the first

time that I have seen the by-laws. It is time for our division to

examine the buy-laws to determine what has been working and what should

be revised so the by-laws better reflect our experiences. I am

 asking that three division members contact me so the four of us can

serve as an ad-hoc comittee to examine the by-laws.

4. To increase division participation on standing committees

(Research, Teaching, and PF&R).

 As you peruse the names and addresses of the Chairs and Co-chairs

of the MC&S standing committees consider the following: can we have a

committee without committee members? Each of the Chairs and

Co-chairs are in the process of recruiting committee members. Working

on a committee is a wonderful way to experience the "behind the scenes"

of program planning. Call one of them up and volunteer for a

committee--you never know, you may one day wake up as the Head of MC&S.