

**AEJMC Small Programs Interest Group  
AEJMC 2011 Convention Joint Session Proposal**

**Type:** PF&R

**Title:** If You Build It, Will They Come: Recruitment and Retention in the Post-Journalism Age

**Possible Cosponsors:** Internships and Careers IG, Newspaper Division, Radio-TV Division, Mass Communication & Society

**Session Summary:** Students in today's marketplace don't always know what journalism is or why they should pursue it. Faculty and administrators must learn how to translate journalism, especially multimedia journalism, into meaningful and understandable concepts useful for both recruiting and retaining students in new age journalism programs.

**Possible Session Moderator:** Mike Longinow, Biola University

**Possible Panelists:** David Z.T. Mindich, St. Michael's College  
Lee Becker, University of Georgia  
Kathy Yungman, Cabrini College

**Estimated Costs:** None

**Contact:**

Susan Lewis, Co-vice Head, Abilene Christian University, lewiss@acu.edu, (325) 674-2819  
Ginger Carter Miller, Head, Georgia College, ginger.carter@gcsu.edu (478) 804-2405

**AEJMC Small Programs Interest Group  
AEJMC 2011 Convention Joint Session Proposal**

**Type:** PF&R

**Title:** Hot Topics: A Panel on the Major News of the Day

**Possible Co-Sponsor:** Media Ethics

**Session Summary:** Small Programs initiated and has taken the lead in programming a panel that focuses on an issue arising late in the spring before the convention. The specifics of the topic and the panelists will be submitted by the program deadline. Ethics has co-sponsored this panel for the past two years and has indicated an interest in doing so again.

**Panelists:** see above

**Moderator:** Cheryl Bacon, Abilene Christian University

**Cost:** \$1,000-\$1,500. There will likely be a need for speaker travel stipends.

**Organizers:**

Terry Dalton, McDaniel College, [tdalton@mcdaniel.edu](mailto:tdalton@mcdaniel.edu) 410 857-2424

Kim Landon, Utica College, [klandon@utica.edu](mailto:klandon@utica.edu), (315) 792-3093

David Blow, Castleton State, [david.blow@castleton.edu](mailto:david.blow@castleton.edu) (802) 468-1293

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**AEJMC Small Programs Interest Group  
AEJMC 2011 Convention Joint Session Proposal**

**Type:** Teaching

**Title:** The Great Ideas for Teaching (GIFT) Program

**Possible Co-Sponsor:** Community College Journalism Association

**Session Summary:** Members turn in written descriptions of teaching methods used to teach students various concepts of mass media to students. The ideas are subjected to a blind, peer-review in which the best proposal gets special recognition and the rest are displayed in a poster session during the AEJMC annual conference.

**Possible Moderator:** John Kerezy, Cuyahoga Community College

**Possible Panel:** TBA

**Cost:**

**Contacts:** Susan Lewis, Co-vice Head, Abilene Christian University, lewiss@acu.edu, (325) 674-2819  
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COMMISSION ON THE STATUS OF WOMEN  
AEJMC 2011 Conference Joint Session Proposal

**Panel Title:**

Mad Men, Working Women and History

**Panel Type:**

- x Panel Research
- PF&R
- Teaching

**Possible Co-sponsors:**

Commission on the Status of Women, Critical and Cultural Studies, History

**Summary of Session:**

The popular AMC program *Mad Men* is part drama, part critical examination of media production and workplace gender relations during the 1960s. Using the program as a focal point, but not necessarily a topic of study, this panel brings together research on employed women and media during this period, including representation *of* women with jobs and research *about* women with jobs in media. The idea is to come to a deeper understanding of women's employment during this critical period of social change just before the second wave of the women's movement.

**Possible Panelists:**

Kimberly Wilmot Voss, Southern Illinois University  
Jane Marcellus, Middle Tennessee State University  
Others panelists TBD.

**Estimate Speaker Costs:**

None

**Contact Person:**

Jane Marcellus  
Middle Tennessee State University jmarcell@mtsu.edu,  
615-898-5282

COMMISSION ON THE STATUS OF WOMEN  
AEJMC 2011 Conference Joint Session Proposal

**Panel Title:** Bunnies, Queen Bees and Tokens: Deconstructing Gender / Power Stereotypes in Public Relations and Mass Communication

**Panel Type:** PF&R

**Possible Co-sponsors:**

Commission on the Status of Women  
Public Relations Division

**Summary of Session:** Despite women public relations practitioners' critical mass in the profession, gender- and power-based stereotypes prevail. Solidified gender socialization, organizational structure or policy and gender or race expectations in the workplace create and further these stereotypes, which include PR Bunny (Frölich & Peters, 2007), Queen Bee (Wrigley, 2005) and token (Tindall, 2009). Representing a variety of theoretical and professional perspectives, panelists will discuss and deconstruct 1) the practice of gender/race/power stereotyping, 2) the causes and expectations surrounding stereotyping, 3) ways to eliminate or prevent stereotyping, and 4) directions for future research regarding gender/power stereotypes in communication. Analysis of gender, race and power stereotypes in public relations and mass communication will enable research and the profession to eliminate gender- and race-based discrimination and create more inclusive organizational policy, thus enriching the field of public relations and mass communication as a whole.

**Possible Panelists:**

Linda Aldoory, University of Maryland  
Donnalyn Pompper, Temple University  
Natalie Tindall, Georgia State University  
Elizabeth Toth, University of Maryland  
Brenda Wrigley, Syracuse University

**Estimate Speaker Costs:** None

**Contact Person:**

Moderator: Katie Place  
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COMMISSION ON THE STATUS OF WOMEN  
AEJMC 2011 Conference Joint Session Proposal

**Panel Title:**

Dis-Illusioning the 'F-Word' in the Classroom

**Panel Type:**

Panel Research

PF&R

X Teaching

**Possible Co-sponsors:**

Commission on the Status of Women

Cultural and Critical Studies

Minorities and Communication (MAC)

Commission on the Status of Minorities

**Summary of Session:**

Feminism at its core addresses human rights. The misappropriation and illusions surrounding the term "feminist" pose challenges for instructors of courses in gender and communication. Panelists share their teaching strategies, approaches, and experiences in a range of courses that forward feminist/egalitarian ideals.

**Possible Panelists:**

Therese Lueck, Akron (confirmed)

Thomas Burkholder, Nevada, Las Vegas (confirmed)

Kimberly Voss, Central Florida

Co-sponsor panelist TBD

Co-sponsor panelist TBD

**Estimate Speaker Costs:** None

**Contact Person:**

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COMMISSION ON THE STATUS OF WOMEN  
**AEJMC 2011 Conference Joint Session Proposal**

**Panel Title:** Covering a Palin Presidency? Researchers Predict News Coverage

**Panel Type:**

- x Panel Research
- PF&R
- Teaching

**Possible Co-sponsors:**

Commission on the Status of Women  
Mass Communication and Society  
Political Communication  
Newspaper  
Cultural and Critical Studies  
Minorities and Communication  
Commission on the Status of Minorities

**Summary of Session:**

These researchers will predict how former Vice-Presidential Candidate Sarah Palin will be portrayed in news media if she is selected to become a 2012 Presidential Candidate. These researchers will draw on their publications that have explored how journalists have framed presidential candidates to hypothesize and develop research questions for studies on the next presidential campaign.

**Possible Panelists:**

John Malloy, Michigan State University  
Fred Fico and Eric Freedman, Michigan State University  
Geri Alomit Zeldes, Michigan State University  
Betty Houchin Winfield – University of Missouri  
Maurine Beasley – University of Maryland

**Estimate Speaker Costs:** None

**Contact Person:**

Lucinda D. Davenport  
Director, School of Journalism  
College of Communication Arts & Sciences  
Michigan State University  
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COMMISSION ON THE STATUS OF WOMEN  
AEJMC 2011 Conference Joint Session Proposal

**Panel Title:**

Women journalists breaking barriers 1971 – 2007

**Panel Type:**

Panel Research  
x PF&R  
Teaching

**Possible Co-sponsors:**

Commission on the Status of Women  
Radio – TV Journalism

**Summary of Session:**

This panel will examine the careers of female pioneers in broadcast journalism, including Carol Simpson, Charlayne Hunter Gault, and Pauline Frederick, and will explore changes in women as network reporters and sources from 1971 through the present.

**Possible Panelists:**

Terese Lueck, University of Akron, Moderator  
Kathy Bradshaw, Bowling Green State  
Marilyn Greenwald, Ohio University,  
Jinx Broussard, Louisiana State University  
Pete Smith, Mississippi State University

**Estimate Speaker Costs:** None

**Contact Person:**

Katie Bradshaw  
Bowling Green State University  
kabrads@bgsu.edu



COMMISSION ON THE STATUS OF WOMEN  
AEJMC 2011 Conference Joint Session Proposal

**Panel Title:** Co-eds and Communication: Women, Media and Higher Education

**Panel Type:** PF&R

**Possible Co-sponsors:**

Commission on the Status of Women  
Minorities And Communication  
Magazines  
Advertising  
Civic and Citizen Journalism  
Cultural and Critical Studies  
Commission on the Status of Minorities  
Mass Communication and Society  
Media Ethics  
Newspaper  
Public Relations  
Radio-Television Journalism  
Scholastic Journalism  
Visual Communication  
History

**Summary of Session:**

This panel will explore media representations of women in college and their impact on different populations. The panel will include: 1. A brief history of the media depiction of Historically Black Colleges and a womanist cultural criticism of the narrative on HBCUs in the box office hit "Stomp the Yard" and 2. A study of female athletes' reactions to sexualized images of professional athletes.

**Possible Panelists:**

Tracy Everbach, University of North Texas  
E-K. Daufin, Alabama State University  
Others TBD

**Estimate Speaker Costs:** None

**Contact Person:**

E-K. Daufin, Professor  
Department of Communications  
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915 South Jackson St.  
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COMMISSION ON THE STATUS OF WOMEN  
AEJMC 2011 Conference Joint Session Proposal

**Panel Title:** We Walk Alone: The Isolated Journey of Women of Color Junior Faculty in Academia

**Panel Type:** PF&R

**Possible Co-sponsors:**

Commission on the Status of Women,  
Graduate Education Interest Group and Minorities and Communication

**Summary of Session**

Despite being recruited to various college campuses, it remains difficult for women of color junior faculty to find their place in academia. In fact, there is research that suggests that when compared to their male peers at similar public and private institutions, minority women and men, in general, for that matter, are less satisfied with their units and don't feel as if they "relate" with the institution's academic culture.<sup>1</sup> The lack of accessible mentors and research opportunities, in tandem with institutional racism still found on most of our college campuses, can amount to sometimes insurmountable challenges for these educators beginning or changing their careers. Hence, the journey toward teaching, unit advancement and tenure is an isolated journey of despair and sometimes self-depreciation. This panel will navigate through the experiences and insight of several women of color at several different institutions. The goal of the panel is to recognize the challenges that women and specifically women of color still face in academia today and provide workable solutions and guidelines for incorporating these different but equitable voices into all areas of academia.

**Possible Panelists:**

Meta G. Carstarphen, University of Oklahoma (Respondent)  
Ayanna Haaruun, Northern Illinois University  
Natalie Tindall, Georgia State University

**Estimate Speaker Costs:** None

**Contact Person:**

Monica Flippin-Wynn  
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<sup>1</sup> Alberto Aguirre, Jr., "Women and Minority Faculty in the Academic Workplace: Recruitment, Retention and Academic Culture," *ASHE-ERIC Higher Education Reports* v. 27 (no. 6, 2000): pp. 1-62 and Aimee Cox, Women of color faculty at the University of Michigan Recruitment, Retention and Campus Climate.

COMMISSION ON THE STATUS OF WOMEN  
AEJMC 2011 Conference Joint Session Proposal

**Panel Title:** Visual Journalists Reporting in Asia

**Panel Type:** Teaching

**Possible Co-sponsors:**

Commission on the Status of Women  
International  
Visual Communication  
Radio TV Journalism  
Cultural and Critical Studies  
Minorities and Communication

**Summary of Session:**

Professor Geri Alomit Zeldes created a colloquium series in fall 2010 called "Visual Journalists Reporting in Asia" in which she invited the guest lecturers. Each lecturer explained the cultural and newsroom constraints to reporting in a particular country in Asia. Within cultural constraints, lecturers discussed the difficulties female journalists faced as well as the stories about and issues faced by women in these countries. Zeldes will present her response, as well as to her students' responses to Yin's "New Model for the Asian and World Press" that expands upon the classic - Four Theories of the Press.

**Possible Panelists:**

Darcy Greene, Michigan State University  
Rich Beckman, Knight Chair of Visual Journalism, U. of Miami  
Shyam Tekwani, associate professor, Asian-Pacific Center for Security Studies  
-my Thompson, documentary photographer  
Mike Chinoy, lecturer, University of Southern California  
Geri Alomit Zeldes, Michigan State University on Curriculum/Course Development

**Estimate Speaker Costs:** None

**Contact Person:**

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# CTEC

## AEJMC 2011 Convention CTEC Session Proposal

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

**Panel Type:** Panel Research

**Possible Co-sponsors:**

- Political Communication interest group
- Communication Theory & Methodology
- Mass Communication & Society

**Summary of Session:**

Will digital media contribute to strengthening democracy through increasing political participation and diffusion of knowledge, and engage citizens in a new public sphere? This question has been discussed at least since the mid 1990s when the Internet was launched. At first the discussion focused on the effects of the Internet (Web 1.0), but during the last few years scholarly attention has shifted to the effects of social media (Web 2.0). In both cases, some have argued that new digital media will have positive and potentially strong effects on political and civic engagement while other scholars have been deeply skeptical. Most published studies to date have shown generally positive relationships between the use of digital media and engagement (Boulianne, 2009). However, there are also many mixed and sometimes contradictory findings of negative impact or no impact at all. Furthermore, there is only little research investigating the relationship between the use of *different forms* of digital media—such as Facebook, YouTube and Twitter—and their relative effects on political and civic engagement. This panel will feature recent research on the use of different forms of digital media for political purposes and explore their effects on a range of important variables, including interest, knowledge, civic engagement, political participation and trust.

**Possible Panelists:**

- Bruce Bimber, University of California, Santa Barbara
- Jacob Groshek, Erasmus University, Rotterdam
- Ben Detenber, Nanyang Technological University, Singapore
- Dhavan Shah, University of Wisconsin, Madison
- Homero Gil de Zúñiga, University of Texas, Austin

**Estimate Speaker Costs:** None

**Contact Person:**

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# CTEC

## AEJMC 2011 Convention CTEC Session Proposal

**Panel Title:** Journalism in 3-D

**Panel Type:** Panel Research

**Possible Co-sponsors:** CTEC

**Summary of Session:**

As with all media, journalism has witnessed a digital evolution/revolution over the last 20 years. However, new developments are on the horizon that few journalists are prepared even to discuss. CNN continues to conduct interviews via hologram. ESPN analysts demonstrate how plays go down on a virtual football field populated by virtual players. And now, 3-D technology, once relegated to the late-night movies, has invaded the home. What do these new developments have in store for the profession? What should we be telling students? What can we even teach them about such things?

**Possible Panelists:**

Robert Andrew Dunn, Assistant Prof. of Communication, East Tennessee State University

Lauren Reichart-Smith, Assistant Prof. of Public Relations, Auburn University

Kenny Smith, Student Media Adviser, Samford University

**Estimate Speaker Costs:**

None

**Contact Person:**

Robert Andrew Dunn

Assistant Professor of Communication

East Tennessee State University

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# CTEC

## AEJMC 2011 Convention CTEC Session Proposal

**Panel Title:** Managing Media Work

**Panel Type:** Panel Research/Teaching

**Possible Co-sponsors:** Media Management and Economics/CTEC

**Summary of Session:**

People spend more time with media than at any previous point in history. The number of media channels, forms, genres, devices, applications, and formats proliferates - more media get made every year. At the same time, the news about the media as industries is less rosy. Reports about massive lay-offs across all the media industries - most notably film and television entertainment, journalism, digital game development, and advertising - are paramount. This is a fascinating paradox: as people engage with media in an increasingly immersive, instantaneous and interconnected way, the very people whose livelihoods and sense of professional identity depend on delivering content and experiences across such media seem to be at a loss on how to come up with survival strategies - both in terms of business models, effective regulatory practices (for example regarding copyrights and universal access provisions), and perhaps most specifically the organization of entrepreneurial working conditions that would support and sustain the creative process needed to meet the demands of a global market saturated with media. In this panel, international experts explore survival strategies for managing creative careers, particularly in the (news) media.

**Possible Panelists:**

Bozena Mierzejewska, editor International Journal of Media Management  
Annet Aris, INSEAD (Paris)  
Chris Bilton (University of Warwick)  
Jane Singer (University of Iowa)  
Lucy Küng (Institute for Media and Entertainment, New York)

**Estimate Speaker Costs:** Travel expenses.

**Contact Person:**

Mark Deuze, Indiana University & Leiden University  
mdeuze@indiana.edu

# CTEC

## AEJMC 2011 Convention CTEC Session Proposal

**Panel Title:** The Future of Communication Theory: Toward a Grounded Theory

**Panel Type:** Panel Research

**Possible Co-sponsors:** Public Relations Division

**Summary of Session:**

The major theories taught in mass communication are, for the most part, the result of research and thought which took place years ago. Major publications in the field, such as "Setting the Agenda: The Mass Media and Public Opinion", are descriptions of ongoing phases of research into established theory rather than the development of new theory. This session seeks to examine why new theory in mass communication is slow to develop, and what steps might be necessary to encourage the ongoing progress of theoretical development in what Robert K. Merton would have described as a "grounded" manner.

**Possible Panelists:**

Donald L. Shaw, University of North Carolina (confirmed)  
Max McCombs, University of Texas  
Mark D. West, University of North Carolina – Asheville (confirmed)  
Miika Vahamää, University of Helsinki (confirmed)  
Spiro K. Kioussis, University of Florida (confirmed)

**Estimate Speaker Costs:** None

**Contact Person:**

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# CTEC

## AEJMC 2011 Convention CTEC Session Proposal

**Panel Title:** Partnerships: From national Investigations to local placements

**Pane Type:** Panel Research

**Possible Co-sponsors:** Newspaper, RT-J, CTEC, MME, Community Journalism Research Group

**Summary of Session:**

In summer 2010, gathered 11 standout students from 11 News21 schools to report and produce an in-depth news project, investigating 40 years of data around accidents on roads, in the skies, on railways and waterways. Arizona State faculty advisers and editors included Kristn Gilger, Len Downie, Chris Callahan and Steve Doig, plus editors from the Center for Public Integrity. The results were published in the Washington Post and on its Web site; on msnbc.com, on msn.com and a summary piece ran on NBC's Nightly News. Later Yahoo News linked to it, and other regional dailies used select stories. In the first week of the project, total online traffic for the project exceeded 5 million page views; the average user spent more than 5 minutes on the site; and one story generated more than 1,000 comments.

How did this project come about? What kind of challenges were encountered in directing young journalists on a big story, given high expectations of the partners. How might the News21 model be used by other schools, either regionally or locally? This panel could be one that deconstructs the processes, studies the successes and offers best practices for similar projects. Further, by the St. Louis conference, a second, similar but smaller undertaking, on food safety, will have just wrapped up, involving about 25 students from three to six News21 universities, most notably ASU, Maryland and Nebraska. While it is proposed that this panel focus exclusively on the News21 project as a case study, the panel committee might instead prefer to incorporate other university partnership examples into a round-up panel, depending on submissions. If a broader panel is desired, Jody Brannon is happy to suggest representatives from other models undertaken by other journalism programs.

The 2010 site: **National.News21.com Background on Carnegie-Knight National Safety Project**

**Possible Panelists:**

Jody Brannon, National Director, News21  
Kristin Gilger, Executive Editor, News21 National Project 2010  
Gary Kebbel, Dean, Nebraska

**Estimate Speaker Costs:** None

**Contact Person:**

**Jody Brannon, National Director, Carnegie-Knight News21**  
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# CTEC

## AEJMC 2011 Convention CTEC Session Proposal

**Panel Title:**

Teaching the teacher to use technology tools

**Panel Type:**

Panel Research

PF&R

x Teaching

**Possible Co-sponsors:**

Visual Communication

Small Programs Interest Group

**Summary of Session:**

When a department, school, or college needs someone new to take over a skills-intensive class, faculty members may be willing, but often few are qualified. Whether through interest or necessity, faculty members often must find a way to update their practical skills or software knowledge. Some organizations and companies offer workshops teaching about Adobe applications and other video and multimedia skills for people with varying levels of expertise. Panelists can discuss the skills they see as essential, different approaches to mastering software quickly and thoroughly, and things to look for in training programs.

**Possible Panelists:**

Don Wittekind, Director of Multimedia Bootcamp, University of North Carolina

Sara Quinn, Poynter Institute

Dee Sadler, A Box of Pixels, Kansas City, Mo. (Certified Adobe trainer)

**Estimate Speaker Costs:**

None

**Contact Person:**

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# CTEC

## AEJMC 2011 Convention CTEC Session Proposal

**Panel Title:** Classifying Online Media Platforms

**Pane Type:** Panel Research

**Possible Co-sponsors:** Visual Communication

**Summary of Session:**

Web content has evolved from “shovelware” to Web-specific platforms that no longer have print or broadcast equivalents, such as audio slideshows and content accessed via interactive graphic interfaces. However, despite the abundance of means in which information can be presented online, scholars, practitioners, and the general public still lack any system for categorizing or classifying these platforms. As a result, online media continue to be treated as monolithic in much media research, which slows the development of knowledge regarding the strengths, weaknesses, and effects of various online platforms.

The goal of this panel would be discuss approaches to creating a typology of Web-based media formats. Approaches could involve discussion of modality, user control, storytelling function, and potentially others.

**Possible Panelists:**

Mindy McAdams, University of Florida

Jennifer George-Palilonis, Ball State

Jody Brannon, Arizona State University / News 21 Project Director

Bob Sacha, freelance multimedia producer, Adjunct Prof. at Columbia U. and CUNY

**Estimated Speaker Costs:** None

**Contact Person:**

Bart Wojdynski,

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# CTEC

## AEJMC 2011 Convention CTEC Session Proposal

**Panel Title:**

Blogs and wikis and Blackboard, oh my: a look at the options of on-line delivery

**Panel Type:**

Panel Research

PF&R

X Teaching

**Possible Co-sponsors:**

Small Programs Interest Group

**Summary of Session:**

Today's journalism and mass communication professors have numerous online tools at their disposal to enhance curricula. This panel will discuss what those tools are, how they are being used, and some best practices for using them.

**Possible Panelists:**

Doreen Marchionni, visiting professor, Pacific Lutheran University.

Gail Henson, professor, Bellarmine University

**Estimate Speaker Costs:** None**Contact Person:**

Mitzi Lewis (possible moderator)

Midwestern State University

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Wichita Fall, TX 76308

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# CTEC

## AEJMC 2011 Convention CTEC Session Proposal

Panel Title: Making Ends (& Bytes) Meet: The Challenges of Teaching Multimedia at a 3-U

Panel Type: Teaching /Research

Possible Co-sponsors:

CTEC Division

Advertising Division

Public Relations Division

Summary of Session:

This session explores the pedagogical challenges in teaching multimedia production, storytelling techniques, and the strategic use of diverse content distribution platforms at large, underfunded, urban universities (3-U's). Session will include discussion about obstacles to effective teaching (facilities, faculty, funds), best practices, curriculum development, and possible learning outcomes.

Possible Panelists:

August Grant, Associate Professor, University of South Carolina

Christopher Harper, Associate Professor, Temple University

Janet Kolodzy, Associate Professor, Emerson College

Michael Scott Sheerin, Assistant Professor, SJMC, FIU

Dr. Moses Shumow, Assistant Professor, SJMC, FIU

Estimate Speaker Costs: None

Contact Persons:

Michael Scott Sheerin, Assistant Professor, SJMC, FIU

Dr. Moses Shumow, Assistant Professor, SJMC, FIU

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