

CTEC

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Midwinter slate to come from varied viewpoints



Homero Gil de Zuniga
Midwinter
Coordinator

Hola, CTEC friends!
Allow me to thank you all for your support to the division and for being part of a thrilling section of

AEJMC.

Our division continues to grow, and as it matures, so does the realm of communication technologies, promoting and fostering research in our field.

A good example of this will be the forthcoming 2009 AEJMC Midwinter Conference meeting. Only a few weeks remain before this year's meeting.

The conference raised an outstanding interest, particularly among young scholars. Students are without doubt a thriving force in the division, as indicated by the number of submissions.

In total, we received 37 submissions. Although most of them were of high quality as assessed by reviewers, not all of them could possibly be accommodated. In the end, 18 papers were accepted. The acceptance rate for Midwinter was almost 49%.

Many topics will be covered in the conference, and both quantitative and qualitative approaches will reflect the richness of our field and the research it generates.

Presenters will shed light on issues that deal with advances in the area of digital ad-

Conference Information

Date: March 6-8, 2009

Location: Gaylord College of Journalism and Mass Communication

University of Oklahoma
<http://www.ou.edu/gaylord>

Participating universities:

Baylor University
Hofstra University
Kansas State University
Michigan State University
Ohio State University
Pennsylvania State University
Sungkyunkwan University
Texas A&M University
University of Minnesota
University of Nevada
University of Texas

vertising and distinct cognitive models; they will evaluate newspapers and their readership in the 21st century.

Presentations will also facilitate a better understanding of journalism as a research field and how to elaborate new measures for new challenges.

Presenters will also assess the increasingly important 'sociability' component of communication technologies by revealing the effects of social network site use.

Eleven institutions will send academic delegates to this year's division meeting.

I look forward to seeing as many of you as possible in Norman!

Homero Gil de Zuniga is an assistant professor at the University of Texas. He can be reached at hgz@mail.utexas.edu.

From the president

Division needs involvement



James D. "Jimmy" Ivory

Division Head

CTEC is off to a great start in 2009, as you can see from the other pieces in this news-

letter. Next month, we'll be among 11 other AEJMC divisions, interest groups, and commissions at the 2009 AEJMC Midwinter Conference.

The event will be hosted by the Gaylord College of Journalism and Mass Communication at the University of Oklahoma on March 6-8.

After that, it's less than a month to the April 1 paper submission deadline for the 2009 AEJMC Annual Convention, which will be held in Boston on August 5-8.

It is very important that our members attend the midwinter conference and the annual convention to serve as panelists, paper presenters, moderators, discussants, and audience members, but there are plenty of other ways to be involved with CTEC ... and plenty of other ways that we need help.

Here are a few ways you can lend CTEC a hand over the next few months.

Paper judging

CTEC has been fortunate to receive a large number of great research paper submissions each year to consider for presentation at the annual convention.

In fact, we had our most submissions ever in 2008, and our submission totals typically number among the top three or four among the

One important thing you can do to help CTEC is to renew your membership next year, and another is to get a colleague to join CTEC and add to our group.

AEJMC divisions.

Plenty of submissions, though, mean plenty of reviewers, so we are always in need of good reviewers. Whether you've reviewed for CTEC in the past or not, we hope you'll consider contacting CTEC research paper competition chair Marcus Messner (mmessner@vcu.edu) to volunteer. He will be glad to hear from you!

One more note: We don't currently use graduate students as reviewers for the annual competition, so you grad students members are off the hook... for now!

Officer service

The August convention will bring a new crew of officers. I am very grateful to work with the great group that we have now, but they won't be able to serve CTEC forever.

You may do several things if you are interested in stepping into an officer role for CTEC in 2009-2010 or a future year.

Contact me (jivory@vt.edu), current vice head and 2009-2010 head Jim Benjamin (jbenjam@utnet.utoledo.edu), or the officer currently serving in the role that interests you (see the list at <http://www.aejmc.net/ctec/txp/index.php?s=officers>) to declare your interest and receive more information.

Membership and recruiting

Our membership is stable and healthy, but we always benefit from more membership. To that end, one important thing you can do to help CTEC is to renew your membership next year, and another is to get a colleague to join CTEC and add to our group.

Facebook members are also welcome to join the division's informal Facebook group at <http://www.facebook.com/group.php?gid=49734619637> to share ideas and do the social networking thing.

Also, if you have thoughts on how we can better serve our members and expand our group, please let membership chair Sue Robinson (robinson4@wisc.edu) know. Even now, she is working on ideas—including the feasibility of affiliation with an academic journal—and she can always use help.

Newsletter submissions

Our officers contribute great articles to each of our newsletters, as you can see each time the newsletter comes out. All the same, we're always welcoming new contributions from members. If you want to make a contribution, please contact newsletter editor Jessica Smith (smithjes@unc.edu) to share your idea.

These aren't the only ways you can help us out, but we hope you'll remember that polishing up those paper submissions isn't the only way you can lend a hand to our division. Thanks for being a great group!

Jimmy Ivory is an assistant professor at Virginia Polytechnic Institute and State University. He can be reached at jivory@vt.edu.

Contest looks for Best of the Web



David Stanton
Best of the Web
Chair

The AE-JMC CTEC and VisCom divisions co-sponsor a competition to

find the best Web work created by faculty and graduate students. The competition will open on March 1.

This Web design competition includes four categories. A site may be entered in only one category. The entrant must choose the category.

Category 1: Department, school sites

Informative or promotional Web sites created for a college, school or department of journalism or mass communication. Only sites related to journalism or mass communication will be accepted. These may include sites devoted to a program or major within the university, college or school. The site must be designed and built primarily by the qualified entrant(s). Sites built by staff members are NOT eligible.

Category 2: Teaching sites

Web sites created as resources to enhance or promote research or teaching. Web sites in this category may include syllabi, tutorials, study guides, presentations of research findings and journalism projects. Sites related to individual courses may be included in this category.

The site must be designed and built primarily by the qualified entrant(s).

Category 3: Journalism sites

Web sites related to the coverage of news or feature stories, including student newspaper Web sites and

student journalism projects. The design and production of the site must be directed by the qualified entrant(s); the entrant's statement must make clear the contribution of the entrant to the design and production of the site. There are some special conditions for this category.

Category 4: Creative sites

Web sites that explore the technical and creative potential of new media with content that does not fit into the other three categories. These sites may go far afield from traditional journalism. The site must be designed and built primarily by the qualified entrant(s).

The entrant must be the person who primarily designed and built the site. This is a Web design competition, not a teaching competition. For a larger publication site with many contributors (e.g. a student magazine), the entrant may be the supervising faculty member if the entrant contributed significantly to the design and production of the site. The submission form will ask for detailed contributions of the entrant and other participants.

Judging is based on content, design, and user interface and navigation. We are looking for quality aesthetic, efficient coding and innovative user experiences.

Only faculty and graduate students who work for or attend an institution that is accredited by ACEJMC, or are current individual members of AEJMC are eligible.

David Stanton is a visiting professor at the University of Florida. He can be reached at dstanton@ufl.edu.

What does membership have to do with it?



Jim Benjamin
Vice-Head/Program
Chair

The current focus is on the research competition and programming at the AEJMC

conference, but I'd like to make a pitch for also planning to attend the CTEC Division's membership meeting.

We will gather on Thursday, August 6 at 8:30 p.m. at a place yet to be determined. Before your eyelids slam shut, take a moment to consider these five reasons for attending the session.

5. You can get involved.

We hold our annual elections for open offices in the division at our meeting. Your involvement as a leader of the division is vital to the continued success of our group.

4. You can develop your network.

In this climate, it is more important than ever to create, maintain, and extend your network of professional associates.

The membership meeting is the perfect climate to meet new friends and greet old friends.

3. You can weigh in on issues.

The issues facing both the organization and the division are wide-ranging. One way that the central office and the division officers get feedback from the membership is through discussions at the membership meetings.

2. You can learn about the field.

By participating in the division

Continued on Page 5

CTEC seeks input on journal affiliation



Sue Robinson
Membership Chair

We think it might be time for a CTEC journal affiliation, and we'd like to hear what you think about

the idea.

Here's our rationale:

Last year, the Newspaper Division started several online discussion threads that elicited hundreds of posts from its members, asking about changing the name of the division given the digital directions the print industry was taking.

As I read the fascinating conversation, I thought about the Communication Technology Division. This division had just gone through a name evolution of its own. Ultimately the division decided to drop the "Policy" in the name to focus on technology issues.

Indeed, the field has noticed a huge influx in the numbers of scholars producing research about new media.

As just a couple pieces of evidence: Right now our membership in the division is at 212 members, up from 189 in 2004. Last year, we had

117 paper submissions to the AEJMC conference – an all-time record. This compares to: 110 in 2007, 112 in 2006, 111 in 2005, 100 in 2004, and 64 in 2003 (As an aside, can you guess when the division began offering electronic submissions?)

We are poised to continue to increase, as AEJMC members – and communication scholars everywhere – are recognizing that new technologies will herald a new age of informing, contradicting, debating, conversing, deliberating, arguing, publishing, proclaiming and otherwise connecting both inter- and intra-personally.

So the division is evaluating the opportunities to partner with an existing academic journal or perhaps even create a new communication technology outlet for scholarship.

We're not sure exactly what form this journal affiliation might take, but it's an idea our group has been discussing for a few years now.

We're seeking thoughts from members about the matter, so if you have a suggestion or a concern, please send me an e-mail at the address below.

Sue Robinson is an assistant professor at the University of Wisconsin. She can be reached at robinson4@wisc.edu.

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Contribute to the newsletter

If you have information that should be included in the summer issue of the division's newsletter, please e-mail Jessica Smith at smithjes@unc.edu by June 29. Column submissions from CTEC members are encouraged.

Submit your papers for Boston



Marcus Messner
Research Chair

Many of you are probably preparing your manuscripts for the 2009 AEJMC Convention in

Boston. The paper submission site is up and running, and you can already submit your papers to All Academic at <http://www.allacademic.com/one/aejmc/aejmc09/>. Remember – especially if you are planning to submit at the last minute – that you need to register for the site.

At this end, we are already preparing for the paper reviews. Some of you have signed up as reviewers, but there are never too many. We actually always have a shortage. So, if you can help out or if you know someone who could be a reviewer, please contact me as soon as possible.

The deadline for the paper submission is on Wednesday, April 1 at 11:59 p.m. CDT. We will start the reviewing process right afterwards and will inform everyone by May 15 about acceptances and rejections to give you enough time to plan your trip to Boston.

Before you submit your paper, please review the AEJMC guidelines at http://www.aejmc.org/_09call.php.

Please be aware that this year AEJMC will not accept papers with any

Some of you have signed up as reviewers, but there are never too many. We actually always have a shortage. So, if you can help out, please contact me.

identifying information. Make sure that your name is not included in the text of the uploaded document. Also go to “File→Properties” in MSWord and erase any identifying information. AEJMC will disqualify all papers that include identifying information in the text. There will be no editing after papers are submitted.

For our division, remember the following specific guidelines (also see them at http://www.aejmc.org/_events/convention/papercall/divisions.php#2).

Student papers

Undergraduate and graduate students enrolled during the 2008-2009 academic year may enter the Jung-Sook Lee student paper competition. The Jung-Sook Lee Award recognizes the best student paper, which makes “a substantial contribution to the substance or method on a topic related to communication technology and policy.” The award honors the division’s 1997-1998 research chair, Jung-Sook Lee of the University of Southwest Louisiana, who died soon after the Baltimore convention in

1998. Authors of the top three student papers will receive a cash award and be recognized at the Boston Convention. In addition, the author of the best student paper will have his or her conference registration fee paid by the division. Papers co-authored with faculty members will not be considered for this award. Student authors must type “Jung-Sook Lee Competition” in the upper-right corner of the first page of text to be considered for the award. Submissions that do not win top-three recognition in the Jung-Sook Lee Award are still considered for acceptance along with open competition submissions, so entry in the Jung-Sook Lee competition does not reduce students’ chances of paper acceptance.

Open competition

All other papers submitted to the division will be reviewed in an open competition. Please limit papers to no more than 25 pages (double-spaced) in length, excluding tables and references. Authors of the three top-scoring faculty or faculty/student papers will be recognized in the convention program and at the Boston convention.

If you have any questions about the submission process, please contact me. I hope to see you in Boston!

Marcus Messner is an assistant professor at Virginia Commonwealth University. He can be reached at mmessner@vcu.edu.

Benjamin: What does membership have to do with it?

meetings you can learn about the hot topics and share your own passion and experience in the field.

1. You can gear up for the social event.

Each year the division plans an off-site social event for the division

members. As an incentive for ending the membership meeting in a timely manner, the hardy souls of the division saunter over to relax at the end of the day.

So, as you are marking your

calendars for the Boston convention, be sure to reserve 8:30 on Thursday evening. See you there!

Jim Benjamin is professor and chair at the University of Toledo. He can be reached at jbenjam@utnet.utoledo.edu.

Moving on to mobile media



Robert Andrew Dunn
Listserv coordinator

Perhaps you are ahead of the curve when it comes to gadgets and apps.

Maybe you're reading this article on your iPhone. Maybe you're going to Twitter your thoughts on it. Maybe you'll think about it when you curl up

with your Kindle. Or maybe you'll mention it while doing some old-fashioned text messaging.

The real question is whether you have included or plan to include such media developments into your research.

Mobile media, handheld computers, personal communication devices – whatever you call them – have become a ubiquitous presence. New applications for these devices, including user-generated ones, seem to pop up daily.

The Cellular Telecommunications Industry Association reported that there were 263 million wireless subscribers in America by June 2008. That's a population penetration of 84 percent. By comparison, the U.S. Census Bureau estimated Internet usage in the home was 62 percent, and usage anywhere was 71 percent for 2007.

Given the pervasive nature of mobile media, it would seem research of the topic is warranted. A cursory look at EBSCO's Communication and Mass Media Complete database revealed 1,691 academic journal articles since 1986 that cite "wireless communication" as their subject.

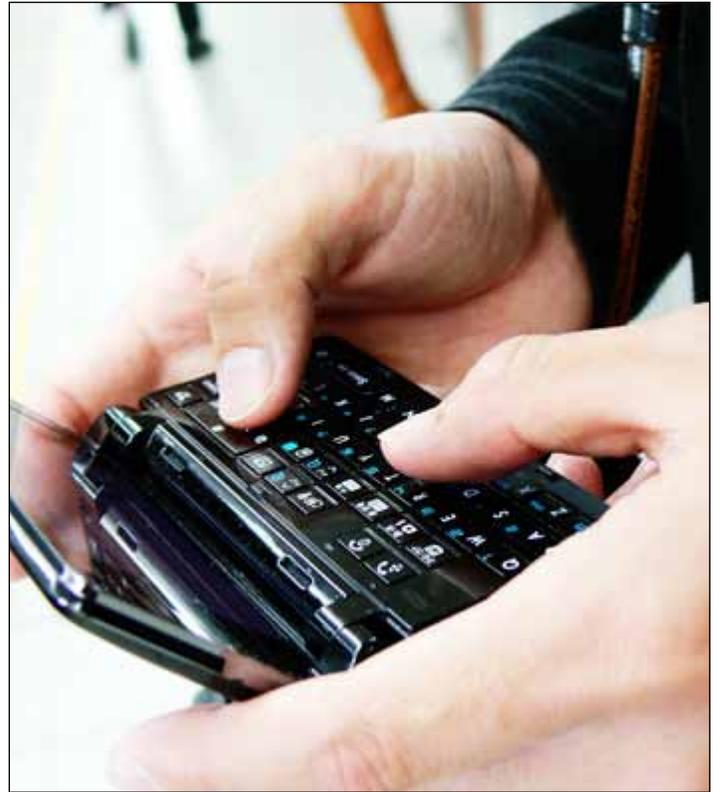
Obviously, there has been some research conducted on the topic. And there is at least one journal, the *International Journal of Mobile Communications*, devoted to it.

But is the research keeping up? There were only 63 articles that cited "text message" as a subject, 23 that cited "electronic book," 19 that cited "mp3," 15 that cited "podcasting," 13 that cited "iPod," and two that cited "iPhone."

There were only two academic journal articles that mentioned the Kindle, Amazon's e-book reader, in the abstract. And there were no academic journal abstracts that mentioned Twitter, the blog-by-text-message service.

These last two examples illustrate the double-edged sword that is studying mobile media. On the one hand, research takes time to conduct and even more time to publish. On the other hand, mobile media changes so quickly that by the time an article is published on the Kindle or Twitter, there may be no one using it.

The problem is not unlike the problem facing those who study social networking sites. First, there was Friend-



ster, then MySpace, then Facebook. Although it's true that one could claim that research on one is germane to the other, one could just as easily argue that the experiences are substantially different from one site to the next.

But it is in these problems that researchers might also find excellent research questions. What are the qualitative differences in entertainment or communication while one is sitting at the home computer versus sneaking a peak at one's cell phone on the elevator, during a meeting, under a teacher's nose, or even while driving?

What now defines the haves and have-nots of the digital divide? Is it those that have no cell phones versus those who do? Or is it now those that have only 2G (second-generation) cell phones versus those that have 3G (third-generation) cell phones?

What does it mean for journalism that someone learns about the day's headlines through an automatic Twitter update from an acquaintance rather than the TV, a newspaper, a news Web site, or even a blog?

Such questions offer bountiful challenges and opportunities for researchers. And communication professionals would be wise to keep an eye on the findings.

Robert Andrew Dunn is a graduate student at the University of Alabama. He can be reached at radunn@bama.ua.edu.

AEJMC

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AEJMC is gathering descriptive information to help divisions, officers and members promote diversity. This will be for internal use only. Providing this information is **optional**, and has no bearing whatsoever on membership in the Association. If none of these categories adequately indicates how you identify yourself, please describe your identity in the blank below.

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NOTE: AEJMC often rents its mailing list to reputable companies. If you do **not** wish your name included in such rentals, please check here:

AEJMC Divisions and Interest Groups

- \$25.00 _____ **A Advertising (Inc. Journal of Advertising Education)**
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- \$15.00 _____ **L Scholastic Journalism**
- \$ 5.00 _____ Grad Students in **L Division**
- \$15.00 _____ **M Minorities & Communication**
- \$10.00 _____ Grad Students in **M Division**
- \$30.00 _____ **N Law & Policy (Inc Media Law Notes & Comm Law & Policy)**
- \$ 7.00 _____ Grad Students in **N Division (only Media Law Notes)**
- \$25.00 _____ **O Cultural & Critical Studies (Inc. Journal of Comm Inquiry)**
- \$ 1.00 _____ Grad Students in **O Division (Does not include Journal)**
- \$10.00 _____ **P Communication Technology**
- \$ 7.00 _____ Grad Students in **P Division**
- \$26.00 _____ **Q Media Ethics Division (Inc. Journal of Mass Media Ethics)**
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- \$40.00 _____ **R Community College Journalism Assn (Inc. The Journalist)**
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AEJMC greatly appreciates your help to further endow the following awards and scholarship:

- _____ Tankard Book Award
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