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
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)
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

Percentage of respective members who have presented papers in the past two years

- Attended conference
- Presented papers

Graduate student
Instructor
Assistant Prof.
Associate Prof.
Prof.
Administrator (chair, dean)
Administrator (associate dean, dean)
Professional (not faculty or student)
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&M Quarterly and N = 236 for Media Psychology.)
HOW AEJMC MEMBERS SPEND THEIR TIME

- **Teaching**
- **Research/Scholarship**
- **Service/administration**

<table>
<thead>
<tr>
<th>Area</th>
<th>Percent of Time Devoted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching</td>
<td>~70%</td>
</tr>
<tr>
<td>Research/Scholarship</td>
<td>~30%</td>
</tr>
<tr>
<td>Service/administration</td>
<td>~20%</td>
</tr>
</tbody>
</table>
• 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.
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)
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.
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.
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)
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.
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)