

Tuesday, August 9, 2011
(as of Wednesday, June 29, 2011)

8 am to 5 pm / 001

Advertising Division

Advertising Teaching Workshop Session: **Strategic Solutions at the Intersection of Content and Channel**

Moderating/Presiding:

Peggy Kreshel, Georgia **Karie Hollerbach**, Southeast Missouri State

Featured Panelist: Media: From Chaos to Clarity. Making Sense of a Messy Media World

Judy Franks, founder & president, The Marketing Democracy, Chicago, IL

Peer Presentations:

The Media Class: Changing Channels

Amy Falkner, Syracuse

Michelle Nelson, Illinois

The Campaigns Class: You've Arrived

Karie Hollerbach, Southeast Missouri State

Heidi Hennink-Kaminski, North Carolina at Chapel Hill

Teri Henley, Alabama

8:30 am to 2:30 pm / 002

Association for Education in Journalism and Mass Communication

Business Meeting: **Board of Directors Meeting**

Moderating/Presiding: **Jan Slater**, Illinois, 2010-2011 AEJMC President

9 am to Noon / 003

International Communication and Law and Policy Divisions

Panel Sessions: **Freedom of Information Around the World**

Panel I: Freedom of Information as a Human Right

9 a.m. to 9:50 a.m.

Moderating/Presiding: **Charles Davis**, Missouri

Panelists:

Cheryl Ann Bishop, Quinnipiac

Jane Kirtley, Minnesota
Gregory Magarian, Washington University in St. Louis

Panel II: Comparative/Foreign Law Approach to Freedom of Information

10 a.m. to 10:50 a.m.

Moderating/Presiding:
Jeannine Relly, Arizona

Panelists:

Europe and Eurasia
Jane Kirtley, Minnesota

India
Nikhil Moro, North Texas

India and Singapore
Sundeep Muppidi, Asian Media Information & Communication Center

Nigeria and the African continent
Fassy Yusuf, Lagos

Panel III: The Diffusion of Freedom of Information Legislation in Latin America

11 a.m. to 11:50 a.m.

Moderating/Presiding: **Celeste Gonzalez de Bustamante**, Arizona

Panelists:

Rosental Alves, Texas at Austin
Manuel Chavez, Michigan State
Leonardo Ferreira, Miami
Maria de los Angeles Flores, Texas A&M
Sallie Hughes, Miami
Jeannine Relly, Arizona

9 am to 5 pm / 004

Scholastic Journalism Division

Off-site Teaching Workshop Session: **The 10th Anniversary Teach-in: Gateway to Journalism Teaching**

Moderating/Presiding: **David Bulla**, Iowa State

Panelist:

Candace Perkins Bowen, Kent State
Valerie Penton Kibler, Dow Jones News Fund High School Journalism Teacher of the Year, Harrisonburg High School, Virginia

John Bowen, Kent State
Mark Goodman, Kent State
Logan Aimone, National Scholastic Press Association
Kelsey Volkmann, *St. Louis Business Journal* and SPJ Region VII President
Matt Schott, Francis Howell Central High School, Missouri

Luncheon Speaker: The ABCs of Education Coverage
Matthew Franck, assistant metro editor, *St. Louis Post-Dispatch*

Session is held off-site: Saint Louis University, Xavier Hall rooms 218 and 332. Pre-registration required.

9 am to 4 pm / 005

Visual Communication Division

Off-site Workshop Session: **User-friendly Multimedia Storytelling: Using Flash Interactivity**

Moderating/Presiding: **Byung Lee**, Elon

Panelist:

Jeremy Gilbert, Northwestern
Larry Dailey, Nevada-Reno

Workshop will be held at St. Louis University (<http://www.slu.edu/x5458.xml>), Transportation will be provided free of charge. Meet in hotel lobby beginning at 8:45 a.m.

11 am to 12:15 pm / 006

Political Communication Interest Group, Gateway Journalism Review and Media Ethics Division

Luncheon: **Ethics, Political Entertainment and the Midterm Elections**

Moderating/Presiding: **Anne Golden Worsham**, Brigham Young

Panelists: **William Babcock**, Southern Illinois-Carbondale, editor, *Gateway Journalism Review*, former senior international news editor/writing coach, *Christian Science Monitor*

Jo Mannies, political reporter, *St. Louis Beacon*

William Freivogel, J.D., Southern Illinois-Carbondale, former editorial writer and Washington assistant bureau chief, *St. Louis Post-Dispatch*

12:30 pm to 6 pm / 007

Media Ethics and Magazine Divisions

Workshop Session: **Teaching Media Ethics Workshop: Stars and Neurons: Using Celebrities, Entertainment and Brain Science to Teach Ethics**

Moderating/Presiding: **Ginny Whitehouse**, Eastern Kentucky

Workshop Facilitators:

Introducing Ethics Teaching Resource Web Site
Jan Leach, Kent State

Using Celebrity to Teach Ethics
Sandy Borden, Western Michigan

Star Struck
Sam Riley, Virginia Polytechnic

2:30 p.m. — **Break**

Breakout Sessions: Using Entertainment to Teach Ethics in ...

Graduate Programs

Maggie Patterson, Duquesne

Public Relations

Shannon Bowen, Syracuse

Breakout Sessions: Searching for Authenticity in the Woods, Vick, and Phelps Cases:
How Ethical Public Relations Could Have Helped

Magazines

Elizabeth Hendrickson, Tennessee-Knoxville

Multi-disciplinary Programs

Ginny Whitehouse and **Elizabeth Hansen**, Eastern Kentucky

Breakout Session: Twilight: Race, Class and Biceps

News Media

Jack Breslin, Iona

Breakout Session: (America's Most Wanted Travels East) Teaching Ethics and the Brain
This is Your Brain on Ethics

Lee Wilkins, Missouri

4:15 p.m. — **Break**

Teaching Ethics and the Brain

Theory of the Minds and Empathy

Bill Babcock, Southern Illinois at Carbondale

Moral Agency and Media

Patrick Lee Plaisance, Colorado State

5:30 p.m. — **Questions and Discussion**

1 pm to 5 pm / 008

Communication Theory and Methodology Division

Workshop Session: **Using NodeXL for Social Network Analysis**

Moderating/Presiding: **Hernando Rojas**, Wisconsin-Madison

Dr. Marc A. Smith currently leads the Connected Action consulting group in Silicon Valley, California. He founded and managed the Community Technologies Group at Microsoft Research in Redmond, Washington.

1 pm to 5 pm / 009

Law and Policy Division

Workshop Session: **Teaching Communication Law**

**Session I: Conversations with Textbook Authors
1 to 1:50 p.m.**

Moderating/Presiding: **Minjeong Kim**, Colorado State

Panelists: **Genelle Belmas**, California State Fullerton, co-author, *Major Principles of Media Law*
Clay Calvert, Florida; co-author, *Mass Media Law*
Barton Carter, Boston, co-author, *First Amendment and the Fourth Estate*
Kent Middleton and **Bill Lee**, Georgia, co-authors, *The Law of Public Communication*
Roy Moore, Middle Tennessee State, and **Michael Murray**, Missouri-St. Louis, co-authors, *Media Law and Ethics*
Joseph Russomanno, Arizona State, co-author, *The Law of Journalism and Mass Communication*
Paul Siegel, Hartford, author, *Communication Law in America*

**Session II: Tips on Teaching Methods and Projects
2 to 2:50 p.m.**

Moderating/Presiding: **Dan Kozlowski**, Saint Louis

Panelists: **Dave Cuillier**, Arizona
Steven Helle, Illinois
Courtney Barclay, Syracuse, winner Teaching Ideas Competition

**Session III: Challenging Issues Related to Teaching Communication Law
3 to 3:50 p.m.**

Moderating/Presiding: **Amy Sanders**, Minnesota

Panelists: **Jasmine McNealy**, Syracuse
Bob Richards, Pennsylvania State
Karon Speckman, Missouri

1 pm to 5 pm / 010

Small Programs Interest Group

Workshop Session: **What Can SPIG Do for You? Enhancing your Portfolio Through Scholarship**

Moderating/Presiding: **John B. Zibluk**, Arkansas State

Panelists:

“Two Wheels North” — 2011 Scholarship of Application Award Winner

Brian Poulter, Eastern Illinois

Discussant: **Jim Simon**, Fairfield

Past Scholarship of Application Winner

John Hanc, New York Institute of Technology

Teacher of the Year Presentation

Kay Colley, Texas Wesleyan

A Decade of Excellence: Panel Discussion with Past Teachers of the Year

Susan Lewis, Abilene Christian

Pam Parry, Belmont

Jim Simon, Fairfield

Brian Steffen, Simpson

Best Practices: How to Highlight and Share What You Do the Best

Mike Longinow, Biola

Dave Weinstock, Texas at Tyler

Packaging Those Wonderful Teaching Tips into a GIFT

Susan Lewis, Abilene Christian

An Accessible Journal for Those in Small Programs

Vivian Martin, Central Connecticut

Margo Wilson, California University of Pennsylvania

1 pm to 6 pm / 011

Association for Education in Journalism and Mass Communication Elected Standing Committee on Teaching

Workshop Session: Effective Strategies for Teaching in the Digital Age

Moderating/Presiding: Debashis “Deb” Aikat, North Carolina at Chapel Hill, Scripps

Howard Foundation Journalism Teacher of the Year 2003

Linda Aldoory, Maryland-College Park, and

and Charles Davis, Missouri-Columbia, Scripps Howard Journalism

Teacher of the Year 2008

1 – 1:15 p.m.

Welcome and Introductions

1:15 to 2:30 p.m.

Part I — Effective Teaching Strategies

With inspiring stories and an array of individual insights, panelists will begin this interactive session with brief remarks about the challenges and joys of teaching. Participants will share their teaching tips and discuss effective teaching.

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Panelists:

Teaching Millennials: Tough Love, Social Media, and Selective Self-Disclosure

Bey-Ling Sha, San Diego State

Criticism and Celebration of Teaching at the University Level

Jonathan Ernst, undergraduate student at Saint Louis University and editor,

The University News, student-run newspaper at Saint Louis University

Student-Teacher Communication: How to Demonstrate Passion

while also Communicating Standards

Charles Davis, Missouri-Columbia, Scripps Howard Journalism Teacher of the Year 2008

Ten Traits (and Practices) of Successful Teaching in J-Schools

Elizabeth “Bess” Menousek, BA graduate (May 2011) in Communication and Theology,

Saint Louis University

Teaching Effectively: Reaching the 21st Century Student

Michael Gullede, undergraduate student at Missouri State University and photo editor

of *The Standard*, Missouri State's student newspaper

2:30 to 2:45 p.m. — Break

2:45 – 4:00 p.m.:

Part II — **“Shoulda, Coulda, Mighta, Woulda”: Exchange of Teaching Strategies and Ideas**

Panelists and workshop participants will engage in an open exchange of teaching ideas and tips for balancing research, teaching, service and life.

Panelists:

Using Technology Inside and Outside the Classroom to Enrich the Learning Experience

Lori Clithero, Apple Inc.

Deadline Pedagogy: Tools and Practices for Teaching Real-world, Real-Time Reporting

Fred Bayles, Boston University Statehouse Program

Best of Times, Worst of Times: Grade Inflation, Student Apathy, Achievement Anxiety

and Students’ Increased Sense of Entitlement

Debashis “Deb” Aikat, North Carolina at Chapel Hill, Scripps Howard Foundation

Journalism Teacher of the Year, 2003

4 to 4:15 p.m. — **Break**

4:15 to 5:30 p.m.:

Part III — **Proven Ways to Flourish in Academe: A Mentoring Plan to Balance Teaching,**

Research, Service and Life

With amazing anecdotes and astute advice, panelists will share proven ways to flourish in academe. They will discuss varying expectations for earning tenure and promotion and how to manage career advancement. Participants will discuss academic expectations and mentoring issues.

Panelists:

Great Expectations: Hidden Aspects of Promotion and Tenure

Will Norton, Mississippi, Scripps Howard Journalism Administrator of the Year 2004

Proven Ways to Flourish in Academe: Varying Expectations for Earning Tenure, Promotion and Career Advancement for All Ranks

Gail F. Baker, Nebraska Omaha

Mentoring for Teaching, Research and Service: Varying Environments, Expectations and Realities

Maria Marron, Central Michigan

5:30 p.m. – 6 p.m.

“Magnanimous Mentor” program

Through an interactive networking process, participants will be paired with individual mentors to form mentoring connections during the year.

This workshop marks a three-year pilot plan based on the “strategic directions” outlined by the AEJMC 2009 State of the Discipline report <http://www.aejmc.org/_about/discipline/index.php>. It addresses four objectives: (i) Examine what we teach, how we teach and allay anxieties about a discipline in transition; (ii) Adapt course content to the new realities of communication and draw upon core values; (iii) Harness research, creative and professional activity, media and industry support, professional organizations and community resources to incorporate curriculum changes, technology innovations and assessment of learning outcomes; and (iv) Develop peer-to-peer and co-mentoring relationships.

2 pm to 5 pm / 012

Public Relations Division and Entertainment Studies Interest Group

Workshop Session: **The Image of the Public Relations Practitioner in Popular Culture: What is the Predominant Image and How Do We Repair It?**

Presiding/Moderating: **Joe Saltzman**, Southern California

Part I — The Image

Panelists: **Carol Ames**, California State, Fullerton
Emily Kinsky, West Texas A&M
Karen Miller Russell, Georgia

The panelists will explore the image of the public relations practitioner in the movies, television, fiction and other aspects of popular culture. By studying the image of the PR practitioner in popular culture, we can better understand why the public feels as it does about the PR profession and what this means to the profession, the news media and the public. A special preview of the IJPC video, "The Image of the Public Relations Practitioner in Movies and Television, 1901-2011" will also be shown.

Part II — Image Repair

Presiding/Moderating: **Emily Kinsky**, West Texas A&M

Panelists: **Rosanna Fiske**, president, PRSA; Florida International
Margot Opdycke Lamme, Alabama
Timothy Penning, Grand Valley State
Andi Stein, California State-Fullerton

In the second half of the session, panelists will discuss related media effects theories, ethics, how negative portrayals of practitioners could impact media relations, how academics can help right incorrect perceptions, and how popular culture provides teachable moments in the classroom.

3 pm to 7 pm / 013

Association for Education in Journalism and Mass Communication

Panel Session: **An Exchange of Ideas: Keeping Journalism and Mass Communication Education Relevant in a Changing World**

Moderating/Presiding:

Barbara B. Hines, Howard
and **Lillian Lodge Kopenhaver**, Florida International

Panelist:

Peter Bhatia, *The Oregonian*
Mizell Stewart, *Evansville Courier and Press*
Rick Murray, Edelman - Chicago

Making JMC education relevant has never been more important or a bigger challenge. Since January, AEJMC has hosted four regional summits for professionals and professors to engage in an exchange of ideas that can assist us in educating the next generation of JMC professionals. This session will report the insights provided by these summits to help us further develop practical and applicable programs that can be implemented long-term to assist in the classroom and with faculty development, as well as to facilitate a continuous exchange of ideas between educators and industry.

See program for more details.

3:30 pm to 10 pm / 014

Association for Education in Journalism and Mass Communication

Business Session: **Council of Division Assessment Interviews**

Moderating/Presiding: **Evonne Whitmore**, Kent State, Council of Divisions Chair

5:30 pm to 10 pm / 015

International Communication Division

Workshop Session: **Preparing International Journalism Students to Work Abroad**

Moderating/Presiding: **Manuel Chavez** and **Folu Ogundimu**, Michigan State

5 pm to 5:10 pm

Introductions and general information

5:15 pm to 6:45 pm

Panel I: Covering International News from Abroad and at Home

Panelists: **Sallie Hughes**, Miami
Folu Ogundimu, Michigan State
Leonard Teel, Georgia State
Manuel Chavez, Michigan State

6:50 pm to 7:15 pm

Refreshments, Networking and Resource Exchange

7:15-8:45 p.m.

Panel 2: Comparative Conditions of Press Freedom and Access to Information

Panelists: **Leonardo Ferreira**, Miami
Heloiza Hercovitz, California State, Long Beach
David Wachanga, Wisconsin-Whitewater
Maria Flores, Texas A&M

9 pm to 10 pm

Brainstorming and General Discussion

5:30 pm to 10 pm / 016

Internships and Careers Interest Group

Workshop Session: **Internships and Careers “Bootcamp” Workshop**

Moderating/Presiding: **Abhinav Aima**, Pennsylvania State New Kensington

Workshop Presenters: Internship Site Supervisors Stated Needs and Concerns About Today's Interns
Ann D. Jabro, Robert Morris

Survey of Internship Hosts / Employers
Dana Saewitz and **Michael Maynard**, Temple

Legal Issues in Creating Internships
Laura Hlavach, Southern Illinois

Tips and Techniques in Networking for Internships and Jobs
Terri Lynn Johnson and **Liz Viall**, Eastern Illinois

International Internship Programs
Frank A. Aycock, Appalachian State

Revisions in Internships Procedures – Best Practices
Grace F. Levine, Quinnipiac

Best Practices for Managing Media Internships
Teresa Ponte, Florida International

Internships Assessments – Best Practices
Cindie Yanow, Southeast Missouri State

6 pm to 9 pm / 017

Association of Schools of Journalism and Mass Communication

Workshop Session: **Small Programs and Best Practices**

Moderating/Presiding: **Bob Lochte**, Murray State

6 p.m. — Welcome and Introductions

6:15 p.m. — Roundtable Discussion and Best Practice Exchange, Part 1

Topic 1 – Curriculum and Program Improvement Challenges for Small Programs

What do students need to learn? What do faculty need to learn? How can we keep up with technology? Can we develop partnerships with other programs and area media? Where will we be in 5 years?

Discussion Leader: **Bob Lochte**, Murray State

Topic II – Campus Media and Student Organizations

Why do we need them? Can we afford them? Who is in charge? Are the students interested? Where will we be in 5 years?

Discussion Leader: **Jim Sernoe**, Midwestern State

7:30 p.m. — Break

7:45 p.m. — Roundtable Discussion and Best Practice Exchange, Part 2

Repeat Topics 1 and 2 above so attendees can participate in both roundtable discussions

8 pm to 9:30 pm / 018

The University of Oklahoma, Gaylord College of Journalism and Mass Communication and Ethics and Excellence in Journalism Foundation

Social

Hosting: **Joe S. Foote**, Oklahoma and **Bob Ross**, Ethics and Excellence Foundation

Wednesday, August 10, 2011

(as of Wednesday, June 29, 2011)

7 am to 8 am / 019

Mass Communication and Society Division

Business Session: *Mass Communication and Society* Editorial Board Meeting

Moderating/Presiding: **Stephen D. Perry**, Illinois State

7 am to 8 am / 020

Public Relations Division

Business Session: **Executive Committee Past Heads Meeting**

Moderating/Presiding: **Kenneth Plowman**, Brigham Young

8:15 am to 9:45 am / 021

Advertising Division

Refereed Paper Research Session: **Gender Issues and Portrayals in Advertising**

Moderating/Presiding: **Alice Kendrick**, Southern Methodist

From Unspeakable to Homosexual to Gay to LGBT: The Evolution of Research on Marketing's Most Controversial Market Segment

Laurie Phillips, North Carolina at Chapel Hill

The Effects of Using "Real Women" In Advertising

Amber Remke, Oklahoma State

Boys will be Boys: An Analysis of the Male Image in Advertising Over the Past 60 Years

Katherine Krauss, Manhattan College

Use of Culturally Meaningful Symbols or Iconographies in Gay-Themed Ads

Nam-Hyun Um, Kyung Ok Kim

and **Eun Sook Kwon**, Texas at Austin

Advertising Images of Gender and Race Portrayed in Sports Illustrated Kids, 2000-2009

Ashley Furrow, Ohio

Discussant: **Rod Carveth**, Fitchburg State

8:15 am to 9:45 am / 022

International Communication and Communicating Science, Health, Environment and Risk Divisions

Teaching Panel Session: **Global Health and International Media: The Promises and Pitfalls**

Moderating/Presiding: **Zeny Sarabia-Panol**, Middle Tennessee State

Panelists: The Changing Face of Traditional Medicine in South Africa from the
Perspective of an American Partner
Glen Cameron, Missouri
Coverage of Health Issues in Ireland
Maria Marron, Central Michigan
Health and the Media in Asia
Sundeep Muppidi, Asian Media Information and Communication Centre, Singapore
Print Media Reporting of Health and Medicine in Selected ASEAN Countries
Zeny Sarabia-Panol, Middle Tennessee State
Australian Media Reporting of Health Issues
Marianne Sison, RMIT University, Melbourne

8:15 am to 9:45 am / 023

Mass Communication and Society Division

High Density Refereed Paper Research Session:
Culture, Community, and Social Issues in Mass Communication Research

Moderating/Presiding: **Jennifer Kowalewski**, Texas Christian

Beating the Bully: A Study of Violent Video Games and Cognitive Restructuring

Fung Ying Lam, Yan Ru Ta, Qiqian Teo Nanyang, Cheng Wee Wang
and **Skoric Marko**, Nanyang Technological University

Conceptualizing Beauty and Culture: A Quantitative Analysis of U.S.
and French Women's Fashion Magazine Advertisements

Pamela Morris and Katharine Nichols, Loyola, Chicago

Everything is Not What It Seems: An Examination of Sitcom Sibling Interactions

Nancy Bressler, Hartford

Expressing Opinions on GLBT Tolerance using Facebook: A Modern Application
of the Spiral of Silence

Sherice Gearhart and Weiwu Zhang, Texas Tech

Paging Dora: Examining the Impact of Recognition of Children's Television
Characters Through the Capacity Model

Cynthia Nichols, Oklahoma State

Discussant: **Heather L. LaMarre**, Minnesota

Is Family Guy E/I Programming? An Analysis of Adult Primetime Animations
for Educational Messages

Mary Katherine Alsip and Wyley Shreves, Alabama

Stereotypical Beauty Norms in Advertisements in Fashion Magazines

Sara Roedl, Southern Illinois

The Effect of Editorials on Perceptions of Adolescent Marijuana Use
as a Societal Problem

Stacey Hust and Ming Lei, Washington State

Conflict Frames, Media Bias, and Power Distribution: Title IX as a Longitudinal
Social-Movement Case

Kent Kaiser, Northwestern College

Reality TV Subgenres and Cultural Orientations: Individualistic vs. Collectivistic Values Among a Multiethnic Sample of Viewers
David Park and **Maria Elana Villar**, Florida International

Discussant: **Myiah Hutchens**, Texas Tech

8:15 am to 9:45 am / 024

Media Management and Economics Division

Refereed Paper Research Session: **Audience Strategies and Innovations in Evolving Media Management Perspectives**

Moderating/Presiding: **Steven Dick**, Louisiana

Factors Affecting Co-Branding Effectiveness in the Mobile Phone Industry: Examining the Alliances of Mobile Phone and Image-based Brands

Hyunsang Son and **Sylvia Chan-Olmsted**, Florida

Media Sales Management and New Product Innovation: An Exploratory Study

Todd Holmes, Florida

The Impact of Online Advertising on European Inter-Media Competition

Dan Shaver and **Mary Alice Shaver**, Jönköping International Business School

Media Structure and Conduct: A Comparative Study of Cancer-related Ads in Black and General Readership Newspapers

Ye Wang, **You Li** and **Shelly Rodgers**, Missouri

Discussant: **Glenda Alvarado**, South Carolina

8:15 am to 9:45 am / 025

Minorities and Communication Division

Refereed Paper Research Session: **Health and Prosocial Communication Issues Among Minorities**

Moderating/Presiding: **Debashis “Deb” Aikat**, North Carolina at Chapel Hill

Quality of Minority Health Communication: An Analysis of Hispanic-targeted Health Websites

Emma Wertz, Kennesaw State and **Sora Kim**, Florida

Reporting Health to Minority Populations: A Content Analysis of Localized News Reporting

Ye Wang and **Shelly Rodgers**, Missouri - Columbia

Sources of Health Information for American Indians in the Midwest United States

Mugur Geana, **Allen Greiner** and **Angelia Cully**,

Myrietta Talawyma and **Christine Makosky Daley**, Kansas Medical Center

Americans Misbehaving: Anti and Prosocial Behaviors on Minority vs. Mainstream Television Networks

Sherri Williams, **Cory Weaver** and **Lynessa Williams**, Syracuse

Discussant: **Lesa Hatley Major**, Indiana

8:15 am to 9:45 am / 026

Public Relations Division and Internships and careers Interest Group

PF&R/Teaching Panel Session: **Anticipating Professional Needs: Feedback from the Field**

Moderating/Presiding: **Heidi Hatfield Edwards**, Florida Tech

Panelists: **Alan Freitag**, North Carolina, Charlotte
Astrid Sheil, California State, San Bernardino
Dean Kruckeberg, North Carolina, Charlotte
Pamela G. Bourland-Davis, Georgia Southern
Barbara DeSanto, Maryville, St. Louis
Chuck Lubbers, South Dakota
Michael Maynard, Temple
Dana Saewitz, Temple

8:15 am to 9:45 am / 027

Visual Communication and Magazine Divisions

PF&R Panel Session: **The Relationship Between Images and Words in News**

Moderating/Presiding: **John McClelland**, Roosevelt

Panelists: **Paul M. Lester**, California State Fullerton
James D. Kelly, Indiana
Robert Cohen, senior photographer, *St. Louis Post-Dispatch*
Elizabeth Hendrickson, Tennessee

8:15 am to 9:45 am / 028

Community College Journalism Association and Small Programs Interest Group

Teaching Panel Session: **Blogs and Wikis and Blackboard: A Look at Options
of On-line Delivery**

Moderating/Presiding: **Cheryl Mann Bacon**, Abilene Christian

Panelists: **Toni Albertson**, Mt. San Antonio
Mitzi Lewis, Midwestern State
Rob Fuentes, SUNY Rockland
Doreen Marchionni, Pacific Lutheran

8:15 am to 9:45 am / 029

Commission on the Status of Women and Communication Theory and Methodology Division

PF&R Panel Session: **Covering a Palin Presidency? Researchers Predict News Coverage**

Moderating/Presiding: **Heather LaMarre**, Minnesota

Panelists: **Cory Armstrong**, Florida
Maurine Beasley, Maryland
Arvind Diddi, Osewego State University of New York
Fred Fico, Michigan State

Discussant: **Heather LaMarre**, Minnesota

8:15 am to 9:45 am / 030

Association for Education in Journalism and Mass Communication

Business Session: **Graduate Program Director Roundtable**

Moderating/Presiding: **Marie Hardin**, Pennsylvania State and **Linda Steiner**, Maryland

8:15 am to 9:45 am / 031

Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)

Panel Session: **ACEJMC Standards Review**

Moderating/Presiding: **Doug Anderson**, chair, Standards Review Committee, Pennsylvania State;
Peter Bhatia, president, Accrediting Council, *The Oregonian*;
and **Susanne Shaw**, executive director, ACEJMC, Kansas

10 am to 11:30 am / 032

Advertising Division

High Density Refereed Paper Research Session:
Use and Effectiveness of Online and Mobile Media as Message Carriers

Moderating/Presiding: **Scott R. Hamula**, Ithaca College

Maximizing optimization: A Small Business Owner Confronts SEM (A Case Study in Search Engine Marketing)

Martine Beachboard, Idaho State

Young American Consumers' Social Media Use, Online Privacy Concerns, Trust, Risk, and Support for Advertising Regulation

Hongwei Yang, Appalachian State

Examining the Influences of Online Comments on Viewers' Perceptions of Corporate Advertising on YouTube

Jiran Hou and **Hojoon Choi**, Georgia

Effects of Message Involvement and the Tone of Reviews on Facebook: Perceived Credibility, Attitude toward the Ad and Brand

Jinhyon Kwon, **Ji Young Kim** and **Yoo Jin Chung**, Florida

Discussant: **Sela Sar**, Iowa State

Effectiveness of Blog Advertising: Impact of Message Sidedness, Communicator Expertise, and Advertising Intent

Hyun-Ji Lim and **Jin Sook Im**, Florida

PKM: Changes in Millennials' Experience with Media & Attitudes, Attention, and Coping Behaviors Regarding Advertisements Since 2004

Jensen Moore-Copple, **Blair Dowler** and **Kelley Crowley**, West Virginia

Effects of Emotion and Interface Design on Mobile Advertising Effectiveness Among Chinese College Students

Wenjing Xie, Southern Illinois; **Yunze Zhao**

and **Wenya Xie**, Renmin University of China

Extending TPB and TAM to Viral Marketing: A Cross-cultural Study of Young American and Chinese Consumers' Attitude, Intent, and Behavior

Hongwei Yang, Appalachian State and **Liuning Zhou**, Southern California

Think Smart: Smartphone User's Intention to Accept Mobile Advertising

Jong-Hyuok Jung, Syracuse

and **Yongjun Sung**; **Wei-Na Lee**, Texas at Austin

Discussant: **Michael Hanley**, Ball State

10 am to 11:30 am / 033

Communication Theory and Methodology Division

Refereed Paper Research Session: **Hostile Media and Third Person Effects**

Moderating/Presiding: **Justin Walden**, Pennsylvania State

Examining the Relationship between the Third-person Effect and the Hostile Media Effect of Polls in the 2010 U.S. Midterm Elections

Ran Wei, South Carolina and **Ven-hwei Lo**, National Chengchi University

The Affective Underpinning of Hostile Media Perceptions: Exploring the Distinct Effects of Affective and Cognitive Involvement

Joerg Matthes, Zurich

Hostile Media or Hostile Source?: Bias Perception of Weblog-Embedded News

Sung-Yeon Park and **Gi Woong**, Bowling Green State;

Sooyoung Lee, Sogang University, South Korea

and **Mark Flynn**, Bowling Green State

With Me or Against Me: Hostile Media and Third Person Effect in Partisan Media

D. Jasun Carr, **Matthew Barnidge**, **Alexandra Rogers**, **David Wise**,

and **Emily Vraga**, Wisconsin-Madison

Discussant: **Patrick Meirick**, Oklahoma

10 am to 11:30 am / 034

International Communication Division

Refereed Paper Research Session: **Gender, Culture, Politics and the Media**

Moderating/Presiding: **Heloiza G. Herscovitz**, California State, Long Beach

Beauty Without Borders: Representation and Role of Female Models in Global Women's Magazines Published in China, India, and USA*

Bridgette Colaco, Troy

The Girls of Parliament: A Historical Analysis of the Press Coverage of Female Politicians in Bulgaria**

Elza Ibroscheva, Southern Illinois-Edwardsville

and **Maria Raicheva-Stover**, Washburn

Veiled Politics: Legitimizing the Burqa Ban in the French Press***

Anne Roberts, Georgia State

Soap Operas as a Matchmaker: A Cultivation Analysis of the Effects of South Korean TV Dramas' on Vietnamese Women's Marital Intentions

Hong Vu, Kansas

Countering Cultural Metanarratives: Anna Politkovskaya's Chechen War Reporting****

Susan Novak, Kansas

Discussant: **Margaretha Geertsema Sligh**, Butler

* First Place Faculty Paper, Bob Stevenson Competition

** Second Place Faculty Paper, Bob Stevenson Competition

*** First Place Student Paper, Markham Student Paper Competition

**** Third Place Student Paper, Markham Student Paper Competition

10 am to 11:30 am / 035

Law and Policy and Media Ethics Divisions

Teaching Panel Session: **New Territory: Developing Social Media Law and Ethics Instructional Approaches**

Moderating/Presiding: **Holly Kathleen Hall**, Arkansas State

Panelists: Ethical Implications of Social Media Technology

Patrick Plaisance, Colorado State

Social Media Policies for Professional Communicators: An Examination of Guidelines for Using Social Media Tools for Journalism, Advertising and Public Relations Practitioners

Chip Stewart, Texas Christian

BFFs: Best Practices for Using Social Networking Sites in News Gathering

Mac McKerral, Western Kentucky

Intellectual Property and the First Amendment

Shannon Martin, Indiana

10 am to 11:30 am / 036

Mass Communication and Society Division

Refereed Paper Research Session: **2011 Top Papers I**

Moderating/Presiding: **Seungahn Nah**, Kentucky

The Rise of Specialists, The Fall of Generalists*

S. Mo Jang, Michigan

The pregnancy of “Skinny Moms” for Sale!: Representations of Celebrity Moms’ Pregnancies in Korean Online Media**

Jiyoung Chae, Illinois at Urbana-Champaign

Mirror, Mirror on the Screen...The Facebook-Narcissism Connection***

Jennifer Braddock, Florida

Are We Signing In or Logging Off?: The Effect of Information and Entertainment-seeking Internet Use on Civic Engagement and the Role of Psychological Well Being and Political Talk****

JungHwan Yang, Nathan Hebert, Chia-chen Yang, MinWoo Kwon
and **Stephanie Hartwig**, Wisconsin-Madison

Discussant: **Seungahn Nah**, Kentucky

* First Place Moeller Competition

** Second Place Moeller Competition

*** Third Place Moeller Competition

**** Fourth Place Moeller Competition, Honorable Mention

10 am to 11:30 am / 037

Newspaper Division

Refereed Paper Research Session: **Best of the Newspaper Division’s Faculty Research Papers**

Moderating/Presiding: **Sandy Utt**, Memphis

Sources of Evaluative Information in Election News: The Role of Reporters*

Dominic Lasorsa, Texas at Austin

Longitudinal Review Finds Decline in Unnamed Source Use, Rise in Transparency*

Matt Duffy, Zayed and **Ann Williams**, Georgia State

Covering a World in Conflict: *The New York Times* and Peace Journalism*

Elizabeth Lance and **Beverly Horvit**, Missouri

and **Amy Youngblood**, Texas Christian

A Matter of Life and Death? Examining the Quality of Newspaper Coverage on the Newspaper Crisis

H. Iris Chyi, Texas at Austin; **Seth Lewis**, Minnesota

and **Nan Zheng**, Texas at Austin

Distinctions in Covering BP Oil Spill Suggest a Maturing Press

Norman Lewis, **Walter Starr**, **Yukari Takata**

and **Qinwei (Vivi) Xie**, Florida

Discussant: **Debashis “Deb” Aikat**, North Carolina at Chapel Hill

* Top Faculty Paper, Newspaper Division

10 am to 11:30 am / 038

Public Relations Division

Refereed Paper Research Session: **Public Relations Top Paper Session**

Moderating/Presiding: **Denise Sevick Bortree**, Pennsylvania State

Relative Effectiveness of Prior Corporate Ability vs. Corporate Social Responsibility
Associations on Public Responses in Corporate Crises*

Sora Kim, Florida

Issue Salience Formation Among Information Subsidies and Business Media
Coverage During Corporate Proxy Contests**

Matt Ragas, DePaul

Revisiting the Effectiveness of Base Crisis Response Strategies in Comparison
of Reputation Management Crisis Responses***

Sora Kim and **Kang Hoon Sung**, Florida

Forty Years of Award-Winning Campaigns: What PRSA's Silver Anvil-Winning
Campaigns Say about the Public Relations Industry****

Eva Hardy, North Carolina State

Discussant: **Elizabeth Toth**, Maryland

* Top Paper, Public Relations Division

** Second Place Paper, Public Relations Division

*** Third Place Paper, Public Relations Division

**** Top Student Paper, Public Relations Division

10 am to 11:30 am / 039

Radio-Television Journalism Division

PF&R Panel Session: **The TV Department of 2011**

Moderating/Presiding: **Bob Papper**, Hofstra

Panelists: **Mark Kraham**, chairman, RTDNA

Richard Karpel, executive director, ASNE (American Society of News Editors)

Robert Hernandez, member, board of directors, ONA (Online News Association)

Sean McLaughlin, news director, KMOV-TV, St. Louis

10 am to 11:30 am / 040

Visual Communication Division

Refereed Paper Research Session: **Visual Communication Division Top Papers Session**

Moderating/Presiding: **Robert Moses Peaslee**, Texas Tech

Building a Case for Visual Communication Curriculum

Yung Soo Kim and **Deborah Chung**, Kentucky

Visual Representations of Genetic Engineering and Genetically Modified
Organisms in the Online Media

Lulu Rodriguez and **Ruby Lynn Asoro**, Iowa State
Meaning of Democracy Around the World: A Thematic and Structural
Analysis of Videos Defining Democracy

Hyunjin Seo, Kansas and **Dennis Kinsey**, Syracuse
Shooting the Shooter: How Experience Level Affects Photojournalistic
Coverage of a Breaking News Event*

Carolyn Yaschur, Texas at Austin

Discussant: **Susan Zavoina**, North Texas

* Top Student Paper, Visual Communication Division

10 am to 11:30 am / 041

Community College Journalism Association and Small Programs Interest Group

Teaching Panel Session: **Navigating the Sea of Faces: Teaching the Large-section Classroom
with Skill and Meaning**

Moderating/Presiding: **Earnest Perry, Jr**, Missouri

Panelists: **Susan Lewis**, Abilene Christian
Fred Blevens, Florida International
Saleem Alhabash, Missouri

10 am to 11:30 am / 042

Commission on the Status of Women and Cultural and Critical Studies Division

Research Panel Session: **Mad Men, Working Women, and History**

Moderating/Presiding: **Jacqueline Lambiase**, Texas Christian

Panelists: Mad Women: Workplace Stereotypes Beyond Kanter
Erika Engstrom, Nevada Las Vegas
Sisterhood in the Sixties: Detente and Disruption Among the Working
Women of "Mad Men"
Tracy Lucht, Simpson College
"It's Unlucky to Be Unlovely": Work, Power, and the Secretary's Body
from the 1920s to the 1960s
Jane Marcellus, Middle Tennessee State
Mad Men and Reasonable Women: Selling Bras Rather than Burning Them
Kimberly Wilmot Voss, Central Florida

10 am to 11:30 am / 043

Civic and Citizen Journalism Interest Group

Refereed Paper Research Session: **Emerging Understandings of Civic and Citizen Journalism**

Moderating/Presiding: **Deborah Chung**, Kentucky

No Experience Necessary: The Perceived Credibility of Citizen Journalism

Sara Netzley and **Mark Hemmer**, Bradley

News Innovation and the Negotiation of Participation: A Study of the Knight News Challenge*

Seth Lewis, Minnesota

Exploring Contexts in Citizen Journalism: A Conceptual Framework

Nakho Kim, Wisconsin-Madison

Not Paid to Play: A Case Study of Online Community Participants and the Effects of Non-Monetary Motivation Upon Public Journalism

Robert Gutsche, Jr. and **Rauf Arif**, Iowa

Discussant: **Deborah Chung**, Kentucky

* Top Faculty Paper, Civic and Citizen Journalism Interest Group

10 am to 11:30 am / 044

Association for Education in Journalism and Mass Communication Elected Standing Committee on Teaching

Panel Session: AEJMC Teaching Competition: Best Practices in Teaching Visual Communication

Moderating/Presiding: **Jennifer Greer**, Alabama

Panelists: *First Place:* The Visual Scavenger Hunt: Connecting Graphic Design Theory with Real-World Visual Communication

Tracy Rutledge, Tennessee at Martin

Second Place: Visual Communication Rhetoric: Picturing Pop Culture

Mary Ann Allison, Hofstra

Third Place: Investigating Art: Using Works of Art in Teaching Visual Communication

Nicole S. Dahmen, Louisiana State

Honorable Mention: Visualizing Information Through Infographics and Alternative Story Forms)

Shelia Webb, Western Washington

Honorable Mention: Teaching Writers and Graphic Designers How to Write and Produce Moving Visuals: Collaboration Between Advertising Copywriting and Intro to Video Production Courses

Sandy Henry, Drake

This session will feature winners of the 2011 Best Practices in Teaching Visual Communication competition, sponsored by the AEJMC Elected Standing Committee on Teaching for the sixth year. The session is intended for anyone teaching visual communication or with an interest adding a visual component to a course. The competition winners will share their teaching submissions, explaining one assignment and how they carry it out in their classes. Attendees will each receive a free booklet with the six winning entries (one honorable mention winner could not be present to present his work). In addition, these entries and those from the previous five competitions can be found in booklet form on the AEJMC Website, under Teaching Resources: <http://www.aejmc.com/home/2010/09/best-practices-in-teaching-booklets/>.

11:45 am to 1:15 pm / 045

Communication Theory and Methodology and Communicating Science, Health, Environment and Risk Divisions

PF&R Panel Session: **The Ethics of Environmental Reporting**

Moderating/Presiding: **Michael Dahlstrom**, Iowa State

Panelists: **Sharon Dunwoody**, Wisconsin-Madison
Fred Vom Saal, Missouri
Rick Stevens, Colorado at Boulder
Bruce Lewenstein, Cornell
Jeffrey Tomich, *St. Louis Post-Dispatch*

Respondent: **Lee Ahern**, Pennsylvania State

11:45 am to 1:15 pm / 046

Cultural and Critical Studies and Mass Communication and Society Divisions

Teaching Panel Session: **The Borderlands of Scholarship, Media, and the Public:
The Community Connect Project**

Moderating/Presiding: **Lana Rakow**, North Dakota

Panelists: Crossing Over Borders
Lana Rakow, North Dakota
Scholarship Borderlands: Community Connect as Public Scholarship
Louella Lofranco, Southwest Minnesota State
Media Borderlands: Community Connect as Public Media,
Sorin Nastasia, Southern Illinois, Edwardsville
Public Borderlands: Community Connect as Community Engagement
Diana Nastasia, St. Louis Community College

11:45 am to 1:15 pm / 047

Law and Policy Division and Political Communication Interest Group

PF&R Panel Session: **How Much Influence Should Corporations Have on Political Campaigns?:
The Effects of the Supreme Court's Ruling in the *Citizens United v. Federal Election Commission* Case**

Moderating/Presiding: **Courtney Barclay**, Syracuse

Panelists: **Sandra Chance**, Florida
Robert Kerr, Oklahoma
Jason M. Shepard, California State, Fullerton
Ed Carter, Brigham Young
Kevin Horrigan, deputy editorial page editor, *St. Louis Post-Dispatch*

11:45 am to 1:15 pm / 048

Media Ethics Division

Refereed Paper Research Session: **The Institution of Journalism: Roles and Responsibilities**

Moderating/Presiding: **William Babcock**, Southern Illinois at Carbondale

Journalism's "Crazy Old Aunt": Helen Thomas and Paradigm Repair*

Elizabeth Hindman and **Ryan Thomas**, Washington State

"Can We Be Funny?": The Social Responsibility of Political Humor

Jason Peifer, Saint Louis

A Watchdog of Democracy": State of Media Ethics in Bangladesh

Md. Abu Naser, Southern Illinois-Carbondale

and **Debashis "Deb" Aikat** North Carolina at Chapel Hill

Conflicting Agendas: Economics and Social Responsibility in the Press**

Jason Laenen, Louisiana State

Discussant: **Ed Wasserman**, Washington & Lee

* Top Faculty Paper, Media Ethics Division

** Second-Place Top Student Paper, Media Ethics Division

11:45 am to 1:15 pm / 049

Minorities and Communication Division and Commission on the Status of Women

PF&R Panel Session: **Sound and Fury: Mediated Racial Discourse and the Case of Shirley Sherrod, USDA's Former Director of Rural Development in Georgia**

Moderating/Presiding: **Lesla Hatley Major**, Indiana

Panelists: **Amy Reynolds**, Louisiana State

Renita Coleman, Texas at Austin

Sandra L. Combs, Arkansas State, Jonesboro

Meta Carstarphen, Oklahoma

Debra Merskin, Oregon

11:45 am to 1:15 pm / 050

Newspaper Division and Community Journalism Interest Group

Research Panel Session: **Studying the New News Ecosystem**

Moderating/Presiding: **Wilson Lowrey**, Alabama

Panelists: Interrelationships Across Diverse Media Types in Complex, Networked
Environments, Both within Traditional Communities and Across Extended
Online Communities

C.W. Anderson, CUNY, Nieman Lab contributor
Urban News Ecosystems: Where's the News Coming From?
Jesse Holcomb, Project for Excellence in Journalism
"Hypercompetition" and Changing News Ecosystems
Ann Hollifield, Georgia
Journalism's Shifting Professional Boundaries
Seth C. Lewis, Minnesota
The Long View on News Ecology: Evolving Forms and Practices
Wilson Lowrey, Alabama

11:45 am to 1:15 pm / 051

Public Relations Division

High Density Refereed Paper Research Session: **Public Relations High Density Session**

Moderating/Presiding: **Richard D. Waters**, San Francisco

Developing a Valid and Reliable Measure of Crisis Responsibility

Kenon A. Brown and **Eyun-Jung Ki**, Alabama

How Companies Cultivate Relationships with Publics on Social Network
Sites in China and the United States: A Cross-Cultural Content Analysis

Linjuan Rita Men and **Wanhui Tsai**, Miami

Internal Relationship Building: A Chinese Story

Hongmei Shen, San Diego State

Discussant: **Alan Freitag**, North Carolina-Charlotte

Motivating Publics to Act: An Analysis of the Influence of Message Strategy
and Involvement on Relational Outcomes and Communication Behavior

Kelly Werder and **Michael Mitrook**, South Florida

The Overlooked Sector: An Analysis of Nonprofit Public Relations Literature

Hilary Fussell Sisco, Quinnipiac; **Erik Collins**
and **Geah Pressgrove**, South Carolina

Private Labeling, Crisis Communication and Media Influence: The Menu
Foods Pet Food Recall

Worapron Worawongs

and **Colleen Connolly-Ahern**, Pennsylvania State

Quiet, Creeping, and Sudden?!: Exploring Public Information Officers'
Definitions of Health Crisis

Elizabeth Avery and **Tatjana Hocke**, Tennessee

Discussant: **Kenneth Plowman**, Brigham Young

Representational, Structural, and Political Intersectionality
of Public Relations' Publics

Jennifer Vardeman-Winter, Houston; **Hua Jiang**, Towson
and **Natalie Tindall**, Georgia State

Testing the Theory of Cross-National Conflict Shifting: A Quantitative
Content Analysis and a Case Study of the Chiquita Brands' Transnational
Crisis Originated in Colombia

Juan-Carlos Molleda and **Vanessa Bravo**, Florida;

Andrés Felipe Giraldo Dávila
and **Luis Horacio Botero**, Universidad de Medellín
Women as Public Relations Managers: Show Me the Money
Bey-Ling Sha and **David Dozier**, San Diego State

Discussant: **Patricia Swann**, Utica College

11:45 am to 1:15 pm / 052

Radio-Television Journalism and Visual Communication Divisions

PF&R Panel Session: **Documentaries Now!**

Moderating/Presiding: **Tom Mascaro**, Bowling Green State

Panelists: Hidden Histories and New Voices in Documentary
Bennie Klain, Trickster Films
International Documentary Production - Perspective on Shooting
in Afghanistan, China and Africa
Brent Huffman, Northwestern and German Camera Productions
Ethical Issues in Wildlife Conservation Films: Faking
the Shot v. Public Awareness
Nancy Carlson, Ball State
Documentary Courage: Asking the Tough Questions
Jay Rosenstein, Illinois at Urbana-Champaign and Jay Rosenstein Productions

11:45 am to 1:15 pm / 053

Sports Communication Interest Group

Refereed Paper Research Session: **Sports: Branding, Marketing, and Image Building**

Moderating/Presiding: **Scott Reinardy**, Kansas

John L. Griffith and the Commercialization of College Football Broadcasts
in the Depression Era

Kathleen O'Toole, Pennsylvania State

The Ochocinco Brand: Social Media's Impact on the NFL's
Institutional Control*

Jacob Dittmer, Oregon

Selling Sports Culture: A Narrative Analysis of Nike's "Just Do It" Campaigns
in the United States and China

Bethany Ray and **Joy Chavez Mapaye**, Alaska-Anchorage

Marion Jones and Michael Vick: Press Coverage on Their Journey
of Redemption and Renewal

Pamela Laucella and **Kathryn Shea**, Indiana

Discussant: **Marie Hardin**, Pennsylvania State

* Top Student Paper, Sports Communication Interest Group

11:45 am to 1:15 pm / 054

Association for Education in Journalism and Mass Communication

AEJMC 2011 Equity and Diversity Award Panel:

**Making an Even Stronger Case for Diversity in Journalism & Mass Communication:
Demographics, International/Intercultural Public Relations, Social Research, and Academia**

Moderating/Presiding: **Federico Subervi**, Texas State San Marcos

Panelists: What the 2010 Census Reveals About the Changing Ethnic/Racial Landscape
of the United States, Especially Regarding the Youth Population
Matthew Milbrodt, information services specialist, U.S. Census Bureau
Including Ethnic Media in Social Research: It's About Time
Sandra Ball-Rokeach, Southern California
Hispanic Enrolling versus Serving Institutions: Why the Difference Matters
Timothy Mottet, Texas State San Marcos
Online Global Business for a Diverse Market
Katerie Troutman, vice president, Fleishman-Hillard

11:45 am to 3 pm / 055

Association for Education in Journalism and Mass Communication

Business Session: **Finance Committee Meeting**

Moderating/Presiding: **Linda Steiner**, Maryland

1:30 pm to 3 pm / 056

Association for Education in Journalism and Mass Communication

Business Session: **Council of Divisions Meeting I**

Moderating/Presiding: **Evonne Whitmore**, Kent State, Council of Divisions Chair

1:30 pm to 3 pm / 057

Communicating Science, Health, Environment and Risk and Public Relations Divisions

PF&R Panel Session: **Let's Talk About Vaccines: Expert Thoughts on Reframing the Debate**

Moderating/Presiding: **Amanda Hinnant**, Missouri

Panelists: **Beth Avery**, Tennessee
Shari Veil, Kentucky
Brooke Fisher Liu, Maryland
Jennifer Ohs, St. Louis
Mike Smith, Louisville School of Medicine

1:30 pm to 3 pm / 058

History Division and AEJMC Council of Affiliates

Teaching Panel Session: **We Blog About Journalism History: Why, and Why Bother?**

Moderating/Presiding: **W. Joseph Campbell**, American

Panelists: **Karen Miller Russell**, Georgia
Chris Daly, Boston University
James McPherson, Whitworth
W. Joseph Campbell, American

1:30 pm to 3 pm / 059

Law and Policy and Media Management and Economic Divisions

PF&R Panel Session: **Should the Government Save Journalism?**

Moderating/Presiding: **Derigan Silver**, Denver

Panelists: **Sri Kasi**, senior vice president and chief operating officer, News
Licensing Group
Robert Picard, Oxford
Penny Abernathy, North Carolina at Chapel Hill
Josh Stearns, associate program director, Free Press
Victoria Smith Ekstrand, Bowling Green State

1:30 pm to 3 pm / 060

Magazine and International Communication Divisions

Teaching Panel Session: **International Reporting Projects**

Moderating/Presiding: **Carol Schwalbe**, Arizona

Panelists: **Rich Beckman**, Miami
Sam Riley, Virginia Tech
Charlyne Berens, Nebraska-Lincoln
Bill Silcock, Arizona State

1:30 pm to 3 pm / 061

Newspaper Division

High Density Refereed Paper Research Session:

News Effect: How Journalists Think and Write Versus How Readers Read and Engage

Moderating/Presiding: **Sandy Utt**, Memphis

Game Over? Male and Female Sportswriters' Attitudes Toward
Their Jobs and Plans to Leave Journalism

Jessie Jones and Jennifer Greer, Alabama

Follow the Leaders: Newspaper Journalists' Networks of Association on Twitter

Kyle Heim, Seton Hall

National Unity and Memory: Discursive Construction of War Memories

Choonghee Han, Hope College

Turning a Blind Eye: Why Reporters Ignore Third-Party Candidates

John Kirch, Towson

Social Construction, Influence, and News Work: A Study of the "Reality"
of Newspaper Journalism Today

Bill Schulte and Joseph Bernt, Ohio

Deceptive Reality: Using Media to Implant False Memories and Internet
Source Credibility

Jenna Carolan and Faye Gilbert, Iowa State

Witnessing Executions: How Journalists Prepare for and Respond
to Planned Trauma Exposure

Kenna Griffin, Oklahoma

Experiencing Error: How Journalists Describe What It's Like When the Press Fails

Kirstie Hettinga, Pennsylvania State

Medium Matters: Newsreaders' Recall and Engagement with Online
and Print Newspapers

Arthur Santana, Randall Livingstone

and **Yoon Yong Cho**, Oregon

Audience Perceptions of Editing Quality: An Experimental Study
of the Effects of News Processing

Fred Vultee, Wayne State

The Engagement Effect: The Relationships Among Engagement, Satisfaction,
and Readership and What Can be Done to Stop the Death of the Print Newspaper

Rachel Davis Mersey and Edward Malthouse, Northwestern

Consumer Adoption of Mobile News: An Examination of Motivation Predictors

Sylvia Chan-Olmsted, Hyejoon Rim and Amy Zerba, Florida

Discussant: **Nikhil Moro**, North Texas

1:30 pm to 3 pm / 062

Community College Journalism Association and Internships and Careers Interest Group

Teaching Panel Session: **But I Found My Source on Twitter!**

Moderating/Presiding: **Toni Albertson**, Mt. San Antonio College

Panelists: **Ginger Carter Miller**, Georgia College

Jack Zibluk, Arkansas State

Rob Fuentes, SUNY Rockland

1:30 pm to 3 pm / 063

Entertainment Studies and Religion and Media Interest Groups

PF&R Panel Session: **Amusing Ourselves to Death?: The Merging of Information and Entertainment in the Age of Infotainment**

Moderating/Presiding: **Cecile S. Holmes**, South Carolina

Panelists: **Anthony Hatcher**, Elon
Daniel Panici, Southern Maine
David Pierson, Southern Maine

1:30 pm to 3 pm / 064

Gay, Lesbian, Bisexual, Transgender Interest Group and Cultural and Critical Studies Division

PF&R Panel Session: **Fringe and Fragments: The Impact of Technology on Traditionally Marginalized Groups**

Moderating/Presiding: **Rebecca Kern**, Manhattan

Panelists: **Abbe Forman**, Temple
Jason Shepard, California State Fullerton
Mark Giese, Arkansas-Little Rock
Tim Edwards, Arkansas-Little Rock

1:30 pm to 3 pm / 065

Political Communication Interest Group and Communication Technology Division

Research Panel Session: **The Impact of Digital Media on Political and Civic Engagement: Do Digital Media Matter?**

Moderating/Presiding: **Jason Martin**, DePaul

Panelists: **Dhavan Shah**, Wisconsin-Madison
Jane Singer, Iowa
Ben Detenber, Nanyang Technological, Singapore
Hernando Rojas, Wisconsin-Madison
Sandra Ball-Rokeach, Southern California

1:30 pm to 3 pm / 066

Small Programs Interest Group and Media Ethics Division

PF&R Panel Session: **Hot Topics in Media: Winds of Destruction and Change: The Impact of Social Media on Crisis Coverage and Crisis Management During a Natural Disaster**

Moderating/Presiding: **Cheryl Bacon**, Abilene Christian

Panelists: **Bob Josephson**, external affairs officer, FEMA Region VII
Chuck Maulden, news director, KTHV Little Rock, AR
Scott Meeker, enterprise editor, *Joplin Globe*, Joplin, MO
Tim Sellnow, co-author, *Effective Crisis Communication*; Kentucky
Stacey Woelfel, Missouri, news director, KOMU-TV; chairman, Radio Television Digital News Foundation

1:30 pm to 3 pm / 067

Sports Communication Interest Group and Mass Communication and Society Division

PF&R Panel Session: **Out of Control: Sports Media's Obstacles in Story Sourcing and Reaching the Audience**

Moderating/Presiding: **Paul Husselbee**, Southern Utah

Panelists: **Malcolm Moran**, Pennsylvania State
Colleen Ryan, Fox Sports in St. Louis
Scott Reinardy, Kansas
Bu Zhong, Pennsylvania State

1:30 pm to 3 pm / 068

Association for Education in Journalism and Mass Communication Publications Committee and Elected Standing Committee on Research

Panel Session: **Successfully Navigating from Conference Paper to Journal Submission**

Moderating/Presiding: **Earnest L. Perry Jr.**, Missouri

Panelists: **Sharon Dunwoody**, Wisconsin
Marie Hardin, Pennsylvania State
Patricia Moy, Washington
Linda Shipley, Nebraska

This panel brings together members of the AEJMC Research and Publications Committees to discuss a range of topics surrounding the relationship between conference papers and journal articles. Ethical and practical considerations will be discussed.

1:30 pm to 3 pm / 069

Carnegie-Knight Initiative on the Future of Journalism Education (administered through Shorenstein Center on the Press, Politics and Public Policy, Harvard University)

Panel Session: **Lessons Learned: The Carnegie-Knight Initiative on the Future of Journalism**

Moderating/Presiding: **Alex Jones**, director, Shorenstein Center on Press, Politics, and Public Policy, Kennedy School of Government, Harvard

Panelists: **Christopher Callahan**, dean, Cronkite School of Journalism and Mass Communication

Arizona State
Geneva Overholser, Southern California
Kristin Gilger, faculty, Cronkite School of Journalism and Mass Communication
Arizona State
Nicholas Lemann, dean, Graduate School of Journalism, Columbia
Thomas Patterson, research director, Shorenstein Center, Kennedy School
of Government, Harvard

3:15 pm to 4:45 pm / 070

Advertising and Cultural and Critical Studies Divisions

Teaching Panel Session: **BULLS-EYE! Technology and Targeting, For Better or Worse**

Moderating/Presiding: **Scott R. Hamula**, Ithaca College
and **Tricia M. Farwell**, Middle Tennessee State

Panelists: **Dan Curran**, president and founder, 4ORCE Digital
Chris Copeland, CEO, GroupM Search – The Americas
Morgan Noel, senior creative strategist/digital, Momentum Worldwide
Robert Mews, senior digital marketing strategist, Geile/Leon
Marketing Communications
Kevin L. Keenan, American University in Cairo

3:15 pm to 4:45 pm / 071

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session: **Getting Us To Do What's Good For Us: Communication Impacts
on Unhealthy Eating, Drinking and Smoking Behaviors**

Moderating/Presiding: **Lee Ahern**, Pennsylvania State

An Examination of Obesity Coverage in Network News: Issues, Sources,
and Episodic-thematic Frames

Sherice Gearhart, Clay Craig
and **Chaille Steed**, Texas Tech

Mediated Messages and Self-Efficacy: An Examination of Entertainment-Education,
Junk Food Commercials and Healthy Eating Habits

Anthony Galvez, Rhode Island College

Exploring the effects of Anti-Alcohol Abuse Message Types
on Rebellious College Students

Eun Go, Pennsylvania State and **Moon Lee**, Florida

The Role of Family Communication Style, Coviewing and Mediation
in Family Nutrition Efficacy and Behavior

Erica Austin, Bruce Pinkleton, Marie Louise Radanielina-Hita
and **Weina Ran**, Washington State

Can eWOM Help Smokers Quit? Effects of Online Consumer Reviews
of Smoking Cessation Products

Petya Eckler, Iowa

Discussant: **Sharon Dunwoody**, Wisconsin-Madison

3:15 pm to 4:45 pm / 072

Communication Technology and Visual Communication Divisions

Teaching Panel Session: **AEJMC Best of the Web**

Moderating/Presiding: **Bartosz Wojdyski**, North Carolina at Chapel Hill
and **Phil Loubere**, Middle Tennessee State

Winning Presentations:

Individual Innovation

First Place: The Unseen O.C.

Marc Cooper and **Tara Graham**, Southern California

Team Innovation

First Place: Syracuse Diners

Seth Gitner, Syracuse

Second Place: Powering a Nation

Luca Semprini, North Carolina at Chapel Hill

Third Place: Living Stories

Jeremy Gilbert, Northwestern

Team Journalism

First Place: My Story, My Goal

Rich Beckman, Miami

Second Place: WorldJournalism.net

Steve Masiclat, Syracuse

Third Place: CampusCrime.net

Eric Meyer, Illinois

Honorable Mention: Chesapeake: Bay on the Brink

Leslie Walker, Maryland

3:15 pm to 4:45 pm / 073

Magazine Division and Civic and Citizen Journalism Interest Group

Teaching Panel Session: **Going Public**

Moderating/Presiding: **Carol Zuegner**, Creighton

Panelists: Iris: Reading Community News for the Blind Gives Students
A New Outlook On Journalism

Lori Blachford, Drake

Austintalks.org: Student-run Hyper-local News Site Informs
Underserved Chicago Suburb

Suzanne McBride, Columbia College Chicago

Multimedia Reporting at the 2010 U.S. Social Forum,
Service-learning Style

Sue Salinger, Regis
Wetown.org: Building Community Online Through Citizen Journalism
Kirsten Johnson, Elizabethtown

3:15 pm to 4:45 pm / 074

Mass Communication and Society Division and Graduate Education Interest Group

Teaching Panel Session: **Promising Professors and Distinguished Educator**

Moderating/Presiding: **W. Joann Wong**, Indiana and **Kelly Crowley**, West Virginia

Panelists: Promising Professors (faculty competition)
First Place: **Brad Love**, Texas at Austin
Second Place: **Porismita Borah**, Maryville
Third Place: **Marcus Messner**, Virginia Commonwealth

Promising Professors (student competition)
First Place: **C. Temple Northup**, North Carolina at Chapel Hill
Second Place: **Michelle K. Dangiuro-Baker**, Pennsylvania State
Third Place: **Jay Hmielowski**, Ohio State

Distinguished Educator
Diana K. Martinelli, West Virginia

3:15 pm to 4:45 pm / 075

Media Ethics Division

High Density Refereed Paper Research Session: **Media Ethics: High Density Refereed Research**

Moderating/Presiding: **Jack Breslin**, Iona

Social Responsibility and Tomorrow's Gatekeepers: How Student Journalists
Prioritize News Topics

Sara Netzley, Bradley

Walter Lippmann's Ethical Challenge to the Individual

Steve Urbanski, West Virginia

Identifying Ethical Challenges and Solutions in the Online Coverage
of Recruiting High School Athletes

Molly Yanity, Ohio

Ethical Attitudes of Male and Female Students Concerning Academics
and Journalism

Bill Hornaday, Indiana

Ideological Coverage On Cable Television an Ethical Journalistic Practice?
Duty, Responsibility, and Consequence

Aimee Meader, Texas at Austin

The Ethics of the ESRB: Social Responsibility Theory and Video Games

Severin Poirot, Oklahoma

Media Responsibility in a Public Health Crisis: An Analysis of News

Coverage of H1N1 “Swine Flu” in One Community
Elizabeth Hindman and **Ryan Thomas**, Washington State

Discussant: **name**, affiliation

3:15 pm to 4:45 pm / 076

Minorities and Communication and International Communication Divisions

PF&R Panel Session: **Anti-Immigrant Sentiments and Communication Issues**

Moderating/Presiding: **Petra Guerra**, Texas-Pan American

Panelists: **Laura Castañeda**, San Diego City College
Celeste Gonzales de Bustamante, Arizona
Amy Schmidt, San Diego State
Richard J. Schaefer, New Mexico
Manuel Chávez, Michigan State

3:15 pm to 4:45 pm / 077

Public Relations Division and Sports Communication Interest Group

PF&R Panel Session: **Lion When Blogging, Mouse When Confronted: Sports Bloggers,
Their Place in Sport Media, and Their Fight for Credibility**

Moderating/Presiding: **Peggy Beck**, Kent State-Stark

Panelists: Experts in the field of blogging in sports, media relations personnel
and baseball bloggers from the St. Louis area.

3:15 pm to 4:45 pm / 078

Radio-Television Journalism Division

Refereed Paper Research Session: **Changing Perspectives**

Moderating/Presiding: **Ginger Loggins**, Kansas State

Thirty Years of Broadcasting Africa on the U.S. Network Television News*

Yusuf Kalyango, Ohio

and **Uche Onyebadi**, Southern Illinois at Carbondale

Modern Arab Uprisings and Social Media: A Historical Perspective
on Media and Revolution

Roger Mellen, New Mexico State

Political Transition, Freedom of the Press, and the Iraqi Broadcasting Industry

Hun Shik Kim, Colorado at Boulder

From State Controlled to Public Broadcasting: Signs of Change in Serbia's

RTS Television Newscasts from 1989-2009

Ivanka Radovic and **Catherine Luther**, Tennessee

Discussant: **Joe S. Foote**, Oklahoma

* Top Faculty Paper, Radio-Television Journalism Division

3:15 pm to 4:45 pm / 079

AEJMC Council of Affiliates and College Media Advisers

Refereed Paper Research Session: **Issues Facing the Campus Press**

Moderating/Presiding: **Brian Steffen**, Simpson

Covering Hate on Campus: A Case Study

Caley Cook, Allegheny College

Evolving Medium: A College Newspaper Works to Adapt to Changing Readership Habits via Print Design, Multimedia Inclusion, and Online Promotion

Sonya DiPalma and **Michael E. Gouge**, North Carolina at Asheville

Students 2.0: College Media Moguls who are Changing Journalism and the World (Wide Web)

Dan Reimold, Tampa

Credentialing of Campus Media Advisers: Is There a Doctor in the Newsroom?

Carol Terracina_Hartman, Bloomsburg of Pennsylvania
and **Robert G. Nulph**, Lewis University

3:15 pm to 4:45 pm / 080

Community College Journalism Association, History, Newspaper and Communication Theory and Methodology Divisions

Part I — Refereed Paper Session: **Scholar-to-Scholar**

Communication Theory and Methodology Division

Topic — **Media and the Public: Multitasking, Processing, and Individuals**

1. Exploring the Effects of Mood and Culture on Cognitive Thinking Styles
Sela Sar, Iowa State and **Brittany Duff**, Illinois at Urbana-Champaign
2. News and Multi-Tasking Audiences: Reading Text While Listening to an Audio Newscast
Ronald Yaros and **Jing Guo**, Maryland
3. Read, Watch, Learn: The Effects of Media Multitasking on The Processing of Cognitively Demanding Information
Anastasia Kononova, American University of Kuwait

Discussant: **Michel M. Haigh**, Pennsylvania State

4. A Conceptualization and Operationalization of Receiver-Based Uncertainty Generated from Mass Media
Kristen Landreville, Wyoming
5. Five Antecedents of Media Effects: A Model for Comprehensive Conceptualization of Individual-level Media Effects
Mark Shevy, Northern Michigan
6. Cultural Pluralism, Ethnic Identity and Media Language Choice

Thomas Ruggiero and Kenneth Yang, Texas – El Paso

Discussant: **Robert Wicks**, Arkansas

Topic — **Mobilizing**

7. Political Consumption and Needs of the Self: A Functional Attitudes Approach to Citizen Engagement
Melissa R. Gotlieb, Wisconsin-Madison
8. Stages of Mobilization: An Influence and Rational Choice Model for Consensus, Action and Sustainability
Laleah Fernandez, Michigan State
9. The Relationship Between Motivation Activation and Social Media
Paul Bolls, Heather Shoenberger, Dawn Schillenger, Anthony Almond and **Jaime Williams**, Missouri

Discussant: **Jason Reineke**, Middle Tennessee State

History Division

10. Google Books Ngram Viewer and Text-Mining for Culture: Corpora and Digital Data-Mining's Place in Journalism History
Robert Krueger, George Mason University
11. Made by TV: The American Football League and Broadcast Networks
Thomas Corrigan and Melanie Formentin, Pennsylvania State
12. Embed vs. Unilateral, 1904: Risks and Rewards in Coverage of the Russo-Japanese War
Michael Sweeney, Ohio

Discussant: **Jon Marshall**, Northwestern

13. Partisan Rhetoric and the Rise of the Nullification Party in 1831 South Carolina
Erika Pribanic-Smith, Texas at Arlington
14. “Woman at the Wheel” Column Challenges Detroit's Notion of the Female Car Buyer, 1965-1982
Ellen Gerl and Craig Davis, Ohio
15. Kicking off the hype: Newspaper Coverage of Super Bowl I
Brian Moritz, Syracuse

Discussant: **Maurine Beasley**, Maryland

16. They Came to Toil: U.S. News Coverage of Mexicans on the Eve of the Great Depression
Melita M. Garza, North Carolina at Chapel Hill
17. “If I’ve Lost Cronkite ...”: Myth and Memory of Walter Cronkite, Lyndon Johnson, and the Vietnam War
Lisa Burns, Quinnipiac
18. From Clanking Chains to Clashing Arms: A Black Newspaper and its Coverage of the Black Soldier in the Civil War
Thomas Terry, Idaho State

Discussant: **Ronald Rodgers**, Florida

19. Sic Juvat Transcendere Liberi: How Newspapers Built the Case for West Virginia Statehood
Matthew Haught, South Carolina

20. Intellectual Heft: A.J. Liebling as an Opponent of Anti-Intellectualism in American Journalism
Kevin Lerner, Rutgers/Marist
21. The Tale of Two Legends and Philanthropy in Rock and Roll
Ji Hoon Lee, Florida

Discussant: **Ross Collins**, North Dakota State

22. “Mexicans, Indians and the Worst Kind of White Men”: Bayard Taylor's Construction of Mexican Identity
Michael Fuhlhage, Auburn
23. From Outsider to Martyr: The Advocate’s Coverage of Harvey Milk from 1977 to 1979
Robert Byrd, South Alabama
24. Assessing the Dream: The March on Washington and American Collective Memory
Meagan Manning, Minnesota-Twin Cities

Discussant: **Keith Greenwood**, Missouri

25. Marshall “Major” Taylor and the Summer of 1910: Salt Lake City Newspapers Cover the Bicycle Racer's Final Season
Kim Mangun, Utah
26. A ‘Pestilent, Factional Quarrel’: Letters Reveal Lincoln’s Obsession with Censorship
Stephen Banning, Bradley
27. What Journalism Textbooks Teach Us About Newsroom Ethos
Raymond McCaffrey, Maryland

Discussant: **C. Patrick Burrowes**, Pennsylvania State

Newspaper Division

Topic — Newsroom Survival Issues

28. Redefining 21st Century Partnerships: Who’s Sharing What With Whom and Why?
Larry Dailey, Nevada, Reno and **Mary Spillman**, Ball State
29. Newspaper Financial Performance: Content Really Does Make a Difference
You Li and **Esther Thorson**, Missouri
and **Shrihari Sridhar**, Michigan State
30. Typing Corrections: Examining Corrections and Their Role in Democratic Theory
Kirstie Hettinga, Pennsylvania State
31. Does Competition Make a Difference? An Examination of the Impact of the Apple Daily on Three Major Newspapers in Taiwan
Chien-Yun Song and **Jia-Wei Tu**, Kansas

Discussant: **Bill Cassidy**, Northern Illinois

Topic — Public Contribution to Online News

32. Morality of News Issues and Public Contributions in Comment Forums on U.S. Daily Newspaper Websites
Serena Carpenter, Arizona State; **Robin Blom**, **Stephen Lacy**
and **Ryan Lange**, Michigan State
33. Crowd Control: Collaborative Gatekeeping in a Shared Media Space
Jane Singer, Iowa
34. Online Disagreement Expression and Reasoned Opinions: An Exploratory

Study of Political Discussion Threads on Online Newspapers

Xudong Liu, Southern Illinois – Carbondale
and **Xigen Li**, City University of Hong Kong

Discussant: **Jin Yang**, Memphis

Topic — **Traditional Versus Web Publication**

35. Blogging Wall Street on DealBook: A Content Analysis (2006-2010)

Michael Sheehy, Cincinnati

and **Hong Ji**, The Pew Research Center's Project for Excellence in Journalism

36. Traditional Newspapers and Their Web-based Counterparts: A Longitudinal Analysis of Relative Credibility

Gregg Payne, Chapman and **David Dozier**, San Diego State

37. Missing the Metro: Can an E-Reader Replace the Print Newspaper?

Barry Hollander, **Dean Krugman**, **Tom Reichert**

and **J. Adam Avant**, Georgia

38. Hard News Still Attracts Readers: A Comparison of Online and Pre-Internet Community Newspaper Readership

Carol Schlagheck, Eastern Michigan

39. The Diffusion of an Online Community Newspaper Among College Students

Daniel Hunt, **David Atkin** and **Chris Kowal**, Connecticut

Discussant: **Eileen Gilligan**, SUNY at Oswego

Topic — **Close-up Examination of News**

40. A Study of the Urbanization of News Content

Michael Clay Carey, Ohio

41. Contrary to Scholarly Opinion: Sourcing Trends in *New York Times* Drug-War Reports Before and After 9/11

Bryan Denham, Clemson

42. Bias, Slant and Frame Selection in Murdoch's *Wall Street Journal*

Sid Bedingfield, South Carolina

43. Conflict in the News: Influences of Proximity, Importance and Newspaper Size

Michael McCluskey, Ohio State

and **Young Mie Kim**, Wisconsin-Madison

44. Newspaper Headlines on Human Trafficking in the United States From 2000 to 2010

Brandon Burnette and **Lyle Olson**, South Dakota State

Discussant: **Janet Bridges**, Sam Houston State

Topic — **News Effect Plus Journalism Education**

45. Local Newspaper Coverage Influences Support of the U.S. Military Buildup on Guam

Francis Dalisay, Cleveland State

and **Masahiro Yamamoto**, Washington State

46. Press Independence in the Guantanamo Controversy: Effects of *The New York Times'* Coverage on Public Opinion During the Bush and Obama Administrations*

Jaesik Ha, Indiana

47. Reputation Cycles: the Value of Accreditation for Undergraduate Journalism Programs

Robin Blom, **Lucinda Davenport**, Michigan State University

and **Brian J. Bowe**, Michigan State

Discussant: **David Arant**, Memphis

* Top Student Paper, Newspaper Division

Part II — Award Session: **GIFT: Great Ideas for Teaching – 12 Years of Terrific Teaching Tips**

Moderating/Presiding: **John Kerezy**, Cuyahoga College

The 2011 GIFT Scholar grand prize winner will be announced at the beginning of the session. Door prizes also will be given away at this twelfth annual interactive poster fair!

- G01. You Be the Judge
Kris Boyle, Creighton
- G02. Speed Pitching and Bridge-Building
Susan Walton and **Jared Johnson**, Brigham Young
- G03. Creative Collaboration in Story Development
Kristen Swain, Mississippi
- G04. Diversity & Sustainability: The Not-So-Odd Couple
Brian Johnson, Illinois
- G05. Using Ron Howard's "The Paper" to Make Libel Lively
Laura Hlavach, Southern Illinois-Carbondale
- G06. Can't We All Just Get Along?
Kay Colley, Texas Wesleyan
- G07. Information Through the FOIA – Faculty Online Information Assessment
Doug Fisher, South Carolina
- G08. Building Blocks of Multimedia Storytelling
Mark Berkey-Gerard, Rowan
- G09. The Name Game
Jeff South, Virginia Commonwealth
- G10. Create a Picture With 1,000 Words
Anne McNeilly and **Joyce Smith**, Ryerson
- G11. Market Price of Ethic Codes
YanJun Zhao, SUNY-Morrisville
- G12. The Cross-Platform Pitch
Amy Jo Coffey, Florida
- G13. Building Relationships through Event Planning and Communications
Bobbi Kay Lewis, Oklahoma State
- G14. Fill 'er Up
David Cuillier, Arizona
- G15. Mass Media Ethics We Will Study, Hmmm?
Carolyn Nielson, Western Washington
- G16. You Be The Chief!
Genelle Belmas, California State, Fullerton
- G17. The Return of Original SPAM
Daniel Haygood, Elon
- G18. Staging a Stunt in Class
Judith Morris, Susquehanna
- G19. Mastering the Web Update
Ted Geltner, Valdosta State
- G20. Publish and Flourish

- G21. **Keith Quesenberry**, Temple
Group Note-taking with GoogleDocs
- G22. **Amanda Sturgill**, Elon
Conversational News and the Great Lippmann-Dewey Debates
- G23. **Doreen Marchionni**, Pacific Lutheran
Responding to Assigned Readings with YouTube Videos
- G24. **Jeremy Sarachan**, St. John Fisher
What You Might Do...
- G25. **Chris Roberts**, Alabama
The Visual Journal
- G26. **Carol Holstead**, Kansas
Deep Diving
- Carol Schwalbe**, Arizona

Many thanks to Mary Jean Land of Georgia College for serving as head Judge for GIFT this year. Other judges include: Angela Criscoe, Georgia College; Mary Carmen Cupito, Northern Kentucky; John Hagan, Cuyahoga Community; Jared Johnson, Brigham Young; Kim Karloff; Macon McGinley, Georgia College; Wendy Melillo, American; Branislav Tatalovic, Cuyahoga Community; and David Weinstock, Texas-Tyler.

3:15 pm to 4:45 pm / 081

Gay, Lesbian, Bisexual, Transgender and Religion and Media Interest Groups

PF&R Panel Session: **Falling From Grace: Religion and Sexual Abuse, Preachers and Politicians**

Moderating/Presiding: **Sonny Rhodes**, Arkansas-Little Rock

Panelists: **Patricia Rice**, religion contributor, St. Louis Beacon.org
 Tim Edwards, Arkansas-Little Rock
 Frank Fellone, *Arkansas Democrat-Gazette*
 Cecile S. Holmes, South Carolina

3:15 pm to 4:45 pm / 082

Association of Schools of Journalism and Mass Communication

International Panel Session: **The Global Opportunities: Innovative Models for Journalism Schools**

Moderating/Presiding: **Brad Hamm**, Indiana

Panelists: **name**, affiliation

3:15 pm to 4:45 pm / 083

University of Georgia

Research Panel Session: **Annual Surveys of Journalism and Mass Communication**

Moderating/Presiding: **Lee B. Becker**, Georgia, and **Tudor Vlad**, Georgia

Results will be released for the 2010 Annual Survey of Journalism & Mass Communication Graduates, the 2010 Annual Survey of Journalism and Mass Communication Enrollments, and the 2009-10 Survey of Doctoral Programs in Communication.

5 pm to 6:30 pm / 084

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session: **The Role of Opinion Leadership in SHER-Comm**

Moderating/Presiding: **LeeAnn Kahlor**, Texas at Austin

“Dr. Soundbite”: The Making of an Expert Source in Science and Medical Stories

Marjorie Kruvand, Loyola-Chicago

Leading and Following in Medical Pack Journalism

Vincent Kiernan, Georgetown

Following the Leader: Using Opinion Leaders in Environmental Strategic Communication

Kajsa Dalrymple, Bret Shaw

and **Dominique Brossard**, Wisconsin-Madison

Branding Health Communication Strategies Aimed at Healthcare Professionals

Patrick Merle, Robin Haislett, Dane Kiambi, Shannon Bichard,

Kat Livingston, Shankar Borua, Spencer Sorensen, Stephanie Kang,

Trent Seltzer, Elizabeth Gardner and Coy Callison, Texas Tech

Investigating the Role of Identities and Opinion Leadership on Risk Information

Seeking and Sharing about Proposed Natural Gas Drilling in New York’s Marcellus Shale

Chris Clarke, Cornell

Discussant: **Lee Ahern**, Pennsylvania State

5 pm to 6:30 pm / 085

Cultural and Critical Studies Division

High Density Refereed Paper Research Session

Moderating/Presiding: **Rebecca Kern**, Manhattan and **Susan Brockus**, California State, Chico

Topic — **Representations of Race, Gender, Sexuality and the Public Sphere**

Double Burdens of Sexuality and Gender on Women: How Queer Texts

Marginalize Female Queers

Jungmin Kwon, Illinois at Urbana-Champaign

Spaces for Feminist (Re)articulations: The Blogosphere and the Sexual

Attack of Journalist Lara Logan

Dustin Harp, Texas at Austin; **Jaime Loke**, Oklahoma

and **Ingrid Bachmann**, Texas at Austin

The Effects of Normalizing Forces on the Development of An Online Radicalized Public Sphere

Rachel Davis and **Bob Britten**, West Virginia

Power Evasive Diversity: How Journalism's Focus on the Personal and Individual

Leaves Racial Power Imbalances Intact

Kevin Dolan, Illinois State
*Girlfriends & Sex and the City: An Intersectional Analysis of Race, Gender, & Commodity
Feminism in Two TV Shows*
Camille Kraeplin, Southern Methodist

Discussant: **Sean Baker**, Central Michigan

Topic — **Discourses in Historical Experiences**

The Wild West of 1911 (or 2010?): Red Dead Redemption's Past/Present Conflation

Ryan Lizardi, Pennsylvania State

Remembering the Korean Past: Sandglass, the Kwangju Democratization Movement,
and the 386 Generation

Sang Hwa Oh, South Carolina

Questioning the Kibera Discourse: Articulating Representations and Lived
Experience in a Nairobi Slum

Brian Ekdale, Iowa

Heroines Under Control: Unexpected News Portrayals of Women in the Organ
of the Bulgarian Communist Party

Miglena Sternadori, South Dakota

The Sovereignty of the Republic of Korea Shall Reside in the People

Wooyeol Shin, Minnesota-Twin Cities

and **Ji Yoon Ryu**, Yonsei University

Discussant: **Robert Handley**, Denver

5 pm to 6:30 pm / 086

History Division

Refereed Paper Research Session: **The Media and Civil Rights from the 1930s to the 1960s**

Moderating/Presiding: **Joe Hayden**, Memphis

The Conflict over Jim Crow Censorship of Movie Scenes
in Greensboro, North Carolina, 1937-38

Lorraine Ahearn, North Carolina at Chapel Hill

A Pulitzer up North, a Libel Suit down South: Southern Editors'

Civil Rights Writings, 1954-1968

Aimee Edmondson, Ohio

Insults for Sale: The 1957 Memphis Newspaper Boycott

Thomas J. Hrach, Memphis

"The Problem Cuts a Dozen Different Ways": Marquis W. Childs
and Civil Rights, 1950s-60s

Robert Rabe, Marshall

Discussant: **Caryl Cooper**, Alabama

5 pm to 6:30 pm / 087

Mass Communication and Society Division and Civic and Citizen Journalism Interest Groups

Teaching Panel Session: **Location, Location, Location: Using Location Based Services to Add Some Mobile to Your Journalism Course**

Moderating/Presiding: **Seth Lewis**, Minnesota

Panelists: **Jeremy Littau**, Lehigh
Jen Reeves, Missouri
Carrie Brown, Memphis
Bob Britten, West Virginia

5 pm to 6:30 pm / 088

Media Ethics and Advertising Divisions

Refereed Paper Research Session: **Advertising and Social Responsibility**

Moderating/Presiding: **Shannon Bowen**, Syracuse

Job Satisfaction among Minority Advertising Professionals: An Update
Jami Fullerton, Oklahoma State and **Alice Kendrick**, Southern Methodist
Is Diversity “Non-Existent” or a “Non-Issue?”: Preliminary Results from a
Thematic Analysis Ascertaining How Educators Define Diversity in Advertising
Laurie Phillips, North Carolina at Chapel Hill
The Ethics of Pinkwashing: Applying Baker and Martinson’s TARES Test
to Breast Cancer Cause-Related Marketing Campaigns
Kati Tusinski Berg and **Shannon Walsh**, Marquette
The Real Skinny on Food in the Media: Ethical Shortfalls of Covering
and Marketing Food to an Ever Expanding Nation
Temple Northup and **Meghan Sherrill**, North Carolina at Chapel Hill

Discussant: **Cynthia Frisby**, Missouri

5 pm to 6:30 pm / 089

Minorities and Communication and International Communication Divisions

PF&R Panel Session: **The Unrelenting Crisis Faced by Journalists and Journalism in Latin America: Views from the Region and Implications for the U.S.**

Moderating/Presiding: **Federico Subervi**, Texas State, San Marcos

Panelists: Border Violence and the Attacks on the Press: The Importance of Social Media
and Other Citizen Alternatives for Information
Manuel Chávez, Michigan State
The Open and Hidden Harassment of Journalism in the Andes
Leonardo Ferreira, Miami
The Perfect Storm: Journalism, Drug-trafficking and Democratic Fragility in Mexico
Sallie Hughes, Miami
Public Sphere and the Democratization Process: Mexican Journalism Now
Gabriel Corral, Universidad Autónoma de Querétaro, Mexico
Sociological Profile of Colombian Journalists

Jesús Arroyave, Universidad del Norte, Colombia
Journalism in Latin America: Between a Rock and a Hard Place
Carlos Agudelo, Universidad de Antioquia, Medellín, Colombia

Respondent: **Rosental Alves**, Texas at Austin

5 pm to 6:30 pm / 090

Newspaper and Magazine Divisions

Teaching Panel Session: **Are Print Narratives Over? A Look at the Storytelling Movement in Newsrooms**

Moderating/Presiding: **Mitch McKenney**, Kent State

Panelists: **Todd C. Frankel**, reporter, *St. Louis Post-Dispatch*
Lyn Lepre, Marist
Mark Massé, Ball State
Bret Schulte, Arkansas

5 pm to 6:30 pm / 091

Public Relations Division

Refereed Paper Research Session: **Top Public Relations Teaching Papers**

Moderating/Presiding: **Brad L. Rawlins**, Brigham Young

U.S. Student-Run Communication Agencies: Enhancing Students' Understanding of Business Protocols and Professionalism*

Lee Bush and **Barbara Miller**, Elon

Service-Learning for Branding Success: A Case of Student-Client Engagement in Oklahoma State University's \$1 Billion Capital Campaign**

Lori McKinnon, **Jacob Longan** and **Bill Handy**, Oklahoma State

Missing Citations, Bulking Biographies and Unethical Collaboration: Types of Cheating Among Public Relations' Majors***

Giselle Auger, Duquesne

Are We Teaching Them to Be CSR Managers? Examining Students' Expectations of Practitioner Roles in CSR****

Rajul Jain and **Lawrence Winner**, Florida

Discussant: **Carol Ames**, California State, Fullerton

- * First Place Teaching Paper, Public Relations Division
- ** Second Place Teaching Paper, Public Relations Division
- *** Third Place Teaching Paper, Public Relations Division
- **** Fourth Place Teaching Paper, Public Relations Division

5 pm to 6:30 pm / 092

Scholastic Journalism Division and Community College Journalism Association

PF&R Panel Session: **The Endangered Media Adviser**

Moderating/Presiding: **Mark Goodman**, Kent State

Panelists: **Toni Albertson**, Mt. San Antonio
John Bowen, JEA Press Rights Commission, Kent State
Sally Renaud, Eastern Illinois
Cathy Wall, Harrisburg (IL) High School

5 pm to 6:30 pm / 093

Visual Communication Division

PF&R Panel Session: **Flickr'd, Tumbl'd, Blogged and Broadcast: The (Ongoing) Creation and Reception of Presidential Imagery**

Moderating/Presiding: **Loret Gnivecki Steinberg**, Rochester Institute of Technology

Panelists: **Michael Shaw**, BagNewsNotes.com
Josh King, founder, Polioptics
Cara A. Finnegan, Illinois at Urbana-Champaign
Brendan Hoffman, freelance photojournalist

5 pm to 6:30 pm / 094

Commission on the Status of Women

Business Session: **CSW Mentoring Project**

Moderating/Presiding: **Carolyn Byerly**, Howard
and **Anita Fleming-Rife**, Northern Colorado

5 pm to 6:30 pm / 095

Graduate Education Interest Group

Refereed Paper Research Session: **New Media Uses and Gratifications**

Moderating/Presiding: **Erica Salkin**, Wisconsin-Madison

Applications and Gratifications: Games and Genres in Apple's App. Store

Kelly Cochran, James Field, Thomas Hardy, Mark Shonka,

Laura A. Thomas and Jia-Wei Tu, Kansas

Exploring Surveillance and Socializing Gratifications from Streaming Network

Television Shows in an On-demand Age

Stephen McCreery, Georgia

What Do You Want from Corporate Blogs?: Motivations for Using Corporate B

Nan Doori Song, Florida and **Joonghwa Lee**, Missouri-Columbia

Far from Home: How and Why Transnational Audiences Use Mass
Media to Visit Homeland
Emily Ehmer, Indiana

Discussant: **Melissa Tully**, Iowa

5 pm to 6:30 pm / 096

Religion and Media Interest Group and AEJMC Council of Affiliates

PF&R Panel Session: **Saving the Specialties in Journalism: What's Underway? What Will
It Really Require?**

Moderating/Presiding: **Ed Lambeth**, Missouri

Panelists: **Matt Frank**, assistant Metro editor, *St. Louis Post-Dispatch*
Debra Mason, executive director, Religion Newswriters Association; director,
Center on Religion and the Professions, Missouri
Patricia Rice, religion contributor, St. Louis Beacon.org

5 pm to 6:30 pm / 097

**Association for Education in Journalism and Mass Communication Elected Standing
Committee on Research**

Award Panel Session: **2011 James Tankard Book Award Finalists**

Moderating/Presiding: **Patricia Moy**, Washington State

Finalists (listed alphabetically by author)

Knights of the Quill: Confederate Correspondents and their Civil War Reporting
Patricia McNeely, South Carolina; **Debra Reddin van Tuyll**, Augusta State
and **Henry Schulte**, South Carolina; 2010, Purdue University Press.

Global Journalism Ethics

Stephen Ward, Wisconsin Madison; 2010, McGill-Queen's University Press.

About to Die: How News Images Move the Public

Barbie Zelizer, Pennsylvania; 2010, Oxford University Press.

6:45 pm to 7:45 pm / 098

Association for Education in Journalism and Mass Communication

Keynote Session: **AEJMC Keynote Session**

Moderating/Presiding: **Jan Slater**, Illinois, AEJMC 2010-11 President

Scripps Howard Foundation Journalism Award presentations:

2010 Journalism and Mass Communication Teacher of the Year

Award Recipient: **Joe Saltzman**, South California, Annenberg

2010 Journalism and Mass Communication Administrator of the Year
Award Recipient: **Paul Parsons**, Elon

AEJMC Equity & Diversity Award presentation:

2011 Recipient: School of Journalism and Mass Communication
at Texas State University San Marcos

Keynote Speaker:

Rishad Tobaccowala, VivaKi

8 pm to 9:30 pm / 099

Association for Education in Journalism and Mass Communication

Opening Reception

Featuring light hors d'oeuvres and a cash bar, the reception is a perfect place to reconnect with friends and meet new colleagues. Free to all attending the conference, including family members. Tickets are not required, but please wear your name badge.

Thursday, August 11, 2011
(as of Wednesday, June 29, 2011)

7 am to 8 am / 100

History Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Ann Thorne**, Missouri Western State

7 am to 8 am / 101

International Communication Division

Business Session: **Past Heads Breakfast**

Moderating/Presiding: **Amy Schmitz Weiss**, San Diego State

7 am to 8 am / 102

Law and Policy Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Amy Gajda**, Tulane Law School

7 am to 8 am / 103

Newspaper Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **John Carvalho**, Auburn

7 am to 8 am / 104

Public Relations Division

Business Session: **Outgoing Executive Committee Meeting**

Moderating/Presiding: **Colleen Connolly-Ahern**, Pennsylvania State

All members interested in the introduction of new matters or discussion of current matters are urged to attend the meeting of the outgoing board of the Public Relations Division.

7 am to 8 am / 105

Radio-Television Journalism Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Hub Brown**, Syracuse and **Kathleen M. Ryan**, Colorado at Boulder

7 am to 8 am / 106

AEJMC Membership Committee

Welcome Session: **New Member Breakfast**

Moderating/Presiding: **Patricia Mark**, South Alabama

New members and first-time conference attendees are encouraged to attend this informal breakfast.

7 am to 9:45 am / 107

Association for Education in Journalism and Mass Communication

Business Session: **Elected Standing Committee on Professional Freedom and Responsibility**

Moderating/Presiding: **Marie Hardin**, Pennsylvania State

7 am to 9:45 am / 108

Association for Education in Journalism and Mass Communication

Business Session: **Elected Standing Committee on Research**

Moderating/Presiding: **Earnest L. Perry, Jr**, Missouri

7 am to 9:45 am / 109

Association for Education in Journalism and Mass Communication

Business Session: **Elected Standing Committee on Teaching**

Moderating/Presiding: **Sheri Broyles**, North Texas

7 am to 10 am / 110

Association of Schools of Journalism and Mass Communication

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Paul Parsons**, Elon, 2010-2011 ASJMC President
and **Beth E. Barnes**, Kentucky, 2011-12 ASJMC President

7 am to 8:30 am / 111

Kappa Tau Alpha

Business Session: **Chapter Advisers' Breakfast/Business Meeting**

Moderating/Presiding: **Keith P. Sanders**, Missouri

8:15 am to 9:45 am / 112

Advertising Division

Refereed Paper Research Session: **Advertising Division Top Research and Student Papers**

Moderating/Presiding: **Troy Elias**, Florida

Seeing the Big Picture: Multitasking and Memory for the Ad*

Brittany Duff, Illinois-Urbana Champaign; **Sela Sar**, Iowa State;
Sangdo Oh, Illinois-Urbana Champaign; **Yulia Lutchyn**, Tennessee
and **Sydney Chinchanchokchai**, Illinois

Responses to User-Generated Brand Videos: The Persuasion Inference Model**

Chang-Dae Ham, Illinois at Urbana-Champaign
and **Esther Thorson**, Missouri

Direct-to-Consumer Antidepressant Advertising, Skepticism Toward Advertising,
and Consumers' Optimistic Bias about the Future Risk of Depression***

Jin Seong Park and **Ilwoo Ju**, Tennessee
and **Kenneth Eunhan Kim**, Oklahoma State

Verbal Claims and Graphical Features on Toddler Food Packaging:

Advertising "Healthy" Products****

Chan Le Thai, California, Santa Barbara

Discussant: **Courtney Bosworth**, Radford

* First Place Research Paper, Advertising Division

** Second Place Research Paper, Advertising Division

*** Third Place Research Paper, Advertising Division

**** First Place Student Research Paper, Advertising Division

8:15 am to 9:45 am / 113

Communication Technology Division

High Density Refereed Paper Research Session:

Thoughts, Words, and Actions in Networked Relationships

Moderating/Presiding: **Mitzi Lewis**, Midwestern State

News Feed Indeed: Social Media, Journalism and the
Mass Self-Communicator

Sue Robinson, Wisconsin-Madison

Affect, Cognition and Reward: Predictors of Privacy Protection Online

Yong Jin Park, Howard; **Scott Campbell** and **Nojin Kwak**, Michigan

Are You Following Me? A Content Analysis of TV Networks' Corporate
Messages on Twitter

Jhih-Syuan Lin and **Jorge Peña**, Texas at Austin

Building Frames Link by Link: The Linking Practices of Blogs and News Sites

Mark Coddington, Texas at Austin

Color and Cognition: The Influence of Web Page Colors on Cognitive Inputs

Robert Magee, Virginia Tech

Discussant: **Jae-Hwa Shin**, Southern Mississippi

Consumer Motivations and the Use of QR Codes

Jennifer Seefeld and **Meghan Collins**, Nebraska-Lincoln

Coproduction or Cohabitation? Gatekeeping, Workplace, and Mutual Shaping

Effects of Anonymous Online Comment Technology in the Newsroom

Carolyn Nielsen, Western Washington

Country Reputation in the Age of Networks: An Empirical Analysis of Online
Social Relations and Information Use

Hyunjin Seo, Kansas

Crude Comments and Concern: Online Incivility's Effect on Risk Perceptions
of Emerging Technologies

Peter Ladwig and **Ashley Anderson**, Wisconsin-Madison

Deciphering Blog Users: Personalities, Motivations, and Perceived Importance
of Blog Features

Szu-Wei Chen and **Elizabeth Behm-Morawitz**, Missouri-Columbia

Discussant: **Ralph Berenger**, American University of Sharjah

8:15 am to 9:45 am / 114

Communication Theory and Methodology Division

Refereed Paper Research Session: **Myself and The Others: Examining Partisanship**

Moderating/Presiding: **Emily Vraga**, Wisconsin-Madison

Selective Exposure and Reinforcement of Attitudes and of the Political
Self Before a Presidential Election

Silvia Knobloch-Westerwick and **Steven Kleinman**, The Ohio State

News Exposure, Political Knowledge, Partisanship, and (mis)Perceptions
of Change in Conditions Under George W. Bush

Patrick Meirick, Oklahoma

Partisan Selective Exposure and Its Political Implications

Su Jung Kim, Northwestern

Peer Influence in Adolescent Political Socialization: Deliberative
Democracy Inside and Outside The Classroom
Mi Jahng, Mitchell McKinney and Esther Thorson, Missouri

Discussant: **Michael Boyle**, West Chester

8:15 am to 9:45 am / 115

History Division and Religion and Media Interest Group

Teaching Panel Session: **Handwritten Newspapers, Blogging and Unusual Forms of Journalism**

Moderating/Presiding: **Michael Ray Smith**, Campbell

Panelists: Handwritten Newspapers of the West, Canada, Prisons and Onboard Ships
Roy Alden Atwood, president, New Saint Andrews College in Moscow, Idaho
A Free Press, Freehand, The Spirit of American Blogging in the Handwritten
Newspapers of John McLean Harrington, 1858-1869
Michael Ray Smith, Campbell
Giving Voice to Ordinary People in Faith and Politics
Jeremy Littau and **Jack Lule**, Lehigh

8:15 am to 9:45 am / 116

International Communication Division and Commission on the Status of Women

Research Panel Session: **Coverage and Representation of Women During International
Sporting Competitions**

Moderating/Presiding: **Danielle Sarver Coombs**, Kent State

Panelists: Media Coverage of the U.S. Olympic Softball Team
Korryn D. Mozisek, Indiana
Women in the Stands (Part II): Experiences of Female
Fans in the NFL
Anne C. Osborne, Louisiana State
Media's Coverage and Representation of the Canadian Women's Hockey
Team During the Vancouver Olympics
Kelly L. Poniatowski, Elizabethtown
Bringing Female Students from the Emirates to the U.S. to Cover the U.S.
High School Girls Volleyball Finals
Beverly G. Merrick, entrepreneur, Miller Depot
Media Representations of Lisa Pavin
Glenn Scott, Elon
Developing a Research Project Examining Coverage of Women During
the 2012 Olympic Games in London
Elanie Steyn, Oklahoma
Women in the Stands: Experiences of Female Fans in the U.S. and U.K.
Danielle Coombs, Kent State

8:15 am to 9:45 am / 117

Law and Policy Division

Refereed Paper Research Session: **Public Safety, National Security**

Moderating/Presiding: **Nancy Whitmore**, Butler

Tweeting the Police Scanner: The Rediscovered Liabilities*

Bill Hornaday, Indiana

Poker and Prostitution: *Craig v. Henry* and the Dilemma of Hypothetical Online Prostitution**

Jack Karlis, South Carolina

Unknown Knowns: Judicial Review and Mosaic Theory in the Years of the George W. Bush Administration

Kelly Davis, North Carolina at Chapel Hill

The Ellsberg Act of 2011: Proposing a Better Policy on the Free Flow of Information in the Era of WikiLeaks, Whistleblowers and War

Jason Zenor, SUNY-Oswego

Discussant: **Dale Herbeck**, Boston College

* First Place Student Paper, Law and Policy Division

** Second Place Student Paper, Law and Policy Division

8:15 am to 9:45 am / 118

Magazine Division and Small Programs Interest Group

Teaching Panel Session: **The Collaborative Classroom**

Moderating/Presiding: **Lori Blachford**, Drake

Panelists: Lights, Camera, Theology: Backpack Journalism in the Developing World

Carol Zuegner, Creighton

Journalism, Art and IT: Advising the Creation of a Student Media iPad App

Kenneth Pybus, Abilene Christian

Magazine 360: Help is Nearer Than You Think

Jill Van Wyke, Drake

Prelude to a Farce: American Journalism and Democracy

Brian Steffen, Simpson

8:15 am to 9:45 am / 119

Mass Communication and Society and Public Relations Divisions

Scholar-to-Scholar Refereed Paper Research Session: **Breaking Boundaries in Mass Communication**

Mass Communication and Society Division

1. Adding Depth to the Relationship Between Reading Skills and Television Viewing
Steven Dick, Picard Center for Child Development and Lifelong Learning;
William Davie and **Betsy Bryan Miguez**, Louisiana at Lafayette
2. Adolescents' Varying Responses to Pro-Health Messages After Media Literacy Training
Yi-Chun Chen, Virginia Tech
3. Are You for Real? Communication Professionals, Virtual Identity Deception, and Consumer Backlash
Anastasia Pronin and **Carson B Wagner**, Ohio
4. Attention, Explicated: A Psychological Approach to Mass Communication
Gyoung Kim, Syracuse
5. Breaking the News: Advertising Embedded in Local Television Broadcasts & Journalist Alienation
Andrea Prewitt, Portland State
6. Can Internet Hyperlink Reshape Responsibility Attribution: A Perceptual Model of Information Processing
Juntao He, Shenzhen
7. Knowledge Gaps, Belief Gaps, and Public Opinion About Health Care Reform
Doug Hindman, Washington State
8. Conflict Thesis or the Reverse?: Testing the Relationships Among Religiosity, Attitude Toward Science and Technology, Media Use, and Subjective Health Status Among 56 Societies
Qingjiang (Q. J.) Yao, Fort Hays State
9. Does Disagreement Mitigate Polarization? How Partisan Media Use and Disagreement Affect Political Polarization
Yonghwan Kim and **Hsuan-Ting Chen**, Texas at Austin
10. Does Prior Message Work to Promote Motivation for Serious Game Playing?
Eun Hae Park, Missouri-Columbia
and **Soontae An**, Ewha Womans
11. Evolutionary Psychology, Social Emotions and Social Networking Sites — An Integrative Model
Sandra Suran, **Gary Pettey**, **Cheryl Bracken**
and **Robert Whitbred**, Cleveland State
12. Exploring Political Polarization: Polarized Attitudes or Polarized Perceptions?
JungHwan Yang and **Hernando Rojas**, Wisconsin - Madison
13. Framing National and International Disasters: An Analysis of Media and Actor Frames of Hurricane Katrina and Haiti Earthquake
Sun Ho Jeong, Texas at Austin
14. Great Planes: National Media's Understanding of America's "Flyover Country"
Brian Hough, Ohio
15. How Scholars Have Responded to Social Media Phenomena in Advertising, Communication, Marketing and Public Relations Research From 1997-2010
Hyounkoo Khang, **Eyun-Jung Ki** and **Lan Ye**, Alabama
16. How Self-Other Perceptions and Media Affordances Are Related to News Use by College Students
Esther Thorson, **Eunjin (Anna) Kim** and **Margaret Duffy**, Missouri
17. In Deepwater: A Comparative Analysis of *The New York Times* and *The Guardian's* Coverage of the BP Oil Spill
Patrick Ferrucci, Missouri
18. Information Surplus, Information Overload, and Multiplatform News Consumption: Updating Considerations of Influential Factors
Avery Holton and **H. Iris Chyi**, Texas at Austin

19. Investigative Reporting and Local Power
Gerry Lanosga, Ball State
20. Understanding News Preferences in a “Post-Broadcast Democracy”:
A Content-by-Style Typology for the Contemporary News Environment
Stephanie Edgerly, Wisconsin-Madison; **Kjerstin Thorson**, Southern California;
Emily Vraga and **Dhavan V. Shah**, Wisconsin-Madison
21. Media Multitasking and Narrative Engagement: Multitasking as a Moderator
of Transportation
Rachel Ross and **Michael McCluskey**, Ohio State
22. Media of the People, By the People, for the People: Redefining Public Service
Broadcasting in Emerging Democracies
Md. Abu Naser, Southern Illinois-Carbondale
and **Debashis “Deb” Aikat**, North Carolina at Chapel Hill
23. Money Mothers and Mediators: A Thematic Analysis of Say Yes to the Dress
Katherine Eaves, Oklahoma
24. Packaging Inspiration: Al Qaeda’s Digital Magazine Strategy and Popular
Culture Resonance
Susan Currie Sivek, Linfield
25. Partisan Balance and Bias in TV Network Coverage of the 2000, 2004
and 2008 Presidential Elections
Arvind Diddi, SUNY at Oswego; **Frederick Fico**
and **Geri Alunit Zeldes**, Michigan State
26. Perceived H1N1 Flu Vaccine Efficacy and Likelihood of Vaccine Uptake:
Assessing the Influences of Mass Media and Risk Perception
Gang (Kevin) Han and **Kejun Chu**, Iowa State
and **Guolin Shen**, Fudan
27. Prevalence and Context of Verbal Aggression in Children’s Television Programming
Jack Glascock, Illinois State
28. Re-Enlightenment: How Contemporary Dissenters in Pop Culture are Cultivating
a New Age of Reason
Shelica Walker, Dalton State
29. Seeing What You Get: A Comparison of Newspapers’ Visual Brand Personalities
and Consumer Perceptions
Adriane Jewett and **Scott Reinardy**, Kansas
30. So, Who’s an American Now? A Discourse Analysis of CNN.com’s Readers’
Comments on the Fort Hood Shooting and “Jihad Jane” Indictment
Jaime Loke, Oklahoma
and **Tania Cantrell Rosas-Moreno**, Loyola
31. Social Media Consumption, Interpersonal Relationship and Issue Awareness
Sungsoo Bang, Texas at Austin
32. Teaching Millennials to Engage THE Environment instead of THEIR Environment:
A Pedagogical Analysis
Rick Stevens and **Deserai Crow**, Colorado Boulder
33. The Concept Of Online Image Of A Brand And Its Application To Nation Brands
Giorgi Topouria, Missouri-Columbia
34. The Effects of Gain and Loss Frames on Perceptions of Racial Inequality
Erin Ash and **Mike Schmierbach**, Pennsylvania State
35. The Impact of Contradicting Media Messages on Political Perceptions:
The Case of a Partisan Dispute in Korea over Lifting Ban on U.S.
Beef Imports
ByungGu Lee, Wisconsin-Madison
36. The Impact of the BP Oil Spill on Views about Nuclear Energy:

A Natural Experiment

- John C. Besley** and **Sang Hwa Oh**, South Carolina
37. The Indirect Effect of Media on Political Participation: How Media Promote Political Participation
Doo-Hun Choi, Wisconsin - Madison
38. The Influence of Knowledge Gap on Personal and Attributed HIV/AIDS Stigma in Korea
Byoungkwan Lee, **Hyun Jung Oh**, **Seyeon Keum** and **Younjae Lee**, Hanyang University
39. The Ku Klux Klan's Right-wing Appeal: An Examination of Today's More Mainstream KKK
Andrew Selepak and **John Sutherland**, Florida
40. The Third-Person Effect Among Mormon College Students: An Examination of Social Distance and Behavioral Outcomes
Stephen Banning, Bradley; **Guy J. Golan**, Syracuse and **Sherry Baker**, Brigham Young
41. What Motivates Online Disagreement Expression?: Examining the Influence of Verbal Persuasion, Vicarious Experience, Mastery Experience and Self-efficacy
Xudong Liu and **Aaron Veenstra**, Southern Illinois-Carbondale
42. The Effect of Narrative Messages on Young Adults' Response to a Health Message About Hepatitis C
Michelle Dangiuro-Baker and **Fuyuan Shen**, Pennsylvania State
43. When Undesirable Media Message Looms: Possibility of Event Occurrence, General Self-efficacy, and Third Person Perception
Xudong Liu, Southern Illinois-Carbondale
44. Who in the World? People, Content, and Systemic Bias on Wikipedia
Randall Livingstone, Oregon
45. Why Your Grandparents Are on Facebook: A Survey of Uses and Gratifications of Facebook by Older Adults
Monica Ancu and **Greg Lindberg**, South Florida, St. Petersburg
46. Wikipedia vs. Encyclopedia Britannica: A Longitudinal Analysis to Identify the Impact of Social Media on the Standards of Knowledge
Marcus Messner, Virginia Commonwealth and **Marcia DiStaso**, Pennsylvania State
47. Persuasive Appeals in Television Food Advertising for Children: A Comparative Analysis of Low-Nutrition vs. General-Nutrition Food Advertisements in the U.S
Hyuk Soo Kim, **Doohwang Lee** and **Yangsun Hong**, Alabama
48. Factors Affecting Journalistic Adherence to the Protest Paradigm: The Influence of Protest Goals and Tactics
Michael Boyle, West Chester; **Cory Armstrong**, Florida and **Doug McLeod**, Wisconsin-Madison
49. Female Journalists Contribute to Greater Transparency and Accountability on Twitter
Dominic Lasorsa, Texas at Austin
50. Less Objectivity Please: Teen Preferences for News Information
Regina Marchi, Rutgers
51. The Ecology of News: Tracking Emerging Media Forms
Wilson Lowrey, Alabama
52. Third-person Perception and Health Beliefs
John Chapin, Pennsylvania State
53. Twitter As Public Salience: An Agenda-Setting Analysis
Christopher Vargo, North Carolina at Chapel Hill

54. What Makes Young Adults Care to Read Online Health Messages? Efficacy and Exemplar Impacts on Message Perceptions and Selective Exposure
Silvia Knobloch-Westerwick
and **Melanie Sarge**, Ohio State
55. Examining Persuasion Appeals and Substance Featured in Antismoking and Antidrug Advertisements in Social Marketing Campaigns
Drew Shade, Pennsylvania State; **Robert Magee**, Virginia Tech;
Erin Cooper, The Johns Hopkins Institutions and **Sarah Long**, O’Keeffe & Company
56. Examining the Conjoint Influence of Parental Mediation and Media Literacy in Substance Use
Yi-Chun Chen, Virginia and **Erica Austin**, Washington State
57. Exploring News Media Literacy: Developing New Measures of Literacy and Knowledge
Seth Ashley, **Adam Maks** and **Stephanie Craft**, Missouri
58. Overweight and Unworthy? The Role of Priming in Attractiveness, Gender, and Credibility
Julie Andsager, **Erin O’Gara**, **Robert Gutsche Jr**, **James Carviou**
and **Nicholas Yanes**, Iowa
59. Portrayals of Eating and Drinking in Popular American TV Programs: Comparison between Scripted and Non-scripted Shows
Moon Lee and **Lauren Gispanski**, Florida
60. Why Politics?: Young People’s Motivations for Facebook Political Engagement
Timothy Macafee and **Karyn Riddle**, Wisconsin – Madison

Public Relations Division

Topic – Political Communication/Public Diplomacy

61. Youth Political Engagement: Factors That Influence Involvement
Jarim Kim, Maryland, College Park
62. Influencing Forces or Mere Interview Sources? What Media Coverage About Health Care Means for Key Constituencies
Cheryl Ann Lambert and **Denis Wu**, Boston
63. Public Diplomacy at Arab Embassies: Fighting an Uphill Battle*
Leysan Khakimova, Maryland
64. A Network Approach to Public Diplomacy: A Case Study of U.S. Public Diplomacy in Romania
Antoneta Vanc, Quinnipiac

Discussant: **Colleen Connolly-Ahern**, Pennsylvania State

* Third Place Student Paper, Public Relations Division

Topic – Social Media/New Media

65. The Impact of Dialogue on Blog Traffic: An Analysis of the Blogs of the Philanthropy 400
Sarah Merritt, **Dale Mackey**, and **Lauren Lawson**, North Carolina State
66. Is Interactivity always worth it? The Effect of Interactivity and Message Tone on Attitude Toward Organization
Kang Hoon Sung, Florida
67. A Three-Year Longitudinal Analysis Study Measuring New Communications Media Use by Public Relations Practitioners
Don Wright, Boston University
and **Michelle Hinson**, Institute for PR, Florida

68. “Like” or “Unlike”: How Millennials Are Engaging and Building Relationships with Organizations on Facebook
Tina McCorkindale, Appalachian State
 and **Marcia DiStaso**, Pennsylvania State
69. What Information is Available For Stakeholders on Facebook and How Does This Information Impact Them?
Michel Haigh and **Pamela Brubaker**, Pennsylvania State
 and **Erin Whiteside**, Tennessee
70. Twittering to the Top: A Proposed Model for Using and Measuring Twitter as a Communication Tool
Haley Edman and **Nicole Dahmen**, Louisiana State

Discussant: **Emily Kinsky**, West Texas A&M

Topic – **Organization-Public Relationship/Relationship Management**

71. Exploring Negative Organization-Public Relationships (OPR) in Public Relations: Toward the Development of an Integrated Measurement Model of OPR
Bitt Beach Moon and **Yunna Rhee**, Hankuk University of Foreign Studies
72. A Process Evaluation of the Carolina Covenant’s Communication Strategy
Joseph Erba, **Stephanie Silverman**
 and **Luisa Ryan**, North Carolina at Chapel Hill
73. The Effectiveness of Dialogic Relationship on the Military Public Relationship
Sejin Park, **Lisa Fall**, and **Michael R. Kotowski**, Tennessee, Knoxville
 and **Michael S. Angle**, Lt. Col. USAF, NORAD Combat Operations Center,
 Chief of Space & Missile Defense Domain
74. Relationship Management With the Millennial Generation of Public Relations Agency Employees
Tiffany Gallicano, Oregon

Discussant: **Trent Seltzer**, Texas Tech

Topic – **Media Communication**

75. Localization of Public Health News Releases for Publication in Community Newspapers
Rachel Young, **Erin Willis**, **Jon Stemmler**, and **Shelly Rodgers**, Missouri
76. Expecting the Unexpected: Nonprofit Media Responses to Anti-abortion Terrorism
Beth Sundstrom, **Rowena Briones**, and **Melissa Janoske**, Maryland, College Park

Discussant: **Barbara DeSanto**, Maryville

Topic – **Crisis and Risk Communication**

77. Presidential Apology and Level of Acceptance: The U.S. Beef Import Negotiation Upheaval in South Korea
Yungwook Kim and **Yujin Lim**, Ewha Womans University
78. Communication and the D.C. Sniper: Toward a Response Typology for Public Safety Crises
J Suzanne Horsley and **Kenon A. Brown**, Alabama
79. Legitimacy Disputes and Social Amplification of Perceived Risk
Joon Soo Lim, **Kwansik Mun**, and **Sung-Un Yang**, Middle Tennessee State

Discussant: **Brooke Liu**, Maryland

8:15 am to 9:45 am / 120

Media Management and Economics Division

Refereed Paper Research Session: **Economic and Technological Impact on Television in the New Media Age**

Moderating/Presiding: **Gracie Lawson-Borders**, Wyoming

The Impact of Alternative Video Distribution Platforms on Traditional Television Viewing: How Motives, Affinity, Consumption Patterns, and Perceived Characteristics Affect Substitution

Miao Guo, Florida

The Rise and Rise of Cable TV: Demand Elasticity of Cable Television During the Great Recession

Matthew Danelo, Georgia

Comic Relief: Television Choices in Economic Downturns

Terri Denard, Alabama

Understanding Sources of Competitiveness in Broadcasting Industry in the Era of Convergence: A Case Study of Korea Educational Broadcasting System

Lee Sungjoon and Chihyung Park, Korea Educational Broadcasting System

Discussant: **Amy Jo Coffey**, Florida

8:15 am to 9:45 am / 121

Minorities and Communication Division and Internships and Careers Interest Group

Teaching Panel Session: **Growing Our Own: How to Promote Diversity in Broadcasting with the FCC's EEO Rules**

Moderating/Presiding: **Cindie Yanow**, Southeast Missouri State

Panelists: **Evonne Whitmore**, Kent State

George Daniels, Alabama

Philip Jeter, Winston-Salem State

Don Hicks, CEO/pesident, Missouri Broadcasters' Assoc.

Tamara Zellars Buck, Southeast Missouri State

8:15 am to 9:45 am / 122

Newspaper and Scholastic Journalism Divisions

Workshop Session: **Editing Breakfast of Champions**

Moderating/Presiding: **Andy Bechtel**, North Carolina at Chapel Hill

An informal gathering for editing professors and others interested in the teaching of editing. We will discuss the direction of our craft, with an emphasis on online media. We will also discuss research into the

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value of editing, and the annual Teaching Idea Exchange will allow us to share tips and strategies for the classroom. Session sponsored by the American Copy Editors Society; Poynter's News University and the School of Journalism and Mass Communication, University of North Carolina at Chapel Hill. Pre-registration is required.

8:15 am to 9:45 am / 123

Civic and Citizen Journalism Interest Group and Radio-Television Journalism Division

Teaching Panel Session: **Beyond the Borders of the Box: Attempting Innovation in TV, Radio, and Research in a Hyper-dyadic Digital World**

Moderating/Presiding: **Glenn Scott**, Elon

Panelists: **Glenn Scott**, Elon
Joy Chavez Mapaye, Alaska-Anchorage
Jack Rosenberry, St. John Fisher
Jessalynn Strauss, Xavier

8:15 am to 9:45 am / 124

Association for Education in Journalism and Mass Communication

Business Session: **Committee on Recruiting for Academic Diversity**

Moderating/Presiding: **Lana Rakow**, North Dakota

8:15 am to 9:45 am / 125

Association for Education in Journalism and Mass Communication

Business Session: **Outreach Committee**

Moderating/Presiding: **Corley F. Dennison, III**, Marshall

10 am to 11:30 am / 126

**Association for Education in Journalism and Mass Communication
Elected Standing Committee on Teaching**

Plenary Panel Session: **Lake Wobegon Meets Grade Inflation: Are All Our Students Above Average?**

Moderating/Presiding: **Sheri Broyles**, North Texas and **Jennifer Greer**, Alabama

Panelists: A Little Background From a Self-proclaimed Geek
Stuart Rojstaczer, GradeInflation.com
From the Junior Faculty's Perspective

Lesa Major, Indiana
From the Senior Faculty's Perspective
Caryl Cooper, Alabama
From the Student's Perspective
Nick Gass, Missouri
From the Administrator's Perspective
Chris Callahan, Arizona State

As teachers and administrators, we experience the continual pressure of grade inflation. In fact, it seems grade inflation – that upward shift in GPAs without a similar shift in what was learned – is a systemic problem for all of us, whether you're in a public or a private school, a big or a small program. This plenary session will explore the myths, facts and issues of grade inflation, especially with the entitled millennials who fill our classrooms. Join us and hear solid advice that will point the way to possible solutions.

11:45 am to 1:15 pm / 127

Communication Theory and Methodology Division and Political Communication Interest Group

Luncheon: **Honoring Maxwell McCombs, a Living Legend in Journalism
and Mass Communication Education**

Moderating/Presiding: **Michel Haigh**, Pennsylvania State and **Tom Johnson**, Texas at Austin

Speakers: **David Weaver**, Indiana
Paula Poindexter, Texas at Austin
Wayne Wanta, Florida
Donald Shaw, North Carolina at Chapel Hill
Maxwell McCombs, Texas at Austin

Scholars, current and former graduate students, friends and colleagues will celebrate the contributions of Dr. Maxwell E. McCombs. Whether it is his groundbreaking agenda-setting research, mentoring of graduate students and young scholars, or dedicated service, Dr. McCombs' impact has been instrumental to the growth of the mass communication field. Tickets are required.

11:45 am to 1:15 pm / 128

Cultural and Critical Studies Division and Graduate Education Interest Group

Teaching Panel Session: **Can U Teach Me Pleez?" Cultivating Learning in an Era of Diminished
Resources and Expectations**

Moderating/Presiding: **D. Jasun Carr**, Wisconsin-Madison

Panelists: Challenging Students, Challenging Times and the Critical Voyage
of Journalism Education
Jeanne Criswell, Indianapolis
Realities and Opportunities of Teaching Journalism at a Private Liberal
Arts College During Economic Recession
Teresa Heinz Housel, Hope College

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Graduate Students and Teaching Journalism Skills in an Uncertain Age

Ed Simpson, Ohio

Welcome to the Job! – Developing Courses to Meet Changing Students’
Needs as a New Faculty Member

Melissa Tully, Iowa

Managing Adaptive Curricular Change: A Chair’s Perspective

Karen E. Kline, Lock Haven

11:45 am to 1:15 pm / 129

History Division

High Density Refereed Paper Research Session: **History Division High Density Session**

Moderating/Presiding: **Tim Vos**, Missouri

New Views of Investigative Reporting in the Twentieth Century*

Gerry Lanosga, Ball State

Writer by Trade: Journalistic Identity in the Early Eighteenth Century

William Mari, Washington

Gathering The “Inside Dope”: The Practice of Sports Journalism, 1900-1930

Amber Roessner, Tennessee

Trouble on the Right, Trouble on the Left: The Early History of the American Newspaper Guild

Philip Glende, North Central College

Framing White Hopes: The Press, Social Drama, and the Era of Jack Johnson, 1908-1915

Phillip Hutchison, Kentucky

The Conflict and Balance of History and Drama in 20th Century-Fox’s The Longest Day

Peter Shooner, Ohio

A Path Made of Words: The Journalistic Construction of the Appalachian Trail**

James Kates, Wisconsin-Whitewater

Partisan Journalist: William D. Workman and the Rise of the Republican

Party in South Carolina

Sid Bedingfield, South Carolina

Discussants: **Fred Blevens**, Florida International and **Carolyn Kitch**, Temple

* Second Place Faculty Paper, History Division

** Third Place Faculty Paper, History Division

11:45 am to 1:15 pm / 130

Law and Policy and Scholastic Journalism Divisions

PF&R Panel Session: **Shifting Away From Courts: A Conversation about Sound Educational
Policy and Training for Scholastic Journalism**

Moderating/Presiding: **Dan Kozlowski**, Saint Louis

Panelists: **Gerard Fowler**, Saint Louis

Frank LoMonte, executive director, Student Press Law Center

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Aaron Manfull, adviser, Francis Howell North High School, St. Charles, Mo.
Charles McCormick, JEA's 2010 Administrator of the Year
Nikki McGee, former editor-in-chief, *The Wolf's Howl*, Wentzville, Mo.

11:45 am to 1:15 pm / 131

Magazine Division

Off-site Luncheon: **Magazine Project Advisers**

Moderating/Presiding: **Betsy Edgerton**, Columbia College

Join us for an informal and informative lunch with fellow student magazine advisers. Please meet in hotel lobby.

11:45 am to 1:15 pm / 132

Media Ethics Division and Entertainment Studies Interest Group

Research Panel Session: **Making Sense of CSR: Evaluating the Effectiveness, Ethics and Enforcement of CSR Messages and Campaigns**

Moderating/Presiding: **Maja Krakowiak**, Colorado at Colorado Springs

Panelists: **Kati Tusinski Berg**, Marquette
Kim Sheehan, Oregon
Becky Vollmer, senior vice president, Fleishman-Hillard
Tyson Matthew Pruitt, corporate marketing communications manager,
Mansanto Company

11:45 am to 1:15 pm / 133

Media Management and Economics Division

Refereed Paper Research Session: **Complicating Our World: Platform Integration Issues**

Moderating/Presiding: **Ann Jabro**, Robert Morris

IPTV Redlining: Income-driven Competition

Sung Wook Ji, Indiana at Bloomington

Niche Theory and Online Music: The Changing Face of The Billboard Top 200

Jason Cain, Florida

Leisure Time Budget, Time Price and Consumption of Traditional News

Media and New News Media

Xiaoqun Zhang and **Louisa Ha**, Bowling Green State

Identity Fallout: The Draining Effects of Technological and Economic Change
on Newspaper Journalists

Amber Hinsley, St. Louis University

Discussant: **Susan Keith**, Rutgers

11:45 am to 1:15 pm / 134

Visual Communication and Radio-Television Journalism Divisions

Teaching Panel Session: **From Flat to 3-D: Implications for Visual Communicators, Journalists and Educators**

Moderating/Presiding: **Roger P. Mellen**, New Mexico State

Panelists: **Hyangsook Lee**, Kent State
John Neal, Brookhaven
Keith Vidger, Sony Electronics

11:45 am to 1:15 pm / 135

Community College Journalism Association and Small Programs Interest Group

Teaching Panel Session: **If You Build It, Will They Come? and Will They Stay?**

Moderating/Presiding: **Michael Longinow**, Biola

Panelists: **Cathy Yungmann**, Cabrini
David Z.T. Mindich, St. Michael's
Lee Becker, Georgia
Tania Cantrell Rosas-Moreno, Loyola

11:45 am to 1:15 pm / 136

Commission on the Status of Women

Refereed Paper Research Session: **Perceptions of Women in Positions of Power**

Moderating/Presiding: **Tracy Everbach**, North Texas

Gender and Power at the Crossroads: Examining the Nexus of Gender and Power in Public Relations*

Katie Place, St. Louis University

An Analysis of Attributes Students Use to Describe Good Male and Female Instructors

Katie Clune, Rockhurst

Women to Watch Speak Out: Looking Behind the Curtain of Mentoring, Networking and Gender

Kali Flewellen and **Sheri Broyles**, North Texas
and **Jean Grow**, Marquette

False Start, a Heavy Burden and Hugs: A Study of the Female "Firsts" in Newspaper Management

Kimberly Wilmot Voss and **Lance Speere**, Central Florida

Discussant: **Stacey Hust**, Washington State

* Top Faculty Paper

11:45 am to 1:15 pm / 137

Community Journalism Interest Group and Newspaper Division

PF&R Panel Session: **Going Digital, Going Mobile with Community Newspapers**

Moderating/Presiding: **Al Cross**, Kentucky

Panelists: **Gary Sosniecki**, TownNews.com, and former weekly publisher
Penny Abernathy, Knight Chair in Journalism and Digital Media Economics,
North Carolina-Chapel Hill; former vice president of planning, *The New York Times*
Benjy Hamm, executive editor, Landmark Community Newspapers
Clyde Bentley, digital and mobile specialist, Missouri

11:45 am to 1:15 pm / 138

Internships and Careers Interest Group and Communication Technology Division

Teaching Panel Session: **Blogs, Tweets and Streaming, Oh My: Technological State
of Internship Assessments**

Moderating/Presiding: **Evonne H. Whitmore**, Kent State

Panelists: **Robert Andrew Dunn**, East Tennessee State
Lauren Reichart Smith, Auburn
Kenny Smith, Samford
Tony DeMars, Texas A&M, Commerce
Michele Ewing, Kent State

11:45 am to 1:15 pm / 139

**Association for Education in Journalism and Mass Communication
Elected Standing Committee on Professional Freedom and Responsibility**

Award Panel Session: **AEJMC First Amendment Award**

Moderating/Presiding: **Katherine A. Bradshaw**, Bowling Green State

2011 First Amendment Award Recipient:
Michael Kirk, Frontline filmmaker, Kirk Documentary Group, Boston

11:45 am to 1:15 pm / 140

Kappa Tau Alpha and Association for Education in Journalism and Mass Communication

Awards Luncheon

Moderating/Presiding: **W. Joseph Campbell**, American, KTA President
and **Jan Slater**, Illinois, AEJMC President

11:45 am to 1:15 pm / 141

Association for Education in Journalism and Mass Communication

Business Session: **Strategic Plan Implementation Committee**

Moderating/Presiding: **David T.Z. Mindich**, St. Michael's

11:45 am to 1:15 pm / 142

Association of Schools of Journalism and Mass Communication

Panel Session: **Why Teach Journalism and Mass Communication?**

Moderating/Presiding: **Don Heider**, Loyola Chicago

Panelists: **Dorothy Bland**, Florida A&M
Peggy Kuhr, Montana
Tom Kunkel, president, St. Norbert College
Andrew Mendelson, Temple
John Pauly, provost, Marquette

In an era where funding gets tighter and tighter and where many universities and state systems are looking for places to cut programs and faculty members, it's becoming increasingly important for us to show what value our programs bring to students and to the university. This panel will explore ways in which you can help your program become an invaluable asset of your college or university.

11:45 am to 1:15 pm / 143

Chinese Communication Association

Research Session: **News and Hard Reality: Reporting China in Both Domestic and Foreign Contexts**

Moderating/Presiding: **Tsan-Kuo Chang**, City University of Hong Kong

Panelists: Influence on Audience Frame from Media Exposure and Media Credibility:
A Case of Ao Manlong Scandal in Macao
Huailin Chen, University of Macao
From Propaganda to Public Diplomacy, 1978-2010: A Study of the Evolution
of China's Policy on Global Communication
Peiqin Chen, Shanghai International Studies University

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Free Trade or Political Strategy: The Economic Cooperation Framework Agreement (ECFA) in Chinese and Taiwanese News Media

Ming Dai, Missouri

China Images Constructed in Western Newspapers, 1992 to 2010:
A New Model of World News Coverage?

Ke Guo and **Yan Li**, Shanghai International Studies University
Theorizing *Guanxi*-related Practice and Mediated-focused Communication
in Public Relations: A Cross-cultural Study

Yi-Hui Christine Huang, Chinese University of Hong Kong
Chinese Media's Eulogy of the Wenchuan Earthquake Coverage:
A Comparative Analysis

Clement So, Chinese University of Hong Kong
Constructing Chinese Diplomatic Discourse in Western Newspapers: Foreign Ministry
Spokespersons in China and Their Coverage Overseas

Ying Wu, Shanghai International Studies
Perceptions of China in the Emerging Markets

Yining Yan, Shanghai International Studies

11:45 am to 1:15 pm / 144

Hearst Journalism Awards Program

Off-site Business Session: **Steering Committee Meeting**

Moderating/Presiding: **Jan Watten**, program director, Hearst Awards Program
and **Douglas Anderson**, Pennsylvania State

1:30 pm to 3 pm / 145

Association for Education in Journalism and Mass Communication

Refereed Paper Research Session: **Scholar-to-Scholar**

Communicating Science, Health, Environment and Risk Division

1. News Valence and Attribution of Responsibility in a Cross-National Study of TV News Coverage of the 2009 UN Climate Change Conference in Copenhagen
Jiun-Yi Tsai, **Xuan Liang**, **Magda Konieczna**
and **Kristine Mattis**, Wisconsin-Madison
2. Regulatory Trust, Risk Information Processing and Support for an Emerging Technology
Michael Cacciatore and **Dietram Scheufele**, Wisconsin-Madison
and **Elizabeth Corley**, Arizona State
3. Motivated Reasoning, Identity Cues, and Support for Climate Mitigation Policies a Moderated-Mediation Model
Philip Hart, American and **Erik Nisbet**, Ohio State
4. HIV Stigmatization and Stereotyping in Chinese News Coverage: From a Framing Perspective
Chunbo Ren and **Stacey Hust**, Washington State; **Peng Zhang**, Georgia
and **Yunze Zhao**, Renmin University of China
5. How does Doctor-Patient Communication Differ Based on the Gender of Doctor

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and the Gender of Patient? An Analysis of Entertainment-Education Based Network
Medical Drama Grey's Anatomy
Lok Pokhrel, Washington State

Discussant: **Sheree Martin**, Stamford

6. Effects of Negative Exemplars of Celebrity Smoking on College Students' Smoking
Woohyun Yoo and **Albert Gunther**, Wisconsin – Madison
7. (Conditional) Support, Permission, and Misconceptions: Considering Workplace
Support for Breastfeeding
Sheila Peuchaud, North Dakota
8. News Media's Treatment of HPV Vaccination in Males: Analysis of U.S.
Newspapers and Health Websites
Kang Hoon Sung and **Kathryn Gerlach**, Florida
9. The Impact of Social Context, Warning Components, and Receiver Characteristics
on Evacuation Decisions of African Americans
Vankita Brown, Howard
10. Online Information and Self-Reported Learning About Health Care
Quality and Costs
Ashley Kirzinger, **Margaret DeFleur**
and **Kirby Goidel**, Louisiana State

Discussant: **Gang (Kevin) Han**, Iowa State

Cultural and Critical Studies Division

Topic — Beauty and Identity in the Media

11. An American in Paris, Rio & Morocco: A Transnational Analysis
of The Price of Beauty
Emilia Bak, Georgia
12. Selling the Post-Communist Female Body: Portrayals of Women
and Gender in Bulgarian Advertising
Elza Ibroscheva, Southern Illinois - Edwardsville
13. Mediating Identities: Taiwanese Migrants' Readings of Chinese News
Shuling Huang, National Chiao Tung University
14. Better at Life Stuff: Consumption, Identity, and Class in Apple's
"Get a Mac" Campaign
Randall Livingstone, Oregon

Discussant: **Mia Moody**, Baylor

Topic — Disorders and Suffering

15. Television's Spectacle of Autism: Metaphors of a Popular Network Program
Avery Holton, Texas at Austin
16. Discourses about Distant Suffering and Benefactors on the Fox-Affiliated
Teen Kids News Show
Anne Golden Worsham, Brigham Young
17. Silence and Agony: A Comparison of Chronic Pain Depictions in Blogs
and Newspapers
Robin Donovan, affiliation

Discussant: **Lana Rakow**, North Dakota

International Communication Division

Topic — Globalization, Technology and Media Development in Africa

18. Globalization in Africa: A 10-Year Critical Literature Review of Communication Scholars' Research Agenda
Ammina Kothari, Indiana
19. Newspaper Visibility of Members of Parliament in Kenya
Kioko Ireri, Indiana
20. Country Reputation, Place Branding and Ethnocentricity: South Africa and the 2010 FIFA World Cup
Jami Fullerton and **Derina Holtzhausen**, Oklahoma State
21. Documenting Africa: The Life and Death of Kevin Carter and His 1994 Pulitzer-winning Photograph
Yung Soo Kim, Kentucky and **James Kelly**, Indiana
22. From Development Communication to Internet Connectivity: Milestones in United Nations Formulation and Transfer of Communication Policy to Africa (1958-2010)
Lyombe Eko, Iowa
23. Exploring the Potential of Wireless Technologies to Accelerate Universal Internet Access in Ghana
Ignatius Fosu, Arkansas
24. The Effect of ICTs on Democratic Attitudes and Behaviors in Sub-Saharan Africa
Elizabeth Stoycheff, Ohio State

Discussant: **Yusuf Kalyango**, Ohio

Mass Communication and Society Division

Topic — New Media in Mass Communication

25. The Influence of News Media on Optimism about Retrospective and Prospective Economic Issues as Sources of Social Capital: Tracing the Effects by A Path Model
Yung-I Liu, Cleveland State
26. The Use of Blogging as Online Grassroots Activism: Analysis of Blogs in the Scott Sisters Case
Thomas Broadus, **Melody Fisher**, **Riva Teague** and **Jae-Hwa Shin**, Southern Mississippi
27. The Effect of Geographical Distance and Intensity of Online News on User Emotion, Personal Relevance, and Perceived Intensity
EunRyung Chong, **Ronald Yaros** and **John Newhagen**, Maryland

Discussant: **Michael McCluskey**, Ohio State

28. Digital Media, Citizenship Orientation, and Youth Political Consumerism
German Alvarez, **Matthew Barnidge** and **ByungGu Lee**, Wisconsin-Madison
29. The Rumors of Our Death Have Been Greatly Exaggerated: What the Data Say About the Future of Television
Jack Powers, Ithaca
30. The Digital Age, Future of News and Implications for the MDM
Andrew Kennis, Illinois at Urbana Champaign
31. Does Online News Reading and Sharing Shape Perceptions of Online Deliberation?: Exploring the Structural Relationships among Motives and Behaviors of Online News Consumption and Online Deliberation Perceptions
Hyunjin Kang, Pennsylvania State; **Jeong Kyu Lee**, Clear Way Minnesota;

Kyung Han You and **Seoyeon Lee**, Pennsylvania State

Discussant: **Kristen Landerville**, Wyoming

Minorities and Communication Division

32. Charting the Future of Journalism Education at HBCUs: Finding a Place for Convergence in the Curriculum
Kim Smith, North Carolina A&T State
33. African-American Students' Perceptions of Public Relations Education and Practice: Implications for Minority Recruitment
Kenon A. Brown, Alabama; **Candace White**, Tennessee
and **Damion Waymer**, Virginia Tech
34. "To Plead Our Own Cause": How Citizen Journalism Served as a Vehicle for Racial Equality in Austin, Texas, Post 1968
Dean Graber, Texas at Austin

Discussant: **Felicia McGhee-Hilt**, Tennessee at Chattanooga

35. Story-Chatterers Stirring Up Hate: Racist Discourse in Reader Comments on U.S. Newspaper Websites
Summer Harlow, Texas at Austin
36. The Little Smith Act: Application of the Smith Act to the Pro-Independence Movement in Puerto Rico*
Myrna Lebron, Southern Illinois-Edwardsville
37. What Y'all Laughin' At? Humor Theory in Tyler Perry's Sitcoms
Teddy Champion, Alabama

Discussant: **Petra Guerra**, Texas-Pan American

* Fourth Place Student Paper, Minorities and Communication Division

Scholastic Journalism Division

38. Journalism Students and Civic Engagement: Is There Still a Connection?*
- Geoffrey Graybeal**, **Amy Sindik**
and **Jen Ingles**, Georgia
39. Digital Natives: Journalism and Civic Engagement: Cultivating Citizenship with Technology
Ed Madison, Oregon
40. Just Hit Reply: How Student Journalists Use Email in the Newsroom
Sara Netzley, Bradley

Discussant: **George Daniels**, Alabama

* Top Student Paper, Scholastic Journalism Division

Visual Communication Division

41. Developing and Testing Self-administered Computer Tutorials Using Photoshop as the Model
William Adams, Kansas State
42. The Use and Abuse of Financial Graphs in American and British Annual Reports
Zhilian Deng, Iowa State

43. The Aesthetics of Cosmetic Surgery: How Websites Visualize the Fountain of Youth
Robyn Goodman, Florida
44. Pictorial Photography in China: Seeking a Chinese Identity in a Western Art Form
Shi Li, Indiana
45. Developing News Photography: The Post-WWII Rise of Normative Photojournalism
Instruction in Liberal Arts Journalism Education
Stanton Paddock, Maryland

Discussants: **James Kelly**, Indiana and **Michael O'Donnell**, St. Thomas

Civic and Citizen Journalism Interest Group

46. The Refrigerator as a Megaphone: Addressing the Motivations
of Citizen Photojournalists
Tara Buehner, Oklahoma
47. Interactions of News Frames and Incivility in the Political Blogosphere:
Examining News Credibility and Political Trust
Porismita Borah, Maryville

Discussant: **Burton St. John III**, Old Dominion

Community Journalism Interest Group

Topic — **New Terrain: The Shifting Definitions of Journalism and Community**

48. A New Community Journalism? *The Deseret News*' Shift Toward Gemeinschaft
and a Values-centered Audience
Richard G. Johnson and **Quint Randle**, Brigham Young
49. Community News as Collective Action*
Mark Poepsel, Missouri-Columbia
50. Patched In: Corporately Owned Online Community News Sites Pursue
Different News Topics Than Independent Ones
Jack Rosenberry, St. John Fisher

Discussant: **John Hatcher**, Minnesota Duluth

* Top Student Paper, Community Journalism Interest Group

Entertainment Studies Interest Group

51. Narrowly Scripted: A Content Analysis of the Sexual Scripts Present
in Popular R&B and Hip-Hop Songs
Stacey Hust, **Kathleen Rodgers** and **Weina Ran**, Washington State
52. The New Celebrity: Kim Kardashian and Twitter
Amanda McClain, Holy Family University
53. The Sound of Hate: Exploring the Use of Hatecore Song Lyrics as a Recruiting
Strategy by the White Power Movement
Andrew Selepak and **Belio Martinez**, Florida
54. "I Play The Road" Reexperience: Phenomenology of the Zac Brown Band
Sarita Stewart, Alabama
55. Message Board Use and the Fantasy Sport Experience
Brody James Ruibley, Cincinnati and **Rob Hardin**, Tennessee

Discussant: **Lisa Marshall**, Muskingum University

Gay, Lesbian, Bisexual, Transgender Interest Group

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Topic — **GLBT issues in Marketing, Marriage, and Media**

56. Femme, Butch, or Other: A Study of LGBT Characters in Television
R. Serena Aubrey, South Florida
57. Back to the Future: Uses of History in Newspapers and Judicial Records on Marriage Equality
Anqi Li, North Carolina at Chapel Hill
58. Moving Beyond Vodka, Vacations, and Viaticals: How *The Advocate's* 1992 Redesign Solidified a New LGBT Marketing Segment
Laurie Phillips, North Carolina at Chapel Hill

Discussant: **Genelle Belmas**, California State, Fullerton

Small Programs Interest Group

59. Assessing Outcomes Using E-portfolios in Communication Courses: What Student Reflections in a Pilot Program Teach Us About Teaching
Steve Hill, Chang Wan Woo, Rhonda Sprague
and **Mark Tolstedt**, Wisconsin – Stevens Point
60. Assessing the Teaching of Media Ethics in Small Programs
John Williams, Principia
61. Blogs as Learning Tools in Journalism Education
Amy DeVault and **Les Anderson**, Wichita State
62. Twitter's Effects on Student Learning and Social Presence Perceptions
Lakshmi N Tirumala and **Jessica Smith**, Texas Tech
63. What is Needed vs. What is Taught: A National Survey of Online Journalism Course Instructors
Ying Roselyn Du, Hong Kong Baptist,
and **Ryan Thornburg**, North Carolina at Chapel Hill

Discussant: **Kay Colley**, Texas Wesleyan

1:30 pm to 3 pm / 146

Communication Theory and Methodology Division

Refereed Paper Research Session: **Measurement: Case Studies, Content Analysis, and Single-Item Indicators**

Moderating/Presiding: **Stephanie Edgerly**, Wisconsin–Madison

Advantages and Appropriate Uses of Single-Item Measures

Vivian C. Sheer, Hong Kong Baptist University

A Case For Survey Based Case Studies: Considerations of Generalizability and Theory

Justin Walden, Pennsylvania State

When to Use Scott's Pi; or Krippendorff's Alpha If Ever?

XinShu Zhao, Hong Kong Baptist University

How Much is Enough?: Sample Size Guidelines for Content Analysis of Political Blogs

Brendan Watson, North Carolina at Chapel Hill
and **Xiaopeng Wang**, South Florida

Discussant: **Julie Andsager**, Iowa

1:30 pm to 3 pm / 147

Magazine and Media Management and Economics Divisions

PF&R Panel Session: **Social Networking with Magazines**

Moderating/Presiding: **Jacqueline Marino**, Kent State

Panelists: **Cindy Royal**, Texas State
Heather Morgan Shott, senior digital editor, Food, *Better Homes and Gardens*
Susan Currie Sivek, Linfield

1:30 pm to 3 pm / 148

Media Ethics and Radio-Television Journalism Divisions

PF&R Panel Session: **The Search for Ethics and Journalistic Survival in Nonprofit News**

Moderating/Presiding: **Jenn Mackay**, Virginia Tech and **Michael Huntsberger**, Linfield

Panelists: **Stephen J.A. Ward**, Wisconsin-Madison
Al Stavitsky, Oregon
Bill Raack, news director, St. Louis Public Radio
Lark Corbeil, public news service, Boulder, CO

1:30 pm to 3 pm / 149

AEJMC Council of Affiliates and Reporters Committee for Freedom of the Press

Teaching Panel Session: **How Do We Teach Young Journalist about First Amendment Law
in a Rapidly Evolving Media World**

Moderating/Presiding: **Lucy Dalglish**, executive director, Reporters Committee for Freedom
of the Press

Panelists: **Ken Paulson**, president, American Society of News Editors and president,
First Amendment Center
Charles Davis, Missouri

1:30 pm to 3 pm / 150

Commission on the Status of Women and Sports Communication Interest Group

PF&R Panel Session: **Women, Sport, and Social Media: Gender in the Mediated World**

Moderating/Presiding: **Pamela Laucella**, Indiana

Panelists: **Cheryl Cooky**, Purdue

Katie Felts, sports anchor and reporter, KSDK, St. Louis
Ann Gaffigan, co-founder, WomenTalkSports.com; CEO and chief programmer,
Gazelle Incorporated
Marie Hardin, Pennsylvania State
Stacey Hust, Washington State

1:30 pm to 3 pm / 151

AEJMC Elected Standing Committee on Professional Freedom and Responsibility

Business Session: **Resolutions Hearing**

Moderating/Presiding: **Lillie Fears**, Arkansas State

1:30 pm to 3 pm / 152

Association for Education in Journalism and Mass Communication Elected Standing Committee on Teaching

Roundtable Session: **Doctors Are In**

Moderating/Presiding: **Sheri Broyles**, North Texas

Topic I — Teaching Portfolio for Tenure and Promotion: Organization of Your Portfolio,
Presenting Documents to Support Your Case

Chair: **Bonnie Brownlee**, Indiana and **Birgit Wassmuth**, Kennesaw State

Topic II — Strategies to Balance Research, Teaching and Service Commitments

Chair: **Jennifer Greer**, Alabama

Topic III — Using Social Media and Other Online Tools for Effective Teaching

Chair: **Amy Falkner**, Syracuse

Topic IV — Teaching and Researching Abroad for the Global Scholar

Chair: **Charles Davis**, Missouri

Topic V — Building a Better Syllabus

Chair: **Marianne Barrett**, Arizona State

Topic VI — Incorporating Diversity into Your Classes

Chair: **Linda Aldoory**, Maryland

In this popular session hosted by AEJMC's elected Standing Committee on Teaching, speed dating meets group therapy for effective teaching. How does it work? Participants pick one of six simultaneous discussion tables to share ideas and ask questions for 20 minutes. The moderator will ring a bell every 20 minutes when participants may move to another discussion table or stay back in the same session. Participants will receive access to "Doctors Are In" handouts, which feature a wealth of ideas. All are welcome.

1:30 pm to 3 pm / 153

Association for Education in Journalism and Mass Communication Council of Divisions

**PF&R Session: 2011- The Year of Extreme Weather: Lessons from the Newsroom
for the Classroom**

Moderating/Presiding: **Suzanne Horsley**, Alabama

Panelists: **Todd Frankel**, *St. Louis Post-Dispatch*
Lee Hood, Loyola-Chicago
Paul Daugherty, Colorado
Chris Roberts, Alabama

1:30 pm to 3 pm / 154

Journalism & Mass Communication Educator

Business Session: **Editorial Board Meeting**

Moderating/Presiding: **Dane S. Claussen**, executive director, ACLU of Nevada, editor

3:15 pm to 4:45 pm / 155

Advertising Division

Business Session: ***Journal of Advertising Education* Editorial Board Meeting**

Moderating/Presiding: **Jami Fullerton**, Oklahoma State and **Alice Kendrick**, Southern Methodist

3:15 pm to 4:45 pm / 156

Communication Technology Division

High Density Refereed Paper Research Session:
Adoption and Impacts: Online and 3D Technologies

Moderating/Presiding: **Bartosz Wojdyski**, North Carolina at Chapel Hill

Determinants of Intention to Use Smartphones: Testing the Moderating
Role of Need for Cognition

Hichang Cho, National University of Singapore
and **Byungho Park**, Korea Advanced Institute of Science and Technology

Does Negative News Have Positive Effects? The Influence of Blog Posts
and Comments on Credibility

Elizabeth Bates, Baylor

Examining the Relationships of Smartphone Ownership to Use
of Both Legacy and New Media Outlets for News

Clyde Bentley and **Kenneth Fleming**, Missouri-Columbia

Exploring the Immersion Effect of 3DTV in a Learning Context
Dong-Hee Shin and **Tae-Yang Kim**, Sungkyunkwan University
Exploring the Motivations of Online Social Network Use in Taiwan
Saleem Alhabash and **Hyojung Park**, Missouri-Columbia;
Anastasia Kononova, American University of Kuwait;
Yihuan Chiang and **Kevin Wise**, Missouri-Columbia

Discussant: **Debashis “Deb” Aikat**, North Carolina at Chapel Hill

Factors Influencing Intention to Upload Content on Wikipedia in South Korea:
The Effects of Social Norms and Individual Differences

Naewon Kang, Dankook University, Korea; **Namkee Park**, Oklahoma
and **Hyun Sook Oh**, Pyeongtaek University

Followers, Friends, and Fame: Political Structural Influence
on Candidate Twitter Networks

Ming Wang, **Alexander Hanna**, **Ben Sayre**, **JungHwan Yang**,
Michael Mirer, **Young Mie Kim** and **Dhavan Shah**, Wisconsin-Madison

From Stereoscapy to 3D HD Image: A Review of 3D HDTV Diffusion
From the Perspective of Technology Adoption

Xu Song, Colorado State

Gift Economy: Contributors of Functional Online Collaborations

Yoshikazu Suzuki, Minnesota-Twin Cities

Go to the People: A Historical Case Study & Policy Analysis Of Massachusetts
and Open Standard Document Formats

Andrew Kennis, Illinois at Urbana

Discussant: **Tatyana Dumova**, Point Park

3:15 pm to 4:45 pm / 157

Cultural and Critical Studies Division

Refereed Paper Research Session: **Borderlands of Disaster and Reality**

Moderating/Presiding: **Jane Marcellus**, Middle Tennessee State

Media Construction of Global Natural or Not-so Natural) Disasters:
A Critical Discourse Analysis*

Siho Nam, North Florida

“It’s Better Than Blaming a Dead Young Man:” Creating Mythical Archetypes
in Local Coverage of the Mississippi River Drownings

Erica Salkin, Wisconsin-Madison and **Robert Gutsche, Jr.**, Iowa

Haunted Asylums? Stigma and Mental Illness in Paranormal Reality TV**

Michelle Dangiuro-Baker, Pennsylvania State

“Below the Yellow Line”: Competitor Discourse on NBC’s “The Biggest Loser”

Eric Dunning, **Mary Alsip** and **Kim Bissell**, Alabama

Discussant: **Bob Trumpbour**, Pennsylvania State Altoona

* Top Faculty Paper, Cultural and Critical Studies Division

** Top Student Paper, Cultural and Critical Studies Division

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3:15 pm to 4:45 pm / 158

Law and Policy Division

Refereed Paper Research Session: **Free Speech**

Moderating/Presiding: **S.L. Alexander**, Loyola

Snyder v. Phelps and the Death of Intentional Infliction of Emotional Distress
as a Speech-based Tort

Wat Hopkins, Virginia Tech

Transparency as Talisman: The Shifting Rationales for Campaign
Finance Regulation

Justin Wolfgang, Missouri-Columbia

Libel Capital No More? Reforming British Defamation Law

Stephen Bates, Nevada, Las Vegas

SLAPPING e-Publius: Protecting Anonymous Expression and Reputation
in a Digital Age

Brian Carroll, Berry

State Action, Public Forum and the NCAA: First Amendment Rights
of the Credentialed Media

Michael Martinez, Tennessee-Knoxville

Discussant: **William Lee**, Georgia

3:15 pm to 4:45 pm / 159

Magazine Division

Refereed Paper Research Session: **International Issues Through a Magazine Frame**

Moderating/Presiding: **Elizabeth Fakazis**, Wisconsin-Stevens Point

The Globalization of Beauty: An Examination of Messages about Ideal Beauty
Communicated to Readers of Fashion and Beauty Magazines Published Worldwide

Yan Yan and **Kim Bissell**, Alabama

Embedded in the Gulf: On the Ground with the Boys of Company C

J. Keith Saliba, Jacksonville and **Ted Geltner**, Valdosta State

Changing Attitudes, Changing Lives: How the Christian Press Framed
the AIDS in Africa Crisis

Ken Waters and **Elizabeth Smith**, Pepperdine

Discussant: **Lyn Lepre**, Marist

3:15 pm to 4:45 pm / 160

Minorities and Communication Division

Refereed Paper Research Session: **Top Papers in Minorities and Communication**

Moderating/Presiding: **Felecia Jones Ross**, Ohio State

Mass Media and Perceived and Objective Environmental Risk:
Race and Place of Residence*

Brendan Watson, Lynsy Smithson-Stanley, Daniel Riffe
and **Emily Ogilvie**, North Carolina at Chapel Hill

“What Are You Talking About?” Differences in Twitter Uses
and Gratifications Between Black and White Twitter Users**

Christopher Saunders, Saleem Alhabash and Cynthia Frisby, Missouri
Expanding the Parameters of Research on the News Media & the Other:
The Faisal Shahzad Case Study and “Homegrown” Terrorism***

Angie Chuang and Robin Chin Roemer, American
Pushed to the Periphery: Incivility in Online Newspaper Readers’ Comments****
Arthur Santana, Oregon

Discussant: **Brad Gorham**, Syracuse

- * First Place Faculty Paper, Minorities and Communication Division
- ** Second Place Faculty Paper, Minorities and Communication Division
- *** Third Place Faculty Paper, Minorities and Communication Division
- **** First Place Student Paper, Minorities and Communication Division

3:15 pm to 4:45 pm / 161

Public Relations and Media Ethics Divisions

PF&R Panel Session: **Military Ethics and Media Ethics: Conflicts for Practitioners**

Moderating/Presiding: **Michael Parkinson**, Texas Tech

Panelists: **Shannon Bowen**, Syracuse
Kenneth Plowman, Brigham Young
Robert Pritchard, Oklahoma
Joseph Sanders, United States Air Force Academy
John Schmeltzer, Oklahoma
Mark Swiatek, United States Air Force Academy

3:15 pm to 4:45 pm / 162

Radio-Television Journalism Division

Refereed Paper Research Session: **Digital Dimensions**

Moderating/Presiding: **Indira Somani**, Washington and Lee

Who Says News Can’t Be Imaginative? A Quasi-Experiment Testing Perceived
Credibility of Animated News, News Organization, Media Use and Dependency
Ka Lun Benjamin Cheng and Wai Han Lo, Hong Kong Baptist

Multimedia Effects on News Story Credibility, Newsworthiness, and Recall*

Zhi Wen Ho, Alice Marie Roach, Youn-Joo Park
and **Yue Sun**, Missouri

Making Noise in the New Public Sphere: How Small Market Television Stations
Find Their Mouth on Facebook

Shawn Harmsen, Iowa

Facebook and Twitter: How and Why Local Television News is Getting
Social with Viewers

Suzanne Lysak, Michael Cremedas
and **John Wolf**, Syracuse

Discussant: **Anthony Moretti**, Point Park

* Top Student Paper, Radio-Television Journalism Division

3:15 pm to 4:45 pm / 163

Scholastic Journalism Division

Research Panel Session: **Innovative Outreach to Scholastic Journalism**

Moderating/Presiding: **Cristina L. Azocar**, San Francisco

Panelists: Current Events via the “College-to-High School News Exchange”*

Brenda Edgerton-Webster, Xavier
Oklahoma Scholastic Journalism Initiative**
Kathryn Jenson White, Oklahoma

Discussant: **Jack Dvorak**, Indiana

* First Place Winner

** Second Place Winner

3:15 pm to 4:45 pm / 164

Visual Communication Division

Refereed Paper Research Session: **Studies in Television News Imagery and Narrative**

Moderating/Presiding: **Loret Steinberg**, Rochester Institute of Technology

Oil-soaked Images of Disaster: Identifying the National vs. Local Television Visuals

Victoria Bemker LaPoe and **Andrea Miller**, Louisiana State

Narratives and Television News Editing

Keren Henderson, Louisiana State

Still “Live at the Scene”: A Quantitative Analysis of Timeliness in Local Television

Broadcast Hard News Stories Re-published as Online Content

Jennifer Ware, North Carolina State

Discussant: **Sang Nam**, Elon

3:15 pm to 4:45 pm / 165

AEJMC Council of Affiliates and American Society of News Editors

Panel Session: **How Daily Newspapers Work with Journalism Schools**

Moderating/Presiding: **Pam Fine**, Knight Chair for News, Leadership and Community, Kansas

Panelists: **Chris Callahan**, Arizona State
Brooke Kroeger, New York
Lillian Lodge Kopenhaver, Florida International
Anne Spinner, assistant managing editor, *Kansas City Star*

3:15 pm to 4:45 pm / 166

Commission on the Status of Minorities

Panel Session: **Mainstream Media Coverage of the Islamic Community: 10 Years After 911**

Moderating/Presiding: **Linda Florence Callahan**, North Carolina A&T State

Panelists: **Lawrence Pintak**, Washington State; author, *The New Arab Journalist and Reflections in a Bloodshot Lens: America, Islam & the War of Ideas*
Faizan Syed, executive director, St. Louis Chapter of the Council on American Islamic Relations
Fatemah Keshavarz, professor of Persian language and literature and chair of the department of Asian and Near Eastern Languages & Literatures.
James “Jim” O. Hacking, III, esquire

Ten years after 9/11, the United States is involved in military actions in three Islamic majority countries. Domestically, battles are waged over where mosques will be allowed to be built and President Obama continues to face false allegations of secretly being a Muslim. What does it all mean in relation to how the Islamic Community is covered? This session will examine how mainstream media covers the Islamic Community 10 years after 9/11.

3:15 pm to 4:45 pm / 167

Community Journalism Interest Group

Refereed Paper Research Session:

Discourse and Knowledge: Exploring the Community-journalism Relationship

Moderating/Presiding: **Tommy Thomason**, Texas Christian

At the Community Level: Culturally Competent News Coverage
of a City Neighborhood*

Dianne Garyantes, Rider

Community News along the Rural-Urban Continuum: Looking for News

in All the Wrong Places?

Gary Hansen and **Elizabeth Hansen**, Eastern Kentucky
Yes We Censor: The Impact of Commenting Policies on Two
Nonprofit Community Journalism Websites
Rebecca Nee, San Diego State

Discussant: **name**, affiliation

* Top Faculty Paper, Community Journalism Interest Group

3:15 pm to 4:45 pm / 168

Sports Communication Interest Group

Refereed Paper Research Session: **Sports: Branding, Marketing, and Image Building**

Moderating/Presiding: **Ken Fischer**, Oklahoma

“They Never Do This to Men”: College Women Athletes’ Responses to Sexualized
Images of Professional Female Athletes

Tracy Everbach and **Jenny Mumah**, North Texas
Ambivalence on the Front Lines? Attitudes Toward Title IX and Women’s Sports
Among Division I Sports Information Directors*

Marie Hardin, Pennsylvania State; **Erin Whiteside**, Tennessee
and **Erin Ash**, Pennsylvania State
What’s Wrong With Baseball?: The Press and the Beginning of the Campaign
to Desegregate Baseball

Chris Lamb, College of Charleston
Gender and Racial Source Bias in Sports Illustrated Kids, 2000-2009
Ashley Furrow, Ohio

Discussant: **Max Utsler**, Kansas

* Top Faculty Paper, Sports Communication Interest Group

3:15 pm to 4:45 pm / 169

Poynter Institute’s NewsU, and Association of Schools of Journalism and Mass Communication

Roundtable Session: **E-Learning’s Impact on Journalism Education**

Moderating/Presiding: **Howard Finberg**, director of interactive learning, Poynter News University

Presenters: **Mark Biggs**, Missouri State
Howard Finberg, director of interactive learning, Poynter News University
Susan Reilly, Florida Atlantic

Poynter’s Journalism 101 project is a bold new experiment that brings together university educators and Poynter News University e-learning for creative, digital approaches to teaching journalism. In a pilot program funded by the Carnegie Corporation, Poynter and its partner schools will teach students the basics

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of journalism through a unique 16-week e-learning program. Built on the foundation of Poynter News University's e-learning content and platform, the program will satisfy graduation requirements for a core journalism class and will launch in the Fall 2011 semester. During this session, we'll explore the aspirations and goals of project and the future of e-learning and journalism education. **Also:** Other new Poynter NewsU offerings for academic users include an advanced course report that gives professors an online dashboard of their students' e-learning activities, and NewsU International that features courses in languages other than English. These new offerings join our interactive, always available self-directed modules and real-time Webinar learning. Educators and students have embraced Poynter's NewsU over the last five years since its introduction at AEJMC 2006.

5 pm to 6:30 pm / 170

Advertising Division and Small Programs Interest Group

Teaching Panel Session: **Acing Assessment: How to Measure, Document, and Improve Student Achievement of Learning Outcomes**

Moderating/Presiding: **Frauke Hachtmann**, Nebraska-Lincoln

Panelists: **Gail Henson**, Bellarmine
Carla Lloyd, Syracuse
Mary Jean Land, Georgia College & State
Sandra Utt, Memphis

5 pm to 6:30 pm / 171

Communicating Science, Health, Environment and Risk; International Communication; Communication Technology and Communication Theory and Methodology Divisions

Refereed Paper Research Session: **Scholar-to-Scholar**

Communicating Science, Health, Environment and Risk Division

1. Understanding Recycling Behaviors: A Theoretical Expansion of the Influence of Presumed Media Influence Model
Youqing Liao, Yanyi Yang, Titus J. Yong
and **Shirley S. Ho**, Nanyang Technological University
2. Multilevel Analysis of the Impact of School-Level Tobacco Policies on Adolescent Smoking: Implications for Health Communication
Hye-Jin Paek, Thomas Hove and **Hyun Jung Oh**, Michigan State
3. An Examination of the Indirect Effects of Media on Intentions to Avoid Unprotected Sun Exposure
Jennette Lovejoy, Portland and **Daniel Riffe**, North Carolina at Chapel Hill
4. Understanding H1N1 Influenza with PIM Model: A Comparison on Risk Perceptions Between the U.S. and China Using Structural Equation Modeling
Gang (Kevin) Han, Kejun Chu and **Guolin Shen**, Iowa State
5. Applying the Theory of Planned Behavior to Examine Preventive Behaviors Against H1N1: A US-Singapore Comparison
Z. Janet Yang and **Jennifer Allen Catellier**, SUNY at Buffalo;
Shirley S. Ho and **May O. Lwin**, Nanyang Technological University

Discussant: **Alma Kadragic**, University of Wollongong in Dubai

6. Not in My Backyard... or Yours: Communicative Influences of Opinion Leadership on Perceptions of Risks and Benefits of a Bioresearch Facility
Andrew Binder, North Carolina State; **Dietram Scheufele** and **Dominique Brossard**, Wisconsin-Madison
7. Effects of Communication on Colorectal Cancer Screening: Revisited Health Belief Model
Woohyun Yoo and **MinWoo Kwon**, Wisconsin-Madison
8. The Role of Social Capital in Public Health Communication Campaigns: The Case of the National Youth Anti-Drug Media Campaign
Chul-joo Lee, Ohio State
9. Effects of Proximity on the Cognitive Processing of Environmental News
Charles Meadows, **Cui Zhang** and **Shuhua Zhou**, Alabama
10. Resources Aren't Everything, But They Do Help! Assessing Local TV Health News to Deliver Substantive and Useful Information for Smart Health Decisions
Young Ah Lee, **Erin Willis**, **Sun A Park** and **Hyunmin Lee**, Missouri-Columbia

Discussant: **Arvind Diddi**, SUNY-Oswego

11. Computer Mediated Social Support and the Effects of Expression: The Mediating Role of Perceived Bonding on Cancer Patients' Coping Strategies
Kang Namkoong, **Dhavan Shah**, **Bryan McLaughlin**, **Woohyun Yoo**, **Sojung (Claire) Kim**, **Shawnika Hull**, **Tae Joon Moon**, **Courtney Johnson**, **Robert Hawkins** and **David Gustafson**, Wisconsin - Madison
12. On-line Environmental Engagement among Youth: Influences of Parents, Attitudes and Demographics
Rob Wicks, **Myria Allen** and **Stephanie Schulte**, Arkansas
13. Toward A Theoretical Understanding of Using Online Health Communities: Motivation, Ability, and Doctor-Patient Communication Satisfaction
Yinjiao Ye, Rhode Island
14. What Do You Know? What Do You Want to Know? : Assessing Web site Credibility of Diet-nutrition Information
Eun-Hwa Jung and **Hyang-Sook Kim**, Pennsylvania State
15. Journalism Undergraduates and Health Reporting: What Training is Available and What do Future Journalists Think and Know About Health?
Jessica Gall Myrick, North Carolina at Chapel Hill

Discussant: **S. Camille Broadway**, Georgia Southern

16. Newspaper Coverage of Shaken Baby Syndrome, 1992-2008
Heidi Hennink-Kaminski and **Elizabeth Dougall**, North Carolina at Chapel Hill
17. Examination of Message Features in DTC Ads and Its Impact on Disclosure Recall
Narayanan Iyer, Southern Illinois-Carbondale
18. The Goldilocks Zone of Science Communication: An Analysis of How Media Depicted Gliese 581g
Michael Dahlstrom, **Michael Bugeja**, **Ruiqi Wang** and **Mina Issa**, Iowa State
19. Framing HBV -- Newspaper Coverage of HBV in China in 2009
Chun Yang and **Chunbo Ren**, Washington State
20. Construing Health Message Framing: Motivational Systems, Valence of Framing and Event Tendency of Framing
Changmin Yan, Washington State

Discussant: **Lulu Rodriguez**, Iowa State

Communication Technology Division

21. Great Expectations: Predicted iPad Adoption by College Students
Steven Collins and **Tim Brown**, Central Florida
22. Having a Blog in this Fight: Testing Competing Models of Selective Exposure to Political Blogs
Tom Johnson, Texas at Austin and **Weiwu Zhang**, Texas Tech
23. Hostile Media Perceptions: Coloring the (New) Media Red or Blue
Ammina Kothari, **Seong Choul Hong**, **Shuo Tang** and **Lars Willnat**, Indiana
24. How the Smartphone Is Changing College Student Mobile Usage and Advertising Acceptance: A Seven-Year Analysis
Michael Hanley, Ball State

Discussant: **Itai Himelboim**, Georgia

25. Incidental Exposure to Online News: An Insight from the Pew Internet Project Introduction
Borchuluun Yadamsuren, **Sanda Erdelez**, **Joonghwa Lee** and **Esther Thorson**, Missouri
26. Issue Information and Technological Choice in a Senate Election Campaign: News, Social Media, Candidate Communications, and Voter Learning
Jason A. Martin, Indiana
27. Live Tweeting At Work: The Use of Social Media in Public Diplomacy
Juyan Zhang, Texas at San Antonio and **Shahira Fahmy**, Arizona
28. Look At Me Now: The Need To Belong And Facebook Use
Stephen Prince, **Adam Anderson** and **Sarah Connors**, Brigham Young

Discussant: **Porismita Borah**, Maryville

29. Measuring, Classifying and Predicting Prosumption Behavior in Social Media
Louisa Ha and **Gi Woong Yun**, Bowling Green State
30. Mobile News Adoption among Young Adults: Examining the Roles of Perceptions, News Consumption, and Media Usage
Sylvia Chan-Olmsted, **Hyejoon Rim** and **Amy Zerba**, Florida
31. Motivational Influences of Linking: Factors guiding behaviors on Facebook
Kanghui Baek, **Avery Holton**, **Dustin Harp** and **Carolyn Yaschur**, Texas at Austin
32. Motivations and Usage Patterns of Online News: Use of Digital Media Technologies and Its Political Implications
Shin Haeng Lee, Washington – Seattle and **ChangHee Choi**, Indiana

Discussant: **Jessica Smith**, Texas Tech

33. Motivations for and Consequences of Participating in Online Research Communities
Juyoung Bang, Samsung Electronics; **Seounmi Youn** and **James Rowean**, Emerson; **Michael Jennings** and **Manila Austin**, Communispace Corporation
34. Multitasking Across Borders: Media Multitasking Behaviors in the U.S.,

Russia, and Kuwait

Anastasia Kononova, Saleem Alhabash, Zazorina Tatyana, Diveeva Natalia, Kokoeva Anastasia and Anastasia Chelokyan, American of Kuwait

35. My Students Will Facebook Me But Won't Keep Up with My Online Course
Francine Edwards, Delaware State
36. Narcissism, Communication Anxiety, Gratifications-sought on SNS Use and Social Capital Among College Students in China
Pei Zheng and Hongzhe Wang, Chinese University of Hong Kong

Discussant: **Amanda Sturgill**, Elon

37. New Media in Social Relations: The Cell Phone Use Among College Students in Building and Maintaining Friendships
Ivy Shen, Oklahoma
38. New TV Resistance: Barriers to Implementation of IPTV in the Living Room
Duen Ruey Liu, Yihuan Chiang
and **Niann Chung Tsai**, Shih Hsin University
39. A Winner Takes All? Examining Relative Importance of Motives and Network Effects in Social Networking Site Use
Mijung Kim and Jiyoung Cha, North Texas
40. Online Users' News Consumption Practices and Technological Tools
Shin Haeng Lee, Washington – Seattle

Discussant: **Richard Schaefer**, New Mexico

Communication Theory and Methodology Division

Topic — Communicating Science and Health

41. Examining How Social Norms Mediate Presumed Media Influence on Thai Adolescents' Drinking Behavior
Shirley S. Ho, Thanomwong Poorisat, Rachel Neo
and **Benjamin H. Detenber**, Nanyang Technological University, Singapore
42. The Effect of Psychological Reactance and Framing on Attribution of Solution Responsibility for Health Problems
Lesia Hatley Major, Indiana
43. Modeling the Use of Medical Journals as News Sources in *The New York Times*
Vincent Kiernan, Georgetown
44. Who Are Others in The Third-Person Effect?: A Selective Downward Comparison of Non-Smokers and Smokers Toward Smoking Issues
Keun Yeong Kim, Pennsylvania State
and **Hyun Seung Jin**, Missouri-Kansas City

Discussant: **John Pollock**, The College of New Jersey

45. Loss Aversion and Regulatory Focus Effects in the Absence of Numbers: Qualitatively Framing Equivalent Messages on Food Labels
Katie Abrams, Illinois
46. Support for Emerging Technologies: Disentangling the Predispositional, Affective and Cognitive Pathways
Michael Cacciatore, Doo-Hun Choi
and **Dietram Scheufele**, Wisconsin – Madison
and **Elizabeth Corley**, Arizona State

Discussant: **Porismita Borah**, Maryville

Topic — **Examining Computer-Mediated Communication**

47. Connecting Interpersonal Discussion and the Internet: How Interpersonal Discussion Moderates the Effect of the Internet on Being Informed about Nanotechnology
Doo-Hun Choi, Michael Cacciatore, Dietram Scheufele, Wisconsin – Madison and **Elizabeth Corley**, Arizona State
48. An Analytic Method for Computer-Mediated Communication (CMC): Distinguishing The Message Expression and Reception Effects in Online Social Networks
Kang Namkoong, Dhavan Shah and **Bryan McLaughlin**, Wisconsin – Madison; **Jeong Yeob Han**, Georgia; **Ming-Yuan Chih, Rich Cleland, Shawnika Hull, Eunkyung Kim** and **Sojung (Claire) Kim**, Wisconsin – Madison
49. Social Network Analysis: A Mixed-Methodological Approach
Cindy Vincent, Oklahoma
50. Crystallization Theory: Construction of Reality in the Age of Social Media
Donghee Yvette Wohn and **Brian J. Bowe**, Michigan State

Discussant: **David Perlmutter**, Iowa

Topic — **Credibility**

51. Communication Mediation Model of Late-Night Comedy
Hoon Lee, Michigan
52. The Salience-Setting Function*
Mohammed Al-Azdee, Indiana
53. Explication of Selective Credibility: Is Credibility Perceived or Manipulated?"
KyuJin Shim, Syracuse
54. Eye to (un)Biased Eye? Effects of Visual and Source Attributes on The Perceived Credibility of Identical Information
Andrew Binder, North Carolina State; **Michael Dahlstrom**, Iowa State and **Dominique Brossard**, Wisconsin – Madison

Discussant: **Cory Armstrong**, Florida

* Third Place Student Paper, Communication Theory and Methodology Division

Topic — **Extending Communication Theory**

55. Media Capabilities as A Comprehensive Construct for Research on Media Choice: Assessment of a Measurement Model
Kristy Shi, Louisa Ha and **Gi Woong Yun**, Bowling Green State
56. Support for Message Control: A Multi-level Meta-Analysis of the Third-Person Effect
Charles Feng, Hong Kong Baptist University
57. Nearly A Decade After September 11: Navigating Current and Future Counterterrorism Communication Research
Brooke Liu and **Abbey Levenshus**, Maryland
58. Beyond Uses and Gratifications: Toward a "Multiple Influences" Model of Media Use
Bryan Carr, Oklahoma
59. Toward the Third Level of Agenda Setting Theory: A Network Agenda Setting Model
Lei Guo and **Maxwell McCombs**, Texas at Austin
60. I Just Bought This Thing! The Diffusion of Iterations - A Modification of DOI to Explain Incremental Changes in Existing Technology**

Severin Poirot, Oklahoma

Discussant: **Bryan Denham**, Clemson

** Second Place Student Paper, Communication Theory and Methodology Division

International Communication Division

Topic — **Framing Elections, Corruption and Terrorism and a Historical Case in Civil Liberties**

61. Framing Corruption: India's Three Largest English-Language Newspapers and the Right to Information Act

Jeannine Relly and **Carol Schwalbe**, Arizona

62. Framing of Election News in the Bulgarian Press

Daniela Dimitrova, Iowa State and **Petia Kostadinova**, Florida

63. Between Politics and Market: Chinese Media's Framing of Taiwan's Presidential Elections in 2004 and 2008

Ming Dai, Missouri-Columbia

64. Media Framing and Terrorism: Analysis of Frames in News Reports of London Bombings and Mumbai Attacks

Nivedita Chatterjee, Pennsylvania State

65. Edward Jordon's Newspaper, The Watchman, and the Emancipation of Slavery in Jamaica

Roxanne Watson, South Florida

Discussant: **Catherine Cassara**, Bowling Green State

Topic — **Framing People and Problems/Agenda-Setting**

66. The Victim/Hero Legacy of Bulgarian Crime Writer Bobby Tsankov

Edward Alwood, Quinnipiac

67. Transnational Comparative Framing: Suggesting a Model of Approach

Lei Guo, **Avery Holton**

and **Sun Ho Jeong**, Texas at Austin

68. Framing Colombia: Problem Definition and Remedy in *The New York Times*, 1997-2008

Matt Tedrow, Texas at Austin

69. Same Old, Same Old? A Content Analysis of the Framing of Haiti in the News After the 2010 Earthquake in the *Jamaica Gleaner* & the *New York Times*

Kay-Anne Darlington, Ohio

70. Framing the Liberation War of Bangladesh in the U.S. and U.K. Media: A Content Analysis of the *New York Times* and the *Times* (London)

Mohammad Hossain, Southern Illinois-Carbondale

71. International Coverage, Foreign Policy, and National Image: Exploring the Complexities of Media Coverage, Public Opinion, and Presidential Agenda

Cui Zhang, Alabama

Discussant: **Jeannine Relly**, Arizona

Topic — **Online Journalism/Digital and Social Media**

72. Exploring Cross-Cultural Value Structure with Smartphone

Dong-Hee Shin, Sungkyunkwan University, South Korea

73. Ego, Altruism, and Irrelevance: A Survey of Bulgaria's News Blog Scene

Christopher Karadjov, California State, Long Beach

74. The Impact of Technology on the Arab Communication Style and Culture:

A Comparison to the U.S.

Salma Ghanem, Central Michigan
and **Morris Kalliny**, Saint Louis

75. A Different Kind of Massive Attack: How the Bulgarian Ultranationalist
Party Ataka Engineered Its Political Success Using Digital Media

Elza Ibroscheva, Southern Illinois-Edwardsville

76. Community Service: Editor Pride and User Preference on Local
Newspaper Websites

Jane Singer, Iowa

Discussant: **Amy Schmitz Weiss**, San Diego State

Topic — **Social Networks and Civic Engagement**

77. The Emergence of Social Media & the Political Crisis in Pakistan

Rauf Arif, Iowa

78. A Qualitative Analysis of How and Why People Use Social Network Sites:
A Cross-Cultural Comparison of Korea and the U.S.

Jinnie Yoo, Texas at Austin

79. The Story of Qi Shi Ma: Online Discussion and Community Engagement
in Urban China

Zhengjia Liu, Iowa

80. The Whole Online World Is Watching: Networking Sites and Activism in China,
Latin America and the United States

Dustin Harp, **Ingrid Bachmann** and **Lei Guo**, Texas at Austin

Discussant: **Minabere Ibelema**, Alabama, Birmingham

5 pm to 6:30 pm / 172

Magazine Division

Off-site Gathering: **Graduate Student Gathering**

Hosting: **Lyn Lepre**, Marist

Join us for an informal gathering with fellow magazine division graduate students. Please meet in hotel lobby.

5 pm to 6:30 pm / 173

Media Management and Economics Division

High Density Refereed Paper Research Session:

The Changing Media World: From Global News to Social Views

Moderating/Presiding: **Rob Bellamy**, Duquesne

The Globalization of Magazines in India: A Case Study

Seema Shrikhande, Oglethorpe

An Empirical Analysis of Social Media Use: Examination of Determinants

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of Twitter and Facebook Use

Sangwon Lee, Central Michigan and **Moonhee Cho**, Florida
Business Models of Most-Visited U.S. Social Networking Sites

Jiyoung Cha, North Texas
Blockbusted: A Resource Dependence Analysis
Gabe Otterson and **Alan Albarran**, North Texas

Discussant: **Greg Newton**, Ohio

5 pm to 6:30 pm / 174

Visual Communication Division

Refereed Paper Research Session: **Creative Projects**

Moderating/Presiding: **Jennifer George-Palilonis**, Ball State

The Soldiers of the Coal Fields*

Joel Beeson, West Virginia

To Preserve a Mississippi Visual Legacy: The Possum Town Project

Berkley Hudson, Missouri

OkState Flashmob

Cynthia Nichols, Oklahoma State

First In- A Student Blog For Journalism and the Law

Francesca Viola, Temple

* Top Creative Project

5 pm to 6:30 pm / 175

Commission on the Status of Women

Refereed Paper Research Session: **Media and Gender Stereotypes**

Moderating/Presiding: **Barbara Friedman**, North Carolina at Chapel Hill

“Ronald Reagan in Heels”: How Tea Party “Mama Grizzlies” Framed Gender
and Public Issues in the 2010 U.S. Mid-Term Elections*

Jaesik Ha, Indiana

Don't Call Me That: Examining the Discourse the Precedes the Term
“Mommy Blogger”

Gina Masullo Chen, Syracuse

From Inept Intruders to Suspicious Sex Vixens: The Problem of Heterosexuality
in Sports Information

Erin Whiteside, Tennessee

The Male Gaze and Online Sports Punditry: A Case Study of the Ines
Sainz Controversy

Kenneth Merrill, **Aidan Bryant**, **Emily Dolan**
and **Siying Chang**, Syracuse

Discussant: **name**, affiliation

* Top Student Paper, Commission on the Status of Women

5 pm to 6:30 pm / 176

Community Journalism and Civic and Citizen Journalism Interest Groups

Research Panel Session: **News With a View: Journalism in a Post-Objective World**

Moderating/Presiding: **Anne Golden Worsham**, Brigham Young

Panelists: **Deborah Chung**, Kentucky
Kirsten Johnson, Elizabethtown
John Hatcher, Minnesota, Duluth
Burton St. John III, Old Dominion

5 pm to 6:30 pm / 177

Entertainment Studies Interest Group

Refereed Paper Research Session:

Best of Entertainment Studies Interest Group Refereed Paper Research Session

Moderating/Presiding: **Daniel Shipka**, Louisiana State

Prisoners and Guards: Bob Dylan's Contribution to the Popular Memory of George Jackson

Theodore Petersen, Florida Institute of Technology

Fake Forensics, Real Effects?: Testing the Cultivating Power of Crime Drama

Emily Ogilvie, North Carolina at Chapel Hill

The Author on YouTube: Confronting a Crisis of Authorship Through the Amateur Documentary

Mark Lashley, Georgia

Does Cooperation Decrease State Hostility? An Exploration of Cooperative Play in a Violent, War-Themed Video Game

J.J. De Simone and **Karyn Riddle**, Wisconsin-Madison

Beverly Hills Bullies and Gossiping Girls: The Portrayal of Bullying on Teen Television Dramas

Kimberly Walsh, Massachusetts, Amherst

Discussant: **Daniel Shipka**, Louisiana State

5 pm to 6:30 pm / 178

Gay, Lesbian, Bisexual, Transgender Interest Group

Refereed Paper Research Session: **Gender Issues in Marketing, Marriage and Media**

Moderating/Presiding: **Tien-Tsung Lee**, Kansas

Body, My Gender, My Story: A Qualitative Analysis of Transgender Narratives
and the It Gets Better Project*

Erica Ciszek, Oregon

Gender: The Next Generation (Representations of Transgender Teens in Fictional Media)

Jenny Porter Tilley, Indiana

Selling Community: Uses of History in Philadelphia's LGBT Tourism

Byron Lee, Temple

Documenting a De Facto Same-Sex Marriage: Tennessee Williams and Frank Merlo

Rodger Streitmatter, American

Discussant: **Gary Hicks**, Southern Illinois – Edwardsville

* Top Student Paper, Gay, Lesbian, Bisexual, Transgender Interest Group

5 pm to 6:30 pm / 179

Graduate Education Interest Group

Refereed Paper Research Session: **Graduate Education Interest Group: Top Papers**

Moderating/Presiding: **D. Jasun Carr**, Wisconsin-Madison

Educational Crusade or Product Masquerade? Exploring the Commercialization
of Social Responsibility in America's Healthcare Industry*

Laura Crosswell, Louisiana State

Media Portrayals of Mental Illness and the Third-Person Effect**

Robert McKeever, North Carolina at Chapel Hill

An Empirical Study on How IPTV Affects Chinese Peasants'

Attitudinal Modernity***

Nan Wu and **Hongbo Gau**, Missouri-Columbia

Framing the Direct-to-Consumer Genetic Testing Issue in the U.S.

and British Print Media****

Jihye Kim, Florida

Discussant: **Carson B Wagner**, Ohio

* First Place Paper, Guido Stempel Award, Graduate Education Interest Group

** Second Place Paper, Graduate Education Interest Group

*** Third Place Paper, Graduate Education Interest Group

**** Fourth Place Paper, Graduate Education Interest Group

5 pm to 6:30 pm / 180

Internships and Careers Interest Group

Refereed Paper Research Session: **ICIG Refereed Research Paper Session**

Moderating/Presiding: **John Chapin**, Pennsylvania State

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Internships in Public Relations: Using Narrative to Examine the Nature of Intern's Experience

Catherine Gugerty, South Florida

Hyperlocal News Internships and Digital Practicums: Blurring the Distinction Between Students and Professionals

Ed Madison, Oregon

International Service-learning as a Mechanism for Building Skills in Mass Communication: Enhancing Ability through Authentic Experiences

Amanda Sturgill, **Sang Nam** and **Phillip Motley**, Elon

Discussant: **Mary Blue**, Tulane

5 pm to 6:30 pm / 181

Political Communication Interest Group

Refereed Paper Research Session: **Political Communication in the New Media Environment**

Moderating/Presiding: **Erik Nisbet**, Ohio State

Examining News Frames in the New Media Landscape: Moderating Effects of Incivility in the Political Blogosphere

Porismita Borah, Maryville

How Blog Use Affects Voter Behavior: Engagement, Expressiveness and Voting

W. Joann Wong, Indiana

Investigating Media's Agenda-setting Effects on Different Generations in the New Media Environment, 1976-2004,

Jae Kook Lee and **Renita Coleman**, Texas at Austin

Registered Voters on the Web: Looking for Information, Looking for Confirmation, Not Looking At All

Ericka Menchen-Trevino, Northwestern

Discussant: **Tom Johnson**, Texas at Austin

5 pm to 6:30 pm / 182

Religion and Media Interest Group

Refereed Paper Research Session: **Religious Media Identity**

Moderating/Presiding: **Michael Smith**, Campbell

Seeking to Understand Interactivity in Church Websites

Matthew Broaddus, Tennessee

Marketing Religion Online: The LDS Church's SEO Efforts*

Chiung Hwang Chen, Brigham Young, Hawaii

A Bigger Footprint: Religion Coverage by Another Name

Jesse Holcomb, Pew Project for Excellence in Journalism

As Predicted: Fact and Improbability in News Coverage of Astrology

Rick Moore, Boise State

The Impact of Responsiveness and Conflict on Millennials' Relationship
with Religious Institutions

Richard D. Waters, San Francisco
and **Denise Bortree**, Pennsylvania State

Discussant: **Kyle Huckins**, Indiana Wesleyan

* Top Faculty Paper, Religion and Media Interest Group

5 pm to 6:30 pm / 183

Association for Education in Journalism and Mass Communication

Presidential Panel Session: **Insights on Teaching Quality Writing and Reporting
from Pulitzer Prize Winning Journalists**

Moderating/Presiding: **Leon Dash**, Illinois; 1995 Pulitzer Prize, *Washington Post*

Panelists: **Peter Bhatia**, *The Oregonian*, 1999, 2001, 2006, 2007 Pulitzer Prize
Manny Garcia, *El Nuevo Herald*; 1999, 2001 Pulitzer Prize, *Miami Herald*
M.L. Elrick, *Detroit Free Press*, 2009 Pulitzer Prize
Jim Schaefer, staff writer, *Detroit Free Press*, 2009 Pulitzer Prize

Joseph Pulitzer was an innovative force in late 19th century American Journalism, as was reflected in his *New York World* and *St. Louis Post-Dispatch*. He was among the first to call for the training of journalists at the university level in a school of journalism. Pulitzer's will provided for the establishment of the Pulitzer Prize, which has long been one of the most coveted awards in American journalism.

5 pm to 6:30 pm / 184

JHistory Internet Group

Panel Session: **Challenges to the City-based Newspaper Business, Opportunities for Journalism
and Mass Communication Programs**

Moderating/Presiding: **David Mindich**, St. Michael's

Panelists: **Amy Zerba**, Florida
Sue Robinson, Wisconsin-Madison
Judith Watson, CUNY
Bill Densmore, Massachusetts & Reynolds Journalism Institute
Jane Singer, Iowa

5 pm to 6:30 pm / 185

Korean American Communication Association

Refereed Paper Research Session: **Korean American Communication Association Research**

Moderating/Presiding: **Sei-Hill Kim**, South Carolina

The Effects of Virtual Fitting Shopping Experience and the Mediating Role of Self-presence*

YeBeet Jang, Korea Advanced Institute of Science & Technology,

Kwan Min Lee, Southern California and **SeoungHo Ryu**, Kangwon National

Exploring Influential Predictors of Social Media Consumption: A Social Cognitive Perspective

Hyoungkoo Khang, Alabama; **Eun-Kyoung Han**, Sungkyunkwan University and **Eyun-Jung Ki**, Alabama

Human-computer Interactivity in 3D Visual Image Perception

Sang-Hee Kweon; **K. H. Hwang** and **E. Y. Bang**, Sungkyunkwan University

Digital Translation Communities and the Spread of *Hallyu*: Re-constructing Korean Identity

Justin Sprague, Old Dominion

Framing GM food in the Korean news media

Sang Hwa Oh and **Soo Yun Kim**, South Carolina

* Top Paper, Korean American Communication Association

6:45 pm to 9 pm / 186

Radio-Television Journalism Division

Off-site Business Session: **Members' Meeting/Social & Bliss Award Ceremony**

Hosting: **Hub Brown**, Syracuse and **Kathleen M. Ryan**, Colorado at Boulder

2011 Edward L. Bliss Award for Distinguished Broadcast Journalism Education

Recipient: **C.A. "Charlie" Tuggle**, North Carolina at Chapel Hill

This award recognizes an electronic journalism educator who has made a significant and lasting contribution to the field in the areas of teaching, service and scholarship. We'll also present the awards for top faculty and top student papers at the meeting. The session will be held at the Over/Under, 911 Washington Avenue, St. Louis is a short walk from the conference hotel. The social is sponsored by AVID.

6:45 pm to 8:15 pm / 187

Visual Communication Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Jennifer George Palilonis**, Ball State

6:45 pm to 8:15 pm / 188

AEJMC Council of Affiliates

Business Session: **Members' Meeting**

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Moderating/Presiding: **Lillian Lodge Kopenhaver**, Florida International

6:45 pm to 8:15 pm / 189

Commission on the Status of Women

Business Session: **Members' Meeting**

Moderating/Presiding: **Stacey Hust**, Washington State

6:45 pm to 8:15 pm / 190

Civic and Citizen Journalism and Community Journalism Interest Groups

Business Session: **Joint Members' Meeting**

Moderating/Presiding: **Deborah Chung**, Kentucky and **Andris Straumanis**, Wisconsin-River Falls

6:45 pm to 8:15 pm / 191

Entertainment Studies Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Danny Shipka**, Louisiana State

6:45 pm to 8:15 pm / 192

Gay, Lesbian, Bisexual, Transgender Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Tim Edwards**, Arkansas, Little Rock

6:45 pm to 8:15 pm / 193

Graduate Education Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **D. Jasun Carr** and **Erica Salkin**, Wisconsin-Madison

6:45 pm to 8:15 pm / 194

Internships and Careers Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **John Chapin**, Pennsylvania State Beaver
and **Abhinav Aima**, Pennsylvania State New Kensington

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Political Communication Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Tom Johnson**, Texas at Austin

6:45 pm to 8:15 pm / 196

Religion and Media Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Anthony Hatcher**, Elon

6:45 pm to 8:15 pm / 197

Small Programs Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Ginger Carter Miller**, Georgia College & State

6:45 pm to 8:15 pm / 198

Boston University, University of Florida and Institute for Public Relations

Off-site Networking and Recognition Reception

Hosting: **Tom Fiedler**, Boston; **John Wright**, Florida and **Frank Ovaitt**, IPR

Social to be held at The Over/Under Bar & Grill, 911 Washington Avenue. Join us there.

6:45 pm to 8:15 pm / 199

**Indiana University, University of North Carolina at Chapel Hill, Pennsylvania State University,
Syracuse University and University of Maryland**

Social

Hosting: **Brad Hamm**, Indiana; **Jean Folkerts**, North Carolina at Chapel Hill;
Douglas Anderson, Pennsylvania State; **Lorraine Branham**, Syracuse
and **Kevin Klose**, Maryland

8 pm to 9:30 pm / 200

Michigan State University School of Journalism and University of Tennessee

MSU School of Journalism Centennial Anniversary

Hosting: **Lucinda Davenport**, Michigan State and **Michael O. Wirth**, Tennessee

MSU Reception in collaboration with University of Tennessee.

8 pm to 10 pm / 201

University of Miami

Social

Hosting: **Gregory J. Shepherd**, dean, School of Communication, Miami

8 pm to 9:30 pm / 202

University of Missouri

Social

Hosting: **Dean Mills**, Missouri School of Journalism

8:30 pm to 10 pm / 203

Advertising Division

Off-site Social: **Flamingo Bowl**

Hosting: **Bobbi Kay Lewis**, Oklahoma State

Meet at the Flamingo Bowl, 1117 Washington Ave., three blocks from hotel.

8:30 pm to 10 pm / 204

International Communication Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Amy Schmitz Weiss**, San Diego State

8:30 pm to 10 pm / 205

Media Ethics Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Shannon Bowen**, Syracuse

8:30 pm to 10 pm / 206

Media Management and Economics Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Todd Chambers**, Texas Tech

8:30 pm to 10 pm / 207

Newspaper Division

Business Session: **Members' Meeting**

Moderating/Presiding: **John Carvalho**, Auburn

8:30 pm to 10 pm / 208

Public Relations Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Colleen Connolly-Ahern**, Pennsylvania State

8:30 pm to 10 pm / 209

Visual Communication Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Jeremy Gilbert**, Northwestern

8:30 pm to 10 pm / 210

Community College Journalism Association

Business Session: **Members' Meeting**

Moderating/Presiding: **Toni Albertson**, Mt. San Antonio College

8:30 pm to 10 pm / 211

Commission on the Status of Minorities

Business Session: **Members' Meeting**

Moderating/Presiding: **Linda Florence Callahan**, North Carolina A&T State

8:30 pm to 10 pm / 212

Community Journalism Interest Group

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Andris Straumanis**, Wisconsin-River Falls

8:30 pm to 10 pm / 213

Gay, Lesbian, Bisexual, Transgender Interest Group

Off-site Social

Hosting: **Tim Edwards**, Arkansas, Little Rock

Location to be announced at the Members' Meeting.

8:30 pm to 10 pm / 214

Political Communication Interest Group

Off-site Social

Hosting: **Tom Johnson**, Texas at Austin

Location to be announced at the Members' Meeting.

8:30 pm to 10 pm / 215

Small Programs Interest Group

Off-site Social

Hosting: **Ginger Carter Miller**, Georgia College & State

Location to be announced at the Members' Meeting.

8:30 pm to 10 pm / 216

Sports Communication Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Scott Reinardy**, Kansas

8:30 pm to 10 pm / 217

**Marquette University, Ohio State University, University of Iowa, University of Minnesota
and University of Wisconsin-Madison**

Social

Hosting: **Lori Bergen**, Marquette; **Carroll Glynn**, Ohio State; **David Perlmutter**, Iowa;
Albert Tims, Minnesota and **Greg Downey**, Wisconsin-Madison

10 pm to 12 am / 218

Media Ethics Division and Media Ethics Magazine

Off-site Social

Hosting: **Kati Berg**, Marquette

Social will be held at the Over/Under Bar and Grill, 911 Washington Avenue, St. Louis (a short walk from the Renaissance St. Louis Grand Hotel).

10:15 pm to 11:45 pm / 219

International Communication Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Amy Schmitz Weiss**, San Diego State

Friday, August 12, 2011
(as of Wednesday, June 29, 2011)

7 am to 8 am / 220

Mass Communication and Society Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Francesca R. Dillman Carpentier**, North Carolina at Chapel Hill

7 am to 8 am / 221

Media Management and Economics Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Todd Chambers**, Texas Tech

7 am to 8 am / 222

Public Relations Division

Business Session: **Incoming Executive Committee Meeting**

Moderating/Presiding: **Heidi Hatfield Edwards**, Florida Tech

All members interested in active leadership roles in the Public Relations Division are urged to attend the meeting of the incoming board.

7 am to 8 am / 223

Small Programs Interest Group

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Ginger Carter Miller**, Georgia College & State

7 am to 8 am / 224

Association for Education in Journalism and Mass Communication

Business Session: **Divisional Journal Editors Business Meeting**

Moderating/Presiding: **Sandy Utt**, Memphis

7 am to 8 am / 225

Association for Education in Journalism and Mass Communication

Research Roundtable: **AEJMC 2011 Emerging Scholar Presentations**

Moderating/Presiding: **Jennifer Greer**, Alabama

Presenters: Teen Pregnancy and Health Literacy: An Entertainment Education Approach
to Examining the Impact of *16 and Pregnant*

Jennifer Stevens Aubrey, Missouri

Social Television: Redefinition of Social Interaction among Television Viewers
in the 21st Century

Jiyoung Cha, North Texas

The Influence of Ethnic Newspaper Consumption on Cancer Prevention Behaviors:
A Test of the Cognitive Mediation Model

Jakob D. Jensen, Utah

Homegrown Media Criticism: The U.S. Journalism Review Movement, 1958-1977

Susan Keith, Rutgers

7 am to 9:45 am / 226

Association for Education in Journalism and Mass Communication

Business Session: **Publications Committee Meeting**

Moderating/Presiding: **Sharon Dunwoody**, Wisconsin-Madison

7 am to 8 am / 227

Association for Education in Journalism and Mass Communication

Business Session: **Spanish-speaking and Hispanic Initiatives Project (SHIP)**

Moderating/Presiding: **Federico Subervi**, Texas State, San Marcos

7 am to 8 am / 228

Journalism & Communication Monographs

Business Session: **Editorial Board Meeting**

Moderating/Presiding: **Kathy Brittain Richardson**, Berry, outgoing editor, *J&C Monographs*;

and **Paul M. Lester**, California State, Fullerton, incoming editor,
J&C Monographs

7 am to 8 am / 229

Society of Professional Journalists

Breakfast Session: **SPJ Campus Chapter Advisers**

Moderating/Presiding: **Joe Skeel**, executive director, Society of Professional Journalists

By invitation only.

7 am to 9 am / 230

University of North Carolina at Chapel Hill Ph.D. Alumni Organization

Breakfast Session: **Alumni Breakfast**

Moderating/Presiding: **John Carvalho**, Auburn

By invitation only.

8:15 am to 9:45 am / 231

**Advertising, Public Relations, Cultural and Critical Studies Divisions and Entertainment Studies
Interest Group**

Scholar-to-Scholar Refereed Paper Research Session

Advertising Division

Topic — Effective Branding Strategies

1. Assessing Circumplex Model as an Alternative Approach for Measuring Brand Personality
Chang Won Choi, Hankuk University of Foreign Studies;
Hyungkoo Khang, Alabama
and **Yoo-Kyung Kim**, Hankuk University of Foreign Studies
2. Effects of Purchasing Experience and Repeated Exposure to the Website on Online Customers' Brand Relationship
Doyle Yoon, Oklahoma
3. Science, Restraint, and J. Edgar Hoover: Building and Maintaining the FBI Brand, 1933 to 1972
Matthew Cecil, **Jennifer Tiernan**,
and **Didem Koroglu**, South Dakota State
4. Signaling Theory and Its Role in Branding University Contract Training Programs
Shelley Stephens, South Alabama
5. Country-of-Origin Cues in Cross-Border Strategic Brand Alliance: How Do Advertisers Do It?

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Jin Kyun Lee, Wisconsin-Oshkosh
and **Wei-Na Lee**, Texas at Austin

Discussant: **Martine Beachboard**, Idaho State

Topic — **Food, Health, & Green Advertising**

6. Children's Prime-Time Food Commercials in China: A Content Analysis of National and Provincial TV Channels
Xiaoduo Wang and **Hong Cheng**, Ohio
7. When Does Green Advertising Work? — The Moderating Role of Product Type
Ying Kong and **Lingling Zhang**, Towson
8. Effects of Fair Trade Label, Consumers' Social Responsibility, and Message Framing on Attitudes and Behavior
Seul Lee, Florida
9. Learning From the Competition: Analysis of Advertising Appeals for Healthy Foods and Unhealthy Foods
Jung-Sook Lee, Towson
10. What Should I Eat Today? An Exploration of How College-aged Females Use Different Media Platforms to Influence Food Decisions
Mari Luz Zapata Ramos, Florida

Discussant: **Chris Yang**, Appalachian State

Topic — **Product Placement**

11. Practitioner and Audience Attitudes toward Product Placement in Reality Television
Alex Walton, Cartoon Network and **Barbara Miller**, Elon
12. Connecting Virtual World Perception to Real World Consumption: Chinese Female White-collar Professionals' Interpretation of Product Placement in SNSs
Huan Chen and **Eric Haley**, Tennessee
13. Brand Placement in the Mosaic Screen: How Placement, Animation, and Onset Timing Impact Viewer Attention
Glenn Cummins, **Jillian Lellis**
and **Robert Meeds**, Texas Tech
14. Combining Product Placements and Spot Advertising: Forward Encoding, Backward Encoding, and Image Activation Effects
Joerg Matthes and **Florence Horisberger**, Zurich
15. Consumer Attitude Toward Product Placement in the Movies: The Hierarchical Model of Individual Differences
Ilwoo Ju, Tennessee and **Spencer Tinkham**, Georgia

Discussant: **Tien-Tsung Lee**, Kansas

Topic — **Motivation and Cognition**

16. The Clearer, the Better? The Effect of Sufficient Clarification and Specificity of Risk Disclosure in Broadcast Direct-To-Consumer Advertising
Ho-Young (Anthony) Ahn, **Lei Wu**,
and **Eric Haley**, Tennessee
17. Direct-to-consumer Prescription Drug Websites for Stigmatized Illnesses
Hannah Kang, Florida and **Soontae An**, Ewha Womans

18. Exploring the Effects of External Brand Placement on Game Players' Processing of In-game Brand
Eunice Kim and **Matthew Eastin**, Texas at Austin
19. To Help You or To Serve Myself? Exploring the Two Psychological Tendencies That Motivate Online Influentials to Communicate
Jie Zhang, Evansville and **Wei-Na Lee**, Texas at Austin
20. Am I Really Doing It For Your Benefit? Exploring Social and Personal Motivations for Providing Positive versus Negative Electronic Word-of-Mouth
Jie Zhang, Evansville and **Wei-Na Lee**, Texas at Austin

Discussant: **Changmin Yan**, Washington State

Cultural and Critical Studies Division

Topic — Political Economy and Framing Political Messages

21. Katrina's Power: A Critical Political Economic Communication Analysis of the Intersection of Government and Media Institutions
Loren Saxton and **Elli Lester-Roushantzimir**, Georgia
22. The Political Economy of Hip-Hop Culture in *USA Today*
Sean Baker, Central Michigan and **Johnny Mann**, Towson
23. Framing in the "New Media Environment": Fox News Channel (FNC) Covers the Bristol Palin Pregnancy
Frank Durham, Iowa
24. Is it the Audience? A Comparison of Framing of Turkey's EU Membership in the *International Herald Tribune* and in *The New York Times*
Nur Uysal, Oklahoma

Discussant: **Joseph Harry**, Slippery Rock

Topic — Journalism from the Edges of Myth to the Borders of Self-selected Fantasy

25. Thinking about Journalism with Superman
Matthew Ehrlich, Illinois at Urbana-Champaign
26. Drawing Lines in the Journalistic Sand: Jon Stewart, Edward R. Murrow and Memory of News Gone Bye
Dan Berkowitz and **Robert Gutsche Jr.**, Iowa
27. "To See Life as a Poem": Toward a Mythology of Music
Phil Chidester, Illinois State
28. The World Cares: What Fantasy Themes Appear on Facebook Status Updates?
Tandoc Edson Jr. and **Heather Shoenberger**, Missouri-Columbia

Discussant: **Jeanne Criswell**, Indianapolis

Topic — What is Free Speech?

29. The Copyright Wars, the Free Culture Movement, and Second Wave Critical Legal Studies
Victoria Ekstrand, **Cynthia Nicole Shipman** and **Andrew Famiglietti**, Bowling Green State
30. Money as Speech: An Ideological Analysis of How Corporate Speech Rights Influence the Political Process
Nneka Logan, Georgia State
31. Then and Now, Free Speech v. Free Elections

- Shea Smock**, Florida State
32. What is Free? Cooperation, Collaboration, and the Essential Dilemma of the Fourth Estate
Edgar Simpson, Ohio

Discussant: **Kalen Churcher**, Niagara

Topic — **Re-envisioning and Questioning Theory & Perceptions**

33. Peace is War: Epistemological and Ethical Concerns in Peace Journalism's Theory, Praxis, and Practice
Nicholas Gilewicz, Temple
34. Theorizing Cultural Development vis-à-vis Cultural Imperialism Theory: Lessons from Nigeria
Nnamdi Ekeanyanwu, Covenant University, Ota, Nigeria
35. A Critical Analysis of Facebook Hate Groups Targeting President Barack Obama
Mia Moody, Baylor
36. Media Conduction: Festivals, Networks, and Boundaried Spaces
Robert Peaslee, Texas Tech

Discussant: **John Pauly**, Marquette

Topic — **Themes and Messages in Events, Music, Film and Television**

37. An Historical Overview of Philanthropy in Rock: 1950s-2000s
Ji Hoon Lee, Florida
38. Reflections of Culture in Nigerian Video Films
Emmanuel Alozie, Governors State
39. The Next Cable Star: Critical Industrial Practice in HGTV's Reality Competition Format
Madeleine Esch, Salve Regina
40. When Ritual Media Events Fail to Unite: A Case Study on Holodomor Commemoration in Ukraine
Olga Baysha, Colorado at Boulder

Discussant: **Teresa Heinz-Housel**, Hope

Public Relations Division

Topic – **Public Relations and Ethics**

41. Determinants of Ethical Practices of Public Relations Practitioners,
Eyun-Jung Ki and **William Gonzenbach**, Alabama;
Hong-Lim Choi, Sun Moon and **Junghyuk Lee**, Kwangwoon University
42. How a Public Evaluate an Organization's Official Statement to Pursue Organizational Transparency: An Impact of Organizational Claims to Truth on the Public's Perception of Credibility Toward the Content
Bo Kyung Kim and **Seoyeon Hong**, Missouri
43. The Impact of Organizational Social Capital on Transparency and Trust: Communication Adequacy and Accuracy
Bumsub Jin, State University of New York at Oswego; **Moonhee Cho** and **Maria De Moya**, Florida

Discussant: **Brad Rawlins**, Brigham Young

Topic – **Corporate Social Responsibility**

44. Impact of Corporate Social Responsibility on Consumers' Attribution of a Crisis Responsibility: A Buffer Against Reputation Withdrawal or a Backfire*
Hanna Park, Florida
45. The Impact of Corporate Social Performance on Customer Satisfaction: A Cross-Industrial Analysis
Weiting Tao, Florida
46. Corporate Social Performance and Reputation: Effects of Industry and Corporate Communication
Weiting Tao and **Mary Ann Ferguson**, Florida
47. Finding antecedents of CSR perceptions and Relationship Outcomes: Individual-Level Collectivist Orientation and CSR Genuineness
Hyunmin Lee, **Ye Wang**, **Glen Cameron** and **Shelly Rodgers**, Missouri

Discussant: **Dean Kruckeberg**, North Carolina-Charlotte

* Second Place Student Paper, Public Relations Division

Topic – **Public Relations Profession**

48. Integrated Impression Management: How NCAA Division I Athletics Directors Understand Public Relations
Angela Pratt, Bradley
49. Toward A Theory of Public Relations Practitioners' Own Conflict: Work vs. Life
Hua Jiang, Towson and **Hongmei Shen**, San Diego State
50. Strategize - Implement - Measure – Repeat: Are We Evaluating Our Way to PR Accountability
Susan Grantham, Hartford and **Edward Vieira**, Simmons College
51. Effective Public Relations Leadership in Organizational Transformation: A Case Study of Multinationals in Mainland China
Yi Luo, Montclair State

Discussant: **Natalie Tindall**, Georgia State

Topic – **Credibility and Persuasion**

52. Exploring the Impact of CEO Credibility on Perceived Organizational Reputation and Employee Engagement
Linjuan Rita Men, Miami
53. The Affect of Receiver Expertise on Perceptions of Source Credibility and Message Believability
Austin Sims, Texas Tech
54. Consumer Knowledge of News Making: How Increased Persuasion Knowledge of Video News Releases Influences Beliefs and Trust in a News Story
Michelle Nelson and **Sangdo Oh**, Illinois-Urbana-Champaign and **Jiwoo Park**, Southern Illinois-Carbondale

Discussant: **Spiro Kiouis**, Florida

Topic – **Teaching Public Relations**

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55. Students' Motivations and Expectations for Service Learning in Public Relations
Nancy Muturi and **Samuel Mwangi**, Kansas State
and **Soontae An**, Ewha Womans
56. College vs. Credential: What Do Entry-Level Practitioners in Public Relations Need?
Bey-Ling Sha, San Diego State; **John Forde**, Mississippi State
and **Jay Rayburn**, Florida State
57. Perceptions of Public Relations Students' Empowerment, Faculty Interaction,
and Perceived Relationship Investment as Determinants of Relationship
Quality with Their Academic Department
Moonhee Cho, Florida and **Giselle Auger**, Duquesne

Discussant: **Susan Gonders**, Southeast Missouri State

Entertainment Studies Interest Group

58. Growing Up Biased: Character Body Shape and Attractiveness Assessments
in Popular Children's Entertainment Programming
Mary Katherine Alsip and **Kim Bissell**, Alabama
59. Film Families: The Portrayal of the Family in Teen Films from 1980 to 2009
Mark Callister, **Caroline Clark** and **Sarah M. Coyne**, Brigham Young
60. Pixar's "New Man": A Textual and Thematic Analysis of Masculinity
in the "Toy Story" Trilogy
Bruce Finklea, Alabama
61. "As Long as You Live Under My Ocean, You'll Obey My Rules": A Content
Analysis of the Portrayal of Authority Figures in Disney Animated Films
Tina McCorkindale, Appalachian State
62. GLEE: Masculinity in the Sub-Basement
Jennifer Safreno, Washington State

Discussant: **Mina Tsay**, Boston University

63. Mood Management and Highly Interactive Video Games: Examining Emotion
Change in Relation to Arousal, Involvement and Enjoyment
Yen-Shen Chen, Florida State
64. The Learning Environment Provided by a Successful, Violent Video Game:
The Roles of Story, Sexism, Collaboration, and Immersion in Resident Evil 5
J.J. De Simone, Wisconsin - Madison
65. "But You Don't Make Games!": Conflict and Crisis Between Core Game
Developers and Casual Gamers
Kristin Lindsley, Indiana
66. Violent Words, Violent Acts, and Weapons: A Content Analysis of Print
Advertisements and Internet Trailers for Video Games
Sarah Beth Combs, Alabama and **Erin Ryan**, Kennesaw State
67. 2D or 3D? The Effects on Viewers' Sense of Presence and Enjoyment
Cui Zhang, **Shuhua Zhou** and **Charles Meadows**, Alabama

Discussant: **K. Maja Krakowiak**, Colorado, Colorado Springs

68. "Fatties Get a Room!" An Examination of Humor and Stereotyping in Mike & Molly
Cynthia Nichols and **Bobbikay Lewis**, Oklahoma State
and **Mary Katherine Alsip**, Alabama

69. Bad Pleasure and/or Good Comedy?: A Textual Analysis of Television Stand-up Comedies in South Korea
Kyung Han You, Pennsylvania State
70. Ryan Choi is Dead: Ideological Representations of Asians and Asian Americans in American Superhero Comics
Bryan Carr, Oklahoma
71. What Are We Laughing At? A Phenomenological Study of Tyler Perry Fans
Teddy Champion, Alabama
72. “Everybody’s Doing It”: Framing Analysis of “Rehab” on Celebrity News Blog
Erin Willis and **Margaret Duffy**, Missouri

Discussant: **Brad Yates**, West Georgia

8:15 am to 9:45 am / 232

Communication Theory and Methodology and Radio-Television Journalism Divisions

Teaching Panel Session: **He Said, She Said: The Continuing Controversy Over Data Collection Methods and Use of Student Evaluations**

Moderating/Presiding: **Laura K. Smith**, Huston-Tillotson

Panelists: **Mike Schmierbach**, Pennsylvania State
Michel Haigh, Pennsylvania State
Lee Becker, Georgia
Hub Brown, Syracuse

8:15 am to 9:45 am / 233

International Communication Division

Refereed Paper Research Session:
Variations in Social Networking, Online Environment and Digital Divides

Moderating/Presiding: **Marcus Messner**, Virginia Commonwealth

The Power of Social Network in China: How Does Microblog Influence the Way of Expression

Linjia Xu, Renmin University of China

Stuck in First Gear: The Case of the German Blogosphere

Stine Eckert and **Kalyani Chadha**, Maryland

From Marching to Clicking: How NGOs are Leveraging Digital Tools for Activism in Mexico

Summer Harlow, Texas at Austin

Self Presentation in Online Environments: A Study of Indian Muslim Matrimonial Profiles*

Smeeta Mishra, Jamia University;

Matthew Monippally, Indian Institute of Management, Ahmedabad

and **Krishna Jayakar**, Pennsylvania State
Global Digital Divide: Language Gap and Post-communism in Mongolia
Undrahbuyan Baasanjav, Temple

Discussant: **Mark Poepsel**, Loyola

* Third Place Faculty Paper, Bob Stevenson Competition

8:15 am to 9:45 am / 234

Law and Policy Division

Refereed Paper Research Session: **Corporate Interests, Commercial Speech**

Moderating/Presiding: **John Watson**, American

Opting-in to Privacy: A Comparison of Proposed Online Privacy Protections

Courtney Barclay, Syracuse

“Blurring” and “Tarnishment”: How Federal Courts Have Applied the 2006
Trademark Dilution Revision Act Standards*

Roxane Coche, North Carolina at Chapel Hill

Corporate Underwriting on PBS and the Funding of Children’s Educational Television

Joelle Gilmore, Pennsylvania

Tobacco Advertising Regulations, Counter-marketing Campaigns and the
Compelling Interest in Protecting Children’s Health

Derigan Silver and **Kelly Fenson-Hood**, Denver

Space to Breathe Falsely: Reexamining the Balance between Commercial
Speech and Defamation 20 years after *U.S. Healthcare v. Blue Cross*

Matthew Telleen, South Carolina

Discussant: **Sheree Martin**, Samford

* Third Place Student Paper, Law and Policy Division

8:15 am to 9:45 am / 235

Magazine and History Divisions

PF&R Panel Session: **Journalism of Deception**

Moderating/Presiding: **Carol Schwalbe**, Arizona

Panelists: **David Abrahamson**, Northwestern
Kathy Roberts Forde, South Carolina
Tom Goldstein, California at Berkeley
Brooke Kroeger, New York University

8:15 am to 9:45 am / 236

Minorities and Communication Division and Small Programs Interest Group

Teaching Panel Session: **Mentoring Our Next Generations: Learn from Academic, Professional, and Community Mentorship Programs for Minorities**

Moderating/Presiding: **Yuki Fujioka**, Georgia State

Panelists: **Gilbert Bailon**, editorial page editor, *St. Louis Post-Dispatch*
Barbara Hines, Howard
Kathy Brittain Richardson, Berry
Carol Winkler, Georgia State

8:15 am to 9:45 am / 237

Newspaper Division

Refereed Paper Research Session: **Zooming in on Local News**

Moderating/Presiding: **David Arant**, Memphis

Local News Coverage in the Digital Age: Comparing Online News with Newspapers in Two Metropolitan Markets

Scott Maier and **Staci Tucker**, Oregon

Use of Print & Online News Media for Local News: A Uses & Dependency Perspective

Kenneth Fleming, Missouri

Framing Capital Crimes in Two Newspapers

Jakob Berr and **Tim Vos**, Missouri

Bloggers' Reliance on Newspaper, Online, and Original Sources in Reporting on Local Subjects Ignored by the Press

Brendan Watson, North Carolina at Chapel Hill

Examining the Local Sections of Three South Florida Newspapers Before and After a Content-Sharing Agreement

Jeffrey Riley, Ohio

Discussant: **Esther Thorson**, Missouri

8:15 am to 9:45 am / 238

Visual Communication Division

Refereed Paper Research Session: **Examining the Visual Frame**

Moderating/Presiding: **Kent Lowry**, Texas Tech

Picturing Defiance: Visions of Democracy in Iran

Keith Greenwood, Missouri
Framing Franco: Editorializing Time Newsmagazine Cover Art Through
Switching to Illustration

Sarah Merritt, North Carolina State
Framing Kim Jong-Il in American Political Cartoons
Sangwon Park, Indiana

Discussant: **Phillip Motley**, Elon

8:15 am to 9:45 am / 239

AEJMC Council of Affiliates

Teaching Panel Session: **Strategic Communication: Evolving Toward the Future**

Moderating/Presiding: **Fernando Figueredo**, Florida International

Panelists: **Carole Christie**, sr. vice president, Fleishman
Dave Collett, sr. vice president/general manager, Weber Shandwick

8:15 am to 9:45 am / 240

Community College Journalism Association and Scholastic Journalism Division

Teaching Panel Session: **Shut Up and Post!**

Moderating/Presiding: **Candace Perkins Bowen**, Kent State

Panelists: **Mary Spillman**, Ball State
Suzy Smith, Ball State
Toni Albertson, Mt. San Antonio
John Capoya, Tampa

8:15 am to 9:45 am / 241

Civic and Citizen Journalism Interest Group and Communication Technology Division

PF&R Panel Session: **The Role of Citizen Journalists, Bloggers and Digital Media
in the Political Campaign**

Moderating/Presiding: **Daniela Dimitrova**, Iowa State

Panelists: **Tom Johnson**, Texas at Austin
Dana Loesch, Representative of BigJournalism.com
Jacob Groshek, Erasmus University Rotterdam
Sean Soendker Nicholson, editor, FiredUpMissouri.com
Dhavan Shah, Wisconsin-Madison

8:15 am to 9:45 am / 242

Political Communication Interest Group

Refereed Paper Research Session: **Emerging Topics in Political Communication**

Moderating/Presiding: **Guy Golan**, Syracuse

The Impact of Political Identity, Efficacy, and Selective Media Exposure
on Political Participation: A Comparative Study of Young Adults
in the United States and Hong Kong*

Michael Chan, Chinese University of Hong Kong;
and **Jing Guo**, Maryland

Burned by the Spark: Tea Party Identity and News Media

Colin Lingle and **Damon Di Cicco**, Washington

Parenting Styles in Political Socialization: How the Path to
Political Participation Begins at Home

Esther Thorson, **Edson Jr. Tandoc**
and **Mi Jahng**, Missouri-Columbia

Psychological Needs and Talk Show Host Style: News Effects
in the Post-Broadcast Age

Stephanie Edgerly, **Melissa R. Gotlieb**
and **Emily Vraga**, Wisconsin-Madison

Discussant: **Lauren Feldman**, American

* Best Research Paper Award, Political Communication Interest Group

8:15 am to 9:45 am / 243

Association of Schools of Journalism and Mass Communication and Scripps Howard Foundation

2010 Scripps Howard Foundation Journalism and Mass Communication Administrator
of the Year Session:

**So You're an Administrator, or Might be One Someday: A Conversation with Colleagues
Already in Leadership Roles**

Moderating/Presiding: **Paul Parsons**, Elon, Recipient of 2010 Scripps Howard Foundation
Journalism and Mass Communication Administrator of the Year Award

Panelists: **Gail Baker**, Nebraska-Omaha
Beth Barnes, Kentucky
Michael Bugeja, Iowa State
Jennifer Greer, Alabama
Brad Hamm, Indiana

8:15 am to 9:45 am / 244

University of Southern California Annenberg School for Communication & Journalism

Panel Session: **USC Annenberg Research and Practice Presentation: “Journalism Schools as Publishers” plus “Latino News in the U.S. and the Image of the Journalist in Popular Culture”**

Moderating/Presiding: **Geneva Overholser**, director, USC Annenberg School of Journalism

Geneva Overholser, professor and director of the USC Annenberg School of Journalism, introduces three Annenberg faculty members, presenting journalism research and practice on the cutting edge: **Marc Cooper**, associate professor of professional practice, presents “Journalism Schools as Publishers: A USC Annenberg Case Study.” Cooper, Director of Annenberg Digital News, leads Annenberg's ground-breaking, student-run, 24/7 Web-based news outlet, Neon Tommy. **Joe Saltzman**, professor of journalism and this year's Scripps Howard Foundation Teacher of the Year, is director of the Image of the Journalist in Popular Culture, a project of the Norman Lear Center. He will give a capsule review of a new field of academic research developed at USC Annenberg, including a short video summing up the images of the journalist in films and TV. **Felix Gutierrez**, professor of journalism and this year's winner of the Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education, presents “Voices for Justice: 200 Years of Latino Newspapers in the United States,” a 24-panel exhibit of pictures, headlines and stories chronicling the issues covered by U.S. Latino newspapers since 1808 and the journalists who covered them. The presentation will describe ways faculty can broaden understanding of journalism through public history productions such as films, exhibits, digital media and publications reaching a wide audience. Breakfast will be served. RSVP required at annenberg.usc.edu/rsvp.

9:45 am to Noon / 245

Mass Communication and Society Division

Off-site **Anheuser-Busch Talk and Tour**

Moderating/Presiding: **Janet Bridges**, Sam Houston State

Open to all AEJMC members, but space is limited. Pre-registration is required. Visit <http://www.aejmc.net/mcs/offsite.php> for additional information.

10 am to Noon / 246

Association for Education in Journalism and Mass Communication

General Business Session: **AEJMC Business Meeting**

Moderating/Presiding: **Jan Slater**, Illinois, AEJMC 2010-11 President

Award Presentations:

Hillier Kriegbaum Under-40 Award

Recipient: **Sri Kalyanaraman**, North Carolina at Chapel Hill

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Baskett Mosse Award for Faculty Development:

Recipient: **name**, affiliation

Paul J. Deutschmann Award

Recipient: **Sharon Dunwoody**, Wisconsin-Madison

Nafziger-White-Salwen Dissertation Award

Recipient: **Matthew W. Ragas**, DePaul

Lionel C. Barrow, Jr. Award for Distinguished Achievement in Diversity
Research and Education

Recipient: **Félix Gutiérrez**, Southern California

Award Announcement:

2011 Gene Burd Urban Journalism Award

Recipient: **Susan Szenasy**, editor, *Metropolis Magazine*

Remarks by: **Gary Gumpert**, president, Urban Communication Foundation

Presentation of Commission on the Status of Women Awards

Donna Allen Award for Feminist Advocacy

Recipient: **Young Women Leader Program, University of Central Florida**

Mary Gardner Award for Graduate Student Research

Recipient: **Christal R.S. Johnson**, Oklahoma

Mary Ann Yodelis Smith Award for Feminist Scholarship

Recipient: **Marilyn Greenwald**, Ohio

Outstanding Woman in Journalism and Mass Communication Education

Recipient: **Linda Steiner**, Maryland

Installation of 2011-12 AEJMC President: **Linda Steiner**, Maryland

12:15 pm to 1:30 pm / 247

Association for Education in Journalism and Mass Communication

Refereed Paper Research Session: **Scholar-to-Scholar**

Advertising Division

Topic — **Practitioners and Students**

1. Consumer Insights, Clients, and Capstone Campaigns Courses:
Teaching Research in Advertising Curricula
Danielle Coombs, Kent State
2. Practitioner Views of Comparative Advertising: A Twenty-Year Update
Fred Beard, Oklahoma
3. Channeling the Spirit of IMC: Analysis of the Context and Conditions
that Underscore Integrated Marketing Communication
Brian G. Smith, Houston
4. The Cat Herder: The Role and Function of the Agency
Creative Director
Karen Mallia, South Carolina; **Kasey Windels**, DePaul;
and **Sheri Broyles**, North Texas
5. Why Students Major in Advertising
Ron Taylor, Tennessee-Knoxville

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Discussant: **Joel Geske**, Iowa State

Topic — **Sex, Beer & Rock 'N Roll**

6. Predicting Reactions to Sex in Advertising: The Interplay of Emotional Arousal, Ethical Judgment, and Sexual Self-Schema on Responses to Sexual Content
Kyunga Yoo, Hojoon Choi and **Tom Reichert**, Georgia;
Michael S. LaTour, Nevada, Las Vegas; and **John B. Ford**, Old Dominion
7. Risk, Realism, and Responsibility in Beer Commercials
Lara Zwarun, Missouri - St. Louis
8. Trappist or Tropist? The Monastic Brewing Heritage and Its Effect on Perceptions of Product Authenticity and Intentions to Purchase
Susan Sarapin and **Christine Spinett**, Purdue
9. Can You Say What You Feel? A Matter of “Wearin” for (Musical) Codes in Advertising
Caroline Johnson and **Carson B Wagner**, Ohio
10. What Path, Advertising Framing? Tracing the Travels of Framing Through the Advertising Journals, 1996-2010
Carmen Maye, South Carolina

Discussant: **Sandra Utt**, Memphis

Communication Technology Division

11. An Exploration of Motives in Mobile Gaming: A Uses and Gratifications Approach
Lakshmi N Tirumala, Weiwu Zhang and **Anthony Galvez**, Texas Tech
12. Body by Xbox: The Effects of Video Game Character Body Type on Young Women’s Body Satisfaction and Video Game Enjoyment
Vincent Cicchirillo, Texas at Austin; **Osei Appiah, Whitney Walther, Christopher Brown** and **Kristen Carter**, Ohio State
13. Explicating Use of ICTs in Health Contexts: Entry, Exposure, and Engagement
Dhavan Shah, Kang Namkoong, Tae Joon Moon
and **Ming-Yuan Chih**, Wisconsin – Madison and **Jeong Yeob Han**, Georgia

Discussant: **James D. Ivory**, Virginia Tech

14. Hiding or Priding? A Study of Gender, Race, and Gamer Status and Context on Avatar Selection
Robert Dunn, East Tennessee State and **Rosanna Guadagno**, Alabama
15. Reciprocity in Social Network Games and Generation of Social Capital
Donghee Yvette Wohn, Michigan State
16. Why Do People Play Social Network Games?
Dong-Hee Shin and **Tae-Yang Kim**, Sungkyunkwan University

Discussant: **Sri Kalyanaraman**, North Carolina at Chapel Hill

Law and Policy Division

17. An Extinction of Transparency: The Opaque Endangered Species List
Benjamin W. Cramer, Pennsylvania State
18. What the Numbers Tell Us: FOIA Implementation Under the Obama Administration
Minjeong Kim, Colorado State
19. Might This “Legal Attack Dog” Have Much Bite? Righthaven, Fair Use and the

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Unauthorized Reproduction of News Content Online

Scott Parrott, North Carolina at Chapel Hill

20. Two Dominant Industries, One Regulatory Agency: Lobbying Strategies to Attain Regulatory Capture

Amy Sindik, Georgia

21. Vox Hawkeye: A Study in the Intellectual Call for Open Government (and How One State Heeded It)

Steve Stepanek, Georgia Southern

22. Flying Dragon Seeking Freedom of Information: A Critique of Chinese OGI Regulations

Yong Tang and **Martin Halstuk**, Pennsylvania State

Discussants: **Laurie T. Lee**, Nebraska-Lincoln and **Justin Brown**, South Florida

Magazine Division

23. Cosmonaut to Chimpanzee: The Framing of the First Woman in Space by American Magazines

Kathleen Endres, Akron

24. The Traveling Gourmet: Culinary Tourism in *Gourmet Magazine* 1941-1990

Elizabeth Fakazis, Wisconsin-Stevens Point

25. Effects of Media Type, News Topic and Celebrity Type on Use of Media Frames

Jing Liu, City University of Hong Kong

26. Establishing and Adhering to Sexual Consent: The Association Between Reading Magazines and College Students' Sexual Consent Negotiation

Stacey Hust and **Paula Adams**, Washington State; **Emily Marett**, Mississippi State;

Jessica Willoughby, **Chunbo Ren**, **Ming Lei**, **Weina Ran**, **Cassie Norman**

and **Marie Louise Radanielina-Hita**, Washington State

Discussant: **Barbara Reed**, Rutgers

Media Ethics Division

27. Agapeistic Ethics and News Coverage of Secular/Religious Conflict

Rick Moore, Boise State

28. Ethics and Wartime Self-Censorship: Precedents for a Utilitarian Model in the Digital Age

Michael Sweeney, Ohio

29. Teaching Kohlberg's Stages of Moral Development Through the Movie Network

John Williams, Principia

30. Unprofessional, Ineffective, and Weak: A Textual Analysis of the Portrayal of Female Journalists on *Sports Night*

Chad Painter and **Patrick Ferrucci**, Missouri

31. Role Perceptions and Ethical Orientations: An Analysis of Individual-level Influences on Ethical Aggressiveness of Journalists

Sheetal Agarwal, Washington

Discussant: **Kati Tusinski Berg**, Marquette

Media Management and Economics Division

32. Transforming the News: Examining the Influence of Transformational Leadership Behaviors of Newspaper Editors on Newsroom Innovation

- Kris Boyle**, Creighton
33. Is High-Definition Video Streaming Delivery Economically Sustainable for Broadband Service Providers?
Michel Dupagne, Miami
34. Willingness to Pay for Paid Channels of Digital TV: An Empirical Analysis
Fan-Bin Zeng, Jinan University
35. The Newspaper Boom in India and China: Exploring Media Models in the World's Largest Newspaper Markets
Nikhil Moro, North Texas
and **Debashis "Deb" Aikat**, North Carolina at Chapel Hill

Newspaper Division

Topic — **How Mass Media Tell What to Think About: Portrayal of People**

36. Constructing an Image of the U.S.: An Analysis of British and French WikiLeaks News Coverage
Ivanka Radovic, **Catherine Luther**
and **Iveta Imre**, Tennessee at Knoxville
37. Mainstream Newspaper Coverage of Native Americans: A Content Analysis of Newspaper Coverage of Native American issues in Circulation Areas with High Concentrations of Native Americans
Cristina Azocar, San Francisco State
38. Man, Woman, or Child: The Portrayal of Young Adults in the News Media
Amy Zerba and **Cory Armstrong**, Florida
39. Analyzing News about the Veil: Examining Racist Discourses in Europe
Katie Blevins, Pennsylvania State

Discussant: **Barbara Reed**, Rutgers

Topic — **How Mass Media Tell What to Think About: Portrayal of Environment and Health Events**

40. How Mass Media Tell What to Think About: Portrayal of Environment and Health Events
Changing News Frames as a Pandemic Develops: Coverage of the 2009 H1N1 Flu in the *Washington Post*
Lily Zeng, Arkansas State and **Zhiwen Xiao**, Houston
41. News Framing of the 1984 Bhopal Gas Leak and the 2010 BP Oil Spill
Chen Lou, **Hong Cheng** and **Carson B Wagner**, Ohio
42. Framing Airline Mergers in Newspapers: A Crash Course
Clay Craig and **Shannon Richard**, Texas Tech
43. Media Agenda Setting Concerning the 2009 Health Care Reform Debate
Jihye Kim, Florida

Discussant: **Kathy Jamison**, Illinois at Springfield

Radio-Television Journalism Division

44. Broadcast Journalism Education and the Capstone Experience
Andrea Tanner, **Kathy Forde**, **John C. Besley**
and **Tom Weir**, South Carolina
45. Across Town or Across the Country? Remote Delivery of Local TV News
Lee Hood, Loyola, Chicago

Discussant: **Katherine A. Bradshaw**, Bowling Green State

46. Are Advertisers Potential (and Effective) Influencers on News Content? An Examination of TV Reporters' Perceptions of Possible Extramedia Pressures on Media Content and Coverage Decisions
Rita Colistra, West Virginia
47. Skill Set: A Measurement of Journalistic Skills, Accuracy, and Objectivity in Television Journalists
David Keith, Central Arkansas
48. Sourcing in National vs. Local Television News Coverage of the Deepwater Horizon Oil Spill: A Study of Experts, Victims, Roles and Race
Andrea Miller and **Victory Bemker LaPoe**, Louisiana State
49. The Tyler Perry Effect
George Musambira and **Nicole Jackson**, Central Florida

Discussant: **Nancy McKenzie Dupont**, Mississippi

Commission on the Status of Women

50. Gender Stereotypes and Citizen Journalism: Exploring What Effect, if Any, Gender Match has on Story Credibility for Citizen Journalism and Staff Written News
Hans Meyer, Ohio
51. Paying Her Dues: The Early Career of Pioneering Broadcaster Pauline Frederick
Marilyn Greenwald, Ohio
52. Feminist pornography as cultural variation: Using Judith Butler to Analyze its Potential for Resistance
Rachael Liberman, Colorado at Boulder
53. Culture Changes as Reflected in Portrayals of Women in Chinese Magazines Published in Three Eras
Yue Yin, Iowa State

Graduate Education Interest Group

54. Contrasting For-profit and Nonprofit College Home Pages from a Political Economist Perspective
Nisa Schmitz, Southern Illinois-Edwardsville
55. The Effects of Message Framing and Evidence in Anti-Binge Drinking Messages
Eun Go and **Keun Yeong Kim**, Pennsylvania State
56. Just the Facts, Ma'am: A Study of Literary Journalism Courses in Journalism and Mass Communications Curricula
Jack Karlis, South Carolina
57. Defamation on Today's Internet: A Critical Assessment of Law and Self-Regulation on Facebook, Twitter, and YouTube
Mark Lashley, Georgia
58. Freedom of the Press and the Pursuit of Happiness
Edson C. Tandoc and **Heather Shoenberger**, Missouri

Discussant: **Debashis "Deb" Aikat**, North Carolina at Chapel Hill

Political Communication Interest Group

59. Knowing is Half the Battle: Youth, Civic Norms and the Informed

Citizen in Late Modern Society

Kjerstin Thorson, Southern California

60. Humor Works in Funny Ways: Examining Humorous Tone as a Key Determinant in Political Humor Message Processing

Heather LaMarre, Minnesota

and **Kristen Landreville**, Wyoming

61. Can I Support That Candidate's Party? Implications of Disagreement with Party Candidates for Political Attitudes

Emily Vraga, Wisconsin-Madison

62. A Free Bonus in the Internet: Incidental News-Exposure Effects on Political Knowledge, Online and Offline Participation

Sung Woo Yoo, Yonghwan Kim

and **Homero Gil de Zuniga**, Texas at Austin

63. The Power of Local Political Debates to Influence Voters: An Experiment at the Congressional Level

John Williams, Principia College

Discussant: **Stephen Banning**, Bradley

Religion and Media Interest Group

64. The Second Level Agenda Setting Effect of News Coverage of Islam in American Newspapers*

Brian J. Bowe, Michigan State; **Shahira Fahmy**, Arizona

and **Wayne Wanta**, Florida

65. Secular and Religious Press Framing of the Uganda Anti-Homosexuality Bill***

Dave Ferman, Oklahoma

66. Perceptions of Media Trust and Credibility amongst Mormon College Students

Guy J. Golan, Syracuse and **Sherry Baker**, Brigham Young

67. State and National Media Coverage of Oklahoma's Proposed Constitutional Amendment Outlawing the Consideration of Sharia Law in Court Decisions

Joel Kendall, Southwestern Oklahoma State

68. Religion, Affect and Cognition in Listener Contributions to NPR's Talk of the Nation: Before, During and After 9/11

Anna Turner and **William Kinnally**, Central Florida

69. Cultivating, or Alleviating, Fear? How Religion and Media Influence Feelings About Terrorism

Rosemary Pennington, **Ammina Kothari**, **Stacie Meihaus Jankowski**

and **Jae Kook Lee**, Indiana

70. Coverage of Islam in the Egyptian Press**

Gregory Perreault, Washington Journalism Center

71. Assuaging Death and Assigning Blame: A Lyric Analysis of Mormon Murder Ballads

Clark Callahan and **Quint Randle**, Brigham Young

Discussant: **Anthony Hatcher**, Elon

* Second-Place Faculty Paper, Religion and Media Interest Group

** Top Student Paper, Religion and Media Interest Group

*** Second-Place Student Paper, Religion and Media Interest Group

Sports Communication Interest Group

Topic — **Sports Coverage and Media Routines**

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72. Sports Department vs. News Department: Editorial Control in Television Newsrooms
Ray Murray, Stan Ketterer and Mike Sowell, Oklahoma State
73. Antapologia on Steroids: How Newspapers Covered Andy Pettitte's Apology and Roger Clemens' Denials, 2007-2008
Paul Husselbee and Kyle B. Heuett, Southern Utah
74. American News Magazine Framing of China and the 2008 Beijing Olympics
Sean Sadri, Florida
75. Framing the Concussion Issue in the NFL: A Content Analysis of *New York Times* Coverage from 2001 to 2010
Vernon Harrison and Kenon A. Brown, Alabama

Discussant: **Mary Lou Sheffer**, Southern Mississippi

Topic — **Media, Sports, and Accountability**

76. An Everyday Issue: Examining Race in Baseball Journalism
Patrick Ferrucci, Melanie Buford, Ashley Douglas and David Herrera, Missouri
77. Expressed, Written Consent: The Broadcast Industry and Sports Anti-Trust Legislation, 1953-1961
Thomas Corrigan, Pennsylvania State
78. Public Relations Responsibility within NCAA Division I Athletics Departments: Understandings of Athletics Directors
Angela Pratt, Bradley

Discussant: **Anthony Moretti**, Point Park

12:15 pm to 1:30 pm / 248

Cultural and Critical Studies Division

Refereed Paper Research Session: **Credibility & Authenticity in Journalism and Politics**

Moderating/Presiding: **Karen Kline**, Lock Haven

I Tweet, You Tweet: Journalists' Use of Twitter and the Individualization of Participation

Kristen Heflin, Alabama

Disrespecting the Doxa: The Daily Show Critique of CNN's Struggle to Balance Detachment and Connectedness

Burton St. John, Old Dominion

The Politics of Authenticity: A Dilemma for Campaign Consultants

James Wittebols, University of Windsor

A Watchdog to Reckon With: Delivering WikiLeaks in the Israeli and Australian Press

Robert Handley, Denver and **Amani Ismail**, American, Cairo

Discussant: **Christopher Martin**, Northern Iowa

12:15 pm to 1:30 pm / 249

History Division

Refereed Paper Research Session: **Strategic Communication in the 20th Century**

Moderating/Presiding: **Diana Martinelli**, West Virginia

“Our TV Show”: Legitimacy, Public Relations and J. Edgar Hoover’s

“The F.B.I.” on ABC-TV

Matthew Cecil, South Dakota State

“Race Conference Meets In Atlanta”: Public Relations for the NAACP’s

First Conference in the South, 1920

Denise Hill, North Carolina at Chapel Hill

“A Keg of Dynamite and You’re Sitting On It”: An Analysis of the Ad Council’s

Atomic Energy Campaign

Wendy Melillo, American

The National Association of Manufacturers’ Short Film “Your Town”:

Parable, Propaganda, and Big Individualism

Burton St. John and **Robert Arnett**, Old Dominion

Discussant: **Meg Lamme**, Alabama

12:15 pm to 1:30 pm / 250

Public Relations Division

Off-site **Bill Adams/Edelman Luncheon**

Moderating/Presiding: **Colleen Connolly-Ahern**, Pennsylvania State

Speaker: **Alan VanderMolen**, president and CEO, Global Practices and Diversified
Insights Businesses

Luncheon is at the Lucas Park Grille, 1234 Washington Avenue, Tel. (314) 241-7770. (Walking distance from the conference hotel.) Seating is limited. Pre-registration is required. Contact Brooke Fisher Liu at bfliu@umd.edu for additional information. Luncheon sponsored by Edelman Worldwide Public Relations.

12:15 pm to 1:30 pm / 251

Scholastic Journalism and Minorities and Communication Divisions

Off-site Session: **Award Luncheon**

Moderating/Presiding: **Petra Guerra**, Texas Pan American, MAC Vice-Head,
Felecia Jones Ross, Ohio, MAC Second Vice-Head
and **Vanessa Shelton**, Iowa, SCHJ Head

Presentation of Scholastic Journalism Division’s Robert P. Knight Multicultural Award

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Recipient: **Joseph Selden**, Pennsylvania State

Speaker: MAC@40: Have We Come a Long Way to Nowhere?

Félix Gutiérrez, Southern California; recipient, 2011 Lionel C. Barrow Jr.
Award for Distinguished Achievement in Diversity Research and Education

Luncheon will be held at the Wyndham Roberts Mayfair Hotel, 806 Saint Charles St., located across the street from the conference hotel. Pre-registration is required.

12:15 pm to 1:30 pm / 252

Visual Communication Division

Off-site Luncheon: **Home Grown Photojournalism**

Moderating/Presiding: **Paul M. Lester**, California State, Fullerton

Panelists: **Drew Selman**, St. Louis Photojournalism Project
Bruce Thorson, Nebraska-Lincoln
Susan Zavoina, North Texas

Luncheon will be held at Lucas Park Grill, 1234 Washington Avenue, St. Louis, (314) 241-7770. Pre-registration is required.

12:15 pm to 1:30 pm / 253

AEJMC Council of Affiliates, Civic and Citizen Journalism and Community Journalism Interest Groups

Luncheon Session: **Community News Sites: What Works**

Moderating/Presiding: **Jan Schaffer**, executive director, J-Lab, American

Panelists: **Lisa Williams**, CEO/founder, Placeblogger.com
Margaret Freivogel, founding editor, *St. Louis Beacon*
David Boraks, founder/editor, DavidsonNews.net and CorneliusNews.net,
North Carolina

Luncheon produced by J-Lab: The Institute for Interactive Journalism with funding from the Ethics and Excellence in Journalism Foundation. Pre-registration is required.

12:15 pm to 1:30 pm / 254

Commission on the Status of Women

Luncheon Session: **Mentoring Network**

Moderating/Presiding: **Stacey Hust**, Washington State

Pre-registration is required.

12:15 pm to 1:30 pm / 255

Small Programs Interest Group

Off-site Luncheon Session: **Honoring the 2011 SPIG Teacher of the Year**

2011 Small Programs Teacher of the Year

Recipient: **Kay Colley**, Texas Wesleyan

Luncheon to be held at Copia Urban Winery and Market, 1122 Washington Avenue, St. Louis, (314) 241-9463, www.copiaurbanwinery.com. Cost is \$24 at the door. Contact ginger.carter@gecsu.edu for additional information.

12:15 pm to 1:30 pm / 256

Journalism & Mass Communication Quarterly

Business Session: **Editorial Board Meeting**

Moderating/Presiding: **Daniel Riffe**, editor, *J&MCQ*, North Carolina at Chapel Hill

12:15 pm to 1:30 pm / 257

Knight Foundation and Association for Education in Journalism and Mass Communication

Research Panel Session: **The Knight News Challenge and JMC Programs**

Moderating/Presiding: **José Zamora** and **Eric Newton**, Knight Foundation

Featured Projects:

FeedBrewer and BookBrewer
NewsCloud
SnagFilms
Ushahidi

This session will feature a look at some of the end products of the Knight News Challenge Grants. One of the conditions of these grants is that any software or platform developed through the grants must be made available for free to other users. Several project developers will present their work and field questions from the audience. To see these and other Knight News Challenge project products, visit <Knightapps.org>.

Related to this session, AEJMC has been awarded a grant from the Knight Foundation to help fund innovative and creative academic applications of projects already funded through the Knight News Challenge. The goal is to implement these projects in ways that enhance the education of future journalists

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for the new media landscape. This fall AEJMC will award up to 10 grants of up to \$8,000 each. The full call for this new grant program will be available at this conference session.

1:45 pm to 3:15 pm / 258

Advertising Division

Off-site Tour: **Rodgers Townsend Agency**

Moderating/Presiding: **Bobbi Kay Lewis**, Oklahoma State

Rodgers Townsend Agency, Omnicom Group, 1000 Clark Street, 5th Floor. To obtain tour registration information, contact Scott R. Hamula at shamula@ithaca.edu. Pre-registration is required.

1:45 pm to 3:15 pm / 259

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session: **“Tell Me More...” Exploring Determinants of Information Seeking in SHER-Comm**

Moderating/Presiding: **John C. Besley**, South Carolina

The Role of Unequal Information Resources Distribution on Health Information Seeking

Heewon Im and **Jaeho Cho**, Minnesota-Twin Cities

Potential for Cancer Care or Health Threats Producer?: Interaction Effects of News Frame and Information Processing Style on Further Information Seeking About Nanotechnology

Sojung (Claire) Kim, Wisconsin-Madison;

Timothy Fung, Hong Kong Baptist

and **Dominique Brossard**, Wisconsin-Madison

Self-identity and Past Behavior in Risk Information Seeking Intention:

An Augmented PRISM

Sonny Rosenthal, Texas at Austin

Impacts of Generalized Interpersonal and Institutional Trust on Environmental Health and Safety Risk Information-Seeking

Christopher Cummings, North Carolina State

Discussant: **Robert Griffin**, Marquette

1:45 pm to 3:15 pm / 260

Communication Technology Division and Graduate Education Interest Group

Refereed Paper Research Session: **Love, Links, and Money: Top CTEC Student Papers**

Moderating/Presiding: **Jacob Groshek**, Erasmus University Rotterdam

For Love or Money?: The Role of Non-Profits in Preserving Serious Journalism

Emily Donahue Brown, Texas at Austin

Discussant: **John Russial**, Oregon

Linked World: Applying Network Theory to Micro-Blogging in China

Fangfang Gao, Florida

Discussant: **Steven Dick**, Picard Center for Child Development and Lifelong Learning

Consumer's Purchase Power and ICT Diffusion: Theoretical Framework
and Cross-national Empirical Study

Xiaoqun Zhang, Bowling Green State

Discussant: **Debbie Treise**, Florida

1:45 pm to 3:15 pm / 261

Law and Policy and History Divisions

PF&R Panel Session: *New York Times v. United States: Pentagon Papers Case 40 Years After*

Moderating/Presiding: **Tim Gleason**, Oregon

Panelists: **Jeffery Smith**, Wisconsin-Milwaukee
Christina Wells, Missouri-Columbia
Arnie Robbins, editor, *St. Louis Post-Dispatch*
Chuck Tobin, media law attorney, Holland & Knight

1:45 pm to 3:15 pm / 262

Magazine and Visual Communication Divisions

Teaching Panel Session: **Teaching Marathon: Magazine and Visual Communication**

Moderating/Presiding: **Carol Schwalbe**, Arizona

Panelists: **David Abrahamson**, Northwestern
Sharon Bloyd-Peshkin, Columbia
Mary Bock, Kutztown
Bob Britten, West Virginia
Larry Dailey, Nevada-Reno
Matthew J. Haught, South Carolina
Elizabeth Hendrickson, Tennessee
Jim Kelly, Indiana
Renee Martin-Kratzer, online educator
Joy Mayer, Missouri
Sheila Webb, Western Washington
Carol Zuegner, Creighton

1:45 pm to 3:15 pm / 263

Mass Communication and Society Division

Refereed Paper Research Session: **2011 Top Papers Session II**

Moderating/Presiding: **Troy Elias**, Florida

Understanding the Internet's Impact on International Knowledge and Engagement:
News Attention, Social Media Use, and the 2010 Haitian Earthquake*

Jason Martin, Indiana

What Viewers Want: Assessing the Impact of Host Bias on Perceptions
of Credibility in Political Talk Shows**

Leticia Bode, Emily Vraga, Magda Konieczna, Michael Mirer, German Alvarez
and **Courtney Johnson**, Wisconsin-Madison

Clash of Coverage: An Analysis of the Cultural Framing Components of U.S.
Newspaper Reporting on the 2011 Protests in Bahrain***

Jennifer Hoewe, Pennsylvania State
and **Brian J. Bowe**, Michigan State

Local 2.0: New Media, Advertising and the Emerging Local Web****

Kathleen Kuehn, Pennsylvania State

Discussant: **Vincent Cicchirillo**, Texas at Austin

* First Place Student Paper, Mass Communication and Society Division

** Second Place Student Paper, Mass Communication and Society Division

*** Third Place Student Paper, Mass Communication and Society Division

**** Fourth Place Student Paper, Honorable Mention, Mass Communication and Society Division

1:45 pm to 3:15 pm / 264

Community College Journalism Association

Teaching Panel Session: **Geeks – The New Journalists**

Moderating/Presiding: **John Kerezy**, Cuyahoga College

Panelists: **Toni Albertson**, Mt. San Antonio College
Brian Steffen, Simpson College
Mitzi Lewis, Midwestern State
John Capouya, Tampa

1:45 pm to 3:15 pm / 265

Commission on the Status of Women

Refereed Paper Research Session: **Girls, Teens, Young Women and the Media**

Moderating/Presiding: **Natalie Tindall**, Georgia State

Feminist Media Literacy and Underserved Girls

Micah Carpenter and **Leigh Moscovitz**, College of Charleston

Anorexia on the Internet: A Look at the Pro-Ana Community Through Feminist, Social Comparison, and Uses and Gratifications Theories

Rachelle Pavelko, Memphis

“Vicious Assault Shakes Texas Town:” The Politics of Gender Violence in *The New York Times*’ Coverage of a Schoolgirl’s Gang Rape

Meenakshi Durham, Iowa

What’s the Problem? Newspapers Explain Global Sex Trafficking

Anne Johnston, **Barbara Friedman**

and **Autumn Shafer**, North Carolina at Chapel Hill

Discussant: **Jane Marcellus**, Middle Tennessee State

1:45 pm to 3:15 pm / 266

Gay, Lesbian, Bisexual, Transgender Interest Group

PF&R Panel Session: **The State of the Community: GLBT, Media and Society**

Moderating/Presiding: **Jason Shepard**, California State Fullerton

Panelists: **Chris Burnett**, California State, Long Beach

Tien-Tsung Lee, Kansas

Joel Geske, Iowa State

Leigh Moscovitz, College of Charleston

Tara Kachgal, Wisconsin-Superior

1:45 pm to 3:15 pm / 267

Entertainment Studies Interest Group and Media Ethics Division

Research Panel Session: **The Case for Morality and the Media: Over Viewing, Reviewing, and Previewing Our Understanding of Morality in the Media Uses and Effects**

Moderating/Presiding: **Nicholas David Bowman**, Young Harris College

Panelists: **Nick Bowman**, West Virginia

Sven Joeckel, University of Erfurt (Germany)

Leyla Dogruel, Free University of Berlin (Germany)

Ron Tamborini, Michigan State

K. Maja Krakowiak, Colorado at Colorado Springs

Allison Eden, Free University of Amsterdam (Netherlands)

Matthew Grizzard, Michigan State

Meghan Sanders, Louisiana State
Rob Lewis, Michigan State
Mina Tsay, Boston

1:45 pm to 3:15 pm / 268

Sports Communication Interest Group

Refereed Paper Research Session: **Sports in the Digital Age**

Moderating/Presiding: **Kelly L. Poniatowski**, Elizabethtown

I'm a Big Fan: Studying Media Dependency Among Fantasy Football,
Baseball, and Basketball Owners

Greg Armfield, New Mexico State and **John McGuire**, Oklahoma State
Can Visual Complexity Impede Appreciation of Mediated Sports?

Glenn Cummins, Texas Tech
Exploring Perception of Online Sport Commentary: An Affective Disposition Approach
Po-Lin Pan, Arkansas State

Baseball's Digital Disconnect: Trust, Media Credentialing, and the Independent Blogger
Avery Holton, Texas at Austin

Discussant: **Brad Schultz**, Southern Mississippi

1:45 pm to 3:15 pm / 269

Journalism & Mass Communication Quarterly

Panel Session: ***Journalism & Mass Communication Quarterly* Publishing Panel: Top Scholars
Look Toward and Reflect on Research in the Tenure Process**

Moderating/Presiding: **Daniel Riffe**, editor, *J&MCQ*, North Carolina at Chapel Hill

Panelists: **Edward Carter**, Brigham Young
H. Iris Chyi, Texas at Austin
Renita Coleman, Texas at Austin
Janice Hume, Georgia
Sei-Hill Kim, South Carolina
Wilson Lowrey, Alabama

1:45 pm to 3:15 pm / 270

**Association for Education in Journalism and Mass Communication Elected Standing Committee
on Teaching**

Panel Session: **The Balancing Act: Addressing Questions of Balance or Lack Thereof**

Moderating/Presiding: **Birgit Wassmuth**, Kennesaw State

Panelists: **Rochelle Ford**, Howard
Don Heider, Loyola Chicago
Diana Rios, Connecticut
Mary Helen Millham, Connecticut
Bey-Ling Sha, San Diego State

Can you balance your personal time with time at work? And at work, do you struggle balancing teaching, research and service? What about balancing between the “me” and the “them” – family, students, and supervisors? How does the balancing act change from assistant to associate to full, and from faculty to administrator? And finally, is there an upside to imbalance? The focus of this interactive session will be the “Balancing Act” that many academics strive for in life. Each panelist will offer brief remarks with the rest of the session devoted to answering your questions and discussing concerns. Come hear what struggles others share and possible solutions that will help you find your balance.

1:45 pm to 3:15 pm / 271

Scripps Howard Foundation and AEJMC Council of Affiliates

Teaching Panel Session: **How Our Teachers of the Year Make Journalism Education Riveting and Relevant**

Moderating/Presiding: **Joe Saltzman**, South California, Annenberg, 2010 Scripps Howard Foundation Journalism and Mass Communication Teacher of the Year

Introduction of 2010 Recipient: **Sue Porter**, Scripps Howard Foundation

Panelists: **Chris Roush**, North Carolina at Chapel Hill
Charles Davis, Missouri
Sandra Chance, Florida
Deb Aikat, North Carolina at Chapel Hill

Class is in session and five AEJMC-Scripps Howard Foundation Teachers of the Year are sharing best practices for journalism instruction. Offering tweet-worthy tips and syllabus-changing insight.

1:45 pm to 3:15 pm / 272

Association of Schools of Journalism and Mass Communication and The Knight Foundation

Part I — ASJMC General Business Meeting

Part II — “The Information Needs of Communities: The Changing Media Landscape in a Broadband Age” Report issued by the Federal Communications Commission

Moderating/Presiding: **Paul Parsons**, Elon, ASJMC President

Part I — 1:45 to 2:30 p.m.

General Business

Installation of 2011-2012 ASJMC President: **Beth E. Barnes**, Kentucky

Part II— 2:30 to 3:15 p.m.

“The Information Needs of Communities” Report: Its Impact on Journalism Education

Speaker: **Eric Newton**, The Knight Foundation

(Report available online: <http://www.fcc.gov/info-needs-communities>)

2 pm to 4:45 pm / 273

Newspaper Division

Off-site Tour: *St. Louis Post-Dispatch*

Moderating/Presiding: **John Carvalho**, Auburn

This tour will meet in the hotel lobby and proceed to the *Post-Dispatch* office, which is walking distance. *Post-Dispatch* Publisher **Kevin Mowbray** will be joining tour participants for part of the tour. Tour participants can register in the hotel lobby, but preregistration is appreciated. (Email John Carvalho at carvajp@auburn.edu.) There is no charge, but a list of participants will be generated to facilitate entry into the *Post-Dispatch* building.

2 pm to 5 pm / 274

Public Relations Division

Off-site Agency Visit: **Fleishman-Hillard Headquarters Site Visit**

Moderating/Presiding: **Natalie Tindall**, Georgia State and **Heidi Hatfield Edwards**, Florida Tech

Fleishman-Hillard Headquarters is located at 200 North Broadway, a short walk from the conference hotel. Pre-registration is required. Contact Heidi Hatfield Edwards to RSVP and for additional information at heidihat@fit.edu.

3:30 pm to 5 pm / 275

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session: **Qualitative Approaches to Understanding SHER-Comm**

Moderating/Presiding: **Marjorie Kruvand**, Loyola, Chicago

Examining Metaphors in Biopolitical Discourse

Cynthia-Lou Coleman and **L. David Ritchie**, Portland State

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Competing with the Conventional Wisdom: Newspaper Coverage
of Medical Overtreatment

Kim Walsh-Childers and **Jennifer Braddock**, Florida

“There Would Be No Peace for Me if I Kept Silent:” A Discourse Analysis
of Rachel Carson’s Silent Spring

Melissa Thompson, New Mexico

Richard Dawkins: A Critical Case Study of the Celebrity Scientist

Declan Fahy, American

Mind or Body? A Qualitative Framing Analysis of Fibromyalgia in Newspapers
Versus Health Websites

Joy L. Rodgers and **Mari Luz Zapata Ramos**, Florida

Discussant: **Amanda Hinnant**, Missouri

3:30 pm to 5 pm / 276

History and Magazine Divisions

Teaching Panel Session: **How To Teach Students To Mine Media History Archives**

Moderating/Presiding: **Berkley Hudson**, Missouri

Panelists: **Barbara Friedman**, North Carolina at Chapel Hill
Carolyn Kitch, Temple
David E. Sumner, Ball State
Kimberly Voss, Central Florida

3:30 pm to 5 pm / 277

Minorities and Communication Division

Teaching Panel Session: **Minorities and Communication: State of the Discipline and the Research
Agenda for the 21st Century**

Moderating/Presiding: **Ilia Rodriguez**, New Mexico

Roundtable Participants:

Cristina Azocar, San Francisco State
Linda Florence Callahan, North Carolina A&T State
Jannette Dates, Howard
Felix Gutierrez, Southern California
Diana Rios, Connecticut at Storrs
John Sanchez, Pennsylvania State
Carolyn Stroman, Howard
Federico Subervi, Texas State, San Marcos
Alexis S. Tan, Washington State
Clint C. Wilson II, Howard

To mark the 40th anniversary of the Minorities and Communication Division, leading scholars in the field will trace the evolution of research in minorities and communication and identify key problems for the research agenda of the 21st century. In this roundtable session, participants and audience members will have an opportunity to:

- Map the evolution of the field of minorities and communication
- Discuss current research problems relevant across racial and ethnic groups
- Identify research questions of particular interest for the study of Latinos, Native Americans, African Americans, and Asian Americans
- Reflect on the importance of linking research, teaching, and advocacy
- Open avenues for collaboration among researchers with common interests

3:30 pm to 5 pm / 278

Radio-Television Journalism and Cultural and Critical Studies Divisions

Teaching Panel Session: **What is Next?: The Future of Journalism Schools in America & Why It Matters**

Moderating/Presiding: **Laura K. Smith**, Huston-Tillotson

Panelists: **Kristopher Wilson**, Texas at Austin
Kathleen M. Ryan, Colorado at Boulder
Ralph Beliveau, Oklahoma
Frank Durham, Iowa

3:30 pm to 5 pm / 279

Scholastic Journalism Division and AEJMC Council of Affiliates

PF&R Panel Session: **Revitalizing Journalism in Urban High Schools**

Moderating/Presiding: **Vanessa Shelton**, Iowa

Panelists: **Sharon Stevens**, KSDK-TV, workshop coordinator, St. Louis Association of Black Journalists
Linda Waller Shockley, Dow Jones News Fund
Steve O'Donoghue, California journalism collaborative
Diana Hadley, Franklin College, Indiana High School Press Association
Teresa White, Indiana, Indianapolis mentoring and outreach program

3:30 pm to 5 pm / 280

Commission on the Status of Women

Refereed Paper Research Session: **Gender and the Media's Social Construction of Reality**

Moderating/Presiding: **Margaretha Geertsema Sligh**, Butler

Coverage of Domestic Violence: A Pilot Study

Megan Ward, **Therese Lueck** and **Heather Walter**, Akron
The Gendering of Weight-Loss Advertisements in the Beginning
of the Obesity Age

Deanna Pogorelc, Ohio

Sexual Messages in Black and White: A case study of Essence and Cosmo

Carolyn Byerly and **Rebecca Reviere**, Howard

The Symbolic Annihilation of Women in Globalization Discourse: The Same
Old Story in U.S. Newsmagazines

Dustin Harp and **Summer Harlow**, Texas at Austin
and **Jaime Loke**, Oklahoma

Discussant: **Barbara Reed**, Rutgers

3:30 pm to 5 pm / 281

Civic and Citizen Journalism Interest Group

Refereed Paper Research Session: **Citizen Journalism and New Technologies**

Moderating/Presiding: **Nikhil Moro**, North Texas

Case of the #UTShooter: Citizens Working Around, With,
and for Traditional News Media*

Avery Holton, Texas at Austin

Exposing the Digital News Photo Hound: A Study on the Normative
Structure and Routines of Citizen Photojournalists

Tara Buehner and **Julie Jones**, Oklahoma

#Forward! Twitter as Citizen Journalism in the Wisconsin Labor Protests

Aaron Veenstra, **Narayanan Iyer**, **Namrata Bansal**, **Mohammad Hossain**,
Jiwoo Park and **Jiachun Hong**, Southern Illinois-Carbondale

Discussant: **Nikhil Moro**, North Texas

* Top Student Paper, Civic and Citizen Journalism Interest Group

3:30 pm to 5 pm / 282

Entertainment Studies and Sports Communication Interest Groups

Teaching Panel Session: **Breaking Big: Making Students Marketable for the Most
Competitive Communication Jobs**

Moderating/Presiding: **Kelley Crowley**, West Virginia

Panelists: **Bob Trumbour**, Pennsylvania State, Altoona

Karen Kline, Lock Haven
Kelly Poniatowski, Elizabethtown
Kelly Crowley, West Virginia

3:30 pm to 5 pm / 283

Gay, Lesbian, Bisexual, Transgender Interest Group and Community College Journalism Association

Teaching Panel Session: **No Safe Place/No Safe Space: Civility and Privacy in the Age of Social Networking, Smart Phones and You Tube**

Moderating/Presiding: **Genelle Belmas**, California State Fullerton

Panelists: **Kwasi Boateng**, Arkansas-Little Rock
Justin Brown, Winthrop
Amy Barnes, Arkansas Little Rock
Erica Salkin, Wisconsin-Madison

3:30 pm to 5 pm / 284

Graduate Education Interest Group

Refereed Paper Research Session: **The Present and Future State of News and Entertainment News Media Around the World**

Moderating/Presiding: **J.J. De Simone**, Wisconsin-Madison

Industry Change and Programming Choice: Public Television
in a Shifting Marketplace

Kelly Davis, North Carolina at Chapel Hill

Newspaper Hubris: Did Hubris Impact the Industry's Decision Not
to Charge for Online News?

Amy Sindik, Georgia

HIV/AIDS Coverage in Chinese Media: A Case Study of the "Girl with AIDS"

Chen Lou, Ohio

Portrayal of the Iraqi Kurdistan Region in U.S. Newspapers

Goran Ghafour, Kansas

Making Sense of a Left-Field Success Story: Five Frames in *Rolling Stone*
Coverage of Phish

Jordan McClain, Temple

Discussant: **Sue Novak**, Kansas

3:30 pm to 5 pm / 285

**Political Communication Interest Group, Communication Technology
and International Communication Divisions**

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Refereed Paper Research Session: **Scholar-to-Scholar**

Communication Technology Division

1. Opting Into Information Flows: Partial Information Control on Facebook
Leticia Bode, Wisconsin-Madison
2. Perceived Credibility of Mainstream Newspapers and Facebook
Andrew Nynka and **Raymond McCaffrey**, Maryland
3. Play global, Cover Local: News Media, Political Actors and Other Twitter Users in the 2010 US Elections
Itai Himmelboim, Georgia; **Hansen Derek** and **Anne Bowser**, Maryland
4. Red-Hot and Ice-Cold Web Ads: The Influence of Warm and Cool Colors in Web Advertising on Click-Through Rates
Kimberly Sokolik and **James D. Ivory**, Virginia Tech

Discussant: **Carmen Stavrositu**, Colorado State at Colorado Springs

5. Seeking Environmental Risk Information Online: Examining North Carolina's Urban-Rural Divide
Laurie Phillips, **Robert McKeever**, **Daniel Riffe** and **Kelly Davis**, North Carolina at Chapel Hill
6. Social Network Sites Use, Mobile Personal Talk and Social Capital
Wenjing Xie, Southern Illinois at Carbondale
7. Social Networking in Higher Education: A Collaboration Tool for Project-Based Learning
Amy DeVault and **Lisa Parcell**, Wichita State
8. Technological Constructions of Reality: An Ontological Perspective
Cindy Vincent, Oklahoma

Discussant: **Sue Robinson**, Wisconsin-Madison

9. The Anonymous Chatter: Testing the Effects of Social Anonymity and the Spiral of Silence
Madeleine Sim, **Jamie Lee**, **Kristle Kwok**, **Ee Ling Cha** and **Shirley S. Ho**, Nanyang Technological
10. The Bottom Line: The Negative Influences of Technology on the Good Work and Ethics of Journalism
Ian Storey, Colorado State
11. The Differing Effects of Communication Mediation on Social-Network Site and Online Political Participation
Timothy Macafee, **Matthew Barnidge** and **Hernando Rojas**, Wisconsin at Madison
12. The Roles of Descriptive Norms and Communication Frequency in Forming Information Communication Technology Adoption Intention
Yi Mou and **Hanlong Fu**, Connecticut

Discussant: **Robert Magee**, Virginia Tech

13. The Effect of Emotional Attachment to Mobile Phone on Usage Behavior:

Meditation Effect of Deficient Self-regulation and Habit

Mijung Kim, Michigan State

14. The Effects of LCD Panel Type on Psychology of Video Game Players and Movie Viewers

Ki Joon Kim, Sungkyunkwan University

and **S. Shyam Sundar**, Pennsylvania State

15. The Emerging Network Paradigm in Computer-mediated Communication: A Structure Analysis of Scholarly Collaboration Network

Aimei Yang, Oklahoma

16. The Factors Affecting the Adoption of Smart TV

Dong-Hee Shin and **Tae-Yang Kim**, Sungkyunkwan University

Discussant: **Mike Abrams**, Florida A&M

17. The Hyperlinked World: A Look at How the Interactions of News Frames and Hyperlinks Influence News Credibility and Willingness to Seek Information

Porismita Borah, Maryville

18. The Real You?: Visual Cues and Comment Congruence on Facebook Profiles

Seoyeon Hong, **Tandoc Edson Jr.**, **Eunjin (Anna) Kim**, **Bo Kyung Kim**

and **Kevin Wise**, Missouri-Columbia

19. The Role of Third-person Effects in the Context of Facebook: Examining Differences in Perceived Consumption and Impact Between Self and Others

Mina Tsay, Boston University

20. Use of Social Networking Sites: An Exploratory Study of Indian Teenagers

Peddiboyina Vijaya Lakshmi

and **Sri Padmavati**, Women's University

Discussant: **Yong Jin Park**, Howard

21. Walled Gardens?: Social Media and Political Disaffection Among College Students in the 2008 Election

Masahiro Yamamoto, Washington State

and **Matthew Kushin**, Utah Valley

22. When Do Online Shoppers Appreciate Security Enhancement Efforts? Effects of Financial Risk and Security Level on Evaluations of Customer Authentication

Jong-Eun Roselyn Lee, Hope College; **Shailandra Rao**, CafeBots

and **Clifford Nass**, Hope College

23. When Ordinary Citizens Produce Media Content: A Comparative Analysis of Most Popular and Random YouTube Videos

Eunseong Kim and **Liz Viall**, Eastern Illinois

24. Who Are the Heavy Users of Social Network Sites Among College Students? A Study of Social Network Sites and College Students

Ling Fang and **Louisa Ha**, Bowling Green State

Discussant: **Homero Gil de Zuniga**, Texas at Austin

25. Will Communication Journals Go Online? An Analysis of Journal Publishing Formats and Impact Factors

Nur Uysal, **Joe Foote** and **Jody Bales Foote**, Oklahoma

26. Will the Revolution be Tweeted or Facebooked? Using Digital Communication Tools in Immigrant Activism
Summer Harlow and **Lei Guo**, Texas at Austin
27. With a Little Help from My Friends: Motivations and Patterns in Social Media Use and Their Influence on Perceptions of Teaching Possibilities
Miglena Sternadori, South Dakota
and **Jeremy Littau**, Lehigh

Discussant: **Tim Meyer**, Wisconsin at Green Bay

International Communication Division

Topic — **News Flow, International Coverage Problems and Public Opinion**

28. Two-Level Games and the Issue of Ratification in the Global Public Sphere: A Case of Russia-Ukraine Gas Dispute 2008-09
Anna Klyueva, Oklahoma
29. Determining International News Coverage in Nonelite Newspapers: How Important Are Gatekeepers?
Beverly Horvit, Missouri; **Peter Gade**, Oklahoma
and **Elizabeth Lance**, Missouri
30. News Accuracy in Switzerland and Italy: A Transatlantic Comparison with the U.S. Press
Colin Porlezza, University of Lugano, Switzerland;
Scott Maier, Oregon
and **Stephan Russ-Mohl**, University of Lugano, Switzerland
31. The Waning Elitism of U.S. Correspondents in Paris Between 1998 and 2010
Patrick Merle, Texas Tech
32. Cultural Assumptions about Domestic and Diaspora Publics in Global Public Diplomacy
Rhonda Zaharna, American

Discussant: **Thimios Zaharopoulos**, Park University

Topic — **Public Health and International Advertising Education**

33. Reporting Global Obesity: A Longitudinal, International Comparative Study of News Coverage of the Public Health Issue as a Social Problem
Kuang-Kuo Chang, Shih Hsin University, Taiwan
34. Influences of Norms and Guilt by Culture: Anti-Secondhand Smoking Context
Hyegyu Lee and **Hye-Jin Paek**, Michigan State
35. When Consumption Becomes All-Consuming: Comparing “Stickiness” from the Business and Social Health Perspectives in China
Constance Milbourne
and **Jeffrey Wilkinson**, United International College, Zhuhai, China
36. Elaboration, Content Preference and Framing: Effects of “Incompetent Authority” Frame in China-made Product Recall Coverage
Ji Pan, Nanyang Technological University, Singapore
37. The Politics of Cross-Cultural Discourses: “Translating” the AIDS Epidemic to a Western Audience
Estee Fresco, Western Ontario
38. International Advertising Education: A Research Agenda
Frauke Hachtmann, Nebraska-Lincoln

Discussant: **Hong Cheng**, Ohio

Topic — **Asia and Central Asia Media Topics**

39. Not-So-Modest Proposal: Advancing a Research Agenda for Studying Central Asia Mass Media
Eric Freedman, Michigan State
40. Journalists' Role, Expertise, and Authority in a Transformation of Media and Citizenship in South Korea: An Audience Perspective
Kyun Soo Kim, Grambling State
41. The Discursive Reproduction of Chinese and Japanese National Identities: Editorials and Opinions of the East China Sea Dispute in the China Daily and Daily Yomiuri*
Michael Chan, Chinese University of Hong Kong
42. Mass Communication Research on China from 2000 to 2010: A Meta-Analysis
Shuo Tang and **Shi Li**, Indiana
43. Globalization as Professionalization: On the Production Side of China's Journalism
Shi Li, Indiana
44. American Perceptions of China and the Chinese: Do the Media Matter?
Lars Wilnat, Indiana

Discussant: **Denis Wu**, Boston University

* Second Place Student Paper, Markham Student Paper Competition

Topic — **Covering Terrorism/Middle East Crisis/ Middle East Journalism**

45. Covering Terrorism: An Analysis of Al Jazeera and Al Arabiya Web Sites
Lily Zeng, Arkansas State
46. Before They Were Revolutionaries: Assessing Journalistic Professionalism in Mubarak's Egypt
Mohamad Elmasry, Qatar University
47. Journalism Advocacy: How Three Organizations Responded to Attacks Against Journalists in Egypt
Butler Cain, West Texas A&M
48. A Comparative Analysis of Coverage of the 2008 Mumbai Attacks in *The New York Times* and *The Times of India*
Elizabeth Lance, Missouri
49. Whose Global Publics? Al-Jazeera English's Network Expansion and North American Media Barriers
Ian Davis, Illinois

Discussant: **Mitch Land**, North Texas

Topic — **Television Boundaries and Determinants**

50. Expanding Boundaries of Understanding? The Mental Maps of Transnational Television Journalism
Kevin Grieves, Ohio
51. Cultural Motivations for Imported Television Programs: The Korean

Audience Watching U.S. Television Programs

Jennifer Kang, Texas at Austin

52. Globalization in Guyana: An Exploratory Study on Pirated Television

Sally Ann Cruikshank, Ohio

53. The Pattern and Determinant Factors of International Television News Flows

Youichi Ito, Akita International University, Japan

54. Independent, New, or “Ours”? Transformation of Russian NTV Channel

Svetlana Kulikova, Georgia State

Discussant: **Ben Bates**, Tennessee, Knoxville

Political Communication Interest Group

55. Ad Claim Accountability: A Network Analysis Approach to Examining News Coverage of Political Advertising in the 2008 Presidential Election

Michelle Amazeen, Temple

56. Audience Frames Elicited by Political Advertising: Reconsidering the Audience

Elizabeth Housholder, Minnesota

57. Campaign Agenda-Building Online: Emotions, Evaluations, and Important Perceptions

Ji Young Kim, David Painter and Maridith Miles, Florida

58. Cite of The Times: How 2008 Presidential Campaign Advertisements Used News-Mediated Information As Evidence

Chris Roberts, Alabama

59. Citizens’ Perceptions of Online Political Information Credibility

Hsiao-Ying Liu and Spiro Kiouisis, Florida

Discussant: **Ray Pingree**, The Ohio State

60. Creating, Sustaining, or Dispelling Misconceptions: A Discourse Analysis of Coverage of Obama’s Religious Identity

Laura Meadows, North Carolina at Chapel Hill

61. Crisis and Kairos: Activists Use Social Media to Support Political Protests

Jacqueline Lambiase, Texas Christian

62. Deliberation or Small Talk? Motivations for Public Discussion and Their Effects on Civic Engagement

Sebastian Valenzuela, Sun Ho Jeon,
and **Homero Gil de Zuniga**, Texas at Austin

63. Does Internet News Contribute to Make More Efficacious Citizens?: Role of Efficacy in Communication Mediation Model of Political Socialization

JungHwan Yang, Wisconsin-Madison

64. Framing the Rise and Fall of Sonia Gandhi During the 2004 General Elections in India

Rajul Jain and Maria De Moya, Florida
and **Juliana Fernandes**, Florida International

Discussant: **Trent Seltzer**, Texas Tech

65. Ideology and the Interactive Relationship Between Self-Efficacy and Anxiety Predicting Discussion

Myiah Hutchens, Texas Tech

66. Damsel in Electoral Distress: Gendered Framing in Cable News Coverage of Hillary Clinton's Presidential Campaign
Kathryn Cassidy, Massachusetts, Amherst
67. Learning about Politics from The Daily Show: The Role of Processing Motivations
Lauren Feldman, American
68. Marginalized Critical News Content, Spiked Stories and Series
Andrew Kennis, Illinois Urbana-Champaign
69. Mass-Mediated Political Messages, Uncertainty Arousal, and Interpersonal Political Discussion
Kristen Landreville, Wyoming

Discussant: **Kjerstin Thorson**, Southern California

70. Poaching from the Male Preserve? The Influence of Gender and Political Connectedness on Contacting Government Officials Online and Offline
Jennifer Brundidge, **Kanghui Baek**
and **Larissa Williams**, Texas at Austin
71. Political Talk Shows in Taiwan: Multiple Issue Publics, Political Efficacy and Their Relationships to Political Knowledge, Participation and Attitude
Hsuan-Ting Chen and **Yonghwan Kim**, Texas at Austin
72. Political Window: Analyzing Newspapers' Images of Candidates in 2010 California Gubernatorial Election
Kyung-gook Par and **Eunju Kang**, Florida
73. Televised Debates Matter...Sort Of
John Williams, Principia College
74. Mixing Strategy and Issues: Campaign Coverage and Candidate Communications in the 2010 U.S. Senate Midterm Election
Jason A. Martin, Indiana

Discussant: **Rosanne Scholl**, Louisiana State

75. Press Coverage of Nigerian President Yar'Adua's Pre-Election Campaign: A Case Study on Agenda-setting
Nnamdi Ekeanyanwu, Covenant University
76. Twenty Years of the Internet and Civic Engagement: A Review Beyond Hypes and Hopes
Xinzhi Zhang, City University of Hong Kong
77. U.S. Presidential Election: International Assessment of U.S. Media Coverage of Male and Female Candidates
Uche Onyebad, Southern Illinois-Carbondale
and **Yusuf Kalyango**, Ohio
78. Understanding Support for Internet Censorship in China: An Elaboration of the Theory of Reasoned Action
Guangchao Feng, Hong Kong Baptist University
79. Viewer Ideology and the Effect of Argument Flow on Guest Evaluations in Political Talk Shows
Mitchell T. Bard, **Melissa R. Gotlieb**, **Bryan McLaughlin**,
Keith J. Zukas, **Jackson Foote** and **Young Mie Kim**, Wisconsin-Madison
80. What Do They Want Us To Do? Global Warming Web Sites Use of Mobilizing Information

Michael Boyle, West Chester and **Lisa Parcell**, Wichita State

Discussant: **Jay Hmielowski**, Ohio State

3:30 pm to 5 pm / 286

Religion and Media Interest Group and Mass Communication and Society Division

PF&R Panel Session: **News Media Framing of Islam vis-a-via Documentary Film**

Moderating/Presiding: **Lawrence Pintak**, Washington State

Panelists: **Brian J. Bowe**, Grand Valley State, co-producer, *Death of an Imam*
Geri Alomit Zeldes, Michigan State, producer/director, *Arabs, Jews and the News*
and *The Death of an Imam*
Shahira Fahmy, Arizona
Nadia Dala, American; author, *When the Veil Falls Off*

3:30 pm to 5 pm / 287

Association for Education in Journalism and Mass Communication Elected Standing Committee on Research

Award Panel Session: **Recognizing 2011 Deutschmann Award Winner**

Moderating/Presiding: **Earnest L. Perry, Jr.**, Missouri

Featured Speaker: **Sharon Dunwoody**, Wisconsin-Madison, 2011 Deutschmann Award Recipient

Panelists: **David Weaver**, Indiana
Lee B. Becker, Georgia
Sharon Friedman, Lehigh
Robert Griffin, Marquette
LeeAnn Kahlor, Texas at Austin

3:30 pm to 5 pm / 288

Urban Communication Foundation and Association for Education in Journalism and Mass Communication

2011 Gene Burd Urban Journalism Award Panel: **Media and the Metropolis**

Moderating/Presiding: **Gene Burd**, Texas at Austin

Panelists: **Tim Logan**, urban Issues reporter, *St. Louis Post-Dispatch*
Susan S. Szenasy, editor, *Metropolis Magazine*, New York
Don Marsh, host, St. Louis Public Radio-KWMU

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Steve Patterson, *Urban Review STL*

Respondent: **Susan Drucker**, Hofstra

Presentation of Awards: **Gary Gumpert**, president, Urban Communication Foundation

Posthumous Award: **George McCue**, urban design critic, *St. Louis Post-Dispatch* (1956-1975)

2011 Gene Burd Urban Journalism Award: **Susan Szenasy**, editor, *Metropolis Magazine*

This special panel will be followed by a reception in honor of the two winners of the award sponsored by the Urban Communication Foundation. The Foundation was created in 2004 with a \$1 million endowment from longtime AEJMC member Gene Burd, Journalism professor at the University of Texas at Austin.

4 pm to 6 pm / 289

International Communication Division

Off-site Session: **Tour of the St. Louis Arch**

Attendees who are interested in taking this tour should contact Manuel Chavez, Michigan State at chavez1@msu.edu for additional information. Pre-registration is required.

5:15 pm to 6:45 pm / 290

Advertising Division and Internships and Careers Interest Group

Teaching Panel Session: **What Should Tomorrow's Graduates Be? Specialists vs. Generalists vs. T-shaped Talent**

Moderating/Presiding: **Karen Mallia**, South Carolina

Panelists: **David Armano**, EVP, Global Innovation & Integration, Edelman Digital
Jon Fulmer, principal, JF Marketing Communications
Allan Meyerson, executive creative director, GROUP360 Worldwide
Eric Thaelke, president and creative director, TOKY Branding + Design
Bob Trumbour, Pennsylvania State, Altoona

5:15 pm to 6:45 pm / 291

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session: **ComSHER Top Paper Panel**

Moderating/Presiding: **Z. Janet Yang**, SUNY at Buffalo

Predicting Scientists' Participation in Public Life

John C. Besley and **Sang Hwa Oh**, South Carolina

Consensus and Controversy: Climate Change Frames in Two Australian Newspapers

Jamie Nolan and **Michel Dupagne**, Miami

News Coverage of Psychological Trauma and Posttraumatic Stress Disorder (PTSD):

Trauma Causes, Reactions, and Treatment

J. Brian Houston, Missouri

The Influence of a Spin-off of a Health Division on the Content of Health News:

A Comparison of Two Leading Korean Newspapers

Na Yeon Lee, Texas at Austin

Discussant: **Ronald Yaros**, Maryland

5:15 pm to 6:45 pm / 292

Communication Technology Division

Refereed Paper Research Session: **The Personal and Professional Intersections of Social Technologies: Top Faculty Papers**

Moderating/Presiding: **Homero Gil de Zúñiga**, Texas at Austin

Understanding the "Friend-Rich": The Effects of Self-Esteem and Self-Consciousness on Number of Facebook Friends

Jong-Eun Roselyn Lee, Hope; **Eun-A (Mickey) Park**, New Haven

and **Sung Gwan Park**, Seoul National University

A Lesson Before Dying: Embracing Innovations for Community Engagement as a Survival Strategy for Media in Crisis

Samuel Mwangi, Kansas State

Social Media Policies for Professional Communicators

Daxton Stewart, Texas Christian

A Little World in My Hand — The Use of Smartphones Among Low

Income Minority Women

Xun Liu and **Ying Zhang**, California State at Stanislaus

Discussant: **Tom Johnson**, Texas at Austin

5:15 pm to 6:45 pm / 293

Communication Theory and Methodology Division

Refereed Paper Research Session: **The Best of CT&M**

Moderating/Presiding: **Jason Reineke**, Middle Tennessee State

The Effects of Questionnaire Frames on Indicators of Data Quality*

Jihyang Choi, Indiana

Experimental Methodology in Journalism and Mass Communication Research**

Rob Wicks, Arkansas; **Esther Thorson**
and **Glenn Leshner**, Missouri

Media Effects on Group-Related Stereotypes. Evidence from a Three-Wave
Panel Survey in a Political Campaign***

Christian Schemer, University of Zurich

Does 'C' Test Help, Anytime? — On Communication Fallacy of "Effect to Mediate"***

XinShu Zhao, Hong Kong Baptist; **Qimei Chen**, Hawaii at Manoa
and **Bing Tong**, Fudan University

Discussant: **Bruce Pinkleton**, Washington State

- Top Student Paper, Communication Theory and Methodology Division
- ** Top Faculty Paper, Communication Theory and Methodology Division
- *** Top Three Faculty Paper, Communication Theory and Methodology Division

5:15 pm to 6:45 pm / 294

Cultural and Critical Studies Division

PF&R Panel Session: **Where Are We Now, Where Are We Going?: CCS Takes Stock
and Honors PF&R Winners**

Moderating/Presiding: **Jane Marcellus**, Middle Tennessee State

Panelists: **Meenakshi Gigi Durham**, Iowa
Ralph Beliveau, Oklahoma
Charles Klotzer and **Rose Klotzer**, founders, *St. Louis Journalism Review*,
Recipients 2011 CCS PF&R Award

5:15 pm to 6:45 pm / 295

History Division

Refereed Paper Research Session: **Award Winning Historical Research**

Moderating/Presiding: **Ann Thorne**, Missouri Western State

"The Gathering Mists of Time:" American Magazines and Revolutionary
Memory, 1787-1860*

Janice Hume, Georgia

Press Coverage of Indira Gandhi**

Adrienne Atterberry, Syracuse

The Precious Ingredient of War: The WPB Used Cooking Fat Advertising
Campaign of 1943***

Geah Pressgrove, South Carolina

Community Journalism in a Secret City: The Oak Ridge Journal, 1943-1948****

Michael Clay Carey, Ohio

Discussant: Discussant: **John Ferre**, Louisville

- * Top Faculty Paper, History Division
- ** Top Student Paper, History Division
- *** Second Place Student Paper, History Division
- **** Third Place Student Paper, History Division

5:15 pm to 6:45 pm / 296

Law and Policy Division

Refereed Paper Research Session: **What's Different Online?**

Moderating/Presiding: **Jennifer Henderson**, Trinity

Can I Use This Photo I Found on Facebook? Fair Use and Social Media Images*

Daxton Stewart, Texas Christian

The Texting and E-mailing of Fighting Words**

Clay Calvert, Florida

A SLAPP in the Facebook: Assessing the Impact of Strategic Lawsuits Against Public Participation on Social Networks***

Robert Richards, Pennsylvania State

A Textual Analysis of the Influence of *McIntyre v. Ohio Elections Commission* in Cases Involving Anonymous Online Commenters

Jasmine McNealy, Syracuse

New Technology, Old Obstacles: FOI Advocates Share Their Struggles for Access in the Digital Age

Sandra Chance and **Christina Locke**, Florida

Discussant: **Eric Easton**, Baltimore School of Law

- * First Place Faculty Paper, Law and Policy Division
- ** Second Place Faculty Paper, Law and Policy Division
- *** Third Place Faculty Paper, Law and Policy Division

5:15 pm to 6:45 pm / 297

Magazine Division

Refereed Paper Research Session: **Award Winners**

Moderating/Presiding: **Samir Husni**, Mississippi

Candid Conversations: A Content Analysis of the Subjects of the Playboy Interview*

Ashley Carnifax, Ohio

Characteristics of Online Editors at City and Regional Magazines**

Joy Jenkins, Oklahoma State

Self-Schema-Persuasion Perspectives on Localization vs. Internationalization:
A Case Study of ELLE China's Editorial Strategies***

Zhengjia Liu, Iowa; **Marcia R. Prior-Miller**, Iowa State
and **Jie Yan**, Peking University, China

“This Shot Can Save Your Life!” (Or Can It?): Framing of the HPV Vaccine in Teen,
Parenting, and Women’s Magazines****

Carolyn Lepre, Marist

Discussant: **Elizabeth Hendrickson**, Tennessee

* Top Student Paper, Magazine Division

** Top Paper Related to Online or Digital Magazines, Magazine Division

*** Top Faculty Paper, Magazine Division

**** Second Place Faculty Paper, Magazine Division

5:15 pm to 6:45 pm / 298

Mass Communication and Society Division

Refereed Paper Research Session: **2011 Top Papers Session III**

Moderating/Presiding: **Heather L. LaMarre**, Minnesota

Cultural Influence in Differential Normative Mechanisms: A Cross-National
Study of Antismoking PSA Effectiveness*

Hye-Jin Paek, **Hyegyu Lee** and **Thomas Hove**, Michigan State

Perceived Threat, Immigration Policy Support, and Media Coverage:
Hostile Media and Presumed Effects in North Carolina**

Brendan Watson and **Daniel Riffe**, North Carolina at Chapel Hill

The New Communication Environment and Its Influence on Media Credibility***

Ashley Anderson, **Peter Ladwig**, **Dominique Brossard**,

Dietram Scheufele and **Michael Xenos**, Wisconsin-Madison

The Green Editorial Debate: A Comparison of the Framing of Environmental
Issues in the *Columbia Daily Tribune* and *St. Louis Post-Dispatch*****

Maria Garcia, Missouri-Columbia, **Guy J. Golan**, Syracuse

and **Jeffrey Joe Pe-Aguirre**, Central Arkansas

Discussant: **Johnny Sparks**, Texas Tech

* Top Papers, First Place, Mass Communication and Society Division

** Top Papers, Second Place, Mass Communication and Society Division

*** Top Papers, Third Place, Mass Communication and Society Division

**** Top Papers, Fourth Place (Honorable Mention), Mass Communication and Society Division

5:15 pm to 6:45 pm / 299

Media Management and Economics Division

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Teaching Panel Session: **Teaching Innovation and Entrepreneurship in Journalism Programs**

Moderating/Presiding: **Seth C. Lewis**, Minnesota

Panelists: **Dan Gillmor**, Arizona State
Judith Watson, City University of New York
Mike Jenner, Missouri
Jake Batsell, Southern Methodist

5:15 pm to 6:45 pm / 300

Scholastic Journalism Division

Teaching Panel Session: **Honors Lecture**

Moderating/Presiding: **Karen Flowers**, South Carolina

Honors Lecturer: **Linda Puntney**, Kansas State

Presentation of the David Adams Award for Journalism Educator of the Year
Recipient: **Judy Robinson**, Florida

5:15 pm to 6:45 pm / 301

Visual Communication Division and Community Journalism Interest Group

Teaching Panel Session: **We Handle the Rest: Taking the Load Off Independent Photojournalists**

Moderating/Presiding: **Keith Greenwood**, Missouri

Panelists: **Zoe Smith**, emerita, Missouri
Bruce Thorson, Nebraska
Sid Hastings, visual journalist
Denise McGill, South Carolina
Andrew Niesen, president, ShootQ

5:15 pm to 6:45 pm / 302

Association of Schools of Journalism and Mass Communication

Panel and Award Presentation: 2011 Gerald Sass Award for Distinguished Service to Journalism
and Mass Communication: **Ideas: Inclusion's Impact**

Moderating/Presiding: **Connie Cannon Frazier**, chief operating officer, American Advertising Federation

Panelists: **Desiree Dancy**, chief diversity officer, vice president, Corporate Human Resources,
The New York Times Company

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Kendra Hatcher King, executive vice president, Director of Insight
and Innovation Initiative
Rich Stoddart, president, Leo Burnett USA
Andrea Molette, director, U.S. Media, Sprint

Sass Award Presentation:

Introduction by **Beth Barnes**, Kentucky, ASJMC President-elect

Recipient: **Connie Cannon Frazier**, chief operating officer, American Advertising Federation

A short reception will follow. ASJMC thanks the AEJMC Council of Affiliates for its support of the reception.

5:15 pm to 6:45 pm / 303

Urban Communication Foundation and Association for Education in Journalism and Mass Communication

2011 Gene Burd Urban Journalism Award Reception

Hosting: **Gary Gumpert**, president, Urban Communication Foundation

2011 Award Recipient: **Susan Szenasy**, editor, *Metropolis Magazine*

7 pm to 8:30 pm / 304

Advertising Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Bobbi Kay Lewis**, Oklahoma State and **Frauke Hachtmann**, Nebraska-Lincoln

7 pm to 8:30 pm / 305

Communicating Science, Health, Environment and Risk Division

Business Session: **Members' Meeting**

Moderating/Presiding: **John C. Besley**, South Carolina

7 pm to 8:30 pm / 306

Communication Technology Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Marcus Messner**, Virginia Commonwealth

7 pm to 8:30 pm / 307

Communication Theory and Methodology Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Hernando Rojas**, Wisconsin-Madison

7 pm to 8:30 pm / 308

Cultural and Critical Studies Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Jane Marcellus**, Middle Tennessee State

7 pm to 8:30 pm / 309

History Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Ann Thorne**, Missouri Western State

7 pm to 8:30 pm / 310

Law and Policy Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Amy Gajda**, Tulane Law School

7 pm to 8:30 pm / 311

Magazine Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Lyn Lepre**, Marist

Presentation of Educator of the Year Award

2011 Recipient: **David Abrahamson**, Northwestern

7 pm to 8:30 pm / 312

Mass Communication and Society Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Francesca R. Dillman Carpentier**, North Carolina at Chapel Hill

7 pm to 8:30 pm / 313

Minorities and Communication Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Ilia Rodriguez**, New Mexico

7 pm to 8:30 pm / 314

Public Relations Division

Off-site Social

Hosting: **Katie Place**, St. Louis and **Jennifer Vardeman-Winter**, Houston

Social is at Tigin Irish Pub & Restaurant, 333 Washington Ave. (314-241-8666) – a short walk from the conference hotel. *Sponsors include:* The Arthur W. Page Center for Integrity in Public Communication at Pennsylvania State University; Center for Risk, Health & Crisis Communication Research Unit, University of Tennessee; St. Louis University; University of North Carolina School of Journalism and Mass Communication; and Georgia State University. Pre-registration is required. Please RSVP to Katie Place, kplace1@slu.edu or Jennifer Vardeman-Winter, jvardema@Central.UH.EDU.

7 pm to 8:30 pm / 315

Scholastic Journalism Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Vanessa Shelton**, Iowa

Presentation of the Laurence R. Campbell Research Award for the top faculty paper and of the top graduate student paper award.

7 pm to 8:30 pm / 316

Korean American Communication Association

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Sei-Hill Kim**, South Carolina

8:45 pm / 317

Communication Technology Division

Off-site Social

Hosting: **Marcus Messner**, Virginia Commonwealth

8:45 pm / 318

Cultural and Critical Studies Division

Off-site Social

Hosting: **Jane Marcellus**, Middle Tennessee State

8:45 pm / 319

Magazine Division

Off-site Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Rachel Davis Mersey**, Northwestern

8:45 pm / 320

Mass Communication and Society Division

Off-site Social

Hosting: **Francesca R. Dillman Carpentier**, North Carolina at Chapel Hill

8:45 pm / 321

Minorities and Communication Division

Off-site Social

Hosting: **Ilia Rodriguez**, New Mexico

8:45 pm / 322

Ohio University, Louisiana State University, Iowa State University and Scripps Howard Academic Leadership Academy

Social

Hosting: **Robert Stewart**, Ohio; **Jerry Ceppos**, Louisiana State;
Michael Bugeja, Iowa State and **Lisa Lundy**, Scripps Howard Academic
Leadership Academy

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(as of Wednesday, June 29, 2011)

7 am to 8 am / 323

Association for Education in Journalism and Mass Communication

Business Session: **2011-12 Council of Divisions Meeting II**

Moderating/Presiding: **Evonne Whitmore**, Kent State, Council of Divisions Chair

8:15 am to 9:45 am / 324

Advertising Division

Refereed Paper Research Session: **Health Messages: Creation, Interpretation, and Evaluation**

Moderating/Presiding: **Jay Newell**, Iowa State

“The Other Hangover”: A Case Study in Implementing and Evaluating
an Anti-binge Drinking Advertising Campaign

Nathan Gilkerson, Michelle Gross and Andrea Ahneman, Minnesota
Dealing with Conflicting Health Messages: A Qualitative Study of College Students’
Understandings of Tanning and Skin Care Prevention Advertising Messages

Ho-Young (Anthony) Ahn, Stephanie Kelly, Lei Wu; and Eric Haley, Tennessee
The Influence of Fear Appeal on Persuasion for Skin Cancer Public Service
Announcements (PSAs) According to Fear Message Framing and Fear Type

Hannah Kang, Florida
The Influence of Relevance and Emotional Appeals in Public Service Ads
on Attitudes and Behavioral Intentions Toward Global Climate Change

Supathida Kulpavaropas, Iowa State

Discussant: **Shen Fuyuan**, Pennsylvania State

8:15 am to 9:45 am / 325

**Communication Theory and Methodology and Communicating Science, Health, Environment
and Risk Divisions**

Teaching Panel Session: **“Top Ten” Syllabus Favorites of Senior Scholars**

Moderating/Presiding: **Holly Stocking**, Indiana

Panelists: **Dennis Davis**, Pennsylvania State
Sharon Dunwoody, Wisconsin-Madison

Kimberly Bissell, Alabama
Dhavan V. Shah, Wisconsin-Madison
Esther Thorson, Missouri

8:15 am to 9:45 am / 326

Law and Policy Division

Refereed Paper Research Session: **Back to the Future**

Moderating/Presiding: **Carmen Manning-Miller**, Savannah State

Donaldson v. Beckett and the Common Law of Literary Property: A Century of American Scholarly Perceptions and Misperceptions

Edward Carter, **Jessica Danowski**, **Jena Green**
and **Karina Shamaileh-Marcella**, Brigham Young

Journalist Privilege in 1929: The Quest for a Federal Shield Law Begins

Dean Smith, North Carolina at Chapel Hill

Revisiting the Right to Offend Forty Years after *Cohen v. California*

Clay Calvert, Florida

Retransmission Consent: An Exploration of its Past, Present and Future

Gillian Wheat, North Carolina at Chapel Hill

Good Intentions, Bad Results: Learning from Failed Media Policies to Avoid Future Mistakes

Tom Vizcarrondo, Louisiana State

Discussant: **Karla Gower**, Alabama

8:15 am to 9:45 am / 327

Media Ethics Division

Refereed Paper Research Session: **Journalistic Standards and Practices**

Moderating/Presiding: **Kevin Stoker**, Texas Tech

Correcting the Record: The Impact of the Digital News Age on Press Accountability

Nicole Joseph, Northwestern

Ethical Pitfalls of Data Digging in Journalism

Jan Leach, Kent State and **Jeremy Gilbert**, Northwestern

Naming Names: Crime Coverage Rituals in North America, Sweden, and the Netherlands

Maggie Jones Patterson, Duquesne

and **Romayne Smith Fullerton**, Western Ontario

Unnamed Sources: A Utilitarian Exploration of Their Justification and Guidelines for Limited Use*

Matt Duffy, Zayed and **Carrie Freeman**, Georgia State

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Discussant: **David Craig**, Oklahoma

* Professional Relevance Award, Media Ethics Division

8:15 am to 9:45 am / 328

Media Management and Economics and Communication Technology Divisions

Teaching Panel Session: **Managing Media Work**

Moderating/Presiding: **Mark Deuze**, Indiana/Leiden

Panelists: **Jane Singer**, Iowa
Bozena Mierzejewska, editor, *International Journal of Media Management*
Pablo Boczkowski, Northwestern

8:15 am to 9:45 am / 329

Minorities and Communication Division

Refereed Paper Research Session: **Media, Minorities, and Cross-Cultural Communication Issues**

Moderating/Presiding: **Bradley Gorham**, Syracuse

Latino Youth as Information Leaders: Implications for Family Interaction
and Civic Engagement in Immigrant Communities

Mike McDevitt and **Mary Butler**, Colorado - Boulder

Online Social Networking and Socialization Among Hispanic College Students

David Park, Florida International; **Homero Gil de Zuniga**, Texas at Austin;

Oleg Mironchikov and **Maria Cedeno**, Florida International

Covering Immigration: Journalists' Perceptions of Geo-Ethnic Storytelling

Josh Grimm, Texas Tech

Headline Hawai'i: Racial Aloha in Kama'aina News*

Cory Weaver, Syracuse

Discussant: **Yuki Fujioka**, Georgia State

* Third Place Student Paper, Minorities and Communication Division

8:15 am to 9:45 am / 330

Public Relations and International Communication Divisions

PF&R Panel Session: **Analyzing Journalism, Public Relations, and Content Creation
in the Arab World**

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Moderating/Presiding: **Alma Kadragic**, Wollongong, Dubai

Panelists: **Serajul Bhuyian**, Auburn
Tina Leshner, William Paterson
Dean Kruckeberg, North Carolina, Charlotte

8:15 am to 9:45 am / 331

Scholastic Journalism Division

Refereed Paper Research Session: **New Views on an Old Idea—Student Expression**

Moderating/Presiding: **Monica Hill**, North Carolina at Chapel Hill

Law Textbooks for School Administrators: Do They Present the Same *Tinker* and *Hazelwood* We Know?

Candace Perkins Bowen and **Trevor Ivan**, Kent State

Perils and Recommendations for Student Publications After Christian Legal Society v. Martinez

Andrew Pritchard, North Dakota State

Student Journalists v. School Administrators: A More Structured Way to Resolve Disputes

Jonathan Peters, Missouri

Discussant: **Mark Goodman**, Kent State

8:15 am to 9:45 am / 332

Association for Education in Journalism and Mass Communication

Training Session: **Incoming Division and Interest Group Heads**

Moderating/Presiding: **John Carvalho**, Auburn

8:15 am to 9:45 am / 333

Association for Education in Journalism and Mass Communication

Training Session: **Incoming Professional Freedom and Responsibility Chairs**

Moderating/Presiding: **John Pavlik**, Rutgers

8:15 am to 9:45 am / 334

Association for Education in Journalism and Mass Communication

Training Session: **Incoming Research Chairs**

Moderating/Presiding: **Ann Hollifield**, Georgia

8:15 am to 9:45 am / 335

Association for Education in Journalism and Mass Communication

Training Session: **Incoming Teaching Chairs**

Moderating/Presiding: **Sheri Broyles**, North Texas

8:15 am to 9:45 am / 336

Association for Education in Journalism and Mass Communication

Training Session: **Incoming Division and Interest Group Vice Heads**

Moderating/Presiding: **Patrick Lee Plaisance**, Colorado State

8:15 am to 9:45 am / 337

EU-U.S. Atlantis Program

Panel Session: **Evaluation and Modernization of Vocational Education and Training
Within the Digital Creative Industries**

Moderating/Presiding: **Dan Berkowitz**, Iowa

The four partnership schools are:

University of Iowa

University of South Carolina

Teeside University (England)

University of Gavle (Sweden)

This session will focus on identifying needs for training in the digital creative industries, with an emphasis on both professional skills and entrepreneurship. This project is funded by the International and Foreign Language Education Programs, U.S. Department of Education.

10 am to 11:30 am / 338

Advertising and Magazine Divisions

PF&R Panel Session: **Advertainment: Advertising, Entertainment, and Engagement**

Moderating/Presiding: **Troy Elias**, Florida

Panelists: **Vincent Cicchirillo**, Texas
Heather La Marre, Minnesota
Kristen Landreville, Wyoming
Richard Dorment, features editor, *Esquire*
Susan Currie Sivek, Linfield College
Melissa Inman, Meredith

10 am to 11:30 am / 339

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session: **Vaccination Fascination: Exploring Impacts on Public Health Compliance Behaviors**

Moderating/Presiding: **Michael Dahlstrom**, Iowa State

The Blame Frame: Media Attribution of Blame During the MMR-autism Vaccination Scare

Avery Holton, Texas at Austin;
Brooke Weberling, North Carolina at Chapel Hill;
Chris Clarke, Cornell and **Michael Smith**, Louisville

Acceptability of the H1N1 Vaccine Among Older Adults: The Interplay of Message Framing and Perceived Vaccine Safety and Efficacy

Xiaoli Nan, **Bo Xie** and **Kelly Madden**, Maryland

Message Framing and Vaccination Outcomes: A Within-messages Framing Manipulation Experiment

Rustam Haydarov, UNICEF and **Joye Gordon**, Kansas State
Inoculating Against Confusion and Restoring Confidence in Vaccinations:
A Mental Models Approach to Risk Communication

Valarie Bell Wright, **Heather Woolwine**, **Amanda Ruth-McSwain**,
Margaret White and **Jennifer Lockhart**, College of Charleston

Discussant: **Robert Logan**, U.S. National Library of Medicine

10 am to 11:30 am / 340

International Communication and Media Management and Economics Divisions

PF&R Panel Session: **Newspaper Markets Defy the Circulation Spiral in Africa, Asia and Latin America: Does this Mean More Public Access to Information?**

Moderating/Presiding: **Jeannine Relly**, Arizona

Panelists: Argentina, Brazil and Mexico
 Rosental Alves, Texas at Austin
 Celeste Gonzalez de Bustamante, Arizona
China
 Guo Ke, Shanghai International Studies University
India
 Vandana Pednekar-Magal, Grand Valley State
North Africa / Middle East
 James Scotton, Marquette
South Africa
 Elanie Steyn, Oklahoma

10 am to 11:30 am / 341

Law and Policy and Newspaper Divisions

Teaching Panel Session: **Student Open Records Audits as a Teaching Tool**

Moderating/Presiding: **Joshua Azriel**, Kennesaw State

Panelists: **Carolyn Carlson**, Kennesaw State
 Charles Davis, Missouri
 Jason Shepard, California State, Fullerton
 Steve Stepanek, Georgia Southern

10 am to 11:30 am / 342

Mass Communication and Society Division and Political Communication Interest Group

Teaching Panel Session: **Teaching Political Communication Using Social Media**

Moderating/Presiding: **W. Joann Wong**, Indiana

Panelists: **Thomas J. Johnson**, Texas at Austin
 Cindy Royal, Texas State, San Marcos
 Sharon Meraz, Illinois at Chicago
 Marcus Messner, Virginia Commonwealth

10 am to 11:30 am / 343

Media Ethics Division

Refereed Paper Research Session: **Special Call — Methodological Issues in Media Ethics Research**

Moderating/Presiding: **Laura Hlavach**, Southern Illinois at Carbondale

Press Apologies: A New Paradigm for the New Transparency?

Sandra Borden, Western Michigan

Neuroethics, Moral Development and Media: An Emotional War Over Reason*

Rhema Zlaten, Colorado State at Fort Collins

The Psychology of Plagiarism**

Norman Lewis, Florida and **Bu Zhong**, Pennsylvania State

Dissecting Press Ethics: A Methodological Evaluation of the Discipline

Jenn Burleson Mackay, Virginia Tech

Discussant: **Jane Singer**, Iowa

* Top Student Paper, Media Ethics Division

** Top Paper, Special Call, Media Ethics Division

10 am to 11:30 am / 344

Minorities and Communication and History Divisions

Research Panel Session: **Radical Ethnic, Foreign-Language, and Labor Media
in the Media Ecology of Their Times**

Moderating/Presiding: **E.K. Daufin**, Alabama State

Panelists: Radical Voices in the Second City: African-American, Chicano
and Foreign-language Publishing in Chicago

Jon Bekken, Albright

Public Broadcasting's Family Tree: Exploring Public

Broadcasting's Family Tree: Exploring WNYC's Labor Roots

Glenda Balas, New Mexico

From Flame to Flame: The Rise and Fall of the Latvian Anarchist
Press, 1906-1918

Andris Strausmanis, Wisconsin-River Falls

African American Media Pioneers: Reformers, Revolutionaries
& Radicals?

Jerry Komia Domatob, Alcorn State

Community Responses to Anti-Puerto Rican Campaigns in NYC's
Mainstream Press in the 1940s

Ilia Rodriguez, New Mexico

10 am to 11:30 am / 345

Radio-Television Journalism Division

Refereed Paper Research Session: **Bias and Branding**

Moderating/Presiding: **Lillian Williams**, Columbia College, Chicago

Measuring the Messenger: Analyzing Bias in Presidential Election Return Coverage

Kathleen Ryan, Colorado, Boulder and **Lane Clegg**, Miami, Ohio

The Real “Sunshine” State: An Oral History of Cameras in the Courtroom

During the 2000 Recount in Florida

Christina Locke, Florida

Golden-age Foreign Correspondence, Sourcing, and Propaganda

Raluca Cozma, Iowa State

Perceived Media Bias and Cable News Branding: The Effects of Diversification
in the Marketplace of Information

Dylan McLemore, Southern Arkansas

Discussant: **Mary Blue**, Tulane

10 am to 11:30 am / 346

Scholastic Journalism Division and Community College Journalism Association

Research Panel Session: **Advancing Theory and Methods in Scholastic Journalism Research**

Moderating/Presiding: **George L. Daniels**, Alabama

Panelists: **Geoffrey Graybeal**, Georgia

Jack Dvorak, Indiana

Mary Arnold, South Dakota State

Adam Maksl, Missouri

10 am to Noon / 347

Commission on the Status of Women

Teaching Panel Session: **Women in Academia: Outsiders Within?**

Part I: Dis-Illusioning the “F-Word” in the Classroom

Moderating/Presiding: **Erika Engstrom**, Nevada, Las Vegas

Panelists: Adjusting Feminist Disruption

Therese Lueck, Akron

Teaching Equality/Diversity/Feminism to Post-Feminist Students

Kimberly Voss, Central Florida

Feminist Doesn’t Mean “Feminine” or “Man-hater” and Other Reasons
a Male Voice Can Be Helpful in Classroom Discussions

Lance Speere, Central Florida

“Teacher Is Bitter Man-hater”: Adjusting Course Content and Delivery

Erika Engstrom, Nevada, Las Vegas

Part II: We Walk Alone: The Isolated Journey of Women of Color Junior Faculty in Academia

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Moderating/Presiding: **Monica Flippin-Wynn**, Jackson State

Panelists: **Ayanna Haaruun**, Northern Illinois
Natalie Tindall, Georgia State

Discussant: **Meta Carstarphen**, Oklahoma

10 am to 3 pm / 348

Association for Education in Journalism and Mass Communication

Business Session: **2011-12 AEJMC Board of Directors**

Moderating/Presiding: **Linda Steiner**, Maryland, 2011-12 AEJMC President

10 am to 1:15 pm / 349

International Association for Literary Journalism Studies

Invited Research Session: **A Roundtable on Literary Journalism: Telling Stories,
Defining Citizenship**

Moderating/Presiding: **David Abrahamson**, Northwestern
and **Joshua Roiland**, Case Western Reserve

Panelists: Part A:
Brian Bowe, Grand Valley State
Kathy Roberts Forde, South Carolina
Calvin Hall, Appalachian State
Prachi More, Tübingen
Bill Reynolds, Ryerson
Stacy Spaulding, Towson

Part B:
Peiqin Chen, Shanghai International
Thomas B. Connery, St. Thomas
Daniel Irving, Binghamton
Amy Snow Landa, Minnesota
Novia Pagone, Chicago
John Pauly, Marquette
Joshua Roiland, Case Western Reserve

11:45 am to 1:15 pm / 350

Advertising and Public Relations Divisions

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Teaching Panel Session: **How the Management Function of Marketing Communication Firms is Changing**

Moderating/Presiding: **Craig Davis**, Ohio

Panelists: **Clay Dedeaux**, Ferris State
Don Dickinson, Portland State
Sarah Ferguson, Barkley USA
Daniel Ng, Oklahoma
Sara Roedl, Southern Illinois

11:45 am to 1:15 pm / 351

Minorities and Communication Division

Refereed Paper Research Session: **Racial Discourses in News Media**

Moderating/Presiding: **Frances Ward-Johnson**, Elon

Tarred with the Same Brush? African-American Journalists
and Memories of Janet Cooke and Jayson Blair

Mary Hill-Wagner, Southern California

To Protest a Cause but Dismantle a Company: Newspaper Framing
of the Montgomery Bus Boycott

Felicia McGhee-Hilt, Tennessee at Chattanooga

Differences in Editorial Coverage of Jeremiah Wright in the Minority
and Mainstream Presses

Mia Moody, Baylor and **Amanda Sturgill**, Elon

African American Cartoon Characters: An Analysis of The Proud Family*

Adrienne Smith, Southern Illinois-Edwardsville

Discussant: **Tracy Everbach**, North Texas

* Second Place Student Paper, Minorities and Communication Division

11:45 am to 1:15 pm / 352

Newspaper and Media Management and Economics Divisions

Research Panel Session: **The Transformational Newspaper: How Newspapers are Coping with the Digital News Revolution in 2010-2011—A Current Snapshot of Newspaper Practices Across the United States**

Moderating/Presiding: **Paul Steinle**, former president, United Press International
Southern Oregon; Quinnipiac

Panelists: **Paul Steinle**, former president, United Press International
Southern Oregon; Quinnipiac
Sara Brown, former training director, United Press International, Los Angeles,
Southern Oregon; Quinnipiac
William Nangle, editor, *The Times of Northwest Indiana*, Munster, IN
Conan Gallaty, online director, *Arkansas Democrat-Gazette*, Little Rock, AR

11:45 am to 1:15 pm / 353

Radio-Television Journalism and Media Ethics Divisions

PF&R Panel Session: **Look Who's Talking**

Moderating/Presiding: **Jeanne N. Rollberg**, Arkansas at Little Rock

Panelists: **Bill Davie**, Louisiana Lafayette
Erik Ugland, Marquette
Jack Breslin, Iona
Tim Eby, director and general manager, St. Louis Public Radio

11:45 am to 1:15 pm / 354

Scholastic Journalism Division

Refereed Paper Research Session: **Polling Journalism Teachers & Guidance Counselors:
What the Data Show**

Moderating/Presiding: **Amy Carwile**, Texas A&M-Texarkana

Technology, Self-Efficacy, and Job Satisfaction: A Study of Predictors
of Burnout Among High School Journalism Educators

Gretchen Sparling and **Koji Fuse**, North Texas

The Student Journalist: Roles of the Scholastic Press in the 21st century

Adam Maks, Missouri

Journalism as a Viable Career Choice: What Guidance Counselors
Are Telling Students

Terry Rentner, **Seth Oyer**
and **Mark Flynn**, Bowling Green State

Discussant: **Marie Hardin**, Pennsylvania State

11:45 am to 1:15 pm / 355

Commission on the Status of Women and International Communication Division

Teaching Panel Session: **Visual Journalists Reporting in Asia**

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Moderating/Presiding: **Manuel Chavez**, Michigan State

Panelists: **Rich Beckman**, Miami
Kanni Huang, Michigan State
Amy Thompson, documentary photographer
Geri Alumit Zeldes, Michigan State

1:30 pm to 3 pm / 356

Media Management Economics and Newspaper Divisions

PF&R Panel Session: **Managing Innovation: Online News Professionals Talk about What's Ahead**

Moderating/Presiding: **Amber Hinsley**, Saint Louis

Panelists: **Bob Rose**, deputy managing editor, *St. Louis Post-Dispatch*
Jim Flink, vice president of news operations, Newsy.com
Susan Hegger, politics and issues editor, *St. Louis Beacon*
Kelsey Proud, online producer, St. Louis Public Radio
Mike Jenner, Missouri; former executive editor, *Bakersfield Californian*