

Special 2019 Award Opportunity for AEJMC Members Conducting News Audience Research

Description. Now in its sixth year, the News Audience Research Paper Award recognizes the best AEJMC conference paper that researched the audience for news. Accepted 2019 AEJMC conference papers that have researched some aspect of the news audience are automatically eligible to be reviewed by a specially appointed committee for this important award. The author(s) of the winning paper will receive a \$500 cash prize and certificate at AEJMC in Toronto.

There is no separate submission process for this award. Papers on the news audience should be submitted to the division, commission or interest group that is the best fit for the paper. After the review process has been completed by each group, accepted papers will then go through a separate review process for the News Audience Research Paper Award.

Eligibility. Research papers eligible for this award should use audience-focused methodologies to provide insight about news audience engagement, attitudes, uses and gratifications, avoidances, socialization, etc. They may focus on news audiences in general, news audiences by platform, content or mobile device, news audiences defined by race, ethnicity, gender, generation, ideology, or other social characteristic. New models and theories that provide insight into the audience for news are encouraged. Although not required, authors are urged to include “news audience” in their conference paper key words to make accepted AEJMC papers easier to identify for review.

Background: Created and funded by Paula Poindexter as a complement to her 2013-2014 presidential initiative [News Engagement Day](#), which is held annually on the first Tuesday in October, the goal of the award is to encourage more research and discussion about the news audience. The papers are judged on their contributions to understanding the news audience as well as their research design and execution, theoretical grounding, implications for the news industry, and quality of writing.

The winning 2018 paper, which was announced at the AEJMC Conference in Washington D. C., was “News Finds Them, and Then What? How Post-Millennials Engage with Social and Mobile Media News” By Anne Oeldorf-Hirsch and Preeti Srinivasan, University of Connecticut.

A special thanks is given to past reviewers and Maxwell McCombs who has chaired the News Audience Research Paper Award competition since its creation. For more information, please email paula.poindexter@austin.utexas.edu.