

**CULTURAL AND CRITICAL STUDIES PANEL PROPOSAL
CHICAGO 2012**

PANEL TITLE: Identifying the 'Big Idea' in Qualitative Research:
Exercise in Futility or an Achievable Ideal?

PANEL TYPE: Research (or Teaching)

POSSIBLE CO-SPONSORS: History
ESIG
MAC
CSW
Advertising
Mass Comm & Society, or
almost any group that has a range of theoretical
perspectives that may inform their scholarly focus.

DESCRIPTION: AEJMC has made it a priority to explore what has been called “the Big Idea” as we embark on our second 100 years as an organization. This panel is an attempt to tease out a variety of “Big Ideas” with an overarching goal of exploring whether a single “Big Idea” that focuses the field is prudent or possible. A variety of “Big Ideas” inform the field and that we need to expand rather than reduce our theoretical focus. tensions within cultural and critical studies, with specific focus on James Carey’s “ritual view” versus critical paradigms such as those championed by Herbert Schiller and Robert McChesney.

POSSIBLE PANELISTS: Note: there is no shortage of individuals with a strong focus on theory who could step up and serve in a session such as this.

Cultural & Critical Studies Panelist
Cultural & Critical Studies Panelist
Co-sponsor Panelist
Co-sponsor Panelist

MODERATOR: Bob Trumpbour or Open

Contact Person: Bob Trumpbour
Office No.: 814-949-5769
Home No.: 814-693-0112
Fax No.: 814-949-5774
Email Address: rct4@psu.edu

**CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2012 CHICAGO**

Panel title: "Race and News: Critical Perspectives"

Panel type: Research

Possible co-sponsors: Minorities and Communication
Mass Communication and Society

Panel description: The history of American journalism is marked by disturbing representations of people and communities of color, from the disgraceful stereotypes of pre-civil rights America to the more subtle myths that are routinely reflected in contemporary news coverage. The panelists will discuss work that employs critical and cultural research approaches to the examination of race, racism and journalism; they will question whether or not we are living in a "post-racial" world and will include discussions of their analyses of coverage of the Don Imus controversy, Hurricane Katrina and Barack Obama's presidential candidacy.

Panelists (all confirmed):
Christopher Campbell, University of Southern Mississippi
Kim LeDuff, University of Southern Mississippi
Cheryl Jenkins, University of Southern Mississippi
Rockell Brown, Texas Southern University
(The panelists are co-authors of *Race and News: Critical Perspectives*, published in 2011 by Routledge/Taylor & Francis.)

Possible moderator: Hazel Cole, McNeese State University

Estimated cost: none

Contact Person: Chris Campbell
University of Southern Mississippi
118 College Drive #5121
Hattiesburg, MS 39406
christopher.campbell@usm.edu
(601)266-6283

**CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2012 AEJMC CONVENTION IN CHICAGO**

Panel title: "PC or Not PC, That is the Question: Navigating the Contentious Issue of Political Correctness in the Diversity Studies Classroom"

Panel type: Teaching

Co-sponsor: Commission on the Status of Women – CSW vice head Tracy Everbach has indicated that CSW will co-sponsor this panel

Panel description: The term "political correctness" has been contested territory since it resurfaced in conservative punditry in the 1990s. On the right, it has become a pejorative code word for perceived liberal orthodoxy. On the left, the term has been rejected, but some of its underlying tenets have been embraced, such as gender and racial sensitivity in language use and attention to inclusionary social and political policies.

The struggle continues in the diversity studies classroom. Students bring with them various understandings of political correctness which underlie their approach to discussions of media practices and representations with regard to race, sexual orientation, and gender.

This panel will examine the notion of political correctness as valuable or detrimental in diversity studies courses. Sharing anecdotes and teaching strategies, the panelists will explore these questions: What guidelines for classroom behavior and discussion will ensure civility while stimulating robust, frank discussion? Or should the classroom be a "no holds barred" arena for disputation and argument around diversity issues? What should happen when someone utters a racist, sexist, or homophobic remark in a class? What pedagogical methods are useful when students become non-responsive during difficult discussions? How can the concerns and interests of minorities be effectively represented in a classroom marked by a lack of diversity?

Possible panelists: Tracy Everbach, North Texas (confirmed)
Christopher Martin, Northern Iowa (confirmed)
Karen Kline, Lock Haven (confirmed)

Co-sponsor panelist

Moderator: To be determined

Estimated cost: none

Contact Person: Karen Kline
Lock Haven University
Lock Haven, PA 17745
Telephone: 570-484-2376
Email: kkline@lhup.edu

**CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2012 CHICAGO**

Panel title: "Exploring the Personification of Social Variables on Television Over Time"

Panel type: Research

Possible co-sponsors: Mass Comm & Society
Entertainment Studies
Commission on Status of Women

Panel description: Celebrating the 100th anniversary of AEJMC, this panel connects the themes of history and television. A diverse group of scholars come together to present critical and cultural perspectives in a range of areas including race, gender, teenagers, and familial structures. The medium of television connects these studies as they seek to uncover and explain changing and/or stagnant cultural constructions. Topics include an examination of the dynamic definitions of "Teen TV", a look at the representation of families over five decades from Father Knows Best to Modern Family, a historiography of gender and 1970's prime-time television, and a critical look at the constructions of race and gender on Reality TV.

Possible panelists: Lori Bindig, Co-Author, Sacred Heart University (Confirmed)
Andrea Bergstrom, Co-Author, Franklin Pierce University (Confirmed)
"Tuning in to TV: Defining a Genre in the Past and Present"
Nancy Bressler, Bowling Green University (Confirmed)
"We're from Different Worlds – Yet We Somehow Fit Together': An Analysis of Five Decades of Family Representation on Television"
Evan Kropp, University of Georgia (Confirmed)
"You Know What? You've Got Spunk... I Hate Spunk': A Historiography of Gender on 1970's Television"
Cameron Parker, University of Hartford (Confirmed)
"Guido's' and 'Bitches!' Are we Moving Forward?: A Critical Critique of Reality Television in Issues of Race and Gender"

Possible moderator(s): Bill Yousman, Eastern Connecticut State University

Estimated cost: None

Contact Person: Evan Kropp, University of Georgia
Grady College of Journalism & Mass Communication
355 Brookstone Drive, Athens, GA 30605
kropp@uga.edu (203) 224-8279

**Panel Proposal for the
Cultural and Critical Studies Division of AEJMC
Chicago, IL Convention – Aug. 9-12, 2012**

Title: From Progressives in the Papers to Somalis on Facebook: Feminist Inquiry into Women and Girls in U.S. Media and Culture, 1912 to 2012

Panel Type: RESEARCH

Possible Co-Sponsors: Commission on the Status of Women, History Division

Description:

This panel of scholars uses critical and cultural theories to engage in feminist research about women and girls and their relationship with mass media in the U.S. from 1912 to 2012 – the 100-year period of the Association for Education in Journalism and Mass Communication's existence. The scholars have identified vital questions about gender, race, and class as they relate to various historical time periods, starting with Chicago's Jane Addams and other women Progressives in 1912 and ending with young Somali women living in the Midwest today. Their questions relate to the presentation and production of media –including newspapers, radio, magazines, television, and social networking sites –and how this media has both represented and become a site of contestation for women and girls over the past century.

Mass media becomes a complicated space where women and girls are sexualized, reprimanded, racialized, and relegated to the margins, but also a space where some find resistance and voice, whether by manipulating the mainstream press or generating alternatives to the dominant scripts about gender through their own media production. Through this presentation, the panelists will construct a chronological trajectory of feminist media research that covers a century and start a conversation about what their research means to contemporary audiences and media workers.

Panelists:

- Dr. Shayla Thiel-Stern, Assistant Professor, University of Minnesota (confirmed):
"Newspapers' Representation of Jane Addams and Progressive Women Activists, 1912-1925: Gender, Class, Crusades and Moral Panic"
- Dr. Rebecca C. Hains, Assistant Professor, Salem State University (confirmed):
"Shirley Temple and Little Orphan Annie: The Media Construction of Strong Girl Heroes in the the 1930s"
- Dr. Sarah Burke Odland, Assistant Professor, San Diego State University (confirmed):
"Media Representation of Motherhood and the Construction of Women's Work in World War II and Beyond"
- Dr. Carolyn Bronstein, Associate Professor, DePaul University (confirmed):
"Understanding Anti-Pornography Feminists in the 1970s and 80s"
- Dr. Catherine Squires, Associate Professor, University of Minnesota (confirmed):
"Lisa Bonet in the 1980s: Precursor to Post-racial Celebrity Culture"
- Debra Kelley, Ph.D. Candidate, University of Minnesota (confirmed):
"Young Somali-American Muslim Women's Use of Mediated Communication Technology and Identity Articulation through Facebook"

Moderator: Shayla Thiel-Stern

Estimated Cost: None

Contact Person: Shayla Thiel-Stern, School of Journalism and Mass Communication
University of Minnesota, 206 Church St. SE, 111 Murphy Hall
Minneapolis, MN 55416, E: stern180@umn.edu, Ph: 612-625-3224



CRITICAL AND CULTURAL STUDIES PANEL PROPOSAL 2012 CHICAGO

Panel title:	Critiquing the Critiquers: Ethics, Disclosure, and Turning Our Own Favorite Media Inside-Out
Panel type:	Professional Freedom and Responsibility
Possible co-sponsors:	Advertising Media Ethics Mass Communication and Society Religion and Media
Panel description:	What are the ethics involved and the disclosure required when writing about things we already know about and have "insider" information to offer? The hinge for the panel description is the idea of us as "a functioning part of the community" that we are writing about, based on Zampetti's (1997) article, "Toward a Gramscian Criticism Rhetoric" in the Western Journal of Communication. Panelists could be a combination of scholars and professionals, whose daily work or research program includes scrutiny of media they both love and love to hate.
Possible panelists:	Joseph Valenzano, University of Dayton (possible) Addressing religion and research Connie Milbourne, Indiana Northwest (possible) Addressing issues in advertising/marketing Co-sponsor Panelist Co-sponsor Panelist
Possible moderator:	Co-sponsor moderator or Erika Engstrom, Nevada, Las Vegas
Estimated cost:	none
Contact Person:	Jacqueline Lambiase TCU j.lambiase@tcu.edu 817.257.6552

**CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2012 CHICAGO**

Panel title: Critically Thinking about Global Climate Change: Challenging Media and Cultural Hegemony in Science Communication in the 21st Century

Panel type: PF & R

Possible co-sponsors: ComSHER
Media Ethics
Comm Tech and Policy

Panel description: This panel will address the interconnectivity between social responsibility and application of critical thinking to effect change for the common good. The bridge between science and critical/cultural studies has been lacking, evidenced by media coverage of global climate change that casts it as a “simple” debate between “believers” and “deniers,” and the “six Americas” that represents citizens’ amorphous views regarding the urgency of global warming. What is the ethical/moral/humanistic responsibility of the academy and mass media practitioners regarding the reduction of carbon emissions and challenging hegemonic views that prevent us, as citizens, from understanding effects and causes of climate change?

Possible panelists: Ted Greenhalgh, UNLV
“Academic Responsibilities and Media Practice: Presenting Scientific Consensus in Context”
Ed Maibach, George Mason (possible)
Lee Ahern, Penn State (possible)
Susanna Priest, George Mason (possible)

Possible moderator: From CCS or Co-sponsor

Estimated cost: none

Contact Person: Ted Greenhalgh
UNLV, School of Environmental and Public Affairs
4505 Maryland Parkway
Las Vegas, NV 89154-4030
ted.greenhalgh@unlv.edu

**CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2012 CHICAGO**

Panel title:	"Whose Revolution?: Gramsci & the Power of Media in the 21st Century"
Panel type:	Research
Possible co-sponsors:	CT&M History Mass Communication & Society CSW
Panel description:	<p>This session will feature different ways that the cultural communication work of Antonio Gramsci can be applied to the contemporary communication environment.</p> <p>Gramsci's influence in cultural historical studies is profound. But with a radically changing media environment, revisiting the legacy of Gramsci will allow for new understandings of power.</p> <p>Possible topics for the session may discuss the operation of hegemony in social media, the position of "organic" in a reframed idea of intellectual work, how identity and gender struggle with Gramsci's work toward a liberatory feminist identity in representations, and the role that science and technology play in the establishment of a "society of spectacle" amplified by the networked web.</p>
Possible panelists:	Erin Ryan, Keenasaw State Erika Engstrom, UNLV Ralph Beliveau, University of Oklahoma Matt Killmeier, University of Southern Maine Panelist from co-sponsoring division
Possible moderator:	Charles Self, University of Oklahoma
Estimated cost:	none
Contact Person:	Ralph Beliveau Gaylord College of Journalism and Mass Communication University of Oklahoma Norman, OK 73019 Beliveau@ou.edu (405) 325-4169

Cultural and Critical Studies Division Panel Proposal

Panel Title:	Jürgen Habermas and the Education of Media Practitioners
Panel Type:	Teaching
Possible co-sponsor:	Communication Theory and Methodology Division
Panel Description:	<p>As dense and as opaque as it might be, the work of Jürgen Habermas offers important lessons for media practitioners. One of the most important and prolific philosophers of the last several decades, Habermas examines any number of concepts and issues not only relevant but of central importance to the practice of communication. This panel explores many of these concepts and issues, from Habermas's theory of communication to his reconsideration of Kantian ethics; from his formulation of the idea of a "public sphere" to his recent critique of the principles of democracy. Panelists will focus their attention on ways to render Habermas's work meaningful and distinct to students with little or no background in philosophy and political theory.</p>
Possible panelists:	Theodore L. Glasser, Stanford Lewis A. Friedland, Wisconsin-Madison
Possible Moderator:	Theodore L. Glasser, Stanford
Contact person:	Theodore L. Glasser Department of Communication Stanford University Stanford, California 94305-2050 650-723-0962 glasser@stanford.edu

**CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2012 CHICAGO**

Panel title: The Male Gaze Revisited

Panel type: Teaching

Possible co-sponsors: Visual Communication
Commission on the Status of Women
Advertising

Panel description: Visual representations of women historically have become a means by which to assess dominant culture and the status of women, often by deploying the theory of the “male gaze,” which Laura Mulvey argued in her 1975 Screen article “Visual Pleasure and Narrative Cinema” as originating in the male viewpoint in cinema. The theory is often applied to other media, including the representation of women in art and advertising. This panel seeks to revisit and reassess “the male gaze” theory, which is still taught in cultural studies courses and included in edited collections of theory. The panel will explore the various media venues and methods by which to deconstruct visual cues that inform a historical assessment of the gaze. It will ask whether the theory itself is still useful. What are its limitations, and how might it be adapted to meet the needs of current media scholars? If it is not useful, what critical perspectives can we and should we employ as we deconstruct images of women and challenge the status quo in the early 21st century? Should we continue teaching “the male gaze” theory in critical courses? If not, what are other possible options?

Possible panelists: David Natharius, Arizona State (confirmed)
“From Renaissance Spectator to Contemporary Voyeur: Mediated Images of Women and the Male Gaze through History”
Tom Reichert, Georgia (confirmed)
“Deconstructing Female Images in Advertising”
Julianne Newton, Oregon (confirmed)
(Title TK)
Co-sponsor Panelist:

Possible moderator: From CCS or Co-sponsor

Estimated cost: none

Contact Person: Jane Marcellus
Middle Tennessee State
Jane.Marcellus@mtsu.edu
615-898-5282

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type: PF&R

Title and Description of Panel: Magazine Professional of the Year

Our award winner will be honored and will give a speech.

Possible Co-sponsors: None

Possible Moderator: Rachel Davis Mersey, Northwestern

Possible Panelists:
N/A

MAGAZINE DIVISION CONTACT:
Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type:	PF&R
Title and Description of Panel:	"Minority Magazines: Keeping Relevance and Readers in Today's Marketplace." The state of minority and ethnic magazines today from the perspective of editors at those publications.
Possible Co-sponsors:	Minorities and Communication Division
Possible Moderator:	Victoria Goff, University of Wisconsin-Green Bay
Possible Panelists:	Mitzi Miller, Editor-in-chief, Jet (Johnson Publishing-Chicago) Galina Espinoza, Editor-in-chief, Latina magazine (New York)\ Editor from Polish News Magazine (Chicago) Editor from Black Enterprise Magazine (Chicago) Editor from Greek American Magazine (Chicago)

MAGAZINE DIVISION CONTACT:

Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type: PF&R

Title and Description of Panel: "Trends and Challenges in Trade Magazine Publishing"

Chicago is home to hundreds of trade and b-to-b magazines. This panel will discuss how the industry has changed as a result of the digital age and a recessed economy. Has it fared better or worse than consumer magazines? Has circulation and ad revenue suffered? Panelists will also assess the outlook for careers and internships for journalism students.

Possible Co-sponsors: Internships and Careers

Possible Moderator: David E. Sumner

Possible Panelists: Rance Crain, CEO, Crain Communications and publisher
of 30 magazines
Elizabeth Christensen, former editor, Beverage Age
Kathryn Keuneke, editor, Million Dollar Roundtable
Editor, TimeOut Chicago

Rance Crain received the Magazine Division "Professional of the Year" award in 2008 and so he may be willing to return and keynote this panel. Elizabeth Christensen and Kathryn Keuneke are former students of Sumner.

MAGAZINE DIVISION CONTACT:

Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication, Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type: Invited Research Panel

Title and Description of Panel: "Social Media and Magazines"

In St. Louis, the Magazine and History divisions co-sponsored a powerful, well-attended panel on "The Journalism of Deception." This year's invited research panel will focus on the ways magazines use social media. Presenters will then submit their papers for publication in a themed issue of the Journal of Magazine & New Media Research.

Possible Co-sponsors: Media Management
Communication Technology
Mass Comm and Society

Possible Moderator: Carol Schwalbe, Arizona

Possible Panelists: (We will submit a call for paper proposals later this fall, but we do know these individuals are already working on something.)
Elizabeth Hendrickson, University of Tennessee
Susan Sivek, Linfield College
Carol Zuegner, Creighton
Charles Whitaker or Patti Wolter, Northwestern

MAGAZINE DIVISION CONTACT:

Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type: Research

Title and Description of Panel: "Preparing Next Generation Scholars: Best Strategies"

A panel of young, mid-range and senior researchers and faculty share insights for mentoring magazine and journal periodical scholars by drawing on their personal experiences and observations as students, researchers, and as teachers.

Not so many years ago, students entering graduate programs nationwide often had little to no exposure to research on magazines in graduate coursework and few if any faculty to mentor them as they set out to pursue scholarly careers that would include research on the magazine form. Those who found support were often hard pressed to build the bridge between available theory and the questions to which they sought answers.

A new world has arrived: An explosion in high-quality, theory-based magazine and journal periodical research gives evidence that senior, mid-range and young faculty and scholars are doing something very right. This session will explore experiences that helped turn the tide.

Possible Co-sponsors: Comm Theory and Methodology

Possible Moderator: Marcia Prior-Miller, Iowa State University

Possible Panelists: Lyn Lepre, Marist
Carolyn Kitch, Temple University
Douglas Ward, University of Kansas

MAGAZINE DIVISION CONTACT:
Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type of panel: Research

Possible co-sponsor: History Division

Moderator: David E. Sumner, Ball State

“How Do We Describe the Elephant? Research Perspectives on Magazine History”

The purpose of this panel is to (a) discuss the strengths and limitations of common research approaches to magazine history and (b) how each approach contributes to building a core scholarship in study of magazine history. In other words, what is essential to understanding American magazine history and what is not?

This panel will consist of four panel members who will discuss the most common approaches to the study and writing of magazine history: Each panel member will be asked to discuss key authors and books in each area. This panel will help listeners understand the various approaches to the study of magazine history and how their individual expertise fits into the larger picture.

1. Biographical – biographies of publishers and editors and how they influenced their magazines
2. Individual histories – histories of individual magazine titles and publishing companies
3. Cultural and thematic – the study of themes in magazine history and the influences of American culture on magazines and magazines on American culture

Participants: David Abrahamson, Northwestern
David Sumner, Ball State
Carolyn Kitch, Temple or Sheila Webb, Western Washington University

MAGAZINE DIVISION CONTACT:

Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type: Teaching

Title and Description of Panel: "Going Mobile: Making student magazines phone- and tablet-friendly"

Is it time to create a mobile version of your student magazine? How can it be done cheaply and without much programming know-how? If students build an app, should it be native or web-based? Should it be an interactive version of the whole magazine, or an added value app, such as the Workout app offered by Men's Health? What is the pedagogical value of having students develop mobile magazines?

This panel will bring together magazine advisors from large and small programs to share their successes and challenges in creating mobile-friendly magazines and to explore the evolving options.

Possible Co-sponsors: Communication Technology
Visual Communication
Small Programs IG

Possible Moderator: Carol Fletcher, Hofstra University

Possible Panelists: Bill Handy, Northwestern
Shelly Jones Jennings, Black Enterprise
John Fennell, U of Missouri
Beth Rennesien, SFSU
Ed Madison, U of Oregon
Jeff Inman, Drake
Alex McDonald, Conde Nast

MAGAZINE DIVISION CONTACT:

Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012**

Type: Teaching

Title and Description of Panel: "Teaching Mobile Strategies in the Classroom"

Description:

The panel would focus on mobile journalism strategies, from teaching students back-pocket reporting to developing both potentially profitable and audience-focused applications for phones and tablets. Panelists would discuss methodology and strategies for helping students embrace, conceptualize and market mobile tech as a means of both forwarding brand goals and satisfying editorial needs.

Possible Co-sponsors: Communication Technology

Possible Moderator: Jill Van Wyke, Drake University

Possible Panelists: Jeff Inman, Drake University
Jeremy Gilbert, Northwestern University
Dan Hickey, Senior Vice President of Digital Engagement,
Meredith Corp.

MAGAZINE DIVISION CONTACT:

Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012**

Type: Teaching

Title and Description of Panel: "Curriculum Challenges for Magazine Programs"

Description:

The move to mobile and the increasingly digital landscape presents challenges for magazine programs. Do they increase the tech education at the expense of the teaching the classic print magazines?

Possible Co-sponsors: Communication Technology

Possible Moderator: Elizabeth Hendrickson, University of Tennessee

Possible Panelists: Lori Blachford, Drake University
Jacqueline Marino, Kent State
David Sumner, Ball State
Ted Striker, Florida

MAGAZINE DIVISION CONTACT:

Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type: Teaching

Title and Description of Panel: "The Century Club: Magazine History Connections
for the Millennial Generation"

Students want to learn about magazines that are in the here and now, preferring to focus on current technological bells and whistles rather than historical background. How can we interest the millennial generation in magazines with a long history? This panel offers strategies for including magazines that are more than 100 years old in a curriculum that may not support a stand-alone magazine history course. How have so many magazines survived and thrived into the 21st century? What did editors and publishers do to reach advertisers and audiences during the past 200 years? Members of the century club include women's magazines (*Ladies' Home Journal*, *Redbook*, *Cosmopolitan*, *Harper's Bazaar*, *Good Housekeeping*, *Vogue*); opinion and commentary magazines (*Harper's*, *The Atlantic Monthly*, *The Nation*, *The New Republic*, *The Progressive*); and highly specialized/niche magazines (*Popular Mechanics*, *Field and Stream*, *Sunset*, *Outdoor Life*, *Motor Boating*, *Motorcyclist*).

This panel is offered in conjunction with AEJMC's 100th anniversary.

Possible Co-sponsors: History Division

Possible Moderator: Sammye Johnson, Trinity University

Possible Panelists: Sammye Johnson, Trinity University
Kathleen (Kitty) Endres, University of Akron
Therese Lueck, University of Akron
Barbara Straus Reed, Rutgers University
Carolyn Kitch, Temple University

MAGAZINE DIVISION CONTACT:

Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type:	Teaching
Title and Description of Panel:	"Who We Hire Now and Why: What Magazine Editors Seek in Employees and Freelancers"
Possible Co-sponsors:	Internships and Careers group
Possible Moderator:	Jennifer Halperin, our internship coordinator and part-time instructor, would be excellent!
Possible Panelists:	Nora O'Donnell, Chicago magazine Jan Parr, Chicago Home magazine Joel Bleifuss, In These Times plus editors of various local B-to-B magazines. OR consider not inviting exclusively magazine editors.

This is really just the germ of an idea, but the concept is to have a panel of professionals address what skills and other qualities they are looking for—what we need to prepare our students to demonstrate in order to maximize their chances of getting a job in journalism.

MAGAZINE DIVISION CONTACT:

Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type: Teaching

Title and Description of Panel: Teaching Marathon: Magazines and [Name of your division]

The Magazine Division has sponsored three Teaching Marathons—the first in Boston, the second in Denver, and the third in St. Louis. All three were fun, interesting, and well-attended. They differed from most AEJMC panels because 10 to 12 profs had five minutes each to present a cool technique or tip for designing a syllabus, generating story ideas, incorporating multimedia, designing logos, or teaching magazine writing, editing, design, production, management, or publishing. Everyone in the audience went home with a stack of tips. The audience asked questions and contributed tips. We received lots of positive feedback and thought we'd suggest the Teaching Marathon for 2012.

Possible Co-sponsors: In St. Louis we co-sponsored this panel with Visual Communication. Other possibilities include Scholastic Journalism and the Small Programs Interest Group.

Possible Moderator: Carol Schwalbe, Arizona

Possible Panelists: Each division would invite six panelists, for a total of 12. David Abrahamson (Northwestern), for example, might present "The Art of Interviewing: Thinking—and Listening—on Five Levels at the Same Time." Sheila Webb (Western Washington) usually presents a tip on visual communication.

MAGAZINE DIVISION CONTACT:
Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type: Teaching

Title and Description of Panel: "Rewiring the Ivory Tower: How to Incorporate Multimedia into Writing Courses"

No matter what writing course you teach these days, you're probably incorporating some multimedia. The trick is to balance academics with digital skills. This panel will give you tips on how to help students think about multimedia storytelling within a writing course. How do you balance journalism with technology? How do you teach software skills if you aren't a geek? How do you teach writing students to plan ahead, prepare, and illustrate their stories with infographics, photographs, audio slideshows, and/or videos? How do you encourage students to take a risk by creating new kinds of content to reach audiences? How do you grade multimedia elements where students have varied skills? You'll go home with a sampling of assignments, grading rubrics, and multimedia standards.

Possible Co-sponsors: Scholastic Journalism
Small Programs Interest Group
Civic and Citizen Journalism Interest Group
Visual Communication
Comm Tech
Newspaper
Electronic News (formally RTVJ)

Possible Moderator: Carol Schwalbe, Arizona

Possible Panelists:

- Mindy McAdams, Florida (a leader in teaching multimedia journalism)
- Jacqueline Marino, Kent State, advises both The Burr Magazine (print) and theburr.com (online)
- Jill Van Wyke, Drake (at the forefront of incorporating multimedia into writing courses)
- Someone from the co-sponsoring division

MAGAZINE DIVISION CONTACT:

Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type: Teaching

Title and Description of Panel: Teaching Magazine Journalism in a World of Websites,
Social Media, Tablets and Aggregators

After being slow to warm up to the Web, magazines have embraced new technologies at an exponential rate in recent years. They have built extensive websites and hired and promoted their own bloggers. They have looked to tablet computers as their saviors, and also dealt with the rise of web aggregators, including specialty long-form journalism sites. This panel brings together journalism educators who are integrating new and innovative approaches to their magazine classes for a discussion about how they are educating their students for this new world where the definition of a magazine doesn't have to include paper. There will be a special focus on developing mobile strategies in the classroom.

Possible Co-sponsors: Newspaper & Online News

Possible Moderator: Kevin Lerner, Rutgers

Possible Panelists: Rachel Davis Mersey, Northwestern (confirmed)
Jennifer Rowe or Rhonda Prast, Missouri (confirmed)
Jeff Inman, Drake
Susan Currie Sivek, Linfield College (confirmed)

MAGAZINE DIVISION CONTACT:

Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type: Teaching

Title and Description of Panel: "Better Editorial Through Analytics"

This panel would be a panel largely of publishing and research professionals who would give a wide overview of the value of analytics and the way different companies are interpreting the numbers and using them to make sound editorial/product decisions.

Possible Co-sponsors: Newspaper and Online News

Possible Moderator: Lori Blachford, Drake

Possible Panelists:

Vitruve, a social technology company that teaches other companies to read and leverage the analytics from their digital communication platforms, has an office in Chicago and one of our Drake alums works there and says they would be very interested in participating.

TimeOut Chicago is a magazine in Chicago that relies on different social media platforms and makes decisions based on what they learn. Erin Delahanty works there and either would participate herself or connect us to someone who would be perfect.

Sarah Hall is the social media maven for parents.com, which has really set the standard for social media connection with audience. Parents.com is among the finalists for MIN's best magazine Facebook page award. She's in Des Moines, but could be persuaded to come to Chicago for this.

Joy Mayer, Missouri. I just used some of Joy's research on newspaper editors and their use of analytics in editorial decision making in a book chapter I'm working on. The study was completed this summer and does a great job of showing how newsrooms have been slow to react to changes. She especially points out missed opportunities by newspapers and magazines to do more social listening to be better in tune with what readers want. I also have the lead on an instructor who teaches web analytics at UCLA. Need to do some more research on that.

MAGAZINE DIVISION CONTACT:

Jacqueline Marino
Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)

**MAGAZINE DIVISION CALL FOR PANELS
AEJMC 2012 IN CHICAGO, AUG. 9-12**

Type: Teaching

Title and Description of Panel: "PUBLISHING THE COLLEGE MAGAZINE: Can It Remain Viable in an Era of Journalism Department budget cuts?"

Publishing a college magazine, much like maintaining a wet darkroom, has become a luxury at many journalism programs. Estimates vary for the cost of producing a hard copy of the college magazine. However, at two programs (Samford University and Temple University) the costs for producing a magazine for a magazine production course range between \$10,000 and \$20,000. In fact, it is not uncommon for the cost of the college magazine to nearly equal the department's operating budget for an entire year. As a result, some programs have eliminated the course. Others have gone to an online magazine. Finally, some programs have required that students sell advertisements so that the practicum course can remain on the books.

This panel will evaluate the following issues:

1. Is it reasonable to expect universities to cover the cost of publishing a college magazine?
2. How have journalism educators been able to retain funding as journalism department budgets have grown tighter?
3. Is an advertising-supported model a viable, long-term option?
4. How much of the publication's cost can be offset by selling advertisements?
5. What should happen if the publication makes a profit?
6. How have faculty members convinced students that selling advertisements is critical to retaining the course?
7. Have students resented selling advertisements?
8. Is an online magazine an appropriate practicum experience

Possible Co-sponsors: Media Management and Economics
Advertising
Visual Communication

Possible Moderator: Bernie Ankney, Samford

Possible Panelists: Dennis Jones (Samford)
Randy Jesick (Indiana University of Pennsylvania)
Andrew Mendelson (Temple University)

MAGAZINE DIVISION CONTACT:
Jacqueline Marino, Assistant Professor
School of Journalism and Mass Communication
Kent State University
PO Box 5190
Kent, OH 44242
216-832-2475 (mobile), 330-672-4064 (fax)
jmarino7@kent.edu

GLBT INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal

Panel Title: "The State of the Community 2012: GLBT, Media and Society"

Panel Type: PF&R

Possible Co-sponsors: Newspaper and Online Division
Media Ethics Division

Summary of Session:

During the past decade, U.S. news media attention to gay rights issues has undergone many changes. Coverage of GLBT rights issues, from marriage and parenting to military access to bullying in high schools and universities to the teaching of GLBT history in public schools, has increased in mainstream news sources. Many problematic patterns of representation have also been successfully challenged. Yet, coverage is still often either scant (as an overall proportion of stories) or stigmatizing. Examining a number of current GLBT rights issues, such as New York's recent move to legalize same-sex marriage, the end of the U.S. military's "Don't Ask. Don't Tell." policy, and the passage in California of a ruling requiring that gay history be taught in the public schools, this wide-ranging panel seeks to assess the state of U.S. news media coverage of the GLBT community. Key questions to be addressed include: Do U.S. news media sources provide adequate coverage? How neutral is coverage? Who is being depicted and who is not? And, is audience feedback influencing coverage?

Possible Panelists: Tracy Baim, editor, Windy City Media Group (confirmed)
Kate Sosin, reporter, Windy City Media Group (possible)

Estimate Speaker Costs: None

Contact Person:

Susan S. Novak
Bremner Editing Center Coordinator/Lecturer
University of Kansas
William Allen White School of Journalism and Mass Communications
785-864-7623
novaks@ku.edu

Tara Kachgal, Ph.D.
PF & R Chair, GLBT Interest Group
Assistant Professor, Mass Communication
Dept. of Communicating Arts
University of Wisconsin-Superior
715-394-8057
tkachgal@uwsuper.edu

GLBT INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal

Panel Title: LGBT Issues in the 2012 Presidential Campaign

Pane Type: PF&R

Possible Co-sponsors: Political Communication
Public Relations

Summary of Session:

Gay rights is always a difficult political issue, and the 2012 presidential election will be no different. Republicans remain split on whether to actively campaign against gay rights measures such as marriage, adoption, immigration, military service, and hate crimes laws, while Democrats are under increasing pressure to embrace marriage equality and fully embrace the gay rights movement's political agenda. This panel will explore the issues of gay rights in the presidential campaign, paying particular attention to communications strategy, social media and public opinion.

Possible Panelists: Adrian Krishnasamy, Bowie State University (confirmed)
Itai Himelboim, University of Georgia (confirmed)
Leigh Moscovitz, College of Charleston (confirmed)
Sholnn Freeman, Howard University (confirmed)
Chris Burnett, Cal State Long Beach (confirmed)

Estimate Speaker Costs: None

Contact Person:
Jason Shepard
Cal State Fullerton
Department of Communications
PO Box 6848, Fullerton, CA 92834
Jshepard@fullerton.edu
657-278-5301

GLBT INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal

Panel Title: The Tragedy of Today's GLBT Journalism

Pane Type: PF&R

Possible Co-sponsors: Newspaper & Online News Division; Magazine Division;
 Media Management & Economics Division;
 or Cultural & Critical Studies Division

Summary of Session:

In the 1980s and 1990s, the biweekly magazine, The Advocate, was covering the GLBT community like a newspaper would: news on relevant local and state government developments; news on national political and government developments; relevant business news; relevant religion news; international news (GLBT movements and events in other countries), etc. Local GLBT publications, such as The Washington Blade, Chicago's Windy City Times, Boston's Bay Windows, Philadelphia Gay News, and others, often played a similar role in metro markets. But in recent years, The Advocate has become a fluffy, monthly lifestyle magazine. (Its website aggregates GLBT news from myriad sources—sometimes at a clip of 50 stories a day—but The Advocate is serving no reporting/writing function and very little, if any, editing function.) Meanwhile, local GLBT newspapers have cut news staff and space due to the recession, losing ads to the Internet, and the general mainstreaming of GLBT news and ads. And mainstream news media are not picking up all the slack. At a time when journalism of, by, and for the GLBT community could be excellent and comprehensive, the situation is instead bad and getting worse. So where do we go from here?

Moderator/Respondent: Dane S. Claussen, Executive Director, ACLU of Nevada

Interested Panelists: Lori Blachford, Drake U. (on Lesbian publications)
 Chris Burnett, Cal State U.—Long Beach (on de-politicization of GLBT community, declines in free-lance work for GLBT publications and GLBT-oriented bookstores, etc.)
 Nick Lasorsa, U. of Texas—Austin on core journalism issues
 Dean Mundy, Appalachian State U., advocacy groups' perspective on trying to work with GLBT press
 Randy Beam, Tara Kachgal, and/or Jason Shepard
 Tracy Baim, Publisher of Windy City Times

Estimate Speaker Costs: None

Contact Person:

Dane S. Claussen, Ph.D., M.B.A.
 ACLU of Nevada
 601 S. Rancho Drive, Suite B11
 Las Vegas, NV 89106
 dsclaussen@hotmail.com
 412-867-8322 (cell); 702-366-1536 ex. 203 (office)

GLBT INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal

Panel Title: Theories and methods in GLBT research

Panel Type: Research

Possible Co-sponsors: Communication Theory & Methodology
Cultural and Critical Studies
Graduate Student Interest Group
Entertainment Studies
Mass Communication and Society

Summary of Session:

This panel consists of leading communication scholars who have used various research approaches to examine such issues as news coverage of same-sex marriage, media depiction of gay men and lesbians, and GLBT journalists. The panelists will discuss the theoretical frameworks and methods they have used, and share insights and advice to those who are interested in this type of research.

Possible Panelists: Edward Alwood, Quinnipiac University (confirmed)
Kevin G. Barnhurst, University of Illinois-Chicago (tentative)
Rhonda Gibson, University of North Carolina, Chapel Hill (confirmed)
Gary Hicks, Southern Illinois University-Edwardsville (confirmed)
Rodger Streitmatter, American University (confirmed)

Estimate Speaker Costs: \$500 for travel

Contact Person: Tien-Tsung Lee, Vice Head of the GLBT interest group
William Allen White School of Journalism and Mass Communications
University of Kansas
1435 Jayhawk Blvd
Lawrence, KS 66045
785-864-7626
tlee@ku.edu

GLBT INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal

Panel Title: Enhancing Diversity Teaching in the Curriculum

Panel Type: Teaching

Possible Co-sponsors: Minority and Communication
Commission on the Status of Minorities
Cultural and Critical Studies Division

Summary of Session:

Diversity is becoming increasingly more critical in the curriculum as the percentages of ethnicities in the country shifts and as other minority groups—such as those who are differently abled or members of the LGBTQ community—become more vocal and more visible. Student journalists need to be prepared to cover these groups and to be comfortable in doing so. This panel will offer some ideas and teaching practices to help students understand the necessity of being broad-minded as they enter the workplace and are asked to interact with and report on populations different than their own.

Possible Panelists: Lori Blanchard, Drake University (confirmed)
Joel Geske, Iowa State University (confirmed)
Barbara Barnett, University of Kansas (confirmed)

Estimate Speaker Costs: None

Contact Person: Susan Novak
Bremner Editing Center Coordinator and Lecturer
University of Kansas
William Allen White School of Journalism and Mass Communications
1435 Jayhawk Blvd.
112 Stauffer-Flint Hall
Lawrence, KS 66045-7575
785-864-7623
novaks@ku.edu

**Council of Affiliates Joint Session Proposal
Chicago 2012**

Title of Session: Legal Issues that Need Classroom Attention

Panel Type: Teaching

Cosponsor: Law and Policy Division

Group proposing session: Council of Affiliates

Session Summary:

This idea came from several Council of Affiliates professional member organizations. They find upon hiring graduates of our programs that they are not up-to-date on some of the most recent legal problems facing the multimedia operations in which they are now working. This panel will bring together educators and legal experts from professional organizations to provide advice as to what needs to be taught.

Panelists: Dave Giles, vice president for legal issues of the Scripps Howard Foundation
Kevin Goldberg, general counsel for The American Society of News Editors
Cheryl Ann Bishop, Quinnipiac University

Moderator: Susan Keith, Rutgers

Cost: none

Contact Person: Lillian Lodge Kopenhaver, Dean
School of Journalism and Mass Communication
Florida International University
3000 NE 151 Street, North Miami, FL 33181
305-919-5674, kopenhav@fiu.edu

**Council of Affiliates Joint Session Proposal
Chicago 2012**

Title of Session: Bringing Diversity Into Your Classroom

Panel Type: PF & R

Possible Cosponsor: MAC

Group proposing session: Council of Affiliates

Session Summary:

This session will bring together experts from some of the professional organizations in our field and faculty who have successful diversity programs to share ideas with the audience.

Possible Panelists: Sally Lehrman, Santa Clara University, SPJ's Rainbow
Diversity Sourcebook
Bob Stewart, Ohio University
Rebecca Tallent, University Idaho
Dorothy Bland, Florida A&M

Cost: none

Contact Person: Lillian Lodge Kopenhaver, Dean
School of Journalism and Mass Communication
Florida International University
3000 NE 151 Street, North Miami, FL 33181
305-919-5674, kopenhav@fiu.edu

**Council of Affiliates Joint Session Proposal
Chicago 2012**

Title of Session: Professionals Are an Inexpensive Classroom Resource

Panel Type: Teaching

Possible Cosponsor: Newspaper and Online News

Group proposing session: Council of Affiliates

Session Summary:

Bring professionals into your classroom provides students with that “live” experience about what is happening in our rapidly-changing communications world. And there are lots of ways to do this inexpensively. Panelists will share ideas and “how-tos.”

Possible Panelists: TBA

Cost: none

Contact Person: Lillian Lodge Kopenhaver, Dean
School of Journalism and Mass Communication
Florida International University
3000 NE 151 Street, North Miami, FL 33181
305-919-5674, kopenhav@fiu.edu

**Council of Affiliates Joint Session Proposal
Chicago 2012**

Title of Session: Top Fundraisers Share Their Secrets

Panel Type: Teaching

Possible Cosponsor: ASJMC

Group proposing session: Council of Affiliates

Session Summary:

This session would bring together some Journalism and Mass Communication deans who have been very successful with fundraising to share their tips.

Possible Panelists: TBA

Cost: none

Contact Person: Lillian Lodge Kopenhaver, Dean
School of Journalism and Mass Communication
Florida International University
3000 NE 151 Street, North Miami, FL 33181
305-919-5674, kopenhav@fiu.edu

ICIG Joint-Panel Proposal #1 for AEJMC 2012

Title: Internship Supervisor and Student Intern Assessment Tools – A Range of Uses in Shaping Curriculum Development.

The subject of the panel focuses on teaching in general and, in particular, on methods of assessing experiential learning and utilizing assessment results to guide curriculum development and/or revision. With the growing emphasis in higher education on assessment and the cross validation of assessment measures, the evaluation of student work by internship supervisors and Communications graduates can inform curriculum development and revision. Panelists will discuss a variety of ways internship assessment tools are being used in collecting data through external assessment: 1) internship supervisor evaluations as a means of assessing the quality of fieldwork, 2) internship supervisor evaluations as a basis for validating student preparedness and success as part of a journalism program review, 3) revised internship evaluation forms as a basis for assessing recent graduates' evaluations of their preparation during their first employment after graduation and in their current position, 3-4 years later.

Panelists to include: Grace F. Levine, Quinnipiac University
Brett J. Orzechowski, Quinnipiac University
Vicki Todd, Quinnipiac University

I plan to ask Dana Saewitz, a faculty member in Advertising at Temple, if she might join the panel to provide yet another approach to using internship program assessment tools.

Contact:
Grace F. Levine, Ph.D.
Professor of Communications
Internship Program Director
Quinnipiac University
203 582 8211 --land
203 582 5310 --fax; Email: grace.levine@quinnipiac.edu

ICIG Joint-Panel Proposal #2 for AEJMC 2012

Type: Teaching

Title: Preparing Students for 21st Century Print Careers

Possible co-sponsor: Newspaper & Online News Division

Description:

A panel discussion focusing on:

- a. what industry professionals expect, in skills, from incoming graduates, and,
- b. what educators expect industry to deliver in terms of a completed educational internship experience.

Panelists will discuss the contemporary newspapers' expectations of the skills and knowledge base they expect from interns and new journalism graduates for hire, with an eye on the gap, if any, between desired and delivered capabilities. Some journalism educators and/or advisers may not be aware of the latest skill sets and proficiencies expected for new technology tasks among newspaper interns and new hires. Other educators/advisers might have questions they want addressed with respect to the range or depth of these skill expectations. This Teaching panel would serve to inform all educators/advisers on their knowledge gaps and address their queries.

Possible panelists:

Two panelists each from ICIG and from co-sponsoring Newspaper Division, along local/regional/national journalism industry professionals who can commit to attending the panel during the conference in Chicago.

Contact: Abhinav Aima, aka11@psu.edu
Abhinav Aima (Vice Head and Programming Chair, ICIG)
Instructor of Communications,
Student Newspaper Adviser,
Communications Internships Director,
Penn State New Kensington.
Google Voice: (724) 472-8798
Email: aka11@psu.edu

ICIG Joint-Panel Proposal #3 for AEJMC 2012

Panel Title: Scholars as social connectors: Bridging public relations theory and practice in a time of dramatic technological and economic change

Division/Sponsor: Public Relations

Possible Co-sponsor: Internships & Careers Interest Group

Submitted by: Karen Freberg, Ph.D., and David Remund, Ph.D., APR

Panel Abstract

Technology and economics are having a tremendous influence on public relations practice. Increasingly, the scholar has opportunity to play a vital role as “social connector” for students who seek to become accomplished practitioners. In this “social connector” capacity, the scholar helps identify and address the gaps that exist between traditional public relations education and the dynamic demands being faced by new professionals entering the field. This panel will draw upon multiple perspectives – professors, a graduate student, a global practitioner – to create a comprehensive view of the evolving expectations for PR practitioners and outline best practices for preparing students who will soon enter the profession.

Panel Rationale

Over the last decade, growth in professional public relations has driven ever-increasing classroom enrollment. At least 284 colleges and universities now provide public relations education in the form of a major, minor, or sequence of courses. Although undergraduate public relations education continues to expand, pedagogical discrepancies persist. Some universities favor a theoretical basis; other programs focus on applied practice. There are even differences about the value of online delivery and virtual internships. Meanwhile, expectations for young professionals are changing rapidly due to technology, economics and other factors. Any public relations scholar would benefit from attending this unique panel, which is designed to help connect theoretical principles to what is currently happening in the marketplace. It is vital to understand the skills and experiences needed to be successful in this tough job market; likewise, it is equally important to reflect on how one can become a hybrid scholar and social connector through teaching, research and mentoring/advising.

Panel Participants

Moderator: Karen Russell, University of Georgia

Respondent: Lisa Fall, University of Tennessee

Panelists

Barbara DeSanto, Maryville University
Thomas Eppes, University of North Carolina at Chapel Hill
Karen Freberg, Ph.D., University of Louisville
Anita Liskey, CME Group, Inc.
Chad Mezera, West Virginia University
David Remund, Ph.D., APR, Drake University

Contact: David Remund, Ph.D., APR, Drake University
david.remund@drake.edu

ICIG Joint-Panel Proposal #4 for AEJMC 2012

Teaching Panel Title: I Don't Want to Go Into Advertising Sales: How Should We Address This in Our Curriculum?

Co-Sponsors: Advertising Division and ???
Media Management & Economics Division
Internships & Careers Interest Group

Moderator(s): Scott R. Hamula, Co-Moderator and ???

Description:

In a freshmen class, ask for a show of hands for those who think they would like to pursue an advertising sales career and you're likely to be met with silence and blank stares, or the proverbial "I don't want to go into sales!" However, by the time senior year arrives, several students will happily offer up their desire for an entry-level position in sales. Some programs offer one course in sales, whether general or discipline-specific, like broadcast sales, while the majority likely offers none. Is the sales course underrepresented compared to the opportunity potential for the newly graduated? Even if a sales course is in the curriculum, is its material outdated? Does it focus on what current advertising sales executives believe our students need to be successful?

This panel will bring together scholars and media managers to discuss the current state of today's graduates, expectations for advertising sales courses, and possible instructional goals including strategic thinking, sales process mastery, audience metrics, software proficiency, nontraditional revenue generation (NTR), and customer relationship management (CRM). By bringing together these key players, we will be able to show attendees how to better prepare students for this area.

Panelists and affiliations:

1. Seth Cole, Senior Director, Sponsorships & Brand Activation, Turner Sports (Chicago)
2. Jeff Hill, Director of Advertising Sales, WGN Radio 720 (Chicago)
3. Patricia Golden, Senior Vice President of Advertising Sales, WMAQ-TV, NBC, (Chicago)
4. Jim Scanlan, Advertising Sales Manager, Chicago Tribune (Chicago)
5. Bobbi Kay Lewis, Associate Professor, Oklahoma State University

Cost: \$0.00

Ad Division Contact:

Scott R. Hamula
Ithaca College
953 Danby Road
Ithaca, NY 14850
Phone: 607-274-1034
Email: shamula@ithaca.edu

ICIG Joint-Panel Proposal #5 for AEJMC 2012

Panel Title: Assessing your internships, your department, your future

Panel Type: PF&R

Possible Co-Sponsors: SPIG

Panel Description:

The current focus on outcomes-based assessment isn't ending any time soon. Panelists will lead a round-table session sharing best practices, failed attempts, and future directions in assessment.

Possible Panelists: John Chapin, Penn State
Other Panelists TBD

Moderator: TBD

Discussant: TBD

Estimate of Cost: None

Contact Person: John Chapin
Professor of Communications
Penn State University
724-773-3877
Jrc11@psu.edu

**Religion and Media Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Panel Title: Models for Religion Coverage

Panel Type: Teaching

Possible Co-Sponsors RMIG and SPIG

Summary

This panel will explore the various models used to cover religion and ways to teach students to the approaches. The models range from a magazine approach for an evangelical Christian periodical, Christianity Today; to a web site that covers all religions in New York City, A Journey, to a mainstream newspaper in rural North Carolina to a Christian school approach to covering religion. Tim Morgan works outside of Chicago and has spent two decades covering news. Tony Carnes began his web site with the goal of exploring evidence of religion on every street and alley in New York City. Michael Ray Smith has been studying the Daily Record for nearly 10 years with special attention to its religion coverage and Michael Longinow teaches religion coverage at a well-known Christian school, where faith is part of the institution's identity. The panelists will describe their approach to news with attention to ways coverage deviates or conforms to ideas of advocacy and detachment.

Possible Panelists: Tim Morgan, Christianity Today editor
Tony Carnes, editor of A Journey Through NYC Religions
(Tony won the top award from RNA for his multimedia web site)
Michael Ray Smith, Campbell U., religion coverage of small daily
Michael Longinow, Biola U., religion coverage at a Christian university

RMIG Contact: David Scott
Utah Valley State University
800 W. University Parkway
MS 142
Orem, UT 84058-5999
801-863-6884
scottdw@uvu.edu

**Religion and Media Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Co-sponsors: Newspaper and Online News/Media Management & Economics

This is a session regarding the reporting of religion in the presidential election and whether it has been done fairly and accurately, with particular attention to religious beliefs of the candidates. Was sufficient information provided throughout the election to give the public a true knowledge of how religious views might affect policy decisions? Were spokespersons for all faiths given access to the media to present their views, however different from mainstream views? How were religious articles framed during this time? Were religious events covered from all perspectives or did the election influence certain aspects of coverage to the detriment of other aspects?

Possible Speakers: Religion reporters (if there are any left) as well as religious representatives - Mormon, Jewish, Christian, Islamic.

Estimate of the cost: Cost to fly three guests in, put them up for a few days, estimated at \$1,750 each.

Contact: Michael E. Abrams, Florida A&M University
meabrams@earthlink.net

RMIG Contact: David Scott
Utah Valley State University
800 W. University Parkway
MS 142
Orem, UT 84058-5999
801-863-6884
scottdw@uvu.edu

**Religion and Media Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Group Proposing Session: RMIG

Suggested Co-sponsors: Media and Society, Media Ethics, others?

Summary:

We could title it: "How do you integrate religion into a media ethics class: And, should you do that at all?" If we were willing to be a bit more creative, we could propose: "Oh no! There's religion in my media ethics class."

Brief Description: Panelists discuss the costs and benefits of allowing discussion of religion in the typical undergraduate ethics class offered at many departments of journalism and mass communication at state universities.

Panelists: Rick Clifton Moore, Boise State University
Chris Roberts, University of Alabama
TBA
TBA

Costs: None

Contact: Rick Moore, Ph.D.
Associate Professor and Chair
Dept. of Communication
Boise State University
1910 University Drive
Boise, ID 83725-1920
(208) 426-3562
rmoore@boisestate.edu

RMIG Contact: David Scott
Utah Valley State University
800 W. University Parkway
MS 142
Orem, UT 84058-5999
801-863-6884
scottdw@uvu.edu

**Religion and Media Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Title: African media, the Arab Spring and Democratization: The 'unseen' and 'un-mentioned' social side of the news revolution.

Type of panel: Roundtable of 7 members.

Procedure: Moderator introduction (2 x min); Opening theses (5 x 9 min = 45 min); Dialogue between panel and audience (25 minutes); Final remarks by panelists (5 x 2 = 10 min); Respondent (1 x 8). Total: 90 minutes.

Kind of panel: This panel is aimed at PF&R, whilst it also offers suggestions for teaching and research.

Possible other divisions and/or interest groups: Media Ethics; Media Communication and Society; Community Journalism; Religion and Media; Newspaper; Radio-Television Broadcasting; Minorities and Communication; Civic and Citizen Journalism IG.

Rationale: This panel focuses on the social issues of international news reporting about countries and their peoples in sub-Saharan Africa and the way these issues interact with the media and the process of democratization. The panel will not deal with the usual traditional and binary news flow topics of politics and economics per se, but rather emphasize the role of social issues and how they might impact democracy, e.g. the rights of woman and children, cultural rights (including language and religion), education, and media ethics. News flow studies since the 1970s and up to 2010 have shown consistently that sub-Saharan Africa gets unusual negative media coverage compared to other world regions. This is in part due to the coverage of 'traditional' news topics of failing political, economic and governmental structures (including the effects of crime/corruption).

Moderating/Chair: Arnold de Beer, Stellenbosch University, South Africa.
Introduction: African media, the Arab Spring and Democratization: The 'unseen' and 'un-mentioned' social side of the news revolution.

Respondent: Clifford Christians, University of Illinois-Urbana, USA.
Ubuntu, civil society, communalism, social change and democratization.

Panelists: Festus Eribo, East Carolina University, USA: The Arab Spring, quality human performance and development media in sub-Saharan Africa.
Monica Chibita PhD, Makerere University, Uganda: Perceptions of media practitioners as a force for social change within religious communities.
Margaretha Geertsema, Butler University; Gender Perspectives, Media and Social Change
Yusuf Kalyango Jr., Ohio University: African media and democratization (Peter Lang, 2011).
Other Division's panel member / or another ICD member.

Possible funding: We would like to apply for financial assistance towards travel and convention fees for one panelist.

Contact: Arnold de Beer, PO Box 106, Stellenbosch 7599, South Africa. +27 (0)82 882 0463.
asdebeer@imasa.org<mailto:asdebeer@imasa.org>

**Religion and Media Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Joint Panel Proposal: RMIG with Mass COMM and Society

Title: Religion, politics, and the quest for the White House. How religion and identity are discussed in the current political climate.

Summary: This panel, we will have three-four presenters (either invited or referred proposals) of papers dealing with the subject of religion in the current political discourse and news or entertainment media coverage of the issues. Cecile can discuss newspaper coverage, David Scott can discuss Romney's "Mormon problem", Chris Roberts, political discourse

Panelists: David W. Scott , Utah Valley University
Cecile Holmes, University of South Carolina
Chris Roberts, University of Alabama
TBA

Cost: None

RMIG Contact: David Scott
Utah Valley State University
800 W. University Parkway
MS 142
Orem, UT 84058-5999
801-863-6884
scottdw@uvu.edu

**Religion and Media Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Title: "Las Vegas Religion: Exploring Unique Forms of Sacred and Secular Media in Sin City"

Co-sponsors: Religion and Media Interest Group; Visual Communication Division

Purpose:

Given that entertainment and religion are salient phenomena in contemporary society, this panel examines how visual communication accommodates both in this heavily commercialized city. At one level, Las Vegas is a religion all its own, where winning, indulging, and escaping underpin life on the Strip. Yet it simultaneously features mainstream fare such as religious art, gospel music, and institutionally sanctioned weddings. Drawing on postmodern perspectives, panelists explore Las Vegas as a form of cultural religion located somewhere between traditional and contemporary belief systems.

Panelists:

"Religious Images of Las Vegas: From Traditional to Subversive"

Paul Lester, California State University Fullerton

"Worshipping the Goddess: Las Vegas and the Image of Women"

Larry Mullen, University of Nevada Las Vegas

"Blurring the Sacred and Secular: Hybrid Images in Las Vegas Media"

Daniel Stout, University of Nevada Las Vegas

Contact:

Daniel A. Stout

Greenspun School of Journalism
and Media Studies

University of Nevada Las Vegas

Las Vegas, NV 89154-5007

(702) 895-5957

fax (702) 895-5189

daniel.stout@unlv.edu

**Panel Submission (No. 1) to the Newspaper and Online News Division
(Division Contact Jin Yang at jinyang@memphis.edu)**

Working Title and Panel Description: Changing Newsrooms: Contributions from Newsroom Ethnography in the Digital Age

This panel brings us inside the transformations taking place inside traditional newsrooms by exposing us to first-hand ethnographic research from scholars who have recently been immersed in newsrooms struggling with the demands of the online world. These scholars have had unique access to community, small, medium and national newspapers and have examined their working routines from the inside. They've looked at how news processes are changing to meet the multimedia, interactive demands of a 24-7 online news cycle, while still balancing the demands of their print products. Long time classic works by well-known scholars such as Gans, Tuchman, and Fishman, who looked at newsrooms in the 1960s and 1970s, are now being augmented by these new studies that provide fresh insight into how the newsrooms of today run, and offer a variety of lessons to journalists on how to manage change effectively in their organizations.

Panel Type: Research

Possible Co-sponsors: Media Management & Economics, Electronic News, Media Ethics

Why This Topic is Important With the explosion of digital and social media, newspapers have been grappling with significant technical and economic change. These studies on changing newsrooms not only allow us to describe and quantify what's going on in newsrooms today, but shed some light on how to manage changes in ways that remain aligned with journalistic values. In addition, these studies help shed light on the new demands facing journalists, including the ways that journalists have had to embrace multimedia. This research gives us a way to see how individual newsrooms are grappling with the demands of the changing marketplace and newly active reader, and as such, we can draw important lessons for other newsrooms. Further, these scholars are part of a new breed of ethnographers dedicated to the intersection of new media and legacy media.

Issues Panelists Could Discuss

- a) Balancing the demands for immediacy with the need for verification
- b) Creating parallel workflows for multiple platforms
- c) Maintaining journalism standards online
- d) Developing systems for post-publication editing
- e) Exploring the opportunities of user-generated content, interactivity and reader participation
- f) Understanding the demands of multimedia and the changes of news routines
- g) Discussing differences in how papers of different market sizes have adapted to change
- h) Developing new staffing patterns and scheduling
- i) Tackling the roots of resistance in journalists and possible challenges on the horizon, from SEO to audience metrics
- j) Suggesting best practices for transformation in a digital age

Possible panelists: Jane Singer, University of Iowa
 Carrie Brown, University of Memphis
 Jonathan Groves, Drury University
 Nikki Usher, University of Southern California
 C.W. Anderson, City University of New York
 Sue Robinson, University of Wisconsin

Contact Information

Carrie Brown
 314 Meeman Journalism Building
 University of Memphis
 Memphis, TN 38152
 202-251-5719
 Email: carrielisabrown@gmail.com

**Panel Submission (No. 2) to the Newspaper and Online News Division
(Division Contact Jin Yang at jinyang@memphis.edu)**

PANEL TITLE The Global Journalist in the 21st Century

PANEL TYPE Research

POSSIBLE CO-SPONSORS Best Co-Sponsor: International Communication Division

PANEL DESCRIPTION/STATEMENT OF IMPORTANCE

The past decade has seen dramatic changes in journalism around the world with the rise of the Internet and social media such as Twitter and Facebook. The times have never been more uncertain for journalists, it seems. Reports of layoffs, buy-outs or general staff reductions have become an everyday occurrence on Web sites that report on journalism. Given this context it is more important than ever to systematically assess the demographics, education, socialization, professional attitudes, values and working conditions of journalists in various countries around the world.

This panel includes the editors (David Weaver and Lars Willnat) of the forthcoming book from Routledge, *The Global Journalist in the 21st Century*, which is based on survey interviews with 29,000 journalists from 31 countries around the world. The first five panelists will report on their main findings and implications for changes in journalism and journalists in Brazil, South Korea, various Arab nations, and the United States. Professors Weaver and Willnat will conclude the panel with a comparative analysis of the demographics, attitudes and values of journalists from most of the countries included in this forthcoming book. As with the first edition of *The Global Journalist* published in 1998, our major assumption is that journalists' backgrounds, working conditions and ideas are related to what is reported (and how it is covered) in the various news media around the world, in spite of societal and organizational constraints, and that this news coverage matters in terms of world public opinion and policies.

PANELISTS (All panelists have confirmed participation):

Bonnie Brownlee & Randall Beam (Confirmed), University of Washington
Title: A Survey of U.S. Journalists in the 21st Century.

Heloiza Golbspan Herscovitz (Confirmed), California State University, Long Beach
Title: A Survey of Brazilian Journalists in the 21st Century

Jihyang Choi (Confirmed), Indiana University.
Title: A Survey of Korean Journalists in the 21st Century

Lawrence Pintak (Confirmed), Washington State University
Title: A Survey of Arab Journalists in the 21st Century

David Weaver & Lars Willnat (Confirmed), Indiana University
Title: The Global Journalist: Evidence of Journalistic Diversity from 31 Nations

MODERATOR (Confirmed), Jason Martin, DePaul University.

PANEL ORGANIZER/CONTACT PERSON DETAILS

Lars Willnat
Professor, School of Journalism
Ernie Pyle Hall 200
940 E. 7th Street
Indiana University
Bloomington, IN 47405
lwillnat@indiana.edu

**Panel Submission (No. 3) to the Newspaper and Online News Division
(Division Contact Jin Yang at jinyang@memphis.edu)**

A working title and panel description.

“The Value of Using Case Examples in Teaching Journalism.” Fleshing out how-they-got-the-story examples for use in class helps make journalism come alive for students, and juices up what are sometimes dry discussions about media operations. We look at the use of textbook-based analyses of reporting from a range of media – from newspapers and online, to magazines, to radio and television broadcast work – and formal cases marketed for class use. This approach can enhance classes in the areas of Reporting, Writing, Storytelling, Ethics and Media History.

Panel Type: Teaching

Possible Co-sponsors: History, Magazine, Electronic News, Media Ethics and Scholastic Divisions; Small Programs and Graduate Student Interest Groups, along with the Community College Journalism Association.

A statement of why the topic is important.

We feel that the power and allure of “All the President’s Men” for making the Watergate reporting of the Washington Post come alive, for example, can be replicated in a way that similarly excites and informs. Courses used by some of the panelists, for example, have used the Boston Globe’s exposure of Catholic-priest sex-abuse of young parishioners, and its cover-up by the Church, to great effect. But stories throughout history offer similar case-study possibilities for helping students understand the journalism of the era, and reporting, editing and media management methods as they have developed in journalistic practice.

Confirmed to Participate

Jon Marshall, Northwestern/Medill, author of “Watergate’s Legacy and the Press,”
and formerly a reporter for the Daily Herald and Tampa Tribune.

Gerry Lanosga, Ball State, whose paper “The Press, Prizes and Power”
was a runner-up in this year’s AEJMC competition.

Kirsten Lundberg, of Columbia University’s Knight-Foundation-sponsored case development program.

Roy Harris, Emerson College (formerly a Wall Street Journal reporter, and currently a website editor),
author of “Pulitzer’s Gold.”

Also asked to participate:

Marilyn Greenwald, Ohio University, author of “A Woman of the Times,” a biography of New York Times
legend Charlotte Curtis.

Contact Info:

Roy Harris

111 Martins Lane

Hingham, MA -02043

rjharrisjr@aol.com

781-740-3114

Cell: 617-512-0969

**Panel Submission (No. 4) to the Newspaper and Online News Division
(Division Contact Jin Yang at jinyang@memphis.edu)**

A working title and panel description.

Common Threads: Innovative Ideas for Newspapers from Youth Journalism.

The Common Threads report, prepared by the Media Management Center for the Newspaper Association of America Foundation, suggests ways that newspapers can connect young audiences with the news. It provides insights and fresh approaches for today's news companies. This panel will discuss the study findings that traditional newspapers currently offer minimal meaning and value to young people (ages 5-17) and young adults (ages 18-34). The study uses two concepts - engagement and life-stage analysis – to outline the steps that newspapers should take.

Panel Type: Professional Freedom and Responsibility

Possible Co-sponsors: Scholastic Journalism Division and Minorities in Communication Division

A statement of why the topic is important.

Attracting younger, more diverse consumers of news is important to the future of the media.

A brief description of issues the panelists could discuss.

The panel will discuss the report's suggestion that news companies look at future news consumers through one of six life-stage lenses: elementary, middle school and high-school students living at home with parents or guardians; and young adults living alone or with roommates, living with spouses or partners and living with one or more children.

Because U.S. readership is increasingly diverse, no single life-stage approach may be appropriate. To apply this approach, news media must know the potential of their markets. Once publishers choose a market segment and apply a life stage, they can begin to attract readers through engagement strategies. Engagement is the combination of content and delivery mechanism.

Names or descriptions of possible panelists.

Rachel Davis Mersey, Northwestern University Media Management Center

Emily Dresslar, Northwestern University Media Management Center

Jeanne Fox Alston, Newspaper Association of America Foundation

Youth journalists from Chicago area

Moderator – Mary Arnold, South Dakota State University

Contact Information:

Mary Arnold, Ph.D.

Head, Department of Journalism and Mass Communication

South Dakota State University

Yeager Hall 211, Box 2235

Brookings, SD 57007

mary.arnold@sdstate.edu

605 688 4171

Fax 605 688 5034

**Panel Submission (No. 5) to the Newspaper and Online News Division
(Division Contact Jin Yang at jinyang@memphis.edu)**

A working title and panel description.

“Editing centers – Yea or nay?” Several major U.S. newspaper groups have moved copy editing and/or page design jobs into central locations, known as hubs, centers or studios. Tribune Co., Gannett and Media General are the three largest. What this means in practice, to give a few examples, is that the business section of the Tampa Tribune is copy edited in Richmond, Va. The St. George, Utah, paper is designed in Phoenix, Ariz., and the Hartford Courant is copy edited in Chicago. This type of restructuring has been called a necessary financial move by some and a threat to local journalism by others." Is it a good idea? What are the pros and cons?

Panel Type: PF&R

Possible Co-sponsors: Comm Tech and/or Media Management, Community Journalism.

A statement of why the topic is important.

Copy editing has come under fire in recent years as ad revenue and circulation have declined. Some editors argue that copy editors are no longer necessary; others say they are more vital than ever, especially in the move to online-first publication. Copy editors and designers have been laid off, bought out and, lately, “invited” to move to new centers hundreds of miles away from the papers where they have worked for years. Advances in newsroom computer systems have made editing and designing print from afar technically feasible. But serious questions remain about the quality of editing (both in print and online), the impact on staff motivation, identity and morale and whether this restructuring will limit career paths for copy editors and designers. There also are implications for journalism curricula, given that this trend reflects a clear movement in the direction of increasing specialization of positions.

A brief description of issues the panelists could discuss.

How well is the move to hubs working? This issue can cover technical, quality, staff morale and recruitment perspectives. (For example, several organizations have found that current staffers at local papers do not want to move to a central city, often hundreds or more miles from their former papers). Is this necessary from a financial perspective, or is it pennywise and pound-foolish?

Possible panelists:

- John Russial (Moderator)
- A Chicago Tribune-based copy editing center supervisor
- Teresa Schmedding, the American Copy Editors Society president
- Possibly a copy editor/supervisor from another group (There is a copy editing hub, in Grand Rapids, Mich., that serves several Advance Publications papers).
- One (or more) editing professor/scholar/consultant interested in this issue from a management and/or a technology perspective.

Contact Information

John Russial
Associate professor
School of Journalism and Communication
1275 University of Oregon
Eugene, OR, 97403-1275
jrussial@uoregon.edu

**Panel Submission (No. 6) to the Newspaper and Online News Division
(Division Contact Jin Yang at jinyang@memphis.edu)**

A working title and panel description.

World Class: Taking students abroad to do journalism

With experiential learning and international education both enjoying academic popularity, a number of journalism programs are sending students abroad to practice their craft, often over spring break. These short-term trips range from the familiar (Europe) to the unpredictable (China, the Third World), with varying amounts of convergence. This panel will bring together faculty who have run such courses, discussing the pedagogical and logistical issues associated with teaching students to report on culture far from home.

Panel Type: Teaching (or possibly PF&R)

Possible Co-sponsors: Electronic News or International Communication Division

A statement of why the topic is important.

In spite of the almost universal advice about the value of studying abroad, most students never do so before graduation. By planting these courses within an otherwise ordinary semester, schools of JMC make it possible for students to stay on track with other coursework while having an unforgettable experience working overseas for a week or two. The discussion will include how-to elements for those interested in proposing a similar idea.

A brief description of issues the panelists could discuss.

1. How to pitch the idea to the dean – and even get funding.
2. Where to go, what kind of cooperation needed in the host country (e.g., having English-speaking students from a host university paired up with your students).
3. Setting academic parameters for the course, including what to grade.
4. Recruiting and deciding what mix of students is right.
5. Ensuring safety, the dance between allowing adult freedom and keeping them out of trouble.
6. Tips for success (cell phones, fixers, pre-trips if you can afford).
7. Questions of the panelists for each other (I envision we'll have questions about each other's experiences.)

By the way, I would plan for this to be a short-answer roundtable, rather having people start with 15-minute presentations. Showing the various Web sites would be a good way to start.

Possible Panelists: Tony Barbieri, Penn State (confirmed)
Gary Hanson, Kent State (confirmed)
Mitch McKenney, Kent State (moderator)(confirmed)
Someone from UNC (possibly Patrick Davison)

Contact Information:

Mitch McKenney
Assistant professor
Kent State University at Stark
6000 Frank Blvd., N. Canton, OH 44720
330-244-3364
mmckenne@kent.edu

**Panel Submission (No. 7) to the Newspaper and Online News Division
(Division Contact Jin Yang at jinyang@memphis.edu)**

Working title: Moderation in All Things?: Anonymous Readers' Comments and the Ethics of Editorial Control

Panel Description: In the past year, newspaper and news website editors – and those who manage social networking sites – have been very publically rethinking their approaches to handling readers' comments, with some notable high-profile sites (such as Politico.com, for example) experimenting with barring non-anonymous comments, forcing reader-commentators out of the cloak of anonymity. The question of whether and how much to moderate such comments and the staffing costs sometimes associated with moderation speak to the heart of newspapers' civic mission and the purpose of public spaces. News operations with no moderation of user comments sometimes open themselves to accusations of enabling abusive, hateful, and/or libelous comments. But recent scholarship has also demonstrated that users strongly value their anonymity. The panel will focus on the tricky ethical terrain facing newspaper and online news sources as they contend with the lively insights and frequent outrages of anonymous readers' comments.

Panel Type: PF&R

Possible Co-sponsors: Civic and Civic Journalism IG; Media Ethics Division

A statement of why the topic is important:

A number of high-profile news stories about editorial policy changes related to anonymous reader comments; continued legal and economic debates on the user comments; and an outbreak of recent scholarship (for example, see [here](#)) on various dimensions of readers' comments issues have all made the subject timely and substantive.

A brief description of issues the panelists could discuss:

The ethics of regulating online public spaces of debate

Successful and unsuccessful user comment policies

User comments as news-drivers and tip-sources, and the ethics of moderating such streams of civic information

The economics of comment moderation in an era of editorial downsizing

Recent legal and policy developments with user comments sections of news sites

Possible Panelists:

Arthur Santana, University of Oregon, a likely attendee

Jack Rosenberry of St. John Fisher College, a possible conference attendee

Julie Zhuo, a product design manager at Facebook who has written about online anonymity

Many other possibilities!

Contact Information

Bill Broun

1951 Fairview Avenue

Easton, PA 18042

wbroun@po-box.esu.edu

Tel: 484-544-9617

**Panel Submission (No. 8) to the Newspaper and Online News Division
(Division Contact Jin Yang at jinyang@memphis.edu)**

Hacker Journalists: How Computer Programmers Are Changing the Narrative of Journalism

Computer programmers have only recently begun enlisting in the cause for better journalism. But they've quickly changed the way news is reported, and the way it is received and understood by audiences. Some members of this new guard have even taken on their own moniker, hacker journalists. The term was coined by Brian Boyer, the news application editor of the Chicago Tribune. Hacker journalists believe that computer programming is revolutionizing online journalism, from investigative work to storytelling to distribution.

So far, Boyer's Tribune team has processed and made searchable hundreds of thousands of documents revealing abuses in Illinois nursing homes – while working with reporters on the accompanying story. (The governor subsequently launched an investigation.) Boyer's team also built the new TribLocal blog, which encompasses 89 hyper-local websites for 99 towns in the Chicago area. And for something completely different – and as an act of conscience – they also built a program that helped people find gravesites of loved ones who were illegally disinterred by local property developers.

Such programming wizardry has also given the online journalism world Google mash-ups, which includes the Los Angeles Times' incredible block-by-block Homicide Report, and the PBS Newshour's Oil Spill Widget during the Deepwater Horizon oil spill in early 2010. Examples abound. Groups of hacker journalists and old-fashioned news reporters have even joined across the country as part of a movement called Hacks/Hackers. They have meet-ups called "hackathons" that invite the teams to create technological solutions to various community or news challenges.

In short, this research panel would look at the way programming is changing online news in ways that try to make content more interactive and more personalized. The panel will examine how programmers are changing the way newsrooms approach and report on stories, and its power to enable more localization and community news.

The site of 2012's AEJMC conference is the ideal location for this panel. Chicago is home to Boyer, the high priest of the hacker journalist movemet. Just as significantly, Chicago is the site of his alma mater, Northwestern University, which has successfully used a Knight Foundation grant for an experimental program to send computer programmers to journalism school. Boyer was the first graduate of that program. The area also includes a number of prominent techie journalists who could serve on the panel. They include Boyer; Northwestern University professor Rich Gordon, who created the Knight-funded Northwestern program; Dan Sinker, director of the Knight-Mozilla News Technology Partnership and a former instructor of entrepreneurial journalism and mobile web technology at Columbia College; and Adrian Holovaty, a former washingtonpost.com programmer and the founder of EveryBlock. Another possibility is Matt Waite, a professor at the University of Nebraska and the co-creator of the Pulitzer Prize-winning PolitiFact. Bret Schulte, who teaches new media at the University of Arkansas, and who has written about Boyer and hacker journalism for Columbia Journalism Review, would serve as moderator.

The Communication Technology Division, with its focus on how technologies are changing media and media habits, may be interested in co-sponsoring this panel.

Bret Schulte, Assistant Professor
Walter J. Lemke Department of Journalism
University of Arkansas
116 Kimpel Hall
Fayetteville, AR 72703
479-575-6659
bjschult@uark.edu

**Media Management and Economics Proposal
AEJMC 2012 Chicago Convention**

Proximity: The Impact of Media Management Decisions on Media Coverage of the 2012 Presidential Campaign

The panel will be designated as teaching oriented as it seeks to provide professors with an exploration of potential case studies they can use. The information gained for instruction would be provided by a panel of media executives from the Chicago area who are involved in making high stake decisions using all multimedia platforms during their coverage of President Barack Obama in his hometown as he seeks a second term. What are the challenges in covering a local story with a large international focus? What economic challenges are faced by media executives?

Panelists would be composed of political representatives from diverse constituencies, Obama staff members, and media executives.

The panelists would be local. A budget for local transportation and lunch or dinner would be discussed.

Contact Information:

Teresa Jo Styles, Ph.D.

Professor

Department of Journalism and Mass Communication

North Carolina A & T State University

1601 East Market Street

Greensboro, North Carolina 27411

teresaj@ncat.edu

+1 336.334.7900

**Media Management and Economics Proposal
AEJMC 2012 Chicago Convention**

The History of Teaching Media Management

A panel that explores case studies from the 1950s through the 1980s that remain models for best practices in teaching media management.

The panel will be composed of media management professionals and professors who could provide a lively debate using case studies.

Panelists to be determined.

Contact Information

Teresa Jo Styles, Ph.D.

Professor

Department of Journalism and Mass Communication

North Carolina A & T State University

1601 East Market Street

Greensboro, North Carolina 27411

teresaj@ncat.edu

+1 336.334.7900

**Media Management and Economics Proposal
AEJMC 2012 Chicago Convention**

Changing the News: Exploring a “Connective Journalism”

Panel Type: Research

Panel Description: This panel will focus on journalism’s ongoing response to a complex environment that continues to be flat, networked and fragmented. The resulting uncertainty has made it hard for journalists and news organizations to predict and control their professional and financial future. But it has also offered opportunities for reassessment and change. This environment of many, interactive and disparate voices calls for a connective journalism that helps bring these voices together in intelligent and engaging ways. A connective journalism recognizes the social and economic value of niche specialization and diversity on the one hand, and sense making and coherence on the other. These were the conclusions of the 2011 edited volume *Changing the News*, co-edited by Lowrey and Gade. And others in academia and in the industry have reached similar conclusions, calling for journalists to serve as “guides” and “curators,” or even as “seminar leaders.” The proposed panel would bring together chapter authors of the book to revisit these conclusions a year later. The panel would address the following:

- How has journalism’s environment changed in the past year? How evident are niche specialization, the need for sense-making, and the need for a connective journalism?
- How should a connective journalism work on a daily basis? What challenges does a connective journalism present to managers? To the rank and file?
- Can a new emphasis on roles such as monitoring, juxtaposing and sense-making co-exist with traditional journalistic roles?
- Can a connective journalism be economically sustainable? If so, how?
- What research questions do these issues and problems suggest?

Possible Co-sponsors: Civic Journalism, Community Journalism, Mass Comm & Society,
Newspaper and Online News

Panelists: (please list both name and affiliation)

Randal Beam, University of Washington
Doug Hindman, Washington State University
Steve Lacy Michigan State University
Jane Singer, Iowa State
George Sylvie, University of Texas

Moderator: Peter Gade, U Oklahoma, or Wilson Lowrey, U Alabama

Contact Information

Name: Wilson Lowrey

Mailing Address:

Box 870172 / Dept of Journalism / The University of Alabama / Tuscaloosa, AL 35487

Telephone Number: (205) 348-8608

E-mail Address: wlowrey@ua.edu

**Media Management and Economics Proposal
AEJMC 2012 Chicago Convention**

Case Method for Teaching and Research

Panel Type: Research/Teaching

Panel Description: This panel focuses on the differences between case study as a social science research method and case method as pedagogy. By the completion of the session, attendees will

- understand case study as a rigorous social science method and when it is an appropriate choice of method,
- learn how to use cases in teaching mass communications,
- get a brief lesson on how to construct teaching cases, even getting students involved in case writing and
- receive a set of resources for further study and reference.

Examples and demonstrations will be drawn from media management and economics situations but the session will be appropriate for scholars from any area of AEJMC.

Possible Co-sponsors: Comm Theory & Methodology, Mass Comm & Society

Panelists: (please list both name and affiliation)

1. Anne Hoag, Penn State (moderator)
2. Justin Walden, Penn State
3. Mike Wirth, Tennessee-Knoxville
4. Ron Rizzuto, Denver U
5. Louisa Ha, Bowling Green

Contact Information

Name: Anne Hoag

Mailing Address: 105b Carnegie Building, Penn State, University Park, PA 16802

Telephone Number: 814 865 7084

E-mail Address: amh13@psu.edu

**Media Management and Economics Proposal
AEJMC 2012 Chicago Convention**

Evolving Business Models for Ethnic Media

Panel Type: PF&R

Panel Description: The tradition of ethnic media in Chicago is more than a century old. A variety of newspaper, radio, TV and cable outlets in more than a dozen languages continues to serve the ethnic diasporas and neighborhoods of the city today. How has this niche of the news business been affected by changing demographics, audience preferences for digital content and shifting advertising spending? After an overview of the current state of ethnic media economics, panelists will discuss their strategies for competition and service.

Possible Co-sponsors: Advertising, Newspaper and Online News

Panelists: (please list both name and affiliation)

1. Anne Hoag, Penn State (moderator)
2. Snow Dong, Penn State
3. Hiram E. Jackson, CEO, Real Times, Inc.(parent of *The Chicago Defender*)
4. Mila Tellez, Publisher, Extra
5. Publisher TBD, *Chicago Chinese News*

Contact Information

Name: Anne Hoag

Mailing Address: 105b Carnegie Building, Penn State, University Park, PA 16802

Telephone Number: 814 865 7084

E-mail Address: amh13@psu.edu

**Media Management and Economics Proposal
AEJMC 2012 Chicago Convention**

Giving Journalism Graduates the Skills to Survive in a Free Agent World

Panel Type: Teaching

Panel Description: Because of the evolving nature of media and the economic crash, graduates in journalism and mass communication face a rapidly changing job market. I have attached a document entitled "Changing World of Work and Journalism Students," which is based on the most recent research by Becker, et al, and data on the new work environment. In summary, a significant percentage of our graduates are entering a world of work where they are quite possibly going to have to work as freelancers, part-timers, contract workers, etc. Research shows that the rate of non-traditional "contract" workers is growing much faster than the rate of full-time workers.

Given these developments, I have changed my Multimedia Management and Leadership course significantly over the past two years. Now, about 60 percent of the course continues to explore management, leadership, change and traditional topics. The other half deals with what it is like to be a Free Agent: the new world of work, building a personal brand, networking, etc. Some schools have responded to these changes by creating "Entrepreneurship" programs but virtually all of them are focused on a select few students who use their new knowledge to develop new products. We should be teaching all of our students to think like entrepreneurs (lower case "e") so they can survive in this new world. The panel would explore how/if MME faculty are changing their courses in light of this new world of work.

Possible Co-sponsors: Advertising, Electronic News, Magazine, Newspaper & Online News,
Public Relations

Panelists: (please list both name and affiliation)

James K. Gentry, University of Kansas

Kenneth C. Killebrew, University of South Florida

Contact Information

Name: James K. Gentry

Mailing Address: 8830 Sunset Drive, Lenexa, KS 66220

Telephone Number: 785-218-4755 (cell)

E-mail Address: jgentry@ku.edu

**Media Management and Economics Proposal
AEJMC 2012 Chicago Convention**

Teaching innovation and entrepreneurship at smaller journalism programs

Panel Type: Teaching

Panel Description: At the 2011 conference, MME sponsored a panel on teaching entrepreneurship and innovation that included several faculty from larger programs that have a great deal of funding. After the session, several attendees approached the lone representative from a smaller program and asked for further details about his experiences in developing entrepreneurial & innovative projects. Such a response indicates there is interest in focusing a panel session on such projects at smaller journalism programs.

Panelists would be drawn from smaller schools to discuss how they have developed technology-driven, innovative class projects (or student media projects) with limited funds. Such projects include an agreement at Southern Methodist with select sponsors to promote their products/services on a student media organization's social media feed.

Possible Co-sponsors: Communication Technology, Small Programs Interest Group

Panelists: (please list both name and affiliation)

Jake Batsell, Southern Methodist

Cathy Yungmann, Cabrini College

Michael Longinow, Biola University

Panelists' names will depend upon which division(s) serve as co-sponsors, and draw from educators who have experience helping students and/or student media develop materials to be published across platforms at smaller schools that do not have extensive financial support for such endeavors.

Contact Information

Name: Amber Hinsley, MME PF&R Chair

Mailing Address: Saint Louis University

3733 W. Pine Blvd., Xavier 213B

St. Louis, Mo. 63108

Telephone Number: (314) 977-3244

E-mail Address: ahinsley@slu.edu

**Media Management and Economics Proposal
AEJMC 2012 Chicago Convention**

Media economics—a look ahead

Panel Type: PF&R

Panel Description: Panelists will include a mix of professionals and scholars who will discuss the future of media economics, including the sustainability of the news industry, the rise of niche news, audience fragmentation, and avenues for profitability.

Possible Co-sponsors: Electronic News, Magazine, Newspaper & Online News

Panelists: (please list both name and affiliation)

Iris Chyi, Texas

Chicago-area media managers

Leaders of Chicago-area professional organizations (ASNE, SPJ)

Panelists' names will depend upon which division(s) serve as co-sponsors, and draw from professionals and scholars with expertise on the future of media economics

Contact Information

Name: Amber Hinsley, MME PF&R Chair

Mailing Address: Saint Louis University

3733 W. Pine Blvd., Xavier 213B

St. Louis, Mo. 63108

Telephone Number: (314) 977-3244

E-mail Address: ahinsley@slu.edu

**Media Management and Economics Proposal
AEJMC 2012 Chicago Convention**

Leading innovation: Women at the forefront of development

Panel Type: PF&R

Panel Description: Panelists predominantly will be female professionals at Chicago-area media organizations whose jobs entail working on innovation initiatives that may include research & development, interactive endeavors, and social media tools.

Panelists from the profession will discuss their organizations' current and future projects as well as their individual career paths.

Panelists from academia will discuss their research on organizations' innovation initiatives and the role women have played in those endeavors.

Possible Co-sponsors: Advertising, Comm Technology, Commission on the Status of Women, Electronic News, Magazine, Newspaper & Online News, Public Relations

Panelists: (please list both name and affiliation)

Chicago-area professional women in R&D, interactive, social media endeavors

Amy Schmitz Weiss, San Diego State

Cindy Royal, Texas State

Panelists' names will depend upon which division(s) serve as co-sponsors, and draw from Chicago-area professional women who are leaders at media organizations in research & development, interactive endeavors, and social media tools. Scholars may include those who have performed research on innovation projects at media organizations.

Contact Information

Name: Amber Hinsley, MME PF&R Chair

Mailing Address: Saint Louis University

3733 W. Pine Blvd., Xavier 213B

St. Louis, Mo. 63108

Telephone Number: (314) 977-3244

E-mail Address: ahinsley@slu.edu

**Media Management and Economics Proposal
AEJMC 2012 Chicago Convention**

Developing research partnerships with media organizations

Panel Type: PF&R

Panel Description: Panelists will discuss their experiences in developing research partnerships with media companies, which may include news organizations, public relations firms and advertising agencies based on which division(s) serve as co-sponsors.

Panelists will offer advice for identifying media organizations that the scholar might approach, working with the organization (and the IRB) to develop a research plan and secure funding, and pursuing publication of the research results. Research projects may include studies of the organizations themselves, as well as their audiences.

At least one panelist will be an industry professional who has worked with a scholar on a research project.

Possible Co-sponsors: Advertising, Comm Theory & Methodology, Electronic News, Magazine, Newspaper & Online News, Public Relations

Panelists: (please list both name and affiliation)

Renita Coleman, Texas

Nikki Usher, George Washington

Cindy Royal, Texas State

Amy Schmitz Weiss, San Diego State

Panelists' names will depend upon which division(s) serve as co-sponsors, and draw from scholars with experience conducting research with a media organization.

Contact Information

Name: Amber Hinsley, MME PF&R Chair

Mailing Address: Saint Louis University

3733 W. Pine Blvd., Xavier 213B

St. Louis, Mo. 63108

Telephone Number: (314) 977-3244

E-mail Address: ahinsley@slu.edu

Joint Session Proposal
Advertising Division, AEJMC Conference 2012

Type of Panel: Teaching

Title: How Master Teachers Evolve Over Time and What We Can Learn from Them

Panel Description: There has been considerable attention devoted to curriculum issues and specific pedagogical techniques. Yet there has been little discussion of the larger values that inform the work of master teachers. This panel will provide an opportunity to hear award-winning teachers reflect on their goals and values, how those have evolved over time, the factors that contributed to that growth and the ways they continue to remain fresh. Preliminary interviews with potential panelists have been conducted to make sure the topic would be a meaningful one.

These potential panelists found it helpful to step back from the day-to-day issues and consider the larger values that guide their work in the classroom. So we feel the panel will be of value for the perspective it provides and for the insights and questions it will provoke. The panelists' reflections, for example, on the factors that contributed to their growth as teachers may provide useful discussion points about how we prepare graduate students for the classroom. Moreover, the panelists' thoughts about how their own goals and values have evolved will be of particular interest to those at the beginning of their careers and will also provide more experienced educators with useful points of comparison. This panel will address issues that have received scant attention and that will be of value to a range of educators.

Possible Panelists: Names may change, subject to availability. All panelists have received either a national teaching award or several university teaching awards and have been interviewed by Brett Robbs or Sheri Broyles as a study of master teachers.

Nancy Mitchell, Professor, Director of Undergraduate Education, University of Nebraska, Lincoln
John Sweeney, Distinguished Professor, University of North Carolina, Chapel Hill
Alice Kendrick, Professor, Southern Methodist University
Carla Lloyd, Associate Professor, Syracuse University
Michael Maynard, Associate Professor, Temple University

Moderator: Brett Robbs, University of Colorado, Boulder

Cost: None

Possible Panel Co-sponsors: Graduate Interest Group and others interested in better teaching. Because we all value highly effective teaching and teachers and because the issues this panel will address cross the boundaries between disciplines, other divisions and interest groups will also find this panel of significant interest to their members.

Panel contact:

Sheri Broyles, Ph.D.
Mayborn School of Journalism
University of North Texas
P.O. Box 311460
Denton, TX 76203
Office: 940.565.4736
E-mail: Sheri.Broyles@unt.edu

**Joint Session Proposal
Advertising Division, AEJMC Conference 2012**

PROPOSAL FOR JOINT SESSION – RESEARCH

Lucy Atkinson, Assistant Professor, Department of Advertising, UT-Austin
Michelle R. Nelson, Associate Professor, Department of Advertising, UI-UC
Mark A. Rademacher, Assistant Professor, Butler University

Session Name: iKids and Mobile Minders: understanding parents' and preschoolers' use of digital and interactive media
Suggested co-sponsors:

We propose this session be sponsored jointly by the Advertising Division and the Communication Technology (CTEC) Division.

Summary of Session Topic: Ninety-three percent of 6- to 9-year-olds have access to a cell phone and more than 30% own their own phone (Goldburg, 2010). These phones are increasingly being used to entertain and mind children – more than 1,500 apps are tagged for children in the iTunes app store, and almost half of the top 100-selling apps sold there were for preschool or elementary-aged children according to a content analysis by the Joan Ganz Cooney Center at Sesame Workshop (Shuler, 2009).

Some of these apps are educational but many more of them are commercial, raising questions about the consequences, such as unhealthy eating habits or heightened materialism, of this routine exposure to market-oriented messages. For example, the “Scoops” app has children tilt the phone to fill ice cream cones with scoops of ice cream while “Red Carpet Dress Up” lets children choose outfits and makeup for virtual models. Oftentimes, these new media devices are used by parents as a means to entertain and distract bored kids in a phenomenon called the “pass-back” effect, in which parents hand their smartphones to their children. Commercials for providers like AT&T acknowledge this trend, with one spot showing Luke Wilson “passing back” a smartphone to a crying child in a restaurant.

Although by no means the only source of marketing messages, these new media devices represent the newest – and least studied – avenue of commercial message exposure to young children. We propose a research session focusing on this emerging topic. We envision this special session bringing together academics representing different methodological and theoretical orientations but with a collective focus on the relationship between preschoolers, their parents and digital media. Our goal is to explore different facets of preschoolers' digital media use, including issues related to health and obesity, advertising and materialism, violence and video games. We believe this special session topic is both timely and interesting, and would draw interest from across the various divisions at AEJMC.

Possible Speakers (not confirmed):

Lucy Atkinson, UT-Austin
Michelle R. Nelson, UI-UC
Mark A. Rademacher, Butler University
Elizabeth Taylor Quilliam, MSU
Karyn Riddle, UW-Madison
Vinnie Cicchirillo, UT-Austin

Estimated cost: None

Contact person: Lucy Atkinson (lucyatkinson@mail.utexas.edu)

Joint Session Proposal
Advertising Division, AEJMC Conference 2012
Robyn Blakeman and Eric Haley

AEJMC group proposing the session: Ad Division, Co-sponsor Public Relations

Title: The Writing Process: One Mind Does All The Work, Two Or More Minds Split The Difference

Cost: None.

Session Content: The writing process whether alone or in collaboration is the organization of one or more creative ideas that not only tells a story but also educates. Critical thinking paired with an organized presentation and a clear outline is needed to create a successful book.

This session offers a comprehensive look into developing and completing a book idea alone or with one or more partners. It will also explore how to research, write and publish your book idea. An applicable, problem-solving approach is presented one component at a time, making it an invaluable conceptual and writing tool for any author or team of authors.

We see several outstanding features to this panel. First, it is a how-to guide for selecting a topic, organizing a proposal and finding an editor. Second, it offers an insider's look at the art of collaborative brainstorming and writing. Third, it outlines the writing process unique to book publication, how to break through writers block, keep the book on topic and editing.

After attending this panel discussion, prospective authors and teams will walk away with a deeper understanding of how to time manage and organize a single authored book, the collaborative process, and how to find and work with an editor and the importance of sharing the essence of your textbook with other academics interested in adopting it for their classes.

List of Potential Panelists:

- a. Robyn Blakeman (Associate Professor of Advertising, University of Tennessee) Author of six books.
- b. Eric Haley (Professor of Advertising, University of Tennessee) Co-author of two books and numerous articles.
- c. Margret Morrison (Professor of Advertising, University of Tennessee) Co-author of one book and numerous academic and professional articles.
- d. Margo Berman (Associate Professor of Advertising, Florida International University) Advertising. Author of three books.
- e. Harry Briggs (Executive Editor, ME Sharpe, Inc.)

List of Divisions:

- a. Advertising & Public Relations
- b. Visual Communication
- c. Journalism

Name and contact information of the panel proposal writer:

Robyn Blakeman, Associate Professor of Advertising
University of Tennessee, Knoxville, School of Advertising and Public Relations
Office phone: 865- 97407170 or Cell phone: 865-384-6476
rblakema@utk.edu

Joint Session Proposal
Advertising Division, AEJMC Conference 2012

Panel Title: Mad Women: Mothering and careers

Panel Type: PF&R

Possible co-sponsors: CSW

No one ever asked Mad Men if they could handle parenting and careers, but it is a perennial issue for women. Have things changed since the 1960s and 70s? Is careering and mothering getting any easier? A substantial body of academic research says "not really," as does Jane Maas, an advertising creative director/agency president and author of *Mad Women: The Other Side of Life on Madison Avenue in the 60s and Beyond*, who came of age in the Bill Bernbach/Don Draper era. Indeed research finds increasing workplace prejudice against mothers (but not fathers).

We'll discuss why communication firms are behind other industries in workplace policies that favor women, such as telework and flex-time. Is freelancing better or worse?

Are perspective and experiences different for women of each generation: baby boomers, millennials, Gen Y, Gen Xers?

Further, what is "success," and is that defined differently for women?

Panelists:

Jane Maas: former agency president & creative director, author of "Mad Women," an account of her life in the primarily male environment New York advertising world of the 1960s and 70s.

Susan Credle, millennial, childless, executive creative director of Leo Burnett.

Sheri Broyles, Baby Boomer, Professor, University of North Texas

Kim Golombisky, University of South Florida

Two additional Chicago professional women from other disciplines TBD

Moderator: Karen Mallia, University of South Carolina, Baby Boomer, gender, leadership & advertising researcher and advertising creative director who moved to academia

Estimated speaker cost: \$700 (Airfare NY to Chicago, taxis, hotel for Jane Maas)

Contact:

Karen L. Mallia

School of Journalism and Mass Communications, University of South Carolina

Columbia, SC 29208, 803-777-1154

Joint Session Proposal
Advertising Division, AEJMC Conference 2012

Panel Title: The New World of Co-Branding: Technology, Innovation, and Corporate Social Responsibility

Panel Type: PF&R

Panel Sponsors: Advertising Division and Public Relations Division

Panel Coordinators: Heidi Hennink-Kaminski, UNC-Chapel Hill
616.502.1213/cell
h2kamins@unc.edu

Heidi Hatfield Edwards, Florida Tech
321-674-7492/office
heidihat@fit.edu

When you buy the pink package of M&M's what are you supporting--your love of crunchy chocolate or Susan B. Komen for the Cure? As non-profits use new tools to develop their brands into movements, and products search out more innovative brand experiences, marketers and charities can now weave their brands together more tightly, making the answer to that question: both. Today's unpredictable economy and global media opportunities have fostered more meaningful partnerships between corporate brands and non-profits, even spawning a new rush of social entrepreneurs bent on innovating on both sides of the equation. This panel will look at the impact of more intricately constructed co-branded promotions in advertising and public relations and examine the mechanics of how consumers relate to the partnerships they create.

Panelists would include:

- A Fortune 500 chief marketing officer who has developed creative ways to co-brand with non-profits. (Several discussions currently underway).
- 2 social entrepreneur experts who approach co-branding as a part of their non-profit business model.
- A public relations agency executive responsible for matching businesses with non-profits (exemplars).

The composition of the panelists would represent a variety of industries/product categories. Based on preliminary outreach, we do not anticipate needing any funds to bring in the panelists.

**Joint Session Proposal
Advertising Division, AEJMC Conference 2012**

Panel Title: Experimental Methodology in Mass Communication: How to Improve as Scholars and Reviewers

Panel Type: PF&R

Sponsors: Communication Theory & Methodology, Advertising

Panel Abstract:

Experimental designs are a commonly used tool in both academic and professional pursuits in mass communication. Most quantitative academics will run experiments at some point in our career, and most academics in general will be asked to review an experimental article at some point in time. Despite the prevalence of the method, there still a debate surrounding several aspects of what makes an experiment appropriate.

In order to assure that as researchers we are staying at the forefront of any methodological developments, and thereby also training our students to the best of our ability, we need to be aware of the methodological debates that surround our commonly used methods. This remains the case even if we do not use experimental methods ourselves, but instead just read or review articles using these methods.

The goal of this panel is to point out seven key areas of contention regarding experiments in order to enable us to be more effective scholars and reviewers. ? A key issue in experimental design is the importance of manipulation and confound checks to ensure the effectiveness of the manipulation.

Three notable experimental scholars recently put together a book chapter addressing the debate in experimental research and will addresses the debate, and reasons behind the debates for several key questions such as: Is random sampling necessary? What makes something a control group

Potential Panelists:

Rob Wicks, University of Arkansas

Esther Thorson, University of Missouri

Glenn Leshner, University of Missouri

Marla B. Royne Stafford, Ph.D., Fogelman College of Business & Economics,
University of Memphis

Contact Information:

CT&M PF&R Chair: Myiah Hutchens, myiah.hutchens@ttu.edu,
614-917-7895

Advertising PF&R Chair: Karen Malik, kmallia@mailbox.sc.edu,
803-777-1154

Joint Session Proposal
Advertising Division, AEJMC Conference 2012

Title: Brandjacking

Type: PF&R/Teaching Panel

Contact Information:

Amber Hutchins -- ahutchins97@gmail.com

Natalie Tindall -- ntindall@gsu.edu; drnatalietjtindall@gmail.com

Sponsors: Public Relations Division

Potential Sponsor(s): Entertainment Studies Interest Group; Advertising

Paragraph description (4-5 sentences):

When hackers decide to "brandjack" a social media account by making fake posts or squatting on domain names, they cause serious damage to the reputations of real people and organizations. No one is safe, from celebrities like Angelina Jolie, to politicians like Sarah Palin, and organizations like H.J. Heinz and Microsoft. Recently, a hacker infiltrated FoxNews's Twitter account and declared President Obama dead. During the BP oil spill crisis, a fake Twitter account earned more followers than the real BP trying to repair their brand. Even the Pope weighed in on the topic. Errors, rumors and the truth mingle in the online world, and in this session the panelists will examine the realities of brandjacking. Case studies and best practices will be used to explore this important issue and dissect how corporations and individuals can prevent and rebound from brandjacking.

The panel will answer the following questions:

What is brandjacking?

Why does brandjacking matter?

How can brandjacking be turned into an opportunity for transparency and trust?

How can you protect your brand and avoid brandjacking (or make it less likely)?

How can you tell the difference between positive and negative brandjacking, and how do you handle each?

Potential Participants:

Amber Hutchins, Kennesaw State

Tina McCorkindale, Appalachian State University

Marcia DiStasio, Penn State

Cost: None

Entertainment Studies Interest Group

Group Contact: K. Maja Krakowiak, mkrakow2@uccs.edu

Panel Title: But I Don't Like to Write; I'd Rather Tweet: Balancing Entertainment and Journalism within Campus Media Outlets and Social Media Arenas

Panel Type: PF&R

Possible Co-Sponsors: Scholastic Journalism, Small Programs, Electronic News

Panel Description:

This panel will explore the challenges College Media Advisers and educators-at-large face as they attempt to teach the value of journalism but also appeal to students' high interest in entertainment. Campus media outlets that need student staff to function often dangle the more entertaining aspects of media (e.g., "have your own radio show," "produce a commercial") to solicit volunteers, but these media outlets may sacrifice the journalistic mission that is a staple of the institution's mass communications curriculum. Moreover, students are skilled social media users, and they bring a set of talents to campus media that are valuable; however, social media has made tweeting and updating statuses more important and popular than writing an accurate and exciting lead. Thus, the balance between creating entertainment (and appreciating its worth) and practicing solid journalism is an on-going struggle for media advisers/educators especially within the pervasive social media environment.

Possible Panelists:

Brad Yates, University of West Georgia

Sonya Barnes, University of West Georgia

Other Panelists TBD

Moderator: Brad Yates

Discussant: TBD

Estimate of Cost: None

Contact Person for Session:

Brad Yates

Professor of Mass Communications

University of West Georgia

Department of Mass Communications

1601 Maple Street

Carrollton, GA 30118-4400

678-839-4938

byates@westga.edu

Entertainment Studies Interest Group

Group Contact: K. Maja Krakowiak, mkrakow2@uccs.edu

Panel Title: Smart Phones, Smart Tablets, and Smart Apps in the New Age of Mobile Privatization

Panel Type: PF&R

Possible Co-Sponsors: Cultural and Critical Studies, Communication Technology,
Electronic News, Religion and Media, Mass Communication & Society

Panel Description:

Thanks to new media technologies such as smart phones, smart tablets and other mobile devices people can now consume news and politics, culture and entertainment, sports, and even religious services in practically any geographic location. These technologies have effectively extended Raymond Williams' concept of "mobile privatization" well beyond the private domains of the home. Have these new modes of communication increased notions of mobility and privacy, or have they problematized them? How are pressing social issues of power, control, and labor affected by these devices? How have these technologies changed the ways in which news, culture and information are produced, disseminated, and consumed by individuals? This panel will examine these and other issues concerning these new and pervasive media technologies.

Possible Panelists:

Matt McAllister, Penn State

David Pierson, University of Southern Maine

Moderator: David Pierson, University of Southern Maine

Discussant: TBD

Estimate of Cost: None

Contact Person for Session:

David Pierson, ESIG Teaching Standards Chair

Associate Professor of Media Studies

University of Southern Maine

Dept. of Communication and Media Studies

19 Chamberlain Avenue

Portland, Maine 04104-9300

(207) 780-5898

dpierson@usm.maine.edu

Entertainment Studies Interest Group

Group Contact: K. Maja Krakowiak, mkrakow2@uccs.edu

Panel Title: Social Media, Games and Advertisers: Industry Planning and Research Activities

Panel Type: PF&R

Possible Co-Sponsors: Advertising, Communication Technology and Methodology;
Media Management and Economics

Panel Description:

The social media undergo rapid transformations on a regular basis. Changes are driven by both technological innovation and user demands. This panel will discuss how entertainment and advertising continually blend and reach deeper into our lives. Advertisers use creative ways of getting our attention, and many consumers actively participate in the process. At times, consumers even circumvent the traditional relationship and take ownership of brands' images. This raises issues of consumer freedom, consumerism as labor disguised as entertainment, and the very nature of entertainment. This panel will address these issues within each member's expertise, which are addressed below. These panel topics will provide differing views on the same phenomena of social media, gaming, and advertising:

(1) Modern advertising for consumer brands means creating experiences that are relevant to consumers and spark dialogue, making social media an essential thread. One of the first digital media planners in the industry, Enright speaks of strategy to conversation starters for major consumer advertising campaigns.

(2) Player interactions with advertising studied in social online game play reveal a joint reality. This reality in social interactions, explored through symbolic interactionism qualitatively and quantitatively, is based on players and advertisers acting as content producers with brands for different goals.

(3) The fastest growth area for social games can be found on social network sites like Facebook. Last year, about 53 million Americans played Farmville, CafeWorld or another popular social network site game in between status updates with their Facebook friends. Advertisements support these free-to-play games, engage with players in interactive ways and promote marketer-generated electronic word of mouth.

Possible Panelists:

Anne Enright, SVP Digital Director, Starcomm Worldwide

Timothy R. Gleason, Moderator, University of Wisconsin Oshkosh

Sara Hansen, University of Wisconsin Oshkosh

Jin Kyun Lee, University of Wisconsin Oshkosh

Moderator and Discussant: TBD

Estimate of Cost: We request the registration fee for one or two industry professionals be covered by AEJMC because they bring expert, insider knowledge to the panel.

Contact Person for Session:

Timothy R. Gleason (920-424-7298; gleason@uwosh.edu)

Entertainment Studies Interest Group

Group Contact: K. Maja Krakowiak, mkrakow2@uccs.edu

Panel Title: Brandjacking

Panel Type: PF&R/ Teaching

Possible Co-Sponsors: Public Relations Division, Advertising

Panel Description:

When hackers decide to “brandjack” a social media account by making fake posts or squatting on domain names, they cause serious damage to the reputations of real people and organizations. No one is safe, from celebrities like Angelina Jolie, to politicians like Sarah Palin, and organizations like H.J. Heinz and Microsoft. Recently, a hacker infiltrated FoxNews’s Twitter account and declared President Obama dead. During the BP oil spill crisis, a fake Twitter account earned more followers than the real BP trying to repair their brand. Even the Pope weighed in on the topic. Errors, rumors and the truth mingle in the online world, and in this session the panelists will examine the realities of brandjacking. Case studies and best practices will be used to explore this important issue and dissect how corporations and individuals can prevent and rebound from brandjacking.

The panel will answer the following questions:

What is brandjacking?

Why does brandjacking matter?

How can brandjacking be turned into an opportunity for transparency and trust?

How can you protect your brand and avoid brandjacking (or make it less likely)?

How can you tell the difference between positive and negative brandjacking, and how do you handle each?

Potential Participants: TBD

Cost: None

Contact Person for Session:

Amber Hutchins -- ahutchins97@gmail.com

Natalie Tindall -- jountt@langate.gsu.edu

Entertainment Studies Interest Group

Group Contact: K. Maja Krakowiak, mkrakow2@uccs.edu

Panel Title: Broadcasting Lives: Lessons for Students from the Museum of Broadcast Communications (off-site)

Panel Type: Teaching

Possible Co-Sponsors: Electronic News, Advertising, MAC, Mass Communication & Society, History, Small Programs

Panel Description:

Staff members of the Museum of Broadcast Communications (located on North State Street in Chicago) and scholars discuss the role of the museum and the resources it has to offer to improve, supplement, and complement classroom teaching.

Possible Panelists:

Bill Richter, Lenoir-Rhyne College (author of Radio: A Complete Guide to the Industry)

Staff of Museum of Broadcast Communications

Moderator: Brad Yates

Discussant: TBD

Estimate of Cost: None

Contact Person for Session:

Brad Yates

Professor of Mass Communications

University of West Georgia

Department of Mass Communications

1601 Maple Street

Carrollton, GA 30118-4400

678-839-4938

byates@westga.edu

Entertainment Studies Interest Group

Group Contact: K. Maja Krakowiak, mkrakow2@uccs.edu

Panel Title: Using Television and Movies to Teach Students about Multicultural Connections and Diversity

Panel Type: Teaching

Possible Co-Sponsors: MAC, Commission on Status of Women, Mass Communication & Society, History, Small Programs

Panel Description:

An article from the Family Education Network about what television teaches young people argued that television sends subtle messages about race, gender, ethnicity, and class. Moreover, most programs consistently feature people of a certain ethnicity or portray groups in a distorted manner, which perpetuates stereotypes. Thus, the opportunity is ripe to teach students about diversity and multiculturalism through television and film. Such instruction can be the catalyst for continued lifelong dialogue about discrimination, diversity, and inclusion that hopefully will promote greater understanding.

Possible Panelists:

Camilla Gant, University of West Georgia

Others TBD

Moderator: TBD

Discussant: TBD

Estimate of Cost: None

Contact Person for Session:

Brad Yates

Professor of Mass Communications

University of West Georgia

Department of Mass Communications

1601 Maple Street

Carrollton, GA 30118-4400

678-839-4938

byates@westga.edu

Entertainment Studies Interest Group

Group Contact: K. Maja Krakowiak, mkrakow2@uccs.edu

Panel Title: Accessing Hollywood: Using Entertainment News to Foster Learning and Understanding

Panel Type: Teaching

Possible Co-sponsors: Ethics, Public Relations, Mass Communication & Society, Electronic News

Panel Description:

Given students' fascination with celebrity news and their affinity toward pseudo-news programs like The Daily Show and The Colbert Report as well as long-time tabloid programs like Entertainment Tonight and Access Hollywood, instructors must take advantage of the teaching opportunities these programming outlets provide. For example, in a public relations course the rise, fall, and rise again of Michael Vick could be discussed in terms of crisis management or ethics. Of course, most stories about Charlie Sheen and Lindsay Lohan have numerous angles that are ripe for instructors of ethics, public relations, print and broadcast journalism, and telecommunications.

Possible Panelists:

Brigitta R. Brunner, Auburn University

Naeemah Clark, Elon University

Lyn Lepre, Marist College

Brad Yates, University of West Georgia

Other Panelists TBD

Moderator: Brad Yates, University of West Georgia

Discussant: TBD

Estimate of Cost: None

Contact Person for Session:

Brad Yates

Professor of Mass Communications

University of West Georgia

Department of Mass Communications & Theatre Arts

1601 Maple Street

Carrollton, GA 30118-4400

678-839-4938

byates@westga.edu

Entertainment Studies Interest Group

Group Contact: K. Maja Krakowiak, mkrakow2@uccs.edu

Panel Title: Is it Really Possible to Have a Good Online Discussion?: Exploring Practices and Strategies for Organizing and Facilitating Effective Discussions in an Online Environment

Panel Type: Teaching

Possible Co-Sponsors: Communication Technology, Cultural and Critical Studies,
Mass Communication and Society, Small Programs, Graduate Education

Panel Description:

Have you ever been frustrated in organizing and facilitating an effective student discussion in an online course? Have you ever been disappointed with the lack of critical and analytical depth in student online discussion postings? Or are you just interested in the topic of online discussion in higher education? While this panel will not offer any "magic bullets," it will examine the current research literature on online discussion along with exploring several effective practices, strategies, and new technologies useful in structuring and facilitating productive online discussions. These discussions can be in either synchronous or asynchronous forums. The panel will also explore the pedagogical similarities and differences between classroom-based and online-situated student discussions.

Possible Panelists:

David Pierson, University of Southern Maine

Lenny Shedletsky, University of Southern Maine

Moderator: TBD

Discussant: Lenny Shedletsky, University of Southern Maine

Estimate of Costs: None

Contact Person for Session:

David Pierson, ESIG Teaching Standards Chair
Associate Professor of Media Studies
University of Southern Maine
Dept. of Communication and Media Studies
19 Chamberlain Avenue
Portland, Maine 04104-9300
(207) 780-5898
dpierson@usm.maine.edu

Entertainment Studies Interest Group

Group Contact: K. Maja Krakowiak, mkrakow2@uccs.edu

Panel Title: (Chicago) Sports Stadiums: Arenas for Culture, Entertainment and Teaching

Panel Type: Teaching

Possible Co-Sponsors: Sports Communication, Critical & Cultural Studies, Community Journalism, History, Political Communication, Mass Communication and Society

Panel Description:

This panel will explore how sports stadiums and arenas, with a case study focus on Chicago, can serve as teaching sites for investigating how these structures shape and affect a sports fans' experiences as well as serving as iconic monuments to a city or college campuses' identities. What is the role of stadium and arena design in accommodating increased commercial and community interests? What is the relationship between stadiums and arenas as "built environments" for watching and playing games and the larger social and cultural environments that comprise the nation's sporting practices? The panel will also explore the role of stadiums and arenas in shaping urban identities, influencing local and community politics, and as historical repositories for public nostalgia and memories.

Possible Panelists:

Kelly Poniatowski, Elizabethtown College
Bob Trumpbour, Penn State
Marketing representative, Wrigley Field
Marketing representative, U.S. Cellular Field (White Sox)

Moderator: David Pierson, University of Southern Maine

Discussant: Bob Trumpbour, Penn State

Estimate of Costs: None

Contact Person for Session:

David Pierson, ESIG Teaching Standards Chair
Associate Professor of Media Studies
University of Southern Maine
Dept. of Communication and Media Studies
19 Chamberlain Avenue
Portland, Maine 04104-9300
(207) 780-5898
dpierson@usm.maine.edu

**AEJMC Small Programs Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Panel Title:

Teaching the Advertising and Public Relations Campaigns Course

Panel Type:

Teaching Panel

Possible Co-Sponsors:

Public Relations Division

Session Summary:

The public relations and advertising campaigns courses are the capstone courses, and these “capstone courses are an opportunity for students to demonstrate that they have achieved the goals for learning established by their educational institution and major department” (Moore, n.d.). As a summative measure, this course defines students’ educational experience, provides content for a personal portfolio, provides knowledge of the steps and processes for implementing a campaign, discusses relevant trends for the industry, and creates an environment to teach professionalism. Teaching these courses can be delightful or painful, whether it is your first or fortieth time teaching this course. This panel will examine the best practices for teaching. The panel will answer the following questions:

What are the best methods to teach the campaigns course?

How can the campaigns class be turned into an opportunity for service learning?

How do you assess student learning in the campaigns course?

How do you create professionalism in the campaigns course?

How can you internationalize your campaigns course? How can you use international clients in your campaigns course?

Possible Panelists:

Joyce Haley, Abilene Christian University

Tricia Falwell, Middle Tennessee State University

Katerina Tsetsura, University of Oklahoma

Donna Davis, Oregon

Mitchell Friedman, University of San Francisco

Costs: None

Contact Information:

Kay Colley, senior co-vice head, Texas Wesleyan University, kcolley@txwes.edu, (817) 584-4691

Susan Lewis, head, Abilene Christian University, lewiss@acu.edu, (325) 518-1150

**AEJMC Small Programs Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Panel Title:

Newsroom to Classroom: Meeting the challenges of the first three years

Panel Type:

PF&R

Possible Co-Sponsors:

Internship & Careers

Graduate Education

Community College Journalism Association

Session Summary:

The panel would explore adjustments journalists must make as they move from the newsroom to the academy. Issues they must face include working in a collaborative environment, finding research topics, advising colleagues and administrators on how to best prepare students for the “real world” and working with students, who aren’t the same as junior reporters.

Possible Panelists:

Margo Wilson, associate professor California University of Pennsylvania

Michael Ray Smith, Campbell University

James Simon, professor, Fairfield University, formerly of AP

Slots remain for co-sponsors as needed

Estimated Cost:

None

Contact Information:

Kay Colley, senior co-vice head, Texas Wesleyan University, kcolley@txwes.edu, (817) 584-4691

Susan Lewis, head, Abilene Christian University, lewiss@acu.edu, (325) 518-1150

**AEJMC Small Programs Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Panel Title:

Friend or Foe: Navigating College Media Advisory Boards

Panel Type:

Teaching

Possible Co-Sponsor:

Community College Journalism Association

Session Summary:

College journalists often have their work evaluated by campus Media Advisory Boards or Publication Boards. Students complain some boards have used their oversight role to censor or indirectly control the print or broadcast product. This panel will explore the advantages and disadvantages of the boards, tied to a new national study being released this year. Media advisers at private and public, two and four year schools will provide detail on their experience with boards, discuss media law implications, and comment on how boards can be made more useful.

Possible Panelists:

Lei Xie, Fairfield

David Weinstock, University of Texas at Tyler

Slots remain for co-sponsors and moderators as needed

Estimated Cost:

None

Contact Information:

Kay Colley, senior co-vice head, Texas Wesleyan University, kcolley@txwes.edu, (817) 584-4691

Susan Lewis, head, Abilene Christian University, lewiss@acu.edu, (325) 518-1150

**AEJMC Small Programs Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Panel Title:

I see London, I see France: Getting students off-campus and out of their comfort zone

Panel Type:

Teaching

Possible Co-Sponsors:

Careers and Internship

International Division

Session Summary:

We live in a global society, and we need to prepare our students for an increasingly complex and inter-connected world? One way is to do that is to encourage students to step outside their comfort zone and study abroad or in a large U.S. city such as Washington, D.C., or New York. But what if they can't afford a full semester in another country, or if they are hoping to combine a study away and internship experience? What are their options? This panel will explore some of these opportunities -- faculty-led January term or May term experiences; in-semester Spring break trips tied to a class; shorter international summer programs; and all-inclusive programs such as The Washington Semester.

Possible Panelists:

Brian Steffen, Simpson

Vivian Martin, Central Connecticut

Slots remain for co-sponsors and moderators as needed

Estimated Cost:

None

Contact Information:

Kay Colley, senior co-vice head, Texas Wesleyan University, kcolley@txwes.edu, (817) 584-4691

Susan Lewis, head, Abilene Christian University, lewiss@acu.edu, (325) 518-1150

**AEJMC Small Programs Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Panel Title:

Social Media and the Ethnic Press in Chicago

Panel Type:

PF&R

Possible Co-Sponsors:

Council of Divisions

Cultural and Critical Studies

International Communications

Minorities & Communication

Civic & Citizen Journalism

Session Summary:

The city of Chicago area is one of the most segregated in the country in its racial and ethnic groupings. Media that serve the largest of its racial and ethnic demographic have been dominant in this city for many years. This panel probes the trends showing that young people, the dominant media audience of tomorrow, are using social media to communicate with those in their ethnic culture. The panel will look at what these trends mean for young women, for young men, and how ethnic media are adapting their approaches to these young audiences.

Possible Panelists:

Representative of Chicago Chinese News

Representative of India Tribune

Representative of Korea Times

Representative of Chicago Defender (African American)

Representative of Polish News

Representative of El Dia

Slots remain for co-sponsors and moderators as needed

Estimated Cost:

None

Contact Information:

Kay Colley, senior co-vice head, Texas Wesleyan University, kcolley@txwes.edu, (817) 584-4691

Susan Lewis, head, Abilene Christian University, lewiss@acu.edu, (325) 518-1150

**AEJMC Small Programs Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Panel Title:
Entering the Workforce as an Entrepreneurial Journalist

Type:
PF&R

Possible Co-Sponsors:
Media Management & Economics
Internships Interest Group
Public Relations
Advertising
Communication Technology
Communication Theory & Methodology
Newspaper & Online News
Magazine
Electronic News
VisCom

Session Summary:
This panel looks at the fragmenting and constantly changing media marketplace and examines how innovation will be the ticket to jobs and promotion for the students in our classrooms seeking career placement — regardless of whether they're aiming at careers in publishing, TV or radio, PR/marketing or a mix of all of them.

Possible Panelists:
Lou Hoffman, expert in storytelling and brand authenticity, Small Business Trends
Mark Ragan, PR Daily
MaryBeth Vander Weele, former investigative reporter, Chicago Sun-Times
John Curley, New Media expert, Las Vegas Sun
Larry Birnbaum: director of Intelligent Information Laboratory, Medill School, NU
Slots remain for co-sponsors and moderators as needed

Estimated Cost:
None

Contact Information:
Kay Colley, senior co-vice head, Texas Wesleyan University, kcolley@txwes.edu, (817) 584-4691
Susan Lewis, head, Abilene Christian University, lewiss@acu.edu, (325) 518-1150

**AEJMC Small Programs Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Panel Title:

What's the Problem? Violent Video Games, the First Amendment, and the Changing Audience

Panel Type:

PF&R

Possible Co-Sponsors:

Law

Media Management & Economics

Communications Theory & Methodology

Cultural and Critical Studies

Entertainment Interest Group

Council of Divisions

RTVJ

VisCom

Media Ethics

Session Summary:

This panel looks at the recent decision by the U.S. Supreme Court to strike down a California statute that restricted children's access to violent video games. The decision raised questions about how the First Amendment is applied to entertainment, but the ruling suggests that audiences in the United States (or the Court's perception of audiences) are tied to a rising threshold for violence on-screen that could have implications for broadcast media and even the journalism-as-gaming trends emerging in some areas.

Possible Panelists:

Geoffrey R. Stone, University of Chicago media law expert

Jennifer Bjornberg, entertainment law expert, Associate, Holland & Knight, Chicago

Steve Helle, Media law, University of Illinois School of Media, Champaign-Urbana

John Kopecky, High Voltage Software (gaming company), Hoffman Estates, IL

Slots remain for co-sponsors and moderators as needed

Estimated Cost:

None

Contact Information:

Kay Colley, senior co-vice head, Texas Wesleyan University, kcolley@txwes.edu, (817) 584-4691

Susan Lewis, head, Abilene Christian University, lewiss@acu.edu, (325) 518-1150



AEJMC Small Programs Interest Group AEJMC 2012 Convention Joint Session Proposal

Panel Title:

Equal Opportunity for All: Tips for Teaching Communications Students with Disabilities

Panel Type:

Teaching

Possible Co-Sponsor:

Community College Journalism Association

Session Summary:

The panel will explore the opportunities and challenges of teaching students with physical and learning disabilities. The panel should look not only at the legal requirements imposed by the ADA, but classroom techniques that will increase the likelihood that these students will succeed. For example, what should we do when a student needs extra time to complete deadline assignments? How do we teach visually impaired students photography?

Possible Panelists:

Michael Longinow, Biola University

Jack Zibluk, Arkansas State

Ginger Carter Miller, Georgia College & State University

Slots remain for co-sponsors and moderators as needed

Estimated Cost:

None

Contact Information:

Kay Colley, senior co-vice head, Texas Wesleyan University, kcolley@txwes.edu, (817) 584-4691

Susan Lewis, head, Abilene Christian University, lewiss@acu.edu, (325) 518-1150

**AEJMC Small Programs Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Panel Title:
Great Ideas For Teaching (GIFT)

Panel Type:
Research

Possible Co-Sponsor:
Council of Divisions
CCJA

Session Summary:
This research-oriented poster session displays the practice-based teaching ideas that faculty members from across the nation use that work. Teachers are encouraged to enter their Great Ideas For Teaching and a panel of reviewers selects the best ideas for presentation at the AEJMC convention.

Possible Panelists:

Estimated Cost: None

Contact Information:
Kay Colley, senior co-vice head, Texas Wesleyan University, kcolley@txwes.edu, (817) 584-4691
Susan Lewis, head, Abilene Christian University, lewiss@acu.edu, (325) 518-1150

**AEJMC Small Programs Interest Group
AEJMC 2012 Convention Joint Session Proposal**

Panel Title:

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

Panel Type:

PF&R Session

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 several years.

Possible Panelists: see above

Slots remain for panelists and moderator for co-sponsor.

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

Contact Information:

Kay Colley, senior co-vice head, Texas Wesleyan University, kcolley@txwes.edu, (817) 584-4691

Susan Lewis, head, Abilene Christian University, lewiss@acu.edu, (325) 518-1150

AEJMC 2012 Convention CTEC Session Proposal**Panel Title:**

Reporter-as-Programmer: Teaching Journalists Who Code

Panel Type:

Teaching

Possible Co-sponsors:

Visual Communication

Summary of Session:

Much evidence points to the continuing evolution of journalism education; as the nature of media delivery platforms has shifted to include a variety of online story platforms. Among the new skills that multimedia journalists need to succeed in today's workplace. This panel would discuss the issues relevant to teaching programming skills to aspiring journalists, potentially including: adapting traditional journalism principles to programming decisions, balancing teaching concepts with software-specific skills, open-source vs. industry-leading-but-expensive software, and assigning and evaluating student roles in collaborative multimedia projects.

Possible Panelists:

Brad King, Ball State University
David Stanton, Poynter Institute
Jeremy Gilbert, Northwestern University
Byung Lee, Elon University
Kim Grinfeder, University of Miami

Estimated Speaker Costs:

None

Contact Person:

Bart Wojdyski,
Department of Communication
Virginia Tech
146 Shanks Hall
180 Turner St. NW (0311)
Blacksburg, VA 24060
wojdyski@vt.edu

AEJMC 2012 Convention CTEC Session Proposal**Panel Title:**

Geolocation, media, and ethics

Panel Type:

PF&R

Possible Co-sponsors:

Media Ethics

Summary of Session:

As new informational and commercial media exploit the boom in mobile Web consumption and the rise in sales of geolocation-capable smart phones, entirely new ethical boundaries arise around how real-time information about users' location is incorporated into their social media profiles, targeted advertising, and targeted news delivery. Depending on the panelists, discussion could focus on a variety of issues from implications for democracy and public participation, to privacy concerns, to ethical implications, and to potential persuasion effects.

Possible Panelists:

Lee Humphreys, Cornell
Mike Liebhold, Institute for the Future
Woodrow Hartzog, Samford University
Bartosz Wojdyski, Virginia Tech

Estimated Speaker Costs:

None

Contact Person:

Bart Wojdyski,
Department of Communication
Virginia Tech
146 Shanks Hall
180 Turner St. NW (0311)
Blacksburg, VA 24060
wojdyski@vt.edu

AEJMC 2012 Convention CTEC Session Proposal**Panel Title:**

DIGITAL LITERACY AND PUBLIC POLICY FOR DEVELOPMENT

Panel Type:

Panel Research

Possible Co-sponsors:

MC&S

Summary of Session:

The central point of discussion on this proposal panel will be the interaction of digital devices and technologies with human development through public policy, observing digital literacy as terms of analysis.

In several countries, digital literacy in the context of education on information and communication technologies is a field in which public policies are already taking place. In this session, the notions of digital natives and digital migrants will be discussed. These two notions will be taken as factors through which we analyze cultural migrations and which may be boosted by digital literacy for the development of local communities. However, the need to revisit these two concepts will be suggested, as for their inadequacy for the implementation of public policies.

Furthermore, we would like to discuss current research on these terms and on the creation of public policy for digital literacy in urban areas, as well as the cultural migrations that this changes may bring about, how this technologies can improve development and the solutions to the problems of local communities and the relation between digital communication and political change at the local level. In addition, the relations between this improvement in digital literacy in communities and the local participation on politics, organizations and social movements that this digital literacy makes possible will be discussed.

Possible Panelists:

*Pablo Arrieta, Professor at Pontificia Universidad Javeriana

*Fatima Espinoza-Vasquez, PhD Candidate at the iSchool in Syracuse University. M.A. in Information Management from the iSchool at Syracuse University.

*Diego Mazorra, Professor at Universidad Externado de Colombia, M.A. in Communications at Pontificia Universidad Javeriana.

Estimate Speaker Costs: None

Contact Person:

Mr Diego Mazorra

diego.mazorra@uexternado.edu.co

+57 1 341 9900 Ext 1458

AEJMC 2012 Convention CTEC Session Proposal**Panel Title:**

Teaching a Social Media Course

Panel Type:

Teaching

Possible Co-sponsors:

Advertising
Public Relations
Small Programs

Summary of Session:

As classes in social media use are in demand, it would be useful to hear from professors who have created successful social media classes. A discussion of conceptual content included in the classes and assignments would offer practical ideas for others who teach similar courses. This session is aimed at professors who are teaching and designing such classes; professors who incorporate social media assignments into their classes also might find this helpful.

Possible Panelists:

Marcus Messner, VCU
John Wirtz, Texas Tech

Estimate Speaker Costs:

None

Contact Person:

Jessica Smith
College of Mass Communications
P.O. Box 43082
Lubbock, TX 79409
806.742.6500 x305
jessica.e.smith@ttu.edu

AEJMC 2012 Convention CTEC Session Proposal**Panel Title:**

A social media spring? Exploring the role of social media in contemporary popular movements

Panel Type:

Research

Possible Sponsors

ICD

Summary of Session:

The role played by varied forms of social media such as Twitter, Facebook and YouTube in the context of recent global political and social protest movements has been widely acknowledged and even celebrated in media accounts. However, there is little empirically-based research examining the ways in which different social media forms have been deployed, the content of messages, the social networks of key players and indeed the implications of such technology use for the very nature and composition of the movements themselves.

This panel represents an effort to explore these types of issues through three research presentations focusing on Israel, India and Egypt respectively. Itai Himelboim's research on Israel undertakes a social network analysis of the "tent" protests that occurred in the summer of 2011. Mervat Youssefi's study examines the specificities of Twitter user in Egypt during the uprising against the Mubarak regime while Kalyani Chadha's work explores the implications of social media use for the nature of popular participation in the context of a wide-ranging anti-corruption movement that took place in India in August, 2011. We also hope to add another panelist focusing on the Occupy Wall Street Protests.

And through the analytical lens afforded by these individual studies, we hope to not only develop a granular understanding of the role of social media in recent social and political movements but to also theorize it in a manner that goes beyond uncritical celebration.

Panelists:

Prof. Itai Himelboim, University of Georgia
Prof. Kalyani Chadha, University of Maryland
Prof. Mervat Youssefi, Grinnell College
Panelist on Wall Street Protests TBD

Estimate Speaker Costs:

None

Contact Person:

Kalyani Chadha
Knight Hall, Merrill College of Journalism
University of Maryland
College Park, MD 20742
(301) 405-0365
kchadha@jmail.umd.edu

AEJMC 2012 Convention CTEC Session Proposal**Panel Title:**

Teaching with technology: Learning concepts in the face of challenging software.

Panel Type:

Teaching

Possible Co-sponsors:

VisCom Division

Summary of Session:

Teaching students the technology of journalism is daunting as software becomes more powerful, but also more complex, often with a steep learning curve. It is challenging to get students to focus on and grasp conceptual issues when they are struggling to learn relevant technologies to get the job done. This panel will explore in-class and out-of-class techniques for managing software instruction in the face of conceptual instruction as well as resources for faculty needing to keep up with technology themselves.

Possible Panelists:

Mindy McAdams, Florida

Howard Finberg, Poynter

Phillip Motley, Elon

Max Negin, Elon

AEJMC 2012 Convention CTEC Session Proposal**Panel Title:**

Gaining Access: Accessibility Issues & Open Source Initiatives

Panel Type:

Panel Research

Possible Co-sponsors:

Visual Communication

Law

Civic Journalism

Summary of Session:

This session will focus on issues of Internet accessibility and potential solutions to access issues. Through open source software like Creative Commons accessibility issues like the digital divide to media creation can potentially be resolved. This panel will focus on both the benefits and detriments to open source software to include issues of intellectual property rights, copyright, and the cyclical nature of creative thought.

Possible Panelists:

Julie Jones, University of Oklahoma

Estimate Speaker Costs:

None

Contact Person:

Cindy Vincent

University of Oklahoma

Department of Communication

Burton Hall

610 Elm Ave., Room 101

Norman, OK 73019

(405) 325-3111

(405) 325-7625 Fax

cindy.vincent@ou.edu

AEJMC 2012 Convention CTEC Session Proposal**Panel Title:**

Share, Like, Recommend: Understanding the Social Media News Consumer

Panel Type:

Panel Research
Teaching

Possible Co-sponsors:

Newspaper & Online News
Electronic News

Summary of Session:

Social media is becoming ever more ingrained in the experience of news consumers. Social networking sites are evolving from being more than spaces for personal exchanges, becoming one of the mediums for sharing and recommending the news as users appropriate computer-mediated technologies for their own purposes.

While the dissemination of news through social interaction has always played a role in the diffusion of media, sharing is becoming central to the way many experience the news. This panel will explore how networked publics are reframing the news and shaping news, and the interplay between social media and established media sources..

Possible Panelists:

Zizi Papacharissi, Professor, University of Illinois at Chicago
Marcus Messner, Assistant professor, Virginia Commonwealth University

Estimated Speaker Costs:

None

Contact Person:

Alfred Hermida
alfred.hermida@ucb.ca

AEJMC 2012 Convention CTEC Session Proposal**Panel Title:**

The Deadline is Now: The Impact of Live Pages on Journalistic Practices

Panel Type:

Panel Research
Teaching

Possible Co-sponsors:

Newspaper & Online News
Electronic News

Summary of Session:

News organizations are developing new online storytelling methods to take account of the real time flow of news and information on social networks, particularly in the coverage of breaking news events. Major news organizations such as the BBC, the New York Times and the Guardian have published accounts of breaking news events in live updates pages online that combine unverified social media content and authenticated professional reports, bending established journalistic norms and practices.

The live updates pages or live blog online format is an emerging innovation as a way of reporting the news that offering a dynamic, interactive and multimedia rendition of events. Live pages are more collaborative, distributed, fluid and less author-centric than other forms of journalism. This panel will examine how journalists have adopted the live format to report the news, exploring whether newsrooms and audiences have lower expectations of accuracy and verification from these live formats, compared to appointment TV or the printed article.

Possible Panelists:

Seth Lewis, Assistant Professor, University of Minnesota
Sue Robinson, Assistant Professor, University of Wisconsin-Madison
Nic Newman, Visiting Fellow, Reuters Institute for the Study of Journalism, Oxford

Estimated Speaker Costs:

None

Contact Person:

Alfred Hermida:
alfred.hermida@ubc.ca

AEJMC 2012 Convention CTEC Session Proposal**Panel Title:**

Internationalizing the discipline: From students to service to studies

Panel Type:

PF & R

Possible Co-sponsors:

ICD

Summary of Session:

One prominent and growing trend is the overall internationalization of the communication discipline. This includes a good number of international students that pursue communication education in the US but also a vital body of programs based outside of the US. Given this, and AEJMC's role as typically being an American organization, this panel is an especially good opportunity to examine what can, or indeed, should be done to manage and encourage the integration of international members and scholarship. As this shift relates closely with the augmented possibilities for scholarly interaction, and the highlighted role that technologies take in international news gathering and programs of study, this panel offers an opportunity to measure the pace of internationalization in the field, as well as AEJMC and provide some instructive options beyond just an important exchange of cross-cultural approaches.

Possible Panelists:

Debbie Goh, Nanyang Technical U, Singapore
Jacob Groshek, Erasmus U, Rotterdam
Magdalena Wojecieszak, IE U, Madrid
Patrick McCurdy, Ottawa U, Canada
Brad Hamm, Indiana U, USA

Contact Person:

Jacob Groshek
jgroshek@gmail.com