

AEJMC 2012 Convention CTEC Session Proposal

Panel Title:

Using technology to present diverse voices

Panel Type:

PF & R

Possible Co-sponsors:

MAC

Ethics

Summary of Session:

This panel will consider the affordances of emerging media for telling the stories about communities of challenge and for allowing diverse citizens to tell their own stories. Specific examples of projects using new media in diverse communities will be presented.

Possible Panelists:

Mia Moody, Baylor

Michelle Ferrier, Elon

Elwin Green, Homewood 360

TBA

AEJMC 2012 Convention CTEC Session Proposal

>>>>>>> CTEC has agreed in principle to co-sponsor this panel with PCIG <<<<<<<<<<

Title of panel: Social Media and the U.S. Presidential Primaries

Type of panel: Research

Panel sponsor: Political Communication Interest Group

Potential co-sponsors: Communication Technology Division, Mass Communication and Society

Panel presentation:

This panel explores new strategies used by political candidates during the 2012 U.S. presidential primary elections, the extent to which online campaigning and political communication satisfy electorate needs or affect public opinion and attitudes, and opportunities and challenges brought by interactive media. Previous research found an increased use of social media by politicians during the 2008 and 2010 elections with varied degrees of savvy and effects, while research from Europe already indicates a direct correlation between social media activity by political candidates and electoral success. This panel tracks the evolution of social media usage and strategies in presidential campaigns, offering clues on what to expect from the November elections.

Discussant: John Allen Hendricks, Stephen F. Austin St. Univ.

Moderator: Daniela Dimitrova, Iowa State University

Panelists:

Raluca Cozma, Iowa State University

Mitchell S. McKinney, J. Brian Houston, University of Missouri, Columbia

Gary Hanson, Jennifer Chakroff, Mei-Chen Lin, and Paul Haridakis, Kent State University

Hyun Jung Yun and Cynthia Opheim (Texas State University)

Contact information for organizers:

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AEJMC 2012 Convention CTEC Session Proposal

>>>>>>> CTEC has agreed in principle to co-sponsor this panel with PRS <<<<<<<<<<

Panel Title:

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

This proposed PF&R panel will provide a variety of industry examples to demonstrate good and bad social media campaigns – both planned and unplanned – and how they can be used as viable teaching tools. Each panelist will discuss a particular case scenario, followed by specific learning outcomes and measures to assess these outcomes.

Contact for the person proposing the panel:

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Contact for proposed co-sponsoring division:

Dr. Jacob Groshek, Erasmus University Rotterdam
Erasmus School of History, Culture and Communication
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PANELISTS:

- Dr. Lisa Fall, University of Tennessee (Public Relations Division)
- Stephen A. Burroughs, a lawyer whose face is plastered on billboards and busses throughout East Tennessee, became an overnight celebrity when a student created a memes Face Book page to poke fun at his well-groomed and notably known beard. Committing to throw a party if 10,000 fans would “like” the page, within 48 hours Burroughs’ challenge was accepted and some 12,000 people gave him the thumbs up. This unplanned viral media campaign resulted in his hosting a party (AKA: “Swagfest”) for nearly 2,500 fans. This session will discuss how Burroughs strategically used this “Swagfest Phenomenon” to enhance his reputation and engage in two-way relationship management with members of the community.
- Dr. Charles Lubbers, University of South Dakota (Public Relations Division)
(Case forthcoming....Lubbers will provide an example of a social media campaign that went viral ~ but went bad!)
- Dr. Marcus Messner, Virginia Commonwealth (Comm Tech Division)
(Case forthcoming)
- Dr. Serena Carpenter, Arizona State (Comm Tech Division)
(Case forthcoming)

[illegible]

Jeremy.lipschultz@gmail.com

Law and Policy Division**Mini-plenary joint session****Panel Title:**

Judge Richard Posner on media, economics and the law

Panel Type:

Research, PF&R

Sponsorship:

Law and Policy

Media Management and Economics

Newspaper & Online News

Mass Comm & Society

Description of Panel:

Judge Richard Posner is a respected judge on the U.S. Court of Appeals for the Seventh Circuit in Chicago and is known as a proponent of the “Chicago school” of judicial philosophy known as law and economics. Judge Posner is also a respected public intellectual who has written about topics as diverse as nuisance law, intellectual property, plagiarism, marriage and the future of journalism. The proposed panel would bring Judge Posner to the conference to discuss a topic to be negotiated with him but with special interest in his economic-based legal reasoning and how it pertains to journalism and media law. We are making inquiries with the judge’s chambers in order to extend a formal invitation to speak before the Dec. 1 meeting. We do not anticipate any cost in connection with the panel.

Contact:

Kathy Olson

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Law and Policy Division

Panel Title: Neither fish nor fowl? Legal history and its place in research, teaching and AEJMC

Panel Type: Research or teaching

Panel Sponsorship: Law & Policy, History

Description of Panel: Legal history or the study of the history of law in the field of communication is a complex academic area that doesn't fit neatly into either the Law & Policy Division or the History Division. Although a few notable AEJMC scholars, such as the late Margaret Blanchard, have excelled as legal historians, others have struggled to get published. As one journal editor recently noted, even an article that can be "spot on" for a journal might draw negative reviews from a historian because it mainly cites case law or from a legal scholar because it isn't devoted to a current legal issue. On the other hand, legal history involves more than simply citing old cases. Described by some as "the study of how law has evolved and why it changed," legal history is closely connected to the development of society and should be set in the wider context of social, cultural, and political history. This panel, by bringing together legal historians and journal editors, will explore legal history research in our discipline and its place in the academy, offering suggestions for those interested in researching and publishing legal history, as well as tips for teachers who would like to develop seminars on legal history or the history of freedom of expression and/or the First Amendment.

Possible Panelists:

Jeffrey A. Smith, professor, University of Wisconsin—Milwaukee, associate editor, *Journalism and Mass Communication Quarterly**

Kathy Roberts Forde, assistant professor, University of South Carolina*

W. Watt Hopkins, professor, Virginia Tech, editor, *Communication Law and Policy**

Barbara Friedman, associate professor, University of North Carolina at Chapel Hill, editor, *American Journalism**

Moderator: Derigan Silver, assistant professor, University of Denver

Contact Person:

Derigan Silver

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*panelist has committed to participate on the panel

Law and Policy Division

Panel Title: "The People, the Press, and the U.S. Supreme Court"

Panel Type: Research

Panel Sponsorship: Co-sponsorship is possible from several other divisions, including Newspaper & Online News, Electronic News, Political Communication, Ethics, and Scholastic Journalism.

Description of Panel: Recent studies confirm that the American public is woefully under-informed about the United States Supreme Court, the nine Justices who sit on its bench, and both the substance and procedure of the cases that the Court decides. The Justices of the Supreme Court and the press corps responsible for covering it both appear to agree that this lapse in public understanding is deeply problematic, but each tends to point the finger at the other as the primary cause. This panel would bring together scholars and commentators whose recent research has investigated the sometimes tense relationship between the media and the Court, to explore proposals for both journalism and the judiciary that might improve the state of public awareness of the highest Court in the land and, in turn, the health of the democracy. Panelists would debate and discuss the strengths and limitations of the Court's current policies regarding the press, address empirical research on the changing media coverage of the Supreme Court, and discuss "hot topics" related to the theme, including proposals to introduce cameras in the courtroom, studies of the impact of blogs and other new media, and analysis of the individual Justices' views on the media and accessibility to the press.

Possible Panelists: Ronnell Andersen Jones, a former Supreme Court clerk and media law professor at Brigham Young University law school, who has produced scholarship in this area (and who recently helped coordinate a symposium on this topic), has committed to participate. Other scholars who are researching the topic in conjunction with that symposium, and thus will have timely and topical scholarly work to discuss next August, include Lyrissa Lidsky from the University of Florida, Amy Gajda from Tulane, Kyu Ho Youm from University of Oregon, Sonja West from University of Georgia, and Mary-Rose Papandrea from Boston College. Depending on scheduling issues and other considerations, some combination of these scholars will be invited to share their research and insights. Co-sponsoring divisions may wish to extend an invitation to a prominent member of the Supreme Court press corps, and we believe we could reach out to longtime court reporter Tony Mauro.

Moderator: Ed Carter, Brigham Young University

Contact Person:

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Law and Policy Division

Panel Title: The Calm Before the Semester: Maximizing Preparation Time While Minimizing Headaches in Your Communication Law Course

Panel Type: Teaching

Sponsorship: Law and Policy/Small Programs Interest Group

Description of Panel:

Course preparation can be time-consuming, but strong preparation is often a life-saver. Prepare a course properly the first time and you can save yourself headaches for years to come. This panel addresses the challenges of teaching Communication Law/First Amendment courses in a variety of formats (3 days/week, seminar-style 3-hour blocks, abbreviated summer sessions, online) and in an interdisciplinary environment. The panelists will provide tested strategies for teaching in a variety of time formats and offer tips on preparing your course to adapt to these demands. Most courses are a mixture of case studies, general legal lectures, and individual or group projects such as writing case briefs, which present their own unique challenges to accomplishing curricular goals in different formats. At some universities, the law courses also includes an ethics or technology component, further challenging instructors who wish to minimize prep time while ensuring students are learning the most current information. Panelists will address strategies for making the most of course preparation and tips for keeping materials fresh without creating hours of work. A great opportunity for those on the tenure-track or faculty members looking to carve out more time for research.

Participants: (All have agreed to participate)

Josh Azriel, Kennesaw State University (Chair), tenured

Amy Sanders, University of Minnesota

Daxton Stewart, Texas Christian University

Jasmine McNealy, Syracuse University

Roxanne Watson, University of South Florida

Contact: Josh Azriel, Kennesaw State University, jazriel@kennesaw.edu

Law and Policy Division

Panel Title: Featuring the First: How to Create a Dynamic Class on the First Amendment

Panel Type: Teaching

Panel Sponsor: Law and Mass Communications & Society

Panel Description: Most journalism educators have seen the alarming surveys sponsored by the Knight Foundation that show high school seniors have little knowledge about or support for the First Amendment. While the 2004 and 2006 and 2011 high school surveys also show that students involved in their high school media programs show greater knowledge of and support for the five freedoms, it's still clear that college journalism and mass communication educators have a special duty to make sure their incoming and graduating students become strong advocates for the First Amendment. To that end, this teaching panel, focused on course content and teaching methods, will explore the process of creating a class that focuses on First Amendment issues. Panelists have created First Amendment classes at both the 200- and 400-level. One class represented on the panel is required of all communication majors and is open to anyone on campus; two serve as upper-level elective seminars, and another is taught in the university's Honors College. Each panelist will share their approach to developing the class, as well as teaching exercises and ideas that have either worked or failed. In addition, they will share their experiences incorporating the class into the journalism curriculum.

Panelists: Cynthia Mitchell, associate professor of journalism, Central Washington University, is proposing the panel and will be a panelist. In the summer of 2009, Prof. Mitchell created a 200-level class, "Law & Ethics of the First Amendment," that is required of all communication majors and is open to others on campus as well. More than 400 students have since completed the class. She will discuss the process of and rationale for making it a required class, and will share strategies for and results of the midterm "Use the First" project, as well as the final "Teach the First" project.

John Williams, associate professor, Principia College, has agreed to be a panelist. He teaches an honors-level class on the First Amendment. He will present how to have the class conduct a trial-level simulation and how he uses that to reinforce learning.

Mac McKerral: associate professor at Western Kentucky University, has agreed to be a panelist. He has taught an upper-level seminar on "Freedom in the Age of Terrorism that mixed the First Amendment, pop culture and civic engagement such as a protest on the university quad. He's also involved in the College of Journalism & Broadcasting's unique and selective Fleischaker-Greene Scholars program, which includes an emphasis on using First Amendment tools such as open records laws. The yearlong program includes a field trip, a national speaker, a First Amendment module, a gallery exhibit and the development of a Web presentation.

Gilbert Martinez, assistant professor at Texas State University – San Marcos, has been invited to be a panelist. He teaches a First Amendment class in the university's Honors College. He will explain how he splits the class into legal teams, which write briefs and prepare to conduct a mock appellate court hearing before a three-judge panel made up of the students in the class with the highest grades. He will also address the advantages and disadvantages of teaching such a class in the Honors College.

Moderator: Mark Goodman, Knight Chair of Scholastic Journalism at Kent State University, has agreed to moderate the panel.

Contact: Cynthia Mitchell, Central Washington University, 400 E. University Way, MS: 7438, Ellensburg, WA 98926. Mitchelc@cwu.edu, 509-607-0124.

Law and Policy Division

Panel Title: Creating Creative First Amendment Events: How to Involve your High School or College Campus and Community in Celebrating the Five Freedoms

Panel Type: Professional Freedom & Responsibility – Free Expression

Panel Sponsor: Law and Scholastic divisions

Panel Description: High school seniors are starting college with little knowledge about or support for the First Amendment. Surveys in 2004, 2006 and 2011 by the Knight Foundation show that as many as half thought the press should have to get government approval before publishing; a third thought the First Amendment “goes too far.” Against this backdrop, journalism educators and media advisers at the high school and college levels have been creating First Amendment events in the hopes of changing those dismal results. This Professional Freedom & Responsibility panel will feature leaders in First Amendment education who have undertaken a wide variety of extracurricular activities – from day-week- and year-long festivals to the increasingly popular “Free Food/Food for Thought” events, now widely supported by the Society of Professional Journalists. Attendees will get ideas for creating memorable and impactful events, tips for how to successfully pull off the logistics and publicity, advice for how to involve students and faculty outside of the journalism school, as well as how to get community members and organizations involved. Attendees will also learn about funding opportunities and how to find synergies with other programming centers on campus, many of which have large programming budgets.

Panelists:

Cynthia Mitchell, associate professor of journalism, Central Washington University, is proposing the panel and will be on it. In the 2006-2007 school year, Prof. Mitchell spearheaded a yearlong First Amendment festival that drew several thousand people to 17 events, activities and workshops. Since then, the campus has continued to celebrate the First Amendment by way of regular “SpeakOut Central” lunchtime debates and a “Food for Thought” event in which students are asked to give up their First Amendment rights in exchange for a free pizza lunch. She’s also raising money for and planning another yearlong festival for the 2012-13 school year. She’ll share tips on getting the entire campus involved and ideas on how to raise funding and find programming partners.

Mac McKerral, associate professor of journalism at Western Kentucky University, has agreed to be on the panel. For several years, WKU has celebrated the First Amendment with day-long and weeklong activities. The school’s College of Journalism & Broadcasting hosts symposia with other departments such as History and Political Science, as well as a unique Fleischaker-Greene First Amendment Scholars program, a competitive student award in which the winners participate all year in First Amendment education and programming that benefits the entire campus. I will also endeavor to find a scholastic journalism educator who has proposed high school events to join the panel.

Sandra Chance, J.D., professor of journalism and executive director of the Brechner Center for Freedom of Information at the University of Florida will hopefully be on the panel. Prof. Chance is the chair of the Liberty Tree Campus Initiative, for which she secured funding through the McCormick Foundation to award grants to colleges across the country proposing to celebrate the First Amendment. She will discuss what various schools have done and what funding opportunities are available.

Other possible panelists: David Bulla, Iowa State University, where each year they have a weeklong First Amendment celebration; Patricia Newbury, Miami University of Ohio, host to the Liberty Tree Initiative’s pilot campus program..I will also endeavor to find at least one scholastic journalism educator who has proposed high school events to join the panel. Moderator: Mark Goodman, Knight Chair of Scholastic Journalism at Kent State University has agreed to moderate the panel.

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Law and Policy Division**PANEL TITLE**

Is it in the Public Interest? FCC v. FOX and the Implications on Indecency and Culture

PANEL TYPE

Professional Freedom & Responsibility (or Research)

PANEL SPONSORSHIP

Media Ethics Division, Entertainment Studies

DESCRIPTION OF PANEL

During the 2011-2012 term, the U.S. Supreme Court will hear a case (FCC v. Fox Television) in which it will decide whether or not the current broadcast indecency rules are constitutional. This panel will examine all the issues that case covers- law, ethics, effects and culture. The panel will first discuss the ruling of the case and the court's rationale. The panel will also discuss the issues that the case reflects, including: should the government regulate morality in light of free speech freedoms, why and how do we give power to some language (specifically profanity), what are the effects of profanity and sexuality on audiences, and what are the concerns of media companies versus those of parent groups.

POSSIBLE PANELISTS

Clay Calvert, University of Florida, First Amendment Project [Committed]

Paul Siegel, University of Hartford [Committed]

Mina Tsay, Boston University [Committed]

Tim Winter, Parents Television Council [Committed]

MODERATOR

Jason Zenor, SUNY-Oswego

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Law and Policy Division

Panel Title: New Essentials in Legal Education for Journalists: A Practical Approach in Support of News-gathering, Publication and Social Media Activities

Panel Type: Teaching

Possible Co sponsors:

Advertising Division

Public Relations Division

Communication and Society Division

Summary of Session:

Traditionally, journalism and mass communication programs offering law courses focused on Constitutional law and courses were taught with a casebook approach and a focus on legal doctrines and rights and limitations. But journalism and mass communication programs are trending away from Constitutional and academic approaches for good reason.

Media law has expanded to pertain to many newsgathering activities in addition to publication. Copyright infringement liability, privacy law, jurisdictional issues and Internet liability and protections have all expanded as well. With journalism students being deployed by schools and departments across the country, often in the very first semester of study, to report and publish to the world on community leaders, institutions and events, they need early and practical education and best practices that have become fundamental to the practice of journalism whether in the classroom, in the newsroom, or in other publishing venues.

To be sure, every journalism student should learn about Constitutional rights, privileges and defenses and gain a thorough appreciation of the role of the press in holding public officials accountable to ensure free society. However, they also need early basic training in law-related do's and don'ts to protect against legal risk and safeguard the valuable reporting journalism and mass communication programs are increasingly contributing to their communities.

Possible Panelists:

Geanne Rosenberg (moderator), CUNY Journalism and the Berkman Center at Harvard.

Deb Aikat, North Carolina-Chapel Hill

Charles Davis, Missouri

Cathy Packer, North Carolina-Chapel Hill

Jane Kirtley, Minnesota

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Law and Policy Division

Title: "40 Years of Branzburg v. Hayes: Journalists and Their Sources Still Wait for Clarity"

Panel Type: Research and/or PF&R

Panel Sponsorship: Law and Policy plus Newspaper and Online News and/or Electronic News

Description: The Supreme Court's decision in Branzburg v. Hayes left the law regarding legal protection for journalists' relationships with confidential sources perhaps more muddled than it was before 1972. In the intervening years, most states have adopted shield laws, or their courts have recognized common-law privileges. Congress, however, has not followed suit so far, leaving journalists to maneuver through legal precedent that changes from federal appellate circuit to federal appellate circuit. The Seventh Circuit, based in Chicago, may have dealt a nearly fatal blow to the recognition of a consistent common-law or constitutional privilege with its 2003 opinion in McKeivitt v. Pallasch. Further complicating the situation is the influence that the three-part test from Justice Potter Stewart's dissent in Branzburg has had on not only federal confidential-source cases and shield statutes but on the developing law of anonymous online comment protection. Is there, after 40 years, any clarity to be obtained from the progeny of Branzburg v. Hayes?

Possible Panelists:

Earl Caldwell, Hampton (confirmed)

RonNell Anderson Jones, BYU (confirmed)

Jason Martin, DePaul (confirmed)

Charles D. Tobin, partner, Holland & Knight, Washington (tentatively confirmed) (note: he would probably need full or partial travel/lodging funding)

Possibly one of the following (not confirmed): Judge Richard Posner, Seventh Circuit U.S. Court of Appeals (author of McKeivitt v. Pallasch); Abdon Pallasch, Chicago Sun-Times (one of parties in McKeivitt v. Pallasch); or a speaker requested by the co-sponsoring division.

Moderator: Anthony Fargo, Indiana

Contact Person:

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Law and Policy Division

Panel Title: The ethics of promoting free press in Indian Country during the 21st century: Can tribal sovereignty be reconciled with journalistic norms?

Panel Type: Professional Freedom & Responsibility, or it could be Research

Panel Sponsorship: This could be co-sponsored with Ethics and Minorities & Communication

Description of Panel: The conventional wisdom is that American Indian and Alaska Native tribes, as sovereign nations, do not have to protect free press or speech. A confusing legacy from the federal Indian Civil Rights Act and Santa Clara Pueblo v. Martinez brings most to that conclusion. However, with recent developments in tribal law, as well as a closer examination of those longstanding legal issues, we may have more hope than ever that tribes could and would protect free press and speech. This panel would explore how free press is and can be protected in Indian Country during the 21st century, and then how that could be expanded while also protecting tribal sovereignty. Some scholars and journalists – out of understandable concern for tribes and sovereignty – tend not to support the idea of promoting free press in Indian Country. We would talk about the ethics of promoting free press in a society that might not accept it. This speaks to a larger discussion about promoting freedom as a universal value instead of as a Western construct.

Possible Panelists: Kevin R. Kemper, University of Arizona; Rebecca Tallent, University of Idaho; Paul DeMain, journalist at News from Indian Country and former NAJA president; Jeff Harjo, executive director, NAJA. I would need to contact Rebecca, Paul, and Jeff to see if they would be available.

Moderator: Tom Arviso Jr., publisher, The Navajo Times. I still need to speak with him about this, but he and I did a somewhat similar panel at NAJA this summer, so I think he would be open to doing this.

Contact Person: Kevin R. Kemper, assistant professor of journalism, University of Arizona, and research fellow, Native American Journalist Association, 520-621-9680, krkemper@email.arizona.edu.

Law and Policy Division

Title: Teaching Law and Ethics Together: Mixing Oil and Water

Type of Panel: Teaching

Co-Sponsor: Law, Media Ethics

Moderator: Jack Breslin, Iona

Proposed panelists: Two from MED and two from Law, preferably those who have taught combined law-ethics courses.

Summary: Due to teaching loads and budget cutbacks, more schools (at least 30 percent of the programs listed in the AEJMC directory), particularly small programs, are combining law and ethics into the same course. This puts a particular burden on professors who only have a scholarly background or teaching experience in one of the disciplines. Students, meanwhile, sometimes experience whiplash as the course bounces back and forth from law to ethics and back.

What's the best approach to teaching a combined course? What's the subject split – 50/50 or other mixes in favor of either discipline? What gets left out of each subject in this combined approach? What are the goals/objectives for each discipline in the combined approach?

This panel would feature advice from professors with experience in teaching a combined law and ethics course. The moderator would present research results from a survey of AEJMC schools measuring the percentage of programs with combined and stand-alone ethics and law programs, along with comments from the respondents.

Sample combined course syllabi and lesson plans would also be available.

Contact: Jack Breslin, Iona College, jbreslin@iona.edu., office: 914-637-7761

**Panel Proposal for International Communication Division AEJMC 2012
Submitted by Radhika Parameswaran, Indiana University**

PANEL TITLE: Women in the Media Industries: Global Perspectives

PANEL TYPE: Research

CO-SPONSORS: Critical and Cultural Studies Division

PANEL DESCRIPTION/STATEMENT OF IMPORTANCE

This research panel will address the topic of women working in the media industries—business magazines, entertainment television, weekly newspapers, and television news—in different parts of the world including China, Venezuela, South Africa, and India. While the field of feminist media studies has made fairly good progress in documenting and analyzing the experiences and representations of women working in the media in the United States and Europe, we still need to make visible the labor, struggles, and complexities of class privileges of women editors, managers, actors, and media celebrities in Africa, Asia, and South America. Filling an important gap in the literature and building on such recent projects as the International Women's Media Foundation's Global Report on the Status of Women in the News Media, this panel's case studies of either specific women or women's collective experiences in particular sectors of the media industry will add texture and empirical detail to the knowledge we have gained from large scale monitoring projects sponsored by global organizations.

PANELISTS (All panelists have confirmed participation):

- Prof. Yunjuan Luo, College of Mass Communication, Texas Tech University (Confirmed)
Title: Women Editors Caught in the Throes of Political and Economic Change in China
- Prof. Carolina Acosta-Alzuru, Grady College of Mass Communication, University of Georgia (Confirmed)
Title: The Privilege, Gift and Burden of Being a Venezuelan Woman Actor
- Prof. Margaretha Geertsema-Sligh, College of Communication, Butler University (Confirmed)
Title: Of Servants, Snakes, and Female Editors: Reflecting On Racism, Misogyny and Hate Speech
- Prof. Radhika Parameswaran, School of Journalism, Indiana University (Confirmed)
Title: Watching Barkha Dutt: Television News and Female Celebrity in India

MODERATOR (Confirmed): Prof. Carolyn Byerly, School of Communications, Howard University

PANEL ORGANIZER/CONTACT PERSON DETAILS

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Panel Proposal for International Communication Division

Panel: Challenges and Changes: Gender and Media in South Africa: Important work related to the participation and representation of women in the media is being done in South Africa. Within a complex political, economic and cultural context, women are actively participating in the creation of media but continue to face subtle and long-standing forms of discrimination. Even though the percentage of female journalists in the South African media is equal to or exceeds those in other countries, it is unclear whether these gains necessarily translate into progressive, gender-aware journalism. Two cases, the coverage of sexual assaults and polygamy, are posing particular challenges to the news media. As we consider these challenges and changes, we also look toward initiatives to create a diverse, responsible and critical citizenry that is able to hold the media accountable.

PF&R panel

Co-sponsor with Commission on the Status of Women

Importance: Seventeen years after the end of apartheid in South Africa, the media continue its transformation in a new democratic system. Scholarship on media in Africa remains underrepresented in our field, and this panel will provide an in-depth look at significant challenges and changes in a complex media environment.

Possible Panelists:

Elanie Steyn, assistant professor, University of Oklahoma: "Women as Media Professionals in South Africa: Successes and Ongoing Challenges"

Nancy Worthington, professor, Quinnipiac University: "Constructions of Sexual Assault Amid Contextual Complexity: Prospects for Gender-Aware Journalism in South Africa"

Margaretha Geertsema-Sligh, associate professor, Butler University: "The Politics of Polygamy in South Africa"

Saeanna Chingamuka, Gender and Media Diversity Center (GMDC), Gender Links, South Africa: "Creating and Disseminating Knowledge on Gender, Media and Diversity"

Contact Information

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Media and Conflict during Transitional Periods
Panel presented to ICD of AEJMC convention 2012 Chicago IL.

Title: Media and conflict during transitional periods.

Description: This panel will discuss the relationship between media and conflict not according to media coverage of specific conflict but to clarify and theorize how conflict affects media change in practice, regulation, and in re-shaping the whole media systems during and after transitional periods. Different societies, cultures, periods of time, and types of conflicts will be discussed to conclude a model of this circular relationship between media and conflict. (Eastern Europe at 1990s, Africa 2000s, Arab spring countries 2010s) along with major topics related to this issue such as professionalism, ethics, freedom of expression, credibility...etc. and the panel will depend on diverse methodologies, qualitative and quantitative methods will be applied according to theories and models discussed.

Type of Panel: The panel will be a research panel. Five studies will be introduced from five scholars from 4 countries (Egypt, USA, Czech Republic, and Kenya) with overall conclusion of group work.

Importance of this panel: The common trends of studies of media and conflict focus on how media affect conflicts in terms of their coverage which generate a lot of questions about the degree of professionalism and ethical commitment, but the gap between these studies according to the type of conflict itself (military, political, economic) or the country(s) of conflict which differ from one to another and the types of media involved in coverage generate a lack of theorizing this relationship clearly. But the relationship between media and conflict has another face to discuss, in this panel, scholars will try to find a new perspective of the opposite relationship which is "How conflict affect media?" a lot of factors interfere in this. So the panel chooses the transition periods which highlight the most crucial times of any country. The study of different countries in different times in different level of development in different culture portrays a clear picture of this relationship which makes generalization cohesive and paves the way to build a new model or a theory about this complicated relationship.

Descriptions of Issues and Panelists:

- Shahira Fahmy (Ph.D) Associate professor, School of Journalism, The University of Arizona (moderator of the panel) sfahmy@email.arizona.edu
- Ahmed Samir Hammad (Ph.D) Assistant professor, Faculty of Communication, Al Azhar University, Cairo, Egypt. Ahmadh30@yahoo.com

Struggling for credibility during times of uncertainty: A Case of media in Egypt after revolution.

- Renáta Sedláková, (Ph.D) Assistant professor at the Department of Journalism, Faculty of Arts, Palacky University in Olomouc, the Czech Republic. renata.sedlakova@upmedia.cz

Media in transition – look backwards

- Issac Mutwiri Mutunga, (MA) Lecturer, Faculty of media and communication, Multimedia university college of Kenya

How the coverage of Post election violence (PEV) in 2007 changed The media in Kenyan.

- Bill Reader, Associate professor, E.W. Scripps school of journalism, Ohio University. (Discussant of the panel) reader@ohio.edu

Constructing ethics frameworks without a free-press tradition.

Discussant of the panel: Bill Reader, Associate professor, E.W. Scripps school of journalism, Ohio University.

Contact info: Bill Reader

person and snail: 102 Scripps Hall, Ohio

voice and voicemail: 740-597-1294

email: reader@ohio.edu

Panel presented to ICD of AEJMC convention 2012 Chicago IL.

Looking for Transparency: Journalism, PR, and Media in the Middle East.

This is the theme of Issue 2 of Middle East Media Educator - see the journal's first issue online: http://www.uowdubai.ac.ae/pdfs/publications/MEME_Vol_1_Issue_1.pdf - and the panelists are expected to be contributors.

PF & R panel

PRD and/or perhaps Electronic News Division

Transparent communication is not taken for granted in most of the Middle East and North Africa. It is not even expected in some countries although neither journalism nor public relations can function adequately in the absence of a commitment to transparency by governments, corporations, civil society, and professional communicators.

Issues the panelists could discuss:

- What prevents government agencies from letting citizens know what they do?
- Can journalists function in an atmosphere of secrecy?
- Can journalists promote transparency?
- What happens to public relations when open communication isn't valued?
- How do internal and external PR practitioners support transparency in corporate communications?
- Can there be too much transparency?

Names or descriptions of possible panelists:

Magda Abu-Fadil, Director of Journalism Training, American University in Beirut

Matt Duffy, Assistant Professor, Zayed University, Abu Dhabi, UAE

Elza Ibroscheva, Associate Professor, Southern Illinois University

Dean Kruckeberg, Professor, Director Global Center for Public Relations, UNC-Charlotte

Tina Leshner, Professor, William Paterson University, NJ

Dr. Alma Kadragic, POB 94154, Abu Dhabi, UAE; +97150-817-3631

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Dr. Alma Kadragic

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Panel presented to ICD of AEJMC convention 2012 Chicago IL.

PANEL PROPOSAL TITLE: A Global Perspective of Hate Speech and Freedom of Expression: Nature and Consequences of Incendiary Discourses in Online and Offline Media.

Co-sponsor: Communication Technologies Division

Type: Research

This panel aims to study hate speech practices in various media ecosystems and, while analyzing hate speech practices in various media outlets and social media, the panel also aims to reflect cases from different parts of the world in terms of determining the methods of common and separate practices.

As part of the panel, the legacy of hate speech after the Rwanda genocide in 1994 will be analyzed. That year, the assassination of the Hutu President was the culmination of years of tension between the two ethnic groups of Rwanda, the Hutus and the Tutsis, and it sparked a genocide that left the country in ruins. In 100 days, 800,000 Tutsis and moderate Hutus were slaughtered.

The extremist party responsible for the genocide, Hutu Power, used so-called 'hate media' to denigrate the Tutsis in the months and years before April 1994. The Tutsis were referred to as 'inyenzi,' or cockroaches, and as a 'sickness' plaguing Rwanda; a plague that needed to be eradicated. Nearly two decades later, the legacy of the genocide still haunts journalists and media practitioners in Rwanda. This study examines how the hate speech of the genocide has contributed to government laws that limit free speech and the culture of self-censorship in present day Rwanda.

The second case will discuss instances of hate speech in various media sources (in both vernacular languages and in English) in Kenya, following post-election violence in 2007-2008. It will adopt a novel integrated approach towards media discourse combining both qualitative and quantitative analysis.

As those cases study the traditional media and the new legislative scope in these African nations, another case is the 'hate speech' practices over YouTube videos of Turkish and Kurdish groups. This case situates hate speech in an online media. According to preliminary analyses, the common discussions are about PKK (the terrorist group), political intentions of Turkish and Kurdish groups, issue of power and related. Content and discourse analyses are used to reflect hate speech practices in this study.

Similar aspects of the nature and discursive construction of hate speech in a collaborative environment such as Wikipedia and Twitter will be studied in the case of the Colombian former Congresswoman Piedad Cordoba. This politician embodies the most controversial features in a polarized society. She is almost an anti-hero according to certain social sectors. She represents the Afro-Colombian communities in Congress and is considered as a radical leftist of the Liberal party in Colombia.

As these social media have become an emblematic global and social spaces that allow any user to be a source and to contribute freely and voluntarily in accounting for recent events, relevant people, etc., it is making visible all sorts of discourses and it is challenging the ways we weight different kind of narratives. Under what premises can hate speech be understood in self-regulated and regulated informational environments? How the hate speech narratives are salient or less prominent producing a living discursive objects in those scopes?

Moderator: Dr Hernando Rojas, associate Professor of the School of Journalism and Mass Communication at the University of Wisconsin-Madison. Author of two books and over 30 articles and chapters on public opinion, collective action and political communication. (To be confirmed)

All participants confirmed

Dr. E. Nezhir Orhon, Dean of the School of Communication Sciences of the Anadolu University (Eskisehir, Turkey)

Dr Monika Kopytowska, Associate Professor of the University of Lodz, Poland.

Ms Sally Ann Cruikshank, Lecturer and PhD candidate of Ohio University USA

Ms Silvia Montaña, MA, Lecturer and associate professor of Externado University of Colombia.

Mr. Diego Mazorra, MA, Lecturer and associate professor of Externado University of Colombia.

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Panel presented to ICD of AEJMC convention 2012 Chicago IL.

Proposed panel title: Exporting the Western Beauty Ideal – the hegemonic impact of imposed beauty standards and examples of resistance by women around the world

Proposed panel type: Research

Panel abstract/description: The theme of the panel is how the West, primarily the U.S., has exported its own vision/version of beauty abroad, along with its popular films and television programming. Implicit in that content are beauty standards that women around the world today strive to meet — from Greek women who became more weight conscious and vulnerable to disordered eating after the state media were deregulated and Bay Watch and other American programs became the rage, to Indian women who use chemicals and creams to lighten their skin, to Korean women who have their eyes surgically altered to meet the Caucasian "standard" of beauty. Research shows, as described above, that many women do succumb to the hegemonic beauty norms replete in Western media imagery. However, others resist these imposed norms. The proposed panel will examine this cultural phenomenon.

Proposed co-sponsors: CSW & ICD

Panel organizer: Camille Kraeplin, Southern Methodist University.

Contact information: Kraeplin@smu.edu/214-768-3431.

Panelists:

Vanessa Higgins Joyce, SMU. An ICD member, Higgins Joyce conducts research focusing on international and intercultural communication.

Rebecca Ann Lind, University of Chicago, author of *Race, Gender, Media: Considering Diversity Across Audiences, Content & Producers*.

Radhika Parameswaran, Indiana, a critical/cultural scholar who has published articles addressing Western beauty ideals and response/resistance among Indian women.

Camille Kraeplin, a CSW officer and head of the Fashion Media sequence at SMU. Her research interests include women, beauty imagery and culture.

Several other potential panelists have been contacted and may be added to this list.

Panel presented to ICD of AEJMC convention 2012 Chicago IL.

Piracy and Responsibility: Unauthorized Global Flows of Entertainment Media

Description

Piracy, an ethical and legal issue, robs creators of royalties and publishers of profits, as well as creating an ethos of entitlement among the consumers of these products. China may spring to mind as the prime recipient of pirated cultural products, but the phenomenon exists worldwide. New media can both exacerbate and, to some extent, blunt the spread of pirated products (through original creations by fans that circulate to other fans).

Type Professional Freedom and Responsibility

Moderator Representative, Entertainment Studies Interest Group (ESIG)-- panel co-sponsor

Panelists

The educators below all hold responsible positions in JMC programs overseas (department chair, program head, coordinator) and have committed to attending the Chicago conference. They represent the world's four main continents. All would address the extent to which various genres of entertainment content—films, TV programs, music, cartoon books, etc.—from other nations enter their own nation in violation of copyright.

Dr. Nnamdi Tobechukwu Ekeanyanwu, Nigeria

Dr. Monika Weronkia Kopytowska, Poland

Dr. Silvia Ximena Montana, Colombia

Dr. Peddiboyina Vijayalakshmi, India

Representative, Entertainment Studies Interest Group (ESIG)

Discussant

Dr. Anne Cooper-Chen, founder and former head, ESIG; former head, ICD; professor, Ohio U

The author of four books on global entertainment, she has done research on pirated products such as TV game shows and animated cartoons. The most recent book, *Cartoon Cultures: The Globalization of Japanese Popular Media*, was published in 2010 by Peter Lang.

Panel presented to ICD of AEJMC convention 2012 Chicago IL.

Submitted by: Celeste González de Bustamante, University of Arizona

Title: Arizona Firestorm: Global Immigration Realities, National Media, and Provincial Politics

Brief description: This research panel focuses on news coverage of the global phenomenon of migration from national, international, and historical perspectives. Papers will concentrate on news content produced about Arizona's controversial immigration law, S.B. 1070. Participants will examine media coverage in English-language local newspapers and television, U.S. Spanish-language media, and Mexican national newspapers.

Suggested co-sponsors: Minorities and Communication Division, Newspaper and Online Division, Political Communication

Topic importance: In 2010, Arizona's SB 1070 thrust the topic of immigration onto the national and international media landscape creating a media firestorm. The way local, national and international media covered the law and immigration had on the ground consequences, as numerous copy-cat laws were introduced following the passage of SB 1070. Immigration will remain an important topic for the United States and Mexico as both countries head into presidential election years in 2012. Beyond the United States and Mexico, the issue of immigration is relevant for a myriad of countries around the world.

Panelists could cover the following issues: The relationship among news media, immigration and politics in 2010; Methodologies such as framing and historiography; Differences between elite national media in the U.S. and Mexico, Differences between U.S. English language media and U.S. Spanish-language media; Shortcomings in the news coverage.

The panel would include four participants. All have agreed to participate.

- Otto Santa Ana, University of California-Los Angeles (accepted). Santa Ana will provide an overview of the connections between the media, immigration and politics in 2010.
- Celeste González de Bustamante, University of Arizona (accepted). González de Bustamante will examine news coverage of immigrants and minorities in Arizona from a historical perspective.
- Manuel Chávez, Michigan State University (accepted). Chávez will discuss national perspectives of state turmoil and characteristics of elite U.S. newspaper coverage of Arizona SB 1070.
- Mercedes Vigon, Florida International University (accepted) will discuss the successes and pitfalls of Spanish-language television coverage of Arizona's immigration law, April–May 2010.
- Manuel Guerrero, Universidad Iberoamericana, Mexico (accepted) will examine Mexican newspaper narrative framing of migration.

Contact information:

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Panel presented to ICD of AEJMC convention 2012 Chicago IL.

TYPE OF PANEL: Research

DIVISION: International

TITLE: The Experience of 100 years of international communication and journalism.

MODERATING/PRESIDING:

Presiding Heloiza Herscovitz, California State University

Moderating Manuel Chavez, Michigan State University

PANELISTS:

100 years of experience in Asia

Sundeep Reddy Muppidi, Nanyang Technological University

100 years of experience in Latin America

Rosental Alves, University of Texas

100 years of experience in Africa

Elanie Steyn, University of Oklahoma

100 years of experience from Europe

Eric Freedman, Michigan State University

100 years of experience in North America

Michael Stamm, Michigan State University

PANEL DESCRIPTION:

This panel introduces the trajectory, changes, processes and actors of international communication and news media organizations in the last century. The panel presents how each world region (Africa, Asia, Europe, Latin America, North America) has experienced journalism and mass media changes, from freedom of the press to corporate models. Countries and regions in the entire world have experienced a different history and experience of their media, in many cases governments have directed the changes and evolution, in others, there was a combination of entrepreneurship and regulation. Panelists will examine the present condition of journalism and mass media and the context from which the present conditions have evolved. The fundamental question to be explored is what is the evolution of media and journalism in the world -what transformations have impacted the way our profession has evolved in the last 100 years.

PANEL CO-SPONSOR/S:

Newspaper & Online News, Commission on Women, Mass Communication and Society

ESTIMATE SPEAKER COSTS:

None.

PANEL CONTACT:

Manuel Chavez

517-432-1411, chavezm1@msu.edu

Panel presented to ICD of AEJMC convention 2012 Chicago IL.

TYPE OF PANEL: Research

DIVISION: International

TITLE: A Century of journalism and news media in Latin America and the Caribbean

MODERATING/PRESIDING:

Presiding Manuel Chavez, Michigan State University

Moderating Rosental Alves, University of Texas

PANELISTS:

A perspective from South America

Leonardo Ferreira, University of Miami

A perspective from Central America

Rick Rockwell, American University

A perspective from the Caribbean

Federico Subervi, Texas State University

A perspective from Mexico

Sallie Hughes, University of Miami

A perspective from Brazil

Joseph Straubauer, University of Texas

PANEL DESCRIPTION:

During the political movements in the Americas in the XIX Century to achieve independence from the European colonial powers, the press and media institutions played a critical role in the processes. In the XX Century, the characteristics of their political systems and regulations impacted how the media has evolved and how influential it has become. Likewise, conditions as technological changes and professional education have impacted the way the press operates in most of the region.

This panel explores the following questions: what are the present conditions by which different regions of Latin America are placed in the context of progressive and professional journalism. How different regions and countries have evolved given the social, political, and economic conditions in them. Panelists will examine three conditions: education, freedom of the press, and technology.

PANEL CO-SPONSOR/S:

Newspaper & Online News, Commission on Women, Mass Communication and Society

ESTIMATE SPEAKER COSTS:

None.

PANEL CONTACT:

Manuel Chavez

517-432-1411, chavezm1@msu.edu

Panel presented to ICD of AEJMC convention 2012 Chicago IL.

Topic: Press Freedom, and Information Flows Around the World.

Panel Chair: Folu Ogundimu, Michigan State University

Panel Moderator: Manuel Chavez, Michigan State University

Panel Type: PF&R.

Abstract

Technological innovations and social transformations are increasingly blurring the boundaries of what constitutes the communicative experience. At the global level coverage of social upheavals and the Arab revolutions of 2011 aptly demonstrate the limits to the agenda setting functions of the world's international news media. This is underscored by the increasing prominence of the Internet as a communicative platform, the dynamic deployment of new digital tools like Twitter, YouTube, and all types of web bots to elevate the coverage of news events to global consciousness. With these developments, traditional notions of what constitutes press freedom and information flows around the world may no longer apply. To examine some of the dimensions of the evolving dynamics, we propose a Professional Freedom and Responsibility (PF&R) panel to examine four dimensions of the broad topic, "Press Freedom, and Information Flows Around the World."

1. Press Freedom Ratings and Democratic Accountability Around the World: Attention to press freedom and democratic accountability gained momentum with the end of the cold war in the 1990s.
2. The Rise of Digital Media and Implications for Press Freedom: Old assumptions of gatekeepers and traditional media no longer apply as emerging new technologies have definitively redefined what we think of Who Says What Through Which Channel.
3. How Relevant Are the NWICO Debates and International News Flow in Today's Globalization Era? Who controls the world's flow of news and images was a central sore point of the new world information and communications order (NWICO) debates of the 1980s.
4. From the Arab Street to Wall Street: How Relevant Are Media as Informational Channels During Revolutionary Upheavals? The old rules about who sets the news agenda may no longer apply. Coverage of two major events of 2011 – the Arab revolutions and the Occupy Wall Street Movement – are clear markers of how the world of international news flows are changing.

Panel Presenters

Victor Ayedun-Aluma, PhD, Senior Lecturer, University of Lagos, Akoka. Lagos, Nigeria

Arnold S de Beer, PhD, Stellenbosch University, South Africa

Leonardo Ferreira, PhD, Associate Professor, University of Miami

Eric Freedman, JD, Associate Professor, Michigan State University

Olusola O. Isola, PhD, Institute of African Studies, University of Ibadan, Nigeria

Folu Ogundimu, PhD, Michigan State University

Chris Patterson, PhD, University of Leeds, United Kingdom

Panel Organizer:

Folu Ogundimu, PhD

Michigan State University

305 Comm Arts. Bldg. East Lansing, MI. 48824.

517-353-6430. email: ogundimu@msu.edu

History Division Panel Proposals

Panel Title: "The Minority Press from 1940-1970: Agents for Social, Economic and Political Change"

Panel Type: PF&R

Possible Co-sponsors: History and Minorities in Communications Divisions.

Summary of Session: This panel would be suitable as a Professional Freedom and Responsibility panel because it will emphasize the role of the minority press as a change agent for civil rights for minority and poor people in the early 20th century. The panel is significant for a couple of reasons. First, the headquarters for two of the publications that will be discussed on this panel is in Chicago: Ebony magazine and the Chicago Defender newspaper. Both publications have and continue to be significant sources for information in the Black community. Second, the panel will examine how newspapers and magazines such as Ebony and the Chicago Defender covered issues of importance to African Americans both at the community and national levels during the first half of the 20th century. Specifically, speakers will discuss black women's organizational activism in African American newspapers in the 1940s and 1950s as well as John H. Johnson's activism via Ebony during the volatile 1960s decade. Johnson founded Ebony in the 1950s and served as publisher until his death in 2006.

Possible Panelists:

Dr. Cherisse Jones-Branch, associate professor of history at Arkansas State University-Jonesboro. She is currently completing a manuscript titled, "Repairers of the Breach": Black and White Women and Racial Activism in South Carolina, 1940s-1960s.

Dr. Lillie M. Fears, professor of journalism, Arkansas State University, and former head of the MAC Division of AEJMC.

Dr. Jerry Domatob, associate professor of journalism, Alcorn State University.

Member, History Division

Estimate Speaker Costs: none

Contact Person:

Lillie M. Fears, PhD, Department of Journalism, Arkansas State University, POB 2733, State University, AR 72467. lfears@astate.edu

History Division Panel Proposals

Panel Title: New Life for the Historical Research Methods Seminar: Training AEJMC Historians for the Next 100 Years

Panel Type: Teaching

Possible co-sponsor: Critical-Cultural Studies

Summary of Session: Training journalism and mass communication students in historical research methods brings significant challenges and great rewards. Students think they understand how to do “history,” but as we know, historical research goes far beyond the gathering of historical artifacts and the construction of a narrative. Historians also consider the implications of theory for method and the role of broader theoretical trends in how history has evolved over the past 30 or 40 years. Students must grapple with the interdisciplinary nature of their research, and the peculiar problems of navigating and understanding the past. They must also produce conference-worthy studies within the time constraints of a semester, which is no easy feat. In this panel, JMC professors who teach successful historical research methods seminars will lead the discussion into how to guide the AEJMC historian of the future.

Panelists and topics:

(Note: These speakers have already agreed to participate if the panel is accepted.)

Carolyn Kitch, Temple University, “Theory and trends in historical scholarship”

Barbara Friedman, University of North Carolina at Chapel Hill, “Introducing historical methods to undergraduates”

Janice Hume, University of Georgia, “Teaching historical methods to non-historians”

Earnest Perry, University of Missouri, “The interdisciplinary historian”

Moderator: Janice Hume

Estimated cost: None

Contact:

Janice Hume, Professor, Grady College of Journalism and Mass Communication, University of Georgia, jhume@uga.edu, 706-542-5980.

History Division Panel Proposals

Panel Title: Architecture of News: The Place of Newspaper Buildings

Panel Type: PF&R

Possible Co-Sponsors:

Summary of Session: This panel examines the place newspaper buildings have historically occupied in the community and the popular imagination.

Possible Panelists:

Newspaper Row

Aurora Wallace, NYU and author of *Media Capital* (Illinois Press, 2012)

Times Square

Dale Cressman, BYU

Tribune Tower

Katherine Solomonson, U of Minnesota and author of *The Chicago Tribune Tower Competition* (Chicago, 2001)

Notes: Wallace is confirmed; Solomonson is not confirmed (contacted, but awaiting reply).

Estimate Speaker Costs: none

Contact Person:

Dale Cressman, PhD

Associate Chair, Undergraduate Studies

Department of Communications

Brigham Young University

360 Brimhall Bldg

Provo, UT 84602

cressman@byu.edu

History Division Panel Proposals

Panel Title: The Checkered Past (and Uncertain Future) of Journalism History

Panel Type: Research

Possible Co-sponsors: Critical and Cultural Studies

Summary of Session: Almost forty years ago, James Carey published a seminal essay with a deliberately provocative title: "The Problem of Journalism History." Carey's article shook up the complacent world of journalism historians, calling for a cultural approach to journalism and raising a host of powerful questions about the nature and quality of the field. Carey was not the first media scholar to offer a critique of journalism history. In fact, Sidney Kobre published an article in *Journalism Quarterly* in March 1945 called "The Sociological Approach in Research in Newspaper History." In that article and in his 1969 book, *Development of American Journalism*, Kobre argued for a more sociological approach to the field, historical scholarship that examined the interaction between the media and the larger social world.

At the centennial of AEJMC, this History Division panel proposes to reassess the twentieth-century legacy of journalism history, from Frank Luther Mott to Sidney Kobre to James Carey and others. The panel will bring together several distinguished journalism scholars to critique the problems of journalism history over the past century. The panelists will offer assessments of journalism history's checkered past, as well as prospects for its future.

Proposed panelists:

John Pauly
Carolyn Marvin
John Nerone
David Nord
Don Shaw
Eve Munson

Estimate Speaker Costs: none

Contact Person:

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Faculty of Communication
The University of Tulsa
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History Division Panel Proposals

Panel Title: Putting your own research in the classroom

Panel Type: Teaching

Possible Co-sponsors: History division, magazine division

Summary of Session:

Some professors rarely talk about their research in the classroom; others hardly talk about anything else. When we discuss our own historical work, how do we know when we are inspiring students with our passion for our topic and when we have stepped over an invisible boundary and let our narrow interests take over broader course objectives? Ideally, we are often told, good research leads to good teaching. In practice, what steps might we take to really make that happen? [I can't think of a division that would not have something to contribute to this, as every division features researchers who teach. I am suggesting this to the History Division, however, because I feel that history, more than most topics, lends itself to both individual interpretation and to a kind of yarn-spinning presentational style that can, if the professor isn't careful, easily develop into a self-serving cult of personality. I initially thought of doing this with the Magazine Division, as this is my main home. We might give it a different spin if we worked with the Small Programs group. Here's why: Large universities with extensive curricula give professors more opportunities to fashion specialized electives that relate to their own research. Smaller programs can't afford that luxury. So the answer to this panel's main question might depend on the size of the program.]

Possible Panelists:

Any number of published teacher-scholars could make up this panel. We couldn't go wrong if we began with Pat Washburn and Elliot King, and then allowed the co-sponsoring division to offer a couple speakers.

Estimate Speaker Costs: None

Contact person

Scott Fosdick
San Jose State University
scott.fosdick@sjsu.edu
408/550-5072

History Division Panel Proposals

Panel Title: Guns, Gangsters, Prostitution, and Porn: 100 Years of Vice and Corporate Social Responsibility

Panel Type: PF&R

Potential Co-Sponsors: Public Relations Division

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

Summary of Session: Corporate social responsibility has been examined from a for-profit, formalized organizational standpoint. Historically, elements of vice have included some corporate social responsibility efforts. This panel will examine the history of public engagement and social responsibility strategies of vice industries, which typically are not studied in either the public relations or entertainment domains. Confirmed panelists include Jessalynn Strauss who studies CSR initiatives of the Las Vegas casino industry and Bey-Ling Sha who examines the historical corporate social responsibility underpinnings of prostitution. The panel will use historical and current case studies, as well as best practices, to explore this issue. The panel will answer the following questions:

1. What is vice?
2. Why does vice matter to discussions of public relations and corporate social responsibility?
3. How have definitions of vice and CSR shifted over time?

Potential Panelists:

Bey-Ling Sha (San Diego State)

Jessalynn Strauss (Xavier University)

Carolyn Bronstein (DePaul)

Natalie Y. Moore (Columbia College)

Estimate Speaker Cost: None

Contact Information:

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

Lisa Burns -- Lisa.Burns@quinnipiac.edu

History Division Panel Proposals

Panel Title: King Kong Class: When Size Matters and Strategies to Deal With It.

Panel Type: Teaching

Possible Co-sponsors: Magazine Division, Visual Division, Mass Comm & Society Division, Graduate Interest Group

Summary of Session: With increasing pressures on university budgets, equal pressure occurs with class size and the demand to increase it. What strategies effectively deal with how to address differences in learning styles present in the auditorium-size classes? How best to deal with the increase in student fixation and use of digital technology that both hinders and helps learning in the classroom? How can we create a positive intimate environment in a venue that promotes anonymity? Beyond Blackboard, Tegrity, podcasts, powerpoints & clickers, how best manage the large classroom? How best manage teaching assistants? How can teaching assistants best help and how can they manage their own time so as to not be overwhelmed by 50 to 100 students who need attention?

Potential Panelists:

Earnest Perry, U of Missouri

Yong Volz, U of Missouri

Tim Vos, U of Missouri

Bernell Tripp, U of Florida

Mike Sweeney, Ohio University

Joe Campbell, American University

You Li, U of Missouri doctoral student

Maureen Beasely, U of Maryland emerita

David Abrahamson, Northwestern

Barbara Friedman, UNC

Mark Feldstein, U of Maryland

Many other possibilities as well

Moderator: Berkley Hudson, U of Missouri, associate professor

Estimate Speaker Costs: none

Contact Person:

Berkley Hudson

321-B Lee Hills Hall

Missouri School of Journalism

Columbia, MO 65211-1200

573-882-4201

hudsonb@missouri.edu

History Division Panel Proposals

Panel Title: Using The Visual To Teach Media History

Panel Type: Teaching

Possible Co-sponsors: Visual Division

Summary of Session: Whether it's a small, medium or large classroom, the visual can be employed in many ways to teach Media History.

The visual can open up moments in history in ways other primary documents cannot. This includes long neglected, but important moments and it includes familiar moments as well. This panel can address how other disciplines have employed the visual to invigorate their teaching. From cartoons, to billboard, advertisements, illustrations, photographs, sketches, newsreels and films, the visual can convey power and its a power that can carry over into the teaching of media history. What are the effective strategies to employ the visual in teaching media history? What are the pitfalls? How can the visual be employed in teaching to link with other primary documents of diaries, letters, and more? How might the visual used in the classroom link to research and publishing opportunities for students and faculty alike?

Possible panelists:

Janice Hume, U of Georgia

Betty Winfield, U of Missouri

Claude Cookman, U of Indiana

Paul Lester, Cal State Fullerton

Julie Newton, U of Oregon

Dolores Flamiano, James Madison

Barbie Zelizer, U Penn

Bonnie Brennan, Marquette

David Sloan, U of Alabama

Moderator: Berkley Hudson, editor-in-chief, Visual Communication Quarterly, U of Missouri

Estimate Speaker Costs: none

Contact Person:

Berkley Hudson

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Missouri School of Journalism

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hudsonb@missouri.edu

History Division Panel Proposals

Panel Title: Not just for historians: Studying journalism in time

Panel Type: Research

Possible Co-sponsors: Critical & Cultural Studies

Summary of Session:

Media historians often remain sealed off from other journalism scholars by their affinity for atheoretical research. The result, John Nerone argued nearly two decades ago, left media historians in their own 'history-land,' and made history unwelcome to other scholars. However, other scholars have shown a renewed interest in studying journalism in its temporal context. Dissatisfaction with the isolated snapshots produced by some social science, has fed a growing desire to study journalism as a moving picture. As theorists have found renewed interest in history, might historians be willing to embrace theory? Four scholars explore how history can benefit from theorizing and theory can benefit from an attention to history.

Panelists: (All confirmed)

John Nerone, Illinois ... How Journalism History Matters to Journalism Studies

Rodney Benson, NYU ... Inertia and change in journalistic fields

Tim P. Vos, Missouri ... Sociological institutionalism: Historical mechanisms and journalistic change

Michael Schudson, Columbia ... Public Sphere, Imagined Community, and Popular Culture: Conceptual Frameworks for Journalism History

Moderator: (to be determined)

Estimate Speaker Costs: none

Contact Person:

Yong Volz

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History Division Panel Proposals

Panel Title: The Lasting Importance of the Journalism Review Movement in a Time of Social Unrest

Panel Type: PF&R

Possible Co-sponsors: Media Ethics, Magazine

Summary of Session: The journalism review movement of the 1960s and 1970s grew out of a growing lack of faith in the institutions of the press, and also out of the social unrest of that time. Two of the most influential of these reviews, The Chicago Journalism Review and (MORE), directly trace their roots to the upheavals in Chicago during the 1968 Democratic convention and the "Chicago 7" conspiracy trial that followed it. This panel brings together (in Chicago) historians who have studied the movement and editors who were a part of it to discuss these magazines' legacies more than 40 years later, in a time when parallels to the late 1960s and 1970s are easy to draw.

Potential Panelists:

Kevin Lerner, Rutgers (moderator, confirmed)

Susan Keith, Rutgers (confirmed)

Ron Dorfman, former editor, Chicago Journalism Review

Carl Sessions Stepp, Maryland, and Senior Editor, American Journalism Review (contacted)

William Babcock, Editor, Gateway Journalism Review

Estimated cost: None

Contact person:

Kevin Lerner

kmlerner@rutgers.edu

917-570-5104

History Division Panel Proposals

Panel Title: The state of the historical archive

Panel Type: Research

Possible Co-sponsors: Newspaper & Online News

Summary of Session:

As AEJMC enters its second century, media historians must confront the frightening reality that new communication and media technologies will complicate the historian's task. Of particular concern is the state of the historical archive.

With the arrival of email in the 1990s, media professionals stopped maintaining an archive of correspondence. Email and computer-generated documents have not been treated as artifacts in the way that letters and other documents were preserved by previous generations. In other words, historical subjects who will invite scholarly inquiry in the future are not leaving a paper trail.

Similarly, archives of publications, such as newspapers and magazines, will be problematic. Many publications have not consistently maintained archives of online content. While many still publish static paper editions, their online sites are fluid; snapshots of the online sites — what they looked like at a given hour on a given day — do not exist.

In addition, scholarship that uses online primary sources will be compromised. The url of a source cited in documentation is probably not permanent.

Broadcast historians, particularly those who focus on radio, have long wrestled with the problem of the ethereal archive and may be able to counsel the rest of us on how to confront this new reality.

Ultimately, this is an issue that the historical research community must engage. This panel will outline the problem and explore solutions. This discussion may even generate a proposal for focused action by the History Division and the American Journalism Historians Association.

Possible Panelists:

Mike Conway, University of Indiana

Gwyneth Mellinger, Baker University

Representative of American Journalism

Representative of Chicago-area research library

Estimated Speaker Cost: None

Contact Person:

Gwyneth Mellinger, Ph.D.

gwyn.mellinger@bakeru.edu

History Division Panel Proposals

Panel Title: Merger Madness: The Lessons of the Tribune - Times-Mirror Merger

Panel Type: PF&R

Possible Co-sponsors: Media Management and Economics

Summary of Session:

In March 2000, the Tribune and Times-Mirror companies agreed to an \$8 billion merger, the largest in the history of American journalism. Eight years later, the company was forced into bankruptcy. How it got there and what it means for newspapers.

Possible Panelists

The Deal from Hell

James O'Shea, Chicago News Cooperative and author, The Deal from Hell (Public Affairs, 2011).

Chicago Tribune

Ann Marie Lipinski, Curator, Nieman Foundation.

Notes: O'Shea is interested, but not yet confirmed; Lipinski not yet contacted (she edited the Tribune while O'Shea edited the LA Times, but there are others who could complement O'Shea--he'd be the main draw, I think).

Estimate Speaker Costs

Contact Person

Dale Cressman, PhD

Associate Chair, Undergraduate Studies

Department of Communications

Brigham Young University

360 Brimhall Bldg

Provo, UT 84602

cressman@byu.edu

History Division Panel Proposals

Panel Title: Controversies in trial coverage: What the media have done, what they can do better

Panel Type: PF&R

Possible Co-sponsors: The Council of Affiliates has agreed to put up a half chip to co-sponsor this panel.

Summary of Session: This PF&R panel considers prominent historical controversies about how the media frame and cover high-profile criminal trials -- from Chicago's Luetgert murder trial in 1897 to the more recent trials of O.J. Simpson and Casey Anthony. Panelists will address how even-handed and aggressive the media have been or should be while telling justice system stories from the late 19th century and into the early 21st century.

Possible panelists:

John C. Watson, American (accepted);

W. Joseph Campbell, American (accepted);

Andrea Lyon, Chicago attorney, who represented Casey Anthony (tentatively accepted, if scheduling permits),

David Sternbach of A&E Entertainment, who oversees reality/cops/justice programming (tentatively accepted, if scheduling permits).

Cost: None anticipated, beyond standard expenses of putting together a panel. Conference registration will be comp'd for Lyon and Sternbach.

Contact person: John Watson (202.885.2083). jwatson@american.edu

History Division Panel Proposals

Panel Title: Documentaries, Chicago-style

Panel Type: PF&R

Possible Co-sponsors: History Division (primary), Cultural and Critical Studies; International Communication; Mass Communication and Society; Media Ethics, Electronic News, Visual Communication; Entertainment Studies

Summary of Session: For almost 100 years, documentarians have literally captured history on film. From Robert J. Flaherty who in 1922 took his audience to the Arctic Circle to meet Nanook and his family of Inuit Eskimos to Charles Ferguson and Audrey Marrs who earlier this year took their viewers into the sordid world of Wall Street in *Inside Job*, documentaries have examined society's issues, problems and contradictions. As AEJMC travels to Chicago in 2012 to celebrate its 100th anniversary, the time seems right to dedicate a session to the history of the documentary, as it celebrates the 90th anniversary of the release of the first documentary feature film, *Nanook of the North*. The location – Chicago – is ideal since the “Chicago style” of documentary filmmaking has left such a mark on the industry. Chicago is also the home of many important documentary filmmakers (several of whom have already agreed to participate in this panel, if it is accepted).

Possible Panelists:

Gordon Quinn, artistic director and co-founder of Kartemquin Films.

Beth Sternheimer, documentary producer and researcher of independent films and museum projects and instructor at Chicago Filmmakers.

Barbara Scharres is the long-time director of programming for the Gene Siskel Film Center of the School of the Art Institute of Chicago. (The film center is also celebrating its 40th anniversary in 2012.) (Barbara Scharres has already indicated a willingness to participate in the panel.)

Michael Rabiger, professor emeritus and founder of the Michael Rabiger Center for Documentary Film at Columbia College.

Possible Moderator:

Kathleen Endres, distinguished professor of Communication, University of Akron. A historian, She has written articles and books on journalism history and co-produced and co-wrote the Emmy-award-winning *Final Edition: Journalism according to Jack and Jim Knight* and is the producer of the *Magazine Century*, which is currently in production.

Estimate Speaker Costs: none

Contact Person:

Kathleen Endres

endres@uakron.edu

**SCHOLASTIC JOURNALISM DIVISION
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Honors Lecture

Panel Type: Teaching

Possible Co-sponsors:

Summary of Session:

Presentation of the annual David Adams Scholastic Journalism Educator of the Year Award

Honors Lecture (presenter to be determined)

Possible Panelists:

Moderator:

Estimate Speaker Costs: (Funding may be available for travel expenses of non-AEJMC panelists)

Contact Person:

David Bulla
Zayed University,
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Abu Dhabi
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Tel: 352-359-24161
Percy23@aol.com
David.Bulla@zu.ac.ae

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126 Walker Hall
Box 32039
Boone, NC 28608-2039
Tel: 828-262-2000
hallcl@appstate.edu

**SCHOLASTIC JOURNALISM DIVISION
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Innovative Outreach to Scholastic Media

Panel Type: Invited Panel Research

Possible Co-sponsors:

Summary of Session:

The Scholastic Journalism Division presents the winners of its annual competition for those who find new and different ways to support high school and middle school journalists and their teachers/advisers. The emphasis is on showing how others can adapt and adopt these ideas.

Possible Panelists:

TBD

Moderator: TBD

Estimate Speaker Costs: (Funding may be available for travel expenses of non-AEJMC panelists)

Contact Person:

David Bulla
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Percy23@aol.com
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**SCHOLASTIC JOURNALISM DIVISION
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Luncheon

Panel Type: PFR

Possible Co-sponsors: MAC

Summary of Session:

Annual luncheon with MAC division. Presentation of Knight Multicultural Achievement Award

Possible Panelists:

Guest speaker TBD

Estimate Speaker Costs: (Funding may be available for travel expenses of non-AEJMC panelists)

Contact Person:

David Bulla
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**COMMISSION ON THE STATUS OF WOMEN
JOINT PANEL PROPOSALS FOR 2012 AEJMC CONFERENCE
SUBMITTED BY TRACY EVERBACH, CSW VICE HEAD, Everbach@unt.edu**

Panel Title: Title IX: Forty Years of Progress and Potential

Panel Type: Panel Research

Possible co-sponsors: (name of other division or group)
CSW

Summary of session: (2 paragraphs or so)

This panel will share leading scholars' research on Title IX, its past, present and future considerations. It will discuss the gender divide in sport and the need for equity in participation, content and coverage. It will address the impact of Title IX, and current issues and controversies surrounding it. It will also discuss how technology and new media have influenced coverage of women's sport.

Possible panelists: (2 or 3 names; remember, you are responsible for securing speakers)

Marie Hardin
Andy Billings
Welch Suggs

Estimate speaker costs: (they are typically responsible for their own expenses)

Contact person: (your information)

Pam Laucella
Academic Director
National Sports Journalism Center
IU School of Journalism-Indianapolis
Indianapolis, IN 46202
plaucell@indiana.edu

**COMMISSION ON THE STATUS OF WOMEN
JOINT PANEL PROPOSALS FOR 2012 AEJMC CONFERENCE
SUBMITTED BY TRACY EVERBACH, CSW VICE HEAD, Everbach@unt.edu**

Proposed panel title: Exporting the Western Beauty Ideal – the hegemonic impact of imposed beauty standards and examples of resistance by women around the world

Proposed panel type: Research

Panel abstract/description: The theme of the panel is how the West, primarily the U.S., has exported its own vision/version of beauty abroad, along with its popular films and television programming. Implicit in that content are beauty standards that women around the world today strive to meet — from Greek women who became more weight conscious and vulnerable to disordered eating after the state media were deregulated and Bay Watch and other American programs became the rage, to Indian women who use chemicals and creams to lighten their skin, to Korean women who have their eyes surgically altered to meet the Caucasian "standard" of beauty. Research shows, as described above, that many women do succumb to the hegemonic beauty norms replete in Western media imagery. However, others resist these imposed norms. The proposed panel will examine this cultural phenomenon.

Proposed co-sponsors: CSW & ICD

Panel organizer: Camille Kraeplin, Southern Methodist University.
Contact information: Kraeplin@smu.edu/214-768-3431.

Panelists:

Vanessa Higgins Joyce, SMU. An ICD member, Higgins Joyce conducts research focusing on international and intercultural communication.

Rebecca Ann Lind, University of Chicago, author of Race, Gender, Media: Considering Diversity Across Audiences, Content & Producers.

Radhika Parameswaran, Indiana, a critical/cultural scholar who has published articles addressing Western beauty ideals and response/resistance among Indian women.

Camille Kraeplin, a CSW officer and head of the Fashion Media sequence at SMU. Her research interests include women, beauty imagery and culture.

Several other potential panelists have been contacted and may be added to this list.

**COMMISSION ON THE STATUS OF WOMEN
JOINT PANEL PROPOSALS FOR 2012 AEJMC CONFERENCE**

Submitted by Radhika Parameswaran, Indiana University

PANEL TITLE: Women in the Media Industries: Global Perspectives

PANEL TYPE: Research

POSSIBLE CO-SPONSORS: Best Co-Sponsor: International Communication Division
(Please Note: I have contacted Division officers and they have indicated interest)

Another Likely Co-sponsor: Critical and Cultural Studies Division

PANEL DESCRIPTION/STATEMENT OF IMPORTANCE

This research panel will address the topic of women working in the media industries—business magazines, entertainment television, weekly newspapers, and television news—in different parts of the world including China, Venezuela, South Africa, and India. While the field of feminist media studies has made fairly good progress in documenting and analyzing the experiences and representations of women working in the media in the United States and Europe, we still need to make visible the labor, struggles, and complexities of class privileges of women editors, managers, actors, and media celebrities in Africa, Asia, and South America. Filling an important gap in the literature and building on such recent projects as the International Women's Media Foundation's Global Report on the Status of Women in the News Media, this panel's case studies of either specific women or women's collective experiences in particular sectors of the media industry will add texture and empirical detail to the knowledge we have gained from large scale monitoring projects sponsored by global organizations.

PANELISTS (All panelists have confirmed participation):

- Prof. Yunjuan Luo, College of Mass Communication, Texas Tech University (Confirmed)
Title: Women Editors Caught in the Throes of Political and Economic Change in China
- Prof. Carolina Acosta-Alzuru, Grady College of Mass Communication, University of Georgia (Confirmed)
Title: The Privilege, Gift and Burden of Being a Venezuelan Woman Actor
- Prof. Margaretha Geertsema-Sligh, College of Communication, Butler University (Confirmed)
Title: Of Servants, Snakes, and Female Editors: Reflecting On Racism, Misogyny and Hate Speech
- Prof. Radhika Parameswaran, School of Journalism, Indiana University (Confirmed)
Title: Watching Barkha Dutt: Television News and Female Celebrity in India

MODERATOR (Confirmed): Prof. Carolyn Byerly, School of Communications, Howard University

PANEL ORGANIZER/CONTACT PERSON DETAILS

Radhika Parameswaran
Professor, School of Journalism
Ernie Pyle Hall 200
940 E. 7th Street
Indiana University
Bloomington, IN 47405
rparames@indiana.edu
(812)-855-8569

**COMMISSION ON THE STATUS OF WOMEN
JOINT PANEL PROPOSALS FOR 2012 AEJMC CONFERENCE**

Panel title:

Women's opinions in the public sphere: Has the Internet changed anything?

Panel description:

Certainly with the Internet more women have the opportunity to amplify their voices publicly but, within the realm of journalism and news, how much space are women actually offered to voice their opinions in this public sphere? Scholars and journalists will discuss whether the Internet has meant more women are allowed a voice in news opinion sections in traditional media outlets, how alternative Web media spaces might have expanded opportunities, and if women's opinions are primarily focused on the private sphere or engage in public sphere issues more frequently than in decades past. The panel will include researchers whose focus centers on gender along with current female columnists and professional journalists serving on editorial boards.

Panel type:

Research

Panel sponsors:

Communication Technology

Abstract:

Traditionally, women have served a relatively small role on opinion pages in traditional print newspapers, making up a minority of those journalists allowed to voice their views on the news of the day. Not only have editorial boards been composed of very few women, most columnists on a given opinion page are men. With the introduction of the Internet, however, has this changed? Panelists will discuss whether the Internet has allowed women more space for their opinions within the realm of news and journalism? Further, with the shattering of traditional barriers of access, panelists will consider how women might be finding alternative spaces – ones that are widely read but free of gendered journalistic traditions – to voice their opinions? The discussion will also note where online women's voices can be found and any common topics within women's commentary. The panel includes professors, who offer research about top U.S. newspapers and popular news websites, and women journalists, who will provide a much-needed professional perspective.

List of proposed panelists:

Ingrid Bachmann, assistant professor at Pontifical Catholic University of Chile
Dustin Harp, visiting assistant professor at University of Texas at Arlington
Jaime Loke, assistant professor at University of Oklahoma
Dawn Turner Trice (Columnist at Chicago Tribune)
Barbara Brotman (Columnist at Chicago Tribune)
Marcia Lythcott (Editorial board member at Chicago Tribune)

Contact information for the organizers of the panel:

Ingrid Bachmann: ingridbachmann1@gmail.com

Dustin Harp: dustinha@uta.edu

Jaime Loke: jaimeloke@ou.edu

**COMMISSION ON THE STATUS OF WOMEN
JOINT PANEL PROPOSALS FOR 2012 AEJMC CONFERENCE**

TITLE AND DESCRIPTION: "RACE-AND-GENDER-CONSCIOUS COMMUNICATIONS POLICY: EXPLORING EGALITARIAN POSSIBILITIES" (Research Panel)

The goal of the panel is to broaden discussions in AEJMC about issues in communications policy concerned with race and gender. The five presenters are members of Howard Media Group, a collaborative of diverse faculty and graduate students in Howard University's School of Communications. HMG members pursue scholarship with the goal of re-shaping public policy around issues of equal access for women and racial minorities. All presentations will be problem-solution oriented.

These include:

Title of presentation

Women's Struggle to Own Media The presentation examines legal and economic barriers to women's ownership of broadcast media, drawing on the presenter's recent research.

Dr. Carolyn M. Byerly, professor, Department of Journalism, Howard U.

Radio Deregulation 20 Years Later.

We review the effects of broadcast deregulation on local ownership and how the changes to license renewal have given the bit owners a rubber stamp to do as they please, avoiding public interest obligations in the process. Professor Reginald Miles, assistant professor, Department of Radio, TV & Film, Howard U.

Media Concentration in a Digital Age: Implications for Race Conscious Policy Drawing on the work of the late legal scholar Edwin Baker, we will review FCC policies with regard to public interest, localism and diversity. The dynamic of media concentration in the contexts of traditional and new media is considered.

Dr. Yong Jin Park, assistant professor, Department of Radio, TV & Film, Howard U.

Mobile Money for the Unbanked We draw from ongoing research exploring the possibilities for use of mobile banking (using new cellular technology) by African Americans without formal bank accounts to develop local enterprises within the U.S. Professor Ingrid Sturgis, assistant professor, Department of Journalism, Howard U.

The case for a Caribbean Owned Cable Channel Drawing on new research, we examine media ownership that considers trends in global migration that has produced transnational groups related by culture, ethnicity, language and religion. We focus on the Caribbean diasporic community and its need for a "cable channel of its own". Roger Caruth, J.D., doctoral candidate in Mass Comm & Media Studies, Howard U.

PANEL SPONSORS: We would like for CSW, MAC and Law & Policy divisions to co-sponsor this panel.

PANEL ORGANIZER AND CONTACT INFORMATION;

Carolyn M. Byerly, Ph.D., Professor

Department of Journalism

School of Communications

525 Bryant St., NW, Washington, DC, 20059

Phone: 202-806-5121 (Office)

E-mail: cbyerly@earthlink.net

**COMMISSION ON THE STATUS OF WOMEN
JOINT PANEL PROPOSALS FOR 2012 AEJMC CONFERENCE**

Panel title: "Veiled messages: Framing of hijab and Muslim identity in Western media."

Panel description: Few images have been used to such discursive effect in the post 9/11 world as that of the Muslim woman in hijab, head covered by a piece of black or brightly-colored cloth. The practice of covering has sparked international debates over feminism, women's rights, and cultural relativism. This panel will focus on mediated discourses of Muslim identity markers used for political or social purposes. Collectively, the four presenters investigate the gendered performances of women comedians, celebrity activists, and journalists wearing hijab and make comparisons with the controversy over Barack Obama wearing traditional Kenyan clothing. Each presenter utilizes textual analysis of major media sources and analyzes audience negotiations of veiling practices on blogs and video websites that disrupt dominant narratives.

Panel type: Research

Panel sponsors: CSW and ICD

Panel Abstract: Muslim comedians have carved a niche market by employing humor in response to Islamophobia. Ammina Kothari examines ways in which Muslim women incorporate the hijab into their comedy routines to combat stereotypes of the exotic "other" with humor. Her analysis focuses on how three female comedians who do not wear the hijab off-stage incorporate it in their comedic schtick to construct on-stage identities. In contrast, some Western non-Muslim women choose to wear variations of the hijab when traveling in Muslim countries or meeting with Muslim officials. Two papers on this panel examine media framing of the veiling practices of high-profile, non-Muslim Western women who don the hijab. Rosemary Pennington analyzes Western female broadcast journalists such as Christiane Amanpour to understand how they framed themselves while reporting in hijab and were framed by viewers in online communities. Next, Spring-Serenity Duvall explores the rare but powerful media images of Western celebrity activists such as Angelina Jolie who wear headscarves when traveling on humanitarian missions in Muslim countries. Duvall argues that these non-Muslim celebrities perform a kind of strategic traditional Muslim femininity that raises compelling questions about the appropriation of religious symbolism. Finally, Obama's political opponents attempted to brand him as Muslim by circulating an image of him wearing traditional Kenyan tribal garb on a trip to Africa in 2006. Lori Henson examines how images of Obama in Islamic "uniform" helped shape the political discourse about Islam and American Civil Religion surrounding Obama's candidacy.

Panelists:

Spring-Serenity Duvall (Assistant Professor, Univ. of South Carolina Aiken) will present: "Ephemeral Veils, Enduring Images: Tracing Media Representations of Western Celebrity Activism, Veiling, and Femininity in Muslim Cultures." Her work on celebrity activism includes: "Dying for Our Sins: Christian Salvation Rhetoric in Celebrity Colonialism. Chapter in: Robert Clarke (Ed.) *Celebrity Colonialism: Fame, Representation, and Power in Colonial and Post-Colonial Cultures*. Cambridge Scholars Press (2009).

Ammina Kothari (Doctoral Candidate, Indiana University) taught J460: Muslim in the Media and will present: "Hijab and Muslim Comedians: Challenging Stereotypes with Humor."

Lori Henson (Assistant Professor, Saint Mary of the Woods) will present: "The Prophet and the Press: Barack Obama and American Civil Religion's Journalistic Priesthood."

Rosemary Pennington (Doctoral student, Indiana University) is Managing Editor of the multimedia Muslim Voices project and will present: "Veiling the news, reporters in hijab: Deconstructing the framing of Western journalists who wear the headscarf in the field."

Contact: Spring-Serenity Duvall, springd@usca.edu or 803-641-3496

Commission on the Status of Women; Co-Sponsor: Cultural and Critical Studies**Contact Person:**

Terry Lueck
 School of Communication
 The University of Akron
 Akron, OH 44325-1003
 tlueck@uakron.edu
 330-972-6093

"Echoes in the Mainstream: Current Media Imagery of Women and Misuses of the Past"

Gender is a contested and negotiated meaning system observable in media texts. Contemporary television coverage as well as fictional programs that use nostalgia as a trope reveal these struggles over changing meanings of gender, and uncover strategies used to conserve or recoup meanings of women/men. Feminist work to document and analyze these trends is not only important for an understanding of contemporary media, but also to advance feminist historiography, a relatively underdeveloped venture among feminist media scholars.

Moderator: Therese L. Lueck, The University of Akron

Panelists:**"Gender and History in Media Texts: The Future of Nostalgia and Social Change"**

Lana F. Rakow, University of North Dakota

Imagery of women in popular culture reveals historically specific cultural meanings about the category "woman" and much about how a range of social changes are positioned and navigated in media texts. Nostalgic imagery of "woman" in earlier periods has been used, for example, to show Americans how new technologies such as the telephone and television could be incorporated into homes without disrupting traditional values. On the other hand, futuristic imagery through narratives of modernity has been used to drive technological acceptance through equation of "woman" with the "machine" in public contexts or with the domestic in contrast to the public. A historical review of texts about media technologies, such as found in product and service advertising, helps us understand contemporary media uses of the category "woman" to recoup meanings and navigate social change.

"Retro Representations in 2011: Pan Am and Mad Men"

Jane Marcellus, Middle Tennessee State University

The interplay between the discourses of feminism, or a popular memory of feminism, and traditional femininity in the television programs Pan Am and Mad Men in terms of each show's representation of women's employment inform this reading. Images used to promote the show -- the lockstep, girdled femininity -- are there, but there are also discourses about women's agency -- both in terms of cliched images of feminism, e.g., the bride who runs off to be a stewardess, the scene in which the two pilots in the bar talk about the new kind of woman who "takes flight," and the more intriguing spy story. The shows use nostalgia to put sexism safely in the past so we can think it's no longer an issue; in addition, a nostalgic reconstruction of mid-century feminism or about-to-emerge feminism contributes to that function.

"The Damaged Prince and the Steadfast Princess: Gendered Nostalgia in Media Imagery of the British Royal Family"

Carolyn Kitch, Temple University

This presentation will consider the role of gender in the nostalgic dimensions the 2010 Oscar-winning film The King's Speech and media coverage of the April 2011 Royal Wedding. The film recuperated the historic importance of George VI in 20th-century history and humanized the royal family. This reconstruction of the 1930s created a backdrop for coverage of the marriage of Prince William and Kate Middleton, another story of a king-to-be hampered by his family's scandals and personal tragedy (his mother's death) but made whole by the steadfast love of a strong woman. In that news narrative, Kate's traditional but confident style was seen as a return to graceful elegance; meanwhile, William offered the promise of a new kind of royal masculinity. Thus—through ideas about gender norms—the new story of the meaning of British royal family in the 21st century camouflaged while also reaffirming a nostalgic recollection for its status in the early 20th century, just before the end of the Empire.

AEJMC 2012 Conference Joint Panel Proposal-Advertising and CSW

Panel Title: Mad Women: Mothering and careers

Panel Type: PF&R

Co-sponsor: 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 research; 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

AEJMC Ad Division ExCo/PF&R Research Chair

Associate Professor/Advertising

School of Journalism and Mass Communications

University of South Carolina

Columbia, SC 29208

803-777-1154

AEJMC 2012 Conference Joint Panel Proposal-CSW

CSW-MME panel, PF&R, 2012

TITLE:

Leading innovation: Women at the forefront of development of media organizations

POTENTIAL PANELISTS:

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. Panelists might include:

1. Chicago-area professional women in R&D, interactive, social media endeavors
2. Amy Schmitz Weiss, San Diego State
3. Cindy Royal, Texas State
4. Elizabeth Toth, Maryland
5. Carolyn Byerly, Howard
6. Paula Poindexter, Texas
7. Angela Powers, Kansas State

PANELIST DIVERSITY INFORMATION:

Males and Females: Will focus on female media professionals

Racial, Ethnic, or Cultural: Will aim for a mix of panelists

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.

Contact: Jen Vardeman: jvardeman@uh.edu 713-743-4294

AEJMC COMMUNITY JOURNALISM INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal

Panel Title:

Mobile Me, Mobile We — Building and Bridging Communities with Mobile

Panel Type: Research

Possible Co-sponsors:

International Communication, Civic and Civic Journalism IG, Political Communication, Communication Technology, Minorities and Communication

Summary of Session:

This panel looks at some of the diverse attributes of mobile in a changing media landscape at the hyperlocal and community level. The panel looks both critically and optimistically at what mobile means, not just as a journalism tool, but the emerging ways mobile fundamentally changes the broader dynamic of community media – as a tool for overcoming the digital divide, as a tool of social protest and reform, as a tool for economic development, as a tool for creating and distributing personal media, and as a tool for teaching and reaching mobile millennials.

Possible Panelists:

Christine Martin, Assistant Vice President, University Relations, former dean School of Journalism, WVU, former Poynter Fellow will discuss “Mobile Millennials.”

Harry Dugmore, MTN Chair of Media and Mobile Communication at the School of Journalism and Media Studies at Rhodes University in South Africa will discuss a major project funded by the USA-based Knight Foundation entitled “Iindaba Ziyafika - The news is coming.”

Joel Beeson, Associate Professor, School of Journalism, WVU, will discuss “Envisioning Race in West Virginia,” a behind-the-scenes look at this interactive community-based project that uses database narrative and innovative mobile multimedia engagement to reveal the hidden stories and history of African American communities and to promote racial healing in West Virginia’s southern most communities.

Dana Coester, Assistant Professor, School of Journalism, WVU, Director Mobile Main Street will discuss “Horizontal Verticality: Audience Building in the Community Mobile Sphere,” debuting the economic model for “Mobile Main Street,” a beta system pioneering multi-partner, community-based mobile media that is piloting a new economic model via a networked, hyper-local publishing system using all mobile tools.

Chris and Kelly Stadelman, rural mobile media pioneers, former publishers of The Parsons Advocate, owners of media company The Phillips Group will discuss “Mobile Puts the Hyper in Hyper Local” and share their experiences leapfrogging a small community newspaper to mobile and the trials, challenges and audacity in pioneering mobile media in a rural state where cell service ranks 48th in the nation.

Estimate Speaker Costs: None

Contact Person:

Dana Coester, Assistant Professor, PI Reed School of Journalism, WVU, Dana.coester@mail.wvu.edu, 304-685-8736

**AEJMC COMMUNITY JOURNALISM INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal**

Panel Title:

Community Identity Pedagogy: Preparing Students to Run Toward the Fire

Panel Type: Teaching

Possible Co-sponsors:

Small Programs Interest Group, Civic & Citizen Interest Group, Newspaper Division, Scholastic Division, Minorities and Communication

Summary of Session:

In his book *Community Journalism: Relentlessly Local*, Jock Lauterer writes, "Most graduates emerge from university journalism schools and schools of mass media and communication largely untrained and totally unprepared for what they encounter at [community newspapers]" (xviii). While J-schools and small communication programs alike offer impressive curricula that address law and ethics, digital reporting, and video/audio editing skills courses, few focus on developing the necessary insights and strategies for understanding and fitting into a community that may be miles (literally and figuratively) from the one students envisioned when they opted to become journalists. How can academic programs in journalism help train students to run toward the fire in communities they don't yet know? How is understanding community identity an integral part of journalistic training?

This teaching panel will address the pedagogical challenge of negotiating community identity as a key component of the journalist's toolbox. Using an immersion approach and applying a preparation process called ONGROUND, presenters will argue that negotiating community identity through active engagement is essential to journalism education. Presenters will offer specific classroom strategies as well as case studies and tested assignments that address the question of how we teach students to navigate previously uncharted territory.

Possible Panelists:

Dr. Andrea Breemer Frantz, Robert Morris University

Dr. Lindsey Wotanis, Marywood University

Others to be named from co-sponsor division or interest group

Estimate Speaker Costs: None

Contact Person:

Dr. Andrea Breemer Frantz, Robert Morris University

frantza@rmu.edu

412.397.6398

**AEJMC COMMUNITY JOURNALISM INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Startling startups in the business of journalism

Panel Type: PF&R (panel devoted to the profession)

Possible Co-sponsors: Newspaper and Online News Division; Civic and Citizen Journalism Interest Group
Summary of Session:

PROGRAM DESCRIPTION: This panel will disprove the death of entrepreneurship in journalism. Community journalism – and other – start-ups comprise the ideal AEJMC panel for the centennial convention in Chicago. Let's have none of that Mark Twain-type cliché about the reports of newspaper death being greatly exaggerated. Let's produce no apologia. We can do better with new information. The diversity stuns. The vibrancy resonates. The celebration of journalism crackles. Evidence – and a likely centerpiece of discussion – is the Sept. 8 online article in Editor&Publisher on six journalism entrepreneurs from such places as Bismarck, N.D. and Kalispell, Mont., – and New York City. How startling are the start-ups when the business of journalism experienced so many coroners pronouncing it dead.

This program features startups in rural, urban and neighborhood journalism, in print, on the web and in social media. (The Washington Post launched an audience-tailored Social Reader, described as a Facebook newspaper). No matter how the structure of business tilts, public hunger persists for reliable news and information presented in the timeless human talent of storytelling. The University of Kentucky will compile an inventory of journalism start-ups for this program. Examples: Two new print products in Calhoun County, Ala., coexist with the renowned community journalism newspaper The Anniston Star, which began one of the weeklies in a nearby city. When UNC-Chapel Hill students began www.CarrboroCommons.org, they discovered a market for a print product and The Carrboro Citizen resulted. Digital transformation works in both directions with Maine's VillageSoup, adopting four community newspapers as springboards to develop a print/online single-source model for journalism, using citizen journalism. The Knight Foundation underwrites VillageSoup's downloadable, open-source software for wannabe publishers. "The newspaper industry is not terminal; it is merely going through a midlife crisis," said Eric Buskirk, publisher of Nevada's Henderson Press. He is one of six newspaper entrepreneurs featured Sept. 8 by Editor&Publisher in an online background text for the panel.

Possible Panelists:

Chris Waddle, Ayers Chair of Communication, Jacksonville State University, Alabama, cwaddle@jsu.edu

Al Cross, Director, Institute for Rural Journalism and Community Issues and professor, Univ. of Kentucky

Knight Foundation grant officer for newspaper and online start-ups

Editor or publisher of a start-up

Journalism professor in the market of a start-up

Heidi Kulicke, E&P writer on newspaper entrepreneurs, 9-8-2011

Estimate Speaker Costs: \$500

Contact Person:

Chris Waddle, Ayers Chair of Communication, Jacksonville State University, Alabama, cwaddle@jsu.edu

Al Cross, Director, Institute for Rural Journalism and Community Issues

University of Kentucky School of Journalism and Telecommunications al.cross@uky.edu

Cross telephone: 859-257-3744, cell 502-682-2848, fax 859-323-3168

Cross mailing address: 122 Grehan Journalism Building, Lexington KY 40506-0042

**AEJMC COMMUNITY JOURNALISM INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: The Chicago School: Exploring the theoretical contours of the community-journalism relationship

Panel Type: Research

Possible Co-sponsors:

Communication Theory and Methodology, Mass Communication and Society, Cultural and Critical Studies, History, Political Communication, International Communication Division

Summary of Session:

Most scholars interested in the relationship between community and journalism can trace their roots and their theoretical ideas back to the vaunted Chicago School where scholars such as Harold Laswell, Robert Park, Morris Janowitz and others used the urban landscape of the city to explore the dynamic relationship between communities and media. To mark the 100th anniversary of AEJMC in Chicago, this panel will both reflect on the importance of these foundational works and explore the key questions that scholars should consider in current and future research:

How is community defined in the current global and media landscape? How is journalism defined? What are the big questions that need to be explored through research that transcends methodological approaches?

What are the key theoretical ideas to explore in this landscape and how are they informed by the foundational work of Chicago School scholars?

If scholars of the Chicago School were to venture out into their city's neighborhoods today to explore the relationship between community and journalism, what questions would intrigue them? How would their ideas be challenged or confirmed by what they'd find?

Possible Panelists:

Bill Reader, E.W. Scripps School of Journalism, Ohio University; and John Hatcher, University of Minnesota Duluth, editors of *Foundations of Community Journalism* (2011), Sage.

Jack Rosenberry, St. John Fisher College, co-editor (with Burton St. John) of *Public Journalism 2.0: The Promise and Reality of a Citizen Engaged Press*, Routledge, 2010.

Chip Stewart, Texas Christian University, editor of new peer-reviewed journal, *Community Journalism*.

Janice Hume, Grady College, The University of Georgia, author (with Carolyn Kitch) of *Journalism in a Culture of Grief*, Routledge, 2008.

Estimate Speaker Costs: None

Contact Person: John Hatcher, University of Minnesota Duluth, jhatcher@d.umn.edu

**AEJMC SPORTS COMMUNICATION INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Landmark Moments in Communication and Sports: Analyzing the Significance of Key Anniversaries and How They Have Shaped the Field (might adjust title a bit to allow for more flexible IG or division collaboration)

Panel Type: panel research

Possible co-sponsors: (name of other division or group)

Many might have an interest in this including, but not limited to: CSW, MAC, Advertising, PR, History, ESIG, or Mass Comm & Society.

Summary of session: (2 paragraphs or so)

AEJMC has made it a priority to focus on the 100 year anniversary as we embark on our second 100 years as an organization. This panel is an attempt to tease out a variety of "Big Events" that have profoundly influenced the field. The concept was initially proposed by Pam Laucella, and, as such, I would be glad to either defer the reigns of coordination to her, work in collaboration with her, take the idea and work through it as the primary coordinator, and/or use another strategy that makes this work. Among the events that might make sense: The 40th anniversary of Title IX, the 65th anniversary of Jackie Robinson's breaking of the color barrier in baseball, the 80th anniversary of Babe Didrikson 1932 Olympic performance, and the 150th anniversary of the enclosed ballpark. The later (enclosed ballpark) may seem obscure, but it was this that set the paradigm for sport as we know it today, paving the way for broadcast rights and commercialism that has expanded exponentially. I suggest that a variety of "Big Events" that inform the field be chosen, depending on the interest group or division that serves as a co-collaborator.

Possible panelists: (2 or 3 names; remember, you are responsible for securing speakers)

Among those who might be invited include:

Marie Hardin – Penn State

Pam Laucella – Indiana

Scott Rienardy - Kansas

Brad Schultz – Mississippi

Sharon Stringer – Lock Haven

Bob Trumpbour – Penn State Altoona

Wayne Wanta - Florida

There are many others who might have a desire to be involved, but this list offers a starting point.

Estimate speaker costs: (they are typically responsible for their own expenses)

None. We simply need the room and panelists....Should a co-sponsor wish to bring in a speaker who requires expense coverage, that would be their responsibility.

Contact person: (your information)

Contact Person: Bob Trumpbour

Office No.: 814-949-5769

Home No.: 814-693-0112

Fax No.: 814-949-5774

Email Address: rct4@psu.edu

AND/OR

Contact Person: Pam Laucella

Email: plaucell@INDIANA.EDU

**AEJMC SPORTS COMMUNICATION INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: The 'Big Idea' in Sports-Related Research: A Focus On and Debate About the Limits and Advantages of 'Big Ideas.' (NOTE: The title can be flexibly adjusted based on the partnership that is established – EX: if ESIG is a partner, the session might be adjusted to be "The Big Idea in Entertainment and Sports Research.")

Panel Type: Panel Research (it could be teaching, too, if that adjustment is needed to get a co-sponsor on board)

Possible co-sponsors: (name of other division or group)

I think co-sponsorship and individual participation for a concept such as this could be highly flexible. Possibilities for partnerships in a session such as this include History, ESIG, MAC, CCS, CSW, Advertising, Mass Comm & Society, or almost any group that has a range of theoretical perspectives that may inform their scholarly focus. I submitted a relatively similar proposal to the Cultural and Critical Studies Division, but feel that this is a concept that could be pitched to them or scholars from an altogether different perspective with a good degree of success.

Summary of session: (2 paragraphs or so)

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 even possible. I would argue that a wide variety of "Big Ideas" serve to better inform the field and that we need to expand rather than reduce our theoretical tool box. I would suspect that some panelists might argue that there is a greater need to more surgically focus a narrow range of "big ideas" so that scholarly research is more grounded.

If selected to serve as a panelist, I would discuss, as one example, how Allen Guttman's "Ritual to Record" model has helped shape the direction of sport history and, perhaps, how James Carey's "ritual view" of communication might be applied as a "big idea" for sports research. My sense is that some might argue that a broad range of other "big ideas" make sense for sports-related research, too, and our co-sponsor panelists may suggest yet other core concepts and theories that could enliven the discussion. In addition, this concept might lend itself to a lively discussion from those in the audience.

Possible panelists: (2 or 3 names; remember, you are responsible for securing speakers)

The number of individuals who might be tapped is wide-open. Among possible panelists from the Sports Communication Interest Group we might include:

Marie Hardin – Penn State

Pam Laucella – Indiana

Brad Schultz – Mississippi State

Bob Trumpbour – Penn State Altoona

Wayne Wanta – Florida

*This list would have to be pared down and participants from a co-sponsor would need to be negotiated.

Estimate speaker costs: (they are typically responsible for their own expenses)

None. This would be a session of AEJMC members, so there would be no expense other than the room rental cost. This expense would be fully covered by conference registration fees.

Contact Person: Bob Trumpbour

Office No.: 814-949-5769

Home No.: 814-693-0112

Fax No.: 814-949-5774

Email Address: rct4@psu.edu

**AEJMC SPORTS COMMUNICATION INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Great Athletes Versus Smart Athletes (SPORTS SPECIAL INTEREST GROUP)

Panel Type: PF&R/eaching

Possible co-sponsors (name of other division or group):

Cultural and Critical Studies; Mass Communication and Society; Media Ethics Division; Electronic News; Newspaper & Online News.

Summary of session (two paragraphs or so):

A panel of leading, successful, award-winning minority sports reporters, including Rod Burks (WTMJ-Milwaukee), Melody Hoffman (Ebony/Jet-Chicago) and Ducis Rodgers (ESPN), discuss coverage of (minority) athletes, the stereotypes that go along with covering them and why this still happens (i.e., great, athletic black QBs and wide receivers versus smart white QBs and "possession" receivers who run great routes) and what, if anything, the media can and/or should do by way of involvement in the matter.

Possible panelists: (2 or 3 names; remember, you are responsible for securing speakers): Rod Burks (WTMJ-Milwaukee), Melody Hoffman (Ebony/Jet-Chicago) and Ducis Rodgers (ESPN). Moderated by Howard Schlossberg (AEJMC), Associate Professor/Journalism and Sports Correspondent, Daily Herald (Arlington Heights, Ill.)

Estimate speaker costs: (they are typically responsible for their own expenses): \$1,000 total

Contact person (your information) : Howard Schlossberg, Associate Professor/Journalism, Columbia College Chicago, 600 S. Michigan Ave., Chicago, IL 60605; (312) 369-8904; hschlossberg@colum.edu

**AEJMC SPORTS COMMUNICATION INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: The 65th Anniversary of Jackie Robinson: A Celebration of Integration and the Potential for Equity

Panel Type: Panel Research

Possible co-sponsors: MAC

Summary of session: (2 paragraphs or so)

This panel will study the complicated legacy of Robinson, the huge costs to the black community of just a little integration, and the unfinished business in baseball of equal opportunity for minorities. Baseball has yet to have a black owner, for example, and few blacks have held senior positions in baseball -- far fewer than owned and ran the Negro leagues at any point in their up-and-down, fragile existence. Important to AEJMC is the black newspapermen's role in rushing to exact that "little" integration, with an increasing awareness of the incredibly lopsided equation of sacrifice to gain, at least for the black community.

Possible panelists: (2 or 3 names; remember, you are responsible for securing speakers)

Chris Lamb – Author of *Blackout: The Untold Story of Jackie Robinson's First Spring Training*

Brian Carroll – Author of *When to Stop the Cheering?: The Black Press, the Black Community, and the Integration of Professional Baseball*

James Rada – Associate Professor, Ithaca College – Author of many scholarly works on race and sport.

Estimate speaker costs: (they are typically responsible for their own expenses) - 0

Contact person: (your information)

Pamela C. Laucella, Ph.D.

Academic Director, National Sports Journalism Center

IU School of Journalism – Indianapolis

535 W. Michigan Street, Room 561

Indianapolis, IN 46202

**AEJMC SPORTS COMMUNICATION INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Crossing The Line: Exactly How Much Do We Need To Know About Athletes' Private Lives?

Panel Type: PF&R/Teaching

Possible co-sponsors (name of other division or group): Media Ethics; Cultural And Critical Studies; Entertainment Studies; Radio-TV; Newspaper; Gay, Lesbian, Bisexual, Transgender IG

Summary of session (2 paragraphs or so): A-Rod and Cameron, Gay And Lesbian Athletes, Extra-Marital Affairs, Late Nights At Casinos. Do we need to tell these stories? Do they matter to the general public or just to us and our egos? Would we want the general public to know any of this about us?

Possible panelists (2 or 3 names; remember, you are responsible for securing speakers): Barry Rozner, Daily Herald (Arlington Heights, Ill.); Graham Couch, Kalamazoo Gazette (Kalamazoo, Mich.); Melissa Isaacson (ESPN Chicago).

Estimate speaker costs (they are typically responsible for their own expenses): \$500 total.

Contact person (your information): Howard Schlossberg, Associate Professor/Journalism, Columbia College Chicago, 600 S. Michigan Ave., Chicago, IL 60605 (312) 369-8904; hschlossberg@colum.edu.

AEJMC SPORTS COMMUNICATION INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal

Panel Title: Twitter Dee and Twitter Dumb: Teaching Social Media in the Sports Environment

Panel Type: Teaching

Possible co-sponsors: (name of other division or group)

Comm Tech

Entertainment Studies

Summary of session: (2 paragraphs or so)

Students in my current events driven, Sports, Media and Society class, have shown a growing interest in the use of social media. We were long on “describing” social media but short on coming to any conclusions about effects. To solve that I came up with an assignment called Twitter Dee, Twitter Dumb. I asked the group to pick several comparable athletes, organizations, etc. to track Twitter, Facebook and any other SM during the semester. The students are charged with offering some kind of comparative analysis. We haven't completed the assignment yet, so I don't have any idea if it will work.

The groups have come up with some interesting ideas. One group is tracking Calipari, Pitino and Crean in college BB recruiting. One group is tracking several NASCAR drivers. One group is tracking the MLB, NFL, NBA and NHL teams in Dallas. One group is tracking three major Web-based sportswriters.

Our panelists will outline other Social Media assignments they are using in their sports classes.

Possible panelists: (2 or 3 names; remember, you are responsible for securing speakers)

Max Utsler, University of Kansas

T. C. Corrigan, Penn State University

Glenda Alvarado, University of South Carolina

John Sweeney, University of North Carolina

(might be able to get someone from the White Sox or Blackhawks as a respondent)

Estimate speaker costs: (they are typically responsible for their own expenses)

-0-

Contact person: (your information)

Dr. Max Utsler

2066 Dole Center

University of Kansas

1000 Sunnyside Drive

Lawrence, KS 66045

(O) 785-864-0608

e-mail: utsler@ku.edu

**AEJMC SPORTS COMMUNICATION INTEREST GROUP
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Title IX: Forty Years of Progress and Potential

Panel Type: Panel Research

Possible co-sponsors: (name of other division or group)

CSW

Summary of session: (2 paragraphs or so)

This panel will share leading scholars' research on Title IX, its past, present and future considerations. It will discuss the gender divide in sport and the need for equity in participation, content and coverage. It will address the impact of Title IX, and current issues and controversies surrounding it. It will also discuss how technology and new media have influenced coverage of women's sport.

Possible panelists: (2 or 3 names; remember, you are responsible for securing speakers)

Marie Hardin

Andy Billings

Welch Suggs

Estimate speaker costs: (they are typically responsible for their own expenses)

Contact person: (your information)

Pam Laucella

Academic Director

National Sports Journalism Center

IU School of Journalism-Indianapolis

Indianapolis, IN 46202

plaucell@indiana.edu

Public Relations Division

Contact: Susan Grantham – grantham@hartford.edu - 860-768-4016.

Panel Title: The Challenges and Opportunities of How Organizations Engage In Authentic and Transparent Online Communication

Panel Type: PF & R

Possible Co-sponsors:
Communication Technology
Media Ethics

Summary of Session:

This panel will discuss the concepts of transparency and authenticity of online communication as well as investigate ethical, legal, and other influences. Case studies and research regarding best and worst practices of organizational social media use of principles of transparency and authenticity will be included. The influence of these concepts on organizational reputation will also be addressed.

Possible Panelists:

- Brad Rawlins, Public Relations Division - Brigham Young University
- Marcia W. DiStaso, Communication Technology Division; Public Relations Division - Pennsylvania State University
- Tina McCorkindale, Public Relations Division - Appalachian State University
- Marcus Messner, Communication Technology Division, Mass Communication Division, Newspaper - Virginia Commonwealth University

Estimate Speaker Costs:
None

Contact Person:
Tina McCorkindale
Appalachian State University
Department of Communication
ASU Box 32039
Boone, NC 28607
(828) 262-2226
mccorkindaletm@appstate.edu

Public Relations Division

Contact: Susan Grantham – grantham@hartford.edu - 860-768-4016.

Title: PR PRACTITIONER CONTRIBUTIONS TO EDUCATION: NOTABLE PROFILES FROM THE FIRST 100 YEARS

Type: PF&R

Potential Co-Sponsors: History

Summary of session:

This session will provide historical glimpses into the early involvement of four pioneer public relations practitioners in communications education—a neglected aspect of the journalism history. Each played a distinctive role – as a coach, teacher, critic and advocate, respectively. In observance of AEJMC's 100th anniversary, each panelist will draw upon original historical materials and reflect on how notable practitioners have influenced scholarly activities and the professional training of communicators over the past century.

Potential Participants:

- Kirk Hallahan (Colorado State)
- Susan Gonders (Southeast Missouri State University)
- Karen Russel (Georgia)
- Karla Gower (Alabama)

Cost:

None

Technology and A/V Needs:

Projector, screen, microphone

Panel Contact Information:

Kirk Hallahan -- kirk.hallahan@colostate.edu

Public Relations Division

Contact: Susan Grantham – grantham@hartford.edu - 860-768-4016.

Title: Finding Voice in the 21st Century Integrated Organization: Redefining the Roles of Communication Practitioners

Type: PF&R

Potential co-sponsor(s): Advertising

Session Summary: The 21st century organization is connected, integrated, and diverse. Where once boundaries divided marketing, advertising, public relations and organizational communication, overlapping responsibilities, blurring borders, and flexible roles now define the sphere of communication, both internally and externally. Digital media further flatten communication, bringing organization and public into a web of interaction. A question to be considered in this communication matrix is: What is the state of the voice of the communication practitioner in this new integrated mix?

Until now, scholarship has lagged practice, considering the communications functions in their separate domains—marketing for consumers, public relations for stakeholders, and organizational communications for internal publics—when today's communicators are interconnected. This panel engages scholars from a range of perspectives in public relations, advertising, and organizational communication, raising issues for moving integrated communication forward, and initiating discussion about the future of communication management within integrated organizational contexts.

Panelists:

- Robert L. Heath, Ph.D. - Professor, Emeritus, University of Houston rheath@uh.edu
- Jessica Katz Jameson, Ph.D. - Associate Professor, North Carolina State University - jameson@ncsu.edu
- Katie R. Place, Ph.D. - Assistant Professor, St. Louis University -Kplace1@slu.edu
- Brian G. Smith, Ph.D. (Organizer) - Assistant Professor, University of Houston - bgsmith@uh.edu
- Don K. Wright, Ph.D. - Harold Burson Professor & Chair in Public Relations, Boston University - dkw@bu.edu

Cost:
None

Technology and A/V Needs:
Projector, screen, microphone

Panel Contact Information:
Brian G. Smith - bgsmith@uh.edu

Public Relations Division

Contact: Susan Grantham – grantham@hartford.edu - 860-768-4016.

Title: Tenacious Tweeting, Bellowing Blogging, Fanatical FaceBooking, Yappy YouTubeing: Using Industry Cases as Teaching Tools

Type - PF& R & Teaching

Potential Co-Sponsor- Advertising

Session Summary: This proposed PF&R panel will provide a variety of industry examples to demonstrate good and bad social media campaigns – both planned and unplanned – and how they can be used as viable teaching tools. Each panelist will discuss a particular case scenario, followed by specific learning outcomes and measures to assess these outcomes.

PANELISTS:

Dr. Lisa Fall, University of Tennessee (Public Relations Division)
Dr. Charles Lubbers, University of South Dakota (Public Relations Division)
Dr. Marcus Messner, Virginia Commonwealth (Comm Tech Division)
Dr. Serena Carpenter, Arizona State (Comm Tech Division)

Cost:
None

Technology and A/V Needs:
Projector, screen, microphone

Contact for the person proposing the panel:

Dr. Lisa Fall, University of Tennessee
School of Advertising and Public Relations
Email: lfall@utk.edu
Office: 865-974-8155 / Cell: 865-216-2507

Contact for proposed co-sponsoring division:

Dr. Jacob Groshek, Erasmus University Rotterdam
Erasmus School of History, Culture and Communication
Email: groshek@eshcc.eur.nl
Office: (+31)-062-304-2346

Public Relations Division

Contact: Susan Grantham – grantham@hartford.edu - 860-768-4016.

Title:

Where the Rubber meets the Road: Teaching Industry Specific PR

Type: Teaching/PF&R

Potential Co-Sponsor(s): COMSHER Entertainment Studies & Political Communication

Session Summary: Public Relations studies provide a technical and analytical framework for becoming a practitioner. Realistically most public relations professionals work within an organization and their PR activities center on providing information related to the services and practices of that organization. This panel will focus on the custom of pulling subject specific content (health/environment/entertainment/politics) into the class in terms of PR analysis and subsequent product development. This topic is not limited to a PR cases class but should be, and often is, incorporated across the broader spectrum on PR classes including PR writing, PR ethics, and PR campaigns courses.

The panel will answer the following questions:

1. What are the learning benefits and pitfalls associated with subject specific content?
2. What are some best practices for delivering this type of content?
3. What tools are available to help instructors include content while retaining a focus on the public relations material?

Potential Participants:

Health - Lisa Lundy - LSU

Environment - Susan Grantham – University of Hartford

Entertainment - Carol Ames – Cal-State – Fullerton

Politics - Jinx Coleman Broussard - LSU

Cost:

None

Technology and A/V Needs:

Projector, screen, microphone

Contact Information:

Susan Grantham – grantham@hartford.edu

Lisa Lundy – llundy@lsu.edu

Public Relations Division

Contact: Susan Grantham – grantham@hartford.edu - 860-768-4016.

Title: Top-Ten SHER Syllabus

Type: PF& R/Teaching

Potential co-sponsor(s): COMSHER

Description:

Developing a course syllabus on science, health, environmental, or risk (SHER) communication in this fast-changing media environment is challenging. Invited panelists will share their favorite/best syllabus on courses that they have taught relating to SHER topics and issues, at both the graduate and undergraduate levels. The panelists will talk about how to integrate mass communication theories into skills-oriented courses such as science journalism and health communication campaign classes; how to leverage on new communication technologies to engage students in classes (e.g., online lectures, videoconferencing discussions, etc.); how to bring in practical skills into the curriculum to help students connect with the media industry; and how to develop the international perspectives in students with regard to SHER issues. The ultimate aim of this panel is to provide useful tips for attendees to become effective instructors.

Panelists:

- Sharon Dunwoody, University of Wisconsin-Madison
- John C. Pollock, The College of New Jersey
- Glen Cameron, University of Missouri
- Matthew Nisbet, American University
- Susan Grantham, University of Hartford
- Dominique Brossard, University of Wisconsin-Madison
- Michael Slater, Ohio State University

Cost: None

Technology and A/V Needs:

Projector, screen, microphone

Panel contact information: Shirley Ho - : tsyho@ntu.edu.sg

Public Relations Division

Contact: Susan Grantham – grantham@hartford.edu - 860-768-4016.

Title: Philanthropy for Journalism & Mass Communication Education: Funding the Next 100 Years

Type: PF&R

Potential co-sponsor(s): Newspaper and/or Electronic News

Description: Journalism and mass communication education historically has attracted private gifts from individuals (alumni and non-alumni), foundations, and corporations, although the record of support has not matched philanthropy for other professional programs, such as business and law. As AEJMC celebrates its Centennial and members assemble for the 100th convention, it is fitting to offer a panel that examines past philanthropic support and focuses on future efforts to generate private gifts for journalism and mass communication education. Join a panel of educators who have experience in raising major gifts to learn more about the status of philanthropy among mass communication disciplines and get ideas on how your program can attract private funding in the years ahead.

Panelists:

- Kathleen Kelly - Professor, Department of Public Relations - University of Florida
- Tim Gleason - Professor & Dean, School of Journalism and Communication - University of Oregon
- Susan King – Dean, School of Journalism and Mass Communication - University of North Carolina at Chapel Hill
- Doug Anderson - Professor & Dean, College of Communications - Penn State University
- Lori Bergen - Professor & Dean, J. William and Mary Diederich College of Communication - Marquette University
- Will Norton - Professor & Dean, Edwin and Becky Meek School of Journalism and New Media - University of Mississippi
- Brad Rawlins - Associate Professor & Chair, Department of Communication - Brigham Young University
- Beth Barnes - Professor & Director, School of Journalism and Telecommunications - University of Kentucky

Cost: None

Technology needs:

Projector, screen, microphone

Panel contact information: Kathleen S. Kelly - kskelly@jou.ufl.edu

Public Relations Division

Contact: Susan Grantham – grantham@hartford.edu - 860-768-4016.

Title: Public Relations in a Networked World: Are We Ready?

Type: PF&R

Potential co-sponsor(s): Media Ethics (Bastiaan Vanacker- bvanacker@luc.edu) - Mass Communication and Society (Bu Zhong - zhongbu@psu.edu) - International Communication (Celeste Gonzalez de Bustamante - celesteg@email.arizona.edu)

Description: In a post-9/11 flat world in which relationships with publics both at home and abroad are critical to the protection and advancement of organizational interests, it would seem that public relations' time has come. This distinguished panel of experts will address the dynamic nature of the new public relations environment and consider the responses of academe and industry. The discussion will focus on the evolving roles and responsibilities of public relations – what remains of traditional functions and what the new public relations requires. They will address the impact of social media and the consequences of power diffusion among government and non-governmental entities and ordinary citizens. They will contemplate the emergence of a more collaborative, socially conscious paradigm for global governance. They will explore the meaning of “public engagement” - the newest trend in business and government. They will examine the practical aspects of shifting from “telling” to “listening” in organizational-public relationships. And, most important, the panelists will consider whether public relations is prepared to lead in a world in which—as New York Times columnist and author Thomas Friedman put it—“we’re all connected and nobody is in charge.”

Panelists:

- Bruce Berger, Reese Phifer Professor of Advertising and Public Relations, University of Alabama
- Ronald Culp, Director of the Graduate Public Relations and Advertising Program, DePaul University, and former Partner and Director of Ketchum Public Relations' North American Corporate Practice
- Linda Hon, Executive Associate Dean and Professor of Public Relations, College of Journalism and Communications, University of Florida
- Maria P. Russell, Professor of Public Relations and Academic Director, M.S., Communications Management, S.I. Newhouse School of Public Communications, Syracuse University
- Jerry Swerling, Professor and Director of Public Relations Studies and Director, Strategic Communication and Public Relations Center, University of Southern California

Cost: None

Technology needs: Projector, screen, microphone

Panel contact information: Kathy Fitzpatrick, Professor of Public Relations and Director of Graduate Studies in Public Relations, Quinnipiac University

Public Relations Division

Contact: Susan Grantham – grantham@hartford.edu - 860-768-4016.

Title: Guns, Gangsters, Prostitution, and Porn: 100 Years of Vice and Corporate Social Responsibility

Type: PF&R

Potential co-sponsor(s): History – Entertainment Studies

Description: Corporate social responsibility has been examined from a for-profit, formalized organizational standpoint. Historically, elements of vice have included some corporate social responsibility efforts. This panel will examine the history of public engagement and social responsibility strategies of vice industries, which typically are not studied in either the public relations or entertainment domains. Confirmed panelists include Jessalynn Strauss who studies CSR initiatives of the Las Vegas casino industry and Bey-Ling Sha who examines the historical corporate social responsibility underpinnings of prostitution. The panel will use historical and current case studies, as well as best practices, to explore this issue.

The panel will answer the following questions:

1. What is vice?
2. Why does vice matter to discussions of public relations and corporate social responsibility?
3. How have definitions of vice and CSR shifted over time?

Panelists:

- Bey-Ling Sha (San Diego State)
- Jessalynn Strauss (Xavier University)
- Carolyn Bronstein (DePaul)
- Natalie Y. Moore (Columbia College)

Cost: None

Technology needs: Projector, screen, microphone

Panel contact information:

- Natalie Tindall -- ntindall@gsu.edu
- Lisa Burns -- Lisa.Burns@quinnipiac.edu

Public Relations Division

Contact: Susan Grantham – grantham@hartford.edu - 860-768-4016.

Title: In the pink: Responsibility and ethics in pink campaigns

Type: PF&R/Teaching

Potential co-sponsor(s): Advertising

Description: Despite the criticism, it is undeniable that cause marketing campaigns, including efforts focusing on breast cancer, have raised considerable sums of money for nonprofits. However, consumers may be becoming more skeptical of pink marketing campaigns, with consumers questioning the motivations of corporations involved in cause marketing (Kim & Lee, 2009).

Pink issues raise numerous questions across diverse fields including:

- What values should guide public relations professionals as they take part in planning and implementing socially responsible pink campaigns?
- From a corporate standpoint, should cause marketing campaigns be designed to improve a corporation's image, impact the bottom line, or both? Or, should the only goal be one of assisting a worthy non-profit meet its needs?
- By what ethical standards should cause marketing campaigns be judged?
- How should potential cause marketing partners be evaluated?

"In the pink" will bring together both academics and professionals to discuss these compelling questions.

Panelists:

Kati Tusinski Berg, Ph.D. - Assistant Professor, Marquette University - Kati.Berg@Marquette.edu 414-288-1401

Maria Len-Rios, Ph.D. - Associate Professor, University of Missouri - lenriosm@missouri.edu 573-884-0111

Carolyn Bronstein, Ph.D. - Associate Professor, DePaul University - cbronste@depaul.edu 312-362-7975

Brain Kelly, President and Founder - Brian Brands – Chicago - Brian@Brianbrands.com 847-525-9494

Rosemary Keefe, Community Relations Manager - Illinois Tool Works - rkeefe@ITW.com 847-724-7500

Cost: None

Technology needs: Projector, screen, microphone

Panel contact information: Kurt Wise, Ph.D., APR - Associate Professor, Quinnipiac University - Kurt.Wise@Quinnipiac.edu 203-582-3807

Public Relations Division

Contact: Susan Grantham – grantham@hartford.edu - 860-768-4016.

Title: Conflicting Systems of Ethics: The Media and The Military – Part II

Type: PF&R

Co-Sponsors: The Public Relations Division and Media Ethics Division

Description: -The discussion of potential ethical conflicts between the media and the military began with a panel at AEJMC in 2011 and will continue with another panel at the International Society on Military Ethics in early 2012.

Military academies provide extensive training in ethics and the military identity emphasizes ethical conduct. ACEJMC accredited academic programs require training in media law and ethics and media professionals see themselves as ethical. The PF&R panel proposed here explores differences in ethical objectives and the unique role of the military public affairs officer (PAO) who is often charged with mediating between the two professions.

This panel will focus on specific cases of conflict between the military and the media. The objective of this discussion is to identify areas of compromise or cooperation; or to decide that conflict is ethically appropriate.

The panelists proposed here are: a military ethics educator, a media ethics educator, a journalist, a military public relations officer and a moderator with both media education and military public relations experience. These panelists will be divided into pairs, each of which will present and lead discussion of a specific case of military media conflict. These case presentations and discussions will be limited to 15-20 minutes to allow time for audience interaction and participation.

Panelists: -

- Shannon Bowen, media ethicist and former liaison for the Chairman of the US House of Representatives National Security Committee (formerly Armed Services Committee); Bowen also conducts terrorism-media ethics research.
- Kenneth Plowman, retired Army Reserve PAO and faculty member at Brigham Young University
- Robert Pritchard, University of Oklahoma faculty member and retired Navy Captain. "Pritch" has 23 years military experience and eight years mass communications teaching experience.
- John Schmeltzer, Pulitzer prize winning journalist who serves as a media trainer for the Army's Field Artillery Captain's Career Course at Ft. Sill.

Major Mark Swiatek, Faculty member, USAFA Philosophy Department and USAFA Center for Character and Leadership.

Cost: None

Technology needs: Projector, screen, microphone

Panel contact information: Michael Parkinson, michael.parkinson@ttu.edu 719-227-0975

Public Relations Division

Contact: Susan Grantham – grantham@hartford.edu - 860-768-4016.

Title: Are public relations practitioners realizing their role as “cultural workers”? Revisiting the state of critical and cultural research in public relations as viable and practical.

Type: PF&R Panel

Potential Co-Sponsor(s): Critical & Cultural Division & International Communication Division

Panel Description:

The purpose of this panel is to revisit critical and cultural approaches in public relations and communication. Critical and cultural public relations researchers and practitioners perform a balancing act between two important loyalties: one loyalty lies with the business obligation to strategic communication, and the other loyalty exists with the humanistic obligation to empower marginalized publics. Thus, critical scholars and activists continue to dissect ways that critical research adds value by bringing critical thought into practical application.

The overall purpose of this panel is to determine the extent to which critical perspectives in public relations have realized this objective by considering:

1. In studying public relations and international/intercultural communication from a critical perspective, how have discourses changed over the years among scholars and practitioners? What concepts do you believe have come into wider acceptance, and what concepts continue to meet resistance in academe and practice?
2. In what ways do you think a paradigm shift is necessary for public relations scholarship? What ways of knowing need to evolve?
3. How is it possible to serve the organization and the ‘public interest’ together?
4. What micronarratives (Bardhan, 2003) and “daily micropractices” (Holtzhausen, 2011) have you observed as important in the field?
5. How can we teach students and our clients/partners (practitioners) more critical-practical methods to approach public relations implementation?

Participants:

- Derina Holtzhausen, Oklahoma State Univ.
- T. Kenn Gaither, Elon Univ.
- Pat Curtin, Univ. of Oregon
- Natalie Tindall, Georgia State Univ.
- Nilanjana Bardhan, Southern Illinois Univ.
- Jacqueline Lambaise, Texas Christian Univ.

Cost: None

Technology and A/V Needs: Projector, screen, microphone

Contact Information:

Natalie Tindall, Georgia State Univ., ntindall@gsu.edu - Derina Holtzhausen, Oklahoma State Univ., derina.holtzhausen@okstate.edu - Jennifer Vardeman-Winter, Univ. of Houston, jvardeman@uh.edu

**COMMUNICATING SCIENCE, HEALTH, ENVIRONMENT, AND RISK DIVISION
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Updating Health Literacy Research: The Impact of Health Literacy on Health Outcomes

Panel Type: PF&R

Possible Co-sponsors: Mass Communication & Society Division

Summary of Session:

This panel brings together prominent health literacy researchers to discuss recent advances in the field, with an eye toward how this research impacts health-related knowledge, attitudes and behaviors.

Panelists will address questions including: what are the focus areas of current health literacy research? What are best practices for improving health literacy at the individual and system levels? What do we know now about health literacy and its role in determining health outcomes that we did not know ten years ago? Panelists will also share their expertise on ethical issues that arise in health literacy research and highlight research areas that remain underdeveloped.

Possible Panelists:

David Baker, MD, MPH, Professor and Chief of General Internal Medicine, Northwestern University
Feinberg School of Medicine

Michael Wolf, PhD, MPH, Founding Director, Health Literacy and Learning Program, Northwestern University
Feinberg School of Medicine

Joanne G. Schwartzberg, MD, Director of Aging and Community Health, American Medical Association

Linda Harris, PhD, founder and co-chair, U.S. Dept. of Health and Human Services' Health Literacy
Working Group

Cynthia Baur, PhD, founder and co-chair, U.S. Dept. of Health and Human Services' Health Literacy
Working Group

Moderator: Robert Logan, PhD, Communications Research Scientist, U.S. National Library of Medicine

Estimate Speaker Costs: None

Contact Person:

Liz Gardner, PF&R Chair, ComSHER Division
Texas Tech University
College of Mass Communications, MS 43082
Lubbock, TX 79409
(806) 742-6500 ext.254
liz.gardner@ttu.edu

**COMMUNICATING SCIENCE, HEALTH, ENVIRONMENT, AND RISK DIVISION
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Communicating for Sustainable Cities: Urban Planning and Honoring the Work of Dr. Gene Burd

Panel Type: PF&R

Possible Co-sponsors: Mass Communication & Society Division

Summary of Session:

As we return to one of the nation's oldest major cities, this panel explores the spectrum of issues involved in communication for sustainable urban planning. In the process, we honor the work of Dr. Gene Burd, a longtime friend of the ComSHER division and an integral supporter of the Urban Communication Foundation.

This panel will assemble scholars and professionals in urban communication and planning to examine topics such as environmental education, communicating risk and safety information in growing urban areas, and the complexities of communication for sustainable city planning. Panelists will also consider the roles of local and citizen-produced media in fostering discussion, knowledge gain, opinion formation, and citizen action, as well as how public policy affects these roles.

Possible Panelists:

John Besley, PhD, South Carolina

Chris Clarke, PhD, Cornell

Christopher Anderson, PhD, City University of New York (2010 recipient of the Gene Burd Urban Journalism Research Prize)

Michael Hawthorne, environment reporter, Chicago Tribune

Kim Grimshaw Bolton, Communications Director, Metropolitan Planning Council of Chicago

Moderator: Gene Burd, PhD, University of Texas-Austin

Estimate Speaker Costs: None

Contact Person:

Liz Gardner, PF&R Chair, ComSHER Division

Texas Tech University

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liz.gardner@ttu.edu

**COMMUNICATING SCIENCE, HEALTH, ENVIRONMENT, AND RISK DIVISION
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Conducting Research “With” and “For” – Not “On” – Underserved Populations

Panel Type: PF&R

Possible Co-sponsors: Minorities and Communication Division

Summary of Session:

Granting agencies and scholarly journals are increasingly concerned with the issue of health disparities facing at-risk, underserved populations. As research on these special populations increases, so does the need for researchers to engage more fully the communities who enable their work – in other words, considering the people we study as more than subjects.

In this panel, researchers who have worked closely with underserved and at-risk populations will speak to their experiences conducting research for these groups. Panelists will share their successful (and unsuccessful) strategies and tactics for involving the communities we study more meaningfully in our data collection and research reporting. Ultimately, the aim of this panel is to create a forum of ideas for how scholars can make their research work more effectively for the people who grant us access to their thoughts, stories, and lives.

Possible Panelists:

Osei Appiah, PhD, Ohio State

Jane Brown, PhD, North Carolina-Chapel Hill

Elisia Cohen, PhD, Kentucky (or Charlene Caburnay, PhD, Washington-St. Louis)

Richard Warnecke, PhD, Director, UIC Center for Population Health & Health Disparities

Kennith Scott, Executive Director, American Indian Health Service of Chicago

Aida Giachello, PhD, Director, UIC Midwest Latino Health Research Center

Moderator: Liz Gardner, PhD, Texas Tech

Estimate Speaker Costs: None

Contact Person:

Liz Gardner, PF&R Chair, ComSHER Division

Texas Tech University, College of Mass Communications, MS 43082

Lubbock, TX 79409

(806) 742-6500 ext.254

liz.gardner@ttu.edu

**COMMUNICATING SCIENCE, HEALTH, ENVIRONMENT, AND RISK DIVISION
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Winning Nationally Competitive Grants – Strategies for Success

Panel Type: Teaching

Co-sponsor: Mass Communication & Society Division

Summary of Session:

Winning competitive research grants has increasingly become an important aspect of a successful academic career. In this panel, top scholars who have won numerous nationally competitive grants will be invited to share their grant writing experience with junior faculty and graduate students.

Specifically, invited panelists will talk about the importance of getting competitive grants for promotion and tenure; offer tips on how to navigate the grant writing and submission process; discuss the relative importance of theoretical versus practical merits of research ideas in winning grants; and share their experience on grant writing collaborations with faculty from non-communication departments.

Panelists will also offer their insights on winning grants from specific agencies such as the National Science Foundation, US Department of Agriculture, Army Research Laboratory, and National Institutes of Health.

Possible Panelists:

Noshir Contractor, Northwestern University
Charles T. Salmon, Nanyang Technological University, Singapore
Dietram A. Scheufele, University of Wisconsin-Madison
Jane D. Brown, University of North Carolina-Chapel Hill
Glen Cameron, University of Missouri

Estimate Speaker Costs: None

Contact Person:

Shirley S. Ho, Teaching Chair, Nanyang Technological University
Wee Kim Wee School of Communication and Information
31 Nanyang Link
Singapore 637718
+65-6790-6044
+65-6792-4329 (Fax)
tsyho@ntu.edu.sg

**COMMUNICATING SCIENCE, HEALTH, ENVIRONMENT, AND RISK DIVISION
AEJMC 2012 Conference Joint Session Proposal**

Panel Title: Top-Ten SHER-Comm Syllabi

Panel Type: Teaching

Co-sponsors
Public Relations Division

Summary of Session:

Developing a course syllabus on science, health, environmental, or risk (SHER) communication in this fast-changing media environment is challenging. Invited panelists will share their favorite/best syllabus on courses that they have taught relating to SHER topics and issues at both the graduate and undergraduate levels.

Panelists will talk about how to balance or integrate mass communication theories and practice-oriented aspects to SHER courses such as science journalism and health communication campaign classes; how to leverage new communication technologies to engage students in classes (e.g., online lectures, video-conferencing discussions, etc.); how to bring practical skills into the curriculum to help students connect with the media industry; and how to develop the international perspectives in students with regard to SHER issues. The ultimate aim is to provide useful tips for attendees to become effective instructors.

Possible Panelists:

Sharon Dunwoody, University of Wisconsin-Madison
John C. Pollock, The College of New Jersey
Matthew Nisbet, American University
Susan Grantham, University of Hartford
Dominique Brossard, University of Wisconsin-Madison
Michael Slater, Ohio State University

Estimate Speaker Costs: None

Contact Person:

Shirley S. Ho, Teaching Chair, Nanyang Technological University
Wee Kim Wee School of Communication and Information
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Singapore 637718
+65-6790-6044
+65-6792-4329 (Fax)
tsyho@ntu.edu.sg

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: StAmp the Yard: The Impact and Implications of Media Representations Of Historically Black Colleges and Universities

Pane Type: Research/PF&R

Possible Co-sponsors:
Advertising Division
Public Relations Division

Summary of Session: This panel will explore media representations of Historically Black Colleges and their impact. The panel will include: 1. A report of a 10-year analysis of newspaper coverage of Tom Joyner's Sky Shows in the context of the literature on media portrayals of African-Americans and other minority groups in education, 2. A comparative study of the narratives of protest in "Walk Out," (about Latino secondary education political action in the Civil Rights Era,) and Spike Lee's "School Daze," 3. A study of HBCU students' perceptions of "Stomp the Yard" compared to their real-life HBCU experience and 4. A rhetorical analysis of the difference in perceptions in both the Black and White media coverage of an HBCU's invitation to the Rev. Louis Farrakhan to speak on their campus.

Possible Panelists:
E-K. Daufin, Alabama State University
Diana Rios, University of Connecticut
George L. Daniels, University of Alabama
Lillie M. Fears, Arkansas State University
Carlos D. Morrison Alabama State University

Estimate Speaker Costs: None

Contact Person:
Rev. Dr. E-K. Daufin, Professor
Department of Communications
Alabama State University
915 South Jackson St.
Montgomery, AL 36101-0271
(O)334.229.6885
(H)334.270.8052
ekdaufin@alasu.edu

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: Ethnic Minority Groups in the Crosshairs of the 2012 Electoral Campaigns

Panel Type: Research/Teaching

Possible Co-sponsors: Political Communication Interest Group, CT&M, MC&S, Standing Committee on Teaching, Standing Committee on Research, Standing Committee on PF&R

Summary of Session: The panel will critically analyze the racially insensitive campaign propaganda that has been going on as we approach the 2012 presidential campaign. The panelists will also discuss themes, methods, and strategies that should be taken into consideration by students and scholars who are already conducting research or plan to engage in research that address minority populations, media and/or issues during the 2012 presidential campaign.

Possible Panelists:

Federico Subervi, Texas State
H. Denis Wu, Boston & Tien-Tsung Lee, Kansas
Hub Brown & Bradley Gorham, Syracuse
Cristina Azocar, San Francisco State

Moderators: Diana Rios, Connecticut and Alex Tan, Washington State

Estimate Speaker Costs: None

Contact Person:
Federico Subervi, Texas State
6304 Colina Lane, Austin, TX 78759,
subervi@latinosandmedia.org;
Phone: (512) 250-0487 home;(512) 965-5267, office

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: The Suicides at Pine Ridge: How Mainstream News Helps or Hinders Our Understanding of Indian Country

Panel Type: Research/ PF&R

Possible Co-sponsors: MCS

Summary of Session: This panel will present how the mainstream news media reports on American Indian cultures and discuss how the ethical and legal implications impact those cultures. The discussion will highlight the coverage of the 8 Lakota children who committed suicide on the Pine Ridge Indian reservation. It will also discuss the way the news media looks at Indian Country news from American Indians from Indian reservations and from other designated areas selected by the American Indian Relocation Act.

Possible Panelists:

Cynthia-Lou Coleman, Portland State University
John Sanchez, Penn State University
Representative, American Indian Center of Chicago
Representative, Co-Sponsor

Moderators: Selene Phillips, University of Louisville

Estimate Speaker Costs: None

Contact Person:

John Sanchez, associate Professor
Penn State University
123 Carnegie Building
University Park, Pa. 16802
(814) 863-7994 office
apache@psu.edu

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: Challenges, benefits and impact of the online operations of ethnic media publications

Panel Type: PF&R

Possible Co-sponsors:
Newspaper
Communication Technology

Summary of Session: The panel focuses on the online presence of African-American and Spanish-language media including their development, challenges and benefits. The discussion will refer to the 2011 Pew Center's State of the Media report that included an examination of African-American news operations in the United States.

Possible Panelists:
Representative of the Chicago Defender newspaper
Representative of the East St. Louis Monitor newspaper, Linda Lawson
Representative of a Hispanic publication in Chicago

Moderators: Lillian Williams, Columbia College

Estimate Speaker Costs: None

Contact Person:
Lillian Williams
Columbia College Chicago
Department of Journalism
33 E. Congress Parkway
Chicago, Illinois, 60605
(312) 369-8908
lwilliams@colum.edu

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: "When and Where I Enter: The Impact of People of Color on the Field of Journalism Inside the Classroom and Out."

Panel Type: PF&R

Possible Co-sponsors: Newspaper Division, Cultural and Critical Studies, the History Division, Commission the Status of Women, Commission on the Status of Minorities, and Mass Communication & Society

Summary of Session: In light of AEJMC's centennial, this panel discusses the roles and contributions that people of color and women have made to journalism education, AEJMC, as well as to the profession. This panel will also highlight the fact that people of color and women were unable to participate when AEJMC began in 1912 but were determined to strengthen the discipline and profession as they entered it.

Possible Panelists:

Jan Dates, & Dean, Howard University
John Sanchez, Penn State University
Diana Rios, University of Connecticut
Anita Fleming-Rife, University of Northern Colorado
Meta Carstarphen, University of Oklahoma

Moderators: Possible co-sponsor

Estimate Speaker Costs: None

Contact Person:

Anita Fleming-Rife, Ph.D.
University of Northern Colorado
Campus Box 59
Greeley, CO 80639
ohsullivan1998@yahoo.com

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: "The Minority Press from 1940-1970: Agents for Social, Economic and Political Change"

Panel Type: PF&R

Possible Co-sponsors: History

Summary of Session: This panel will discuss the role of the minority press as a change agent for civil rights recognizing the significance of Chicago-based outlets such as Ebony magazine and the Chicago Defender newspaper. The panel will also discuss black women's organizational activism in African-American newspapers in the 1940s and 1950s.

Possible Panelists:

Cherisse Jones-Branch, Arkansas State University-Jonesboro

Lillie M. Fears, Arkansas State University-Jonesboro

Jerry Domatob, Alcorn State university

Member, History Division

Moderators:

None listed

Estimate Speaker Costs: None

Contact Person:

Lillie M. Fears, PhD,

Department of Journalism,

Arkansas State University,

POB 2733, State University, AR 72467.

lfears@astate.edu

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: From Racism to Racialism: The Media and the First Black President of the United States

Panel Type: PF&R

Possible Co-sponsors:
Political Communication
Cultural Critical Studies
Commission on the Status of Minorities

Summary of Session: This panel will discuss significant issues surrounding media, race and the Obama presidency. This discussion will explore how the media has handled issues such as the "birther" debate, the controversy over the White House performance of rap artist Common, as well as the racist stereotypes attributed to President Obama such as calling food stamps Obama Bucks featuring watermelons.

Possible Panelists:
Venise Berry, University of Iowa
Dawn Turner Trice, Chicago Tribune
Maudlyne Ihejirika, Chicago Sun Times
A co-sponsor

Moderators: Anita Fleming Rife, University of Northern Colorado

Estimate Speaker Costs: None

Contact Person:
Venise Berry
2121 Oakdale Circle
Coralville, IA 52241
venise-berry@uiowa.edu (319) 337-7557

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: Teaching How to Get the Story Behind Social Inequity

Panel Type: PF&R/Teaching

Possible Co-sponsors:
Civic and Citizen Journalism Interest Group
Newspaper/ Online Division

Summary of Session: A how-to on developing curricula that teach young journalists how to tell accurate and compelling stories about structural inequities in health, education, housing and the economy. Rather than just learning how to write about racial disparities in these areas, here is an opportunity to learn how to probe for the reasons behind those disparities.

Possible Panelists:
Sally Lehrman, Santa Clara University
Venise Wagner, San Francisco State University
Co-Sponsor representatives

Moderators: None listed

Estimate Speaker Costs: None

Contact Person:
Venise Wagner
22 La Vuelta St.
Vallejo, CA 94590
707-315-9696
vwagner@sfsu.edu

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: Beauty Before the Camera: The Media Beauty Myth

Panel Type: Research/PF&R

Possible Co-sponsors:

Entertainment

Public Relations

Commission on the Status of Women

Summary of Session: The media are teaching the public to hate the queen-sized. African American and Latina women are the most likely, as a group to have a higher BMI. For women, weight is a defining, if not the defining, characteristic. Thus, media depiction of negative stereotypes about weight contributes to mistreatment and endorses discrimination against women, especially women of color. Women in the media are regularly held to invalid, non-work-related standards of so-called beauty more than men (though the case is worsening for men) that are an extension of racism, sexism, classism and ageism.

Possible Panelists:

Laura Triplett, California State University, Fullerton

Teresa Mastin, DePaul University

E-K Daufin, Alabama State University

Moderators: Diana Rios, University of Connecticut

Estimate Speaker Costs: None

Contact Person:

Rev. Dr. E-K. Daufin

Professor of Communication, ASU FSA Co-VP for Faculty

Alabama State University

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Montgomery, AL 36101-0271

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(O)334.229.6885

(H)334.270.8052

ekdaufin@alasu.edu (Aug. - May); (ekdaufin@earthlink.net late May to late July ONLY)

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: Why Journalists Need Training in Anti-Racism: A Critical Analysis of Race & Racism in Hit Movie "The Help"

Panel Type: PF&R

Possible Co-sponsors:
Mass Communication and Society Division (MC&S)

Summary of Session: This panel will use the 2011 movie, "The Help" as a basis for discussing critical race theory and media literacy to provide insight on the way the entertainment industry handles issues of race. The panel will raise questions such as why films about black life written by white people are more successful than films about black life written by black people.

Possible Panelists:
Wesley Morris, Boston Globe or Akiba Solomon, "Colorlines" Magazine
Salim Muwakkil, "In These Times"
Ann Stewart, CrossRoads Anti-racism Training
One Academic knowledgeable in this area

Moderators:
Karen Bond, National Black Coalition for Media Justice (NBCMJ)

Estimate Speaker Costs: None

Contact Person:
Karen Bond, National Black Coalition for Media Justice (NBCMJ)
920 Dodge Avenue
Evanston, IL 60202
karenbond@nbcnj.org
(224) 616-1119

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

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Wesley Morris, Boston Globe or Akiba Solomon, "Colorlines" Magazine
Salim Muwakkil, "In These Times"
Ann Stewart, CrossRoads Anti-racism Training
One Academic knowledgeable in this area

Moderators: Karen Bond, National Black Coalition for Media Justice (NBCMJ)

Estimate Speaker Costs: None

Contact Person:
Karen Bond, National Black Coalition for Media Justice (NBCMJ)
920 Dodge Avenue
Evanston, IL 60202
karenbond@nbcmj.org
(224) 616-1119

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: Incorporating Diversity into Classes: Talking about Race in Journalism Skills Courses

Panel Type: Teaching

Possible Co-sponsors:

Newspaper, Radio-Television-Journalism, Mass Comm and Society

Summary of Session: This panel would feature panelists who integrate issues of race and ethnicity into everyday journalism classes, such as news writing. The goal is to share these ideas so that other professors can take these approaches back to their own courses and help create an open dialogue across curriculums and not limit this topic to a single class.

Possible Panelists:

Lorraine Branham, Syracuse University

Don Heider, Loyola University

Jaime Loke, University of Oklahoma

Co-sponsor

Moderators: Josh Grimm, Texas Tech

Estimate Speaker Costs: None

Contact Person:

Josh Grimm, Texas Tech

Box 43082, Lubbock, TX 79409

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**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: The Immigration Debate in English- and Spanish-Language Broadcast News: Reporting in the Era of State Legislative Activism, The DREAM Act, and Secure Communities

Panel Type: Research

Possible Co-sponsors: Electronic News

Summary of Session: The panel will compare Spanish and English-language broadcast news reporting on immigration issues. It will also discuss the tensions that Latino journalists experience in trying to maintain neutrality and trying to serve their communities.

Possible Panelists:

American Rodriguez, University of Texas Austin
Celeste Gonzalez, University of Arizona
Jack Doppelt, Northwestern University
Adrian Mihai, New York University
Deborah Durham, Univision Television
A working journalist who covers immigration issues
Co-sponsor

Moderators: Carolyn Brown, American University

Estimate Speaker Costs: None

Contact Person:

Carolyn Brown
American University
551-208-7949
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**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: : "From Slavery to Emancipation to Freedom: Ida B. Wells and a Life Worth a Sesquicentennial Memory"

Panel Type: Research/ Teaching

Possible Co-sponsors:

History

Newspapers

Summary of Session: 2012 denotes the 150th year of Ida B. Wells Barnett's birth. In her honor, the panel wishes to note the historical impact of her groundbreaking reporting on lynching, racism, and unjust laws. It is fitting that this panel, which will acknowledge the tremendous volume of research done on Wells, takes place in Chicago, the city where she lived and died.

Possible Panelists:

Michelle Duster, Wells' descendant

Paula Giddings, author

Earnest L. Perry, Jr., University of Missouri

Patrick Washburn, Ohio University

Rodger Streitmatter, American University

Moderators: Cathy M. Jackson, Norfolk State University

Estimate Speaker Costs: None

Contact Person:

Cathy M. Jackson

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Norfolk, VA 23513

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757.823.2442

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: Ethnic/Racial Minorities Participation in AEJMC: How Much and What Type of Progress?

Panel Type: PF&R

Possible Co-sponsors:
None listed

Summary of Session: The goal of this panel is to present with historical recollections and data a critical assessment of the presence and participation of ethnic/racial minorities in the fabric of AEJMC. The assessment will be based on the following: changes in AEJMC minority members since records have been kept, the numbers of minorities, by gender, in the top leadership positions of AEJMC including the heading of various divisions, the number of keynote speakers who have been persons of color, the number of plenary sessions that have been dedicated to ethnic/racial issues with invited panelists from such backgrounds and the number of research papers that have been presented at each division dealing with minority issues.

Possible Panelists:
Federico Subervi, Texas State
Mia Moody, Baylor

Moderators: Federico Subervi

Estimate Speaker Costs: None

Contact Person:
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(512) 250-0487 home; (512) 965-5267., office

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: Bringing Diversity Into Your Classroom

Panel Type: Teaching

Possible Co-sponsors: Council of Affiliates

Summary of Session: 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

Bob Stewart, Ohio University

Dorothy Bland, Florida A&M

Moderators:

None listed

Estimate Speaker Costs: None

Contact Person:

Lillian Lodge Kopenhaver

School of Journalism and Mass Communication

Florida International University

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**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: BLACK CHICAGO: MEDIA ACCESS AS A CIVIL RIGHTS ISSUE

Panel Type: PF&R

Possible Co-sponsors:

Mass Communication and Society Division (MC&S)

Law and Policy

Summary of Session: This panel uses Chicago as the backdrop in discussing the effects of corporate-owned media that resulted from media deregulation. The panel will also focus on how this trend has affected the information needs and access of the black community.

Possible Panelists:

Lewis Myers, Jr. Civil Rights Attorney

Jared Ball, Morgan State University

Jesse Jackson, Jr., U.S. House of Representatives

One additional academic knowledgeable in this area

Moderators: Karen Bond, National Black Coalition for Media Justice (NBCMJ)

Estimate Speaker Costs: None

Contact Person:

Karen Bond, National Black Coalition for Media Justice

920 Dodge Avenue

Evanston, IL 60202

Email Address: karenbond@nbcnj.org

Cell: (224) 616-1119

**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: Can Grey's Anatomy and Other Entertainment Programs Be an Avenue for Promoting Health Literacy to Marginalized Populations?

Panel Type: PF&R

Possible Co-sponsors:
Communicating Science/Health/Environment/Risk
Electronic News
Entertainment Studies Interest Group
Commission on the Status of Minorities
Scholastic Journalism

Summary of Session: The panel will discuss different avenues we may use to increase health literacy among marginalized populations. It will highlight approaches including health news reporting and using entertainment-education programs such as Grey's Anatomy to provide health education to marginalized groups to help overcome disparities in health literacy.

Possible Panelists:
Sally Lehrman, Santa Clara University
Sandy Close, New America Media
Sandra de Castro Buffington, Hollywood Health and Society
Co-sponsor representative

Moderators: Yuki Fujioka, Georgia State University

Estimate Speaker Costs: None

Contact Person:
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**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: Arizona Firestorm: Global Realities, National Media, and Provincial Politics

Panel Type: Research

Possible Co-sponsors: International

Summary of Session: This research panel examines the news media's role and content during 2010 in Arizona from a national and international perspective. It also explores the historical trajectory of Arizona that contributed to the political and cultural environment that enabled the passage and signing of SB 1070.

Possible Panelists:

Celeste González de Bustamante, University of Arizona
Manuel Chavez, Michigan State University
Mercedes Vigon, Florida International University
Manuel Guerrero, Universidad Iberoamericana

Moderators:

Otto Santa Ana, University of California-Los Angeles

Estimate Speaker Costs: None

Contact Person:

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**AEJMC
Minorities and Communication 2012
Conference Joint Session Proposal
Chicago Convention**

Panel Title: Innovations in teaching race, class and gender studies

Panel Type: Teaching

Possible Co-sponsors:
Communication Technology
Mass Communication and Society
Commission on the Status of Women
Commission on the Status of Minorities
Critical and Cultural Studies.

Summary of Session: Seasoned instructors will discuss their innovative ways of teaching race, class and gender. They will discuss issues such as teaching such a charged topic in online, large lecture, as well as traditional settings.

Possible Panelists:
Sharon Bramlett-Solomon, Arizona State University
Sandra L. Combs, Arkansas State University
Diana Rios, University of Connecticut
Karen M. Turner, Temple University

Moderators: Karen M. Turner, Temple University

Estimate Speaker Costs: None

Contact Person:
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