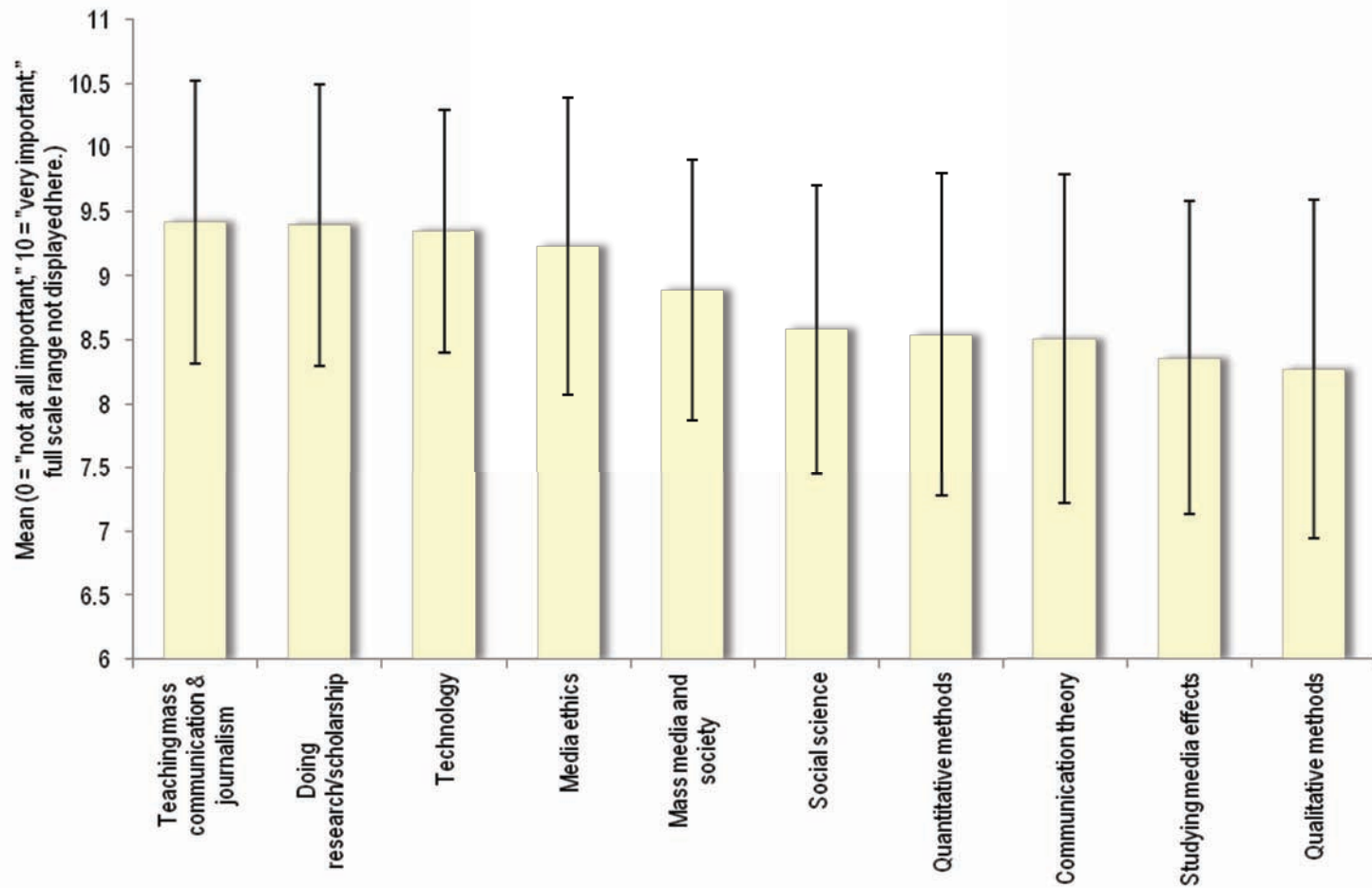


# AEJMC TODAY

- Active AEJMC membership is 3,222
- Demographics:
  - Of those reporting, 44.6% are female and 55.4% are male
- Average active AEJMC member belongs to 1.93 subgroups
- Four largest divisions are Newspaper (582), MC&S (555), Public Relations (480), and History (375)
- Smallest divisions are Scholastic Journalism (128) and Magazine (130)
- Four largest interest groups are: Religion & Media (132), Civic & Citizen Journalism (123), Community Journalism (109) and Small Programs (100).
- Smallest IGs are Media & Disability (38) and GLBT (47)

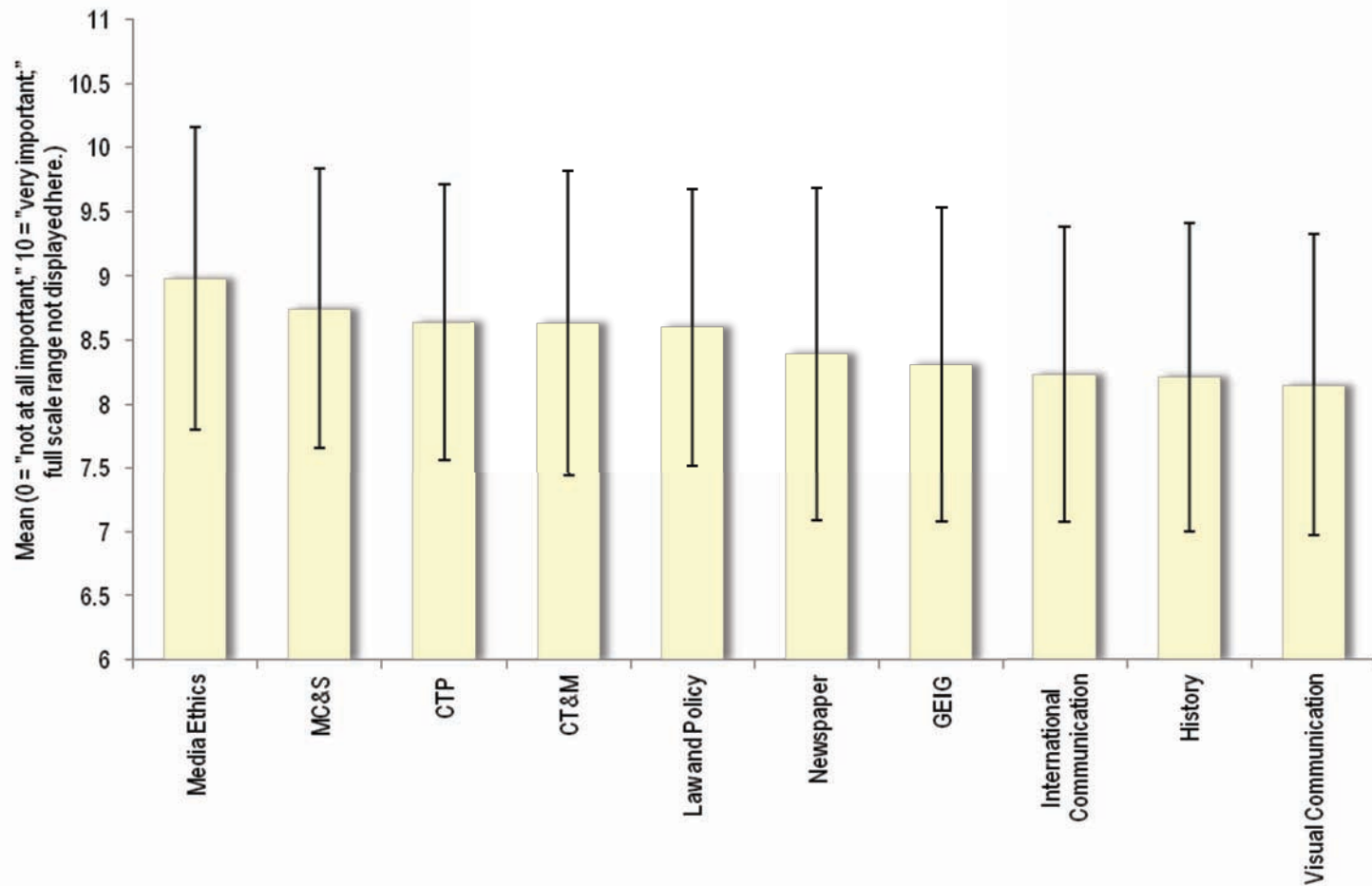
# TOP 10 AREAS PERCEIVED AS "IMPORTANT" BY RESPONDENTS



# SUMMARY

- Top areas
  - Qualitative and quantitative research
  - Teaching and research, positioned centrally within our discipline
  - Noteworthy areas:
    - Emerging technologies
    - Media ethics

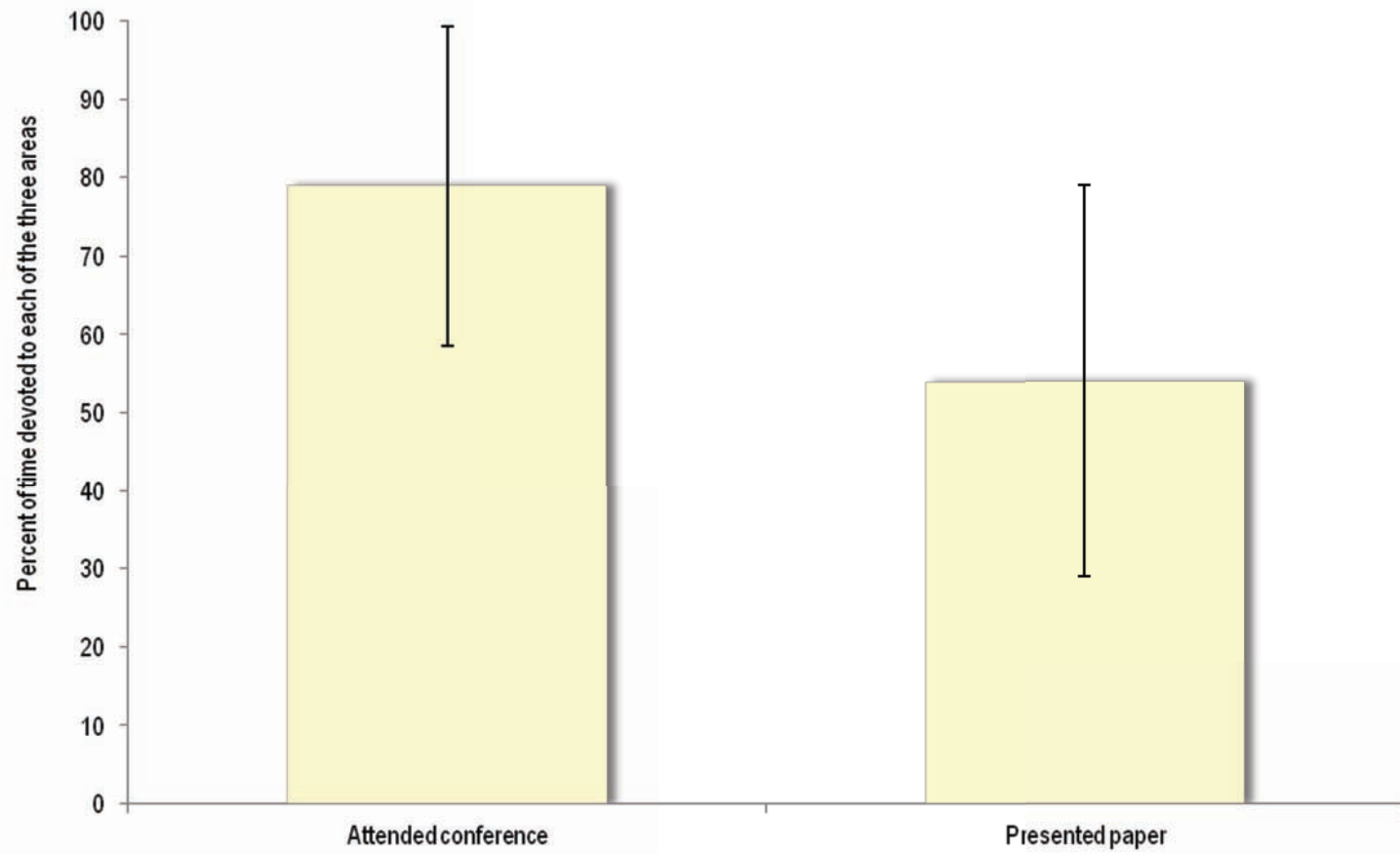
# TOP 10 DIVISIONS AND INTEREST GROUPS PERCEIVED AS “IMPORTANT” BY RESPONDENTS



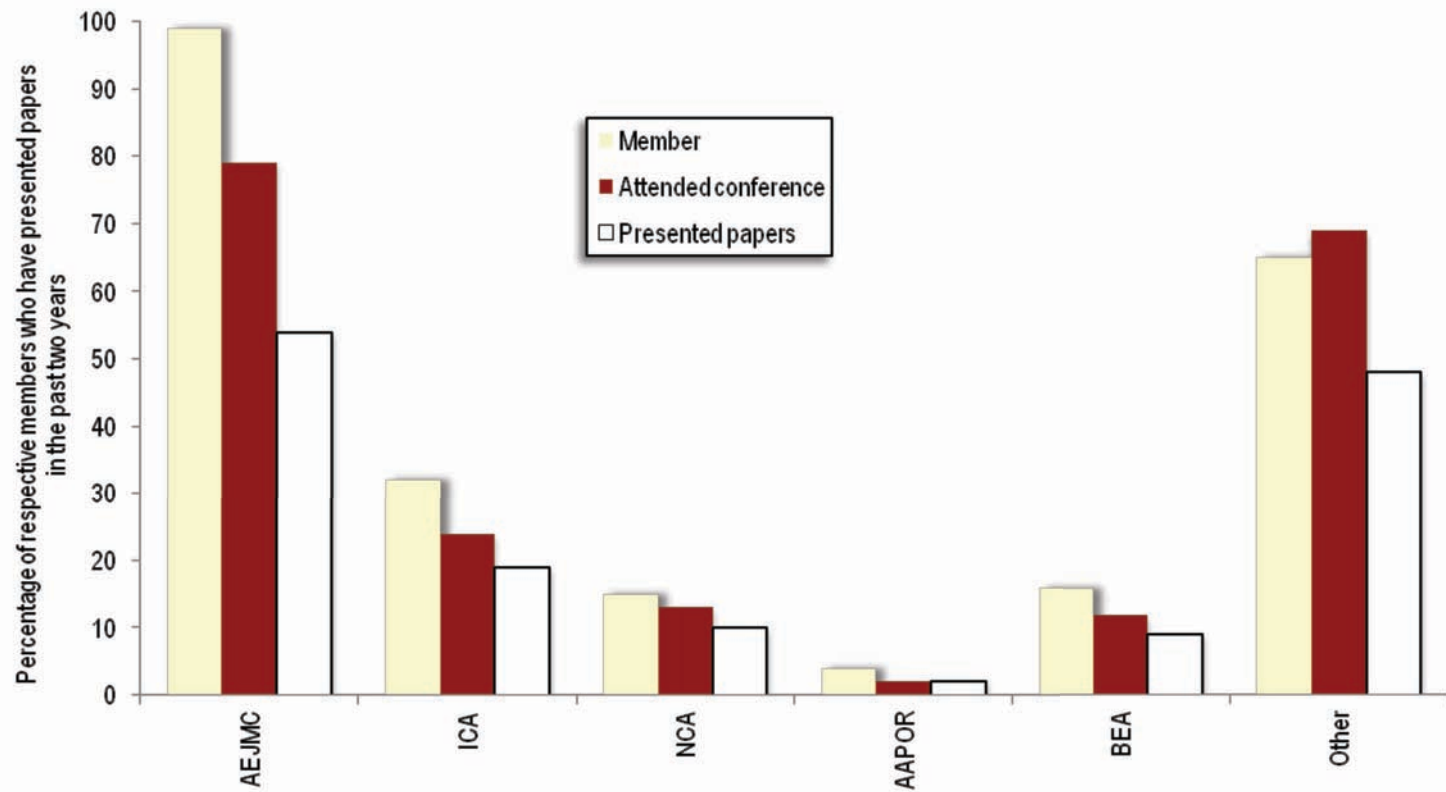
# SUMMARY

- Larger divisions do better than smaller ones
- Exception: media ethics ranked highest, consistent with “important areas”
- Also positive: GEIG perceived to be important
- Note of caution: Ratings to some degree tied to response rates (e.g., high response rate among members of Newspaper Division)

# CONFERENCE ATTENDANCE AND PAPER PRESENTATIONS



# WHICH OTHER CONFERENCES ARE RESPONDENTS ATTENDING AND PRESENTING AT?

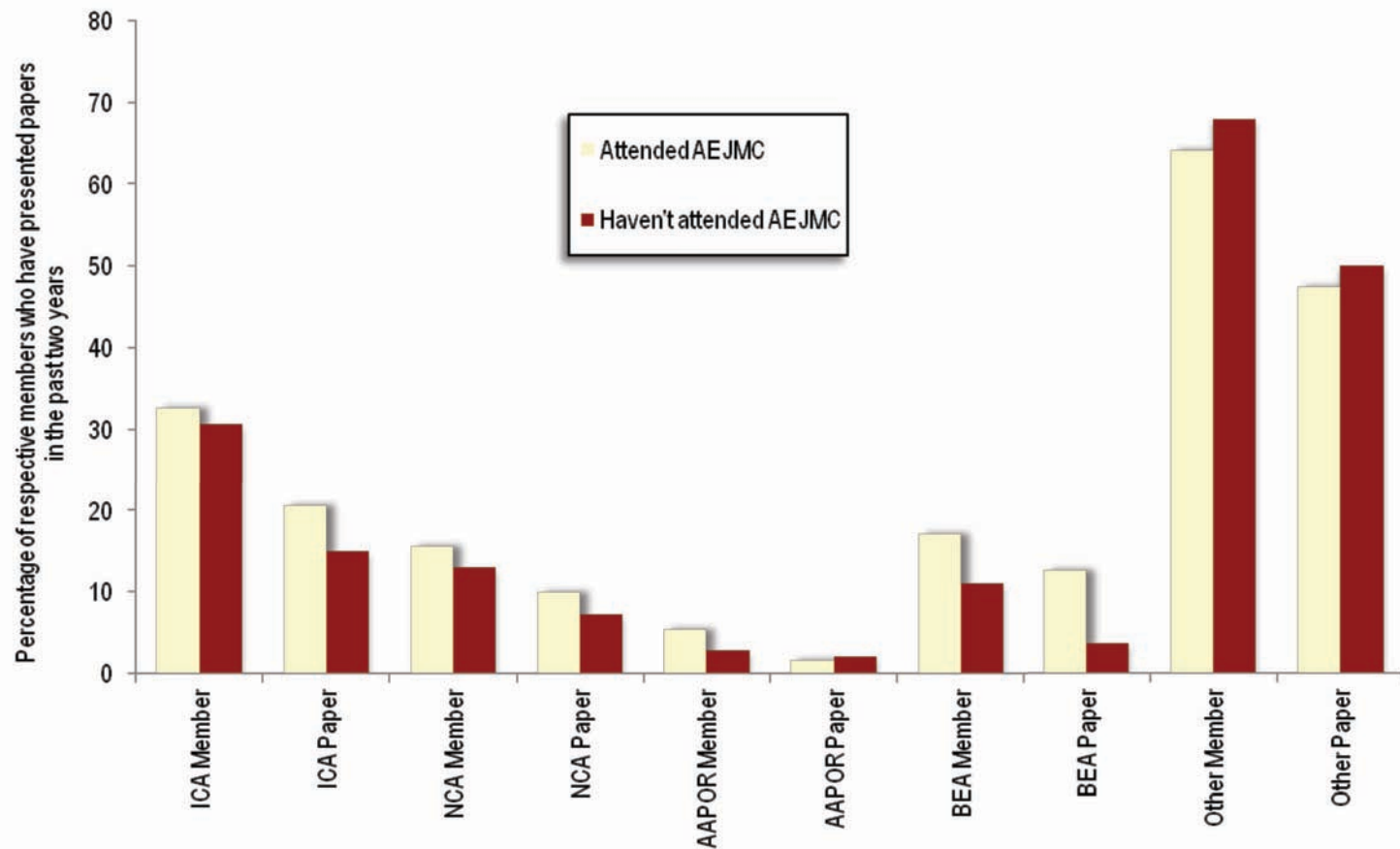


# SUMMARY

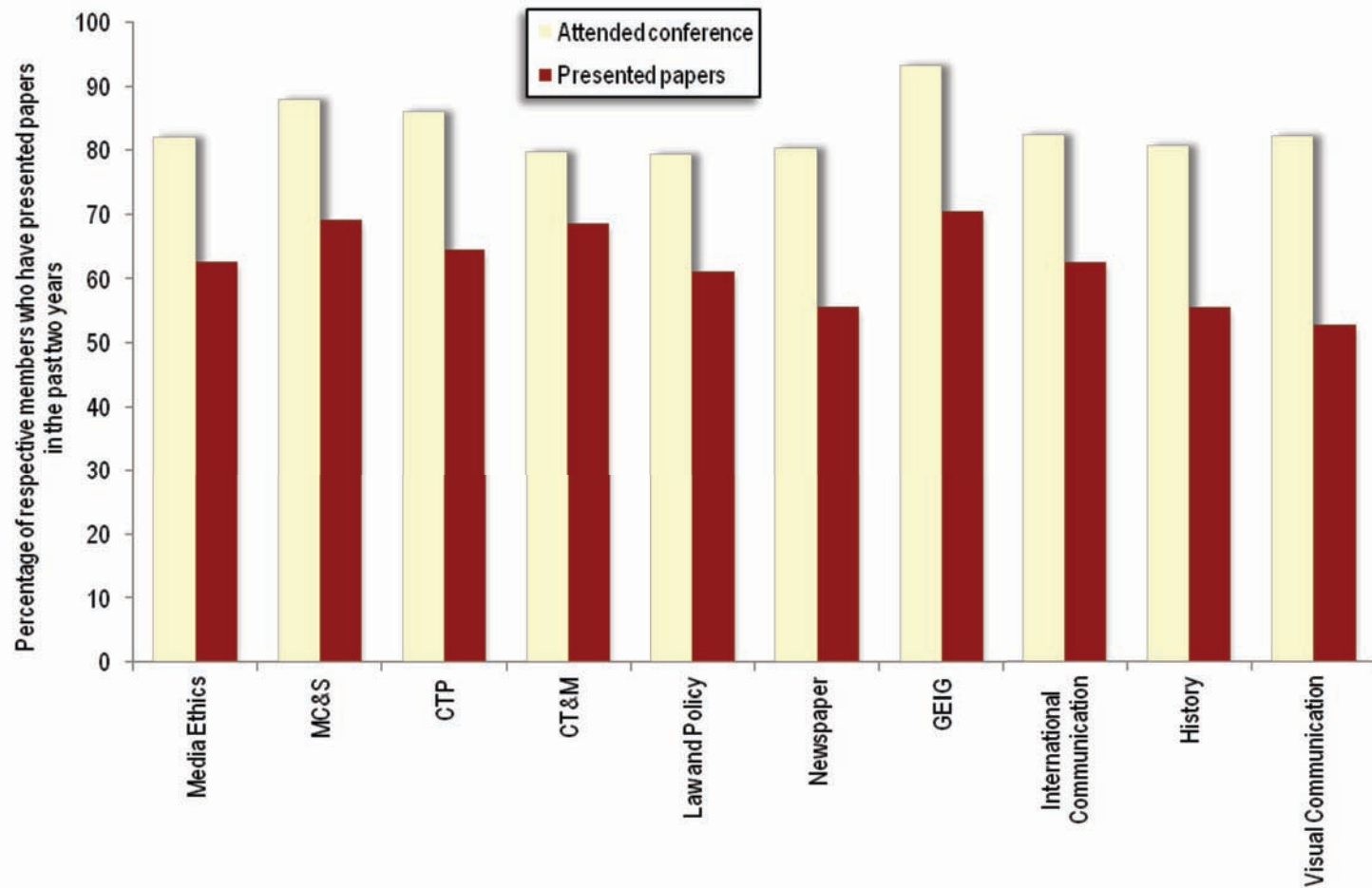
- Some direct overlap with ICA membership, but not other organizations.
- More data needed from the open-ended responses on “other” conferences and associations
- Let’s look at other breakdowns ...



# DO AEJMC NON-ATTENDEES ATTEND AND PRESENT AT OTHER CONFERENCES?



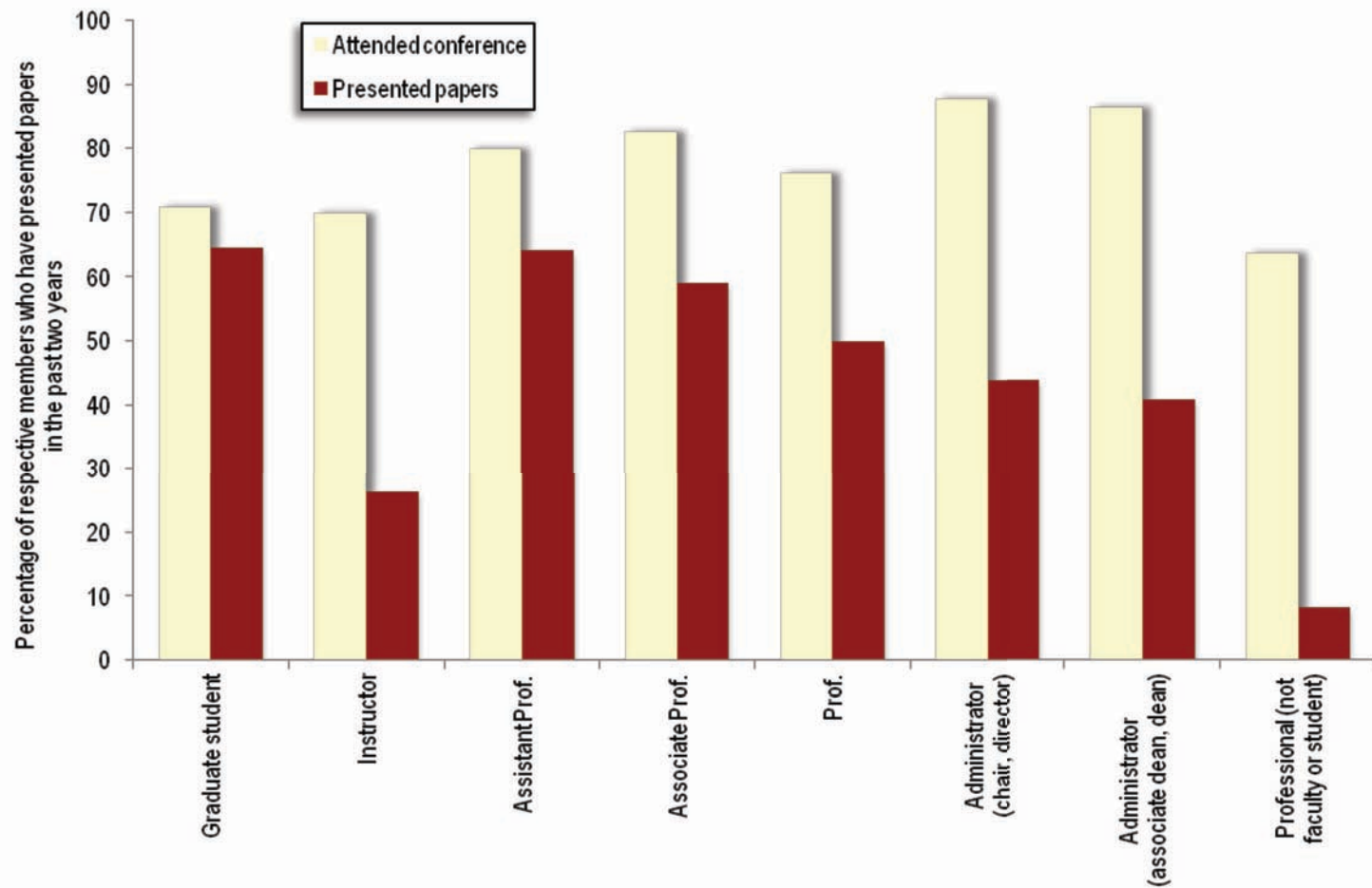
# WHO ATTENDS CONVENTIONS AND PRESENTS PAPERS? DATA FOR MEMBERS OF 10 “MOST IMPORTANT” DIVISIONS



# SUMMARY

- Good news:
  - Non-attendees don't really "go elsewhere," i.e., their non-attendance is not a function of other constraints
  - Divisions rated as "important" have high percentages of attendees and presenters
  - Highest proportion of attendees who also present in CT&M
  - Highest proportion of attendees and presenters across the board in GEIG (but: small N of respondents)

# WHO ATTENDS CONVENTIONS AND PRESENTS PAPERS? FACULTY, STUDENT, AND PROFESSIONALS



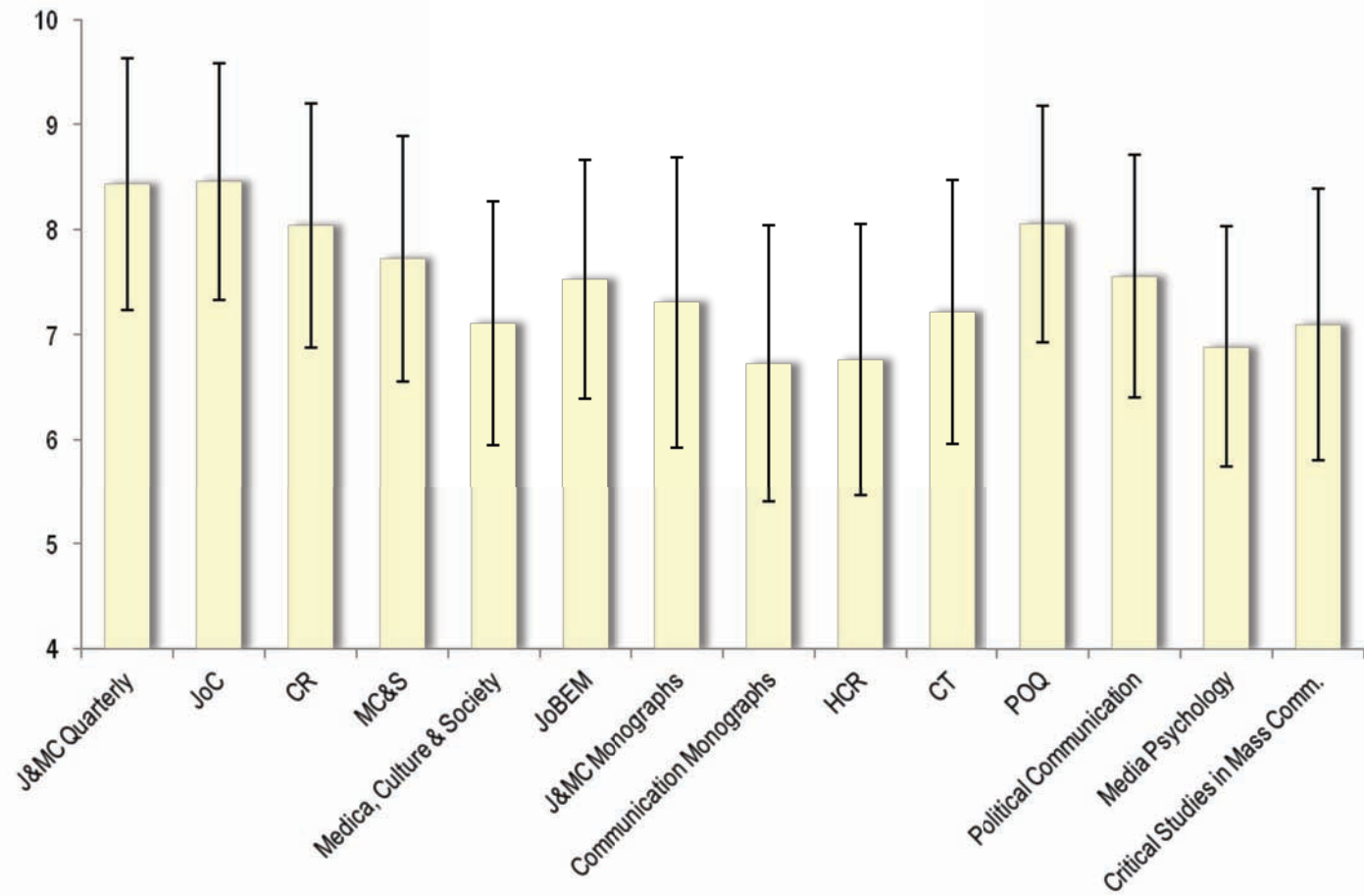
# SUMMARY

- Now the bad news:
  - Attendance seems to be tied to rank, i.e., as faculty members have more financial resources they attend conferences more regularly.
  - But rank is inversely related to presenting papers, i.e., graduate students and assistant professors are more likely to present papers than tenured faculty and administrators.

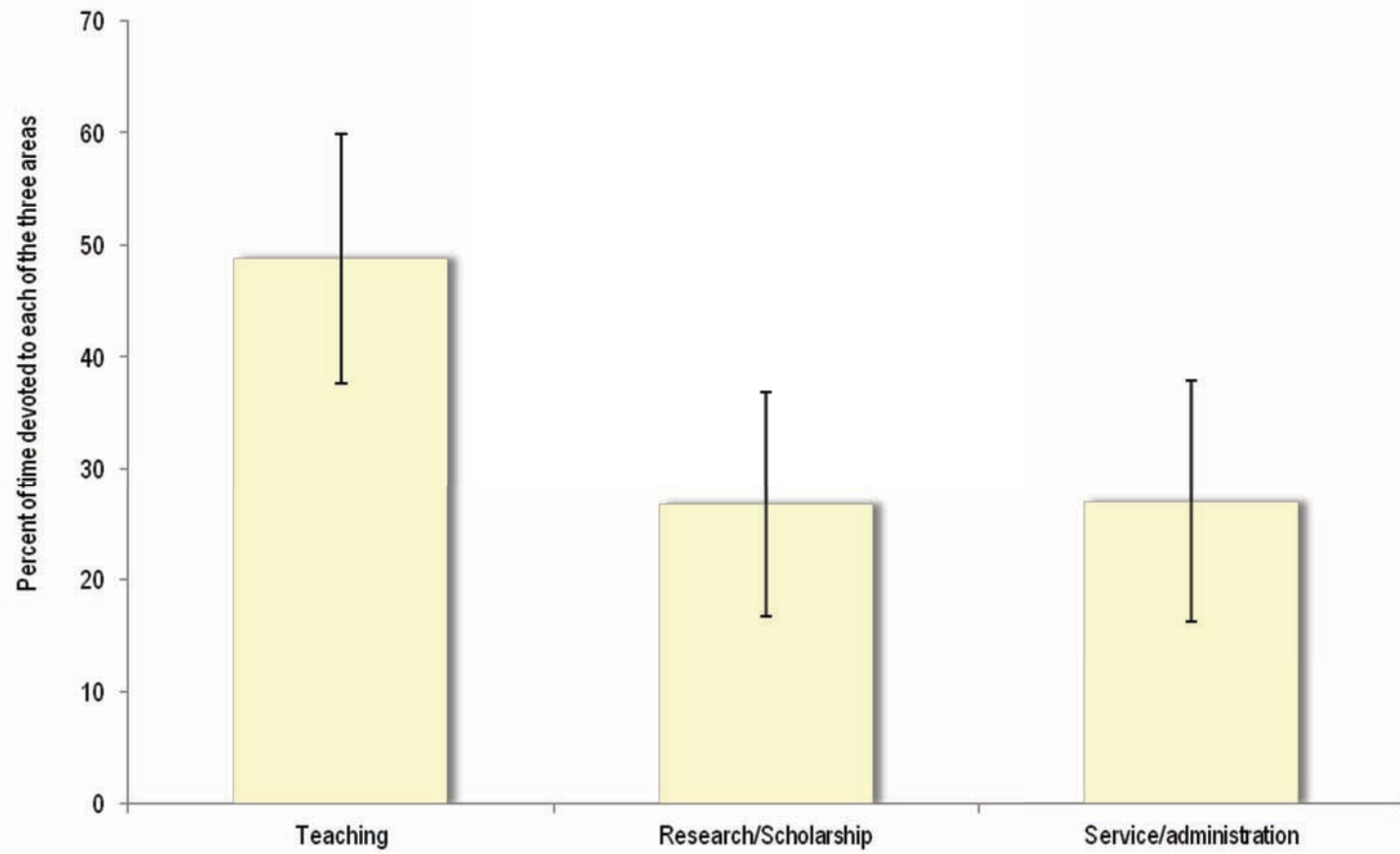
# HOW AEJMC MEMBERS VIEW JOURNALS IN OUR FIELD

(Non response varies across journals between N = 58 for *J&MC Quarterly* and N = 236 for *Media Psychology*.)

Mean (0 = "strongly disagree," 10 = "strongly agree" that each journal "publishes high-quality mass communication scholarship; full scale range not displayed here.)



# HOW AEJMC MEMBERS SPEND THEIR TIME



# SUMMARY

- AEJMC journals doing well in comparison to other journals in the field
- Note of caution: Question referring to “mass communication” journals
- AEJMC members spend a majority of their time teaching, i.e., the “education” part of AEJMC is alive and well.



# DIMENSIONS OF PROMISE AND CONCERN

(Factor Analysis, Oblique Rotation, 7 factors forced)

## FACTOR 1: NATIONAL PROMINENCE

- AEJMC journals doing well in comparison to other journals in the field
- AEJMC should harness resources for collaborative research efforts by JMC scholars at institutions across the country.
- AEJMC should provide spokespersons on pertinent topics by identifying our best scholars for media, government policy makers, business, industry and non-profit organizations.
- AEJMC as an organization should adopt a higher national profile.
- AEJMC should work to reduce a growing gap between industry and the academy on technology adoption.
- AEJMC should become proactive in obtaining support for major research efforts by teams of JMC scholars and institutions.
- AEJMC should strive to be the "go to" organization for journalism and mass communication in the United States.
- AEJMC should address instability in constituent industries that could affect demand for JMC graduates.
- AEJMC should focus more on education and teaching in the area of journalism and mass communication.
- AEJMC needs to give higher priority to current trends in the media that threaten the role that journalism and mass media have played in making democracy work in America.
- AEJMC needs to find a way to address contradictory pressures and expectations of professional environments that employ our graduates.

# DIMENSIONS OF PROMISE AND CONCERN

(Factor Analysis, Oblique Rotation, 7 factors forced)

## FACTOR 2: COMPETITION WITH OTHER ORGANIZATIONS

- Other communication organizations are better positioned than AEJMC to claim leadership for the field.
- In general, AEJMC functions like an organization of teachers rather than of scholars.
- From what I see, the best and brightest faculty and students no longer submit their best work to AEJMC conferences.
- JMC doctoral programs need greater specialization if we are to become voices of authority in society (REVERSE LOADING)
- AEJMC needs to work with the other professional associations - ICA, NCA, AAPOR, IAMCR - to become relevant to leaders in industry, government, and society in general (REVERSE LOADING)

# DIMENSIONS OF PROMISE AND CONCERN

(Factor Analysis, Oblique Rotation, 7 factors forced)

## FACTOR 3: RESEARCH VS. ORGANIZATIONAL GOALS

- AEJMC should spend less time focusing on "social goals" such as diversity and emphasize scholarship more.
- AEJMC should make diversity in its membership its highest priority.  
(REVERSE LOADING)
- AEJMC should focus more on research and scholarship in the area of journalism and mass communication.

# DIMENSIONS OF PROMISE AND CONCERN

(Factor Analysis, Oblique Rotation, 7 factors forced)

## FACTOR 4: "VALUE ADDED" BY AEJMC

- Local communication industries pay little attention to the knowledgeable scholars in the field at my institution.
- JMC and communication academy in general "get little respect" for their work that is pertinent to issues discussed in the media, in public forums, and in legislative halls.
- AEJMC is becoming too fragmented, as niches of faculty and students with like interests become isolated rather than relating to larger issues facing the entire field.
- AEJMC needs to "offer value" (between conferences) other than journal publications.

# DIMENSIONS OF PROMISE AND CONCERN

(Factor Analysis, Oblique Rotation, 7 factors forced)

## FACTOR 5: AEJMC AS THE MAJOR SOCIAL EVENT

- Conference attendance is the most important link to AEJMC for me.
- AEJMC conferences are an opportunity to see old friends and make new ones who share my interests.
- Most AEJMC members I know are active, involved participants.
- AEJMC conferences are too big. (REVERSE LOADING)
- I belong to other professional groups that have a higher claim on my loyalty than AEJMC. (REVERSE LOADING)

# DIMENSIONS OF PROMISE AND CONCERN

(Factor Analysis, Oblique Rotation, 7 factors forced)

## FACTOR 6: CHALLENGES TO TEACHING

- Commercial and workplace pressures may negate our efforts to teach ethical standards to our students.
- Most citizens aren't able to differentiate where journalism begins and ends today, and what's news and what's entertainment.
- The quality of the basic education that our students bring to professional JMC training is poor.
- AEJMC needs to re-examine accreditation of our programs because of the changing environment our students face.

# DIMENSIONS OF PROMISE AND CONCERN

(Factor Analysis, Oblique Rotation, 7 factors forced)

## FACTOR 7: FUTURE COMMITMENT TO AEJMC

- AEJMC publications are relevant for the areas where I conduct research.
- Lack of institutional support for travel is likely to reduce my attendance at AEJMC conferences.
- Our "mass communication" vocabulary no longer accurately describes what our students and future audiences face. (REVERSE LOADING)
- Despite the problems and uncertainties, the future of journalism and mass media is bright and the potential exciting.
- The best days for organizations like AEJMC, ICA, NCA, AAPOR are past, and we should shift our attention to making connections through the Internet. (REVERSE LOADING)