

Wednesday, August 8, 2012

8 am to 5 pm / 001

Advertising Division

Advertising Teaching Workshop Session: **Preparing Our Students for a Brave New Digital World**

Moderating/Presiding: **Jan Slater**, Illinois at Urbana-Champaign and **Sheri Broyles**, North Texas

Keynote: Setting the Stage: The Industry's Take on Digital
name, affiliation

Panelists: Job Bound: An Insider's Tricks to Help Your Students Land Their First Jobs
Brad Karsh, president and founder, Job Bound
Just Google It: Insights into Google Analytics
Kyle Welter, strategist, Google
Blurring the Lines: Digitas and Leo Burnett's Arc Talk Old School to New Digital
Rich Pieczynski, vp/account director, Arc
Eddie Revis, digital planner, Digitas
Expanding Your Program's Brand: Adding Value with Boot Camps, Seminars
and Other Creative Ideas
Rhiannon Clifton, director of programs, Charles H. Sandage Department
of Advertising, University of Illinois at Urbana-Champaign

Wrapping It Up
What's On Your Mind: Sharing Problems and Solutions

Pre-registration is required.

8 am to Noon / 002

International Communication Division

Teaching Workshop Session: **Global Journalism and Mass Communication: Effective Teaching
and Research Strategies**

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

Panelists: **Arnold S. de Beer**, Stellenbosch, South Africa
James Scotton, Marquette
Jiafei Yin, Central Michigan
Gregory G. Pitts, North Alabama
Luis Peon-Casanova, Nebraska-Lincoln
Sandhya Rao, Texas State San Marcos
Kalyani Chadha, Maryland
Folu Ogundimu, Michigan State
Melissa Wall, California State – Northridge
Nnamdi T. Ekeanyanwu, Covenant University, Nigeria

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2012 AEJMC Conference Program Copy

Frauke Hachtmann, Nebraska-Lincoln
Sandra Whitehead, Hariri Canadian University, Lebanon

Discussants: **Heloiza G. Herscovitz**, California State, Long Beach
and **Arnold S. de Beer**, Stellenbosch, South Africa

8:30 am to Noon / 003

Law and Policy Division

Workshop Panel Sessions: **Summer Vacation is Over: Mass Communication Law Update
in 180 Minutes**

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

8:30 to 9:30 a.m.

The Supreme Court Did What?!: Decisions from the 2011/2012 Term

Panelists: **Clay Calvert**, Florida
Dan Kozlowski, St. Louis
Derigan Silver, Denver

9:45 to 10:45 a.m.

Texts, and Tweets and Flickr, Oh My: Social Media Law Update

Panelists: **Robert D. Richards**, Pennsylvania State
Woodrow N. Hartzog, Cumberland School of Law, Samford
Daxton "Chip" Stewart, Texas Christian

11 a.m. to Noon

What Happened to "Don't Be Evil": Privacy Law Update

Panelists: **T. Barton Carter**, Boston
Amy Gajda, Tulane University Law School
Eric Easton, University of Baltimore School of Law

8:30 am to 2:30 pm / 004

Association for Education in Journalism and Mass Communication

Business Meeting: **Board of Directors Meeting**

Moderating/Presiding: **Linda Steiner**, Maryland, 2011-2012 AEJMC President

9 am to 4 pm / 005

Scholastic Journalism Division

Off-site Teaching Workshop Session: **Chicagoland Teach-In**

Moderating/Presiding: **Calvin L. Hall**, Appalachian State and **Sally Renaud**, Eastern Illinois

Panelists: **John Bowen**, Kent State
James Tidwell, Eastern Illinois
Candace Perkins Bowen, Kent State
Barry Locher, Illinois Press Foundation
Sally Renaud, Eastern Illinois

Workshop to be held at Loyola University School of Communication.

9 am to 5 pm / 006

Visual Communication and **Electronic News Divisions**

Off-site Workshop Session: **Final Cut Pro or Adobe Premiere: Which One to Use and How to Teach It?**

Moderating/Presiding: **Bruce Thorson**, Nebraska-Lincoln

Speakers: **Wasim Ahmad**, Stony Brook
Curt Chandler, Pennsylvania State

This workshop is designed to give participants a hands-on experience with these two high-powered multimedia applications, Final Cut Pro X and Adobe Premiere. With the release of FCP X, there have been significant changes in the software. You will have the opportunity to compare these two software applications. From this workshop experience you will be better able to make a decision about which software you might want to use for yourself, for teaching and for your students. This Adobe Premiere session is being taught by Wasim Ahmad, assistant professor, Stony Brook University and the FCPX is taught by Curt Chandler, Senior lecturer/multimedia reporting in the College of Communications at Penn State University. This offsite workshop will be held at Northwestern University, McCormick Tribune Center Room, Room 4-115; 1870 Campus Dr., Evanston IL 60208. Pre-registration is required.

1 pm to 5 pm / 007

Communication Theory and Methodology and **Mass Communication and Society Divisions**

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

Moderating/Presiding: **Michel M. Haigh**, Pennsylvania State

Speaker: **Marc A. Smith**, Media Research Foundation

This preconference workshop examines social network analysis. Social network analysis can be used to examine message boards, blogs, and friend networks. Smith will work with participants to show them how to use the NodeXL program to conduct a network analysis. A laptop is required for this session.

Pre-registration is required.

1 pm to 5 pm / 008

International Communication Division

Workshop Session: **Preconference Teaching Journalism in Developing Countries and Emerging Democracies: The Case of UNESCO's Model Curricula**

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

Panelists: **Fackson Banda**, Division for Freedom of Expression & Media Development, UNESCO
Sundeep Muppidi, former Secretary-General, AMIC
Ibrahim Seaga Shaw, Northumbria University, England
Sonia Virginia Moreira, Universidade do Estado do Rio de Janeiro, Brazil
Gordon Stuart Adam, formerly with Carleton University, Ottawa, Canada
Rosental Calmon Alves, Texas at Austin (President of ORBICOM, global network of UNESCO Chairs in Communication)
Peter Laufer, Oregon

1 pm to 5 pm / 009

Law and Policy Division, Community Journalism and Civic and Citizen Journalism Interest Groups

Workshop Panel: **Journalism Programs As News Providers: Legal and Other Protections**

Moderating/Presiding: **Geanne Rosenberg**, Baruch College and CUNY-Journalism

Panelists: **Fred Bayles**, Boston
Christopher Beall, Levine Sullivan Koch & Schulz, LLP
Joe Bergantino, Boston
Lucy Dalglish, Maryland
Steve Doig, Arizona State
Karen Dunlap, Poynter Institute
Howard Finberg, Poynter Institute
George Freeman, veteran *New York Times* lawyer
Bill Grueskin, dean, Columbia
Jeff Hermes, Citizen Media Law Project
Jane Kirtley, Minnesota
Frank LoMonte, Student Press Law Center
Ed Madison, Oregon
Nikhil Moro, North Texas
Eric Newton, Knight Foundation
Geneva Overholser, Director, Southern California-Annenberg
Cathy Packer, North Carolina at Chapel Hill
Earnest L. Perry, Missouri
Jonathan Peters, Missouri

Journalism schools are increasingly filling gaps in news coverage through school-sponsored journalism projects, either independently or in partnership with professional news outlets. Journalism schools can strengthen their educational programs and protect and advance the valuable journalism they are contributing by reasonably addressing legal risk. Thank you for the support of the Carnegie Corporation, the McCormick Foundation and the Harnisch Family Philanthropies. Reception to follow. Pre-registration is required.

1 pm to 5 pm / 010

Media Ethics Division and Political Communication Interest Group

Workshop Session: **Ethics of Politics: Teaching it Well**

Moderating/Presiding: **Ginny Whitehouse**, Eastern Kentucky
and **William Babcock**, Southern Illinois at Carbondale

Introductions and Welcome

Panelists: Teaching Ethics in the Presidential Election Season
Keynote: **Robert Denton**, Virginia Tech; co-editor, *Communicator-in-Chief: How Barack Obama Used New Media Technology to Win the White House*
Building an Ad Watch
Lee Wilkins, Missouri
From CNN to FOX to MSNBC: Building a News Fairness Watch
William Babcock, Southern Illinois at Carbondale
The Not So Subtle Racism of Presidential Politics
John Watson, American

Roundtables: Best Practices and Biggest Questions

From LDS to Islam: Why Sex is Easier to Talk about Than Religion in Politics but Getting Students to Talk about Religion Anyway
Ginny Whitehouse, Eastern Kentucky
Using Jon Stewart and Stephen Colbert to Teach Ethics
Mark Poepsel, Loyola, New Orleans and **Chad Painter**, Missouri

1 pm to 5 pm / 011

Small Programs Interest Group

Workshop Session: **Best Practices in Advising Student Media**

Moderating/Presiding: **Susan Lewis**, Abilene Christian

Panelists: **Lillian Lodge Kopenhaver**, Florida International
Vince Filak, University of Wisconsin, Oshkosh
Kenneth Pybus, Abilene Christian
Kay Colley, Texas Wesleyan

Veteran and new advisers come join the Small Programs Interest Group as we explore current best

practices in advising student media. What are current HR opinions on compensation? How far is too far in your role as an adviser? Can you advocate for good journalism and avoid the wrath of administrators? What are the current states of newspapers, television stations, yearbooks, radio stations, magazines and online media? Are new models working? How have social media and mobile media impacted student media? Where and how do student public relations or advertising firms fit into the mix? Come join some of the best student media advisers in the country as we explore these and other issues.

1 pm to 5 pm / 012

AEJMC Task Force on Recruiting for Academic Diversity

Workshop Session: **From Professional to Professor**

1 to 2:30 p.m.

Session 1: **Should Professionals of Color Make the Switch? Benefits and Consequences**

Moderator: **Jane Rhodes**, dean for the Study of Race and Ethnicity, Macalester College,
Task Force Co-Chair

Panelists: **Earnest L. Perry**, Missouri, Task Force member
Linda Callahan, North Carolina A&T, Task Force member
Lisa Peterson-de la Cuerva, Minnesota
Lee Thornton, Maryland

2:30 to 2:45 p.m.: Break

2:45 to 4 p.m.

Session II: **What Does it Take to Make the Transition Work? Models and Needs**

Moderator: **Indira Somani**, Washington & Lee

Panelists: **Charles Whitaker**, Northwestern
Angie Chuang, American
Victoria LaPoe, Louisiana State
Herbert Lowe, Marquette

4 to 4:15 p.m.: Break

4:15 to 5 p.m.

Session III: **What Have We Learned? Next Steps**

Moderator: **Lana Rakow**, director, Center for Community Engagement, North Dakota,
Task Force Co-Chair

Panelists: **Federico Subervi**, chair, AEJMC Latino & Latin American Task Force,
Texas State San Marcos
Linda Steiner, AEJMC president, Maryland
Jane Rhodes, Task Force Co-Chair, Macalster
Indira Somani, Task Force member, Washington & Lee

2 pm to 4 pm / 013

Public Relations and Communication Technology Divisions

Workshop Session: **Tenacious Tweeting, Bellowing Blogging, Fanatical FaceBooking,
Yappy YouTubing: Using Industry Cases as Teaching Tools**

Moderating/Presiding: **Tiffany Derville Gallicano**, Oregon

Panelists: **Serena Carpenter**, Arizona State
Lisa T. Fall, Tennessee
Jamie Izaks, co-founder/president, All Points Public Relations
Abby Lovett, vice-president, group manager, Ketchum
Charles Lubbers, South Dakota
Marcus Messner, Virginia Commonwealth
Alan VanderMolen, president/CEO, Global Practices and Diversified Insights Businesses

3:30 pm to 10 pm / 014

Association for Education in Journalism and Mass Communication

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

Moderating/Presiding: **Tony DeMars**, Texas A&M, Commerce, Council of Divisions Chair

4 pm to 6 pm / 015

Sports Communication Interest Group

Workshop Session: **Twitter Dumb and Twitter Dee: Teaching Social Media for Sports Curriculum**

Moderating/Presiding: **Max Utsler**, Kansas

Panelists: **Glenda Alvarado**, South Carolina
Michael Mitrook, South Florida
John Sweeney, North Carolina
Lori Roessner, Tennessee
Welch Suggs, Georgia
Howard Schlossberg, Columbia College

5:30 pm to 10 pm / 016

International Communication Division

Workshop Session: **Press Freedom, Democratic Accountability and Information
Flows Around the World**

Moderating/Presiding: **Folu Ogundimu**, Michigan State

Panelists: **Victor Ayedun-Aluma**, University of Lagos, Akoka, Lagos, Nigeria
Arnold S. de Beer, Stellenbosch, South Africa
Leonardo Ferreira, Miami

Moderator/Presiding: **Chris W. Ogbondah**, Northern Iowa Cedar Falls

Panelists: **Eric Freedman**, Michigan State
Olusola O. Isola, University of Ibadan, Nigeria
Folu Ogundimu, Michigan State
Chris Paterson, University of Leeds, United Kingdom

Subtopics: Press Freedom Ratings and Democratic Accountability Around the World; The Rise of Digital Media and Implications for Press Freedom; The NWICO Debate and International News Flow in Today's Globalization Era; and From the Arab Street to Wall Street: How Relevant Are Media as Informational Channels During Revolutionary Upheavals?

5:30 pm to 10 pm / 017

Internships and Careers Interest Group

Workshop Session: **Internships and Careers "Bootcamp" Workshop**

Moderating/Presiding: **Abhinav Aima**, Pennsylvania State-New Kingston

Workshop Presenters: Advertising Sales careers
Scott Hamula, Ithaca
Internships Best Practices
Grace Levine, Quinnipiac
Programs Assessing Internships and Internships Assessing programs
John Chapin, Pennsylvania State, Beaver
Report on Survey Data from Internship Participants and Site Supervisors
to Guide Curriculum Changes
Nigel Dobereiner, Westfield State

5:30 pm to 9:30 pm / 018

Association of Schools of Journalism and Mass Communication

Workshop Session: **New Deans, Directors and Chairs: Communicating Effectively
and Building Strong Teams**

Moderating/Presiding: **Jennifer H. McGill**, executive director, AEJMC/ASJMC Central Office

Speaker: **Derek Lane**, leadership consultant, Kentucky

6 pm to 9:30 pm / 019

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

Workshop Session: **Getting Started in Teaching Journalism: Tips From the Vets**

Moderating/Presiding: **Linda Aldoory**, Maryland and **Charles N. Davis**, Missouri

This pre-conference workshop will contain four rounds of topical conversation, complete with teaching tips at each. Groups will rotate from one to the next, so the conversation shifts gears every 30 minutes! You'll leave each session armed with innovative teaching tips and a new teaching veteran to keep in touch with as questions arise. While the workshop will focus on helping those new to academe, experienced educators are welcome to participate and contribute as well.

7 pm to 9 pm / 020

Communication Theory and Methodology and Mass Communication and Society Divisions

Workshop Session: **Advanced Social Network Analysis**

Moderating/Presiding: **Michel M. Haigh**, Pennsylvania State

Speaker: **Marc A. Smith**, Media Research Foundation

This preconference workshop examines social network analysis. This is an advanced workshop for people who have had previous experience with NodeXL. Smith will highlight some of the updates to the program, and work through scenarios with participants. A laptop is required for this session. Pre-registration is required.

8 pm to 10 pm / 021

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

Social

Hosting: **Joe Foote**, Oklahoma and **Bob Ross**, Ethics and Excellence in Journalism Foundation

8 pm to 10:30 pm / 022

AEJMC Night at the Movies

Special Centennial Showing: "The Music Man"

Set in 1912 Iowa, this movie will provide a look at life in the year of our founding.

Thursday, August 9, 2012

7 am to 8 am / 023

Public Relations Division

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

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

7 am to 8 am / 024

Association for Education in Journalism and Mass Communication

Business Session: **Task Force on Recruiting for Academic Diversity**

Moderating/Presiding: **Lana Rakow**, North Dakota and **Jane Rhodes**, Macalester

8 am to 11:30 am / 025

Association for Education in Journalism and Mass Communication

Business Session: **AEJMC Finance Committee Meeting**

Moderating/Presiding: **Kyu Ho Youm**, Oregon

8:15 am to 9:45 am / 026

Advertising Division

Refereed Paper Research Session: **Healthier Living Though Advertising**

Moderating/Presiding: **Frauke Hachtmann**, Nebraska

Is Green Advertising Recommended When Things Go Wrong?

Harsha Gangadharbatla, **Gergely Nyilasy** and **Angela Paladino**, Oregon

Using Taylor's Six-Segment Strategy Model to Generate Messages That Help to Reduce Hospital-Acquired Infections

Ron Taylor, Tennessee, Knoxville

A Content Analysis of the Information Content of Over-the-Counter Drug Advertising in Magazines

Lu Zheng, **John Sutherland** and **Shine Liu**, Florida

Separating Motivational Activation from Implicit Attitudes in a Food Advertising Context

Rachel Bailey, Indiana

An Ethical Dilemma? An Assessment of Commercials from the 12 top Fast-food Businesses

Julie Fudge, **Nan Yu** and **Laura C. Farrell**, North Dakota State

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Discussant: **Sela Sar**, Iowa State

8:15 am to 9:45 am / 027

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

PF&R Panel Session: **Current Trends in Audience Analysis**

Moderating/Presiding: **Myiah Hutchens**, Arizona and **Liz Gardner**, Texas Tech

Panelists: **Gini Dietrich**, CEO, Arment Dietrich, Inc., Chicago
Elena Weinstein, communications associate, DDB, Chicago
Linda Rutherford, vice president, Communication and Marketing,
Southwest Airlines, Austin
Mia Sissac, senior communications associate, DDB, Chicago
Martha Carlos, communications director, American Red Cross, Chicago
Mike Hess, EVP, Data Fusion and Social Television Analytics, Nielsen, Chicago

8:15 am to 9:45 am / 028

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

Teaching Panel Session: **PC or Not PC, That Is the Question: Navigating the Contentious Issue of Political Correctness in the Diversity Studies Classroom**

Moderating/Presiding: **Bob Trumpbour**, Pennsylvania State Altoona

Panelists: “But I Want a Man Who Treats Me Like a Princess”: Shattering Disney Dreams
Tracy Everbach, North Texas
Responding to Resistance and Fostering Transformation in Diversity Studies Courses
Karen Kline, Lock Haven
Getting Past PC by Avoiding IP (Identity Politics)
Christopher Martin, Northern Iowa
Playing “the Merit Game” — Complicating the Intersections of Race, Gender and Class
Meta Carstarphen, Oklahoma

8:15 am to 9:45 am / 029

International Communication Division

Refereed Research Paper Session: **Framing the Middle East**

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

High Drama on the High Seas: Peace vs. War Journalism Framing of the

Mavi Marmara Incident*

Britain Eakin and **Shahira Fahmy**, Arizona

Uni-Dimensional Framing of a Multi-Dimensional Organization: Newspaper
Frames of Hizbullah

Rebekah Husted, **Maureen Taylor**, and **Peter Gade**, Oklahoma

Media Salience and Framing: Sources as a New Dimension of the Frame-Changing
Model as Applied to Coverage of the Saddam Hussein Trial

Jin Yang, Memphis and **Padmini Patwardhan**, Winthrop

Al-Jazeera and Al-Arabiya Framing of the Israel-Palestine Conflict During War
and Calm Periods

Mohamad Elmasry, American University in Cairo;

Alaa El Shamy, Ain Shams University; **Peter Manning**

and **Andrew Mills**, Northwestern and Phil Auter, Louisiana at Lafayette

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

* Top Paper, International Communication Division

8:15 am to 9:45 am / 030

Law and Policy Division

Refereed Research Paper Session: **Covering the Cs: Campaign Finance Law, Copyright
& Claims of Trade Secrets**

Moderating/Presiding: **Roy Moore**, Middle Tennessee State

Who Are the Media? The Media Exemption to Campaign Finance Law*

John Remensperger, North Carolina at Chapel Hill

Surveying the Post-Apocalyptic Landscape: Campaign-Finance Reform
and Free Speech After *Citizens United*

Matthew Telleen, **Carmen Maye** and **Erik Collins**, South Carolina
Online News Aggregators, Copyright, and the Hot News Doctrine

Robert G. Larson III, Minnesota

Who Owns Your Friends?: *PhoneDog v. Kravitz* and Business Claims of Trade
Secret in Social Media Information

Jasmine McNealy, Syracuse

Discussant: **Eric Easton**, Baltimore School of Law

*Third Place Student Paper

8:15 am to 9:45 am / 031

Media Ethics and Electronic News Divisions

Teaching Panel Session: **Storytelling in Electronic Media—The Bridge Between Public Relations
and Broadcast Journalism**

Moderating/Presiding: **Jared Johnson**, Brigham Young

Panelists: **Robert “Pritch” Pritchard**, Oklahoma
Michael L. Thurwanger, Eureka College
Macon McGinley, Georgia College and State University

8:15 am to 9:45 am / 032

Minorities and Communication and Scholastic Journalism Divisions

PF&R Panel Session: **Ethnic/Racial Minorities Participation in AEJMC: How Much and What Type of Progress?**

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

Presenter: **Mia Moody**, Baylor

Respondents: **Felix Gutiérrez**, Southern California
Cristina Azocar, San Francisco State
Carolyn Stroman, Howard
Hayg Oshagan, Wayne State

8:15 am to 9:45 am / 033

Newspaper and Online News Division

High Density Refereed Research Paper Session

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

Group I Papers

New Media, Old Sources: An Examination of Source Diversity of Online News in China

Na Liu and **Fen Lin**, City University of Hong Kong

A Wave of Sources: An Examination of Sources used in U. S. and Japanese Newspaper Coverage of the Tsunami in Japan

Maria Fontenot, **Catherine Luther** and **Ioana Coman**, Tennessee

Online News Coverage and Political Knowledge: The Case of the 2010 Health Care Reform Legislation

Kevin Wang, Butler

Sequence of Internet News Browsing: Platform, Content, Presentation and Interface Usage

Lingzi Zhang, Singapore

Journalists, Technologists, and the Normalization Hypothesis: A Two-Part Case Study of News Innovation Contest Submissions

Seth Lewis and **Rodrigo Zamith**, Minnesota; **Nikki Usher**
and **Todd Kominak**, George Washington

Discussant: **Nikhil Moro**, North Texas

Group II Papers

Newspaper Clubs Emerge From Bohemia: Nineteenth Century Press Clubs
in Chicago Stop Short of an Interest in Professionalization

Stephen Banning, Bradley

The Sporting News: A Study on Sports Teams and the News that Writes About Them

Ben Miller, Louisiana State

When the War on Drugs is Fought on the Field: Exploring Newspaper Coverage
of Drug and Alcohol Deviance of College Athletes from 1970 to 2010

Natalie Brown and **Shuhua Zhou**, Alabama

Conversational Journalism in Practice: A Case Study of The Seattle Times'
2010 Pulitzer Prize Winner for Breaking News Reporting*

Doreen Marchionni, Pacific Lutheran

Courting Coverage: A Content Analysis of the News Reporting of Supreme Court
of Texas Cases

Kenneth Pybus, Abilene Christian

Discussant: **Sandra Utt**, Memphis

* Winner, Top Open Division Paper Award

8:15 am to 9:45 am / 034

Public Relations and History Divisions

Centennial Session

Teaching Panel Session: **Guns, Gangsters, Prostitution and Porn: 100 Years of Vice
and Corporate Social Responsibility**

Moderating/Presiding: **Karen Miller Russell**, Georgia

Panelists: **Richard Junger**, Western Michigan
Natalie Y. Moore, Columbia College
Bey-Ling Sha, San Diego State
Jessalynn Strauss, Xavier

8:15 am to 9:45 am / 035

AEJMC Council of Affiliates (College Media Advisers)

Refereed Research Paper Session: **Issues Facing Campus Media**

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

Best Practices for the Structure and Function of College Student Media Boards:

Methods from the Field

Kay L. Colley, Texas Wesleyan

“So I Can Write Anything?”: Confronting the First Amendment and the Spiral of Silence at a Free Speech Event

Theodore Petersen, Florida Institute of Technology

Black and White and Still Read All Over: An Examination of the State of College Newspapers in a Time of Turbulence

Lisa Lyon Payne, Virginia Wesleyan

8:15 am to 9:45 am / 036

Community College Journalism Association

Teaching Panel Session: **DIY Disruption: Reinventing Journalism Through Experimentation**

Moderating/Presiding: **Robert Mercer**, Cypress College

Panelists: **Dan Reimold**, College Media Matters
Mitzi Lewis, Midwestern State
Brian Steffan, Simpson College
Toni Albertson, Mt. San Antonio College

8:15 am to 9:45 am / 037

Small Programs and Internships and Careers Interest Groups

PF&R Panel Session: **Entering the Workforce as an Entrepreneurial Journalist**

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

Panelists: **Richard Gordon**, director of digital innovation, Northwestern
Maribeth Vanderweele, The Vanderweele Group
Barbara Iverson, Columbia College
Lisa Phillips, SUNY-New Paltz

8:15 am to 9:45 am / 038

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

Panel Session: **Update on Review of Accrediting Standards**

Moderating/Presiding: **Susanne Shaw**, executive director, ACEJMC;
Peter Phatia, president, Accrediting Council,
and **Doug Anderson**, vice president, Accrediting Council

8:15 am to 9:45 am / 039

Chinese Communication Association

Panel Session: Studying Journalism in the Chinese Context - A Multiplex of Research Reflections and Refractions

Moderating/Presiding: **Bonnie Peng**, National Chengchi University, Taiwan

Better There Than Not: The Value of Fieldwork in Chinese Media Studies

Judy Polumbaum, Iowa

Freedom vs. Control: Dominant Ideology and Framing in Contemporary Media Research on China

Roya Akhavan, St. Cloud State

Studying Sideways: The Politics of Media Fieldwork in China

Limin Liang, City University of Hong Kong

From Backstage to Frontstage: The Visualization of Chinese Journalism in the New Media Environment

Baohua Zhou, Fudan University; Pennsylvania

How Offline Research Furthers Online Research: Understanding the Role of Microblogs in Chinese Journalism

Zhaoxi (Josie) Liu, Iowa

The Heroic Journalist: Memoirs of First-wave U.S. Correspondents in Post-Mao China

Yunya Song, City University of Hong Kong

Communication Empowerment in Shenzhen, China: The Experience of Southern Bi-Weekend

Jack Linquan Qiu, Chinese University of Hong Kong

This panel session is sponsored by the Chinese Communication Association (CCA), an affiliate with the AEJMC. Every year, the CCA sponsors such a panel, which contributes to the diverse theoretical, methodological and cultural perspectives presented at the AEJMC conference, provides opportunities for CCA members to engage in collaborative research with each other, and encourages CCA members to participate in AEJMC conferences.

10 am to 11:30 am / 040

Advertising Division

High Density Refereed Paper Research Session

Topic I — Advertising Effects and Effectiveness

Sex Sells? A Meta-analysis of the Effect of Sexual Content in Advertisements on Persuasive Outcomes

John Wirtz, Johnny Sparks and Kelli Lyons, Texas Tech

Understanding the Effects of Negative Celebrity Information

Mihyun Kang, William Reeves, Sejung Marina Choi
and **Weonkyung Kim**, Texas at Austin

The Effects of Visual Metaphor in Advertising on Attitude Changes

Soojin Kim and Jihye Kim, Florida

When Does Personalized Advertising Really Work? The Conceptual Difference Between Actual Personalization and Perceived Personalization

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Cong Li, Miami

Effects of Violent Television Programs on Advertising Effectiveness Among Young Children

Eunji Cho, Wisconsin-Madison and **Seung Chul Yoo**, Texas at Austin

Discussant: **Hong Cheng**, Ohio

Topic II — **New Media/Old Media**

Advertising enjoyment and time perception in multitasking

Brittany Duff, Illinois; Sela Sar, Iowa State

and Sydney Chinchachokchai, Illinois

How Connected Are Connected Consumers? Comparing the Contextual Use of Traditional and Nontraditional Video Platforms

Kelty Logan, Colorado

Pre-Roll Advertising in Videogames: Effects on Brand Recall and Attitudes

Frank Dardis, **Mike Schmierbach**, **Brett Sherrick**

and **Julia Daisy Fraustino**, Pennsylvania State

Something Old, Something New: Convergence Culture, Lifestage Marketing, and The Knot, Inc.

Jamie Schleser, American

I “Unlike” You! Reasons for Unliking Brand Pages on Facebook

Eun Sook Kwon, **Eunice Kim** and **Sejung Marina Choi**, Texas at Austin

Discussant: **Bobbikay Lewis**, Oklahoma State

10 am to 11:30 am / 041

Cultural and Critical Studies Division

Refereed Paper Research Session: **CCS Top Faculty and Student Papers**

Moderating/Presiding: **Karen Kline**, Lock Haven

Race and News in Post-Racial America: Shirley Sherrod and a Color-Blind Tale of Racism*

Mai Yamagami and **Hemant Shah**, Wisconsin-Madison

“The Kids Are Not Alright”: The Symbolic Functions of Children in Anniversary Memory of September 11*

Carrie Isard and **Carolyn Kitch**, Temple

The Voice of Capital: CNBC and the Representation of Finance Capitalism**

Aaron Heresco, Pennsylvania State

Illusory Empowerment: Representations of Korean Women in Television Series, All-American Girl and Lost**

Jiwoo Park, Southern Illinois

Discussant: **Gail Henson**, Bellarmine

* Top Faculty Paper

** Top Student Paper

10 am to 11:30 am / 042

Electronic News and Newspaper and Online News Divisions

PF&R Panel Session: **State of the Industry**

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

Panelists: **Mike Cavender**, executive director, Radio Television Digital News Association
Jane McDonnell, executive director, Online News Association
Mizell Stewart III, board member, American Society of News Editors
and VP Content, Scripps Newspaper Group
Tom Rosenstiel, director, Project for Excellence in Journalism

10 am to 11:30 am / 043

International Communication Division

Refereed Paper Research Session:

A Medium of Our Own: Studies of Counterpublics, Self-representation and the Emergence of Citizen Spheres

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

Muslim Bloggers in Germany: An Emerging Counterpublic?*

Stine Eckert and **Kalyani Chadha**, Maryland

Online Social Networking Profiles and Self-presentation of Indian Youths

Peddiboyina Vijaya Lakshmi, Sri Padmavati Mahila Visvavidyalayam;

Sagar Atre and **Yusuf Kalyango**, Ohio

Resisting or Reinforcing Western Stereotypes? Queen Rania of Jordan on YouTube

Melissa Wall, California State – Northridge

Youth Digital Cultures in Small Town and Rural Gujarat **

Manisha Shelat and **Cathy DeShano**, Wisconsin-Madison

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

* Top Paper

** Top Student Paper

10 am to 11:30 am / 044

Magazine and History Divisions

Teaching Panel Session: **The Century Club: Magazine History Connections for the Millennial Generation**

Moderating/Presiding: **Sammie Johnson**, Trinity

Panelists: The Evolving Trade of the Trade: Lessons to Learn from *American Banker*
Kathleen (Kitty) Endres, Akron
Magazine Survivor and Thriver *Harper's* as a Publishing, Writing and Editing
Innovator: What Students Can Learn
Berkley Hudson, Missouri
Writing Through Recessions: Women's Magazines Survive the Lean Times
Therese Lueck, Akron
Successes and Failures: Magazine Formulas That Work
Barbara Straus Reed, Rutgers

10 am to 11:30 am / 045

Mass Communication and Society Division and Graduate Student Interest Group

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

Moderating/Presiding: **Jay Hmielowski**, Yale and **W. Joann Wong**, Indiana

Panelists: **Rita F. Colistra**, West Virginia
Kalen M. A. Churcher, Niagra
Marcia Watson DiStaso, Pennsylvania State

Distinguished Educator of the Year: **John C. Pollock**, The College of New Jersey

10 am to 11:30 am / 046

Minorities and Communication Division

Refereed Paper Research Session: **Framing Immigration: Language, Voting and Healthcare**

Moderating/Presiding: **Petra Guerra**, Wisconsin-Madison

Illegal or Undocumented? Alien or Immigrant? An Examination of Terms
Used by the News Media, 2000-2010

Thomas J. Hrach, Memphis

Framing Immigration: An Analysis of Newswire and Regional Newspaper
Coverage of Immigration in the U.S.**

Rodrigo Zamith, Minnesota

Does Language Matter? The Effects of News in Spanish v. English on Voting
by U.S. Latinos

Barry Hollander, Georgia

Perception and Use of Ethnic Online Communities as a Health Information Source
Among Recent Immigrants in the United States*

Junga Kim, Florida

Discussant: **Brad Gorham**, Syracuse

- * Second Place Student Paper
- ** Fourth Place Student Paper

10 am to 11:30 am / 047

Public Relations Division

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

Moderating/Presiding: **Bey-Ling Sha**, San Diego State

From Awareness to Advocacy: Understanding Nonprofit Communication, Participation, and Support*

Brooke Weberling, South Carolina

Keeping It Real: Exploring the Roles of Conversational Human Voice and Source Credibility in Crisis Communication via Social Media**

Hyojung Park, San Diego State and **Glen Cameron**, Missouri

Locating Image Management in Public Relations Research: A Content Analysis of Image-related Studies Published in the Last Two Decades, 1991 2011***

Elmie Nekmart, **Karla Gower** and **Lan Ye**, Alabama

Strategic Partnership with Nonprofits in Practicing CSR: The Mediating Role of Perceived Altruism and Organizational Identification on Supportive CSR Outcomes****

Hyejoon Rim and **Jaejin Lee**, Florida

Discussant: **Vince Hazleton**, Radford

- * First Place Open Competition
- ** Second Place Open Competition
- *** Third Place Open Competition
- ****First Place Student Competition

10 am to 11:30 am / 048

Visual Communication Division

Refereed Paper Research Session: **Exploring Bias and Ethics in the Visual Field**

Moderating/Presiding: **Susan Zavoina**, North Texas

Picture This: Employing Social Proof To Identify Media Bias

Michael Friedman, Michigan State

Adopting Situational Ethics in Photojournalism

Yung Soo Kim, Kentucky

Visual Exploration of Environmental Issues

Michelle Seelig, Miami

Does Negativity Prevail? A Content Analysis of Award-Winning News Photos

Carolyn Yaschur, Texas at Austin

Discussant: **Julianne Newton**, Oregon

10 am to 11:30 am / 049

AEJMC Council of Affiliates and Scripps Howard Foundation

Teaching Panel Session: **How to Teach Millennials in the Digital World**

Presiding: **Sue Porter**, vice president/programs, Scripps Howard Foundation

Moderating: **Doug Ward**, Kansas, 2011 Teacher of the Year

Panelists: **Bob Richards**, Pennsylvania State; 2006 Teacher of the Year
Louis Day, Louisiana State; 2005 Teacher of the Year
Shirley Staples Carter, South Carolina; 2006 Administrator of the Year
who has returned to the classroom
Carrie Porter, Northwestern; adjunct instructor and 2009 graduate, Medill

10 am to 11:30 am / 050

Community College Journalism Association and Small Programs Interest Group

Teaching Panel Session: **The Digital Curators: Finding the Signal in a Sea of Noise**

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

Panelists: **Carrie Brown Smith**, Memphis
Jonathan Groves, Drury
Robert Mercer, Cypress College
Mary Spillman, Ball State

10 am to 11:30 am / 051

Commission on the Status of Women

Refereed Paper Research Session: **CSW Top Papers: Gendered Media in Politics, Academia, and Sport**

Moderating/Presiding: **Stacey Hust**, Washington State

"I Am Just an Ordinary Housewife:" Congressional Television and the Disruption of the Public Sphere in the Early Fifties

Bastiaan Vanacker, Loyola-Chicago

"Catfights" Under the Male Gaze: Framing of the 2010 U.S. House Race Between

Kristi Noem and Stephanie Herseth Sandlin

Miglena Sternadori, South Dakota

How Female and Male J/MC Authors Perceive the Journal Peer Review Process: Differently

Brendan R. Watson, Minnesota-Twin Cities
and **Daniel Riffe**, North Carolina at Chapel Hill

Women Bloggers: Identity and the Concept of Sports

Dunja Antunovic and **Marie Hardin**, Pennsylvania State

Discussant: **Erica Austin**, Washington State

10 am to 11:30 am / 052

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

Teaching Panel Session: **2012 Best Practices in Teaching Writing Across Media**

Moderating/Presiding: **Bonnie Brownlee**, Indiana

Competition Winners:

First Place:

Mapping Your Childhood Neighborhood: Reconstructing Details and Scenes for a Narrative Essay

Carol B. Schwalbe, Arizona

Second Place:

Festival Fiasco: Teaching Students to Plan, Think, and Write across Platforms

Roxanne K. Dill, Louisiana State

Third Place:

Writing for the Web: Twitter as a Starting Point for Breaking News

Sue Burzynski Bullard and **Michelle Hassler**, Nebraska-Lincoln

Honorable Mention:

Public Relations in the Digital Age: Using Issues Management Principles to Teach Effective Multiplatform Writing Skills

David L. Remund, Drake

This session will feature winners of the 2012 Best Practices in Teaching Writing across Media competition, sponsored by the AEJMC Elected Standing Committee on Teaching for the seventh year. The session is intended for anyone teaching or interested in writing across the journalism and mass communication curriculum. 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 four winning entries. In addition, these entries and those from the previous six 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/>.

10 am to 11:30 am / 053

Association of Schools of Journalism and Mass Communication

Panel Session: Using the Becker Surveys in Assessment

Moderating/Presiding: **Beth E. Barnes**, Kentucky

Panelists: **Lee Becker**, Georgia
Wilson Lowrey, Alabama
Al Tims, Minnesota
David Arant, Memphis

10 am to 11:30 am / 054

Walter Cronkite School of Journalism and Mass Communication Arizona State University

Panel Session: News21 and the Teaching Hospital Model

Moderating/Presiding: **Chris Callahan**, Arizona State

Panelists: **Heather Billings**, News21 alumnus, news apps developer, *Chicago Tribune*
and Arizona State
Paul Parsons, Elon
Gary Kebbel, Nebraska-Lincoln
Kristin Gilger, Arizona State

“News21 and the Teaching Hospital Model” Funded by the Carnegie and Knight Foundations, News21, which is now open to all accredited journalism schools, is changing the way journalism is taught. Find out how your students can participate in this groundbreaking program that epitomizes the teaching hospital model of journalism education.

11:45 am to 1:15 pm / 055

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session: Framing Health and Science in the News

Moderating/Presiding: **Z. Janet Yang**, SUNY at Buffalo

A Look at Nature: The Visual Representation of Environmental Affairs
on the Covers of Time

Bruno Takahashi, SUNY ESF

and **Mark Meisner**, International Environmental Communication Association (IECA)

News Media's Framing of H1N1 and its Effect on Public Perception

Eun Hae Park, Missouri

Examining News Coverage and Framing: The Case Study of Sea Lion Management
at the Bonneville Dam

Tess McBride and **Cynthia Coleman**, Portland State

Metaphors in Science Communication: The Influence of Metaphors
on the Public Perception of Introduced Species

P. Sol Hart and **Lauren Krizel**, American

Commenting on Health: A Framing Analysis of User Comments in Response
to Health Articles Online

Avery Holton, **Na Yeon Lee** and **Renita Coleman**, Texas at Austin

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

11:45 am to 1:15 pm / 056

Cultural and Critical Studies and Visual Communication Divisions

Teaching Panel Session: **The Male Gaze Revisited**

Moderating/Presiding: **Susan Zavoina**, North Texas

Panelists: From Renaissance Spectator to Contemporary Voyeur: Mediated Images
of Women and the Male Gaze through History

David Natharius, Arizona

The Utility of the Male Gaze in the Work of Contemporary American
Women Photographers

Liz Lance, Missouri

Who's Looking How at Whom: Intersections of Agency in the Theater
of Mediatypes

Julianne Newton, Oregon

What Drives the Male Gaze? A "Glance" at Relevant Factors and Effects

Tom Reichert, Georgia

11:45 am to 1:15 pm / 057

Electronic News and Magazine Divisions

Teaching Panel Session: **Documentary and Narrative Nonfiction in the Digital Age**

Moderating/Presiding: **Kathleen M. Ryan**, University of Colorado Boulder

Panelists: **Patti Wolter**, Northwestern

Gordon Quinn, artistic director, Kartemequin Films

Imran Siddiquee, social media and communications manager, MissRepresentation.org

11:45 am to 1:15 pm / 058

Law and Policy Division

Refereed Paper Research Session: **Regulatory Agencies & Communication Law**

Moderating/Presiding: **Michael D. Murray**, Missouri - St. Louis

Policy Development Under Uncertain Regulatory Capture Conditions:
An Insiders' Perspective

Amy Sindik, Georgia

The Calm Before the Storm? Indecency Regulation in the 1990s

Amy Kristin Sanders and **Natalie Hopkins-Best**, Minnesota

The Triangle of Minority Ownership, Employment and Content: A Review
of Studies of Minority Ownership and Diversity

Dam Hee Kim, Michigan

Determinants of Broadband Competition and Service Quality in the United States

Robert LaRose, Michigan State; **Anthony Grubestic**, Drexel; **Johannes M. Bauer**,

Wenjuan Ma; and **Hsin-yi Sandy Tsai**, Michigan State

An Analysis of FTC Cases Involving Substantiation of Health Claims
in Food Advertising*

Jeanne-Marie DeStefano, North Carolina at Chapel Hill

Discussant: **Paul Siegel**, Hartford

* Top Student Paper

11:45 am to 1:15 pm / 059

Media Management and Economic Division

High Density Refereed Paper Research Session:

Economics, Culture and Evolving Audience Behaviors in the Digital Era

Moderating/Presiding: **George Sylvie**, Texas at Austin

An Empirical Study of National Self-sufficiency in Broadcast Television Programming*

Xuexin Xu and **Wayne Fu**, Nanyang Technological University

and **Joseph Straubhaar**, Texas at Austin

Interactive Audiences on Internet Video Websites: Audience Valuation
in the New Media Era**

Yan Yang, High Point

The Potential Effect of VOD on the Windowing Process of Theatrical Movies

Byeng-Hee Chang and **Sang-Hyun Nam**, Sungkyunkwan University;

and Joo-Youn Park, Hankook University of Foreign Studies

What's On (Digital) TV? Multicast Programming, the Public Interest Standard,
and the Scarcity Rationale***

David Kordus, Marquette

Building a Relationship on Twitter: A Content Analysis of University Twitter Accounts

Brandi Watkins and **Regina Lewis**, Alabama

Creative Destruction: An Exploratory Study of How Digitally Native News Nonprofits
Are Innovating Journalism Practices Online

Rebecca Nee, San Diego State

Free Culture, Human Capital and Economic Growth

Xiaoqun Zhang, Bowling Green State

Mobile OS Competition and Early Diffusion of Smartphones in Global Mobile Telecommunication Markets

Sangwon Lee, Central Michigan; **Seonmi Lee**, KT Corporation
and **Justin Brown**, South Florida

Smartphone: Utilitarian Product or Hedonic Product? Different Dimension of Adoption Factor and Purchasing Intention

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

Discussant: **Charlene Simmons**, Tennessee at Chattanooga

* Second Place Faculty Paper

** Third Place Faculty Paper

*** Third Place Student Paper

11:45 am to 1:15 pm / 060

Minorities and Communication Division

Refereed Paper Research Session: **Countering Stereotypes: Media Coverage of Minorities**

Moderating/Presiding: **Don Grady**, Elon

Newspaper Coverage of the 25th Anniversary of the King Holiday

Carla Kimbrough, Nebraska-Lincoln

Writing the Wrong: Can Counter-Stereotypes Offset Negative Media Messages about African-Americans?

Lanier Holt, Indiana

Natives in the News: How the Rapid City Journal Covered Native Americans on Page 1A

Savannah Tranchell and **Mary Arnold**, South Dakota State

Game of Colors: Implicit and Explicit Stereotypes in Coverage of America's Pastime

Patrick Ferrucci, **Edson Tandoc**, **Seoyeon Hong**, **Anthony Almond**
and **Glenn Leshner**, Missouri

Discussant: **Phil Jeter**, Winston-Salem State

11:45 am to 1:15 pm / 061

Commission on the Status of Women and Advertising Division

PF&R Panel Session: **"Mad Women" Attack Topic: Mothering and Careers**

Moderating/Presiding: **Karen Mallia**, South Carolina

Panelists: **Jane Maas**, former agency president & creative director, author, *Mad Women, Adventures of an Advertising Woman* and co-author of *How to Advertise* (and grandmother)

Becky Swanson, EVP, executive creative director, Leo Burnett, childless

Liz Taylor, creative director, freelancer, mother
Mary Williams Barber, freelance writer, childless
Sheri Broyles, former copywriter, North Texas
Kim Golombisky, former advertising executive, South Florida

11:45 am to 1:15 pm / 062

Entertainment Studies, Graduate Student and Sports Communication Interest Groups

Off-site Luncheon: **Lunch with the Graduate Students**

Moderating/Presiding: **Kelly Poniatowski**, Elizabethtown
and **Pamela Laucella**, Indiana

11:45 am to 1:15 pm / 063

Internships and Careers Interest Group and Public Relations Divisions

Teaching Panel Session: **Scholars as Social Connectors: Bridging Public Relations Theory
and Practice in a Time of Dramatic Technological and Economic Change**

Moderating/Presiding: **Karen Russell**, Georgia

Panelists: **Barbara DeSanto**, Maryville
Karen Freberg, Louisville
Anita Liskey, CME Group, Inc.
Chad Mezera, West Virginia
David Remund, Drake

Respondent: **Lisa T. Fall**, Tennessee

11:45 am to 1:15 pm / 064

Political Communication Interest Group

Refereed Research Paper Session: **Perspectives on Online Political Communication**

Moderating/Presiding: **Ashley Kirzinger**, Louisiana State

Perceptions of Influence On and Of Political Bloggers: A Survey of Top
Political Bloggers

Laura Meadows, North Carolina at Chapel Hill

Discourse architecture, Issue Stances, and Democratic Norms in Online
Political Discussion

Deen Freelon, American

Caustic Comments: Measuring Incivility in Online Comments and Testing

Its Effects on Political Participation

Ashley Anderson, Michael Xenos, Dominique Brossard
and **Dietram A. Scheufele**, Wisconsin-Madison

The Effects of Politician's and Constituency Characteristics on Political Use of Twitter
Cheonsoo Kim, Indiana

Discussant: **Tom Johnson**, Texas at Austin

11:45 am to 1:15 pm / 065

Religion and Media Interest Group

Refereed Paper Research Session: **Use of Mass Media in the Public Sphere by Religious Leaders and Religious Institutions**

Moderating/Presiding: **Myna German**, Delaware State

Islam, Mediation and Technology*

Nabil Echchaibi, Colorado-Boulder

Missing Voices: A Study of Religious Voices in Mainstream Media Reports About LGBT Rights

Debra Mason and Cathy E. Rosenholtz, Missouri

Engaging the Congregation: A Mediated Model of Religious Leaders' Cues, Environmental Concern, and Environmental Behaviors

Jay Hmielowski, Yale

The Environmental Movement and American Religion in the Network Society: Reconfiguring Hierarchies to Exist within Heterarchical Organizational Structures

Kathryn Montalbano, Columbia

Discussant: **Johnny Sparks**, Central Michigan

* Top Faculty Paper

11:45 am to 1:15 pm / 066

Hearst Journalism Awards Program

Business Session: **Steering Committee Meeting**

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

11:45 am to 1:15 pm / 067

The Scripps Howard Foundation and Arizona State University

Teaching Panel Session: **Teaching Journalism Entrepreneurship: Lessons Learned from the Inaugural Scripps Howard Journalism**

Entrepreneurship Institute

Moderating/Presiding: **Elizabeth Smith**, outreach director, Walter Cronkite School of Journalism and Mass Communication, Arizona State

Panelists: **Jake Batsell**, Southern Methodist
Michelle Ferrier, Elon
Lurene Kelley, Memphis
Ed Madison, Oregon

Entrepreneurial thinking and skills are becoming an important part of many journalism schools' curricula. Participants from the inaugural Scripps Howard Journalism Entrepreneurship Institute will discuss what they learned and how they're implementing those lessons. Session attendees will receive information on how they can apply for the second Scripps Institute to be held at the Cronkite School in January 2013.

11:45 am to 1:15 pm / 068

USC Annenberg School for Communication and Journalism

Panel Luncheon: **USC Annenberg Research and Practice Presentation: Teaching with Technology, Generally Accepted Practices (GAP) in PR, Community News Projects**

Moderating/Presiding: **Geneva Overholser**, USC Annenberg's School of Journalism

Panelists: **Bill Celis**, associate professor and associate director of the USC Annenberg School of Journalism
Jerry Swerling, USC Annenberg professor of professional practice and director of PR Studies and the Strategic Communication and PR Center; USC Annenberg assistant professor
Kjerstin Thorson, research director of the Strategic Communication and PR Center
Willa Seidenberg, USC Annenberg professor of professional practice

Pre-registration for this luncheon was required.

1:30 pm to 3 pm / 069

Association for Education in Journalism and Mass Communication

Business Session: **2011-12 Council of Divisions Meeting I**

Moderating/Presiding: **Tony DeMars**, Texas A&M Commerce, Council of Divisions Chair

1:30 pm to 3 pm / 070

Advertising Division

Off-site Tour: **Advertising Division Chicago Tour: BBDO/Energy**

Moderating/Presiding: **Scott Hamula**, Ithaca

Meet in hotel lobby at 1:15 p.m. for the short walk to 410 N. Michigan Avenue.

1:30 pm to 4:30 pm / 071

Communicating Science, Health, Environment and Risk Division

Off-site Tour: **ComSHER is all Wet: Off-site Field Trip to the Shedd Aquarium**

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

The annual ComSHER off-site field trip takes us to the Shedd Aquarium, one of the most active sites of science communication in Chicago with an estimated 1 million visitors this month alone. Attendees will get free admission, a tour of the aquarium and a discussion with Shedd staff about their successes and challenges with communicating science to such a large and public audience. Some time is reserved for exploring the aquarium on your own. The Shedd aquarium is roughly two miles from the conference hotel and will take about 20 minutes by cab, bus or foot. The tour will start at 1:45 to allow for travel. For those interested in public transit, the #146 bus will take you directly to the Shedd for \$2.25 and requires exact change. You can also take the #3 bus to Michigan and 11th and then head east on foot using the pedestrian bridge over the commuter train tracks for approximately half a mile. To use the El, take the Grand subway stop and exit at Roosevelt and walk east (turn left) for about half a mile on Roosevelt to the museum campus.

1:30 pm to 3 pm / 072

Communication Theory and Methodology Division

Refereed Paper Research Session: **Framing**

Moderating/Presiding: **Stephanie Edgerly**, Northwestern

Beyond Content: Framing through the Roles of Journalists

Lea Hellmueller, **Edson Tandoc** and **Tim Vos**, Missouri

Attitude Change in Competitive Framing Environments? The Moderating Role of Open/Close-Mindedness on Framing Effects About Global Climate Change

Erik Nisbet, Ohio State; **P. Sol Hart**, American; **Teresa Myers**, George Mason
and **Morgan Ellithorpe**, Ohio State

Talking about Healthcare: News Framing of Who Is Responsible for Rising Healthcare Costs in the United States

Sei-Hill Kim, **Andrea Tanner**, **Soo Yun Kim** and **Caroline Foster**, South Carolina

Gains or Losses, or Gains and Losses? Expanding the Conceptual Boundaries of Prospect Theory

Jessica Myrick and **Sri Kalyanaraman**, North Carolina

The Impacts of Message Framing and Risk Type in Skin Cancer Prevention Public Service Announcements (PSAs)

Hannah Kang and **Moon J. Lee**, Florida

Discussant: **Julie Andsager**, Iowa

1:30 pm to 3 pm / 073

History and Magazine Divisions

Research Panel Session: **The Checkered Past (and Uncertain Future) of Journalism History**

Moderating/Presiding: **John M. Coward**, Tulsa

Panelists: **John Pauly**, Marquette
David Nord, Indiana
Don Shaw, North Carolina at Chapel Hill
Carolyn Kitch, Temple

1:30 pm to 3 pm / 074

Law and Policy Division

Refereed Paper Research Session: **“Bad” Speakers & “Bad” Speech: Libel, Prior Restraints and True Threats**

Moderating/Presiding: **S. L. Alexander**, Loyola New Orleans

When “Ripped from the Headlines” Means “See You in Court”: Libel By Fiction and the Tort Law Twist on a Controversial Defamation Concept

Robert Richards, Pennsylvania State

Re-Defining Defamation: Psychological Sense of Community in the Age of the Internet

Amy Kristin Sanders and **Natalie Hopkins-Best**, Minnesota

Protecting Citizen Journalists with Actual Malice

Nikhil Moro, North Texas and **Deb Aikat**, North Carolina at Chapel Hill

True Threats, Fake Warnings: Proscribing Intimidating Speech in a Context of Violence

Bastiaan Vanacker, Loyola Chicago

Past Bad Speakers, Performance Bonds & Unfree Speech

Clay Calvert, Florida

Discussant: **Jane Kirtley**, Minnesota

1:30 pm to 3 pm/ 075

Mass Communication and Society Division

High Density Refereed Paper Research Session: **Health Issues and Portrayals in Mass Media**

Thursday, August 9, 2012
2012 AEJMC Conference Program Copy

Moderating/Presiding: **Carol J. Pardun**, South Carolina

Body Talk: Gay Men's Body Image Commentary on Queerty.com

Joseph Schwartz, Northeastern and **Josh Grimm**, Texas Tech

Confronting Contradictory Media Messages about Body Image and Nutrition:
Implications for Public Health

Maria Len-Rios, **Kelsey Davis**, **Alison Gammon**, **Charnissia Smith**,
Swearingen Ann and **Burgoynes Suzanne**, Missouri

Cross-cultural Frame Analysis of Obesity: Comparative Cause and Solution
Framing of Obesity in Individualistic Culture and Collective Culture

Jin Sook Im, Florida

Media Stereotypes & the Stigmatization of Mental Illness: The Role
of Adjoining and Adjacent Primes

Scott Parrott

and **Francesca Carpentier**, North Carolina at Chapel Hill

Obamacare in the News: The Consequences of National News Attention
and Political Knowledge on Attitudinal Ambivalence Towards
Healthcare Policy

Jay Hmielowski, Yale; **Michael Beam**, Washington State
and **Myiah Hutchens**, Arizona

The Internet-a Tool for Accessing Sex Related Information: How Do Young
Adults Use It?

Alice Tunaru and **Yorgo Pasadeos**, Alabama

The Knowledge Gap vs. the Belief Gap and Abstinence-only Sex Education
Douglas Hindman, Murrow College of Communication

Changmin Yan, Washington State

The Relationship of Critical thinking Toward Alcohol Ads With Perceptions
of Message Trustworthiness and Fairness

Erica Weintraub Austin and **Lok Pokhrel**, Washington State

What Are We Saying About Sex? A Content Analysis of Sex Articles in Men's
and Women's Health Magazine

Kimberly Walker, Indiana-Purdue

"Pulling the Plug on Grandma": Obama's Health Care Pitch, Media Coverage
& Public Opinion

Shahira Fahmy, Arizona; **Christopher McKinley**, Montclair State;
Christine Filer, Arizona and **Paul Wright**, Indiana

Discussants: **Ann Major**, Pennsylvania State and **Brooke Weberling**, South Carolina

1:30 pm to 3 pm / 076

Media Ethics Division

Refereed Paper Research Session: **Exploring Theoretical Models and Approaches
to Enhance Scholarship in Media Ethics**

Moderating/Presiding: **David Craig**, Oklahoma

Anthropological Realism for Global Ethics**

Clifford Christians, Illinois and **Stephen Ward**, Wisconsin-Madison

The Moral Psychology of Journalism Exemplars

Patrick Lee Plaisance, Colorado State, **Elizabeth Skewes**, Colorado
and **Joanna Larez**, Colorado State

Will Write for Food. The Ethics of Collaboration: Justice as Reciprocity
and Capabilities

Lee Wilkins, Missouri

Journalism Enhanced by Argumentation, Informal Logic, and Critical Thinking*

David Herrera, Missouri

Discussant: **John Ferre**, Louisville

* First Place, Carol Burnett Graduate Student Research Paper Award

** Top Paper, Open Competition

1:30 pm to 3 pm / 077

Media Management and Economics Division

Refereed Paper Research Session: **Media Management Perspectives on Audience Behavior
and Measurement**

Moderating/Presiding: **Glenda Alvarado**, South Carolina

Media Fragmentation and Coexistence of Market Information Regimes: Simultaneous
Use of Two Television Ratings Systems in India

Harsh Taneja, Northwestern

Patterns of European Inter-Media Competition for Advertising Before and After
Online Advertising

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

Privacy Capital: Social Media Users Perceptions and Exchange of Their Privacy Online

Jason Cain, Florida

Linking Economics to Communication Research: Exploring the Third-Person Effect
on News Consumers' Intention to Pay

H. Iris Chyi, **Angela M. Lee** and **Avery Holton**, Texas at Austin

Discussant: **Phil Napoli**, Fordham

1:30 pm to 3 pm / 078

Newspaper and Online News and International Communication Divisions

Research Panel Session: **The Global Journalist in the 21st Century**

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

Panelists: A Survey of U.S. Journalists in the 21st Century

Bonnie Brownlee, Indiana and **Randal Beam**, Washington
 A Survey of German Journalists in the 21st Century
Siefried Weischenberg, University of Hamburg & Armin Scholl,
 Institute for Communication Science in Münster, Germany
 A Survey of Belgium Journalists in the 21st Century
Karin Raemaekers, Ghent University, Belgium
 A Survey of Brazilian Journalists in the 21st Century
Heloiza Golbspan Herscovitz, California State, Long Beach
 A Survey of Korean Journalists in the 21st Century
Sung-tae Kim and **Jihyang Choi**, Indiana
 A Survey of Arab Journalists in the 21st Century
Lawrence Pintak, Washington State
 The Global Journalist: Evidence of Journalistic Diversity from 31 Nations
David Weaver and **Lars Willnat**, Indiana

1:30 pm to 3 pm / 079

Public Relations Division

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

Presiding/Moderating: **Carol Ames**, California State, Fullerton

Integrating Leadership in Public Relations Education for an Enhanced Value*

Juan Meng, University of Georgia

The State of PR Graduate Curriculum As We Know It: A Longitudinal Analysis **

Rowena Briones and **Elizabeth Toth**, Maryland

Will you be my Friend? How Public Relations Professors Engage with Students
 on Social Networking Sites***

Tina McCorkindale, Appalachian State

The Role of Subjective Norms on Technological Adoption Intentions of Advertising
 and Public Relations Students

Tobias Hopp, Oregon

Re-imagining Public Relations Curriculum in a Time of Rapid Change

Jerry Swerling, **Kjerstin Thorson**, **Burghardt Tenderich**, **Niku Ward**,

Brenna Clairr O'Tierney and **Mia Becker**, Southern California

Discussant: **Brian Smith**, Purdue

* First Place Teaching Competition

** Second Place Teaching Competition

*** Third Place Teaching Competition

1:30 pm to 3 pm / 080

Community College Journalism Association and Electronic News Division

Teaching Panel Session: **Innovating Social Media in the Classroom**

Moderating/Presiding: **Karen M. Turner**, Temple

Panelists: **Doreen Marchionni**, Pacific Lutheran
Francesca A. Viola, Temple
Mary T. Rogus, Ohio
Susan Jacobson, Temple

1:30 pm to 3 pm / 081

Civic and Citizen Journalism Interest Group and Communication Technology Division

Research Panel Session: **What's Next for Research on Participatory Journalism?**

Moderating/Presiding: **Seth C. Lewis**, Minnesota–Twin Cities

Panelists: **Jane Singer**, Iowa
Sue Robinson, Wisconsin-Madison
Avery Holton, Texas at Austin
Bartosz W. Wojdowski, Virginia Tech

1:30 pm to 3 pm / 082

Sports Communication Interest Group

Refereed Paper Research Session: **The View from the Stands: An Examination of Sports Audiences**

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

Defense! Or You will Lose Your Fans! NFL and MLB Team's Fan Relationship
Management on Facebook

Dong Hoo Kim, **Eun Sook Kwon**,
and **Young-A Song**, Texas at Austin

Digital Touchdown?: An Examination of Audience's Multiplatform Experience During
the 2012 Super Bowl

Tang Tang, Akron and **Roger Cooper**, Ohio

The Effects of Fantasy Football Participation on Team Identification, Team Loyalty
and NFL Fandom

Jeremy Lee, Florida State; **Brody Ruibley**, **Natalie Brown**
and **Andrew Billings**, Alabama

Local or National?: An Examination of Fans' Perceptions of College Football
Scandal Coverage

Molly Yanity and **Ashley Furrow**, Ohio

The Paradox of Player Safety: Media Constructions of Violence in the NFL

Jacob Dittmer, Oregon

Discussant: **John Carvalho**, Auburn

1:30 pm to 3 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 2011 Annual Survey of Journalism & Mass Communication Graduates, the 2011 Annual Survey of Journalism and Mass Communication Enrollments, and the 2010-11 Survey of Doctoral Programs in Communication.

1:30 pm to 3 pm / 084

JHistory Internet Group

Panel Session: **Digital Overload and Digital Fasts: Balancing the Need to Stay Connected with the Need for Grounding and Reflection**

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

Panelists: **Mitchell Stephens**, New York
Jennifer Rauch, Long Island-Brooklyn
Wendy Swanberg, Wisconsin-Madison
Dawn Gilpin, Arizona State
Jerry Swope, St. Michael's

3:15 pm to 4:45 pm / 085

Cultural and Critical Studies Division and Entertainment Studies Interest Group

Research Panel Session: **Critiquing the Critiquers: Ethics, Disclosure, and Turning Our Own Favorite Media Inside-Out**

Moderating/Presiding: **Beverly G. Merrick**, Nebraska-Kearney

Panelists: Frank Fanboy (or Fangirl)-ism: The Potential for Authoritative Research and Critical Contributions Among Enthusiast Researchers
Bryan Carr, Oklahoma
There Once Was a Supernatural *Lamb*: Popular Culture vs. Religion
Joseph M. Valenzano III, Dayton
The Thin Line Between Expertise and Fandom: Familiarity, Contempt, and Access
J. Richard Stevens, Colorado-Boulder
Not Lovin' It: An Insider's Critique of Morally Ambivalent Marketing to Kids
Constance Milbourne, Rhode Island
Dissecting Great Brands: Toyota Crashes into Ozzy Osbourne
Jacqueline Lambiase, Texas Christian

3:15 pm to 4:45 pm / 086

Electronic News and Communication Technology Divisions

PF&R Panel Session: **Social Media: Metrics and Analytics**

Moderating/Presiding: **Jeremy Harris Lipschultz**, Nebraska at Omaha

Panelists: **Rebecca Denison**, senior analyst, strategy and analysis, Digitas
Mark LeBien, senior editor, *Chicago Tribune*
Kevin Saghy, public relations & marketing specialist, Chicago Cubs
Carol Fowler, editor/media relations lead, *Viewpoints*
Chuck Hemann, director of analytics, WCG
David Kamerer, Loyola, Chicago
Phil Gomes, senior vice president, Edelman Digital, Chicago
Stuart Shulman, Massachusetts Amherst

3:15 pm to 4:45 pm / 087

History Division

Refereed Paper Research Session: **African-American Voices, Viewpoints, and Historical Perspectives on Race**

Moderating/Presiding: **Jane Marcellus**, Middle Tennessee State

Instruments of Transatlantic Community: Julia Griffiths' "Letters from the Old World" in Frederick Douglass' Newspapers

Sarah Parsons, North Carolina School of Science and Mathematics
and **Frank Fee**, North Carolina at Chapel Hill

The Afro's Ollie Stewart: Looking at American Politics, Society and Culture from Europe

Jinx Broussard and **Newly Paul**, Louisiana State

"To End the Racial Nightmare": James Baldwin and the Kennedys

Kathy Forde, South Carolina

Polemics and Pragmatism: James J. Kilpatrick's Shifting Views on Race Between 1963 and 1966

Elizabeth Atwood, Hood College

Discussant: **Aimee Edmondson**, Ohio

3:15 pm to 4:45 pm / 088

International Communication Division

Centennial Session

Research Panel Session: **A Century of Journalism and News Media in Latin America and the Caribbean**

Moderating/Presiding: **Manuel Chavez**, Michigan and **Rosental Alves**, Texas at Austin

Panelists: A Perspective of the Trajectory of South America
Leonardo Ferreira, Miami
A Perspective of the Trajectory of Central America
Rick Rockwell, American
A Perspective of the Trajectory of the Caribbean
Federico Subervi, Texas State
A Perspective of the Trajectory of Mexico
Sallie Hughes, Miami
A Perspective of the Trajectory of Brazil
Heloiza G. Herscovitz, California State, Long Beach

Discussants: **Manuel Chavez**, Michigan and **Rosental Alves**, Texas at Austin

3:15 pm to 4:45 pm / 089

Magazine and Visual Communication Divisions

Teaching Panel Session: **Teaching Marathon: Magazines and Visual Communication**

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

Panelists: The Art of Interviewing: Thinking — and Listening — on Five Levels
at the Same Time
David Abrahamson, Northwestern
Storytelling with Billy Joel's "Piano Man"
Lori Blachford, Drake
Hunting for Resolutions... Or Stalking the Narrative Story Idea
Ellen Gerl, Ohio
Multimedia Gathering with Mobile
Seth Gitner, Syracuse
Recreating Type-Only Posters, and Spying on the Competition
Sandra Henry, Drake
No Pain, Lots of Gain: Developmental Assignments in Magazine Design
Carol Elizabeth Holstead, Kansas
Adding Fragrance to Feature Writing
Cathy Johnson, Angelo State
Learning Attribution via Dueling Travel Magazines
Sammye Johnson, Trinity
A Quick Trick to Make Your Design Class Completely Student-Centered
Lee B. Joliffe, Drake
Documenting Biology Research in Posters by Visual Design Students
Dennis Jones, Samford
Discovering and Using the Five Senses to Diagnose Students' Mind-Set Abilities
Early in the Semester

Beverly Merrick, Nebraska-Kearney
Blind Grading: How to Evaluate Students' Work More Objectively
Lyle Olson, South Dakota State
Cycling: How to Make Your 'Body' Move!
Quint Randle, Brigham Young
The Holocaust Project
Ann Schierhorn, Kent State
Design a Cover that Grabs Your Audience
Sheila Webb, Western Washington

3:15 pm to 4:45 pm / 090

Media Ethics and Law and Policy Divisions

Teaching Panel Session: **Teaching Law and Ethics Together: Mixing Oil and Water**

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

Panelists: **John Williams**, Principia, IL
Brian Steffen, Simpson, IA
Ted Glasser, Stanford
Joan Conners, Randolph-Macon
Joyce Hoffman, Old Dominion

3:15 pm to 4:45 pm / 091

Newspaper and Online News Division

Refereed Paper Research Session: **What is News and What is Journalism?**

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

The Press Versus the Public: What is "Good Journalism?"*

Homero Gil de Zuniga, Texas at Austin
and **Amber Hinsley**, Saint Louis

What Is News? Audiences May have Their Own Ideas

Cory Armstrong, **Melinda McAdams** and **Jason Cain**, Florida

Newspaper-Owners Corporate Cultures and the Industry-Wide News Slant

Frederick Schiff and **David Llanos**, Houston

Newspaper Journalists Evaluate the State of the Watchdog Function

Marsha Ducey, Brockport (SUNY)

Argument Quality in Pulitzer Prize-winning Reporting

David Herrera, Missouri

Discussant: **Eric Meyer**, Illinois

* Winner, Top Open Division Paper Award

3:15 pm to 4:45 pm / 092

Public Relations Division

High Density Refereed Paper Research Session

Moderating/Presiding: **Hilary Fussell Sisco**, Quinnipiac

Motivations and Antecedents of Public Engagement on Corporate Social Networking Sites

Sunny Wan-Hsiu Tsai and **Rita Linjuan Men**, Miami

A Study on Exploring Antecedents of Relationship Dissolution in Organization-Public Relationships

Bitt Moon, Syracuse and **Sung-Un Yang**, Indiana-Bloomington
Considering Familial, Sociopolitical, Technological, and Other Factors in a Cultural Approach to Risk Communication

Jennifer Vardeman-Winter, Houston

Predictors of Organizations' Crisis Communication Approaches: Full Versus Limited Disclosure

Sora Kim and **Emma Wertz**, Florida

Discussant: **Chun-ju Flora Hung**, Hong Kong Baptist University

Navigating Anger in Happy Valley: Using Facebook for Crisis Response and Image Repair in the Wake of the Sandusky Scandal

Melanie Formentin, **Denise Bortree**

and **Julia Daisy Fraustino**, Pennsylvania State

Usage and Effectiveness of Facebook for Organizational Crisis Management

Eyun-Jung Ki and **Elmie Nekmat**, Alabama

Uncertainty Reduction Strategies via Twitter: The 2011 Wildfire Threat to Los Alamos National Laboratory

Nicole Merrifield and **Michael Palenchar**, Tennessee

Discussant: **Bryan Reber**, Georgia

On Publicity: Ivy Lee's 1924 Address to the American Association of Teachers of Journalism

Kirk Hallahan and **Stephen Cory Robinson**, Colorado State

CSR-crisis Relevance on the Public's Blame Attributions

Hanna Park, Florida

How to Minimize Corporate Social Responsibility (CSR) Cynicism

in Younger Generations: Exploring Trickle Effects of Social Partnerships

Daewook Kim, Texas Tech

Discussant: **Craig Carroll**, Lipscomb

3:15 pm to 4:45 pm / 093

**Community College Journalism Association, Small Programs Interest Group
and Scholastic Journalism Division**

Refereed Paper Research Poster Session: **Great Ideas For Teaching (G.I.F.T.)**

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

1. Unsung Hero
Yanjun Zhao, Cameron
2. A Timeless Classic for Teaching Organizational Communication
Tamara Gillis, Elizabethtown
3. AP Style Game Day
Sue Burzynski Bullard, Nebraska
4. Screencasts and Standards
Adam J. Kuban and **Laura MacLeod Mulligan**, Ball State
5. Bringing Media Relations into the Classroom
Eric M. Wilson, Wichita State
6. Branding Your Website
David Painter, Full Sail University
7. WWJSD – What Would John Stewart Do?
Laura Hlavach, Southern Illinois
8. Journalistic Blogging Analysis
Carolyn Nielsen, Western Washington
9. From Tweet to Lead
Neil Ralston, Western Kentucky
10. Interviewing Interviewers
Chris Roberts, Alabama
11. The Structure Puzzle
Bruce Gillespie, Wilfrid Laurier
12. Cola Wars and Applied Research
Elizabeth Gardner, Texas Tech
13. Visual Framing of News Events
Daniel Hunt, Newbury
14. Avoid Source Remorse
Carol Schwalbe, Arizona
15. So You Want To Be An Entrepreneur
Andi Stein, California State, Fullerton
16. Rewriting the Trade Show Booth
Kelly Bruhn, Drake
17. Class Blog in a Visual Comm. Class
Amy DeVault, Wichita State
18. Making a Splash on the First Day of Class
Brandie Martin, Snow Dong and **Anne Hoag**, Pennsylvania State
19. Text Your Professor
Miglena Sternadori, South Dakota
20. What Do We Know?
Michael Grundmann, James Madison
21. Twitter Tweeting Twaining
Brian K. Johnson, Illinois
22. Gutenberg 2.0

- Emily Erickson**, California State, Fullerton
 23. Tweet me, Facebook me, or YouTube me, but Please Don't Call Me
Sonya DiPalma, North Carolina
 24. Feeding a Twitter News Feed
Rich Kenney, Florida Gulf Coast University
 25. Quick-Shoot Assignment Produces Excitement, Strong Results
John Freeman, Florida

Discussant: **Ginger Carter Miller**, George College

Judge Coordinator: **MaryJean Land**, Georgia College

G.I.F.T. Judging Panel: **Angela Criscoe**, Georgia College; **Mary Cupito**, Northern Kentucky; **Cindi Deutschman-Ruiz**, Cuyahoga Community; **Jeremy Sarachan**, St. John Fisher; **Cindy L. Simoneau**, Southern Connecticut State; **David Weinstock**, Texas-Tyler; **Barbara Zang**, Worcester State; **Kim Karloff**; **Amanda Respass**, Georgia College.

3:15 pm to 4:45 pm / 094

Commission on the Status of Women

Refereed Paper Research Session: **Girlhoods, Popular Culture, and Identity**

Moderating/Presiding: **Spring-Serenity Duvall**, South Carolina, Aiken

Girlhoods in the Golden Age of U.S. Radio: Music, Shared Popular Culture, and Memory

Sharon Mazzarella, James Madison; **Rebecca Hains**, Salem State
 and **Shayla Thiel-Stern**, Minnesota

Subverting the Script: Strengthening Young Women's Sexual Self-concept
 by Exposure to Televised Counter Sexual Scripts

Rebecca Ortiz, Texas Tech

A Correlation Study on Chinese Young Female Audiences' Exposure to American
 TV Drama, Perceived Realism, and Sex-related Effects*

Qi Ling and **Xin Zhang**, Chinese University of Hong Kong

"A Girl Move": Negotiating Gender and Technology in Chess Offline and Online
Undrahbuyan Baasanjav, Temple

Discussant: **Stacey Hust**, Washington State

* Top Student Paper

3:15 pm to 4:45 pm / 095

Civic and Citizen Journalism and Community Journalism Interest Groups

PF&R Panel Session: **African Media, The Arab Spring and Democratization: The "Unseen"
 and "Un-mentioned" Social Side of the News Revolution**

Moderating/Presiding: **Arnold de Beer**, Stellenbosch

Panelists: Introduction: African Media, The Arab Spring and Democratization:
The “Unseen” and “Un-mentioned” Social Side of the News Revolution
Arnold de Beer, Stellenbosch University, South Africa
The Arab Spring, Quality Human Performance and Development Media
in Sub-Saharan Africa
Festus Eribo, East Carolina
Religious Leaders and the Media as Catalysts of Social Change
in Contested Democracies
Monica Chibita, Uganda Christian University, Uganda
Gender Perspectives, Media and Social Change.
Margaretha Geertsema, Butler
African Media and Democratization (Peter Lang, 2011).
Yusuf Kalyango Jr., Ohio

Respondent: **Kaarle Nordenstreng**, University of Tampere, Finland

3:15 pm to 4:45 pm / 096

Political Communication Interest Group and Mass Communication and Society Division

Research Panel Session: **Four Decades of Agenda-setting Research: Past and Future,
Local and Global**

Moderating/Presiding: **Ying Roselyn Du**, Hong Kong Baptist

Panelists: Speaking for 1970s
Donald Shaw, UNC-Chapel Hill
Speaking for 1980s
David Weaver, Indiana
Speaking for 1990s
Lars Willnat, Indiana
Speaking for 2000s
Guy Golan, Syracuse

Respondent: **Max McCombs**, Texas-Austin

3:15 pm to 4:45 pm / 097

Association of Schools of Journalism and Mass Communication

ASJMC Presidential Panel: **Putting the “Ad” in Administration: JMC Leadership
Opportunities and Challenges for those from Advertising
and Public Relations Backgrounds**

Moderating/Presiding: **Beth E. Barnes**, Kentucky, 2011-12 ASJMC President

Panelists: Strategic Planning
Roger Lavery, Ball State
Administrative Job Search Process
Carol Pardun, South Carolina
External Communication
Brad Rawlins, Arkansas State
Fundraising
Jan Slater, Illinois

3:15 pm to 4:45 pm / 098

Korean American Communication Association

Refereed Paper Research Session: **AEJMC-KACA High-Density Research Session**

Moderating/Presiding: **Sung-Un Yang**, Indiana-Bloomington

New Ways of Accessing News with Mobile Devices: Exploring the Relationships Among Perceived Suitability, Motives, and Behaviors for Using Mobile-Based News

Hongjin Shim, Yonsei University; **Kyung Han You**, Pennsylvania State
and **Jeong Kyu Lee**, The ClearWay Minnesota

Linking Health Information Seeking to Behavioral Outcomes: Examination of the Antecedents and the Outcome of Childhood Vaccination Information Seeking in South Korea

Hyun Ou Lee, Hanyang University and **Soyoon Kim**, Minnesota

What Makes a Festival Experience Extraordinary?: Examining the Mediating Role of the “Shinmyoung” Experience in the Relationship Between Perceived Festival Quality and Behavioral Intentions

Tae-Il Yoon, Hallym University and **Hae-Young Byun**, Kangwon National University
Testing the Effects of Pictorial Exemplification in Health News about Breast Cancer on Korean Women’s Early Detection Behaviors*

Yangsun Hong and **Woohyun Yoo**, Wisconsin-Madison

Legislators Talking and Walking: A Comparison of Korean and American Social Media Behavior and Voting Patterns

Matthew A. Shapiro and **Libby Hemphill**, Illinois Institute of Technology;

Ho-Young Yoon and **Han Woo Park**, Yeungnam University

Media Use Among North Korean Migrants in South Korea and Its Impact on Their Identity Formation and Adaptation

Eunkyung Lee, Rutgers University

A CEO’s Stealing Thunder on Twitter: Analysis of the Effects of a CEO’s Proactive Self-Disclosure of Crisis Information Via Twitter

Nohil Park, Seoul Digital University; **JiYeon Jeong**, Hongik University
and **Bokyoung Kim**, Rowan University

* Top Paper, Korean American Communication Association

5 pm to 6:30 pm / 099

Communicating Science, Health, Environment and Risk and Mass Communication and Society Divisions

PF&R Panel Session: **Health Literacy's Impact on Patients, Providers, and Society**

Moderating/Presiding: **Robert A. Logan**, U.S. National Library of Medicine,
U.S. National Institutes of Health

Panelists: **Michael Wolf**, Northwestern Feinberg School of Medicine
Paul D. Smith, University of Wisconsin-Madison School of Medicine and Public Health
David W. Baker, Northwestern Feinberg School of Medicine
Joanne G. Schwartzberg, American Medical Association

This pioneering panel brings together some of the leaders in health literacy research to discuss advances in the field, the potential of health literacy research to strengthen the impact of communication in public health and clinical care, and the professional leadership that is occurring within medical institutions in response to health literacy challenges.

5 pm to 6:30 pm / 100

Cultural and Critical Studies Division

High Density Refereed Paper Research Session:
(De)Constructing Community: Theorizing Health, Citizenship, and Violence

Moderating/Presiding: **Indira Somani**, Washington and Lee

"Coloured TV": The 1960s Conferences and BBC Television Programming

Darrell Newton, Salisbury

"They Dangerously Confuse the Concept of Personhood and Citizenship:" An Analysis of Media Representations of Immigrant Women and Families in the Oklahoma Taxpayer and Citizen Protection Act of 2007

MaryAnn Martin, Independent

Empowered Leaders and Alone in Community: Stories of Romanian Roma Health Mediators

Adina Schneeweis, Oakland

Signifying AIDS: How Media Uses Metaphors to Define a Disease

Ammina Kothari, Indiana

"Metro's Very Own West Side Story": Gangs and Metaphor in Contemporary Canadian Newspapers

Chris Richardson, Western Ontario

The Victim and the Trickster in the Other World: Myth in CNN's Coverage of the Rwandan Genocide

Sally Ann Cruikshank, Ohio

Mutiny on the Bay: Investigating the Presentation of the Scott Olsen Police Assault on the Websites of San Francisco Bay Area Local Television Stations

Sean Leavey, Rutgers

Analyzing News as Myth: An Analysis of the Basement of Horror Story

Kathryn Beardsley, Temple

The Battle for Constructing Meaning of the 2008 Korean Candlelight Protest

Wooyeol Shin, Minnesota

A News Negotiation of a State's "History": Collective Memory of the 2011 WI Protests

Sue Robinson, Sandra Knisely and Mitchael Schwartz, Wisconsin-Madison

Discussants: **Jane Marcellus**, Middle Tennessee State and **Bonnie Brennen**, Marquette

5 pm to 6:30 pm / 101

Communication Theory and Methodology Division and Graduate Student Interest Group

PF&R Panel Session: **Experimental Methodology in Mass Communication: How to Improve as Scholars and Reviewers**

Moderating/Presiding: **Myiah Hutchens**, Arizona

Panelists: **Rob Wicks**, Arkansas
Esther Thorson, Missouri
Glenn Leshner, Missouri

5 pm to 6:30 pm / 102

Electronic News Division

Refereed Paper Research Session: **How We Influence Audience Members — If We Do**

Moderating/Presiding: **Laura K. Smith**, Huston-Tillotson

At Face Value: Considering the Audience for Fox News' Opinion Programming

Penina Wiesman, Rutgers

Ideology Trumps Meteorology: Why Many Television Weathercasters Remain Unconvinced of Human-Caused Global Warming

Kris Wilson, Texas at Austin

Agenda Trending: Reciprocity and the Predictive Capacity of Social Network Sites in Intermedia Agenda-Setting Across Issues Over Time

Jacob Groshek, Erasmus and **Megan Clough Groshek**, SOSMediaLab

Dynamic v. Static Infographics in Online News: Impact of Format on Perceptions, Memory and Consumption

Patrick Merle, Coy Callison and Glenn Cummins, Texas Tech

Discussant: **Gary Hanson**, Kent State

5 pm to 6:30 pm / 103

Law and Policy and History Divisions

Research Panel Session: **Neither Fish nor Fowl? Legal History and Its Place in Research, Teaching and AEJMC**

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

Panelists: **Kathy Roberts Forde**, South Carolina
W. Wat Hopkins, Virginia Tech, editor, *Communication Law and Policy*
Dean Smith, North Carolina at Chapel Hill
Jeffery A. Smith, Wisconsin-Milwaukee, associate editor, *Journalism and Mass Communication Quarterly*

5 pm to 6:30 pm / 104

Media Ethics and International Communication Divisions

Teaching Panel Session: **Global Ethics: International Contexts and their Implications for Pedagogy**

Moderating/Presiding: **Robert S. Fortner**, American University in Bulgaria

Panelists: **Clifford G. Christians**, Illinois at Urbana-Champaign
Stephen Ward, Wisconsin-Madison
Mark Fackler, Calvin College
Catherine Cassara, Bowling Green State

5 pm to 6:30 pm / 105

Minorities and Communication and Media Management and Economics Divisions

PF&R Panel Session: **Tribute to African-American Media Pioneers/Giants**

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

Panelists: **Barbara E. Allen**, founder, Middle Passage Productions, Inc.; documentarian,
"Dusable to Obama: Chicago's Black Metropolis"
Gail F. Baker, Nebraska Omaha
Jerry Domatob, Alcorn
Cathy Jackson, Norfolk State
George Sylvie, Texas at Austin

5 pm to 6:30 pm / 106

Scholastic Journalism Division

Refereed Paper Research Session: **Scholastic Journalism Now & In the Future: From Technology to Identity**

Moderating/Presiding: **Jimmy McCollum**, Lipscomb

The State of Scholastic Journalism in South Dakota

Chuck Baldwin and **Lyle Olson**, South Dakota State

Journalism's Next Generation? How High School Journalists View the Future of Journalism*

Joseph Dennis and **Amy Sindik**, Georgia

Scholastic Journalism Teacher Use of Digital Devices and Social Networking Tools**

Bruce Plopper, Arkansas-Little Rock

and **Anne Fleming Conaway**, Bemidji State

Negotiating Identity and High School Journalism: Race, Ethnicity, Gender, Class & Sexuality

Eddie Madison, Oregon

Discussant: **Mary Arnold**, South Dakota State

* Top Student Paper

** Laurence Campbell Research Award, Top Faculty Paper

5 pm to 6:30 pm / 107

Visual Communication and Magazine Divisions

Teaching Panel Session: **Curated Journey: iPad and Tablet Narrative**

Moderating/Presiding: **Joel Beeson**, West Virginia

Panelists: Crossing the Digital Divide: Implementing Tablet Magazines in the Classroom

Jeff Inman, Drake

Magazines' Alternative Tablet Storytelling Strategies

Susan Currie Sivek, Linfield College

Touch Interface as New Narrative Form

Dana Coester, West Virginia

Storyboarding for Interactive Narrative

David Olsen, professional technologist, West Virginia

5 pm to 6:30 pm / 108

Gay, Lesbian, Bisexual, Transgender and Community Journalism Interest Groups

Research Panel Session: **The Tragedy of Today's GLBT Journalism**

Moderating/Presiding: **Dane S. Claussen**, ACLU of Nevada

Panelists: **Tracy Baim**, editor, Windy City Media Group

Lori Blachford, Drake

Chris Burnett, California State – Long Beach

Nick Lasorsa, Texas at Austin

Dean Mundy, Appalachian State

Thursday, August 9, 2012
2012 AEJMC Conference Program Copy

5 pm to 6:30 pm / 109

Small Programs Interest Group and Public Relations Division

Teaching Panel Session: **Teaching the Advertising and Public Relations Campaigns Course**

Moderating/Presiding: **Ginger Carter Miller**, Georgia College

Panelists: **Donna Davis**, Oregon
Tricia Farwell, Middle Tennessee State
Joyce Haley, Abilene Christian
Katerina Tsetsura, Oklahoma

5 pm to 6:30 pm / 110

Sports Communication and Entertainment Studies Interest Groups

Research Panel Session: **Crossing the Line: Exactly How Much Do We Need to Know About Athletes' Private Lives?**

Moderating/Presiding: **Howard Schlossberg**, Columbia College

Panelists: **Graham Couch**, *Kalamazoo Gazette*
Barry Rozner, SPJ award-winning columnist, *Daily Herald*
Wilfredo Cruz, Columbia College
Rod Burks, WTMJ4, Milwaukee

5 pm to 6:30 pm / 111

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

Award Panel Session: **2012 James Tankard Book Award Finalists**

Moderating/Presiding: **Pat Curtin**, Oregon

Finalists (listed alphabetically by author)

Radio Utopia: Postwar Audio Documentary in the Public Interest
Matthew C. Ehrlich, Illinois; 2011
University of Illinois Press

After the Czars and Commissars: Journalism in Authoritarian Post-Soviet Central Asia
(edited by) **Eric Freedman**, Michigan State and **Richard Shafer**, North Dakota; 2011
Michigan State University Press.

Audience Evolution: New Technologies and the Transformation of Media Audiences
Philip M. Napoli, Fordham; 2011
Columbia University Press.

5 pm to 6:30 pm / 112

Korean American Communication Association

Refereed Paper Research Session: **AEJMC-KACA High-Density Research Session II**

Moderating/Presiding: **Jangyul “Robert” Kim**, Colorado State

Revisiting Social Capital: Power Elites’ Social Capital Building Via Korean Newspapers’
People Section

Wan Soo Lee, Dongseo University and **Min-Kyu Lee**, Chung-Ang University
Religious Drama Exposure and Audience’s Knowledge Change: The Roles of Faith
Motivation, Program Appeals, and Dual Information Processing

Kisung Yoon, Gil-Chun Catholic Church
Social Media Use, Body Image and Psychological Well-Being: A Cross-Cultural
Comparison of Korean and the U.S.

Hye-ryeon Lee and **Hye-Eun Lee**, Hawaii at Manoa; **Junghwa Choi**, Hallym University
Jang Hyun Kim, Hawaii at Manoa and **Hae Lin Han**, Windward Community College
The Candle Light Movement, Media Coverage and Ideological Implications: Semiotic
and Discourse Analysis of News Coverage Using Baek’s SNA & DSA

Seon-Gi Baek, **Eun Jung Baeck** and **Slgi Lee**, Sungkyunkwan University
Power Relations among News Websites for Posting Headlines through Monitoring
and Imitation

Jeongsub Lim, Sogang University
Global Public Health Concerns and McDonald’s TV Commercials: A Longitudinal Analysis
of the Fast-Food Giant’s Strategies in Korea

Kwangmi Ko Kim, Towson; **Ping Shaw**, National Sun Yat-sen University
and **Hong Cheng**, Ohio
Mediating Role of the Organization-Employee Relationship Between Organizational Justice,
Supervisory Justice, Organizational Culture and Turnover Intention

Soojin Kim, **Kelly Vibber** and **Jeong-Nam Kim**, Purdue
A Contents Analysis of News Coverage of Suicide in Korea from Public Health Perspective
Hannah Lee and **Soontae An**, Ewha Womans University

6:45 pm to 8:15 pm / 113

Association for Education in Journalism and Mass Communication

Centennial Session

Keynote Session: **AEJMC Centennial Kickoff and Keynote Session**

Moderating/Presiding: **Linda Steiner**, Maryland, 2011-12 AEJMC President

Centennial Kickoff

November 30, 1912, Beginnings:

AEJMC recognizes the schools and companies of the 23 founding members:
(alpha by name of school/company)

Chicago Tribune — James Keeley, editor
Columbia University — John W. Cunliffe and Talcott Williams
DePauw University — N.W. Barnes and E.E. Troxell
Editor & Publisher Magazine — Frank L. Blanchard, editor
Indiana University — J.W. Piercy
Inland Printer — B.F. Chittick
Iowa State University — Fred W. Beckman
Kansas Agricultural (now Kansas State University) — Charles Dillon
Marquette University — Rev. J.E. Copus
Massachusetts Agricultural (now the University of Massachusetts Amherst) — Robert W. Neal
Minnesota College of Agriculture — J.O. Rankin
National Printer-Journalist — B.B. Herbert
Notre Dame University — John M. Cooney
Publishers' Auxiliary — J.B. Gairing
University of Cincinnati — George Miller
University of Kansas — Merle Thorpe
University of Illinois — F.W. Scott
University of Michigan — Fred N. Scott
University of Missouri — Frank Martin
University of Wisconsin-Madison — Willard G. Bleyer and Grant Hyde

[Commemorative plaques provided by the Association of Schools of Journalism and Mass Communication.]

Scripps Howard Foundation Journalism Award presentations:

2011 Journalism and Mass Communication Teacher of the Year
Award Recipient: **Douglas Ward**, Kansas

2011 Journalism and Mass Communication Administrator of the Year
Award Recipient: **John Lavine**, Northwestern

AEJMC Equity & Diversity Award presentation:

2012 Recipient: **Annenberg School of Journalism at the University of Southern California**

Keynote Speaker:

Richard Gingras, head of News Products, Google

8:15 pm to 9:30 pm / 114

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.

Special thanks to the following schools for their financial support:

Loyola University-Chicago
University of Illinois
Indiana University
Iowa University
Marquette University
Minnesota University
Northwestern University
Iowa State
Wisconsin-Madison

Friday, August 10, 2012

7 am to 8 am / 115

History Division

Business Session: **Executive Committee Meeting**

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

7 am to 8 am / 116

Mass Communication and Society Division

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

Moderating/Presiding: **Stephen Perry**, Illinois State, editor, *Mass Communication and Society*

7 am to 8 am / 117

Newspaper and Online News Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Chris Roberts**, Alabama

7 am to 8 am / 118

Public Relations Division

Business Session: **Outgoing Executive Committee Meeting**

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

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 / 119

AEJMC Membership Committee

Welcome Session: **New Member Breakfast**

Moderating/Presiding: **Guy Golan**, Syracuse

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

7 am to 9:45 am / 120

Association for Education in Journalism and Mass Communication

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

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

7 am to 9:45 am / 121

Association for Education in Journalism and Mass Communication

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

Moderating/Presiding: **Ann Hollifield**, Georgia

7 am to 9:45 am / 122

Association for Education in Journalism and Mass Communication

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

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

7 am to 9:45 am / 123

Association of Schools of Journalism and Mass Communication

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Beth E. Barnes**, Kentucky, 2011-12 ASJMC President
and **Peggy Kuhr**, Montana, 2012-13 ASJMC President

7 am to 8:30 am / 124

Kappa Tau Alpha

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

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

7 am to 8:30 am / 125

Pennsylvania State University

Breakfast Session: **Alumni Breakfast**

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

By invitation only.

8:15 am to 9:45 am / 126

Communicating Science, Health, Environment and Risk Division

High Density Refereed Paper Research Session: **Targeting Communities for Health Communication**

Moderating/Presiding: **Elizabeth Gardner**, Texas Tech

How Do Korean Senior Immigrants Use the Internet for Health Communication in the U.S.?

Jae Park, North Florida and **Eric Haley**, Tennessee

Individual and Community Empowerment through a "Higher Power": An Exploration of Rural Appalachian Women's Communication about Health, Religion, and Empowerment

Lucinda Austin, Elon

Brochures as Potential Initiators of Change: Study of STD Brochures Available to Native American Youth

Marilee Long, Donna Rouner, Roe Bubar, Irene Vernon

and **Greg Boiarsky**, Colorado State and **Jennifer Walton**, NEON

Media Use and Interpersonal Communication Following a Disaster: The May 22, 2011 Tornado in Joplin, Missouri

Brian Houston, Missouri

Hard times in the Heartland: How Metropolitan Midwest Newspapers Cover Rural Health

Julie Andsager and **Petya Eckler**, Iowa

The Effectiveness of the Entertainment Education Strategy in Sexual Assault Prevention: A Field Experiment in a College Campus Setting

Stacey Hust, Paula Adams, Chunbo Ren, Ming Lei

and **Weina Ran**, Washington State and **Emily Marett**, Mississippi State

A "Hopeful Transition to Parenthood": Metaphoric Mobilization in Web Framing of Fertility Clinics

Orly Shachar, Iona

Barriers to Medical Research Participation as Perceived by Clinical Trials Investigators:

Reaching out to Rural and African American Communities in South Carolina

Andrea Tanner, Sei-Hill Kim; Daniela Friedman, Caroline Foster

and **Caroline Bergeron**, South Carolina

An Evaluation of Church-based Public Engagement on Nanotechnology

John Besley, Michigan State and **Sang Hwa Oh**, South Carolina

From Rangers to Radio: The Role of Communication in the Development of Sense of Place

Laura Rickard and **Richard Stedman**, Cornell

8:15 am to 9:45 am / 127

Communication Theory and Methodology Division

Refereed Paper Research Session: **Agenda Setting**

Moderating/Presiding: **Betsy Emmons**, Alabama

Measuring Public Opinion Formation: Assessing First- and Second-Level Agenda Setting through Salience Measures

Jennifer Kowalewski, Texas Christian and **Maxwell McCombs**, Texas at Austin

Exploring “the World Outside and the Pictures in Our Heads”: A Network Agenda Setting Study

Hong Tien Vu, Lei Guo and **Maxwell McCombs**, Texas at Austin

Who (or What) Sets J-bloggers’ Agenda? A Comparison Between the Political J-blogs of Newspapers and Television Networks

Jihyang Choi, Indiana

Searching for Salience: The Interplay of Media Coverage and Online Search Behavior During the BP Oil Disaster

Matthew Ragas, Hai Tran and **Jason Martin**, DePaul

Aggregating Agendas: Online News Aggregators as Agenda Setters

Paige Madsen, Iowa

Discussant: **Michel Haigh**, Pennsylvania State

8:15 am to 9:45 am / 128

Electronic News Division

Refereed Paper Research Session: **What We Reported and How We Decided to Do It**

Moderating/Presiding: **Dale Edwards**, Northern Colorado

How Journalists Perceive Influence: A Qualitative Assessment of Local Television Reporters’ Ethical Decision-Making*

Beth Concepcion, SCAD

Partisan and Structural Bias: Broadcast, Cable, and Public Networks’ Coverage of the 2008 Presidential Election

Arvind Diddi, SUNY at Oswego; **Frederick Fico**, Michigan State
and **Geri Alumit Zeldes**, Michigan State

Analyzing Story Tone in the Network TV News Coverage of Bush v. Obama

Dennis Lowry, Ben Eng, Bob Katende
and **Rajvee Subramanian**, Southern Illinois

Man on the Street or Man on the Tweet? Using Social Network Site Comments
as Vox Pop in Television News
Sherice Gearhart, Texas Tech

Discussant: **Cindie Jeter-Yanow**, Southwest Mississippi State

* Top Faculty Paper Award

8:15 am to 9:45 am / 129

History Division

Refereed Paper Research Session: **World War II Reporting**

Moderating/Presiding: **James C. Foust**, Bowling Green State

An Enemy's Talk of Justice: Japanese Radio Propaganda Against Japanese American
Mass Incarceration During World War II

Takeya Mizuno, Toyo University

A New Medium at War: The Importance of Foreign Radio Reports in Portugal
During World War II

Nelson Ribeiro, Catholic University of Portugal

American Wartime Newsreels and Press Reaction during WWII

Stephen McCreery, Georgia

"To Plead Our Cause" and Make a Profit: The Competitive Environment of the
African American Press during World War II

Earnest Perry, Missouri

Discussant: **Mike Sweeney**, Ohio

8:15 am to 9:45 am / 130

Mass Communication and Society Division and Graduate Student Interest Group

Teaching Panel Session: **Submitting Your Papers to Journals in Mass Communication**

Moderating/Presiding: **Stephen Perry**, Illinois State, editor, *Mass Communication and Society*

Panelists: **Dane S. Claussen**, ACLU of Nevada, editor, *Journalism & Mass
Communication Educator*

Anthony Moretti, Robert Morris, co-editor, *Electronic News*

Sandra H. Utt, Memphis, co-editor, *Newspaper Research Journal*

Ran Wei, South Carolina, associate editor/editor-elect, *Mass Communication
and Society*

Lee Wilkins, Missouri, editor, *Journal of Mass Media Ethics*

8:15 am to 9:45 am / 131

Media Ethics Division

Refereed Paper Research Session: **What News Coverage of Critical Issues Tells Us About Journalists and Journalism**

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

"Spike the Football": Truth-telling, the Press and the Bin Laden Photos

Frank Vultee, Wayne State

Covering White "Just-Us": What Did Journalists "Really" Say About Ipperwash?

Romayne Fullerton, Western Ontario; **Maggie Peterson**, Duquesne
and **Ginny Whitehouse**, Eastern Kentucky

Journalistic Ethics at the Border: How El Paso Times Journalists Balance Reporting the News and Protecting their Sources

Cathleen Carter and **Kris Kodrich**, Colorado State

Comparing Chinese and U.S. Journalism Students on their Perceptions of the Roles and Ethics of Journalism

Jin Yang and **David Arant**, Memphis

Discussant: **Tom Bivins**, Oregon

8:15 am to 9:45 am / 132

Media Management and Economics Division

Refereed Paper Research Session: **The Media Corporation: Research on Corporate Structures in 21st Century Media**

Moderating/Presiding: **Amy Jo Coffey**, Florida

Corporations as Indispensable Entities to the Media: How Interlocking Board of Directors Influence Media Coverage*

Jun Ho Lee and **Michael Bednar**, Illinois, Urbana-Champaign

Collapse of the Newspaper Industry: Goodwill, Leverage and Bankruptcy

John Soloski, Georgia

Not Dead Yet: Newspaper Company Annual Reports Show Chains Still Profitable

Marc Edge, South Pacific

Too Much, Too Little, or Just About Right? Measuring Concentration of Media Ownership, 1976-2009**

Tom Vizcarrondo, Louisiana State

Discussant: **Ken Killebrew**, South Florida

* First Place Faculty Paper

** First Place Student Paper

8:15 am to 9:45 am / 133

Newspaper and Online News and Scholastic Journalism Divisions

Teaching Panel Session: **Breakfast of Editing Champions: Beyond the Blog**

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

This annual gathering is open to anyone who teaches editing, appreciates editing or simply likes to hang around editing professors. This year's breakfast includes a panel on the role of social media in editing courses.

8:15 am to 9:45 am / 134

**AEJMC Council of Affiliates; Gay, Lesbian, Bisexual, Transgender Interest Group
and Minorities and Communication Division**

Teaching Panel Session: **Enhancing Diversity Teaching in the Classroom**

Moderating/Presiding: **Victoria Lim**, multi-platform journalist/newsroom trainer,
Society of Professional Journalists

Panelists: **Barbara Barnett**, Kansas
Lori A. Blachford, Drake
Joel Geske, Iowa State
Curtis Lawrence, Columbia College Chicago

8:15 am to 9:45 am / 135

**Entertainment Studies Interest Group, Cultural and Critical Studies, Advertising
and Public Relations Divisions**

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

Advertising Division

Topic I — **Teacher's Pet Projects**

1. Perceptions of Work-life Balance Among US Advertising Students:
A Study of Gender Differences
Jami Fullerton and **Alice Kendrick**, Oklahoma State
2. Learning From the Best: A Study of the Growth, Goals and Methods
of Exemplary Teachers
Brett Robbs, Colorado at Boulder and **Sheri Broyles**, North Texas
3. Overview of Technology's Role in the Advertising Creative Classroom
Lisa Duke and **Sabrina Habib**, Florida
4. Where the Bottom Line Is Higher: What Small IMC Agencies Need
From New Graduates

Martine Robinson Beachboard, Idaho State and **Lisa Weidman**, Linfield

Discussant: **Karen Mallia**, South Carolina

Topic II — **Deep Dive into New Media**

5. When Do Consumers Seek Brand Recommendations Online? Updating Existing Theory on Product Choice and the Form of Information
Hyuk Jun Cheong, Tennessee
6. Examining Perceived Control of Navigation and Its Interaction with Perceived Fit in Cause-Sponsorship Leveraging on Corporate Web Sites
Ye Wang, Missouri - Kansas City
7. Engagement Ads in Social Network Games: Persuasion Knowledge and Consumer Choices to Send Marketer-Generated eWOM to Friends
Jin Kyun Lee and **Sara Steffes Hansen**, Wisconsin-Oshkosh
8. London, Lyrics, & Louis Vuitton: A Cross-cultural Content Analysis of Product Placement in Popular Music
Clay Craig and **Shannon Richard**, Texas Tech
9. Young Consumers' Motivations for Scan QR Code Advertising
Jong-Hyuok Jung, **Rachel Somerstein**
and **Eun Seon Kwon**, Syracuse

Discussant: **Tom Fauls**, Boston University

Topic III — **The Agency Business**

10. Creative Reconstruction in Tokyo: The Rebuilding of an American/Japanese Advertising Agency
Daniel Haygood, Elon
11. Advertising in Flux: The Exodus of Account Planning from St. Louis
Sara Roedl, Southern Illinois
12. An Exploratory Study of An Emerging Phenomenon in Advertising Agencies: Project Management Is Taking Over?
Daniel Ng, Oklahoma
13. Exploring Interactive Media from the Perspective of Creative Professionals at Advertising Agencies in the Midwest
Adam Wagler, Nebraska-Lincoln

Discussant: **Patricia Mark**, South Alabama

Topic IV — **Ad Effects and Impacts**

14. Narrative Transportation in Radio Advertising: A Study of the Effects of Dispositional Traits on Mental Transportation
Lu Zheng and **Yunmi Choi**, Florida
15. The Effect of Tempo in the Background Music of Political Television Spots on Candidates' Issue Images, Humane Images, and Voters' Recall
Sang Chon Kim and **Doyle Yoon**, Oklahoma
16. The Effect of Acculturation on the Language of Advertising Among Hispanics
Ashley Garcia and Cynthia Nichols, Oklahoma State
17. Cultural Cues in Advertising: Context Effects on Perceived Model Similarity, Identification Processes, and Advertising Outcomes

Gregory Hoplamazian, Loyola-Maryland

18. The Effects of Spokes-characters and Mood on Children's Attitudes Toward Advertising and Purchase Intention

Bin Shen and **Karla Gower**, Alabama

Discussant: **Elizabeth Housholder**, Minnesota

Cultural and Critical Studies Division

Topic — **Culture, Consumerism and Crisis**

19. The Structuration of Crisis Management: Guiding a Process of Repair

Erin Schauster, Missouri

20. "Reading" The Apprentice: Culture and the Manufacturing of Reality

Sharon Terrell, South Alabama

21. The Complexity of Immaterial Production: Toward a Political Economy of Crowdsourcing

Ruben Ramirez, Puerto Rico

22. Apotheosizing Jobs, Mythologizing America: Consumerism and the Liberalist Media in China

Zhengjia Liu and **Daniel Berkowitz**, Iowa

Discussant: **Ted Glasser**, Stanford

Topic — **Framing the Story: Language, Policy and Participation Rituals**

23. Framing as Media Ritual: Fox News Network (FNN) Covers the Bristol Palin Pregnancy

Frank Durham and **Lee Hye-Jin**, Iowa

24. Environmental Policy and Public Participation: How 'Election Day' Democracy Defines NEPA

Ritch Woffinden, Washington State

25. Death in Waikiki: The Significance of the Geo-cultural Context in News Media Framing

Ann Auman, Hawaii

26. "Makmende Is So Powerful He Showed Us Who We Truly Are:" Kenya's Collective Reimaging and a Meme of Optimism

Brian Ekdale and **Melissa Tully**, Iowa

Discussant: **Jason Zenor**, SUNY at Oswego

Topic — **Exploring Community, Culture, and Identity**

27. Queer as a Football Bat: Hegemonic Gayness and Homophobic Narrative in Out Magazine's 'Sports Issue'

Robert Byrd, Southern Mississippi

28. If I Were a Belle: Performers' Negotiations of Feminism, Gender, and Race in Princess Culture

Rebecca Hains, Salem State

29. Urban or Rural? An Analysis on the Stereotypical Media Depictions of Phoenix Guys in China

Li Chen, Iowa

30. Madame C.J. Walker: Educational Practice, Media and Culture

Loren Saxton, Georgia

Discussant: **Erika Engstrom**, Nevada, Las Vegas

Topic — **Constructing Meaning, Memory and Myth**

31. Rise of the Planet of the Apes and the Speculative as Public Memory

Phil Chidester, Illinois State

32. Heteroglossia, Polyphony, and Unfinalizability: Examining a White House Press Briefing Through the Theories of Mikhail Bakhtin

Sarah Cavanah, Oklahoma

33. Myth Interprets the Bandung Conference: The Black Press' Narrative of the Other World

Jinx Broussard and **Ben LaPoe**, Louisiana State

34. Sociology After Society: Emile Durkheim and "The Walking Dead"

Bryan Carr, Oklahoma

Discussant: **Jeanne Criswell**, Indianapolis

Topic — **Redefining Journalism in Consumer Culture**

35. Who Are Journalists? Presentation of Self on the Microblog "We Are Journalists"

Michael Clay, Ohio

36. "Where Buzz is Born": South-by-Southwest, Blogging, and Media Conduction

Robert Peaslee, Texas Tech and **Stephanie Miles**, Iowa

37. Participation beyond Production: Reception and Ritual in the Study of Activist Audiences

Jennifer Rauch, Long Island

38. From Breaking to Traditional News: How Journalists Craft Resonance Through Storytelling

Victoria LaPoe and **Amy Reynolds**, Louisiana State

Discussant: **John Pauly**, Marquette

Public Relations Division

39. Applying the Constructivist Approach to New Media PR Courses

Elizabeth Bates and **Mia Moody Ramirez**, Baylor

40. Coorientation Theory and Assessment of the RFP solution to Client/Service Learner Matchmaking

Cathy Rogers and **Valerie Andrews**, Loyola New Orleans

41. Examining the Relationship between International Public Relations Efforts, Media Coverage, Country Reputation and Performance Using Agenda Building & Agenda Setting

Rajul Jain and **Lawrence Winner**, Florida

42. The Influence of Confucianism on the Legitimacy of Chinese Organizations

Shuo Yao and **John Brummette**, Radford

and **Luo Yi**, Montclair State

43. Because the Subaltern Cannot Speak: An Introduction to the Culture-Centered Approach to Public Relations

Induk Kim, Northern Illinois

Discussant: **Suman Lee**, Iowa State

44. Theorizing the Global-Local Paradox: Comparative Research on Information

Subsidies' Localization by U.S.-based Multinational Corporations

Juan-Carlos Molleda, Sarabdeep Kochhar
and **Christopher Wilson**, Florida

45. The Role of the Organization in Networked Social Capital: A Political Public Relations Model of Social Capital Building
Adam Saffer, Oklahoma
46. Public Relations and Public Diplomacy: A Divided Past, a Shared Future
Antoaneta Vanc and **Kathy Fitzpatrick**, Quinnipiac
47. Exploring the Role of Senate Majority Leader Political Public Relations Efforts: Comparing Agenda-Building Effectiveness across Information Subsidies
Spiro Kiouisis, Ji Young Kim, Ashley Carnifax
and **Sarabdeep Kochhar**, Florida
48. Political Public Relations and the Promotion of Participatory, Transparent Government through Social Media
Elizabeth Avery and **Melissa Graham**, Tennessee

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

49. Social Campaigns Help Our Image, Right?: Using the Situational Theory to Explore Effects on Attitudes Toward a Brand and Its Issues
Elizabeth Johnson-Young, North Carolina
and **Robert Magee**, Virginia Tech
50. Empowered & Engaged: A Phenomenological Study Exploring Social Media Best Practices for Nonprofit Organizations
Tessa Breneman, Alexis Abel
and **Frauke Hachtmann**, Nebraska-Lincoln
51. Identifying Social Media Influencers: Using Network Mapping to Track Information Flows in Online Interest-Based Publics
Kathleen Stansberry, Oregon
52. Examining the Effect of Organizations' Interpersonal Approach in Social Networking Sites
Kang Hoon Sung, Florida
53. Defining And Measuring Organization-Public Dialogue
Heewon Cha, Ewha Womans University, **Sung-Un Yang**, Indiana
and **Minjeong Kang**, Ball State

Discussant: **Marcia Watson DiStaso**, Pennsylvania State

54. Beyond Reactive Public Relations: How a Delphi Study of New Technology Informs Professional Practice
Adam Saffer, Michael Kent and **Pop Rebeca**, Oklahoma
55. Hegemony, Self-disciplining, and Stigma Among Public Relations Professionals: Exploring Foucault's Concept of Bio-power
Katie Place, Saint Louis
and **Jennifer Vardeman-Winter**, Houston
56. Winning Hearts and Building Community: An Analysis of Basic Rights Oregon's "Love Commitment. Marriage" Campaign
Erica Ciszek, Oregon
57. Developers' Views about Public Meetings in the Context Public Relations Theory

- Geah Pressgrove** and **John Besley**, South Carolina
58. Company Executive vs. Customer Testimonial: Examining Credibility of Quoted Spokespersons in Business-to-Business Communication
Pauline Howes, Kennesaw State
and **Lynne Sallot**, Georgia

Discussant: **Donald K. Wright**, Boston

Entertainment Studies Interest Group

59. Breaking Drug War Hegemony or Reinforcing the Bad? Illicit Drug Discourses in AMC's Breaking Bad
Katrina Flener, Temple
60. I Know You Are, But What Am I? Adolescents' Third-person Perception Regarding Dating Violence
John Chapin, Pennsylvania State
61. Real or Fiction? Perceived Realism, Presence, and Attitude Change in Reality Programming
Emily Dolan and **Laura Osur**, Syracuse
62. Scripted Sexual Violence: The Association Between Soap Opera Viewing and College Students' Intentions to Negotiate Sexual Consent
Stacey Hust, **Ming Lei**, **Weina Ran** and **Chunbo Ren**, Washington State
and **Emily Marett**, Mississippi State
63. Sex and Violence in Billboard's Most Popular Songs: A Content Analysis of Sexual and Violent Content in Mainstream Music Lyrics
Stacey Hust and **Weina Ran**, Washington State
and **Kathleen Rodgers**, Department of Human Development

Discussant: **Mina Tsay**, Boston

64. All This Has Happened Before: Battlestar Galactica as a Dialogue on the War on Terror
Laura Osur, Syracuse
65. Is Fat the New Black?: The Impact of Multiple Exposures of Mike & Molly on College Students Attitudes Toward Obesity and Body Image
Cynthia Nichols and **Bobbi Kay Lewis**, Oklahoma State
66. Traditional vs. Entertainment News: A Study of Framing and Format Effects on Consumer Perceptions
Holly Miller and **Whitney Walther**, Minnesota
67. Get Rich or Die Buying: The Travails of the Working Class Auction Bidder
Mark Rademacher, Butler

Discussant: **Kelly Crowley**, Shenandoah

68. Animation Growing Up: Hollywood is Adding Adult Humor in Children's Animated Films
Chelsie Akers and **Giulia Vibilio**, Brigham Young
69. From Heroic Hawkeye to the Morgue Playboy: Shifting Representations of Health Professionals and Patients in 1970s and 1980s Television
Katie Foss, Middle Tennessee State

70. Gloomy Euphoria or Joyous Melancholy? Nostalgic Experiences of MMORPG Players in China: A Qualitative Study
Hang Lu, Marquette
71. Is Cheating a Human Function? The Roles of Presence, State Hostility, and Enjoyment in an Unfair Video Game
J.J. DeSimone, **Li-Hsiang Kuo** and **Tessa Verbruggen**, Wisconsin-Madison
72. The Greatest Entertainment Ever Sold: Branded Entertainment and Public Relation Agencies' Role in Product Placement
Kathy Richardson, Berry and **Carol J. Pardun**, South Carolina

Discussant: **Maja Krakowiak**, Colorado at Colorado Springs

73. It's Still All In Your Head: Revisiting the Parasocial Compensation Hypothesis
Phillip Madison; Lance Porter
74. May Self-Efficacy Be With You: Self-Efficacy in Star Wars Online Fan Communities
Alexis Finnerty and **Dan Amernick**, Syracuse
75. Portlandia Tracks the Music Industry into the Age of Digital Media
Elia Powers, Maryland-College Park
76. Story, Music, and Disposition Theory
Mark Shevy, **Lauren Larsen**, **Carolyn Tobin**
and **Aubrey Kall**, Northern Michigan

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

8:15 am to 9:45 am / 136

Religion and Media Interest Group and Visual Communication Division

PF&R Panel Session: **Las Vegas Religion: Exploring Sacred and Secular Media in Sin City**

Moderating/Presiding: **Augie Grant**, South Carolina

- Panelists: Desire for the Ungodly Goddess: The Feminine Image Machine of Vegas
Larry Mullen, Nevada Las Vegas
- Blurring the Sacred and Secular: Hybrid Images in Las Vegas Media
Daniel Stout, Nevada Las Vegas
- Religious Images of Las Vegas: From Traditional to Subversive
Paul Lester, California State, Fullerton

8:15 am to 9:45 am / 137

Small Programs Interest Group and Community College Journalism Association

Teaching Panel Session: **Newsroom to Classroom: Meeting the Challenges of the First Three Years**

Moderating/Presiding: **Elizabeth Atwood**, Hood College

Panelists: **Donna Bertazzoni**, Hood College
Carrie Buchanan, John Carroll
John Kerezy, Cuyahoga Community College
James Simon, Fairfield
Cindy Simoneau, Southern Connecticut State
Margo Wilson, California University of Pennsylvania

8:15 am to 9:45 am / 138

Journalism and Communication Monographs

Business Session: **Editorial Board Meeting**

Moderating/Presiding: **Paul M. Lester**, editor, California State, Fullerton

8:15 am to 9:45 am / 139

Poynter Institute's NewsU

Research Panel Session: **The Future of Journalism Education is Now**

Moderating/Presiding: **Vicki Krueger**, NewsU

The assessment results from two semesters of the innovative e-learning project from The Poynter Institute's News University will be revealed at this session. The presenters will also talk about a unique hybrid course run in four different countries in partnership with the European Journalism Centre. Plus, the latest tools to make classroom teaching easier for the instructor and more engaging for students, with measurable training results: Poynter NewsU Course Packs. In addition, we'll also talk about the new news literacy efforts under way.

9:30 am to 2 pm / 140

Urban Communication Foundation

Off-Site Tour: **Chicago Architectural Boat Tour**

Moderating/Presiding: **Gary Gumpert**, Urban Communication Foundation

The Chicago Architectural Foundation River Cruise is one of the great attractions of Chicago. This 90-minute tour traces the history of this great city through an interpretive tour of almost fifty of its greatest landmarks. Join this year's Gene Burd Urban Journalism Award winner on this truly exciting and informative event. **Pre-registration was required to get a ticket.**

Meet in Marriott lobby at 9:30 a.m. to walk to boat. The tour departs from the southeast corner of the Michigan Ave Bridge promptly at 10 a.m.

9:45 am to 1 pm/ 141

Association for Education in Journalism and Mass Communication

Business Session: **Strategic Plan Implementation Committee**

Moderating/Presiding: **David Kurpius**, Louisiana State

10 am to 11:30 am / 142

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

Centennial Session

Plenary Panel Session: **Reflections on the Next 100 years of Media and Mass Communications Research**

Moderating/Presiding: **David D. Perlmutter**, Iowa

Slideshow: "Great Mass Communication Theories and Theorists of the Past"
Shawn Harmsen and **David D. Perlmutter**, Iowa

Panel discussion to follow.

Panelists: **Guy J. Golan**, Syracuse
Larry Gross, Southern California
Ann Hollifield, Georgia
Regina Lawrence, Texas at Austin
Dhavan Shah, Wisconsin-Madison

11:45 am to 1:15 pm / 143

Communication Theory and Methodology Division

Refereed Paper Research Session: **Theory Development and Revision**

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

Spirals Into Fragmentation: Rethinking the Spiral of Silence for Reference Groups in the New Media Environment

Andrew Pritchard, North Dakota State

Depriming Hypothesis: A Theoretical Exploration of the Reverse Phenomena of News Priming Effects

ByungGu Lee, Wisconsin

Incorporating Motivated Cognition into the Extended Parallel Process Model:
An Integrative Theoretical Essay

Glenn Leshner, Paul Bolls and **Anthony Almond**, Missouri

Hearing the Other Side Revisited: Toward a Unified Theory of Deliberative
and Participatory Democracy

Hoon Lee, Nojin Kwak and **Scott Campbell**, Michigan

Player Agency, In-Game Behaviors, and Effects: Toward Developing a More
Robust Theory of Video Games*

J.J. DeSimone and **Justin Mozer**, Wisconsin

Discussant: **Maria Leonora (Nori) Comello**, North Carolina

* Top Two Student Paper

11:45 am to 1:15 pm / 144

International Communication Division

Refereed Paper Research Session: **Around the World in 90 minutes: Cross-national Comparisons
of News Media and Content**

Moderating/Presiding: **Jeannine Relly**, Arizona

Power Distance and Trust in News Media: A Comparative Study of America and China*

Ivanka Radovic and **Rachel Rui**, Tennessee, Knoxville

How They Cover the World: A Comparison of News Predictors for *The Associated Press*,
The New York Times and *Reuters***

Beverly Horvit, Peter Gade, Liz Lance and **Youn-Joo Park**, Missouri

A Cross-National Comparison of Russian and U.S. Newspaper Coverage of Iran's
Nuclear Program

Diana Sokolova and **Carol Schwalbe**, Arizona

Revolutionary Medium? Portrayals of Social Media in American and Egyptian
Newspapers' Coverage of the 2011 Egyptian Revolution

Margaret A. Fesenmaier, Virginia Tech; **Luay Kaloumeh**, Università della Svizzera italiana;

Yuxi Zhuang and **James Ivory**, Virginia Tech

Discussant: **Jeannine Relly**, Arizona

* Top Student Paper

** Top Paper

11:45 am to 1:15 pm / 145

Magazine Division and Internships and Careers Interest Group

Teaching Panel Session: **Who We Hire Now and Why: What Magazine Editors**

Seek in Employees and Freelancers

Moderating/Presiding: **Jennifer Halperin**, Columbia College

Panelists: **John B. Zibluk**, Arkansas State
Hank Sartin, senior editor, *Time Out Chicago*
Rich Dzierwa, editor, *Consumer Digest*
David Bernstein, senior editor, *Chicago Magazine*
Keri Lynch, research editor, *Advertising Age*

11:45 am to 1:15 pm / 146

Mass Communication and Society Division

High Density Refereed Paper Research Session: **Social Media, Politics and Culture**

Moderating/Presiding: **Benjamin LaPoe**, Louisiana State

#OCCUPYNEWS: Participatory Media, Networked Movements and Change
in the Media Agenda

Jeremy Littau and **Ashley Sciora**, Lehigh

Bonding Friends, Bridging Families: How Parents Share and Seek Support on Facebook

Bob Britten and **Jessica Troilo**, West Virginia

Does Podcast Influence on Twitter and Mainstream Media? Intermedia Agenda Setting
Effects in Podcast, Twitter, and Mainstream Media During 2011 Seoul Mayoral By-Election

Jin Sook Im, **Jihye Kim** and **Jung Min Park**, Florida

Facilitating the Egyptian Uprising: A Case Study of Facebook and Egypt's
April 6th Youth Movement

Brian J. Bowe, Michigan State; **Mariam Alkazemi**, Florida
and **Robin Blom**, Michigan State

Routinizing a New Technology in the Newsroom: Twitter as a News Source
in Mainstream Media

Soo Jung Moon and **Patrick Hadley**, West Georgia

Spreading the News: Social News Sharing Practices Among Young Adults

Kjerstin Thorson, Southern California

Studying the Effects of Online User and Expert Reviews on Participant Elaboration
of Contract Documents

Yukari Takata, Florida

The Role of Motivation and Offline Social Trust in Explaining College Student's
Self-disclosure on SNSs

Weiwei Zhang and **Peiyi Huang**, Chinese University of Hong Kong

Walk in Two Worlds: The Impact of Social Media Consumption on Chinese Immigrants
and Sojourners' Acculturation to the American Culture

Cong Li and **Yu Liu**, Miami

Why Kids Become Mobs? An Empirical Analysis of Youth Flash Mobs and Social Media

Hyunjin Seo, Kansas; **Brian Houston**, Missouri;

Leigh Anne Taylor Knight, Kansas City Area Education Research Consortium;

Emily Kennedy and **Alexandra English**, Kansas

Discussants: **Eulalia Puig-Abril**, Illinois at Chicago and **Marcus Messner**, Virginia Commonwealth

11:45 am to 1:15 pm / 147

Media Ethics and **Cultural and Critical Studies Divisions**

PF&R Panel Session: **"Class Warfare" in the Mainstream Media**

Moderating/Presiding: **Ryan Thomas**, Missouri

Panelists: **Robert Handley**, Denver
Christopher Martin, Northern Iowa
Bonnie Brennen, Marquette
Ted Glasser, Stanford
David Orlikoff, Occupy Chicago

11:45 am to 1:15 pm / 148

Minorities and Communication and **Scholastic Journalism Divisions**

Off-site Luncheon: **Robert P. Knight Multicultural Annual Award Luncheon**

Moderating/Presiding: **Petra Guerra**, Wisconsin-Madison and **David Bulla**, Zayed

Presentation of Scholastic Journalism Division's Robert P. Knight Multicultural Award

Recipient: **Illinois Press Foundation**
and **Eastern Illinois University High School Journalism Workshop**

Recognition of 2012 Lionel C. Barrow, Jr. Award Recipient:
Federico Subervi, Texas State, San Marcos

Speaker: **Michael House**, president, *Chicago Defender*

Luncheon will be held at Grand Lux Café, 600 N. Michigan Ave., 2 blocks from the conference hotel on the corner of North Michigan Avenue and Ontario Street. Pre-registration is required.

11:45 am to 1:15 pm / 149

Public Relations Division

Off-site **Bill Adams/Edelman Luncheon**

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

Speaker: **Phil Gomes**, senior vice president, Edelman Digital

Seating is limited. Pre-registration is required. Location: Lawry's Restaurant, 100 East Ontario Street, Chicago, IL 60611; (312) 787-5000. Seating is limited. Pre-registration is required. Contact Natalie Tindall at drnatalietjtindall@gmail.com for additional information. Luncheon sponsored by Edelman Worldwide Public Relations.

11:45 am to 1:15 pm / 150

Visual Communication Division

Off-site Luncheon Session: **Visual Journalism: Photography, Print Informational Graphics and Digital Design**

Moderating/Presiding: Bruce Thorson Nebraska-Lincoln

Scott Strazzante started work at the *Chicago Tribune* in 2001 and is a 9-time Illinois Photographer of the Year, has covered major sporting events but is most proud of uncovering small moments in life. Jonathan Berlin is the head of print graphics for the *Tribune* and has led a number of their redesigns. Ryan Mark who is an interactive designer building sites and user experiences online. The luncheon will be held at the *Chicago Tribune*, 435 North Michigan Avenue, Chicago IL 60611. Pre-registration is required.

11:45 am to 1:15 pm / 151

AEJMC Council of Affiliates (Scripps Howard Foundation)

PF&R Panel Session: **Funders Tell All: How to Pitch Irresistible Grant Applications**

Moderating/Presiding: **Christopher Callahan**, dean, Arizona State

Panelists: **Clark Bell**, journalism program director, McCormick Foundation
Susan King, dean, North Carolina-Chapel Hill; former vice president
for external affairs, Carnegie Corporation
Amy Starlight Lawrence, journalism program associate, Knight Foundation
Mike Philipps, president and CEO, Scripps Howard Foundation
Eric Newton, senior advisor to the president, Knight Foundation

11:45 am to 1:15 pm / 152

Commission on the Status of Women

Session: **Networking Luncheon**

Moderating/Presiding: **Stacey Hust**, Washington State

11:45 am to 1:15 pm / 153

Civic and Citizen Journalism Interest Group

Refereed Paper Research Session: **Models of Emerging Journalism**

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

Crowdfunding for Civic Journalism: An Analysis of Story Content and Publication on Spot.Us

Marianne McCarthy, California State, Northridge

New Institutionalism and a Business Model for "Social Journalism"

Mark Poepsel, Loyola, New Orleans

Twitter as a "Journalistic Substitute?" Examining #wiunion Tweeters' Behavior and Self-Perception

Aaron Veenstra, Narayanan Iyer, Fawaz Alajmi, Ravee Subramanian,
and **Chang Sup Park**, Southern Illinois - Carbondale

Discussant: **Jack Rosenberry**, St. John Fisher

11:45 am to 1:15 pm / 154

Entertainment Studies Interest Group and Electronic News Division

Off-site Tour: **Broadcasting Lives: Lessons for Students from the Museum of Broadcast Communications**

Moderating/Presiding: **Brad Yates**, West Georgia

Panelists: **David Cupp**, North Carolina at Chapel Hill

Marc Glick, Museum of Broadcast Communications, Chicago

Brad Yates, West Georgia

11:45 am to 1:15 pm / 155

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

PF&R Panel Session: **The State of the Community 2012**

Moderating/Presiding: **Tara Kachgal**, Wisconsin-Superior

Panelists: Title

Tracy Baim, editor, Windy City Media Group

Title

Kate Sosin, reporter, Windy City Media Group

Title

Laura Castañeda, Southern California

Proposition 8: An Analysis of Latter-day Saint (Mormon) Culture & Media Strategies Used to Ban Same-sex Marriage

David Scott, Utah Valley

"Homosexuality is Bad for Me": An Analysis of Gay Christian Testimonies in *Christianity Today* Magazine

James Trammell, High Point

11:45 am to 1:15 pm / 156

Graduate Student Interest Group and History Division

Teaching Panel Session: **King Kong Class: When Size Matters and Strategies to Deal With It**

Moderating/Presiding: **Berkley Hudson**, Missouri

Panelists: **Mike Sweeney**, Ohio
Earnest Perry, Missouri
Marjorie Kruvand, Loyola
Tim Macafee, Wisconsin-Madison
Patrick Ferrucci, Missouri
Pam Fine, Kansas

11:45 am to 1:15 pm / 157

Sports Communication Interest Group

Refereed Paper Research Session: **A Closer Look at Framing and Identity in Sports Communication**

Moderating/Presiding: **Mary Lou Sheffer**, Southern Mississippi

Beyond Getting Your Bell Rung: Framing of Sport-Related Concussion Coverage Between 2007 and 2012*

Lesla Major, **Matthew Zimmerman** and **Lauren Burch**, Indiana

Closing the Gender Gap? A Framing Analysis of High School Basketball Coverage

Erin Whiteside and **Jodi Rightler-McDaniels**, Tennessee

Which Team Do You Play For? A Social Identity Study of Sports and News Journalists and the Coverage of Athletes Who Commit Crimes

Vincent Filak and **Scott Reinardy**, Kansas

The Vancouver "Big Six" Gender-Framed: NBC's Primetime Coverage of the 2010 Vancouver Olympics

James Angelini, Delaware; **Andrew Billings**, Alabama
and **Paul MacArthur**, Utica

Exploring Situational Crisis Communication Theory: Using The 2011 NBA Lockout to Investigate Crisis Response Strategies**

Melanie Formentin, Pennsylvania State

Discussant: **Brad Schultz**, Mississippi

- * Top Faculty Paper
- ** Top Student Paper

11:45 am to 1:15 pm / 158

Journalism and Mass Communication Quarterly

Business Session: **Editorial Board Meeting**

Moderating/Presiding: **Daniel Riffe**, North Carolina at Chapel Hill

11:45 am to 1:15 pm / 159

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

Awards Luncheon

Moderating/Presiding: **W. Joseph Campbell**, American, KTA President
and **Linda Steiner**, Maryland, AEJMC President

Pre-registration required to attend.

1:30 pm to 3 pm / 160

Association for Education in Journalism and Mass Communication

Scholar-to-Scholar Refereed Paper Research Session

Communicating Science, Health Environment and Risk Division

Topic — To Your Health: New Ideas for Effective Persuasion

1. For Fit's Sake: A Norms-based Approach to Healthy Behaviors Through Influence of Presumed Media Influence
Kaijie Ng, Grace Leong, Tiffany Tham
and **Shirley Ho**, Nanyang Technological
2. Can Media Literacy Change Children's Attitudes and Preferences for Sugary Drinks and Fast Foods?
Yi-Chun (Yvonne) Chen, Virginia Tech
3. Exploring the Elaboration Likelihood Model in Cancer Communication: Experimental Testing of Behavioral Intentions and Action
Paula Rausch, National Cancer Institute
4. Fitter with Twitter? The Direct and Efficacy-Mediated Effects of Reading, Writing, and Tweeting Health Messages Online
Rachel Young, Missouri
5. The Impact of HIV PSAs on Attitudes, Behavioral Intentions and Risk Perception as a Function of Evidence Form, Argument Quality, Personal Relevance and Gender

Jueman (Mandy) Zhang, Makana Chock, Gina Chen, Valerie Schweisberger
and **Yi Wang**, New York Institute of Technology

Discussant: **Bruce Pinkleton**, Washington State

Communication Technology Division

6. Showing Off Where I am? The Interplay of Personality Traits, Self-disclosure, and Motivation on Facebook Check-ins*

Shaojung Sharon Wang, National Sun Yat-sen University, Taiwan

7. My Whole World's in My Palm!: Teenagers' Mobile Use and Skill**

Yong Jin Park, Howard

8. User Behaviors in Social Commerce***

Don Shin, affiliation

9. Diffusion of News Services and Political News in Mobile Media:

A Time Budget Perspective****

Xiaoqun Zhang and Louisa Ha, Bowling Green State

and Sung-Yeon Park, Bowling Green State/Korea University, Seoul, ROK

Discussant: **John Pavlik**, Rutgers

* First Place Faculty Paper

** Second Place Faculty Paper

*** Third Place Faculty Paper

****Fourth Place Faculty Paper

10. Engagement with News Content in Online Social Networks

Anne Oeldorf-Hirsch

and **S. Shyam Sundar**, Pennsylvania State

11. Does Twitter Make Us More Knowledgeable? The Moderating Role of Need for Orientation

Eun-Ju Lee and **Soo Youn Oh**, Seoul National University

12. Effects of Three Dimensions of Web Navigability on Attitudes and Perceptions of an Organizational Site

Bartosz Wojdyski, Virginia Tech

13. Personalized News: How Filtering Shapes News Exposure

Michael Beam, Washington State

and **Gerald Kosicki**, Ohio State

14. Understanding the Technological Advantages of Web Surveys: Can Response Formats Impact Data Quality?

Clay Craig and **Patrick Merle**, Texas Tech

Discussant: **James D. Ivory**, Virginia Tech

Electronic News Division

15. Changes in Content Characteristics of Nontraditional Media After Partnering with Traditional New Providers*

Jeremy Saks, Ohio

16. Tweeting in the Dark: A Comparative Analysis of Journalists' Usages of Twitter During a Crisis

- Rebecca Nee**, San Diego State
and **Judith Fusco**, SRI International Center for Technology in Learning
17. Connecting with Audience Through Social Media: An Analysis
of Social Media Use in Broadcast Stations in the U.S.
Victoria Zeal and **Eunseong Kim**, Eastern Illinois
18. New Perspectives from the Sky: Unmanned Aerial Vehicles and Journalism
Mark Tremayne and **Andrew Clark**, Texas-Arlington
19. The Use of Online Innovations by Large market Television and News Radio Stations:
A Content Analysis of Station Homepages
Tim Wulfemeyer and **Amy Schmitz Weiss**, San Diego State
20. Fueling the Debate: Predictive Relationships Among Personality Characteristics,
Motives and Effects of Animated News Viewing
Wai Han Lo and **Benjamin Ka Lun Cheng**, Hong Kong Baptist
21. What is at Stake for Making English News in China: The Case
of CCTV-9's Relaunches
Jing Ning, Rutgers

* Top Student Paper Award

** Division will present "Top Interactive Paper" award during this session

Law and Policy Division

22. Facial Recognition vs. the Law
Robert G. Larson III, Minnesota
23. The "High Life" at "Mimi's": West Virginia's Wrongful Ban of Limited
Video Lottery Advertising
Matthew Haught, South Carolina
24. Justices or Politicians in Robes? Using the *Brandenburg* Line to Examine
Political Influence on Supreme Court Decisions
Jared Schroeder, Oklahoma
25. Mental Illness, the News Media and Open Justice: The Australian Experience
Mark Pearson, Bond

Discussant: **Holly Hall**, Arkansas State

Newspaper and Online News Division

26. Social Media and the Evolution of Journalists' Routines
Brian Moritz, Syracuse
27. Multimedia Journalism Fever: An Examination of the Spread of Adoption
of Digital Reporting Techniques
Matthew Haught and **Jack Karlis**, South Carolina
28. Will Social Media "Save" Newspapers? Examining the Effectiveness
of Facebook and Twitter as News Platforms
Alice Ju, **Sun Ho Jeong** and **H. Iris Chyi**, Texas at Austin
29. Social Media Editors in The Newsroom: A Survey of Roles and Functions
Tim Currie, King's College

Discussant: **Amy Zerba**, Florida

30. The Online Innovations of Legacy News Media: A Content Analysis

of Large-Market Newspaper and Broadcast Station Websites

Amy Schmitz Weiss and **Tim Wulfemeyer**, San Diego State

31. When Journalism Met the Internet: Old Media and New Media Greet the Online Public

Mike Dillon, Duquesne

32. Anatomy of a Train Accident: Case Study of News Diffusion Via the Weibo Micro-blogging Service in China

Narayanan Iyer, Southern Illinois and **Yanfang Wu**, China

Discussant: **Norm Lewis**, Florida

Scholastic Journalism Division

33. High School Student Publications As Public Relations Tools: What Historical References Say About Such Use/Misuse

Bruce Konkle, South Carolina

34. Creating Collegiate Media Opportunities in the Classroom Using Social Media

Cindy Royal, Texas State, San Marcos

Discussant: **Andi Stein**, California State-Fullerton

Commission on the Status of Women

Topic — **Gender in Political Media and Creative Writing**

35. A Section of Their Own: Women Leaders in the Financial Times' Women At the Top

Elanie Steyn and **Kathryn Jenson White**, Oklahoma

36. Media and Hillary Clinton's Presidential Campaign: A Model for Understanding Construction of Collective Memory

Mary Tucker-McLaughlin, East Carolina
and **Kenneth Campbell**, South Carolina

37. The Performance of Gender Roles in Creative Writing: Why Do Women Submit Less Than Men?

Richard Mocarski, Alabama

38. "Try to Lift Someone Else as We Climb": Building Bridges From Press Clubs to Women's Liberation

Candi Carter Olson, Pittsburgh

39. He Said, She Said: The Effects of Gender on Political Attack Ads

Bryan McLaughlin, **Catasha Davis**, **Sandra Knisely**, **David Coppini**
and **Young Mie Kim**, Wisconsin-Madison

Discussants: **Frank Durham**, Iowa and **Paulette Kilmer**, Toledo

Civic and Citizen Journalism Interest Group

Perspectives on Community-Engaged Journalism

40. The Relationship between Citizen Journalism and Development Communication

Tyler Jones and **Wilson Lowrey**, Alabama

41. The New Storytellers for Community Reclamation: Emerging News Non-Profits

Sue Robinson and **Magda Konieczna**, Wisconsin-Madison

Discussant: **Jack Rosenberry**, St. John Fisher College

Community Journalism Interest Group

Topic — **From the Past to the Future: Evolving Community Journalism**

42. Making Hyperlocal News: An Exploration of the News Values and Perceived Roles of Journalists Working in Local, Independently Owned Online News
Michael Horning, Bowling Green State
43. Youth Connection: Promoting Community Ties and Positive Values in Scholastic and Non-scholastic Online Youth-generated News
Jeffrey Neely, North Carolina Wilmington
44. Fighting Spirit: Competing Hyperlocal Sites Outmatch Legacy Newspaper's Efforts
Barbara Selvin, Stony Brook
45. "Letters From Home," Intimacy in the Norwegian Community Press
John Hatcher, Minnesota-Duluth

Discussant: **Bill Reader**, Ohio

Political Communication Interest Group

46. Bibliometric Analysis of Communication and Terrorism Scholarship
Michael McCluskey and **Elizabeth Stoycheff**, Ohio State
47. Framing in the Last Fifteen Years: Examining Definitions, Citations, Mechanisms and Antecedents Across Fifteen Disciplines
Porismita Borah, Washington State
48. I'm Done! Causes of Selective Exposure: Interaction Effects of Incivility and Partisan Incongruence on Dissonance
Stephanie Jean Tsang, Wisconsin
49. The New American Right: Rhetorically Analyzing Tea Party Coverage Through the Protest Paradigm
Kevin Musgrave and **Bryan Carr**, Oklahoma
50. Talking or Thinking? Pathways from News to Political Learning Among Children
Edson Tandoc and **Esther Thorson**, Missouri

Discussant: **Jay Hmielowski**, Arizona

Religion and Media Interest Group

Topic — **Religion and Media: Issues and Themes**

51. A Parade Or A Riot: A Discourse Analysis of Two Ethnic Newspapers in Northern Ireland
Dave Ferman, Oklahoma
52. Seeing and Not Believing: Concern for Visual Culture in The Humanist
Rick Clifton Moore, Boise State
53. Rational Choice in Religious Advertising: American Religions Adapt to the Spiritual Marketplace
Andrew Pritchard and **Julie Fudge**, North Dakota State
54. More Diverse Images of Women Found in Smaller Niche Magazine: Diverse Feminine Images Presented in Christian Teen Magazines
Charlotte Martinez, Ohio
55. Turning the Tide: The Religious Press' Role in the Passage of the Civil Rights Act
Mike Trice, Florida Southern

Discussant: **Michael Longinow**, Biola

Small Programs Interest Group

56. The Divided Classroom: Definitions of News and Consumption Habits of Journalism Educators and their Students
Soo-Kwang Oh, Stanton Paddock and **Jacqueline Incollingo**, Maryland
57. Mastery and Modeling in the Teaching of News Writing: A Social Cognitive Approach
William Nevin and **Wilson Lowrey**, Alabama
58. Assessing Assessment: Evaluating Outcomes and Reliabilities of Grammar, Math and Writing Measures in Media Writing
Tricia Farwell, Leon Alligood, Sharon Fitzgerald
and **Ken Blake**, Middle Tennessee State

Discussant: **Katherine Orloff**, Hood

Sports Communication Interest Group

59. More than Just a Pretty Face? Examining the Influence of Attractiveness and Reporter/Athlete Congruity on Perceived Credibility
Dustin Hahn and **Glenn Cummins**, Texas Tech
60. Do Celebrity Endorsements Work? Exploring Effective Strategies of Banner Advertisement in Sport Websites
Woo-Young Lee, Central Missouri and **Minjung Sung**, Chung-Ang
61. When Fan Identification Levels Go Extreme: An Exploratory Study of the Highly Identified Fans of the Ultimate Fighting Championship
Natalie Brown, Michael Devlin, and **Andrew Billings**, Alabama
62. Money Changes Everything: Sports Journalists and England's Barclays Premier League
Danielle Sarver Coombs, Kent State and **Anne Osborne**, Louisiana State
63. Contrasting Desired Sports Journalism Skills in a Convergent Media Environment
Stan Ketterer, John McGuire, and **Ray Murray**, Oklahoma State
64. College Athletes' Perception of Social Media Use
Mary Sheffer, Southern Mississippi; **Brad Schultz**, Mississippi
and **Lyndie Bishop**, Southern Mississippi
65. Television Sports and Social TV: The Courtship Continues
John Shrader, California State, Long Beach

Discussants: **Kelly Poniatowski**, Elizabethtown and **Paul Husselbee**, Southern Utah

1:30 pm to 3 pm / 161

Advertising Division

Off-site Tour: **Advertising Division Chicago Tour: WGN**

Moderating/Presiding: **Scott Hamula**, Ithaca

Meet in hotel lobby at 1:15 p.m. for the short walk to 435 N. Michigan Avenue.

1:30 pm to 3 pm / 162

History and Cultural and Critical Studies Divisions

Centennial Session

PF&R Panel Session: **Theorizing Journalism in Time**

Moderating/Presiding: **Carolyn Kitch**, Temple

Panelists: How Journalism History Matters to Journalism Studies

John Nerone, Illinois

Inertia and Change in Journalistic Fields

Rodney Benson, New York University

Historical Mechanisms and Journalistic Change

Tim P. Vos, Missouri

The Public Sphere, Popular Culture, and the Changing Discourse of News

Michael Schudson, Columbia

1:30 pm to 3 pm / 163

Visual Communication Division

Refereed Paper Research Session: **2012 Visual Communication Division Top Papers**

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

Storytelling with Interactive Graphics: An Analysis of Editors' Attitudes and Practices*

Jennifer Palilonis and **Mary Spillman**, Ball State

The Influence of Mood and Symbolic Value on the Evaluation of Destination Logos**

Sela Sar, **Lulu Rodriguez**, **Suman Lee** and **Supathida Kulpavaropas**, Iowa State

Richard as Waking Nightmare: Barthesian Dream, Myth, and Memory
in Shakespeare's Richard III***

Brian Carroll, Berry

A Tale of Two Icons: Photographic Representations of Reconciliation In Peru and Guatemala****

Robin Hoecker, Northwestern

Discussant: **Jim Kelly**, Indiana

* Top Faculty Paper

** Second Place Faculty Paper

*** Third Place Faculty Paper

****Top Student Paper

1:30 pm to 3 pm / 164

**Association for Education in Journalism and Mass Communication Council of Affiliates
and Association of Schools of Journalism and Mass Communication**

Friday, August 10, 2012
2012 AEJMC Conference Program Copy

PF&R Panel Session: **Top Fundraisers Share Their Secrets**

Moderating/Presiding: **Geneva Overholser**, Southern California

Panelists: **Ann Brill**, Kansas
Chris Callahan, Arizona State
Sonya Duhé, Loyola, New Orleans
Brad Hamm, Northwestern

1:30 pm to 3 pm / 165

Graduate Student Interest Group

Refereed Paper Research Session: **Social Media, Technology and the Internet: How Media Consumers and Producers Interact**

Moderating/Presiding: **Jeffrey Kyle Riley**, Florida

Younger Generations' Use of Social Media for College Athletics: A Uses and Gratifications Approach

Daewook Kim, Texas Tech

Determining the Ethical Duty of Public Relations Practitioners Within the Online Space

Katie Ingold, Saint Louis

Effects of Anonymity on Online Group Opinion Polarization

June Yung Kim, Florida

Attention Please! Why Facebook Use is not Enough to Make People Buy From Facebook Ads

Heather Shoenberger and **Edson Tandoc**, Missouri

A Case Study of Grantmakers' Use of Technology as a Public Relations Strategy

Geah Pressgrove, South Carolina

Discussant: **Timothy Macafee**, Wisconsin-Madison

1:30 pm to 3 pm / 166

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

Business Session: **Resolutions Hearing**

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

1:30 pm to 3 pm / 167

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

Roundtable Session: **Doctors Are In**

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

Panelists/ "Doctors" and "their specialties:

Strategies to Balance Research, Teaching and Service

Linda Aldoory, Maryland

Creating a Teaching Portfolio for Tenure and Promotion

Bonnie Brownlee, Indiana

Building a Better Syllabus

Charles Davis, Missouri, and **Karen Miller Russell** Georgia

Using Twitter and Other Social Media Tools for Effective Teaching

Amy Faulkner, Syracuse

Incorporating diversity into your classes

Anita Fleming-Rife, Northern Colorado

Teaching Online or Using Course Sites to Enhance Face-to-Face Classes

Susan Keith, Rutgers

Teaching and Conducting Research Abroad for the Global Scholar

Birgit Wassmuth, Kennesaw State

Speed dating meets group therapy for effective teaching in this popular session hosted by the elected Standing Committee on Teaching. How does it work? Participants pick one of seven simultaneous discussion tables to share ideas and ask questions for 20 minutes. The moderator will ring a bell every 20 minutes, and participants may move to another discussion table, or stay at the same table to continue their discussion. Seasoned "Doctors" (members of the Committee on Teaching) share their tips in their "specialties" and facilitate discussion around the table. Participants will be directed to download a "Doctors Are In" booklet containing top tips from the faculty experts in each area. (That booklet and many more resources compiled by the Committee on Teaching can be found at: <http://www.aejmc.org/home/resources/teaching-resources/>). This session is designed for all teachers, new and veteran alike. We all hope to learn from each other in this fast-paced, interactive format.

1:30 pm to 3 pm / 168

Northwestern University in Qatar

Panel Session: **When a School Meets a Country: Fashioning a Media Vision for Libya After the Fall of Qaddafi**

Moderating/Presiding: **Everette E. Dennis**, dean/CEO, Northwestern Qatar

Panelists: **Everette E. Dennis**, dean and CEO, Northwestern University in Qatar

Jelal El Gallal, former spokesman, National Transitional Council of Libya

Friday, August 10, 2012
2012 AEJMC Conference Program Copy

Amel Jerary, Fmr Press Officer, Prime Minister's Office, Libyan Interim Government,
and Lecturer, University of Tripoli
Robert Picard, Director of Research, Reuters Institute, University of Oxford
Joe F. Khalil, Associate Professor, Northwestern University in Qatar

The purpose of this session is to consider whether the good offices model developed in Qatar has broader application for the media in governmental transitions and whether universities should engage in thought leadership with transitional government bodies at all.

Northwestern University in Qatar's December 2011 "good offices" conference, titled "Media Vision for Libya," is a potentially historic, rare example of a communication and journalism school working directly with the de facto media and interim government of a country to address issues of freedom of expression and independent media. The conference, which connected settled scholarship on governance, media economics, technology, and education/training with conferees from Libya's governing National Transitional Council, led to a statement of principles and action plan. Organized by NU-Q and drawing on the "good offices" concept from diplomacy and statecraft, the conferees who came to Doha, Qatar for the sessions included Nabil El Araby, the Secretary-General of the ArabLeague, and a delegation of 17 Libyan representatives from different regions, tribal groups, and occupations, most of whom were directly involved in the 2011 Libyan revolution. National Transitional Council Vice-Chairman Abdulhafeed Ghoga served as Libyan delegation chair.

2 pm to 4 pm / 169

Public Relations Division

Off-site Tour: **Edelman Headquarters**

Moderating/Presiding: **Michelle Ewing**, Kent State and **Jennifer Vardeman-Winter**, Houston

Edelman Headquarters, 200 East Randolph Street, Chicago, IL 60601-6436. Off-site locations (walking distance from the conference hotel and the luncheon). No fee but pre-registration is required. Contact Michele Ewing - meewing@kent.edu or Jennifer Vardeman-Winter - jvardeman@uh.edu.

3:15 pm to 4:45 pm / 170

Communication Technology Division

High Density Refereed Paper Research Session

Presiding Chair: **Adam J. Saffer**, Oklahoma

Fighting Death: The Effects of Punitive Difficulty on Video Game Enjoyment,
Immersion and Need Satisfaction

Mike Schmierbach, **Brett Sherrick** and **Mu Wu**, Pennsylvania State

It's Not Easy Trying to Be One of the Guys: The Effects of Avatar Attractiveness,

Avatar Gender, and Purported User Gender on the Success of Help-Seeking Requests in an Online Game

T. Franklin Waddell, Pennsylvania State
and **James D. Ivory**, Virginia Tech

Pills and Power-Ups: Substance Use in Video Games

Ryan Rogers, Jessica Myrick, Sri Kalyanaraman
and **Eric White**, North Carolina at Chapel Hill

A Wii, a Mii, and a New Me? Testing the Effectiveness of Wii Exergames in Increasing Children's Enjoyment, Engagement, and Exertion in Physical Activity

Cui Zhang, Charles Meadows and **Kimberly Bissell**, Alabama

Making a Kinection: Competitive and Collaborative Multiplayer Gameplay in Exergames

Wei Peng and **Julia Crouse**, Michigan State

Discussant: **Bartosz Wojdynski**, Virginia Tech

Presiding Chair: **Qian Xu**, Elon

Motivations to Contribute to Commons-based Peer Production: A Survey of Top English-language Wikipedia Contributors

Yoshikazu Suzuki and **Jisu Huh**, Minnesota

Psychological Individual Differences and the U&G of Facebook: The Relationship Between Personality Traits and Motivational Reactivity and the Motivations and Intensity to Use Facebook in Taiwan

Kanni Huang, Michigan State; **Anastasia Kononova**, American University of Kuwait;
Yi-hsuan Chiang, Shih Hsin University
and **Saleem Alhabash**, Michigan State

Examining Gender Differences in Using Facebook for Social Connections: An Application of Uses and Gratifications Theory

Chen-wei Chang, Southern Mississippi

SNS Use on Mobile Devices: An Examination of Gratifications, Civic Attitudes and Engagement in China

Yang Cheng and **Jingwen Liang**, The Chinese University of Hong Kong
Predicting Internet Risks: A Longitudinal Panel Study of Gratifications-sought, Internet Addiction Symptoms and Social Media Use

Louis Leung, Chinese University of Hong Kong

Discussant: **Marcus Messner**, Virginia Commonwealth

3:15 pm to 4:45 pm / 171

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session: **New Approaches Toward Climate Change Communication**

Moderating/Presiding: **Shirley Ho**, Nanyang

A U.S. – China Comparison of Information-seeking Intent About Climate Change

Z. Janet Yang, SUNY at Buffalo; **Lee Ann Kahlor**, Texas at Austin
and **Haichun Li**, Beijing Normal University
Concern About Climate Change: A Cross-National Analysis of Political, Cultural,
and Media Influences*

Heather Akin, Wisconsin-Madison
Framing Responsibility in Climate Change: Ethnocentric Attribution Bias, Perceived
Causes, and Policy Attitudes

Seung Mo Jang, Michigan
Patients or Polar Bears? Framing the Public Health Implications of Climate Change

Justin Rolfe-Redding, George Mason
More is Less: Gatekeeping and Coverage Bias of Climate Change
in US Television News

Lee Ahern and **Melanie Formentin**, Pennsylvania State

Discussant: **Michael Dahlstrom**, Iowa State

* Top Three Student Paper

3:15 pm to 4:45 pm / 172

Electronic News and Visual Communication Divisions

PF&R Panel Session: **Arab Spring on TV: Global Perspectives on Coverage by CNN,
BBC and Aljazeera**

Moderating/Presiding: **Mary Rogus**, Ohio

Panelists: **name**, affiliation

3:15 pm to 4:45 pm / 173

History Division

Refereed Paper Research Session: **History Division Top Papers**

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

For "The Cause of Civil and Religious Liberty": Abner Cole and the Palmyra, NY,
Reflector (1829-1831)*

Kimberley Mangun and **Jeremy Chatelain**, Utah
The Evolving Bride in *Godey's Lady's Book***

Emilia Bak, Georgia
The Struggle for Men's Souls: Tracing Cold War Liberation Strategy in the Crusade
for Freedom Campaign***

Wendy Melillo, American
A New York Tribune Reporter's Correspondence, Captivity, and Escape During
the American Civil War****

Michael Fuhlhage, Auburn

Discussant: **Erika Pribanic-Smith**, Texas at Arlington

- * Top Faculty Paper
- ** Top Student Paper
- *** Second Place Faculty Paper
- **** Third Place Faculty Paper

3:15 pm to 4:45 pm / 174

International Communication Division and Commission on the Status of Women

Centennial Session

Research Panel Session: **100 Years of International Journalism, Communication, and Media Studies**

Moderating/Presiding: **Manuel Chavez**, Michigan State

- Panelists:
- The Last 100 Years of Experience in Asia
Sundeep Reddy Muppidi, Nanyang Technological, Singapore
 - The Last 100 Years of Experience in Latin America
Rosental Alves, Texas at Austin
 - The Last 100 Years of Experience in Africa
Elanie Steyn, Oklahoma and **Thalyta Swanepoel**, Olivet
 - The Last 100 Years of Experience from Europe
Eric Freedman, Michigan State
 - The Last 100 Years of Experience in North America
Jennifer Hoewe, Pennsylvania State

Discussant: **Lucinda Davenport**, Michigan State

3:15 pm to 4:45 pm / 175

Law and Policy and Media Ethics Divisions

PF&R Panel Session: **Is it in the Public Interest? FCC v. Fox and the Implications for Indecency and Culture**

Moderating/Presiding: **Jason Zenor**, SUNY-Oswego

- Panelists:
- Clay Calvert**, Florida
 - Dan Isett**, Parents Television Council
 - K. Maja Krakowiak**, Colorado at Colorado Springs
 - Mina Tsay**, Boston
 - Erik Ugland**, Marquette

3:15 pm to 4:45 pm / 176

Magazine Division and Gay, Lesbian, Bisexual, Transgender Interest Group

PF&R Panel Session: **Minority Magazines: Keeping Relevance and Readers in Today's Marketplace**

Moderating/Presiding: **Elizabeth Hendrickson**, Tennessee

Panelists: **Patrick Farabaugh**, publisher, *Our Lives Magazine*
Kyra Kyles, senior editor, *Jet Magazine*
James M. Stephens, Tennessee State
Estelle Gonzales Walgreen, editor-in-chief, *Hispanically Speaking News*
Charles F. Whitaker, Northwestern

3:15 pm to 4:45 pm / 177

Minorities and Communication Division

Refereed Paper Research Session: **Best of MAC Research Papers**

Moderating/Presiding: **Frances Ward-Johnson**, Elon

The DC Snipers and Shifting Signifiers of Otherness: Newspaper Coverage of John Allan Muhammad and John Lee Malvo*

Angie Chuang and **Robin Chin Roemer**, American

Latino Online Newspapers vs. Mainstream Online Newspapers: A Comparative Analysis of News Coverage of the 2010 Health Care Reform**

Masudul Biswas, Shippensburg

Where Do I Belong: From Laguna Beach to Jersey Shore: Portrayal of Minority Youths on MTV Reality Shows***

Sung-Yeon Park, **Mark Flynn**, **Alexandru Stana**, **David Morin**
and **Gi Woong Yun**, Bowling Green State

"What if Michael Vick Were White?": Analyzing Framing, Narrative, and Race In Media Coverage of Michael Vick****

Bryan Carr, Oklahoma

Discussant: **Felecia Jones Ross**, Ohio State

* First Place Faculty Paper

** Second Place Faculty Paper

*** Third Place Faculty Paper

**** First Place Student Paper

3:15 pm to 4:45 pm / 178

Scholastic Journalism Division

Refereed Paper Research Session: **Control of the Student Press: Legal and Other Considerations**

Moderating/Presiding: **Monica Hill**, North Carolina

Framing “BONG HITS 4 JESUS”: A Content Analysis of Local Newspapers’ Coverage of the Supreme Court’s Decision in *Morse v. Frederick*

Karla Kennedy, Oregon

Of Black Armbands and Pink Boobie Bracelets: Should Pink Be This Year’s Black?

Genelle Belmas, California State-Fullerton

Educating for Freedom & Responsibility: Lessons from the First Amendment Schools Project

Cynthia Mitchell, Central Washington

Friend or Foe? Media Advisory Boards the Norm at Four-year Schools; Most Advisers

Give High Marks for Priorities, Performance

Lei Xie and **James Simon**, Fairfield

Discussant: **John Bowen**, Kent State

3:15 pm to 4:45 pm / 179

Community Journalism and Civic and Citizen Journalism Interest Groups

Teaching Panel Session: **Mobile Me, Mobile We — Building and Bridging Communities with Mobile**

Moderating/Presiding: **Dana Coester**, West Virginia

Panelists: Digital Arab Spring: The New Mobile War Correspondent

Chris Martin, West Virginia

The Economics of Production, Consumption and the Impact of Mobile

Tom Glaisyer, Open Technology Initiative

The Mobile Web and the Promise of Health for All: Journalism’s Role in an Age of Digital Health Knowledge

Harry Dugmore, Rhodes

Digital We In Marginalized Communities

Joel Beeson, West Virginia

Horizontal Verticality: Audience Building in the Community Mobile Sphere

Dana Coester, West Virginia

3:15 pm to 4:45 pm / 180

Religion and Media Interest Group and Mass Communication and Society Division

PF&R Panel Session: **Religion, Politics, and the Quest for the White House. How Religion and Identity are Discussed in the Current Political Climate**

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

Panelists: Ascribing Religion in the 2008 Presidential Election
Kimberly Davis, Maryland
Religion as Distraction: The Three Republican Parties of 2012
John Williams, Principia College
Leader-endorsed and Deity-approved: The Role of Religious Affiliation
and Participation in Elections in the New Millennium
Amanda Sturgill, Elon
Campaign as Teaching Moment
Manya Brachear, religion reporter, *Chicago Tribune*
Front Page News Values in a National Sample of U. S. Daily Newspapers:
A Preliminary Report
Janet A. Bridges, Sam Houston State
George Sylvie, Texas at Austin
Lamar W. Bridges, Texas A&M - Commerce
Sandra H. Utt, Memphis

3:15 pm to 4:45 pm / 181

Small Programs Interest Group and Communication Theory and Methodology Division

PF&R Panel Session: **Hot Topic: The Media and Trayvon Martin: What's the Story?**

Moderating/Presiding: **Elizabeth Atwood**, Hood College, and **Myiah Hutchens**, Arizona

Panelists: **Eric Deggans**, *Tampa Bay Times*
Kenny Irby, Poynter Institute
Keith Longmore, West Orlando News Online
Laura Washington, columnist, *Chicago Sun-Times*; political analyst, ABC/7

3:15 pm to 4:45 pm / 182

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

Award Panel Session: **2012 AEJMC First Amendment Award**

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

2012 First Amendment Award Recipient: **Carole Simpson**, Emerson

Respondents: **Woodrow Hartzog**, Samford
Derigan Silver, Denver
Daxton Stewart, Texas Christian

3:15 pm to 4:45 pm / 183

Association of Schools of Journalism and Mass Communication

Business Session: **General Business Meeting**

Moderating/Presiding: **Beth E. Barnes**, Kentucky, ASJMC President

Installation of 2012-2013 ASJMC President: **Peggy Kuhr**, Montana

5 pm to 6:30 pm / 184

Advertising Division

Refereed Paper Research Session: **Top Papers**

Moderating/Presiding: **Hairong Li**, Michigan State

Child Exposure to Food and Beverage Placements in Movies: Toward an Implicit Persuasion Model*

Jorg Matthes, Vienna

Branding Potentials of Keyword Search Ads**

Chan Yoo, Kentucky

Between "Likes" and "Shares": Effects of Emotional Appeal and Virality of Social Marketing Messages on Facebook***

Saleem Alhabash, Anna McAlister, Elizabeth Taylor Quilliam, Amy Hagerstrom,

Shupe Yuan, Nora Rifon and Jef Richards, Michigan State

The Relationship Between Uncertainty Avoidance and Children's Online Advertising Regulation Code: Examining the EASA****

Nathaniel Evans, Tennessee

Discussant: **Troy Elias**, Florida

* Top Paper

** Second Place Paper

*** Third Place Paper

**** Best Student Paper

5 pm to 6:30 pm / 185

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session: **Top ComSHER Paper Panel and Eason Prize**

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

Resistance, Ethnicity and Health: Designing Messages that Reduce Reactance

for Hispanic and non-Hispanic Diabetics*

Liz Gardner, Texas Tech

Join the Conquest: Developing a Campaign to Increase Clinical Research Participation in North Carolina**

Heidi Hennink-Kaminski, Jessica Willoughby

and **Dana McMahan**, North Carolina at Chapel Hill

Protection Motivation Theory and Trait Anxiety: Protecting Children's Dental Health***

Kimberly Walker, Indiana-Purdue

Use of Social Media by U.S. Hospitals: Benefits and Challenges***

Petya Eckler, Rauf Arif and Erin O'Gara, Iowa

Heightening Uncertainty Around Certain Science: Media Coverage, False Balance, and the Autism-vaccine Controversy****

Graham Dixon and Christopher Clarke, George Mason

Discussant: **Rob Logan**, U.S. National Library of Medicine

* First Place Faculty Paper

** Second Place Faculty Paper

*** Third Place Faculty Paper (TIE)

**** Eason Prize for Top Student Paper

5 pm to 6:30 pm / 186

Communication Technology Division

High Density Refereed Paper Research Session

Presiding Chair: **Jessica Gall Myrick**, North Carolina at Chapel Hill

Cancer Talk on Twitter: Community Structure and Information Sources in Breast and Prostate Cancer Social Networks

Itai Himelboim and Jeong Yeob Han, Georgia

The Efficacy of State Health Departments to Promote Public Health Messages: The Case of Twitter

Bobby DeMuro, Erin Willis and Courtney Meeks, Memphis

Online Health Communities and Chronic Disease Self-Management

Erin Willis, Memphis

Patterns of Participation in New Media in China: Analysis from a Public Health Crisis

Fangfang Gao, Florida

Influencing Public Opinion from Corn Syrup to Obesity: A Longitudinal Analysis of the References for Nutritional Entries on Wikipedia

Marcus Messner, Marcia DiStaso, Yan Jin, Shana Meganck, Scott Sherman

and **Sally Norton**, Virginia Commonwealth

Discussant: **Homero Gil de Zuniga**, Texas at Austin

Presiding Chair: **Ralph Berenger**, American of Sharjah

Transported into the Twitter World: When Politicians' Twitter Communication Affects Public Evaluations of Them

Eun-Ju Lee and **Soo Yun Shin**, Seoul National University

Political Television Hosts on Twitter: Examining Patterns of Interconnectivity and Self-exposure in Twitter Political Talk Networks

Itai Himelboim, Georgia

Tweeting Life-casting or Public Affairs?: Journalists' Tweets, Interactivity, and Ideology

Na Yeon Lee, **Yonghwan Kim** and **Ji won Kim**, Texas at Austin

Agenda Setting in the Internet Age: The Reciprocity Between Using Internet Search Engines and Issue Salience

ByungGu Lee and **Jinha Kim**, Wisconsin-Madison

Blinded by the Spite?: A Path Model of Political Attitudes, Selectivity, and Social Media

Thomas J. Johnson, Texas at Austin

and **Barbara K. Kaye**, Tennessee at Knoxville

Discussant: **Jacob Groshek**, Erasmus

5 pm to 6:30 pm / 187

Cultural and Critical Studies Division and Community College Journalism Association

PF&R Panel Session: **In Honor of Hanno Hardt: Continuing the Critical Path Between Europe and the U.S.**

Moderating/Presiding: **Ralph Beliveau**, Oklahoma

Panelists: **Anantha Babbili**, Texas A & M

Bonnie Brennen, Marquette

Margaret Duffy, Missouri

Ted Glasser, Stanford

John Kerezy, Cuyahoga Community College

Charles Self, Oklahoma

Lisa McLaughlin, Miami-Ohio

5 pm to 6:30 pm / 188

Electronic News Division

Business Session: **Past Chair and Incoming Officer Meeting**

Moderating/Presiding: **Kathleen M. Ryan**, Colorado and **Laura Smith**, Houston-Tillotson

5 pm to 6:30 pm / 189

International Communication and Mass Communication and Society Divisions

Scholar-to-Scholar Refereed Paper Research Session:

International Communication Division

Topic – Framing within and across Cultures

1. Availability and Individual Cognitions: Exploring How Framing Effects Vary Across Cultures
Timothy Fung, Hong Kong Baptist University
and **Dietram A. Scheufele**, Wisconsin-Madison
2. Framing Tibet: A Comparative Study of U.S. and Chinese Newspapers, 2008-2011
Xiangyi Shou, Gang (Kevin) Han and **Lulu Rodriguez**, Iowa State
3. A Framing Analysis of U.S. News Coverage of Diplomatic Relationship Between the U.S. and Venezuela
Victor Oliveira Bonomi and **Po-Lin Pan**, Arkansas State
4. The Framing of European Debt Crisis in the Chinese Press: Rethinking Global Risk and Cosmopolitanism
Zhifei Mao, The Chinese University of Hong Kong
5. Amount of Coverage, Framing, and Dramatization in News Articles about Natural Disasters: A Content Analytical Study of the Difference in Coverage of Developed and Developing Countries
Katharina Lang, Miami
6. Military Affairs in Korean News as Media Spectacle: A Case Study of ROKS Choenan and Yeonpyeong Island Events
Soo-Kwang Oh, Maryland

Discussant: **Emily Metzgar**, Indiana

Topic – Emerging Questions about Old and New Media

7. Examining Traditional and New Media Credibility in Pakistan
Kyulin Shim, Syracuse; **Anita Day**, South Florida; **Guy J. Golan**, Syracuse
and **Sung-Un Yang**, Indiana
8. What's the Bandwidth for Democracy? Deconstructing Internet Penetration and Citizen Attitudes About Governance*
Elizabeth Stoycheff, Ohio State
9. The Image of the Nation-Brand of the Country of Georgia as Presented by Major American Newspapers between January 1 and July 1, 2010
Giorgi Topouria, Missouri
10. Why Do Direct Quotations Matter in South Korean Newspaper Headlines?
Jiyoung Han, Minnesota
11. Displacing the Displacement Hypothesis? Does the Internet Really Displace Traditional Media?
Edson Tandoc, Missouri-Columbia

Discussant: **Indira Somani**, Washington and Lee

* Top Student Paper, International Communication Division

Topic – New Settings and Approaches to Agenda Setting

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12. Domestic, International, and Foreign News Content on ABC, CBS and NBC Television Network News from 1971 to 2007
Katherine Bradshaw and **James Foust**, Bowling Green State;
Joseph P. Bernt, Ohio and **Brian Krol**, Bowling Green State
13. Agenda setting and microblog use in China
Yanfang Wu, **David Atkin**, **Yi Mou**, **Carolyn Lin**,
and **Tuenyu Lau**, Connecticut
14. The Press-Enabled Rise of Two Two-Term Presidents: Brazil's Popular Lula and the US's Unpopular Bush
Tania Rosas-Moreno, Loyola Maryland
15. Effects of Real and Fictional Presidential Debates on the Perceived Importance of Issues
Jeongsub Lim, Sogang University

Discussant: **Lyombe Eko**, Iowa

Topic – **Revolutionary Perspectives: Studies on Social and Online Media**

16. Moving images of revolution: Social media and the 2011 Tunisian intifada
Catherine Cassara, Bowling Green State
17. Social Media, the Arab Revolution, and Media Frames: A Cross-national Study of Western and Arab Newspapers
Fatima Alsalem, **Jihyang Choi**, and **Shuo Tang**, Indiana
18. Life is Elsewhere: The Use and Effects of the Homeland Media among the Digital Sojourners
Jie Qin and **Jie Gao**, City University of Hong Kong
19. News From Tripoli, Benghazi, Brega and Misrata: How Al-Jazeera and BBC Online News Framed The Libyan Revolution
Kioko Ileri, Indiana-Bloomington

Discussant: **Colleen Connolly-Ahern**, Pennsylvania State
or **Maria Flores**, Texas A&M International

Topic – **Media, Politics and Society in China**

20. Foreign News as Marketable Power Display: Reporting Foreign Disasters by the Chinese Local Media
Haiyan Wang, **Francis L. F. Lee**,
and **Yue Wang**, Chinese University of Hong Kong
21. Green Sells – Effects of Green Visuals in Advertising on Chinese Consumers' Brand Perception
Fei Xue, Southern Mississippi
22. Manufacturing Professional Honor: Official Journalism Award as Social Control in China
Chin-Chuan Lee, City University of Hong Kong
and **Shunming Huang**, Sichuan University, China
23. Covering News with Provincial Characteristics? Comparing Health News Coverage in China's Guangdong and Henan Provinces
Dong Dong, **Qiuyuan Huang**, **Ziwei Shen**, **Lingyue Tang**,
and **Chenyang Wang**, Hong Kong Baptist University

Discussant: **James Scotton**, Marquette

Topic – **Past and Present: An Evolution in Gatekeeping**

24. Early Global Media in the Indian Ocean Rim: The Telegraph and Colonial Britain
Sujatha Sosale, Iowa
25. Press Censorship of the Indian Emergency of 1975-1977: The Response of the Underground Movement
Sagar Atre, Ohio
26. Mediating the African Message: Social Influences on a Ugandan Newspaper
Steve Collins, Central Florida
27. Gatekeeping & Citizen Journalism: The Use of Social Media During the Recent Uprisings in Iran, Egypt, and Libya
Sadaf Ali, Wayne State and **Shahira Fahmy**, Arizona
28. Where are NGOs in the Global Network Society? An Analysis of Organizational Networking Patterns for Freedom of Expression
Sun Ho Jeong, Texas at Austin
29. Cultural Imperialism Revisited: Empirical Determination of the Role of Superstructures on Internet Searches of International Issues
Mia Kamal and **Yongick Jeong**, Louisiana State

Discussant: **Janis Chakars**, Gwynedd-Mercy College

Topic – **The Practice and Education of Journalists and Communicators around the World**

30. Educating Globally Aware Journalists: What Is It, Why Does It Matter and How Do We Prepare Our Students?
Scott Winter, **R. Bruce Mitchell** and **Nancy Mitchell**, Nebraska-Lincoln
31. Nepalese Journalists After the Interim Constitution in 2007: A Survey of Their Profile, Work Condition, and Job Perception
Deepak Neupane, and **Lily Zeng**, Arkansas State
32. Communication Styles: Their Role in Understanding Autism in Korea and the United States
Myna German and **Keonhee Kim**, Delaware State
33. Kenyan Journalists: A Study of Demographics, Job Satisfaction, News Values and Perceived Autonomy
Kioko Ileri, Indiana-Bloomington
34. Invisible Colleges within Chinese Communication Community: Patterns and Trends of Co-authorship in Mainland China, Hong Kong and Taiwan, 2006-2011
Mengmeng Zhao, The Chinese University of Hong Kong

Discussant: **Leonardo Ferreira**, Miami

Topic – **Gender and Media Production and Consumption**

35. "My Little Girl": The Ethics of News Coverage of an Intersex South African Athlete
Rick Kenney, Florida Gulf Coast University and **Kimiko Akita**, Central Florida
36. Gender Digital Divide? Facebook Uses and Gratifications Among Kuwaiti College Students
Anastasia Kononova, American University of Kuwait
and **Saleem Alhabash**, Michigan State
37. Not Just a Pretty Face: Changing K-pop Idol Imagery from 2005 to 2012
Quan Xie, Ohio and **Mark Walters**, Southern Illinois at Carbondale
38. Internet Addiction among Young People in China: Internet Connectedness, Online Gaming,

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and Academic Performance Decrement
Qiaolei Jiang, Nanyang Technological University

39. Race and Masculinity: A comparison of Asian and Western Models in Men's Lifestyle Magazine Advertisements
Ping Shaw and **Yue Tan**, National Sun Yat-Sen University

Mass Communication and Society Division

Topic — **Journalism and Editorials**

40. Changing Standards for Offensive Language: Gate Widens at *The New Yorker*
Duane Stoltzfus, Goshen
41. The Impact of News Text, News Frames and Individual Schemata on News Comprehension
Guang Yang and **Steve Guo**, Hong Kong Baptist University
42. "The Pictures in Our Heads": How Typical News Versus Comedy News Might Influence the Transfer of Issue Attributes from the Media's Agenda to the Public's Agenda
Jennifer Kowalewski, Texas Christian
43. Interpreting the Nation's Toughest Immigration Law: How *The Arizona Republic's* Editorials Framed SB 1070
Carolyn Nielsen, Western Washington
44. News Narratives, Issues Attitudes, and Audience Responses
Fuyuan Shen, **Lee Ahern** and **Michelle Baker**, Pennsylvania State

Discussant: **Jon Bekken**, Albright

Topic — **Children and Teens**

45. Children's Consumption of Fast-Paced Television as a Predictor of Their Vigilance
James McCollum, Lipscomb
46. Mobilizing or Reinforcing Engagement with Politics? Impact of Media Voice and Political Talk on Political Engagement of Teens
Eunjin Kim, **Esther Thorson**, **Yulia Medvedeva**
and **Margaret Duffy**, Missouri
47. Beyond Uses and Gratifications: How Context Affects Communicative Decision-making in the Texting Generation
A.J. "Alex" Avila, Texas at Austin
48. Parents' Influence Biases on Children, Their Own and Others
Jacqueline Eckstein and **Patrick Meirick**, Oklahoma
49. Neither Here nor There: The Consumption of U.S. Media Among Pre-adolescent Girls in Ecuador
Guillermo Avila-Saavedra, Salem State

Discussant: **Mark Rademacher**, Butler

Topic — **International Perspectives**

50. Another Path to Participation? Digital Literacy, Motivation and Participation: South Korean Case
Sungsoo Bang, Texas at Austin
51. Emerging Public Sphere Online in China: One Public Health Crisis, Two Different Voices
Fangfang Gao, Florida
52. Media Exposure and Fashion Involvement in the China: A Model of Analysis

- Mona Sun** and **Steve Guo**, Hong Kong Baptist University
53. Disaster in Haiti: Critical Themes in News Coverage of the 2010 Relief Effort
Jared LaGroue and **Michael Murrie**, Pepperdine
54. What About Afghanistan? Examining Newspaper Coverage About the War in Afghanistan
Michel Haigh, Pennsylvania State

Discussant: **Seung Chul Yoo**, Texas at Austin

Topic — **Political and Civic engagement**

55. Turn a Blind Eye If You Care: Seeking Political Information Online and Implications for Attitudes
AXEL Westerwick, **Steven Kleinman**,
and **Silvia Knobloch-Westerwick**, Ohio State
56. Terror Management and Civic Engagement: An Experimental Investigation of Mortality Salience on Civic Engagement Intentions
Jennifer Green and **Patrick Merle**, Texas Tech
57. International News Attention and Civic Engagement: Disasters and Donations in the Digital Age
Jason Martin, DePaul
58. Explaining the Decline of Media Trust from Political Characteristics: How Ideology Exerts differential influences on partisans
Yang Liu, City University of Hong Kong
59. Fighting to be Heard: The Homeless Grapevine's Battle to Provide and Protect the Freedom of Speech for Cleveland's Homeless Citizens
Lena Chapin, Ohio

Discussant: **Kajsa Dalrymple**, Iowa

Topic — **Advertising and New Media effects**

60. Exploring Youth, New Media Alcohol Marketing and Associated Behaviors
Eric Hoffman, **Erica Weintraub Austin**, **Bruce Pinkleton**
and **Ming Lei**, Washington State
61. When Advertisements Make Someone Look Bad (or Better)
Minchul Kim, Wisconsin-Milwaukee
62. Exploring Message Meaning: A Qualitative Media Literacy Study of College Freshmen
Seth Ashley, Boise State; **Grace Lyden** and **Devon Fasbinder**, Missouri
63. Posed and Poised: The Physical Positioning and Engagement of Models in Advertisements
Sara Roedl, Southern Illinois
64. Internet Access Effects in Low and High-Income Rural Residents in Middle America
Adam Maksi, **Esther Thorson** and **Alecia Swasy**, Missouri

Discussant: **Sandy Utt**, Memphis

Topic — **The Variable Influence of Television**

65. Influences of Anxiety and Medium on News-based Rumor Transmission*
Brian Weeks, Ohio State
66. Predictors of Simultaneous Media Use: The Impact of Motivations, Personality,

and Environment

- Shanshan Lou** and **Roger Cooper**, Ohio
67. Cultivating a Dream of Happily Ever After
Minchul Kim, Wisconsin-Milwaukee and **Youn-Gon Kang**, Chung-Ang University
68. *Law & Order*, *CSI*, and *NCIS*: The Association between Exposure to Crime Drama Franchises, Rape Myth Acceptance and Sexual Consent Negotiation Behaviors among College Students
Stacey Hust, Washington State; **Emily Marett**, Mississippi State; **Ming Lei**, **Chunbo Ren** and **Weina Ran**, Washington State
69. Modeling Television Viewing: Integrating Motivational and Situational Predictors
Harsh Taneja and **Vijay Vishwanathan**, Northwestern

* Moeller Student Paper Competition Winner

Discussant: **Francesca Dillman Carpentier**, North Carolina at Chapel Hill

Topic — **Online and New Media**

70. When Does Multitasking Facilitate Information Processing?: Effects of Internet-Based Multitasking on Information Seeking and Knowledge Gain
Se-Hoon Jeong, KOREA and **Yoori Hwang**, Minnesota
71. Attribution, Credibility, and Conspiracy: Source Attribution and the Credibility of Online Conspiracy Theory Media
Jessica Mahone, Florida
72. The Two Internet Freedoms: Framing Victimhood for Political Gain
Benjamin W. Cramer, Pennsylvania State
73. Do Traditional News Outlets Matter in the Twitterverse? Agenda-setting and the Two-step Flow on top Microblogs
Jennifer Greer, **Justin Blankenship** and **Yan Yan**, Alabama
74. Exploring Self-Stability and Dispositional Media Use Motives as a Predictor of Flow and Media Addiction: the Internet, a Mobile Phone and a Video Game
Hyoungkoo Khang and **Jung Kyu Kim**, Alabama

Discussant: **Mike Schmierbach**, Pennsylvania State

Topic — **Media Effects**

75. The Relationship among Media Exposure, Possibility of Event Occurrence, Third-Person Effect and Behavioral Intentions
Xduong Liu, Macau University of Science and Technology and **Ven-hwei Lo**, Chinese U of Hong Kong
76. The Birthers and Obama: An Analysis of News Media Exposure and Motivated Reasoning
Barry Hollander, Georgia
77. The Unintended Consequences of "Moderate Mitt:" The Ideologies of Mitt Romney & Second-level Agenda Setting
Christopher Vargo and **Jaime Arguello**, North Carolina at Chapel Hill
78. Sports Commentary: Comparing Male and Female Announcers During Women's NCAA Tournament Games
Katrina Overby, Indiana and **John McGuire**, Oklahoma State

Discussant: **Michael Boyle**, West Chester

5 pm to 6:30 pm / 190

Media Management and Economics Division

PF&R Panel Session: **The History of Teaching Media Management**

Moderating/Presiding: **Teresa Jo Styles**, North Carolina A&T

Panelists: History of Best Practices

Mary Alice Shaver and **Dan Shaver**, Jonkoping International Business School, Sweden

Management Teaching Today

Bozena Mierzejewska, Jonkoping International Business School, Sweden
Best Practices in the Use of Case Studies and Management Strategies

Yan Yang, High Point
Publications and Media Management Teaching

Dane S. Claussen, ACLU Nevada

5 pm to 6:30 pm / 191

Scholastic Journalism Division

Teaching Panel Session: **Innovative Outreach to Scholastic Media**

Moderating/Presiding: **David W. Bulla**, Zayed

Award Winning Panelist:

Social Media Toolbox: A Resource for Student Journalism Programs

Marina A. Hendricks, Kent State

5 pm to 6:30 pm / 192

Graduate Student Interest Group

Refereed Paper Research Session: **Top Papers in Graduate Student Interest Group**

Moderating/Presiding: **Ashley Carnifax**, Florida

U.S. Media Frames of Egyptian Revolution Participants*

Andrea Guzman, Illinois at Chicago

War and Peace Journalism Frame in Pajhwok Afghan News and Associated Press:

A Content Analysis**

Anissa Tanweer, Arizona

In Media We Distrust: The Interplay of Message, Context and Media Trust on Political Evaluations***

David Wise and **Bryan McLaughlin**, Wisconsin-Madison
Can the General Learning Model Predict More than Antisocial and Prosocial Behaviors?
The Links among Video Games, Mental Well-being, and Physical Fitness****
J.J. DeSimone, Wisconsin-Madison

Discussant: **Carson Wagner**, Ohio

- * First Place Paper (Guido Stempel Award)
- ** Second Place Paper
- *** Third Place Paper
- **** Fourth Place Paper

5 pm to 6:30 pm / 193

Internships and Careers Interest Group

Refereed Paper Research Session: **ICIG Refereed Research Paper Session**

Moderating/Presiding: **John Chapin**, Pennsylvania State

Gender, Personality Attributes, and Predictors of Career Success in Media Professions

Roger Cooper, Ohio and **Tang Tang**, Akron

A Content Analysis of Undergraduate Advertising Program Websites

Erin Schauster, Missouri; **Joonghwa Lee**, Middle Tennessee State;

Patrick Ferrucci, Missouri; **Seoyeon Kim**, Missouri

and **Kim Sheehan**, Oregon

HelpWanted 2011: An Examination of Job Skills Required by Top U.S.
News Companies

Lynn Owen, William Peace and **Deb Wenger**, Mississippi

Reshaping the Classroom & Workplace Communities?: Millennial Graduates

Rate Their Job Skills & Professional Characteristics

Vicki Todd, Quinnipiac

Discussant: **Mary Blue**, Tulane

5 pm to 6:30 pm / 194

Religion and Media Interest Group

Refereed Paper Research Session: **Social Media and Religion: Influence and Practice**

Moderating/Presiding: **name**, affiliation

Holy App! An Exploration of Christian, Jewish, and Islamic iPhone Applications*

Wendi Bellar, Syracuse

How Buddhism Communicate via Sina Weibo

Meng Shi and **Xiao He**, American

Christian Communication in 140 Characters or Less

Brittany Pruett, Southern Mississippi

The Megachurch Tweets: How 13 Large Churches are Using Twitter

Sheree Martin, Samford

Discussant: **John G. Wirtz**, Texas Tech

* Top Student Paper

5 pm to 6:30 pm / 195

Small Programs and Community Journalism Interest Groups

PF&R Panel Session: **Social Media and the Ethnic Press in Chicago**

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

Panelists: **Ashmer Mandou**, *Noticias Bilingue/Lawndale News*

Kimbriell Kelly, Chicago Reporter

Fabiola Pomareda, *La Raza*

Young Kim, *Korea Times Chicago*

5 pm to 6:30 pm / 196

Sports Communication Interest Group and Commission on the Status of Women

Research Panel Session: **Title IX: Forty Years of Progress and Potential**

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

Panelists: **Marie Hardin**, Pennsylvania State

Andy Billings, Alabama

Melissa Isaacson, ESPN, Chicago

Welch Suggs, Georgia

5 pm to 6:30 pm / 197

Association for Education in Journalism and Mass Communication

Centennial Session

Presidential Panel: **The Future in Media and Technology**

Moderating/Presiding: **Linda Steiner**, Maryland, 2011-12 AEJMC President

Speakers: **Anne Balsamo**, Southern California

Andrew Hines, Houston

5 pm to 6:30 pm / 198

Urban Communication Foundation and Association for Education in Journalism and Mass Communication

2012 Gene Burd Urban Journalism Award Panel:

“Who Speaks for Cities, How Do Cities Speak to Us?”: Re-imagining Urban Spaces

Moderating/Presiding: **Gene Burd**, Texas at Austin

Panelists: **Gary Gumpert**, president, Urban Communication Foundation
Blair Kamin, architectural critic, *Chicago Tribune*
Anjo Matthew, Illinois Institute of Technology
Charles C. Self, Oklahoma

Presentation of Award: **Gary Gumpert**, president, Urban Communication Foundation

2012 Gene Burd Urban Journalism Award:

Blair Kamin, Pulitzer Prize-winning architecture critic, *Chicago Tribune*

This special panel will be followed by a reception 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.

6:45 pm to 8:15 pm / 199

Advertising Division

Business Session: **Members’ Meeting**

Moderating/Presiding: **Frauke Hachtmann**, Nebraska-Lincoln

Hospitality provided by Michael Edmonds, Warc.

6:45 pm to 8:15 pm / 200

Communicating Science, Health, Environment and Risk Division

Business Session: **Members’ Meeting**

Moderating/Presiding: **Z. Janet Yang**, SUNY at Buffalo

6:45 pm to 8:15 pm / 201

Cultural and Critical Studies Division

Business Session: **Members' Meeting**

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

PF&R Award Presentation

Recipient: **Center for Media and Democracy**

6:45 pm to 8:15 pm / 202

History Division

Business Session: **Members' Meeting**

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

6:45 pm to 8:15 pm / 203

Media Management and Economics Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Dane S. Claussen**, ACLU of Nevada

6:45 pm to 8:15 pm / 204

AEJMC Council of Affiliates

Business Session: **Members' Meeting**

Moderating/Presiding: **Lillian Lodge Kopenhaver**, Florida International

6:45 pm to 8:15 pm / 205

Entertainment Studies Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Kelley Poniatowski**, Elizabethtown College

6:45 pm to 8:15 pm / 206

Graduate Student Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Erica Salkin** and **J.J. De Simone**, Wisconsin – Madison
and **Ashley Carnifax**, Florida

6:45 pm to 8:15 pm /207

Internships and Careers Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **John Chapin**, Pennsylvania State-Beaver
and **Abhinav Aima**, Pennsylvania State, New Kensington

6:45 pm to 8:15 pm / 208

Small Programs Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Kay L. Colley**, Texas Wesleyan

6:45 pm to 8:15 pm / 209

Sports Communication Interest Group

Business Session: **Members' Meeting**

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

6:45 pm to 9 pm / 210

American University School of Communication

Social: **Welcome Reception for New American University School of Communication**
Dean, Jeff Rutenbeck

Hosting: **Rose Ann Robertson**, associate dean, American

Welcome reception open to membership and AEJMC conference attendees.

6:45 pm to 9 pm / 211

University of Tennessee, Michigan State University and Kansas State University

Social: 6:45 p.m. to 8:15 p.m.

Todd Simon Commemoration: 8:15 p.m. to 9 p.m.

Hosting: **Mike Wirth**, Tennessee, **Lucinda Davenport**, Michigan State
and **Angela Powers**, Kansas State

Reception and commemoration open to membership and AEJMC conference attendees.

6:45 pm to 8:15 pm / 212

**Urban Communication Foundation and Association for Education in Journalism
and Mass Communication**

2012 Gene Burd Urban Journalism Award Reception

Hosting: **Gary Gumpert**, president, Urban Communication Foundation

2012 Award Recipient: **Blair Kamin**, architecture critic, *Chicago Tribune*

8:30 pm to 10 pm / 213

Advertising Division

Off-site Social

Hosting: **Scott Hamula**, Ithaca

Social held at Billy Goat Tavern, near Tribune Towers and Wrigley Building, 430 N. Michigan Avenue at lower level.

8:30 pm to 10 pm / 214

Communicating Science, Health, Environment and Risk Division

Off-site Social

Hosting: **Michael Dahlstrom**, Iowa State

The first ever ComSHER reception will be held in the Theater Area of the Rush Bar, located in the lobby of the conference hotel. Hors d'oeuvres will be served and a cash bar is available.

8:30 pm to 10 pm / 215

International Communication Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Manuel Chavez**, Michigan State

8:30 pm to 10 pm / 216

Mass Communication and Society Division

Business Session: **Members' Meeting**

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

8:30 pm to 10 pm / 217

Media Ethics Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Kati Tusinski Berg**, Marquette

8:30 pm to 10 pm / 218

Minorities and Communication Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Petra Guerra**, Wisconsin-Madison

8:30 pm to 10 pm / 219

Newspaper and Online News Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Chris Roberts**, Alabama

8:30 pm to 10 pm / 220

Public Relations Division

Business Session: **Members' Meeting**

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

8:30 pm to 10 pm / 221

Scholastic Journalism Division

Business Session: **Members' Meeting/Honors Lecture**

David Adams Educator or the Year Award:

Recipient: **Bruce Konkle**, South Carolina

Top Student Paper Award:

Recipients: **Joseph Dennis** and **Amy Sindik**, Georgia

Laurence Campbell Top Faculty Paper:

Recipients: **Bruce Plopper**, Arkansas-Little Rock, and **Anne Fleming Conaway**, Bemidji State.

Moderating/Presiding: **David W. Bulla**, Zayed

Honors Lecture: **Cheryl Pell**, Michigan State

8:30 pm to 10 pm / 222

Community College Journalism Association

Business Session: **Members' Meeting**

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

8:30 pm to 10 pm / 223

Commission on the Status of Women

Business Session: **Members' Meeting**

Moderating/Presiding: **Stacey Hust**, Washington State

8:30 pm to 10 pm / 224

Religion and Media Interest Group

Business Session: **Members' Meeting**

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

8:30 pm to 10 pm / 225

Small Programs Interest Group

Off-site Social

Hosting: **Susan Lewis**, Abilene Christian and **Kay L. Colley**, Texas Wesleyan

8:30 pm to 10 pm / 226

Association for Education in Journalism and Mass Communication

Reception: **AEJMC Past Presidents' Reception**

Moderating/Presiding: **Jan Slater**, Illinois and **Lillian Lodge Kopenhaver**, Florida International

All AEJMC past presidents are welcome to attend this gathering.

AEJMC thanks the Council of Affiliates for its financial support of the reception.

8:30 pm to 10 pm / 227

University of Missouri

Social

Hosting: **Dean Mills**, Missouri

8:30 pm to 10 pm / 228

Washington State University and University of Oregon

Social

Hosting: **Lawrence Pintak**, Washington State and **Tim Gleason**, Oregon

10:15 pm to 11:45 pm / 229

Minorities and Communication Division

Off-site Social

Hosting: **Petra Guerra**, Wisconsin-Madison

Location of social to be announced at members' meeting.

10:15 pm to 11:45 pm / 230

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

10:15 pm to 11:45 pm / 231

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

Saturday, August 11, 2012

7 am to 8 am / 232

Cultural and Critical Studies Division

Business Session: **Executive Committee Meeting**

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

7 am to 8 am / 233

Media Management and Economics Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Ken Killebrew**, South Florida

7 am to 8 am / 234

Minorities and Communication Division

Business Session: **Executive Committee Meeting**

Moderating/Presiding: **Felecia Jones Ross**, Ohio State

7 am to 8 am / 235

Public Relations Division

Business Session: **Incoming Executive Committee Meeting**

Moderating/Presiding: **Susan Grantham**, Hartford

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 9:45 am / 236

Association for Education in Journalism and Mass Communication

Business Session: **Publications Committee Meeting**

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

7 am to 8 am / 237

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 / 238

Association for Education in Journalism and Mass Communication

Business Session: **Latino and Latin America Task Force**

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

7 am to 8 am / 239

Society of Professional Journalists

Breakfast Session: **SPJ Campus Chapter Advisers**

Moderating/Presiding: **Joe Skeel**, executive director, Society of Professional Journalists

By invitation only.

8:15 am to 9:45 am / 240

Advertising Division

Teaching Panel Session: **How Master Teachers Evolve Over Time and What We Can Learn from Them**

Moderating/Presiding: **Sheri Broyles**, North Texas and **Brett Robbs**, Colorado

Panelists: **Alice Kendrick**, Southern Methodist
Jay Newell, Iowa State
Charles Patti, Denver
Kimberly Selber, Texas Pan American

John Sweeney, North Carolina at Chapel Hill

8:15 am to 9:45 am / 241

International Communication Division

Refereed Paper Research Session: **Transnational Movements and Media: Approaches to Studying Im(migration) and Diaspora**

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

El Salvador and Costa Rica: Two Central American Opposite Cases in Their State-Diaspora Relations

Vanessa Bravo, Elon

Creation of Transnational Media Culture in a Digital Diaspora Space: Analysis of Media Sharing Web Board of an Online Community of Female Korean Im/migrants in the U.S.

EunKyung Lee, Rutgers

Framing News Across Borders: Newspaper Coverage of the U.S. Immigration Debate in U.S. and Mexico from 2004 to 2007

Paola Pascual-Ferra, Miami

Frames and Fronteras: U.S.-Mexico Migration/Immigration News Coverage on Both Sides of the Border

Christian Kelleher, Texas at Austin

Discussant: **Celeste González de Bustamante**, Arizona

8:15 am to 9:45 am / 242

Magazine Division

Refereed Paper Research Session: **Award-Winning Papers: Major Life Issues: Health, Race, Gender and, of Course, Sports**

Moderating/Presiding: **Ellen Gerl**, Ohio

Comparing Health Messages in Magazines: Journalistic Elements and Their Connection to Health Literacy and Numeracy*

Maria Len-Rios and **Amanda Hinnant**, Missouri

More Trouble Than the Good Lord Ever Intended: Representations of Inter-racial Marriage in U.S. News Magazines**

Catherine Luther and **Jodi Rightler-McDaniels**, Tennessee-Knoxville

It Doesn't Matter If You're Black or White: Breast Cancer Messages in Young Women's Magazines***

Sarah Henize, Bowling Green State

Balancing Act: The Rhetorical Vision of Champion Magazine****

Saturday, August 11, 2012
2012 AEJMC Conference Program Copy

Ashley Furrow, Ohio State

Discussant: **Lyn Lepre**, Marist

- * Top Faculty Paper
- ** Second Place Faculty Paper
- *** Top Student Paper
- ****Second Place Student Paper

8:15 am to 9:45 am / 243

Mass Communication and Society Division

Refereed Paper Research Session: **Top Student Papers**

Moderating/Presiding: **Sidney Bedingfield**, South Carolina

Television Viewing and the Belief in the American Dream*

Laras Sekarasih, Massachusetts Amherst

Explicating the Concept of Journalist: How Scholars, Legal Experts
and the Industry Define Who Is and Who Isn't**

Edson Tandoc and **Jonathan Peters**, Missouri-Columbia

Seeing the World Through a Filter: How College Students Place Trust in Others***

Elia Powers and **Michael Koliska**, Maryland

Gates Wide Open: A Systematic Review of Gatekeeping Research****

Edson Tandoc and **Patrick Ferrucci**, Missouri-Columbia

Discussant: **Bu Zhong**, Pennsylvania State

- * Top Student Paper
- ** Second Place Student Paper
- *** Third Place Student Paper
- ****Fourth Place Student Paper

8:15 am to 9:45 am / 244

Media Ethics and Public Relations Divisions

PF&R Panel Session: **Conflicting Systems of Ethics: The Media and The Military**

Moderating/Presiding: **Michael Parkinson**, Texas Tech

Panelists: **Shannon Bowen**, Syracuse
Kenneth Plowman, Brigham Young
Robert Pritchard, Oklahoma

John Schmeltzer, Oklahoma
Major Mark Swiatek, USAFA

8:15 am to 9:45 am / 245

Media Management and Economic and Newspaper and Online News Divisions

PF&R Panel Session: **Developing Research Partnerships with Media Organizations**

Moderating/Presiding: **Amber Hinsley**, St. Louis

Panelists: **C.W. Anderson**, CUNY
Rachel Davis Mersey, Northwestern
Rich Gordon, Northwestern
Nikki Usher, George Washington

8:15 am to 9:45 am / 246

Minorities and Communication Division and Commission on the Status of Women

PF&R Panel Session: **Leveraging the International Experience: Using the Fulbright Experience as an Opportunity for Personal and Professional Growth (Honoring Evonne "Von" Whitmore)**

Moderating/Presiding: **Masudul Biswas**, Shippensburg

Panelists: **Cory Armstrong**, Florida
Stacey J.T. Hust, Washington State
Sharon Stringer, Lock Haven

Discussant: **Cathy Jackson**, Norfolk State

8:15 am to 9:45 am / 247

Scholastic Journalism and Law and Policy Divisions

PF&R Panel Session: **A Scholastic Journalism Census of Today's High Schools**

Moderating/Presiding: **Candace P. Bowen**, Kent State

Panelists: **Mark Goodman**, Kent State
Peter Bobkowski, Kansas
Frank LoMonte, Student Press Law Center

8:15 am to 9:45 am / 248

Visual Communication Division

Refereed Paper Research Session: **Digital Images and Networked Communication**

Moderating/Presiding: **Mary Bock**, Kutztown

The Icon of the Egyptian Revolution: Using Social Media in the Toppling of a Mideast Government

Sadaf Ali, Wayne State and **Shahira Fahmy**, Arizona

She Poses, He Performs: A Visual Content Analysis of Male and Female Professional Athlete Facebook Profile Photos

Betsy Emmons and **Richard Mocarski**, Alabama

The Iconic Situation Room Image and its Appropriations: A Study of Internet Memes and Their Rhetorical Messages

Natalia Mielczarek, Iowa

The Visual Representation of Campaign Communication: Candidate Images in Partisan Blogs

Shuo Tang, Indiana

Discussant: **Mary Bock**, Kutztown

8:15 am to 9:45 am / 249

AEJMC Council of Affiliates

Refereed Research Session: **First Annual Industry Research Forum**

Moderating/Presiding: **Lillian Lodge Kopenhaver**, Florida International

Media Entrepreneurship: Curriculum Development and Faculty Perceptions of What Students Should Know

Michelle Ferrier, Elon

Best Practices in Managing News Website Comments

Mitch McKenney, Kent State

The Ten Percent Dilemma: The Opportunities and Challenges of Managing Newspapers in the Digital Age

Paul Steinle, Southern Oregon and **Sara Brown**, Valid Sources, Seattle

These papers were the winners of \$1000 awards in a blind competition to select the best proposals for this First Annual Industry Research Forum sponsored by the Council of Affiliates of AEJMC. Special thanks to the Scripps Howard Foundation for its support.

8:15 am to 9:45 am / 250

**Political Communication Interest Group; Communicating Science, Health, Environment and Risk;
Communication Theory and Methodology and Communication Technology Divisions**

Scholar-to-Scholar Refereed Paper Research Session

Communicating Science, Health, Environment and Risk Division

Topic — Health Information-seeking and Risk

1. Health Self-Efficacy and Health Information Seeking: Exploring Relationships between Source Utilization, Source Trustworthiness, Health Behaviors, and Demographics
Ho-Young (Anthony) Ahn, Southern Connecticut State; **Nathaniel Evans**, Tennessee;
Tatjana Hocke, James Madison and **Elizabeth Avery**, Tennessee
2. Do Online Health-related Behaviors Lead to Being Helped?*
- Hui Zhang**, Colorado State
3. Predicting Cancer Information Seeking and Cancer Knowledge: The Role of Social and Cognitive Factors
Shelly Hovick, MD Anderson Cancer Center;
Ming-Ching Liang and **Lee Ann Kahlor**, Texas at Austin
4. Risk in Risk: Exploring Effects of Multiple Health Risk Situation, Risk Scale and Risk Origin Upon Public's Perceived Health Risk in News
Gang (Kevin) Han, Iowa State; **Juyan Zhang**, **Halli Trip**
and **Paul LeBlanc**, Texas at San Antonio
5. Testing The RISP Model: Cell Phone Users and The New "Possible" Risk of Brain Cancer
Ronald Yaros, Maryland

Discussant: **Cynthia Coleman**, Portland State

* Top Three-Student Paper

Topic — Risk Perceptions

6. Seeking Information about Complex Science: The Interplay of Risk-benefit Perceptions and Prior Knowledge
Leona Yi-Fan Su, **Nan Li**, **Dietram A. Scheufele**, **Dominique Brossard**
and **Michael Xenos**, Wisconsin-Madison
7. Seeking Information about Climate Change: Attention to News Media, Objective Knowledge, and Other Antecedents in an Augmented PRISM
Shirley Ho, **Benjamin Detenber**, **Sonny Rosenthal**
and **Edmund Lee**, Nanyang Technological
8. The Effects of Graphic Messages Embedded in an Anti-smoking Videogame on Knowledge Improvement and Attitudes Toward Smoking
Hyo Jung Kim and **Joung Huem Kwon**, Nanyang Technological
9. Glamorization or Cautionary Tale? Comparing Episodes of MTV's *16 and Pregnant* and the Mediating Role of Outcome Expectations on Pregnancy Beliefs and Aspirations
Autumn Shafer, Texas Tech
10. Mediating Trust in Terrorism Coverage
Kirsten Mogensen, Roskilde University

Discussant: **Robert Griffin**, Marquette

Topic — **Political Health and Science Communication:**

11. Anatomy of a Gaffe: Examining Print and Blog Coverage of Michele Bachmann's HPV Vaccine Controversy
Robert Zuercher, Adam Parrish and Elizabeth Petrun, Kentucky
12. Partisan Media and Healthcare: Conditional Indirect Effects of Ideology and Ambivalence on Structural Knowledge
Myiah Hutchens and Jay Hmielowski, Arizona
and **Michael Beam**, Washington State
13. Ten Years of News Coverage of Nanotechnology in Taiwan: Toward a Revised Model of Mediated Issue Development
Tsung-Jen Shih, National Chengchi
14. A Dangerous Neighbor: The News Frames of the Radiation Effects from the Fukushima Nuclear Accident
Junga Kim and Bijie Bie, Florida
15. The Climate Change Blame Game: U.S. Elite Newspaper Coverage of Climate Change
Z. Janet Yang, SUNY at Buffalo; **Anthony Dudo, Lee Ann Kahlor,**
Ming-Ching Liang, Texas at Austin; **Jenny Allen Catellier, Weiai Xu**
and **Jonathan Mertel**, SUNY at Buffalo

Discussant: **Andrea Tanner**, South Carolina

Topic — **Interpersonal Support Online**

16. Expression and Reception of Emotional Support Online: Mediators of Social Competence on Health Benefits for Breast Cancer Patients
Woohyun Yoo, Wisconsin-Madison; **Kang Namkoong**, Kentucky; **Mina Choi,**
Dhavan Shah, Michael Aguilar, Stephanie Jean Tsang, Yangsun Hong
and **Dave Gustafson**, Wisconsin-Madison
17. In Her Own Voice: Women Scientists' Identity Centrality and Perceptions of Workplace Climate
Jocelyn Steinke, Western Michigan

Topic — **Eco-labeling**

18. If They Can't Help Me, Can I Help Myself? Institutional Trust and Self-efficacy in Eco-label Use
Lucy Atkinson, Texas at Austin
and **Sonny Rosenthal**, Nanyang Technological
19. Using the Theory of Planned Behavior to Explain Green-Buying, Recycling, and Civic Engagement Behavioral Intentions
Youqing Liao, Sonny Rosenthal
and **Shirley Ho**, Nanyang Technological
20. To Green or Not To Green: A Cross-Cultural Study of the Impact of Product-Green Claim Congruity
Eunice Kim, Texas at Austin

Discussant: **Linda Aldoory**, Maryland

Communication Technology Division

21. The Effects of Internet Use and Internet Efficacy on Offline and Online Engagement
Weiwu Zhang and **Sherice Gearhart**, Texas Tech
22. Exploring the Elaboration Likelihood Model in Cancer Communication: Extending Experimental Testing of Attitudes to Organizations and Blogs
Paula Rausch, National Cancer Institute
23. Mortality Salience Effects on Selective Exposure and Cognitive Processing on the Web
Robert Magee and **Bartosz Wojdyski**, Virginia Tech
24. Mobile Communication Competence and Mobile Communication Usage: Based on College Students' Analysis
Fan-Bin Zeng and **Zhang Rong**, Jinan University
25. Democracy, Press Freedom, and Facebook: Identifying Conditional Diffusion of Technology
Shin Lee, Washington

Discussant: **Xun "Sunny" Liu**, California State Stanislaus

26. Get in the Game: Customization, Immersion, Autonomy and Enjoyment
Keunyeong Kim, **Julia Woolly**, **Mike Schmierbach**, **Julia Daisy Fraustino** and **Mun-Young Chung**, Pennsylvania State
27. The Influence of Video Game Controllers on Game-player's Self-awareness, Sense of Control and Enjoyment
Jeeyun Oh, **Mun-Young Chung** and **Mike Schmierbach**, Pennsylvania State
28. Exploration of Online Support Community for Excessive Gamers
Seol Ki, Rutgers
29. Networking for Philanthropy in Social Network Sites
Yoojung Kim and **Wei-Na Lee**, City University of Hong Kong
30. Tagging and Identity Construction Online: Taking Tag Usage on Sina Weibo Microblog for Example
Xuan Xie, Hong Kong Baptist University

Discussant: **Amy Shirong Lu**, Indiana

31. Doing It All: An Exploratory Study of Personality Predictors of Media Multitasking
Gunwoo Yoon, **Zongyuan Wang**, **Jun Ha Lee**, **Jen Moss** and **Brittany Duff**, Illinois
32. Multitasking and Social Television: Use of Television and Social Media in a Multi-Platform Environment
Jiyoung Cha, North Texas
33. Ban It or Use It? The Impact of Smartphone on Student Connectedness and Out-of-Class Involvement
Xun "Sunny" Liu, **Nancy Burroughs**, **Vickie Harvey**

- and **Qing Tian**, California State, Stanislaus
34. The Effects of Ambient Media: What Unplugging Reveals about Being Plugged In
Jessica Roberts and **Michael Koliska**, Maryland
35. Smartphone News Consumption: The Absence of Location-Based Services Within Today's Mobile News Apps
Amy Schmitz Weiss, San Diego State

Discussant: **Yong Jin Park**, Howard

36. Are Wikimedia Less Susceptible to Censorship than Mainstream Media?
Jim DeBrosse, Ohio
37. When Old and New Media Collide: The Case of WikiLeaks
Elizabeth Hindman, Washington State and **Ryan Thomas**, Missouri-Columbia
38. Predicting Communal and Connective Public Goods Contribution in SNS: Network Incentives and Social Value Orientations
Wang Liao, **Yusi Liu** and **Jianbin Jin**, Tsinghua University
39. What Motivates Consumers to Accept User-Generated Contents on Product Review Websites?
Yunjae Cheong, Hankuk University of Foreign Studies;
Kihan Kim, Seoul National University and **Hyuksoo Kim**, Alabama
40. Should I Trust Him? Effects of Profile Cues on eWOM Credibility
Qian Xu, Elon

Discussant: **Julie Jones**, Oklahoma

Communication Theory and Methodology Division

Topic — **Theory Evaluation**

41. Evaluation of the Theory of Planned Behavior*
Kuan-Ju Chen, Georgia
42. An Evaluation of Social Conformity Theory: Understanding Cross-Discipline Extension and Relevant to Computer-Mediated Communication
Yan Shan, Georgia
43. An Examination of Social Network Theory
Eun Sook Kwon, Georgia

Discussant: **Myiah Hutchens**, Arizona

*Top Three Student Paper

Topic — **Social Media**

44. The Gates Around the Book: Applying Gatekeeping Theory to Facebook
Patrick Ferrucci, **Edson Tandoc** and **Adam Maksf**, Missouri
45. The Dualities of Social Network Sites
Kyu Hahn and **Hyelim Lee**, Seoul National
46. Examining News Quality on Twitter

- Ashley Kirzinger, Johanna Dunaway and Kirby Goidel**, Louisiana State
47. The Reader's Willingness to Comment on Online News Articles: A Study of the Individual's Behavioral Responses in Light of Media Effects Theories and Online News

Soo-Kwang Oh and Xiaoli Nan, Maryland

Discussant: **Porismita Borah**, Maryville

Topic — **Habituation, Learning, and Socialization**

48. Elaboration or Distraction? Knowledge Acquisition from Thematically Related and Unrelated Humor in Political Speeches

Jörg Matthes, Vienna

49. Developmental Provocation: Youth Prompting of Purposeful Political Parenting

Mike McDevitt, Colorado and **Spiro Kiouis**, Florida

50. In the Mood for Learning: How Mood, Pacing, and Semantic Difference Influence Learning of Children's Education Television Programming

Michael Devlin and Natalie Brown, Alabama
and **Cynthia Nichols**, Oklahoma State

51. Does Automatic Attention Allocation to Auditory Structural Features Habituate?

Robert Potter, Matthew Falk, Soyoung Bae, Teresa Lynch, Nicholas Matthews, Ashley Kraus and Sharon Mayell, Indiana

Discussant: **Aaron Veenstra**, Southern Illinois

Topic — **Emotion**

52. Excitation Transfer Effects Between Semantically Related and Temporally Adjacent Stimuli

Glenn Cummins, Texas Tech; **Wes Wise**, Kansas State
and **Brandon Nutting**, Texas Tech

53. The Roles of Emotions and News Media on Political Participation

Doo-Hun Choi and Michael Cacciatore, Wisconsin
and **Sei-Hill Kim**, South Carolina

54. Testing the Planned Risk Information Seeking Model: Context-specific and Construct-related Extensions

Jessica Willoughby and Jessica Myrick, North Carolina

55. The Role of Content Enjoyment in Effects of Sexual and Romantic Media Primes

Francesca Dillman Carpentier and Scott Parrott, North Carolina
and **Temple Northup**, Houston

Discussant: **Mike Schmierbach**, Pennsylvania State

Topic — **Attitudes, Identity, and Ideology**

56. Erring on the Conservative Side?: Assessing Psychological Conservatism as Integrated Latent Predictor of Selective Exposure

Angela M. Lee and Thomas J. Johnson, Texas at Austin

57. Information-Seeking Self-Identity: Scale Development and Validation

Sonny Rosenthal, Nanyang Technological University

58. Filling in the Blanks between Corporate Communication and Financial Performance:

Corporate Associations and Customer Satisfaction
Weiting Tao, Florida

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

Topic — **Communication in Crises**

59. Behavioral Pluralism of the Third-person Effect: Evidence from the News
about Fukushima Nuclear Crisis

Ran Wei, South Carolina; **Ven-hwei Lo**, Chinese University of Hong Kong;
Hungyi Lu, National Chung Cheng University
and **Hsin-Ya Hou**, National Chengchi University

60. Diffusing Deviant Behavior: A Communication Perspective on the Construction
of Moral Panics

Bryan Denham, Clemson

Discussant: **Rosanne Scholl**, Louisiana State

Political Communication Interest Group

61. Explicating the Values-Issues Consistency Hypothesis through Need for Orientation

Sebastian Valenzuela, Pontifical Catholic University of Chile
and **Gennadiy Chernov**, University of Regina,

62. Does Twitter Motivate Political Engagement?: Tweeter, Opinion Leadership,
and Political Discussion

Chang Sup Park, Southern Illinois

63. The Civic Engagement and Psychological Empowerment of Micro-blog Usage in China:
A Case Study of Sina Weibo

Keyi Xu and **Yang Liu**, Chinese University of Hong Kong

64. Talking as Communicators: Effects of Group Communication, Government-citizen Interaction,
and Perceived Media Importance on Online Political Discussion

Na Liu and **Xinzhi Zhang**, City University of Hong Kong

65. Is Facebook Making Us Dumber? Exploring Social Media Use as a Predictor
of Political Knowledge

Michael Cacciatore, Sara Yeo, **Leona Yi-Fan Su**, **Doo-Hun Choi**, **Michael Xenos**,
Dietram A. Scheufele, **Dominique Brossard**, **Ashley Anderson**
and **Jiyoun Kim**, Wisconsin-Madison and **Elizabeth Corley**, Arizona State

Discussant: **Deen Freelon**, American

66. Bamboozling the Public? Developing a Theory of Strategic Misinformation

Michelle Amazeen, Temple

67. When Political Comedy Turns Personal: Humor Types, Audience Evaluations,
and Attitudes

Amy Becker and **Beth Haller**, Towson

68. Thinking About Political Comedy: Comparing the Role of Ability on Cognition
and Political Attitudes between Late-Night Comedy and Cable News Audiences

Heather LaMarre, Minnesota

69. Effects of Opinionated Media and Selective Exposure on Economic Perceptions

During Two Presidential Elections

Rosanne Scholl and **Ashley Kirzinger**, Louisiana State

70. Examining News Coverage of HPV Vaccine Policies: Can Outrageous Claims Shift Journalists' Focus?

Kelly Madden, Maryland

Discussant: **Porismita Borah**, Washington State

71. New Media Influences on Political and Media Disaffection

Younie Soe, Indiana

72. The Free Binayak Sen Campaign: Framing to Mobilize Collective Action for Social Change

Siobhan Smith, **Margaret D'Silva**, **Nicole Meyer**

and **Greg Leichty**, Louisville

73. A Tale of Political Trust at the National and Local Levels: Examining Media Effects on Political Trust in China

Chujie Chen, City University of Hong Kong

and **Mengqian Yuan**, Chinese University of Hong Kong

74. Stumbling Into Action: How Incidental Exposure and News Consumption Influence Social Capital and Civic Participation

Mark Coddington, **Homero Gil de Zúñiga**

and **Thomas J. Johnson**, Texas at Austin

75. Civic Responsibility or Consumer Desire: Morning News and Priming Support for a Social Cause

Melissa R. Gotlieb, Wisconsin-Madison

and **Kjerstin Thorson**, Southern California

Discussant: **Emily Vraga**, George Washington

76. Who Leads Media Agenda?

Jeong Ran Kim, California at Davis

77. Covering the Veil: France 24.com and CNN.com's Framing of the French Burqa Ban

Sally Ann Cruikshank and **Joachim Hechinger**, Ohio

78. The Radio President: Herbert Hoover on the Great Depression

Youn-Joo Park, Missouri

79. Need for Orientation, Selective Exposure and Attribute agenda setting effects: Change versus Reinforcement

Lindita Camaj, Houston

80. "Three Versions of Jimmy Carter": Paul Szep and the Production of Presidential Political Cartoons

Amber Roessner and **Denae Darcy**, Tennessee

Discussant: **Mark Poepel**, Loyola New Orleans

8:15 am to 9:45 am / 251

Small Programs Interest Group and **Community College Journalism Association**

Saturday, August 11, 2012
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Teaching Panel Session: **Equal Opportunity for All: Tips for Teaching Communications Students with Disabilities**

Moderating/Presiding: **Elizabeth Atwood**, Hood College

Panelists: **Michael Ray Smith**, Campbell
Michael Longinow, Biola
Ginger Carter Miller, Georgia College & State
John "Jack" Zibluk, Arkansas State
Robin Jones, Great Lakes ADA Center

8:15 am to 9:45 am /252

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

Centennial Session

Panel Session: **Teaching JMC, A Talk and Tweet Session: What We've Learned in Our First 100 Years**

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

Panelists: **Charles Davis**, Missouri
Birgit Wassmuth, Kennesaw State
Diana Rios, Connecticut
Caryl Cooper, Alabama

To commemorate 100 years of teaching Journalism and Mass Communication, we pulled together instruction experts to answer your questions, hear your concerns, and address some current challenges with issues such as using social media, developing online course material, handling large and small class sizes, and dealing with economic constraints on our academic units. What does being a good teacher really mean for tenure and promotion? How can you keep up with students who seem far ahead of us in digital and social media? How do we keep curriculum fresh after teaching the same course year after year? Share your most pressing or difficult questions and discuss with the panelists the real answers. Tweet your questions ahead of time: Use #AEJMCTeach100 in your tweet to: @laldoory. Email your questions to laldoory@umd.edu. And share your questions in person at the session.

8:15 am to 9:45 am / 253

Association of Schools of Journalism and Mass Communication

Panel Session: **Mass Communication Education: A Changing Mission?**

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Moderating/Presiding: **Andrew Mendelson**, Temple

Speakers: **Jeremy Harris Lipschultz**, Nebraska-Omaha
Jerry Ceppos, Louisiana State
Lynn Zoch, Radford

Mass communication programs have been called upon to reach beyond their majors and their campuses to create projects that offer entrepreneurial skills to students, engage local community-based organizations, and provide service-based learning opportunities and professional clinics. This panel will focus on how various programs are developing such projects. In addition, this panel will feature discussion of some of the numerous challenges including integration with existing curricula, partnerships with other schools and departments, issues of accreditation and funding.

10 am to Noon / 254

Association for Education in Journalism and Mass Communication

General Business Session: **AEJMC Business Meeting**

Moderating/Presiding: **Linda Steiner**, Maryland, AEJMC 2011-12 President

Award Presentations:

Hillier Krieghbaum Under-40 Award

Recipient: **Susan Robinson**, Wisconsin-Madison

Nafziger-White-Salwen Dissertation Award

Recipient: **Dean Smith**, North Carolina at Chapel Hill

Dorothy Bowles Public Service Award

Inaugural Recipient: **Candace Perkins Bowen**, Kent State

Lionel C. Barrow, Jr. Award for Distinguished Achievement in Diversity
Research and Education

Recipient: **Federico Subervi**, Texas State San Marcos

Award Announcements:

2012 Gene Burd Urban Journalism Award

Recipient: **Blair Kamin**, *Chicago Tribune*

Remarks by: **Gary Gumpert**, president, Urban Communication Foundation

2012 James W. Carey Media Research Award, sponsored by the Carl Couch Center
for Social and Internet Research

Recipients: **Kathy Roberts Forde**, South Carolina

Katherine A. Foss, Middle Tennessee State

2012 Barrows Scholarship Award, sponsored by the Communication Theory
& Methodology Division

Recipient: **Rowena Briones**, Maryland

Saturday, August 11, 2012
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Presentation of Commission on the Status of Women Awards

Donna Allen Award for Feminist Advocacy

Recipient: **name**, affiliation

Mary Gardner Award for Graduate Student Research

Recipient: **name**, affiliation

Mary Ann Yodelis Smith Award for Feminist Scholarship

Recipient: **name**, affiliation

Outstanding Woman in Journalism and Mass Communication Education

Recipient: **name**, affiliation

Installation of 2012-13 AEJMC President: **Kyu Ho Youm**, Oregon

12:15 pm to 1:30 pm / 255

Association for Education in Journalism and Mass Communication

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

Advertising Division

Topic I — Ad Constructs and Variables

1. Testing “Visibly” Disabled Spokesperson Credibility on the Advertising Attitudes and Purchase Intentions of Able-bodied Consumers
Wilbur Martin and **Sidharth Muralidharan**, Southern Mississippi
2. The Effect of Arousal Variance and Presentation Sequence on Audience Responses to Animal Protection PSAs
Hyejin Kim and **Okhyun Kim**, Minnesota, Twin Cities
3. Affective Valence, Level-of-Processing and Message Regulatory Focus: How the Effectiveness of Anti-Drinking-and-Driving Advertisements is Influenced by Audience Mood
George Anghelcev, Pennsylvania State and **Sela Sar**, Iowa State
4. Does DTCA Influence Consumers’ Perceived Importance of a Health Issue? Two-Sided Message-Order and DTCA Skepticism
Ilwoo Ju and **Jinseong Park**, Tennessee
5. Eco-Friendly Buying Behavior: Examining the Roles of Environmental Knowledge, Concern, and Perceived Consumer Effectiveness
Jun Heo and **Sidharth Muralidharan**, Southern Mississippi

Discussant **Brittany Duff**, Illinois

Topic II — Advertising Across Cultures

6. Assessing the Relationship of Attitude Toward the Ad to Intentions to Use Direct-to-Consumer Drugs: A Systematic Quantitative Meta-analysis
Wan Seop Jung, American University at Dubai
and **E. Soo Rhee**, Wisconsin-Eau Claire
7. To Help or Not to Help: Effects of Affective Expectancies on Responses

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to Prosocial Advertisements

- Sheetal Patel**, Texas-Arlington
and **Sri Kalyanaraman**, North Carolina at Chapel Hill
8. Happy to Help?: The Role of Antecedent Mood with Emotional Appeals in Disaster Relief Advertising
Seungae Lee, David Tisdale and **Jun Heo**, Southern Mississippi
9. The Influence of Identity Fusion on Patriotic Consumption: A Cross-Cultural Comparison of Korea and the U.S
Jinnie Yoo and **KyungOk Kim**, Texas at Austin
10. Characteristics of Advergaming on Online Gaming Websites Targeting Children
Soontae An, Ewha Womans and **Hannah Kang**, Florida
11. The Effectiveness of Comparative versus Noncomparative Advertising for Nonprofessional Services
Fred Beard, Oklahoma

Discussant: **Qingjiang Yao**, Fort Hayes

Cultural and Critical Studies Division

12. "Pure F***ing Armageddon": Theorizing the Transgressive in Black Metal Subculture
John Sewell, Georgia State
13. Putting Music Videos (and You) to Work: How Vevo Turns Publicity and Participation into Profits
Heather McIntosh, Northern Illinois
14. My Gun Dirty, My Brick Clean: Postmodern Representations of New York City in Late-Night Cinemax Series
Pietro Calautti, Middle Tennessee State
15. The Resurrection of Yamato Damashii in the Japanese Postwar Memory
Jaehyeon Jeong, Temple
16. Ain't 3-D Women Hot?: The Female Body in Three-Dimensional Film, *Avatar*
Jungmin Kwon, Illinois at Urbana Champaign

Discussant: **Phillip Chidester**, Illinois State

History Division

17. From Crisis to Consensus: Advertising Practitioner Responses to the Trust Consolidation Era, 1898-1902
Stewart Alter, McCann Worldgroup
18. Print Ads in Post-World War II Publications: An Analysis of Humor
Adam Avant, Georgia
19. On Finding Dorothy Shaver: First Lady of Retailing and Public Relations Innovator
Sandra Braun, Mount Royal
20. American OGPU: J. Edgar Hoover's FBI and the "Smear Campaign" of 1940
Matthew Cecil, South Dakota State
21. Seize the Time: How the Black Panthers' Early Media Strategies Shaped the Party's Image
Caitlin Cieslik-Miskimen, Wisconsin, Madison

Discussant: **Lisa Parcell**, Wichita

International Communication Division

Topic – Creating Credibility and Image through Media Production and Consumption

22. Media Use and Political Trust in an Emerging Democracy: Setting the institutional trust agenda

Lindita Camaj, Houston

23. Audience Speaks Out: Minkaohan Uyghur Response To The Representation of Uyghurs In Chinese State Media

Liang Zheng, Colorado

24. Public Trust: A Comprehensive Investigation on Perceived Media Credibility in China

Hongzhong Zhang, Beijing Normal University; **Shuhua Zhou** and **Bin Shen**, Alabama

25. Serving the Party or the Market: Front Page Photos in People's Daily and Its Commercial Offspring

Zhaoxi Liu, Iowa

Discussant: **Margaretha Geertsema-Sligh**, Butler

Mass Communication and Society Division

Topic — Journalism, Norms and News Coverage

26. All Things Considered: Trust in NPR

Emily Pfetzer, Louisiana State

27. Building Community Among NPR Listeners

Joseph Kasko, South Carolina

28. Comparing Agenda-Setting Roles of Newspaper Columnists and Editorials in Kenya

Kioko Ireri, Indiana-Bloomington

29. Individual and Structural Biases in Journalists' Coverage of the 2010 Gulf Oil Spill

Brendan R. Watson, Minnesota-Twin Cities

30. Sharing Content Among Local News Stations: A Study of the Local News Pool

Kate West, Georgia

Discussant: **Vincent Cicchirillo**, Texas at Austin

Minorities and Communication Division

31. Choctaw and Cherokee Nations: How Freedom of Expression Isn't Just a White Man's Idea

Kevin Kemper, Arizona

32. Opposite but Equal: Examining the Protest Paradigm Through the Hegemonic Lens

Josh Grimm, Texas Tech

Discussant: **Yuki Fujioka**, Georgia State

33. Celebrated Images of Blackness: A Content Analysis of Oscar Award Winning Films of the 20th Century

Roslyn Satchel, Louisiana State

- 34. Ghost in the House: Remembering Champion Jack Johnson
Carrie Isard, Temple
- 35. Fine and Punishment: James Harrison, NFL fines and USA Today's
Construction of Black Masculinity
Molly Yanity, Ohio

Discussant: **Natalie Tindall**, Georgia State

Public Relations Division

- 36. Explicating and Investigating Stewardship Strategies on Nonprofit Websites
Geah Pressgrove, **Brooke Weberling**
and **Erik Collins**, South Carolina
- 37. Analyzing the Relationships among Website Interactivity and Organization
Impression, Trust and Purchase intention for a Product Recall Crisis
Jooyun Hwang and **Spiro Kiouis**, Florida
- 38. Are Public Radio Stations Creating Opportunities for Dialogue on Their Web Sites?
Joshua Bentley, Oklahoma
- 39. Corporate Web Site Communication with Investors: The Relationship Among Employee
Size, Profitability, and Web Site Communication
Nur Uysal, Oklahoma
- 40. E-mobilization and Empowered Health Activism: How Social Media Changes
the Mutuality Between Korean Health Activism and Its External Counterparts
Kyujin Shim, Syracuse

Discussants: **Emily Kinsky**, West Texas A&M and **Curtis Matthews**, Kansas State

Visual Communication Division

- 41. Hot Metal, Cold Reality: Photographers' Access to Steel Mills
Howard Bossen, **Eric Freedman** and **Julie Mianeki**, Michigan State
- 42. Seeing the World Through a Different Lens: Examining Visual Gatekeeping
via East African Photojournalists' Experiences with News Organizations
Steve Collins, Central Florida; **Kimberly Bissell** and **Gyro Newman**, Alabama
- 43. Picturing the World
Hwalbin Kim and **Soo Yun Kim**, South Carolina
- 44. A Poker Face: Rhetorical Analysis of Prototypical Images of Luxury Brand Advertising
E. Soo Rhee and **Wan Seop Jung**, Wisconsin - Eau Claire
- 45. Multimedia Use on News Websites: A Look at Photo Slideshows and Videos Through
the Uses and Gratifications Theory
Jin Yang, **Rachelle Pavelko** and **Sandy Utt**, Memphis

Discussant: **Erik Meyer**, Illinois

Entertainment Studies Interest Group

- 46. Buffy the Stereotype Slayer
Nichole Bogarosh, Washington State
- 47. Dancing with the Binary: Heteronormative Expectancies and Gender Inclusiveness
on Dancing with the Stars

Betsy Emmons, Richard Mocarski, Rachael R. Smallwood
and **Sim Butler**, Alabama

48. De-spiritualization, De-contextualization, and the Politics of Repression: Comparing
The/Whale Rider's Competing Texts

Robert Peaslee, Texas Tech

49. The Reality of It All: Navigating Racial Stereotypes on Survivor: Cook Islands

Patrick Ferrucci and **Margaret Duffy**, Missouri

50. What Happens to the "Cream of the Crop"? The Representative Anecdote
in AMC's Mad Men

Erika Engstrom, Nevada, Las Vegas

Discussant: **Cynthia Nichols**, Oklahoma State

Gay, Lesbian, Bisexual, Transgender Interest Group

Topic — **Media Representations of GLBT People and News**

51. I See Gay People: Exploration of Television Program Types, Acceptance
of Homosexuals, and the Para-Social Contact Hypothesis

Dave Wilcox, Wisconsin – Madison

52. Stars, Stripes, and Gays: Coverage of the "Don't Ask, Don't Tell" Repeal
in Military News

Paige Madsen, Iowa

53. Aliens in the Closet: Representations of LGBT Characters in American
Science Fiction Television Programs

Laura Osur, Syracuse

Discussant: **Jennifer Fleming**, California State – Long Beach

Graduate Student Interest Group

Topic — **Critiquing the Abstract: Music, Anime and Erotica**

54. A Lame Law: A History of Criminal Libel

A.Jay Wagner, Indiana

55. Describing the Shared Experiences of Being a High School Journalist:
A Phenomenological Study

Adam Maks, Missouri

56. Presidential Crisis Communication in Environmental Disasters: A Content
Analysis Comparing White House Responses to Hurricane Katrina and the
BP Deepwater Horizon Disaster

Cayce Myers and **Nicola Corbin**, Georgia

57. Have We Moved? A Content Analysis of Food Advertising Aired During
Popular Children's Programming

Charles Meadows and **Cui Zhang**, Alabama

58. Framing Protest: A Discourse analysis of US TV News Coverage of the Iraq War
Protests on February 15, 2003

Anmol Kalsi and **Matthew Ross**, South Carolina

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

59. The Changing Nature of Information Exchange for Online and Social Network Site Political Participation: A 2008 to 2010 Comparison
Timothy Macafee, Wisconsin-Madison
60. The Tiger Woods Scandal in the Media: Measuring Attribute Effects on the Public
Claudia Kozman, Indiana
61. Preparing PhDs: A Survey of Journalism and Mass Communications Doctoral Course Faculty
Jack Karlis, **Caroline Foster** and **Matthew Telleen**, South Carolina
62. Rethinking and Reexamining Theories on Information Age
Chia-I Hou, National Taiwan University
63. Refugee Status: Tracing the Global Flows of M.I.A.
Brian Creech, Georgia

Discussant: **James Carviou**, Iowa

12:15 pm to 1:30 pm / 256

Communicating Science, Health, Environment and Risk Division

Refereed Paper Research Session: **Covering Frankenfood and Food Choices: Science Communication About What We Eat**

Moderating/Presiding: **Gang (Kevin) Han**, Iowa State

The Effects of Press Freedom and Biotech Policy on Southeast Asian Newspapers' Coverage of GM Crops

Ruby Asoro, Iowa State

Feast or Famine: Acceptability of GM foods for Prevention of Plant Disease

Joseph Steinhart and **Katherine McComas**, Cornell
and **John Besley**, Michigan State

Newspaper Portrayals of Climate-friendly Plant-based Food Choices:

The New York Times and *The Australian*

Radhika Mittal, Macquarie University

Science News Media Use, Institutional Trust, and South Koreans' Risk Perception of Genetically Modified (GM) Foods

Sang Hwa Oh and **Sei-Hill Kim**, South Carolina

Synthetic Biology, Real Issues: U.S. Media Coverage of Synthetic Biology

Marjorie Kruvand, Loyola Chicago

Discussant: **Ron Yaros**, Maryland

12:15 pm to 1:30 pm / 257

Electronic News Division

Off-site Luncheon Session: **Executive Committee Lunch**

Moderating/Presiding: **Kathleen M. Ryan**, Colorado Boulder

If you're interested in becoming an officer in the division, please join us for lunch. Contact Division Chair Kathleen Ryan (kathleen.ryan@colorado.edu) to RSVP. All current and incoming officers are also expected to attend.

12:15 pm to 1:30 pm / 258

Law and Policy Division

Centennial Session

Refereed Paper Research Session: **Legal History: The Study of How Law Has Evolved and Why It Changed**

Moderating/Presiding: **Jon Bekken**, Albright

The Real Story Behind the Nation's First Shield Law: Maryland, 1894-1897**

Dean Smith, North Carolina at Chapel Hill

The Evolution of Canon 35 and the Two Maverick States That Did Not Follow Suit

Michael Martinez, Tennessee

The Closing of the Ether: Communication Policy and the Public Interest in the U.S. and Great Britain, 1921-1926

Seth Ashley, Boise State

Secrecy and Transparency of the Chinese Government: A Historical Perspective*

Yong Tang, Western Illinois

Discussant: **Kathy Forde**, South Carolina

* Top Faculty Paper

** Second Place Faculty Paper

12:15 pm to 1:30 pm / 259

Magazine Division

Off-site Luncheon Session: **Magazine Programs Under Siege: A Conversation about the Importance and Relevance of Teaching Magazine Media**

Moderating/Presiding: **Kevin Lerner**, Rutgers

Attendees should meet in the lobby at noon.

12:15 pm to 1:30 pm / 260

Commission on the Status of Minorities

Panel Session: **Teaching Race, Gender and Media; What's New, What's Needed**

Moderating/Presiding: **Petra Guerra**, Wisconsin – Madison

Panelists: **Lisa Brock**, Kalamazoo College
Janice Castro, Northwestern
Sharon Bramlett-Solomon, Arizona State
Stan West, Columbia College Chicago

12:15 pm to 1:30 pm / 261

AEJMC Council of Affiliates, Civic and Citizen Journalism and Community Journalism Interest Groups

Luncheon Session: **New News Labs: The Rise of University Entrepreneurial News Startups**

Moderating/Presiding: **Jan Schaffer**, executive director, J-Lab; entrepreneur in residence, American

Presenters: **Suzanne McBride**, founder, Austin Talks, Columbia College-Chicago
Willa Seidenberg, director, Intersections SouthLA and Annenberg
News Radio, USC-Annenberg
David Poulson, editor, *Great Lakes Echo*, Michigan State
Steven Elliott, director, Digital News, Cronkite News Service, Arizona State

Luncheon produced by J-Lab: The Institute for Interactive Journalism. Funded by the Ethics and Excellence in Journalism Foundation. Pre-registration is required.

12:15 pm to 1:30 pm / 262

Small Programs Interest Group

Off-site Luncheon Session: **Teacher of the Year Award Luncheon**

Moderating/Presiding: **Susan Lewis**, Abilene Christian

SPIG Teacher of the Year: **Kathy Brittain Richardson**, Berry

Location of luncheon will be TBA. Pre-registration is required.

12:15 pm to 1:30 pm / 263

Association for Education in Journalism and Mass Communication

Research Roundtable: **AEJMC 2012 Emerging Scholar Presentations**

Moderating/Presiding: **Daniel Stout**, Nevada, Las Vegas

2012 Emerging Scholars research projects:

Submissiveness and Subversiveness: Two Sides of the Same Coin? Interdisciplinary
Analysis of Russian Media's Trajectories

Elina Erzikova, Central Michigan

Silencing Mexico: A Study of Influences on Mexican and U.S. Journalists Reporting
along the Northern Border

Celeste Gonzalez de Bustamante and **Jeannine Relly**, Arizona

Are Global Journalistic Practices and Global Epistemology Emerging? Evidence
from Multinational and Extra-National Journalistic Partnerships

Robert Handley, Denver

The Power of Acculturation: Understanding Online Information Seeking Among
New Immigrants

Weirui Wang, Florida International, and **Nan Yu**, North Dakota State

12:15 pm to 1:30 pm / 264

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

PF&R Panel: **Journalists Under Arrest: When Police and Reporters Clash**

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

Panelists: **Don Ponce**, WGN-TV, Chicago

Ralph Braseth, Loyola Chicago

Lucy Dalglish, Maryland

12:15 pm to 1:30 pm / 265

Association for Education in Journalism and Mass Communication

Research Roundtable: **Graduate Program Directors**

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

12:15 pm to 1:30 pm / 266

Association of Schools of Journalism and Mass Communication

Panel Session: **Managing Change in a Small JMC Department**

Moderating/Presiding: **Mary Jean Land**, Georgia College & State University

Presenters: **Maureen Croteau**, Connecticut
Pam Luecke, Washington & Lee
Greg Pitts, North Alabama

1:45 pm to 3:15 pm / 267

Advertising Division

Refereed Paper Research Session: **Advertising Meaning and Message**

Moderating/Presiding: **Scott Hamula**, Ithaca

From Credibility to Engagement: Determining Meaning in Public Relations and Advertising

Brian Smith, Houston

“Ultimate” Sponsorship: Fan Identity, Brand Congruence and the Ultimate Fighting Championship

Michael Devlin, Natalie Brown, Andrew Billings

and **Stacy Bishop**, Alabama

Objectification or Evolution? Examining Male Representations in Advertisements
in Singapore’s Men’s Magazines, 1985-2011

Jack Yong Ho and **Fernando Paragas**, Nanyang Technological

Country Music is Cool: Advertising, Symbolic Excludivores and Musical Omnivores

Dawn Ziegerer Behnken, Pennsylvania State

Discussant: **Roy Winegar**, Grand Valley

1:45 pm to 3:15 pm / 268

Communication Theory and Methodology Division

Refereed Paper Research Session: **Methods and Analysis**

Moderating/Presiding: **Jessica Myrick**, North Carolina

Explicating Time: Toward Making Content Analysis Research Describing Time
Frames More Meaningful

Julie Andsager, Iowa and **Joseph Schwartz**, Northeastern

A Reliability Index (ai) that Assumes Honest Coders and Variable Randomness

Xinshu Zhao, Hong Kong Baptist University / Fudan University

Survey Data Analysis with Continuous Moderator Variables in Multiple Regression Modeling

Mohammed Al-Azdee, Indiana

Modeling Longitudinal Communication Data with Time Series ARIMA

Hanlong Fu, Connecticut; **Jun Wang**, Washington State

and **Arthur VanLear**, Connecticut

Tradeoffs Between Webcam, Chat, and Face-To-Face Focus Groups on Dimensions of Data Quality and Richness

Katie Abrams, Illinois; **Sebastian Galindo-Gonzalez**, Florida; **Gina Song**,

Zongyuan Wang and **Chanju Lee**, Illinois

Discussant: **Jörg Matthes**, Vienna

1:45 pm to 3:15 pm / 269

Cultural and Critical Studies Division

Refereed Paper Research Session: **Covering the Middle East: Religion and News Discourse**

Moderating/Presiding: **Kim LeDuff**, Southern Mississippi

Pakistani Women as Objects of Fear and "Othering"

Bushra Rahman, University of the Punjab

Pre-9/11 Stains on Pakistan's Character: American and British Newspaper Coverage of the Kargil War of 1999

Sagar Atre, Ohio

Islamic Awakening or Pro-Democracy Movement: How Iranian and U.S. Governments Framed the Egyptian Uprising

Esmael Esfandiary, Georgia State

Construction of Minnesota Muslim Identity: A Critical Analysis of Twin Cities Media

Ruth DeFoster and **Natalie Hopkins-Best**, Minnesota

Discussant: **Adina Schneeweis**, Oakland

1:45 pm to 3:15 pm / 270

Electronic News and Media Ethics Divisions

PF&R Panel Session: **Weathering the Storm: What Happens When News Personnel Make the News?**

Moderating/Presiding: **Jeanne N. Rollberg**, Arkansas at Little Rock

Panelists: **Phil Rosenthal**, *Chicago Tribune*

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Bill Davie, Louisiana-Lafayette
Wendy Wyatt, St. Thomas
Charles Tuggle, North Carolina at Chapel Hill
Joe Watson, Baker

1:45 pm to 3:15 pm / 271

Magazine and Media Management and Economics Divisions

Research Panel Session: **Social Media and Magazines**

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

Panelists: **Kris Boyle**, Creighton
Elizabeth Hendrickson, Tennessee
Hugh Martin, Ohio
Susan Currie Sivek, Linfield
Carol Zuegner, Creighton

Respondent: **Bob Britten**, West Virginia

1:45 pm to 3:15 pm / 272

Public Relations Division

Refereed Paper Research Session: **Social Media and Public Relations**

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

What Do Blog Readers Think? A Survey to Assess Ghost Blogging and Commenting

Tiffany Gallicano, **Yoon Cho** and **Thomas Bivins**, Oregon

Seeking an Updated Understanding of the Public Relations – Journalist Relationship in the Age of Social Media

Dustin Supa, Boston University and **Lynn Zoch**, Radford

Predicting Digital and Social Media Adoption Based on Organizational and Practitioner Characteristics

Kjerstin Thorson, **Burghardt Tenderich**, **Jerry Swerling**, **Niku Ward**
and **Brenna Clairr O'Tierney**, Southern California

Social Media as a Relationship Strategy: Twitter's Impact on Enhancing Brand Loyalty

Zongchao Li, Miami

A Comparative Content Analysis of Fortune 1000 Corporate Communication Strategy on Facebook and Twitter

Weiting Tao and **Christopher Wilson**, Florida

Discussant: **Tom Kelleher**, Hawaii

1:45 pm to 3:15 pm / 273

Visual Communication and Communication Technology Divisions

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

Moderating/Presiding: **Kim Komenich**, San José State
and **Diego Mazorra**, Universidad Externado de Colombia

Winning Presentations:

Team Journalism

First Place: Syracuse Diners

Seth Gitner, Syracuse

Second Place: Changing America

Ken Harper, Syracuse

Third Place: Boruca: Behind the Mask

Amanda Sturgill, Elon

Honorable Mention: Together Liberia

Ken Harper, Syracuse

Individual Innovation

First Place: Overtown: Inside/Out

Charles "Stretch" Ledford, Illinois/Miami

Second Place: On the Web

Xtine Burrough, California State Fullerton

Third Place: What's on Your Plate at the Dining Hall?

Kelley Wollman, North Carolina at Chapel Hill

Team Innovation

First Place: The Struggle for a Neighborhood

Sarah Riazati, North Carolina at Chapel Hill

Second Place: We the People: Bringing the Census to Life in Arizona

Leslie-Jean Thornton, Arizona State

Third Place: Interactive Basketball Scoreboard

Kelley Wollman, North Carolina at Chapel Hill

1:45 pm to 3:15 pm / 274

Commission on the Status of Women

Refereed Paper Research Session: **(Im)migrant Workers, International Media, and Gender**

Moderating/Presiding: **Margaretha Geertsema-Sligh**, Butler

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Few Shades of Gray: Media Portrayal of German-American Relations
During the Postwar Occupation of Germany

Marilyn Greenwald, Ohio

Western Media Attitudes Toward an Immigrant of Color Sex Crime Victim:
Case Study: The DSK Case

Jenny Mumah, North Texas

The Marginalization of Dagongmei: A Critical Discourse Analysis of News Coverage
on Female Migrant Laborers in China

Siyuan Yin, Illinois

Discussant: **Radhika Parameswaran**, Indiana

1:45 pm to 3:15 pm / 275

Civic and Citizen Journalism Interest Group

Refereed Paper Research Session: **Journalism and Community**

Moderating/Presiding: **Sue Ellen Christian**, Western Michigan

Cynics and Skeptics: Evaluating the Credibility of Mainstream and Citizen Journalists*

D. Jasun Carr, Matthew Barnidge, ByungGu Lee, Stephanie Jean Tsang
and **Joshua Villanueva**, Wisconsin – Madison

Whose News? Whose Values? Citizen Journalism and Journalistic Values Through
the Lens of Content Creators and Consumers

Avery Holton, Mark Coddington and **Homero Gil de Zuniga**, Texas at Austin
Citizen Journalism 3.0: A Case Study of the Twin Cities Daily Planet

Mary Lou Nemanic, Pennsylvania State - Altoona

In Their Own Words: Teens Find a Voice in Their Communities through Working
with Youth News Websites

Jeffrey Neely, North Carolina – Wilmington

Discussant: **Melissa Tully**, Iowa

* Top Student Paper

1:45 pm to 3:15 pm / 276

Gay, Lesbian, Bisexual and Transgender and Entertainment Studies Interest Groups

Research Panel Session: **Theories and Methods in GLBT and Entertainment Studies**

Moderating/Presiding: **Gary Hicks**, Southern Illinois, Edwardsville

Panelists: **Edward Alwood**, Quinnipiac
Kevin G. Barnurst, Illinois - Chicago
Rhonda Gibson, North Carolina at Chapel Hill
Gary Hicks, Southern Illinois, Edwardsville
Leigh Moscovitz, College of Charleston
Rodger Streitmatter, American

1:45 pm to 3:15 pm / 277

Sports Communication Interest Group and Minorities and Communication Division

Research Panel Session: **The 65th anniversary of Jackie Robinson: A Celebration of Integration and the Potential for Equity**

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

Panelists: **Brian Carroll**, Berry College
Chris Lamb, College of Charleston
Larry Lester, co-founder, Negro Leagues Museum
James Rada, Ithaca College

1:45 pm to 3:15 pm / 278

Association of Schools of Journalism and Mass Communication

Gerald Sass Award for Distinguished Service to Journalism and Mass Communication:
Turning Your Graduates into News Innovators and Entrepreneurs

Moderating/Presiding: **Peggy Kuhr**, Montana

2012 Award Recipient:

Vivian Vahlberg, director, Community News Matters program,
The Chicago Community Trust

Panelists: **Vikki Porter**, Knight Digital Media Lab, USC Annenberg
Jean Gaddy Wilson, owner, Position The Future Consultants;
founder, New Directions for News
Jan Schaffer, executive director, J-Lab
Vivian Vahlberg, director, Community News Matters program,
The Chicago Community Trust

This all-star panel will discuss helping graduates envision and then create their own futures — and in the process transform the field of news and information.

1:45 pm to 3:15 pm / 279

Association for Education in Journalism and Mass Communication

AEJMC Equity & Diversity Award Panel: **Celebrating Difference**

Moderator/Presiding: **Geneva Overholser**, Southern California

Panelists: **Laura Castaneda**, Southern California
William Celis, Southern California
Robert Hernandez, Southern California

Listen to a conversation about Annenberg's successful curriculum enhancements, stronger recruitment and retention of students and faculty and the growth of school programs reflecting difference in its many forms. Session recognizes the Annenberg School for Communication and Journalism at the University of Southern California as the 2012 recipient of the AEJMC Equity & Diversity Award.

1:45 pm to 3:15 pm / 280

American University Center for Social Media

Panel Session: **Journalist and Fair Use**

Moderating/Presiding: **Patricia Aufderheide**, director, Center for Social Media, American

Panelists: **TBA**

3:30 pm to 5 pm / 281

Electronic News Division and Sports Communication Interest Group

Research Panel Session: **Sporting News: Reporting on Crises in Collegiate Sports**

Moderating/Presiding: **Anthony Moretti**, Point Park

Panelists: **name**, affiliation

Discussant: **Pam Laucella**, Indiana

3:30 pm to 5 pm / 282

History, Communication Technology and Newspaper and Online News Divisions

Scholar-to-Scholar Refereed Paper Research Session

Communication Technology Division

1. Comments on YouTube Videos: Understanding the Role of Anonymity
M Laeeq Khan, Michigan State
2. The YouTube Platform: The Nomad in Participatory Culture
Mark Lashley, Georgia
3. The Role of Motivations and Anonymity on Self-disclosure in SNSs: A Comparison of Facebook and Formspring
Hyunsook Youn, Rutgers
4. What's on Your Mind? What Facebook Users Disclose in their Status Updates and Why
Edson Tandoc and **Heather Shoenberger**, Missouri
5. Who Says What about Whom: Cue-taking Dynamics in the Impression Formation Processes on Facebook
Jayeon Lee and **Young Shin Lim**, Ohio State

Discussant: **Marcia DiStasio**, Pennsylvania State

6. Old Dogs & New Media: Examining Age and Teaching Focus in the Debate Between Technology and Tradition in the Journalism Classroom
Jeffrey Riley, Florida
7. Educating the New Media Professional: Using the Technology Acceptance Model to Investigate Professional Media Students' Technological Adoption
Tobias Hopp, Oregon
8. Young Journalists Today: Journalism Students' Perceptions of the Ever-Evolving Industry
Stephanie Daniels, North Texas
9. Imagining the Future of Journalism Through Open-Source Technology: A Qualitative Study of the Knight-Mozilla News Technology Partnership
Nikki Usher and **Seth C. Lewis**, Minnesota-Twin Cities
and **Todd Kominak**, George Washington
10. Using a Constructivist Approach to Teach SEO Tactics to PR Students
Mia Moody and **Elizabeth Bates**, Baylor

Discussant: **Jessica Smith**, Texas Tech

11. Rethinking the Dynamics of New Media Adoption: The Case of Smart TV
Sungjoon Lee, Cheongju
12. Understanding User Adoption and Behavior of Smartphone: An Extension of the Technology Acceptance Model
Sangwon Lee, Central Michigan; **Moonhee Cho**, South Florida
and **Euna Park**, New Haven
13. Bridging People, Building Knowledge: An Examination of Chinese Web Users' Adoption of Social Media for Knowledge Sharing
Yu Liu and **Cong Li**, Miami
14. Some Effects of Internet Access Among Rural and Small-town Respondents

- Adam Maksi, Alecia Swasy and Esther Thorson**, Missouri-Columbia
15. The Smartphone: Next Digital Divide?
Joseph Jai-sung Yoo, Texas at Austin

Discussant: **Itai Himelboim**, Georgia

16. Technostalgic Photography and Damon Winter's "A Grunt's Life"
Heidi Mau, Temple
17. Exploring the Knowledge Production Gap in the Chinese Micro Blogosphere
Lu Wei and **Mengdi Wang**, Zhejiang University
18. #like me plz: Examining Influence and Social Capital within the Knight News
Twitter Discourse
Julie Jones, Aimei Yang, Adam Saffer
and **Jared Schroeder**, Oklahoma
19. Digital Conversion: Social Media, Engagement, and the "I am a Mormon" Campaign
Brian Smith, Houston
20. What Are You Worrying about on Social Networking Sites? Empirical Investigation
of Young Social Networking Site Users' Perceived Privacy
Yongick Jeong and **Erin Coyle**, Louisiana State

Discussant: **Amanda Sturgill**, Elon

21. Technology Disruption Theory and Middle East Media
Ralph Berenger and **Mustafa Taha**, American University of Sharjah
22. The Active Citizen's Information Media Repertoire: An Exploration of Local-community
News Habits in Madison, WI, During the Digital Age
Sue Robinson, Wisconsin-Madison
23. The Political Implications of Media Repertoires
Su Jung Kim, Northwestern
24. Alternative Media in a Digital Era: Comparing Information Use Among U.S.
and Latin American Activists
Summer Harlow, Texas at Austin and **Dustin Harp**, Texas at Arlington
25. Blog Credibility: Examining the Influence of Author Information and Blog "Reach"
Porismita Borah, Missouri-St. Louis

Discussant: **Robert Bergland**, Missouri Western State

History Division

26. Young Guns: How Firearms Advertisers Targeted Children in Magazines
of the Early 1900s
Marshall Rossow, Minnesota State, Mankato
27. Independent Woman: How a World War I Recruiting Effort Gave Rise to
a Feminist Magazine
Jane Marcellus, Middle Tennessee State
28. The Shenandoah Crash As Seen Through the National Magazines of the 1920s
Thomas J. Hrach, Memphis

Discussant: **Keith Greenwood**, Missouri

- 29. Lasting Scars of the JFK Assassination: The Tragedy and PTSD-like Trauma of Merriman Smith
Young Joon Lim and **Michael Sweeney**, Ohio
- 30. "Ask What You Can Do to the Army": The Underground G.I. Press During Vietnam
Chad Painter and **Patrick Ferrucci**, Missouri
- 31. "Just Plain Jimmy": Magazine Coverage of Jimmy Carter's 1976 Campaign
Amber Roessner and **Natalie Manayeva**, Tennessee

Discussant: **Tom Schwartz**, Ohio State

- 32. The Contradictions of Herbert Hoover: Positive and Negative Liberty in American Broadcasting Policy
Seth Ashley, Boise State
- 33. Raised on the Radio: The 1920s and America's First Media Generation
Annie Sugar, Colorado-Boulder
- 34. RCAism: The Roots of a Rationalized Broadcasting System
Randall Patnode, Xavier

Discussant: **Jim Foust**, Bowling Green State

- 35. Bringing Politics to the Living Room: The Kefauver Hearing and the Debate on the Democratic Potential of a New Medium
Bastiaan Vanacker, Loyola-Chicago
- 36. An Uneasy Encounter: Global Perspectives and American Journalism Ideals on Town Meeting of the World
Kevin Grieves, Ohio
- 37. Congress Needs Help: The Story of NBC's Extraordinary 1965 Documentary Critique of Legislative Inefficiency
Thomas Mascaro, Bowling Green State

Discussant: **Roger Mellen**, New Mexico State

- 38. "Not Exactly Lying": The Life and Death of the "Fake" in Journalism and Photography, 1880-1910
Andie Tucher, Columbia
- 39. "A Strange Absence of News": The Titanic, The Times, Checkbook Journalism, and the Inquiry Into the Public's Right to Know
Ronald Rodgers, Florida
- 40. When a Doctor Became a Whistleblower: Dr. Henry K. Beecher and the Press, 1965-1966
Amy Snow Landa, Minnesota

Discussant: **Jon Bekken**, Albright

- 41. Media, Memory, and a Sense of Place: The Nation's First Washington
Janice Hume, Georgia

42. Tributes to Fallen Journalists: The Role of the Hero Myth in Journalistic Practice
Raymond McCaffrey, Maryland**
43. Literary Journalism "Tinctured with Magic": The Subjectivity of William Bolitho
Brandon Bouchillon and **Kevin Stoker**, Texas Tech

Discussant: **Lisa Luedeman**, Gardner-Webb

44. Out of the Mists of Time: Newspaper Coverage of Travel to Lithuania 1988-1993
Kerry Kubilius, Ohio
45. "A Slogan of Mockery": Never Again and the Unnamed Genocide
in Southern Sudan, 1989-2005
Sally Ann Cruikshank, Ohio
46. Free at Last: Media Framing and the Evolution of Free Agency in Major League Baseball*
Brett Borton, South Carolina

Discussant: **Yong Volz**, Missouri

- * Second Place Student Paper
** Third Place Student Paper

47. Mary Garber: A Woman in a Man's World
Ashley Furrow, Ohio
48. Awarding a Revolution: The Penney-Missouri Magazine Awards During
Second-Wave Feminism
Dayne Logan, Missouri
49. Framing of Women Pharmacists in Mainstream and Trade Press During
Second-Wave Feminism
L. Michael Posey, Georgia

Discussant: **Maurine Beasley**, Maryland

Newspaper and Online News Division

50. A Newspaper Strategy for Challenging Access Barriers at Shopping Malls
Jim DeBrosse, Ohio
51. A Study of College Students' Attitudes Toward a Paid News Content System
Yoonmo Sang, Texas at Austin
52. Herding Reader Comments Into Print: Gatekeeping Across Media Platforms
Kathleen McElroy, Texas at Austin
53. The Adoption of Smartphones and Tablet Computers Among American Journalists:
A National Survey Author*
Logan Molyneux, Texas at Austin

Discussant: **Cathy Stablein**, DuPage

- * Winner, MacDougall Student Paper Award

54. Age, Ethnicity, and the Exemplification of Hunger*

- William Kinnally, Ryan Burkett** and **Brenton Burkett**, Central Florida
55. Analyzing Online Coverage of a Possible Cancer Risk From Cell Phones
Ronald Yaros and **Elia Powers**, Maryland
56. Gatekeeping in East Africa: Organizational Structure and Reporter Gender
as Potential Influences on Newspaper Content
Steve Collins and **Tim Brown**, Central Florida

Discussant: **Bill Cassidy**, Northern Illinois

* Winner, Top Open Division Paper Award

57. Creating Frames, Contextualizing Frames: Elite versus Non-Elite Press
Coverage of the 2008 Recession
Josephine Lukito and **Atsushi Tajima**, SUNY at Geneseo
58. Framing of the Egyptian Revolution in the Op-Ed sections of the
International Herald Tribune and the *Wall Street Journal*
Guy J Golan, Syracuse
59. The Natural Framing of Military Conflict News: The 2008 Russian Invasion
of Georgia in Resonance, Izvestia and *The New York Times*
Robert McKeeever, North Carolina at Chapel Hill;
Ekaterina Basilaia and **Ivane Javakhishvili**, Tbilisi State
and **Donald Shaw**, North Carolina at Chapel Hill

Discussant: **Barbara Reed**, Rutgers

60. How Student Journalists Seek Information and Evaluate Online Sources
During the Newsgathering Process
Julia Tylor, Arizona State
61. Justice and Journalism at the Supreme Court: Newspaper Coverage
of Ideology within the Roberts Court
Elizabeth Woolery, North Carolina at Chapel Hill
62. The Viewing Room: How Journalists Prepare for and Respond to Witnessing Executions
Kenna Griffin, Oklahoma

Discussant: **Andi Stein**, California State, Fullerton

63. Media Credibility and Journalistic Role Consumptions: Views on Citizen
and Professional Journalists among Citizen Contributors
Deborah Chung and **Seungahn Nah**, Kentucky
64. Hostility toward Sport Commentators in the Online Arena: A Reexamination
of Disposition Effects Hypothesis
Po-Lin Pan, Arkansas State
65. Today's Main Feature: Disappearing Feature Sections in the Age of Feature Writing
Bret Schulte, Arkansas

Discussant: **Tom Moore**, CUNY

3:30 pm to 5 pm / 283

Magazine Division

Refereed Paper Research Session: **Magazine Division Research Panel**

Moderating/Presiding: **Barbara Reed**, Rutgers

Female Bodies on Display: Attitudes Regarding Female Athlete Photos
in *Sports Illustrated's* Swimsuit Issue and *ESPN: The Magazine's* Body Issue

Rachael R. Smallwood, **Natalie Brown** and **Andrew Billings**, Alabama

Defining Celebrity and Driving Conversation: Celebrities on the Cover
of *People Magazine*

Jon Arakaki, SUNY College at Oneonta and **Bill Cassidy**, Northern Illinois

Audience Reactions to Consumer Magazines: A Test of the Effects of Commercial
Frames and Sources

James Cole and **Jennifer Greer**, Alabama

Normalization of Cosmetic Surgery in Women's Magazines

Shu-Yueh Lee, Wisconsin-Oshkosh and **Naeemah Clark**, Elon

Empirical Research in Women's Magazine Health Content

Shelly Rodgers, **Amanda Hinnant**, **Alecia Swasy**
and **Roma Subramanian**, Missouri

Discussant: **Scott Fosdick**, San José State

3:30 pm to 5 pm / 284

Mass Communication and Society Division

Refereed Paper Research Session: **Top Papers**

Moderating/Presiding: **Diana Martinelli**, West Virginia

Turnoff Everything: The Challenges and Consequences of Going on a Complete
and Extended Media Fast*

Lauren Bratslavsky, **Harsha Gangadharbatla**
and **Darshan Sawantdesai**, Oregon

Partisans and Controversial News Online: Comparing Perceptions of Bias
and Credibility in News From Blogs Versus Mainstream Media**

Mihee Kim and **Ronald Yaros**, Maryland

Online Deliberation of the Scientific Evidence for Breastfeeding: A Mixed-Method
Analysis Using the Integrative Model for Behavioral Prediction***

Maria Len-Rios, **Manu Bhandari** and **Yulia Medvedeva**, Missouri

Why Share in the Social Media Sphere: An Integration of Uses and Gratification
and Theory of Reasoned Action****

Chang-Dae Ham and **Joonghwa Lee**, Middle Tennessee State

Discussant: **Seungahn Nah**, Kentucky

- * Top Faculty Paper
- ** Second Place Faculty Paper
- *** Third Place Faculty Paper
- **** Fourth Place Faculty Paper

3:30 pm to 5 pm / 285

Media Ethics Division

Refereed Paper Research Session: **The Ethical Implications of Digital Media
and Social Cognition on Journalistic Practices**

Moderating/Presiding: **Jenn Mackay**, Virginia Tech

Ethics in the Digital Age: A Comparison of Moving Images and Photographs
on Moral Reasoning

Aimee Meader, Lewis Knight and **Renita Coleman**, Texas at Austin
and **Lew Wilkins**, Missouri

How Social Cognition Can Be Used in Journalism Training to Reinforce
Ethical Standards of Practice

Sue Ellen Christian, Western Michigan

Idea Plagiarism: Journalism's Ultimate Heist

Norman Lewis, Florida

Journalists' Engagement with Facebook: A Theoretical Analysis

Sally Haney, Mount Royal

Discussant: **Jane Singer**, Iowa

3:30 pm to 5 pm / 286

Minorities and Communication Division

Refereed Paper Research Session: **Diversity in TV, Films and the Internet**

Moderating/Presiding: **Kyle Huckins**, Indiana Wesleyan

On-Air Diversity: Comparing Television Network Affiliates' Ethnic Representation

Amy Jo Coffey, Georgia

User-Generated Racism: An Analysis of Stereotypes of African Americans, Latinos,
and Asians in YouTube Videos*

Lei Guo and **Summer Harlow**, Texas at Austin

Hispanics' Uses and Gratifications in the three-screen Media Environment
Kenton Wilkinson, Texas Tech; **Anthony Galvez**, Rhode Island College
and **Todd Chambers**, Texas Tech

Stereotypes in Blockbusters: An Examination of Asian Characters in Top Box Office
American Films (2000-2009)

Jia-Wei Tu and **Xing Liu**, City University of Hong Kong

Discussant: **Josh Grimm**, Texas Tech

* Third Place Student Paper

3:30 pm to 5 pm / 287

Visual Communication Division

Refereed Paper Research Session: **Visual Rhetoric and Framing: New Considerations**

Moderating/Presiding: **Lulu Rodriguez**, Iowa State

Images of Injustice: A Visual-Rhetorical Analysis of "Inside Job"

Anthony Collebrusco, Colorado at Boulder

A Story of a Somber Remembrance: Visual Framing and Iconicity
in the 10-year Commemorative Coverage of 9/11

Nicole Dahmen and **Britt Christensen**, Louisiana State

How the Visual Fits into the Framing Process

Sarah Merritt, American

Framing the Bureau: Legitimacy and the Public Relations Photographs of Hoover's FBI

Jennifer Tiernan and **Matthew Cecil**, South Dakota State

Discussant: **Jennifer Palilonis**, Ball State

3:30 pm to 5 pm / 288

AEJMC Council of Affiliates (Scripps Howard Foundation, ASNE) and Law and Policy Division

Teaching Panel Session: **Legal Issues that Need Classroom Attention**

Moderating/Presiding: **Susan Keith**, Rutgers

Panelists: **Dave Giles**, vice president for legal issues, Scripps Howard Foundation

Kevin Goldberg, general counsel, American Society of News Editors

Cheryl Ann Bishop, Quinnipiac

3:30 pm to 5 pm / 289

Community College Journalism Association and Scholastic Journalism Division

Teaching Panel Session: **We'll Do It Live: Real-Time Reporting Without Regrets**

Moderating/Presiding: **Rob Fuentes**, SUNY Rockland

Panelists: **Robert Mercer**, Cypress College
Carrie Brown Smith, Memphis
Jonathan Groves, Drury
Toni Albertson, Mt. San Antonio College

3:30 pm to 5 pm / 290

Commission on the Status of Women and Religion and Media Interest Group

Research Panel Session: **Veiled Messages: Framing of *Hijab* and Muslim Identity in Western Media**

Moderating/Presiding: **Beverly G. Merrick**, Nebraska-Kearney

Panelists: Defining Islamophobia
Brian J. Bowe, Michigan State
Above the Fold and Beyond the Veil: Media Depictions of Muslim Women
Nahed Eltantawy, High Point
Hijab and Muslim Comedians: Challenging Stereotypes with Humor
Ammina Kothari, Indiana
Veiling the News, Reporters in Hijab: Deconstructing the Framing of Western Journalists Who Wear the Headscarf in the Field
Rosemary Pennington, Indiana
Ephemeral Veils, Enduring Images: Tracing Media Representations of Western Celebrity Activism, Veiling, and Femininity in Muslim Cultures
Spring-Serenity Duvall, South Carolina-Aiken
The Prophet and the Press: Barack Obama and American Civil Religion's Journalistic Priesthood
Lori Henson, Saint Mary of the Woods

3:30 pm to 5 pm / 291

Community Journalism Interest Group and Media Management and Economics Division

PF&R Panel Session: **Startling Startups in the Business of Journalism**

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

Panelists: **Heidi Kulicke**, *Orange County Business Journal*

Amy Starlight Lawrence, project specialist, Knight Foundation
Rich Gordon, director of digital innovation, Northwestern

3:30 pm to 5 pm / 292

Entertainment Studies Interest Group

Refereed Paper Research Session: **Best of Entertainment Studies Interest Group**

Moderating/Presiding: **Kelly Poniatowski**, Elizabethtown

Judging a Book By Its Cover: Using Q Method to Examine Millennials' Perceptions and Expectations of Classic Novels

Katherine Patton, West Virginia

The Kardashians Made Me Want It: The Effects of Privileged Television on Emerging Adults' Materialism

Emily Acosta Lewis, Western New England

The Cathartic Effects of Narrative Entertainment Through Contemplation: Examining the Mediating Role of Self-perceptions on Health Outcomes After Fictional Drama Exposure

Guan-Soon Khoo, Pennsylvania State

Have We Ever Experienced Remade Fan Video as Visual Poaching on YouTube?

Keunyeong Kim, Pennsylvania State

Men on The Wire: A Textual Analysis of "The Most Realistic Depiction of a Newsroom Ever"

Patrick Ferrucci and **Chad Painter**, Missouri

Discussant: **Kelly Poniatowski**, Elizabethtown

3:30 pm to 5 pm / 293

Graduate Student Interest Group

Refereed Paper Research Session: **Media and Mass Communication Across the Globe: International Perspectives**

Moderating/Presiding: **J.J. DeSimone**, Wisconsin-Madison

Spectacularizing Queers: How Young Females are Embraced by the Media Industry in South Korea

Jungmin Kwon, Illinois at Urbana Champaign

Tracing African Mass Communication Research Trends From 1980-2009

Kioko Ileri, Indiana – Bloomington

Media Coverage Regarding the International Conflict Stemming from NDM-1

Jihye Kim, Florida

How News Media Use Affects Political Discussion in a Transnational Society:
Evidence from the China Survey

Jia-Wei Tu, City University of Hong Kong

Journalists Back to School: Korean Journalists' Perception on Further
(Continuing) Education

Sangwon Park, Indiana

Discussant: **Steve Urbanski**, West Virginia

3:30 pm to 5 pm / 294

Association for Education in Journalism and Mass Communication

Panel Session: **Bringing the Knight News Challenge Apps to Life in the Classroom**

Moderating/Presiding: **Jan Slater**, Illinois and **Paul Parsons**, Elon

2012 Bridge Grant projects:

Adopting Ushahidi for Crowdsourcing and Data Visualization: New Paths
for Event-mapping in Chile

Ingrid Bachmann, Universidad Catolica de Chile

Kansas.com High School News Feed

Peter (Piotr) Bobkowski, Kansas

CityCircles Light Rail Job Classifieds

Serena Carpenter, Arizona State

Reporting from the Storm

Julie Jones, Oklahoma

OpenBlock Campus

Jacqueline Marino, Kent State

In-depth Reporting of Methamphetamine Production and Abuse in Oklahoma

Ray Murray, Oklahoma State

Telling Stories with Data: Life at a Hispanic Serving University

Cindy Royal, Texas State San Marcos

LarryvilleKU: Web and Mobile Application of OpenBlock to *The Kansan*

Hyunjin Seo, Kansas

Photojournalism and Social Engagement Tablet App

Adam Wagler, Nebraska-Lincoln

@SDSU — Where's the News?

Amy Schmitz Weiss, San Diego State

Special thanks to the John S. and James L. Knight Foundation for funding these grant projects. A call is out for the second round of these grants. Deadline to apply is September 10, 2012. Visit www.aejmc.org for the full call for proposals. Copies of the call will also be available at this session.

3:30 pm to 5 pm / 295

Journalism & Mass Communication Educator

Business Session: **International Editorial Board Meeting**

Moderating/Presiding: **Dane S. Claussen**, editor, ACLU of Nevada

5:15 pm to 6:45 pm / 296

Communication Technology Division

Refereed Paper Research Session: **Top Student Papers**

Moderating/Presiding: **Carmen Stavrositu**, Colorado at Colorado Springs

What has Social Networking Service (SNS) Research Done for the Half Decade? Review, Critiques, and Discussion of the Studies From 2006 to 2011

Yin Zhang, The Chinese University of Hong Kong

Discussant: **David Magolis**, Bloomsburg

A Comparative Content Analysis of Dialogic Theory on Fortune 1000 Facebook and Twitter Pages

Christopher Wilson and **Weiting Tao**, Florida

Discussant: **Benjamin Bates**, Tennessee

Tweeting Every Touchdown: Analyzing the Twitter Use of Sports Fans through the Uses and Gratifications Theory

Natalie Brown, Alabama

Discussant: **John Russial**, Oregon

5:15 pm to 6:45 pm / 297

Communication Theory and Methodology Division

Refereed Paper Research Session: **The Best of CT&M**

Moderating/Presiding: **Rosanne Scholl**, Louisiana State

A Comparison of Three Approaches to Computing Information Insufficiency: Challenges and Opportunities*

Sonny Rosenthal, Nanyang Technological

Multiple Opinion Climates in Online Forums: Role of Website Source Reference and Within-forum Opinion Congruency**

Elmie Nekmat and **William Gonzenbach**, Alabama

Multiplying Incongruence: How the Emotional Response to Diverse Sources of Incongruent Messages Mediates Participatory Intentions***

Emily Vraga, George Washington

The Hostile Media Effect and Political Talk: Expanding the Corrective Action Hypothesis****

Matthew Barnidge, Wisconsin

Conceptualizing the Intervening Roles of Identity in Communication Effects: The Prism Model*****

Maria Leonora (Nori) Comello, North Carolina

Discussant: **Douglas Blanks Hindman**, Washington State

* Top Faculty Paper

** Top Two Faculty Paper

*** Top Three Faculty Paper

****Top Student Paper

*****Top Theory Paper

5:15 pm to 6:45 pm / 298

Cultural and Critical Studies and History Divisions

PF&R Panel Session: **Whose Revolution? Gramsci, History, and the Power of Media in the 21st Century**

Moderating/Presiding: **Charles Self**, Oklahoma

Panelists: On the Relevance of Gramsci to 21st Century Critical/Cultural Media Studies

Meenakshi Gigi Durham, Iowa

Cultural Hegemony and the Audience in the Age of Social Media:

Prodisage vs. Templatation

Shayla Thiel-Stern, Minnesota

Gender Dynamics and Journalists: Cultural Work and the Function of Functionaries

Erika Engstrom, Nevada-Las Vegas

Learning Without Illusions and Without Becoming Disillusioned: Gramsci, Media, and Liquid Literacy

Ralph Beliveau, Oklahoma

5:15 pm to 6:45 pm / 299

Electronic News Division

Refereed Paper Research Session: **The New Media Are Coming, The New Media Are Coming!**

Moderating/Presiding: **David Free**, Texas at Austin

The Effect of Kuwaiti Online Readers on Sectarian and Tribal Issues: Case Study
Alaan Online Newspaper*

Ali Dashti, Gulf University for Science and Technology

A Digital Juggling Act: New Media's Impact on the Responsibilities of Local
Television Reporters

Anthony Adomato, Missouri

New Media in the Newsroom

Eric White, affiliation

Twitter: Journalism Chases the Greased Pig

Desiree Hill, Central Oklahoma

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

* Top Paper Award

5:15 pm to 6:45 pm / 300

Law and Policy Division

Refereed Paper Research Session: **Contemporary Questions About the First Amendment
& Freedom of Expression**

Moderating/Presiding: **Jeannine Relly**, Arizona

Social Science, Media Effects & The Supreme Court: Is Communication Research
Relevant After *Brown*?

Clay Calvert, Florida; **Matthew Bunker** and **Kimberly Bissell**, Alabama

American Un-Exceptionalism: The Case of Copyright Law's Public Domain
and Freedom of Expression*

Edward Carter, Brigham Young

Spam and the First Amendment Redux: Free Speech Issues in State Regulation
of Unsolicited Email

Jasmine McNealy, Syracuse

To Defer or Not to Defer? Deference and Its Differential Impact on First Amendment
Rights in the Roberts Court

Clay Calvert and **Justin Hayes**, Florida

Getting Excited About the CALM Act: The First Amendment and Loud Commercials

Dale Herbeck, Boston College

Discussant: **William Lee**, Georgia

*Third Place Faculty Paper

5:15 pm to 6:45 pm / 301

Magazine Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Rachel Davis Mersey**, Northwestern

5:15 pm to 6:45 pm / 302

Mass Communication and Society Division and **Civic and Citizen Journalism Interest Group**

Teaching Panel Session: **Teaching With and About Participatory Media Cultures**

Moderating/Presiding: **Jennifer Henderson**, Trinity

Panelists: **Aaron Delwiche**, Trinity
Daren Brabham, North Carolina at Chapel Hill
Jennifer Fleming, California State, Long Beach

5:15 pm to 6:45 pm / 303

Newspaper and Online News and **Media Management and Economics Divisions**

PF&R Panel Session: **Editing Centers — Yea or Nay**

Moderating/Presiding: **John Russial**, Oregon

Panelists: **Teresa Schmedding**, president, American Copy Editors Society
Randy Jessee, media general, Richmond, VA
Tracy Collins, head, Gannett Design Studio, Phoenix (via Skype)

5:15 pm to 6:45 pm / 304

Public Relations Division

Refereed Paper Research Session: **Contemporary Issues in the Practice of Public Relations**

Moderating/Presiding: **Lynn Zoch**, Radford

Trust Me, Trust Me Not: An Experimental Analysis of the Effect of Transparency on Trust and Behavioral intentions in organizations

Giselle Auger, Duquesne

Speaking Out: An Exploratory Analysis of Public Relations Professionals and their Willingness to Self-Censor

Vincent Filak, Wisconsin-Oshkosh and **Melissa Dodd**, Miami
Exploring Complex Organizational Communities: Identity as Emergent Perceptions,
Boundaries, and Relationships
Dawn Gilpin and **Nina Miller**, Arizona State
Measuring BP Media Relations Outcomes Post Spill: An Illustration of How
Public Relations' Effects May Be Overestimated
Brendan R. Watson, Minnesota-Twin Cities
What Contributes to Public Relations Professionals' Own Conflict: Life Affecting Work
Hongmei Shen, San Diego State and **Hua Jiang**, Towson

Discussant: **Moon J. Lee**, Florida

5:15 pm to 6:45 pm / 305

Visual Communication Division

Refereed Paper Research Session: **Creative Projects**

Moderating/Presiding: **Michael Cheers**, San José State and **Craig Herndon**, Howard

Why Me? Tom Moran's Long Walk
Mike Grundmann, James Madison
Congressional Primaries: Digging Into Illinois' 2012 Elections
Jeremy Gilbert, Northwestern
Berlin Black and White: A Sabbatical Project
John Freeman, Florida

Discussant: **Lester Sloan**, Savannah State

5:15 pm to 6:45 pm / 306

Community Journalism Interest Group

Refereed Paper Research Session: **From Shoe Leather to Cyberspace: Evolving
Community Journalism**

Moderating/Presiding: **Eileen Gilligan**, SUNY Oswego

Undocumented Workers and Immigration Reform: Thematic vs. Episodic Coverage
in a Rural Kansas Community Daily*
Michael Fuhlhage, Auburn
Conversation Starters: A Study of Interactivity on Community Press-Supported
Facebook Pages**
Michael Clay Carey, Ohio
Student Experiences in Community Journalism: A Case Study of Two Universities

Lisa Paulin-Cid, North Carolina Central
If You Build It, Will They Come? An Exploratory Study of Community Reactions
to an Open Source Media Project in Greensburg, Kansas
Samuel Mwangi, **Steve Smethers** and **Bonnie Bressers**, Kansas State

Discussant: **Eileen Gilligan**, SUNY Oswego

* Top Faculty Paper

** Top Student Paper

5:15 pm to 6:45 pm / 307

Gay, Lesbian, Bisexual, Transgender Interest Group

Refereed Paper Research Session: **The Past the future of the GLBT Community**

Moderating/Presiding: **Carolyn Byerly**, Howard

Clearing the Bench: Framing the 2010 Iowa Fight Over Gay Marriage*

Shawn Harmsen, Iowa

Covering the Other: A Historical Analysis of the Stonewall Uprising
and GLBT Rights Movement

Chad Painter, Missouri

An Eminent Illustrator and the Man Behind the Man: J. C. Leyendecker
and Charles Beach

Rodger Streitmatter, American

Broadband Bugchasers: The Digital, Physical, and Social Habits
of Those Who Purposely Give/Contract HIV

Cory Weaver, Syracuse

Discussant: **Rhonda Gibson**, North Carolina at Chapel Hill

*Top Student Paper

5:15 pm to 6:45 pm / 308

Political Communication Interest Group

Refereed Paper Research Session: **Best Faculty & Student Papers Panel**

Moderating/Presiding: **Erik C Nisbet**, Ohio State

Partisanship, Message Framing, and the Effectiveness of Negative Political Advertising*

Kenneth Kim, Oklahoma State

Ratcheting Up the Grassroots Rhetoric: Tea Party Candidates and Twitter

in the 2010 Midterm Elections**

Jason Turcotte and **Chance York**, Louisiana State

Which Candidates Can Be Mavericks? The Intersection of Issue Disagreement and Candidate Biography***

Emily Vraga, George Washington

Belief of Policy? Religious Cues and Voter Evaluations****

Bryan McLaughlin and **David Wise**, Wisconsin –Madison

Discussant: **David Perlmutter**, Iowa

* Best Faculty Paper Award Winner

** Best Student Paper Award Winner

*** Best Faculty Paper Runner-Up

**** Best Student Paper Runner-Up

5:15 pm to 6:45 pm / 309

Religion and Media Interest Group

Refereed Paper Research Session: **Islam: Frames and Themes in the Mass Media**

Moderating/Presiding: **Doug Swanson**, California State–Fullerton

The Muslim Fallacy: An Examination of Public Opinion and the Framing of Barack Obama's Religion

Joseph Kasko, South Carolina

Muslim media in the United States and their role in the American Public Square

Mohammad Siddiqi, Western Illinois

The Othering of Terrorists: An Analysis of Two Major U.S. Newspapers' Use of the Word Terrorist and Subsequent Mention of Religion

Jennifer Hoewe, Pennsylvania State

Male in the Masjid: Framing men on Little Mosque on the Prairie

Rosemary Pennington, Indiana

Discussant: **John Patrick Ferré**, Louisville

7 pm to 8:30 pm / 310

Communication Technology Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Jacob Groshek**, Erasmus, Rotterdam

7 pm to 8:30 pm / 311

Communication Theory and Methodology Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Michel M. Haigh**, Pennsylvania State

7 pm to 8:30 pm / 312

Electronic News Division

Off-site Business Session: **Members' Meeting**

Moderating/Presiding: **Kathleen M. Ryan**, Chair, Colorado
and **Laura Smith**, Incoming Chair, Huston-Tillotson

This year's Bliss Award honoree is **Bob Papper**, chair, Journalism, Media Studies and Public Relations in the School of Communication, Hofstra University. The award ceremony, reception and members' meeting will be held at Loyola University Chicago, School of Communication, 51 Pearson Street. This is just a short walk from the Conference Hotel.

7 pm to 8:30 pm / 313

Law and Policy Division

Business Session: **Members' Meeting**

Moderating/Presiding: **David Cuillier**, Arizona

7 pm to 8:30 pm / 314

Magazine Division

PF&R Panel Session: **Magazine Professional of the Year Cocktail Reception**

Moderating/Presiding: **Rachel Davis Mersey**, Northwestern

7 pm to 9 pm / 315

Public Relations Division

Off-site Social

Hosting: **Katie Place**, Saint Louis and **Matt Ragas**, DePaul

Event Rock Bottom Restaurant & Brewery, 1 West Grand Ave., Chicago, IL 60610. Rock Bottom is located just three blocks from the conference hotel. A complimentary drink and appetizers will be provided. There is no fee for the social, but pre-registration is required. If you plan to attend the social, please email Katie Place and Matt Ragas: aejprdsocial@gmail.com Event sponsored by: The Arthur W. Page Center for Integrity in Public Communication, Pennsylvania State University

Prize sponsors: University of Oregon, DePaul University, University of Louisville, Georgia State University, **Glen Broom and Bey-Ling Sha**

7 pm to 8:30 pm / 316

Visual Communication Division

Business Session: **Members' Meeting**

Moderating/Presiding: **Jeremy Gilbert**, Northwestern

7 pm to 8:30 pm / 317

Commission on the Status of Minorities

Business Session: **Members' Meeting**

Moderating/Presiding: **Curtis Lawrence**, Columbia College Chicago

7 pm to 8:30 pm / 318

Civic and Citizen Journalism Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Jeremy Littau**, Lehigh

7 pm to 8:30 pm / 319

Community Journalism Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Joe Marren**, Buffalo State

7 pm to 8:30 pm / 320

Gay, Lesbian, Bisexual, Transgender Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Jason Shepard**, California State, Fullerton

7 pm to 8:30 pm / 321

Political Communication Interest Group

Business Session: **Members' Meeting**

Moderating/Presiding: **Tom Johnson**, Texas at Austin

7 pm to 8:30 pm / 322

Religion and Media Interest Group

Social: ***Journal of Media and Religion Tenth Anniversary Reception***

Hosting: **Daniel A. Stout**, Nevada, Las Vegas and **Judith M. Buddenbaum**, Colorado State

8:45 pm to 10:15 pm / 323

Communication Technology Division

Off-site Social

Hosting: **Jacob Groshek**, Erasmus, Rotterdam

8:45 pm to 10:15 pm / 324

Minorities and Communication Division

Off-site Social

Hosting: **Felecia Jones Ross**, Ohio State

Location to be announced at Members' Meeting.

8:45 pm to 10:15 pm / 325

Community Journalism Interest Group

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

Moderating/Presiding: **Joe Marren**, Buffalo State

8:45 pm to 10:15 pm / 326

Political Communication Interest Group

Off-site Social

Hosting: **Thomas Johnson**, Texas at Austin

8:45 pm to 10:30 pm / 327

AEJMC Night at the Movies

Special Centennial Showing: **"Easter Parade"**

Set in 1912 New York City, this movie also features covers for 10 magazines published in 1912.

Sunday, August 12, 2012

7 am to 8 am / 328

Association for Education in Journalism and Mass Communication

Business Session: **2012-13 Council of Divisions Meeting II**

Moderating/Presiding: **Tony DeMars**, Texas A&M Commerce, Council of Divisions Chair

8:15 am to 9:45 am / 329

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

Teaching Panel Session: **Winning Nationally Competitive Grants**

Moderating/Presiding: **Shirley S. Ho**, Nanyang Technological, Singapore

Panelists: **Noshir Contractor**, Northwestern
Charles T. Salmon, Nanyang Technological, Singapore
Sharon Dunwoody, Wisconsin-Madison
Jane D. Brown, North Carolina at Chapel Hill
Glen T. Cameron, Missouri

8:15 am to 9:45 am / 330

Communication Technology and Visual Communication Divisions

Teaching Panel Session: **Teaching with Technology: Learning Concepts in the Face of Challenging Software**

Moderating/Presiding: **Amanda Sturgill**, Elon

Panelists: **Mindy McAdams**, Florida
Howard Finberg, Poynter
Phillip Motley, Elon
Mark Blaine, Oregon

8:15 am to 9:45 am / 331

International Communication and Minorities and Communication Divisions

PF&R Panel Session: Immigration and the Media: New Research and Journalism Practice in the US and Mexico

Moderating/Presiding: **Otto Santa Ana**, California, Las Angeles

Panelists: National Perspectives of State Turmoil and Characteristics of Elite U.S. Newspaper Coverage of Arizona SB 1070
Manuel Chavez, Michigan State
and **Jennifer Hoewe**, Pennsylvania State
The Successes and Pitfalls of Spanish-language Television Coverage of Arizona's Immigration Law, April–May 2010
Mercedes Vigón
and **Lillian Bustos-Martinez**, Florida International
Mexican Newspaper Narrative Framing of Migration
Manuel Guerrero, Universidad Iberoamericana, Mexico
Immigration Reporting from a Practice Perspective
Carolyn Brown, American
Reporting Migration from a Latino and Practice Perspective
Paula Gomez, Univision Television Chicago

Discussant: **Celeste González de Bustamante**, Arizona

8:15 am to 9:45 am / 332

Media Ethics and Public Relations Divisions

Refereed Paper Research Session: The Ethical Implications of Digital Media and Social Cognition on Journalistic Practices

Moderating/Presiding: **Shannon Bowen**, South Carolina

"Mind the CSR Communication Gap": The Role of Authenticity in the Communication of CSR

Christopher Wilson, **Weiting Tao**, **Sarabdeep Kochar**
and **Mary Ann Ferguson**, Florida

Consumers' Ethical Evaluation of Greenwashing Ads

Harsha Gangadharbatla and **Kim Sheehan**, Oregon

Whistleblowing in Public Relations: Ethical Dilemma or Role Responsibility

Cary Greenwood, Middle Tennessee State

Corporate Social Responsibility Communication on the Internet: A Content Analysis of Fortune 100 Companies

Seul Lee, **Eunji Kang** and **Mary Ann Ferguson**, Florida

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Discussant: **Michael Palenchar**, Tennessee

8:15 am to 9:45 am / 333

Media Management and Economics Division

Refereed Paper Research Session: **Structuring Media Organizations**

Moderating/Presiding: **Angela Powers**, Kansas State

Creating Lobbying Strategies in a Competitive Environment: An Insider's Perspective*

Amy Sindik, Georgia

Winning the Popularity Contest: Assessing Independent Record Company Performance in the Digital Download Market

Heather Polinsky, Central Michigan

The New Non-Profits: A Financial Examination

Magda Konieczna and **Sue Robinson**, Wisconsin-Madison

Organization Ecology and Emerging Media: A Case Study

Wilson Lowrey, Alabama

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

* Second Place Student Paper

8:15 am to 9:45 am / 334

Newspaper and Online News Division

Refereed Paper Research Session: **The Business of Journalism**

Moderating/Presiding: **Mark Ludwig**, California State, Sacramento

A Comparison of News Media Avoidances Among Young Adults Across Media

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

Old Dogs, New Tricks: Online News Uses New Tools but Attracts the Same Eyeballs

Kelly Kaufhold, Texas Tech

The State of the Weekly Newspaper Industry

Stephen Lacy, Michigan State; **Daniel Riffe**, North Carolina at Chapel Hill;

David Coulson, member-at-large, and **Robin Blom**, Michigan State

The Impact of Local Newspaper's Community Capital Perception on Subscription/Readership and Advertising Effects

Gi Woong Yun, **David Morin**, **Louisa Ha**, **Mark Flynn**, **SangHee Park**

and **Xiao Hu**, Bowling Green State

Social Responsibility Theory and the Digital Nonprofits: Should the Government

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Aid Online News Startups?

Rebecca Nee, San Diego State

Discussant: **Rod Carveth**, Goodwin College

8:15 am to 9:45 am /335

Commission on the Status of Women and AEJMC Council of Affiliates

PF&R Panel Session: **Leading Innovation: Women at the Forefront of Development in Media Organizations**

Moderating/Presiding: **Jennifer Vardeman-Winter**, Houston; **Amber Hinsley**, St. Louis
and **Lillian Lodge Kopenhaver**, Florida International

Panelists: **Rebecca Baldwin**, Northwestern, and vice president/general manager, Zap2it.com
Karla Gower, Alabama
Lisa A. Knutson, chief administrative officer, The E.W. Scripps Company
Cindy Royal, Texas State
Amy Schmitz Weiss, San Diego State

8:15 am to 9:45 am / 336

Political Communication Interest Group

Refereed Paper Research Session: **Campaigns and Elections**

Moderating/Presiding: **Lauren Feldman**, American

The Effects of Social Media on Political Participation and Candidate Image
Evaluations in the 2012 Iowa Caucuses

Daniela Dimitrova and **Dianne Bystrom**, Iowa State

Wishful Thinking and Predictive Accuracy in U.S. Presidential Elections
from 1952 to 2008

Barry Hollander, Georgia

The Use (and Misuse) of Reframed News-Mediated Content in 2008 Presidential
Campaign Ads

Chris Roberts, Alabama

Parent-Child Communication Patterns, School Political Discussions, News Media
Use and Adolescent Knowledge and Political Interest in the 2008 Presidential Election

Chang-Dae Ham, Illinois-Urbana Champaign;

Joonghwa Lee, Middle Tennessee State and **Esther Thorson**, Missouri

Discussant: **Amy Becker**, Towson

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8:15 am to 9:45 am / 337

Association for Education in Journalism and Mass Communication

Training Session: **Incoming Division and Interest Group Heads**

Moderating/Presiding: **Daniel Shipka**, Louisiana State

8:15 am to 9:45 am / 338

Association for Education in Journalism and Mass Communication

Training Session: **Incoming Professional Freedom and Responsibility Chairs**

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

8:15 am to 9:45 am / 339

Association for Education in Journalism and Mass Communication

Training Session: **Incoming Research Chairs**

Moderating/Presiding: **Patricia A. Curtin**, Oregon

8:15 am to 9:45 am / 340

Association for Education in Journalism and Mass Communication

Training Session: **Incoming Teaching Chairs**

Moderating/Presiding: **Susan Keith**, Rutgers

8:15 am to 9:45 am / 341

Association for Education in Journalism and Mass Communication

Training Session: **Incoming Division and Interest Group Vice Heads**

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

9 am to Noon / 342

Arab-U.S. Association of Communication Educators (AUSACE)

Business Session: **Board Meeting**

Moderating/Presiding: **Judy VanSlyke Turk**, Virginia Commonwealth

10 am to 11:30 am / 343

Communication Technology and Media Management and Economics Divisions

Research Panel Session: **Social Media and the U.S. Presidential Primaries**

Moderating/Presiding: **Daniela Dimitrova**, Iowa State

Panelists: Title

Raluca Cozma, Iowa State

Title

Mitchell S. McKinney and **Brian Houston**, Missouri

Title

Gary Hanson, Jennifer Chakroff, Mei-Chen Lin,
and **Paul Haridakis**, Kent State

Title

Hyun Jung Yun and **Cynthia Opheim**, Texas State

Title

Homero Gil de Zuniga, Texas at Austin

Discussant: **John Allen Hendricks**, Stephen F. Austin State

10 am to 11:30 am / 344

History, and Law and Policy Divisions and AEJMC Council of Affiliates

PF&R Panel Session: **Prejudging Justice: The News Media and Prominent Criminal Trials, 1897 to 2011**

Moderating/Presiding: **Wendy Melillo**, American

Panelists: **Andrea Lyon**, former defense attorney for Casey Anthony

W. Joseph Campbell, American

Rummana Hussain, criminal courts reporter, *Chicago Sun-Times*

John C. Watson, American

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10 am to 11:30 am / 345

Minorities and Communication and Media Ethics Divisions

PF&R Panel Session: **Examining News Coverage of American Indians by the Mainstream Media**

Moderating/Presiding: **Scott Manning Stevens**, director, McNickle Center for American Indian and Indigenous Studies Newberry Library, Chicago, Illinois

Panelists: Framing Effects of Conflicts in Indian Country on Public Attitudes about Salmon and Sovereignty
Cynthia-Lou Coleman, Portland State
Mainstream Media's Coverage of Crime in Indian Country
Selene Phillips, Louisville
Constructing a Reality: Mainstream Press Images of American Indians
Mavis Richardson, Minnesota State, Mankato
Examining the Effects of ABC's *Children of the Plains* on American Indian Identity
John Sanchez, Pennsylvania State

10 am to 11:30 am / 346

Newspaper and Online News and Electronic News Divisions

Research Panel Session: **Changing Newsrooms: Contributions from Newsroom Ethnography in the Digital Age**

Moderating/Presiding: **Carrie Brown**, Memphis

Panelists: **Jane Singer**, Iowa
Jonathan Groves, Drury
Nikki Usher, Southern California
C.W. Anderson, City University of New York
Sue Robinson, Wisconsin-Madison

10 am to 11:30 am / 347

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

Teaching Panel Session: **Where the Rubber Meets the Road: Teaching Industry Specific Communication Content**

Moderating/Presiding: **Qingjiang (Q.J.) Yao**, Fort Hays

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Panelists: **Carol Ames**, California State – Fullerton
Denise Bortree, Pennsylvania State
Sharon Dunwoody, Wisconsin-Madison
Michael Palenchar, Tennessee-Knoxville
Richard Waters, San Francisco

10 am to 11:30 am / 348

Scholastic Journalism and International Communication Divisions

Teaching Panel Session: **Teaching Abroad: Adapting Your Course Content, Teaching Strategies and Yourself to Meet the Needs of Your Students**

Moderating/Presiding: **Calvin L. Hall**, Appalachian State

Panelists: **Matt Duffy**, Zayed University, Abu Dhabi, U.A.E.
Alma Kadragic, University of Wollongong in Dubai, U.A.E.
Sharon Stringer, Lock Haven
Nailah Hamdy, American University of Cairo

10 am to 11:30 am / 349

Visual Communication Division

Research Panel Session: **Analysis of Visuality Using Q Methodology**

Moderating/Presiding: **Mark Popovich**, Ball State

Panelists: **Byung Lee**, Elon
Mark Popovich, Ball State
Dennis Kinsey, Syracuse
Robert Logan, National Library of Medicine
James Rhoads, Westminster College

10 am to 11:30 am / 350

Entertainment Studies Interest Group and Mass Communication and Society Division

PF&R Panel Session: **Social Media, Games and Advertisers: Industry Planning and Research Activities**

Moderating/Presiding: **Timothy R. Gleason**, Wisconsin-Oshkosh

Panelists: Delivering Human Experiences Through the 4Cs
Anne Enright, sr. vice president, Digital Director, Starcom Worldwide, Chicago
Social Play and Advertising in Multi-Player Online Games
Sara Hansen, Wisconsin-Oshkosh
Social Network Games, Consumers and eWOM
Jin Kyun Lee, Wisconsin-Oshkosh

Discussant: **Timothy R. Gleason**, Wisconsin-Oshkosh

10 am to 11:30 am / 351

Political Communication Interest Group and Advertising Division

PF&R Panel Session: **Presidential Election 2012 - Political Advertising Misinformation**

Moderating/Presiding: **Michelle Amazeen**, Rider

Panelists: **Tom Feran**, editor, *The Plain Dealer*, Cleveland, Ohio
Erika Franklin Fowler, assistant professor, Department of Government,
Wesleyan University; director of the Wesleyan Media Project.
Chris Mottola, Republican media strategist, former consultant,
John McCain's 2008 campaign
Fourth Panelist-TBA

10 am to 11:30 am / 352

Sports Communication Interest Group

Refereed Paper Research Session: **Through the Years: Sports Media Portrayal and Paradigm**

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

Say It Ain't So, Joe: Prestige Newspaper Coverage of Joe Paterno
and the Penn State Scandal

Paul Husselbee, Southern Utah

Ain't It So? "Shoeless" Joe Jackson, Collective Memory, and the Shaping
of an American Hero

Brett Borton, South Carolina

New Playing Grounds: How Sport Was Reconceptualized
for U.S. Television in the 1960s

Tara Kachgal, Wisconsin-Superior

Performing the "Good Negro Athlete" in Mid-Century America: Three Case Studies

Phillip Hutchison, Kentucky

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Discussant: **Erin Whiteside**, Tennessee

10 am to 3 pm / 353

Association for Education in Journalism and Mass Communication

Business Session: **2012-13 AEJMC Board of Directors Meeting**

Moderating/Presiding: **Kyu Ho Youm**, Oregon, 2012-13 President

11:45 am to 1:15 pm / 354

Advertising and Public Relations Divisions

PF&R Panel Session: **Brands Under Fire: The Importance of Authenticity, Transparency and Trust**

Moderating/Presiding: **Heidi Hennick-Kaminsky**, North Carolina at Chapel Hill

Panelists: **Jim Geike**, vice president, Global Marketing, Burt's Bees
Marcia Watson DiStasio, Pennsylvania State
Amber Hutchins, Kennesaw State
Tina McCorkindale, Appalachian State
Dana McMahan, North Carolina at Chapel Hill

11:45 am to 1:15 pm / 355

Communication Technology and Cultural and Critical Studies Divisions

Teaching Panel Session: **Internationalizing the Discipline: From Students to Service to Studies**

Moderating/Presiding: **Ralph Berenger**, American University Sharjah

Panelists: **Debbie Goh**, Nanyang Technical, Singapore
Jacob Groshek, Erasmus, Rotterdam
Brad Hamm, Northwestern
Constance Milbourne, Rhode Island
Jeff Wilkinson, UIC-Hong Kong

11:45 am to 1:15 pm / 356

Electronic News Division and Internships and Careers Interest Group

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Teaching Panel Session: **Innovation or Annihilation: The Future of Journalism Curriculum in America (The Conversation Continues)**

Moderating/Presiding: **Laura Smith**, Huston-Tillotson

Panelists: **Barbara Hines**, Howard
Lovette Chinwah-Adegbola, Central State
Don Heider, Loyola Chicago
Ava Thompson Greenwell, Northwestern
Sonya Duhé, Loyola New Orleans

11:45 am to 1:15 pm / 357

Law and Policy Division

Refereed Paper Research Session: **Anonymity, Confidentiality and Privacy**

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

The Anonymous Speech Doctrine in the Internet Era: Developments in Libel, Copyright, and Election Speech

Jason Shepard and **Genelle Belmas**, California State Fullerton

To Reveal or Conceal?--An ISP's Dilemma: Presenting a New "Anonymous Public Concern Test" for Evaluating ISP Subpoenas in Online Defamation Suits

Cayce Myers, Georgia

The Life, Death, and Revival of Implied Confidentiality

Woodrow Hartzog, Cumberland School of Law at Samford

Tracking, Technology, and Tweens: Better Regulation to Protect Children's Privacy Online*

Lisa Barnard, North Carolina at Chapel Hill

Public Interest . . . what Public Interest? How the Rehnquist Court Created the FOIA Privacy Exceptionalism Doctrine

Martin E. Halstuk and **Benjamin W. Cramer**, Pennsylvania State
and **Michael D. Todd**, New Hampshire

Discussant: **Jennifer Henderson**, Trinity

*Second Place Student Paper

11:45 am to 1:15 pm / 358

Minorities and Communication Division and Political Communication Interest Group

Research Panel Session: **Ethnic Minority Groups in the Crosshairs of the 2012 Electoral Campaigns**

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

Moderating: **Diana Rios**, Connecticut and **Alex Tan**, Washington State

Panelists: Latinos

Federico Subervi, Texas State San Marcos

Asian Americans

H. Denis Wu, Boston and **Tien-Tsung Lee**, Kansas

African Americans

Hub Brown and **Bradley Gorham**, Syracuse

American Indians

Cristina Azocar, San Francisco State

11:45 am to 1:15 pm / 359

Newspaper and Online News Division

PF&R Panel Session: **Session Title: Moderation in All Things?: Anonymous Readers' Comments and the Ethics of Editorial Control**

Moderating/Presiding: **Bill Broun**, East Stroudsburg

Panelists: **David Nelson**, Northwestern

Bill Reader, Ohio

Rem Rieder, editor, *American Journalism Review*

Jack Rosenberry, St. John Fisher

11:45 am to 1:15 pm / 360

Commission on the Status of Women

Refereed Paper Research Session: **Performing and Constructing Gender Identity, Femininity, and Sport**

Moderating/Presiding: **Barbara Reed**, Rutgers

Performance of Gender Identity on Wedding Websites

Laura Beth Daws, Georgia Highlands College

Sweetness and Strength: Codes of Femininity and Body Image
in Branded Social-Networking Messages*

Anne Holcomb, Western Michigan

Gender Politics in Interscholastic Sports: A Framing Analysis of Title IX

Erin Whiteside, Tennessee; **Marie Hardin**, **Drew Shade**,

Julia Daisy Fraustino and **Erin Ash**, Pennsylvania State
The Bounce of Title Nine
Aimee Edmondson, Ohio

Discussant: **Tracy Everbach**, North Texas

* Top Student Paper

1:30 pm to 3 pm / 361

International Communication Division and Commission on the Status of Women

Research Panel Session: **Women in the Media Industries: Global Perspectives**

Moderating/Presiding: **Carolyn Byerly**, Howard

Panelists: Women Editors Caught in the Throes of Political and Economic Change
in China
Yunjuan Luo, Texas Tech
Of Servants, Snakes, and Female Editors: Reflecting On Racism, Misogyny
and Hate Speech
Margaretha Geertsema-Sligh, Butler
The Privilege, Gift and Burden of Being a Venezuelan Woman Actor
Carolina Acosta-Alzuru, Georgia
Watching Barkha Dutt: Television News and Female Celebrity in India
Radhika Parameswaran, Indiana

1:30 pm to 3 pm / 362

Public Relations Division

Refereed Paper Research Session: **Crisis Communications and Public Relations**

Moderating/Presiding: **Matt Ragas**, DePaul

A Fight for Legitimacy: A Case Study of the 2011 Education Union Crisis

Michael Paquette, Maryland

Relational Expectancy, Expectancy Violations, and Post-crisis Communication:
BP Oil Spill Crisis

Sora Kim, Florida

Enacting Best Practices in Risk Communication: Analysis of an Expert Panel

Melissa Janoske, **Brooke Liu**

and **Stephanie Madden**, Maryland

"We're Not the Only One with the Crisis": Exploring Situational Variables

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in an Extension of Situational Crisis Communication Theory

Hyun Jee Oh, Nanyang Technical University

and **Hyojung Park**, San Diego State

Crisis Attribution in News Articles: A Study of the Effect of Labeling
on Corporate Reputation

Alyssa Appelman and **Michelle Asmara**, Pennsylvania State

Discussant: **David Dozier**, San Diego State

1:30 pm to 3 pm / 363

Community College Journalism Association and Internships and Careers Interest Group

Teaching Panel Session: **It's All in the Message: How to Attract a New Breed
of Journalism Students**

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

Panelists: **John Capouya**, Tampa

Toni Albertson, Mt. San Antonio College

Lovette Chinwah-Adegbola, Central State

Robert Mercer, Cypress College