

**Political Communication Interest Group
AEJMC 2011 Conference
PF&R Preconference Workshop proposal**

Preconference Workshop Title: Ethics, Political Entertainment and the Midterm Elections

Preconference Workshop Type: PF&R (Ethics)

Confirmed Co-sponsor: The *St. Louis Journalism Review*

Other Possible Co-sponsors: Media Ethics, Advertising, Newspaper, Radio-Television Journalism, Entertainment Studies

Description of Preconference Workshop:

The political dialogue in the public sphere is becoming more polarized, as legal boundaries shift and as news practices evolve. This situation is exacerbated by the increasingly complicated relationship between political entertainment and the election process as more political actors and voices enter into the public sphere through movies, TV shows, commercials, and political news coverage.

Pundits have observed that there are opportunities for political advertisements to be constructed in a misleading way, as corporations and other organizations not affiliated with political campaigns enter into the fray of politics and contribute their voices to the public political dialogue, while being allowed to keep information about their donors confidential. As political dialogue increasingly falls to the lowest common denominator, issues and ethical principles can get obscured as the cacophony of voices seek to be heard in the public sphere.

The panelists will be addressing the following questions:

What can journalists do to keep up with the ethical and legal changes occurring in the political campaign process?

Can ethical principles and political entertainment co-exist?

How can society cope with the different ethical standards being practiced by the different political actors?

How can ethical standards be maintained in this increasingly polarized political environment?

What are some possible solutions?

Possible Panelists:

William Babcock, editor in chief of the *St. Louis Journalism Review* and professor at Southern Illinois University Carbondale (committed)

David Yepsen, Director, Paul Simon Institute at Southern Illinois University Carbondale (needs to be contacted)
[The *St. Louis Journalism Review* will provide the rest of the panelists for this session.]

Moderator: Anne Golden Worsham, communications professor, BYU

Possible Costs: There may be costs associated with having handouts, snacks, etc. but these can be offset by having a fee charged for the session.

Name of contact person for the session:

Anne Golden Worsham, Assistant Professor, BYU

Email: dr.anne.golden.worsham@gmail.com

Phone: (801) 376-9715

AEJMC ADVERTISING DIVISION

AEJMC 2011 Pre-Conference Workshop Proposal

Advertising Teaching Workshop Session:

Making new connections: Engaging consumers. Engaging students.

Panel Type:

Teaching

Summary of Session:

This is a full-day teaching workshop for advertising instructors. The format typically consists of an in-depth morning presentation by an industry expert, followed by shorter sessions about specific topics by advertising instructors. Topics in the past have ranged from how to teach creativity to assessment to technology in the classroom. Specific topics for the 2011 workshop are TBD.

Possible Panelists:

TBD

Estimate Speaker Costs:

None

Contact Person:

Frauke Hachtmann, Nebraska-Lincoln

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PRE- CONFERENCE WORKSHOP International Communication Division

Type of panel: PF&R

Division: International Communication Division (with Communication Law Division)

Title: The diffusion of access-to-information laws in Latin America: How is the legislation faring as journalists face critical issues with freedom of expression in some countries?

Moderating/Presiding: Celeste Gonzalez de Bustamante, Ph.D, assistant professor, University of Arizona

Panelists:

- Rosental Alves, professor, University of Texas at Austin
- Manuel Chavez, Ph.D., associate professor, Michigan State University
- Sallie Hughes, Ph.D., associate professor, University of Miami
- Juliet Pinto, Ph.D., assistant professor, Florida International University
- Jeannine Relly, Ph.D., assistant professor, University of Arizona
- Maria Flores, Ph.D. assistant professor, Texas A&M.

Panel Description: In the last two decades, nearly half of the countries in the world have adopted access-to-information laws. Though Colombia was the second country in the world to adopt the legislation, it was not until the new millennium that legislatures in Latin America began to adopt the laws. Now, nearly every nation in Latin America has an access law or decree or a draft of the legislation. Mexico has been held up as a leader around the world with its access-to-information legislation. However, Mexico along with more than half of the other countries in the region has had declines in news media freedom in the years after the law was adopted. Still, the participation of civil society and a core group of scholars, activists, and journalists are working in a number of countries to use the legislation to help ensure that the laws do not become dead letters. And international intergovernmental organizations and NGOs also have lent support. This panel will examine the political, cultural and economic environment in which citizens, journalists, and others have engaged to advance the adoption of access-to-information legislation in the new millennium and worked with communities to use it in a region in which the news media in a majority of the countries have been described as "partly free."

Panel Co-sponsor: Communication Law & Policy (I would contact this division if the panel is accepted. We could find out whether there any potential panelists who are members of both divisions at that time. I am a member of both divisions.).

Panel Contacts:

- Rosental Alves, phone: 512.471.6851; E-mail: rosentalves@mail.utexas.edu
- Manuel Chavez, phone: 517.432.1411; e-mail: chaveznm1@msu.edu
- Sallie Hughes, phone: 305.284.8163; e-mail: shughes@miami.edu
- Juliet Pinto, phone: 305.919.4404; e-mail: Juliet.Gill@fiu.edu
- Jeannine Relly, phone: 520.621.7556; e-mail: jrelly@email.arizona.edu

PRE- CONFERENCE WORKSHOP International Communication Divisio

Type of panel: PF&R

Division: International Communication Division

Title: Preparing International Journalism Students to Work Abroad

Moderating/Presiding: Eric Freedman, Michigan State University.

Panelists:

- Jim Detjen, professor, Michigan State University
- Sallie Hughes, Ph.D., associate professor, University of Miami
- Gloria Anderson, New York Times. VP for International News.
- Manuel Arteaga, Miami Herald, International Editor.

Description : U.S. journalism programs are experiencing a growing number of international graduate and undergraduate students who will often return to home countries where it is difficult and sometimes impossible to practice the skills they learn in the United States.

Based on their experience and that of their programs and universities, panelists will address such issues as:

- English-language preparation for reporting/editing/production and teaching;
- Preparation for and placement internships at U.S. English-language and non-English-language media outlets, public relations firms, internal communications offices and similar employers;
- Expectations for the professional and legal media environment and standards in their home countries;
- Training non-native English speaking graduate students to be instructors and teaching assistants;
- Preparation for and assistance with post-graduation job searches, including developing partnerships between U.S. journalism programs and non-U.S. media outlets.

PANEL CO-SPONSOR/S:

ESTIMATE SPEAKER COSTS:

PANEL CONTACT:

Name: Eric Freedman

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