

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

Panel Title: Tribute to African-American Media Pioneers/Giants

Panel Type: PF&R

Possible Co-sponsors:

History

Magazine

CSW

Summary of Session: This panel is intended to take advantage of four (4) media powerhouses with headquarters in Chicago and the media pioneers who started each of them. Representatives from each of these media powerhouses would include expert advice on how African Americans have succeeded against the odds in a number of media industries such as television production, magazine and newspaper publishing, and public relations and advertising services.

Possible Panelists:

Linda Rice Johnson, Johnson Publishing Company

Tom Burrell, Burrell Communications Group

A representative from Harpo

Representative of the Chicago Defender

Moderators:

Gail Baker, University of Nebraska or

Janette L. Dates, Howard University

Estimate Speaker Costs: None

Contact Person:

Lillie M. Fears, Arkansas State University, Jonesboro

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: The Fulbright experience: Honoring Von Whitmore and Her Commitment to Personal and Professional Growth

Panel Type: PF&R/Teaching

Possible Co-sponsors:

International

Commission on the Status of Women

Summary of Session: This panel would use personal experience to emphasize that the Fulbright is accessible to all faculty interested in adding a new dimension to their teaching and research. This panel would highlight how some of the advantages to teaching and researching abroad. The panel will also discuss how to build on the experience after returning home. Note: This is a panel that Von Whitmore wanted to do. This panel would be dedicated to her memory and her commitment to professional development and her spirit of collegiality.

Possible Panelists:

Fulbright representative from Washington, DC.

Sharon Stringer, Lock Haven

Another MAC member, who has had a Fulbright

International Division member who has had a Fulbright

Moderators:

TBD

Estimate Speaker Costs: None

Contact Person:

Sharon B. Stinger

Lock Haven University

sstringe@lhup.edu.

Office: 570-484-2092

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

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

Panel Type: Research

Possible Co-sponsors:

History

Sports Interest Group

Summary of Session: 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 press' 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:

Chris Lamb, College of Charleston

Brian Carroll, Berry College

James Rada, Ithaca College

Moderators:

Pamela Laucella, Indiana University

Estimate Speaker Costs: None

Contact Person:

Pamela Laucella

Academic Director, National Sports Journalism Center

Indiana University

School of Journalism

IUPUI

535 W. Michigan Street, Room 561

Indianapolis, IN 46202-5154

317.278.5334 phone

317.278.5321 fax

**Communication Theory & Methodology
Conference Joint Session Proposal**

Panel Title: Current Trends in Audience Analysis

Panel Type: PF&R

Panel Sponsors: Communication Theory & Methodology, Political Communication Interest Group

Panel Abstract: As the media landscape changes, how we reach and understand our audience members also needs to change. The purpose of this session will be to engage and inform audience members regarding current trends in audience analysis, by taking advantage of the wealth of agencies and polling firms located in Chicago. This panel will benefit AEJMC members by keeping their research strategies current, which should benefit them professionally. Panelists will be instructed to address questions such as the importance of determining your target market, and how new media influences audience analysis strategies and outreach programs.

Potential Panelists:

Kyle Fennell, Associate Director of Field Operations for NORC

Judith Nell Petty, Vice President of Field Operations for NORC

Karen Seamen, Executive Vice President, COO, GM of Cramer-Kresselt

Peter McGuinness, CEO DDB-Chicago

Amy Cheronis, SVP Corporate Communications for Leo-Burnett

Contact Information:

CT&M PF&R Chair:

Myiah Hutchens, myiah.hutchens@ttu.edu, 614-917-7895

PCIG PF&R Chair: Ray Pingree, pingree.2@osu.edu, 614-264-0591

**Communication Theory & Methodology
Conference Joint Session Proposal**

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

Panel Type: PF&R

Sponsors: Communication Theory & Methodology, Advertising

Panel Abstract:

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

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

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

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

Potential Panelists:

Rob Wicks, University of Arkansas

Esther Thorson, University of Missouri

Glenn Leshner, University of Missouri

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

Contact Information:

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

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

**Communication Theory & Methodology
Conference Joint Session Proposal**

TYPE OF PANEL: Teaching

DIVISION: Communication Theory and Methodology Division

PANEL CO-SPONSOR/S: CCS

TITLE: Teaching Theory and Methodology in an Academically Diverse Classroom

MODERATING/PRESIDING: Aaron S. Veenstra

PANELISTS:

Narayanan Iyer, Southern Illinois University Carbondale

Mohammad Delwar Hossain, Southern Illinois University Carbondale

Peggy Kreshel, University of Georgia

Loren Saxton, University of Georgia

PANEL DESCRIPTION:

In this panel discussion, two presenters will speak about pedagogical theory & applications in mass communication and will be joined by two others for whom their own research and classes clash or conform with the requirements or norms of their classroom experience. This panel will attempt to identify and divisions between mass communication scholars across orientations, and suggest ways to bridge them in the classroom.

ESTIMATE SPEAKER COSTS: 0

PANEL CONTACT:

Name: Aaron S. Veenstra

Phone: 608.445.6472

Email: asveenstra@siu.edu

**Communication Theory & Methodology
Conference Joint Session Proposal**

TYPE OF PANEL: Teaching

DIVISION: Communication Theory and Methodology Division

PANEL CO-SPONSOR/S: MCS

TITLE: Mixing Theory and Skills in Mass Communication Curricula

MODERATING/PRESIDING: Aaron S. Veenstra

PANELISTS:

Kristen Landreville, University of Wyoming

Nick Geidner, University of Tennessee

PANEL DESCRIPTION:

In this panel discussion, administrators, faculty and students will address approaches to teaching and balancing theory in a skills-oriented curriculum. Panelists will discuss the needs of students, including both undergraduates and Master's students, to develop skills as they enter the workforce, as well as the importance of understanding mass communication theory in their professional practice.

ESTIMATE SPEAKER COSTS: 0

PANEL CONTACT:

Name: Aaron S. Veenstra

Phone: 608.445.6472

Email: asveenstra@siu.edu

**AEJMC
VISUAL COMMUNICATIONS GROUP
AEJMC 2012 Conference Joint Session Proposal
Bruce Thorson, vice head, bthorson2@unl.edu, 402-472-8279**

Panel Title: Documenting the Arab Spring

Panel Type: Panel Research

Possible Co-sponsors:
Community Journalism (Interest Group), Cultural and Critical Studies, Entertainment Studies (Interest Group), International Communication, Mass Communication and Society, Minorities and Communication

Summary of Session:

I want to propose a panel of filmmakers and journalists who documented the Arab Spring in innovative ways, like utilizing crowd sourcing, to tell this complex story.

Possible Panelists:

Jigar Mehta - director of the crowd sourced documentary #18DaysinEgypt
<http://www.18daysinegypt.com/>

Abderrahim Foukara, the Washington bureau chief of Al Jazeera, contributed significantly to the network's groundbreaking coverage during the Arab Spring and serves as an important interpreter of events in the Middle East and a valued voice in the United States for the work of the five-year-old Al Jazeera English network.

Rania Al Malky, editor of Daily News Egypt, an English-language news operation, is flying in from Cairo where she witnessed the Tahrir Square drama and the work of a new generation of tech-savvy bloggers.

Ahmed Al Omran is a young Saudi blogger currently working in Washington as an intern for NPR. Indeed, he was barely 20 when he started the English blog that is now www.saudiyeans.org, quickly focusing on human rights, freedom of expression and women's rights. "I want to be a part of the change that is going on in Saudi Arabia," he writes. "I want to participate in the effort to push for more reforms, and I want to see this country become a better place." Ahmed also writes an Arabic blog.

Estimate Speaker Costs: \$500 for US-based speakers, it would vary for international speakers

Contact Person:

Brent Huffman
b-huffman@northwestern.edu
805-901-1216

AEJMC
VISUAL COMMUNICATIONS GROUP
AEJMC 2012 Conference Joint Session Proposal
Bruce Thorson, vice head, bthorson2@unl.edu, 402-472-8279

Panel Title: Analysis of visuality using Q methodology (quantitative analysis of qualitative data)

Panel Type: Panel Research

Possible Co-sponsors: Communication Theory and Methodology, Cultural and Critical Studies

Summary of Session: We are increasingly bombarded with visual images, such as commercial advertisements or news photos. They can be analyzed in many different ways. What is seen, how culturally it is constructed, what each visual image means, and what kind of impact it has on viewers become an important topic. Group interviews, individual interviews, and ethnographic field observations can result in rich data. These methods have disadvantages: Interviewees often lack the vocabulary to express their feelings or opinions; field observations may impose the researcher's subjective interpretation onto research participants. Qualitative data from interviews and field notes are complex, and their analysis is time consuming. Q-methodology, which has been used to study people's subjective beliefs, feelings or opinions, can be supplementary to traditional qualitative methods because it makes possible quantitative analysis of qualitative data. Q researchers collect a population of statements about issues or events and derive a sample of statements from them. Participants are asked to sort the sample statements to express their subjective feelings or opinions under a condition the researcher stipulates. The collected data will be factor analyzed after correlating participants' sorting. This method can reduce the individual viewpoints down to a few factors, which represent each emerging group's shared viewpoints. This panel will demonstrate how visual images also can be subject to q analysis.

Possible Panelists:

Byung Lee, associate professor of journalism, the School of Communications at Elon University

Mark Popovich, professor Emeritus of Journalism at Ball State University

Dennis Kinsey, director of Public Diplomacy Program and associate professor of Public Relations at the S.I. Newhouse School of Public Communications at Syracuse University

Estimate Speaker Costs: If funds (\$800) are available, Steve Brown at Kent State University, the guru of Q methodology, can be invited.

Contact Person:

Byung Lee

byunglee@elon.edu

336-278-5675

**AEJMC
VISUAL COMMUNICATIONS GROUP
AEJMC 2012 Conference Joint Session Proposal
Bruce Thorson, vice head, bthorson2@unl.edu, 402-472-8279**

Panel Title: Amateur video and perceptions of reality

Panel Type: Panel Research

Possible Co-sponsors: Electronic News

Summary of Session: Amateur video from small cameras and cell phones pervades websites such as YouTube, but now these crude, shaky clips are finding a place on the nightly news and online through mainstream news organizations. Reuters and The Associated Press regularly make such video available (<http://personal.stthomas.edu/mjodonnell/amvid01.html>). CBS and others include it in news reports (<http://personal.stthomas.edu/mjodonnell/amvid02.html>). This panel could explore this practice from several angles: Do such videos seem more real to viewers than polished professional videos? Might such video actually be superior in the way it puts viewers at the scene? How do news organizations vet such videos? Is the violent amateur video (plane crash, shooting) news or just sensationalism? Should professionals mimic the look of these videos in a quest for "realness"?

Possible Panelists:

I suggest professionals from the Chicago news media, including network affiliated TV stations, online operations such as the Chicago Tribune and other content providers such as The Associated Press, which has been pushing video services to its subscribers. Some other possibilities (I have not contacted any of these people about this proposal):

Douglas Rushkoff, NYU and the New School University, technology columnist for The Daily Beast.

Shayne Bowman and/or Chris Willis, authors of "We Media: How audiences are shaping the future of news and information"

Bob Steele, DePauw University

Judi Hetrick, Miami University (Ohio)

Estimate Speaker Costs: NONE

Contact Person:

Michael O'Donnell

mjodonnell@stthomas.edu

6519625281

**AEJMC
VISUAL COMMUNICATIONS GROUP
AEJMC 2012 Conference Joint Session Proposal
Bruce Thorson, vice head, bthorson2@unl.edu, 402-472-8279**

Panel Title: Taking Pictures in Public: New Assaults on the First Amendment

Panel Type: PF&R

Possible Co-sponsors:

Civic & Citizen Journalism (Interest Group), Law and Policy, Electronic News

Summary of Session:

There is an alarming rise in arrests of photographers & citizen journalists taking photos and video of a variety of innocuous subjects such as law enforcement officers, public buildings and hog farms. What is behind the trend? What does the law say? How are media entities responding? Should media practitioners adjust our behavior, and what should universities teach their students about working in the field? Discussion of changes in the legal landscape.

Possible Panelists:

- Denise McGill, Secretary, National Press Photographers Association; Asst Prof at U. of South Carolina
- Alicia Wagner Calzada, media attorney, former President of National Press Photographers Association, chair of NPPA's Advocacy Committee (based in San Antonio, TX) <http://blogs.nppa.org/advocacy/>
- Mike Borland, <micaelb@mchsi.com>, Video Journalist at WHO-TV, Des Moines, Iowa; (where there is a law against taking, showing or owning photos of hog farms. Being challenged in court.)
- Carmen Maye, JD and ABD at U of South Carolina; teaches Media Law & Ethics

Estimate Speaker Costs: ???

Contact Person:

Denise McGill mcgilld@mailbox.sc.edu 803-777-8707

**AEJMC
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Bruce Thorson, vice head, bthorson2@unl.edu, 402-472-8279**

Panel Title: Red, Yellow or Green: What's the Signal at the Intersection of Citizen Journalism and Visual Communication

Panel Type: PF&R

Possible Co-sponsors: Civic & Citizen Journalism (Interest Group)

Summary of Session:

This panel would consider the trend of inclusion of visuals from community members into the mainstream media. Topics to be discussed would include raw video vs. edited video, human interest photos vs. news photos, appropriateness of use of community visuals, copyright issues, and ethics of community visuals. Additionally, the discussion should address practical issues for newspaper, television, and radio newsrooms when using and soliciting community-produced content for their products. This issue was not addressed at the 2011 AEJMC conference and is one that could use insight from the academy as the professional world implements community-produced visuals more commonly into their products. It is listed as a PF&R panel because the fields of civic journalism and visual communication should address these issues to create guidelines for how and when to use community-generated visuals, and to share success stories of the use of community-generated visuals. Panelists will use their own research and expert opinions to explore the role of community-produced visuals in the traditional media product and the digital media product.

Possible Panelists:

Augie Grant, University of South Carolina

Bob Britten, West Virginia University

Panelists would draw from social media experts, visual experts, and community news experts. Additionally, I would call for panelists from the Social Journalism Educators group on Facebook, which includes researchers and instructors from journalism schools throughout the world. Additionally, a member from the National Press Photographers Association could give insights on the use of photos from the community. The Council of Affiliates could also provide sponsorship of the panel to draw from professionals in the field of journalism for the panel.

Estimate Speaker Costs: Less than \$1000, depending on the number of outsiders brought in.

Contact Person:

Matt Haught

haught@email.sc.edu

304-634-3655

AEJMC
VISUAL COMMUNICATIONS GROUP
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Bruce Thorson, vice head, bthorson2@unl.edu, 402-472-8279

Panel Title: Convergence of Iconic Images.

Panel Type: Teaching

Possible Co-sponsors:

Communication Technology (CTEC), Graduate Education (Interest Group), Minorities and Communication, Electronic News

Summary of Session: Journalists are using more and more a term that academics research and that is "iconic" images. From 9/11 to the Deepwater Horizon disaster to the replacement of Michigan's football coach, journalists discuss the iconic image of a disaster or a program. What makes an image "iconic?" How is the news viewers received impacted when images are elevated to this status? What does this mean for those involved in a disaster - like minorities - when these images become iconic? Iconic images are not only on television news and in newspapers, but media also push these images on line. How are images changing and becoming more or less iconic through emerging media? Are we seeing the same iconic images on air, in the paper, and online? How might the convergence of iconic images affect news consumers perspectives when it comes to news events unfolding around them?

Possible Panelists:

Professor Carolyn Kitch, Temple University
Associate Dean, Andrea Miller, Louisiana State University
Associate Dean, Dan Berkowitz, University of Iowa
Victoria Bemker LaPoe, Ph.D. student/instructor, LSU
Professor, Jack Lule, Lehigh, University
Shahira Fahmy, Associate Professor, Arizon State University

Estimate Speaker Costs: NONE

Contact Person:

Victoria Bemker LaPoe
vbemke1@lsu.edu
502-500-8472

**AEJMC
VISUAL COMMUNICATIONS GROUP
AEJMC 2012 Conference Joint Session Proposal
Bruce Thorson, vice head, bthorson2@unl.edu, 402-472-8279**

Panel Title: Photojournalism Education: Where Are We Now?

Panel Type: Teaching

Possible Co-sponsors:
Communication Technology (CTEC),
Magazine Division, Newspaper,
Small Programs (Interest Group)

Summary of Session:

At the 1990 AEJMC convention in Minneapolis, Viscom sponsored a session, "Teaching Photojournalism in the '90s: Beating a Dead Horse?" It's time to take a current look at this field of study. Is it still viable? Can smaller programs complete with larger ones? Has technology taken us away from our mission of teaching visual storytelling? Can our students still get jobs? Should photojournalism be incorporated into more of our Journalism curriculum---much the same as audio and video? Photojournalism educators are a small group and this session would bring them together for a hands-on review of what we do.

Possible Panelists:

Rob Heller, Tennessee
Jack Zibluk, Arkansas State
Susan Zavoina, North Texas
Loret Gnivecki Steinberg, RIT
Juliane Newton, Oregon
Jim Kelly, Indiana
Andrew Mendelson, Temple
John Freeman, Florida
Rita Reed, Missouri
Bruce Johnson, Illinois

Estimate Speaker Costs: NONE

Contact Person:

Robert Heller rheller@utk.edu 865 9743463

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AEJMC 2012 Conference Joint Session Proposal
Bruce Thorson, vice head, bthorson2@unl.edu, 402-472-8279**

Panel Title: Best of the Web

Panel Type: Teaching

Possible Co-sponsors:
Communication Technology (CTEC)

Summary of Session:

This might have been my favorite panel last year, so I hope we do it again. The things that made it great was hearing from a few people (not too many) who pulled off really great creative projects. I got to see several models of success. All had very different resources at their schools, pulled from different areas of expertise (Comp Science, grad students, force kids in class to do it all, etc.) for a wide variety of packages. It really got my creative juices moving as far as what I could do at my own school. A nice complement to the "20 tips and tricks" panels, and this one went into more depth. This could be changed up year to year to be about video, still photography, or whatever.

Possible Panelists: Contest winners

Estimate Speaker Costs: NONE

Contact Person:

Denise McGill mcgilld@mailbox.sc.edu 803-777-8707

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Panel Title: The Curated Journey: iPad and Tablet Narrative

Panel Type: Teaching

Possible Co-sponsors:
Magazine Division, Public Relations

Summary of Session: Tablet publishing is neither print nor web, and all new narrative forms and experiments are emerging to exploit the unique properties tablet publishing offers. In this new realm, content creators have the opportunity to fully curate finite, aesthetically controlled narrative experiences that marry print aesthetics with dynamic interface. This panel seeks to showcase, dissect and discuss some of the emergent narrative experiments being produced for the iPad and other tablet environments. Practitioners and educators need contextualized access to the examples, models and prototypes of the new narrative forms and story experiments currently taking place in tablet publishing. Every experiment is a novel form and offers insight, inspiration and lessons in how to re-think narrative (again) in an entirely new non-print/non-web environment. Includes: Storyboarding Dynamic Interface for Mobile and iPad; Physical Space Metaphors for Touch Narrative; The iTeam - rethinking jobs, roles, hierarchy and leadership for building the multi-squad for multimedia

Possible Panelists:
Dana Coester, Assistant Professor, PI Reed School of Journalism, WVU
Chris Martin, Vice President, University Relations, WVU (and former dean School of Journalism, Poynter Fellow)

Estimate Speaker Costs:

Contact Person:
Joel Beeson joel.beeson@mail.wvu.edu 304-216-3594

AEJMC
VISUAL COMMUNICATIONS GROUP
AEJMC 2012 Conference Joint Session Proposal
Bruce Thorson, vice head, bthorson2@unl.edu, 402-472-8279

Panel Title: Covering Campaigns and Candidates in a Multimedia World: Teaching broadcasting students to report beyond the rhetoric and focus on issues that matter to a local, state and national audience

Panel Type: Teaching

Possible Co-sponsors:

Civic & Citizen Journalism (Interest Group), Community Journalism (Interest Group), History, Internships & Careers (Interest Group), Media Ethics Division, Electronic News

Summary of Session:

This panel focuses on ways to help students become more critically aware of issues, candidates and campaigns for their careers as political multimedia reporters. Panelists will discuss their experiences and research relating to political elections and coverage. Panelists will also present helpful information to the AEJMC audience by offering real advice to arm students heading out into the field of reporting. The panel will focus on the critical thinking element with plenty of examples on how to help students smartly navigate the production of political news. The production and dissemination of political reports will entail the visualization of traditionally non-visual stories and the overall challenge of making political news relevant to a diverse population.

Panelists will include former television producers of CBS' "60 Minutes" and NBC's "Dateline" who are now full-time educators. I am a former political reporter based in Berlin, Germany for the PBS program, "European Journal." I also covered local and state politics for television stations in California.

Possible Panelists:

Dr. Anthony Moretti, Point Park University, Pittsburgh, PA
Prof. Steven Reiner, Stony Brook University, NY
Prof. Marty Gonzalez, San Francisco State University, CA
Prof. Mary Schaefer, California State University, Northridge, CA
Prof. Bob Calo, University of California, Berkeley, CA
Prof. Grace Provenzano, San Francisco State University, CA

Estimate Speaker Costs: none

Contact Person:

Grace Provenzano
gmprovenzano@yahoo.com
415-596-6119

Mass Communication & Society Panel Proposals, 2012 Chicago**Teaching Panel: Submitting Your Papers to Journals in Mass Communication**

This panel is to discuss how graduate students and junior faculty submit manuscripts to mass communication journals. The panel members include the current editors from both broad (e.g., Mass Communication and Society) and niche (e.g., Newspaper Research Journal, Journal of Media Ethics) journals in mass communication.

The editors/panel members would speak to the pitfalls junior scholars make when submitting, when to send manuscripts to niche vs. broad journals, acceptance rates and backlogs of the journals, time to decision and to publication, length of manuscripts, impact factors, and other related topics. Each panel member would select specific topics and briefly talk about his or her journal. Then the panel turns to a question and answer session, at which you can get your questions answered directly by the editors/panelists.

Moderator: Dr. Bu Zhong, Pennsylvania State University

Panelists:

Dr. Steve Perry (Illinois State University), Editor of Mass Communication and Society
Dr. Sandra H. Utt (University of Memphis), Co-Editor of Newspaper Research Journal
Dr. Dr. Elinor Kelley Grusin (University of Memphis), Co-editor of Newspaper Research Journal
Dr. Lee Wilkins (Missouri School of Journalism), Editor of Journal of Mass Media Ethics.
Dr. Bob Papper (Hofstra University), Co-Editor of Electronic News

Co-Sponsors: Mass Communication & Society, Newspaper and Online News, Media Ethics and Electronic News divisions.

Contact: Bu Zhong

Penn State University
223 Carnegie
University Park, PA 16802
814.865.1023
zhongbu@psu.edu

Mass Communication & Society Panel Proposals, 2012 Chicago**Teaching Panel: Job Wanted! Seeking Faculty Positions in a Tough Market**

Finding the first job after completing graduate study has never been easy, but finding the right job in a tough economic climate is even more difficult, whether it is the initial job or a second or third position. Professionals seeking to enter the professoriate may find the economic climate challenging as well. This panel will discuss the realities of job openings and job applicants, offer perspectives from both university and small colleges about what makes for a winning application and interviews, including the teaching and research presentations, and address some of the issues connected with accepting a job offer, including negotiating salary and benefits. Data will be drawn from job openings advertised in AEJMC News, NCA Spectra and the Chronicle of Higher Education. Two assistant professors in this panel will also discuss on how to survive the first year as an assistant professor.

Moderator: Dr. Marcie Hinton, assistant professor, Loras College

Panelists:

Dr. Carol J. Pardun, director of the University of South Carolina School of Journalism and Mass Communication

Dr. Kathy Brittain Richardson, professor of communication, Berry College

Dr. Marie Hardin, associate dean for undergraduate and graduate studies, Penn State University

Dr. Temple Northup, Assistant Professor, University of Houston

Dr. Bart Wojdyski, Assistant Professor, Virginia Tech

Possible Co-Sponsors: Council of Affiliates; GSIG; SPIG; MC&S

Contact:

Dr. Kathy Brittain Richardson

Berry College

Box 490299

Mount Berry, GA 30149-0299

706.233.4071

krichardson@berry.edu

Mass Communication & Society Panel Proposals, 2012 Chicago

Teaching Panel: Teaching with and about participatory media cultures

In 1992, media scholar Henry Jenkins first identified the rise of “participatory culture” in contemporary society. This new culture, Jenkins explains, is characterized by “relatively low barriers to artistic expression and civic engagement, strong support for creating and sharing one’s creations, and some type of information mentorship whereby what is known by the most experienced is passed along to novices.” “A participatory culture,” Jenkins writes, “is also one in which members believe their contributions matter, and feel some degree of social connections with one another (at least they care what other people think about what they have created).”

In subsequent years, this vision of a more active and engaged global citizenry has come to pass -- a thousand fold. Citizens around the world create and distribute messages via online and interpersonal networks at a rapid and ever-accelerating rate. Armed with inexpensive tools for capturing, editing, and organizing, people tap into a vast ocean of real-time data and multimedia content to promote personal and political interests. Functions once monopolized by a handful of hierarchical institutions (e.g. newspapers, television stations, and universities) have been usurped by independent publishers, video sharing sites, collaboratively sustained knowledge banks, and fan-generated entertainment.

This seismic shift in our media landscape leaves our students with outdated models and methods for understanding a culture in which knowledge is originated, created, distributed and evaluated in radically new ways.

Co-Sponsors: CTEC, GSIG, Entertainment Studies, MC&S

Participants:

Aaron Delwiche, Trinity University

Daren Brabham, University of North Carolina

Jennifer Fleming, California State University, Long Beach

Moderator: Jennifer Henderson, Trinity University

Contact:

Jennifer J. Henderson

Associate Professor & Chair

Department of Communication

Trinity University

San Antonio, TX 78212-7200

210-999-8114

Mass Communication & Society Panel Proposals, 2012 Chicago

PF&R Panel: The media and health literacy

As AEJMC PF&R guidelines suggest, AEJMC members have a mandate to serve society beyond their teaching and research. AEJMC members should offer services related to their appropriate professional fields, particularly activities that enhance understanding among media educators, professionals and the general public.

In this PF&R panel, the panelists would follow AEJMC code of ethics to offer services related to their expertise in health communication to enhance understanding among media educators, professionals, researchers and the general public. The panel will focus on sharing the latest research in health literacy and the role of mass media in promoting it.

Panelists:

David A. Baker, Dept of Medicine/Feinberg School of Medicine, Northwestern
Michael Wolf, Dept of Medicine/ Feinberg School of Medicine, Northwestern
Joanne G. Schwartzberg, MD, Director, Aging & Community Health, AMA
Linda Harris, Office of Health Promotion & Disease Prevention, U.S. - HHS
Cynthia Baur, Centers for Disease Control.

Moderator:

Robert Logan
Bldg. 38, Rm. 2S22, NIH
Phone: 301-496-1936
Fax: 301-496-4450
Email: robert_logan@nlm.nih.gov

Co-Sponsors: MC&S, comSHER, Public Relations

Mass Communication & Society Panel Proposals, 2012 Chicago

Research Panel: Four decades of agenda-setting research: Past and future, local and global

The year of 2012 marks the 40th anniversary of the publication of the Chapel Hill Study of agenda-setting by McCombs and Shaw (1972). Agenda-setting is a fascinating idea, and it has attracted a tremendous amount of research attention, not only in the United States, but all over the world. Since the initial Chapel Hill study found that the public's perception of the relative importance of issues is determined to a strong degree by the amount of media coverage devoted to issues, hundreds of follow-up studies have found a link between public concerns and media emphasis. The idea of agenda-setting also travels widely and well in this age of globalization. The phrase itself rarely requires translation and has been used in studies in at least 16 countries outside the United States.

The four panelists will discuss the evolution of agenda-setting research in the past four decades. They will speak for each of the four decades respectively. The panelists will also be able to address the topic from a global perspective.

Panelists

Donald Shaw, UNC-Chapel Hill, speaking for 1970s

Jian-Hua Zhu, City University of Hong Kong, speaking for 1980s

Lars Willnat, Indiana University, speaking for 1990s

Guy Golan, Syracuse University, speaking for 2000s

Moderator Ying Roselyn Du, Hong Kong Baptist University

Co-Sponsors

Political Communication Interest Group

Mass Communication & Society Division

Contacts: Ying Roselyn Du, PCIG: du@unc.edu

W. Joann Wong, MC&S: wjwong@indiana.edu

Media Ethics Division Panel Proposals, 2012 Chicago**A Professional Freedom and Responsibility Proposal**

Title - Conflicting Systems of Ethics: The Media and The Military

Co-Sponsors - The Public Relations Division and Media Ethics Division are proposed as co-sponsors for this proposal. Members of both divisions have expressed support for the proposal.

Summary of Panel - 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 - Each of these individuals has agreed to participate.

- 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.

Alternate Panelist

- Col. Joseph Sanders, Director of the Center for Character and Leadership at the United States Air Force Academy

Person Proposing the Panel - Michael Parkinson, michael.parkinson@ttu.edu 719-227-0975

Media Ethics Division Panel Proposals, 2012 Chicago**Public Relations in a Networked World: Are We Ready?**

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. Indeed, who better to counsel and guide organizations through the choppy waters of the evolving global communication environment than public relations experts who span the boundaries of organizational relations? But are public relations professionals prepared to take on this expanded role? Are the cultures, structures and practices of traditional public relations adequate to meet the challenges of the new world – or are we operating on assumptions built in and based on a world that no longer exists? Have colleges and universities transformed their public relations curricula to adequately prepare qualified specialists who can help their organizations meet the demands of an increasingly interdependent and highly-connected global society defined by new media and new networks of power – or are we teaching “best practices” that no longer apply? 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.”

Moderator: Kathy Fitzpatrick, Professor of Public Relations and Director of Graduate Studies in Public Relations, Quinnipiac University

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

Possible co-sponsors: Public Relations (Susan Grantham - sgrantham@hartford.edu)
 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)

Primary contact: Kathy Fitzpatrick
 Professor and Director of Graduate Studies in Public Relations
 School of Communications
 Quinnipiac University
 275 Mount Carmel Avenue
 Hamden, CT 06518-1908 USA
 203-582-3808
kathy.fitzpatrick@quinnipiac.edu

Media Ethics Division Panel Proposals, 2012 Chicago

Type: PF&R

Title: Presidential Election 2012 - Political Advertising Misinformation

Moderator: Michelle Amazeen, Mass Media & Communication, Temple University

Panelists:

- Bill Adair, Editor/Founder, PolitiFact.com
- Brooks Jackson, Director, FactCheck.org
- Brendan Nyhan, Assistant Professor, Department of Government, Dartmouth College; co-editor of the former "Spinsanity" fact-checking site.
- Chris Mottola, Republican media strategist, former consultant for John McCain's 2008 campaign
- Bobby Baker, Federal Communication Commission, Office of Political Broadcasting
- Tom Feran, Editor, The Plain Dealer, Cleveland, Ohio

Description: Given that 2012 will be a presidential election year, political ads will be out in full force by August. If political efficacy depends upon an informed electorate, then the amount of political misinformation allowed to circulate on the publically-owned airwaves ought to be of concern. Scholars such as Kathleen Hall Jamieson, Shanto Iyengar, and Darrell West have noted the increasing role political ads have taken in driving political news coverage. At the same time, Jamieson & Brooks Jackson have provided evidence that millions of Americans were misled in the 2008 presidential election by claims made in political ads.

This panel will consider how well the American news media hold politicians accountable for their advertising claims and what responsibilities (if any) the news media have in reporting on political ads. Is it ethical to provide news coverage of political ads that have not yet aired and quite possibly never will? This will also be the first presidential election since the Supreme Court's ruling in the Citizens United case allowing unlimited ad spending by corporations and unions. Thus, consideration will also be given to the expected onslaught of interest group ads. Finally, given the increasing share of TV station revenue from political advertising, the obligations of broadcasters in serving the public interest will be discussed.

POSSIBLE PANEL CO-SPONSORS: Political Communication Interest Group, Newspaper Division, or Electronic News Division

Contact:

Michelle Amazeen
michelle.amazeen@temple.edu
770-331-1044

Media Ethics Division Panel Proposals, 2012 Chicago

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

Type of Panel: Teaching

Co-Sponsor: Law

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

Media Ethics Division Panel Proposals, 2012 Chicago**PANEL TYPE: PROFESSIONAL FREEDOM & RESPONSIBILITY**

Panel title: "Class Warfare" in the Mainstream Media

Possible co-sponsors: Critical & Cultural Studies; Mass Communication & Society; Newspaper; Electronic News

Panel description: At present, many states are weakening labor laws, incomes are being squeezed, the cost of healthcare remains the primary source of bankruptcy, and social programs are being drastically cut back. In systematic fashion, the American political economy that dates back to the FDR administration is being dismantled. However, when one hears of "class warfare" in mainstream media discourse, it is very rarely invoked to draw attention to the plight of the squeezed middle classes or poor. Instead, the term is more often deployed whenever it is suggested that the richest strata of American society, among whom an extraordinary amount of wealth is concentrated, pay higher taxes.

This skewed public debate frames the issue from the perspective of elites rather than, to borrow from the nascent social movement Occupy Wall Street, "the other 99%", presenting income inequality, cuts to social programs, and the weakening of labor rights as inevitable while an increase in taxation on the highest earners is presented as contested terrain. These narratives go unchallenged. While the media has a traditional obligation to be objective, it is also ethically compelled to provide citizens with factual information and to speak truth to power.

This panel will explore issues around media, inequality, and labor, including, but not limited to: Problems in the structures and routines of reporting that give rise to the above imbalance; the emergence of social movements addressing inequality and how media coverage of them may influence their success; the role of the "commentariat" and opinion-driven news in driving the "class warfare" issue; and whether or not we have reason to be optimistic about the future.

Panelists:

Bonnie Brennen, Marquette (confirmed)

Ted Glasser, Stanford (confirmed)

Contact:

Ryan Thomas

Comm Add 101

PO Box 642520

Pullman, WA 99164-2520

ryan_thomas@wsu.edu

Media Ethics Division Panel Proposals, 2012 Chicago

Panel title: Children, Alcohol Advertising, and Ethics

Possible co-sponsors: Advertising; Communicating Science, Health, Environment, & Risk; Mass Communication & Society

Panel description:

Research indicates that underage drinking continues to be a problem in the United States. According to the Substance Abuse and Mental Health Services Administration, young people are consuming alcohol at ever-earlier ages, while data from the National Institute of Science indicates that underage drinkers tend to drink more heavily (though less frequently) than legal adults.

Of concern to mass communication scholars, health practitioners, and policymakers is the role of alcohol advertising in making alcohol consumption appealing to underage audiences. There is an extraordinary amount of money pumped into alcohol advertising, with estimates centering around \$1 billion a year. At the same time, studies show that one fifth of the total alcohol industry's revenue is the result of underage consumption.

This panel considers the ethical implications of alcohol advertising. Panelists will discuss topics including, but not limited to: The social responsibility of advertisers; the merits and drawbacks of exploring stricter regulatory frameworks for alcohol advertising; the use of media literacy as an alternative to regulation; and the merits and drawbacks of "responsible drinking" advertising.

Panelists:

Joann Atkin, Western Michigan (confirmed)

Erica Austin, Washington State (confirmed)

Contact:

Ryan Thomas
Comm Add 101
PO Box 642520
Pullman, WA 99164-2520
ryan_thomas@wsu.edu

Media Ethics Division Panel Proposals, 2012 Chicago**“Transparency, Accountability and the Promise of Media Ethics”**

The terms “transparency” and “accountability” appear frequently in the literature on media ethics but too often with little conceptual clarity and analytical rigor. This panel brings together scholars whose work focuses on the scope and meaning of these key terms. Moving beyond definitions, the discussion will consider the nexus between transparency, accountability and media ethics by responding to a series of fundamentally important questions, including:

- # Does a commitment to ethics require a commitment to transparency and accountability?
- # Are there times when transparency alone satisfies the demands of accountability?
- # Can transparency be an end in itself or is it always a means to other ends?
- # Does accountability require transparency?
- # Does accountability imply liability?

Moderator: Theodore L. Glasser, Stanford University (confirmed)

Panelists: Edward Wasserman, Washington and Lee University (confirmed)

Clifford Christians, University of Illinois (confirmed)

Jane Singer, University of Iowa (confirmed)

James S. Ettema, Northwestern University; or Patrick Plaisance, Colorado State University (neither confirmed)

These panelists represent a wide range of AEJMC divisions. Christians belongs to the Cultural and Critical Studies Division; Singer belongs both the Newspaper and Communication Technology divisions; Ettema belongs to the Communication Theory and Methodology Division; Plaisance belongs to the History and Mass Communication and Society divisions; Glasser belongs to the Law and Policy and Cultural and Critical Studies divisions.

Because neither Ettema nor Plaisance has been confirmed, it would be possible for another division to add its preference to the panel.

Media Ethics Division Panel Proposals, 2012 Chicago

Title: New freedoms, new threats: the struggle for the freedom of speech in digital media.

Possible co-sponsoring division: Law and policy division – International Division.

Summary: Freedom of expression has become to be one of the essential pillars of a democratic society. For this reason, the handling that is made with this freedom has an impact in the way about how society is conceived. Recent emerging online communication ecologies have recast fresh light to the work of liberal scholars such as Cass Sustein or Owen Fiss who pronounce liberals and individualist ideas of the freedom of expression according to which the State has to intervene so as to guarantee its protection. Contrary to the school of marketplace of ideas" (O.W. Holmes) American liberal legal scholars or French historians and sociologists argue that the study of freedom of expression must arise from the participation of the society in public debate, in Rosanvallon and Pench's words: "(...) the State is not the only actor on the stage: his will is not consumed on the field will. His preferences are an effect, the work of many hands. The feeling of a decline of political power does not mean the end of the power" . The objective of this panel is discuss acts, controversies, and policies associated with changing legal and ethical boundaries in emerging online communication spaces, with particular attention to tensions related to freedom of expression. The panel seeks to foster a dialogue on whether the intrusion of media of the private life of the citizens should be protected by the courts, or in the opposite way, prosecution decisions by the courts alter the freedom of expression in a democratic society, which must be characterized by tolerance, pluralism and openness. The panel also seeks analyses of how the Interamerican and European Court of Human Rights have established a jurisprudential limits to these tensions. Panel topics will also include legal and ethical considerations related to such elementary changes in digital time-spaces, as the withering private-public distinction, the appearing public utility functions of such private enterprises as Google search or Facebook, or, in the European context, the provision of public service content in the digital realm.

Panelist:

- Roberto Saba. Ph.D.

Dean, University of Palermo.

School of Law.

Buenos Aires, Argentina

- Francisco Barbosa. Ph.D.

Associated Professor. School of Law.

Externado de Colombia University.

Bogotá, Colombia

- Ferenc Hammer. Ph.D.

Assistant Professor

Institute for Art Theory and Media Studies

Eötvös Loránd University

Budapest, Hungary

- Margarita M. Orozco M.A.

Assistant Professor

School of Journalism and Mass Communication

Externado de Colombia University.

Bogotá, Colombia

Contact Information: Margarita M. Orozco A. margaraorozco@gmail.com

Phone: 57-3123771651.

Media Ethics Division Panel Proposals, 2012 Chicago

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Bogotá, Colombia

Contact Information: Margarita M. Orozco A. margaraorozco@gmail.com

Phone: 57-3123771651.

Media Ethics Division Panel Proposals, 2012 Chicago

TITLE: Native Americans, journalism ethics, and cultural hybridity: How to work out the inherent differences

This could be co-sponsored with Minorities and Communication, and perhaps with Law, as I proposed a somewhat similar PF&R panel to Law. I would support this being a PF&R panel for Law, though I would prefer for this to be a research panel.

This research panel would talk about the very delicate and difficult ethical issues that arise when journalists come to Indian Country to report. For instance, the SPJ Code of Ethics encourages journalists to promote openness and access. This conflicts with other provisions of the same code, especially when it comes to minimizing harm of those we cover. How do we justify the ethics of journalists when those ethics conflict with ethical viewpoints of those being covered? By using cultural hybridity as a theoretical framework, we can discuss the interplay and negotiation of Western and indigenous concepts. I plan on submitting an AEJMC paper that uses this approach. Rebecca Tallent and I are working on a scholarly book on this and related topics. I have not contacted the others about participating yet, but I believe they could be interested and available.

Panelists could include:

Kevin R. Kemper, University of Arizona;
Rebecca Tallent, University of Idaho;
Patty Loew, University of Wisconsin;
Cristina Azocar, San Francisco State University.

Contact information for the person proposing the panel: Kevin R. Kemper, krkemper@email.arizona.edu, CELL 520-903-4461

Media Ethics Division Panel Proposals, 2012 Chicago

TITLE: Global Ethics: International Contexts and their Implications for Pedagogy

PROPOSED CO-SPONSOR: International Division (of which I am also a member)

PANELISTS:

Moderator: Robert S. Fortner, Professor of Law and Ethics, Department of Journalism and Mass Communication, American University in Bulgaria; and Executive Director of Media Research International

Participants: Clifford G. Christians, Professor Emeritus, School of Journalism, University of Illinois at Urbana-Champaign, & Fulbright scholar, Finland, Fall 2011; Stephen Ward, Burgess Professor of Journalism Ethics, School of Journalism and Mass Communication, University of Wisconsin-Madison; Mark Fackler, Professor of Communication Ethics, Department of Communication Arts & Sciences, Calvin College & frequent visiting professor to universities in East Africa; one other participant from the International Division

DESCRIPTION:

The increasing attention given to journalism and media ethics within AEJMC is dominated by perspectives developed within the free press tradition of the United States. Unfortunately, in many parts of the world there is not a similar set of guarantees in place. Some countries license journalists; others operate under severe censorship or demands made on them by state-monopoly media. Others are intimidated by organized crime, drug cartels, or naked thuggery. Countries that lived under Communist dictatorship have only had twenty years of experience with democracy and their populations have, by and large, not yet accepted the close relationship that more-established democracies assume exists between the activities of the press and the creation and maintenance of democratic values. Their press is itself often corrupted by “yellow” and “envelop” journalism that is also practiced in the developing world. How, then, can ethics be taught in such circumstances? How can it be established as a defining characteristic of professional practice and as a means to withstand the manifold pressures that journalists in such countries encounter on a daily basis? And how are publics to be taught that ethical practice is necessary to develop reliable, honest, and probing journalism in a vibrant democracy? How, then, should journalism and media ethics be taught effectively in such non-US contexts?

CONTACT INFORMATION:

Robert S. Fortner, rfortner@aubg.bg; Robert.fortner@sbcglobal.net; robtfortner@gmail.com. Mobile: 616-634-2462

Media Ethics Division Panel Proposals, 2012 Chicago**The role of Journalism Reviews in the 21st Century**

The panel I'd propose would examine the role of journalism reviews in the 21st century -- are they doing good work, what changes must be made, is there a future for them, etc

Possible panel members:

Mike Hoyt, executive editor of Columbia Journalism Review.

<mh151@columbia.edu>

Rem Rieder, editor and senior vice-president of American Journalism Review

<editor@ajr.org>

Bill Babcock, editor, Gateway Journalism Review.

<wbabcock49@gmail.com>

Thus, I'm proposing getting the three of us on one panel to discuss where reviews have been, where they are now, where are they headed, can they survive, do they any longer make a difference. Should you both think this a good idea for your respective conferences, the focus of the panels could shift as you like as some of the audience members for both APPE and AEJMC might be the same and you'd not want to have a duplication of panels within a five-month period.

Contact person:

Bill Babcock

Southern Illinois University Carbondale

wbabcock@siu.edu

Media Ethics Division Panel Proposals, 2012 Chicago

Title: "Phone Taps and Perp Walks: Privacy for Suspects and Victims, an International Perspective"

Panel members:

Robb Cribb reporter for the Toronto Star and former president of the Canadian association of journalists

Chicago crime reporters to be named

Romayne Smith Fullerton and Maggie Jones Patterson, Duquesne University

Bastiaan Vanacker Loyola University Chicago

Jumping off point of this panel is the press's phone tapping in England and the photograph of Dominic Straus Kahn's perp walk in NYC that caused so much fuss this summer. What do these incidents say about different attitudes toward privacy? What kinds of attitudes do we have in the U.S. and Canada about the privacy of accused criminals and victims?

How do they differ from those in parts of Europe where the free press is highly valued, yet ethics policies and legal regulation protect both accused and convicted criminals? Do North American journalists protect victims more than those in Europe? When do (should?) privacy considerations outweigh a story's news value?

Cosponsors: newspaper & online news division, international communication

Contact:

Maggie Patterson

Duquesne University

patterso@duq.edu

412.396.6447

**Civic & Citizen Journalism Interest Group, AEJMC 2012
Joint Session Proposal**

Proposal for J-Lab luncheon

Funded by a grant from the Ethics & Excellence in Journalism Foundation

New News Labs:

The Rise of University Entrepreneurial News Startups

Around the country, journalism programs are launching news websites to cover their communities, state capitals, or public issues on a day-to-day basis. These are genuine news initiatives that take many forms and they are quite different from the blogs or websites that house student assignments for a particular class. We examine different models and how they operate.

Moderator: Jan Schaffer, director of J-Lab, American University.

Panelists:

Willa Seidenberg, Intersections SouthLA, USC-Annenberg

Lydia Chavez, MissionLocal, Berkeley

Joe Bergantino, New England Center for Investigative Reporting, Boston University

Kim Grinfeder, GrandAveNews, U-Miami

**Civic & Citizen Journalism Interest Group, AEJMC 2012
Joint Session Proposal**

Type: Panel Teaching

Title: Beyond the Blog: Creating a News Website for Your Classroom

Moderator: Jim Stovall, University of Tennessee

Panelists:

Jake Batsell, Assistant Professor, Southern Methodist University

Erin Whiteside, Assistant Professor, University of Tennessee

Carrie Brown, Assistant Professor, University of Memphis

Panelist to be named

Description: Many professors use student-created blogs in their classrooms to teach some of the concepts of online journalism, such as immediacy, lateral reporting, interactivity and community involvement, etc. But an individual blog does not give the student the full experience of the news website – that is, having his or her work appear in context and association with that of other students. This panel offers practical, non-technical solutions to news website creation and management and a discussion by professors who have used news websites in their courses.

POSSIBLE PANEL CO-SPONSORS: Community Journalism, Newspaper Division, Media Management, Communications Technology & Policy, Sports Communication
Also partner with Intercollegiate Online News Network (ICONN).

**Civic & Citizen Journalism Interest Group, AEJMC 2012
Joint Session Proposal**

Type: Research

Title: What's Next for Research on Participatory Journalism?

Panel organizer and contact information:

Seth Lewis, assistant professor, School of Journalism and Mass Communication, University of Minnesota–Twin Cities; sclewis@umn.edu; 612-626-8516.

Proposed moderator:

Seth Lewis; has published a number of journal articles on this topic (and could serve as a panelist should there be a need for a fourth person).

Proposed panelists:

- Jane Singer, associate professor, School of Journalism & Mass Communication, University of Iowa; Singer is the lead editor of the recent book *Participatory Journalism: Guarding Open Gates at Online Newspapers* (Wiley-Blackwell, 2011), and is widely considered a leading authority on this type of research.
- Sue Robinson, assistant professor, School of Journalism & Mass Communication, University of Wisconsin; she has published extensively on questions of citizen / participatory journalism, including a major piece (“‘Journalism as Process’: The Organizational Implications of Participatory Online News”) in the Autumn 2011 issue of *Journalism & Communication Monographs*.
- Avery Holton, doctoral student, School of Journalism, University of Texas at Austin; he has been exploring novel contexts for this kind of research—e.g., by conducting interviews with citizen journalists to assess their perceptions about participation.

Description: There is now a large and growing body of academic work on participatory journalism (e.g., as manifest in studies examining citizen journalism, user-generated news content, social media and journalism, newsroom practices oriented to civic/citizen engagement, and so on). This provides a good moment to reflect on lessons learned, themes developed, and (most importantly) areas yet to explore. This panel aims to generate discussion around the next steps for research on participatory journalism. Panelists will address questions such as: What kinds of spaces (literal / virtual / figurative) should we, as researchers, be exploring? What kinds of theoretical connections should we be making? What kinds of questions have gone unaddressed? And what kinds of methods and tools should be deployed in improving this line of inquiry?

Possible panel co-sponsors: Newspaper and Online News Division, Communication Technology Division, Media Ethics Division

**Civic & Citizen Journalism Interest Group, AEJMC 2012
Joint Session Proposal**

Panel Title: Journalism Education: A Broadening Mission

Panel Type: Teaching or Research

Possible Co-sponsors: Scholastic Journalism, Community Colleges Journalism Association, Newspaper

Summary of Session:

This panel tasks journalism departments and schools with reaching beyond their majors to non-majors, community college and high school students and their neighboring communities in order to help educate the public to be more discerning consumers of and credible contributors to online information. Stony Brook led the effort to build a more discerning news audience with its innovative news literacy program. Now colleges and universities across the country can and should invent their own approaches. What kind of outreach is possible? What kinds of programs work best? What are the challenges and what are the opportunities?

Possible Panelists include:

Howie Schneider or Dean Miller, SUNY Stony Brook

Renee Hobbs, Media Education Lab, Temple University

Alan Miller, The News Literacy Project

Mark Hallett or Clark Bell, McCormick Foundation

Josh Benton, Nieman Journalism Lab

Dan Gillmor, Knight Center for Digital Media Entrepreneurship, Arizona State

Jessica Goldfin, Knight Foundation

W. James Potter, University of California-Santa Barbara

Contact Person(s):

Stephanie Craft

Associate Professor

School of Journalism

University of Missouri

CraftS@missouri.edu

Geanne Rosenberg

Director of the Harnisch Collaborative Future of Journalism Projects

Baruch College

CUNY

geanne.rosenberg@baruch.cuny.edu

geanne.rosenberg@journalism.cuny.edu

**Civic & Citizen Journalism Interest Group, AEJMC 2012
Joint Session Proposal**

Panel Title: Media or New Literacy, Media Fluency and Other Iterations

Panel Type: Teaching or Research

Possible Co-sponsors: Civic & Citizen Journalism, Mass Communication & Society, Newspaper

Summary of Session:

No matter what you call it, and despite the differences in history, perspective and varying approaches, there is common ground in the literacy realm. Virtually everyone agrees that students and the broader public are overwhelmed and undereducated when it comes to grappling with the tangle of information bombarding them in the online world. And yet, in our increasingly communication-intensive world, the abilities to distinguish between credible information and spin, to recognize the value of independent high quality information, and to contribute credible information are all crucial to individual success and meaningful civic engagement and to having an informing, functional society. How do we conceptualize this emerging expanding field? How might better conceptualizations aid secondary and post-secondary educators in developing and evaluating literacy curricula?

Possible Panelists include:

Howie Schneider or Dean Miller, SUNY Stony Brook

Renee Hobbs, Media Education Lab, Temple University

Alan Miller, The News Literacy Project

Mark Hallett or Clark Bell, McCormick Foundation

Josh Benton, Nieman Journalism Lab

Dan Gillmor, Knight Center for Digital Media Entrepreneurship, Arizona State

Jessica Goldfin, Knight Foundation

W. James Potter, University of California-Santa Barbara

Contact Person(s):

Stephanie Craft

Associate Professor

School of Journalism

University of Missouri

CraftS@missouri.edu

Geanne Rosenberg

Director of the Harnisch Collaborative Future of Journalism Projects

Baruch College, CUNY

geanne.rosenberg@baruch.cuny.edu

geanne.rosenberg@journalism.cuny.edu

CCJA- SESSION PROPOSALS FOR AEJMC 2011 CONFERENCE- CHICAGO**SESSION 1**

TYPE: Teaching

TITLE: CURATING THE NEWS

SESSION SUMMARY: This session will look at ways to teach student journalists how to curate the web using Storify and how to use curation more effectively to add community voices to news coverage. Using social media for content will be discussed.

POSSIBLE CO-SPONSOR: SPIG

MODERATOR: Candace Perkins Bowen, Kent State

POSSIBLE PANELISTS: Brian Steffen, Simpson College
Mitzi Lewis, Midwestern State
Susan Lewis, Abilene Christian
Toni Albertson, Mt. San Antonio College

ESTIMATED COST: NONE

CONTACT: Toni Albertson
Professor of Journalism and Adviser of Student Media
President, CCJA
909-594-5611 EXT. 6130
CELL: 310-883-4680
E-MAIL: talbertson@mtsac.edu

CCJA- SESSION PROPOSALS FOR AEJMC 2011 CONFERENCE- CHICAGO**SESSION 2**

TYPE: Teaching

TITLE: GOING LIVE, BLOGGER STYLE

SESSION SUMMARY: News sites like the Huffington Post are doing live blogging to publish up-to-the minute news. These posts are a mixture of links, quotes, tweets, and some original news from journalists on the scene. This session will look at ways to implement live blogging on online student newspaper websites, and will discuss ways to teach students how to conduct responsible journalism in a moment's notice.

POSSIBLE CO-SPONSOR: Communications Technology Division

MODERATOR: John Kerezy, Cuyahoga College

POSSIBLE PANELISTS: Elena Jarvis, Daytona State
Robert Mercer, Cypress College
Larry Leach, Chabot College
Tony De Mars, Texas A&M

ESTIMATED COST: NONE

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CCJA- SESSION PROPOSALS FOR AEJMC 2011 CONFERENCE- CHICAGO**SESSION 3**

TYPE: Teaching

TITLE: USE WITH CAUTION! FACT CHECKING SOCIAL MEDIA

SESSION SUMMARY: This session will look at how social media is changing the practices and processes of verifying the accuracy of crowdsourcing. We will discuss the use of social networking sites such as Facebook and Twitter and look at ways to fact check these sites for valid information and sources.

POSSIBLE CO-SPONSOR: SPIG

MODERATOR: Toni Albertson, Mt. San Antonio College

POSSIBLE PANELISTS: Rob Fuentes, SUNY Rockland
Mitzi Lewis, Midwestern State
Carol Dykers, Salem College
Susan Lewis, Abilene Christian

ESTIMATED COST: NONE

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CCJA- SESSION PROPOSALS FOR AEJMC 2011 CONFERENCE- CHICAGO**SESSION 4**

TYPE: Teaching

TITLE: GOING LIVE – IT’S AS EASY AS 1-2-3!

SESSION SUMMARY: This session will show you how to teach your students to broadcast live on your newspaper website using free software. You will learn how to cover news and events on your campus while it’s happening using no more than a Flip camera and laptop, or a smart phone.

POSSIBLE CO-SPONSOR: Communication Technology Division

MODERATOR:

POSSIBLE PANELISTS: Robert Mercer, Cypress College
Larry Leach, Chabot College

ESTIMATED COST: NONE

CONTACT: Toni Albertson
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CCJA- SESSION PROPOSALS FOR AEJMC 2011 CONFERENCE- CHICAGO**SESSION 4**

TYPE: Teaching

TITLE: IT'S ALL IN THE MESSAGE: HOW TO ATTRACT A NEW BREED OF JOURNALISM STUDENTS

SESSION SUMMARY: With print newspapers going out of business and all the talk about journalism changing, students are coming into journalism programs confused and lacking motivation. This panel will teach you ways to motivate your students into self- learners who are ready to take on the new evolution of journalism.

POSSIBLE CO-SPONSOR: ICIG

MODERATOR:

POSSIBLE PANELISTS: John Kerezy, Cuyahoga College
Brian Steffen, Simpson College
Toni Albertson, Mt. San Antonio

ESTIMATED COST: NONE

CONTACT: Toni Albertson
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CCJA- SESSION PROPOSALS FOR AEJMC 2011 CONFERENCE- CHICAGO**SESSION 5**

TYPE: Teaching

TITLE: THE CHANGING MAJORITY: EDUCATING JOURNALISM STUDENTS IN HISPANIC-SERVING INSTITUTIONS

SESSION SUMMARY: Is there a different approach to minority issues in journalism when the traditional minority is the majority in your institution and community? Do students growing up in a strong majority Hispanic population see their roles differently than that of previous generations? This panel will examine the Hispanic majority population and look at ways to teach journalism to this population.

POSSIBLE CO-SPONSOR: AEJMC, MINORITIES AND COMMUNICATION DIVISION

MODERATORS: Rob Fuentes, SUNY Rockland

POSSIBLE PANELISTS: Rosa Santana, Scripps College

ESTIMATED COST: NONE

CONTACT: Toni Albertson
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President, CCJA
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CELL: 310-883-4680
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CCJA- SESSION PROPOSALS FOR AEJMC 2011 CONFERENCE- CHICAGO**SESSION 6**

TYPE: Teaching

TITLE: MAGAZINE WRITING IN A DIGITAL WORLD

SESSION SUMMARY: This panel will discuss the challenges facing student magazine writers and will look at ways to adapt to this changing environment. We will look at the future of magazines delivered on tablet computers and ways to produce content for this new medium.

POSSIBLE CO-SPONSOR: CMA Magazine Division

MODERATORS: Toni Albertson, Mt. San Antonio College

POSSIBLE PANELISTS: John Capouya, University of Tampa
Roy Peter Clark, Poynter Institute
Mary Spillman, Ball State

ESTIMATED COST: NONE

CONTACT: Toni Albertson
Professor of Journalism and Adviser of Student Media
President, CCJA
909-594-5611 EXT. 6130
CELL: 310-883-4680
E-MAIL: talbertson@mtsac.edu

CCJA- SESSION PROPOSALS FOR AEJMC 2011 CONFERENCE- CHICAGO**SESSION 7**

TYPE: Teaching

TITLE: ENTREPRENEURAL JOURNALISTS: THE JACKS AND JILLS OF ALL TRADE

SESSION SUMMARY: This session will look at the new journalist, the one who not only writes and edits, but understands how to use technology. The entrepreneurial journalist can film and edit video, record and edit audio, write, publish, and curate the web, and use social networking for crowdsourcing and marketing. You will learn how turn your students into journalists with the skills necessary to get them hired.

POSSIBLE CO-SPONSOR: SPIG

MODERATOR: Suzy Smith, Ball State

POSSIBLE PANELISTS: Dan Reimold, College Media Matters
Toni Albertson, Mt. San Antonio College
Doreen Marchionna, Pacific Lutheran
Brian Steffen, Simpson College

ESTIMATED COST: NONE

CONTACT: Toni Albertson
Professor of Journalism and Adviser of Student Media
President, CCJA
909-594-5611 EXT. 6130
CELL: 310-883-4680
E-MAIL: talbertson@mtsac.edu

CCJA- SESSION PROPOSALS FOR AEJMC 2011 CONFERENCE- CHICAGO**SESSION 8**

TYPE: Teaching

TITLE: USING TECHNOLOGY TOOLS TO MAKE A STORY BETTER

SESSION SUMMARY: This session will show you how teach your students to incorporate the latest tools and applications into your online publications and how to be better digital storytellers. You will learn how to teach your students to create videocasts and audio slideshows, along with some cool free tools to make online sites come alive.

POSSIBLE CO-SPONSOR: AEJMC Technology Division

MODERATOR:

POSSIBLE PANELISTS: Robert Mercer, Cypress College
Larry Leach, Chabot

ESTIMATED COST: NONE

CONTACT: Toni Albertson
Professor of Journalism and Adviser of Student Media
Vice President, CCJA
909-594-5611 EXT. 6130
CELL: 310-883-4680
E-MAIL: talbertson@mtsac.edu

CCJA- SESSION PROPOSALS FOR AEJMC 2011 CONFERENCE- CHICAGO**SESSION 9**

TYPE: Teaching

TITLE: WANT TO BE A JOURNALISM ENTREPRENEUR? START WITH A BLOG

SESSION SUMMARY: The buzz is that journalism students must become “entrepreneurs” but this often leaves students wondering how and where to start. The most fundamental thing a student can do is to start a blog. This session will show you how to get your students on the road to entrepreneurship. They might even like it!

POSSIBLE CO-SPONSOR: SPIG

MODERATOR: Mary Spillman, Ball State

POSSIBLE PANELISTS: Toni Albertson, Mt. San Antonio College
John Copouya, University of Tampa
Mitzi Lewis, Midwestern State
Dan Reimold, College Media Matters

ESTIMATED COST: NONE

CONTACT: Toni Albertson
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CCJA- SESSION PROPOSALS FOR AEJMC 2011 CONFERENCE- CHICAGO**SESSION 10**

TYPE: Teaching

TITLE: STORIES FOR THE WEB

SESSION SUMMARY: It's one thing to put your newspaper online but what happens after the first post? This session will show you how to teach student editors to understand the difference between stagnant print stories and online stories that must "come alive" to attract readers.

POSSIBLE CO-SPONSOR: SPIG

MODERATOR: Susan Lewis, Abilene Christian

POSSIBLE PANELISTS: Roy Peter Clark, Poynter
Suzy Smith, Ball State
Elena Jarvis, Daytona State

ESTIMATED COST: NONE

CONTACT: Toni Albertson
Professor of Journalism and Adviser of Student Media
President, CCJA
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**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel Weathering the Storm: What Happens When News Personnel Make the News

Type PF&R

Developer
Jeanne Rollberg
Associate Professor
501.569.3250
University of Arkansas at Little Rock

Summary

This month's crisis involving the KARK-TV weatherman waking next to a corpse that had a dog collar around his neck in a whirlpool tub has created an idea for a panel. In recent years, news and weather people have sometimes been the topics of negative news stories for nervous TV stations. How do stations/newspapers [maybe] handle coverage when their own personnel make negative news? Or when competitors' personnel make the news? Also, is there any systematic training in newsrooms [that doesn't happen after a crisis] for personnel about their personal behaviors and its potential impact on the station and themselves potentially? And are there behavior/morals clauses in contracts anymore? How should station p.r. be handled during these tricky times? [Not sure who could handle this.]

Suggested Partners Ethics or Media Management.

Suggested Panelists

Jeanne Rollberg, University of Arkansas at Little Rock, moderator and/or panel explainer of the weatherman/dead man case:

A Chicago TV producer/personnel manager who is knowledgeable in this area. [Chicago RTVJ member Lee Hood of Loyola University-Chicago knows several of these and believes it would be no problem to get one.]

William R. Davie, Louisiana-Lafayette, could provide perspective on other similar cases and their outcomes

If the panel is shared with another division, other panelists from that division would be great additions.

Cost ?

**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel Technology Tunnel Vision: Considering the Have-Nots at AEJMC

Developer

Laura K. Smith

Chair, Professional Freedom & Responsibility

Electronic News Division

Summary

The focus of this year's conference is "Content in a New Media World". This is a welcome shift because according to some AEJMC members, we're getting a little myopic. In St. Louis, our focus was clearly on technology. "Technology Futurists," web designers, and social media gurus were the belles of the ball. In countless sessions, we urged each other to embrace technology and all it can do for our students, ourselves and our media futures. There were demonstrations and examples. It was all very visual and interesting to watch. But a focus on content delivery isn't the same thing as content production.

We're responsible for more than teaching our students how and when to tweet. We're also responsible for instilling in them the values that journalists live by – telling quality stories that serve our communities' localism and diversity needs. According to a recent report released by the FCC in 2011, entitled The Information Needs of Communities: The changing media landscape in a broadband age, we're aren't doing our best serving the local news needs of the less privileged and less well-connected.

This panel is designed to refocus some energy on our community members for whom digital access and financial deficits are a real, every day struggle. What efforts are we making to reach them? Are we designing content directed to their lives and experiences? Are we speaking the same language? Are we seeking out their stories and turning their experiences into content from which our entire "market" can benefit? Who are we as journalists – and what do we value? This panel focuses our attentions on our professional responsibilities to under-served communities.

Suggested Partners Anyone doing Digital Divide Research would be extremely good

Suggested Panelists Anyone doing Digital Divide Research would be extremely good. I didn't have time to flesh out the panelists at this point. BUT I KNOW I COULD DO IT QUICKLY if it "makes."

Cost ? No costs.

**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel Innovating Social Media in the classroom An international perspective

Developer Karen M. Turner

Summary

The ubiquitous nature of social media has revitalized journalism curricula. Educators world-wide are experimenting with new and innovative ways to apply these evolving tools, which at times pushes the boundaries of social media as news platforms. In keeping with the theme, "Content in a New Media World," the panel will explore how educators are using social media to better prepare the next generation of journalists and media professionals to effectively navigate the increasingly multicultural media landscape. We'll also explore the challenges. We'll hear from faculty who are stepping outside of traditional teaching methods to use these tools in the classroom.

Suggested Partners

I anticipate we will identify others through the Communication Technology and International Communication divisions.

I know of potential international panelists but they may need to be skyped in. Is this possible?

Suggested Panelists

Susan Jacobson, Temple University (committed)

Francesca Viola, Temple University (committed)

Cost ?

**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel Documentary and Narrative Non-Fiction in the Digital Age

Developer

Kathleen M. Ryan, kathleen.ryan@colorado.edu

Tom Mascaro, thinkcivil@att.net

Rachel Davis Mersey, rdmersey@northwestern.edu

Rachel Davis Mersey, Ph.D.

Assistant Professor, Medill School of Journalism

Research Director, Media Management Center

Fellow, Institute for Policy Research

Northwestern University

1870 Campus Drive, 3rd Floor

Summary

The transformations in media technologies are also changing how narrative non-fiction stories are told. The old paradigm was that a documentary director or author crafted a story that was presented fully formed to a largely unknown audience. This notion of how a story is told in the digital age has evolved in the contemporary media landscape to a much more participatory process where the audience is fully engaged in multi-platform storytelling. From book “trailers” to interactive documentaries, crowdsource funding to “traditional” documentaries and magazine essays, this panel will explore what it means to tell a story in the contemporary media landscape.

Suggested Partners Magazine Division

Suggested Panelists

Rose Esber, documentary director and oral historian, in production on a film about Helen Thomas

Lauren Kessler, Professor, University of Oregon School of Journalism and Communication, author of *My Teenage Werewolf*

Katerina Cizek, director of the award-winning web documentary *Out My Window*, winner of the inaugural IDFA DocLab Award for Digital Storytelling at the International Documentary Festival

Mat Honan, Editor of *Longshot Magazine*, a experimental project in designing and publishing a magazine in 48 hours using the tools of social media and crowdsource funding.

Cost ?

**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel Arab Spring on TV: Global Perspectives on Coverage of CNN, BBC, and Aljazeera

Developer Mary T Rogus, Ohio University

Summary PF&R Panel

This panel will bring together international journalism educators from the Middle East and other regions of the world to compare and contrast coverage of the Arab Spring. Panelists will bring global perspectives to CNN, BBC and Aljazeera coverage and reaction of viewers in their countries to that coverage. The panel discussion will provide a broad range of perceptions about the themes, and perceived biases of the coverage from these three major international news organizations.

Suggested Partners

International Communication Division,
Mass Communication and Society

Suggested Panelists

Moderator: Mary T Rogus, Ohio University

Panelists: Five journalism educators from group of 18 who will attend AEJMC as part of State Department Study of the U.S. Institute (SUSI) on Journalism and Media program hosted by Ohio University. We will choose scholars whose research is in the area of media effects and journalism coverage. Last year scholars came from the following countries: Turkey, Egypt, Sudan, Yemen, Nigeria, Poland, Estonia, Vietnam, Malaysia, India, Kenya, Columbia, Czech Republic, Pakistan, Nepal, Ukraine. Specific names and countries will be provided as soon as SUSI 2012 participants are chosen, which will probably be in February. All panelists would be members of the Electronic News and International Communication divisions.

Note that this panel will be highly diverse

Cost ? None

**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel The State of the Industry: Print, Broadcast and Online.

We take a look, overall, at the state of the industry for which we prepare so many of our students. In this time of change and uncertainty, it's more important than ever for our members to understand exactly where the industry stands ... where it expects to go ... and what that means for the future of journalism.

Developer Bob Papper [Bob.Papper@hofstra.edu] Bob Papper, Hofstra University ... 516-463-4100

Summary Professional Freedom and Responsibility (PF&R)

Suggested Partners Newspaper, Media Management

Suggested Panelists

Bob Papper, Moderator and Presenter (Hofstra University and Director, RTDNA/Hofstra University Annual Survey).

Kevin Benz, Chairman, Radio Television Digital News Association

Richard Karpel, Executive Director, American Society of News Editors

Earl Wilkinson, Executive Director, International Newsmedia Marketing Association

Jane McDonnell, Executive Director, Online News Association.

Cost ? Historically, I have been able to arrange this without cost to AEJMC. These days, who knows.

**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel Social Media: Metrics and Analytics

Research
PF&R
Teaching

Developer
Jeremy Harris Lipschultz, Nebraska at Omaha
School of Communication
The University of Nebraska at Omaha
Arts and Sciences Hall, 108A
6001 Dodge Street
Omaha, NE 68182-0112

Summary

AEJMC, meeting in Chicago for its 100th anniversary, should leverage resources in one of the largest and most vibrant media markets. Across journalism, broadcasting, public relations and advertising social media have become increasingly important. In the words of Edelman Chicago President Rick Murray, social media engagement is "a very big deal." Computer mediated communication (cmc) reflects the need to cultivate identity (branding), interaction and online community development, maintenance and growth.

Suggested Partners

Advertising Division
Communication Technology Division
Mass Communication & Society Division
Public Relations Division
Theory and Methodology Division

Suggested Panelists Moderator: Jeremy Harris Lipschultz, Nebraska at Omaha

Kevin Saghy, social media specialist for the Chicago Cubs (former PRSSA president)
Rebecca Denison, Digitas
Mark LeBien, Chicago Tribune Senior Digital Editor
Chuck Hemann, Edelman PR Chicago
Carol Fowler, VP, FOX Chicago News
David Kameron, Loyola University

Cost ? None

**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel Video Storytelling: New content on new platforms for Journalism and PR

Developer

Contacts: Tony Silvia, tony@mail.usf.edu

Terry Anzur, terryanzur@yahoo.com

Regards, Terry Anzur

Terry Anzur Coaching Services

(626) 353 9111

<http://terryanzur.com>

Summary

Summary: Video isn't just for TV reporters anymore. Internet video is booming, and everyone from print journalists to public relations practitioners has to master the skills once reserved for TV news. This panel will cover why and how you should teach the basic skills needed to present a story, and prepare to interview or be interviewed on camera.

Suggested Partners

Suggested Panelists

Possible speakers: Tony Silvia, USF, and Terry Anzur, talent consultant, co-authors of "Power Performance: Multimedia Storytelling for Journalism and Public Relations. <http://www.wiley.com/WileyCDA/WileyTitle/productCd-1405198699.html>

Lee Hood, Loyola Chicago

Casey Cora, patch.com, or other Chicago-based multiplatform journalist

Frank Whittaker, VP of news, WMAQ-TV or other Chicago-based multiplatform media manager

Public relations educator or practitioner TBD from PR division of AEJMC.

Cost ? Cost: We will try to pick panelists from the Chicago area, or those already planning to attend AEJMC, so cost is minimal. We will need a projector and screen to show video examples and power points. Session could include sample exercises to improve on-camera storytelling.

**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel Past Bliss Winners Talk about Quality Teaching

Developer

Gary Hanson

Professor

School of Journalism and Mass Communication

101B Franklin Hall

Kent State University

Kent, OH 44242

phone: 330-672-8300

email: glhanson@kent.edu

Summary

Here's a panel idea for AEJMC. We'd have to make sure we could get the right panelists, but I'd proposal a session with past Bliss winners to talk about quality teaching. What were some of the life-long lessons from their teaching that are applicable to today's students? We might add a new faculty member fresh from the industry (or academy) to the mix to talk about good teaching from their perspective. Let me work on a catchy title.

Suggested Partners

Suggested Panelists

Cost ?

**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel Proposed Teaching Panel: “Storytelling in Electronic Media—The Bridge Between Public Relations and Broadcast Journalism”

Developer
Susan Balcom Walton
Brigham Young University
(801) 422-6094
susan_walton@byu.edu

Jared L. Johnson
Brigham Young University
(801) 422-1528
jared.johnson@byu.edu

Summary

Historically, the relationship between journalists and PR practitioners has been one of tension. Public relations practitioners seek to navigate the complex relationship with journalistic gatekeepers, and these gatekeepers strive to maintain an objectivity that at times seems diametrically opposed to public relations’ advocacy. Over a year ago, Brigham Young University Professors Jared Johnson and Susan Walton began jointly teaching public relations and journalism students how to develop effective pitches—to the media (for public relations students) and to editors, listeners and readers (for journalism students). In the course of this project (featured as a Great Ideas for Teaching presentation at the 2011 AEJMC National Conference), they found a significant point of common ground in both disciplines: the need for good storytelling. Both journalists and public relations practitioners need to tell good stories, and the “pitch” is the bridge that connects these two disciplines—the practitioner’s story told compellingly to the journalist, and the journalist’s story then told compellingly to an audience. Walton and Johnson have observed through their own experiences and through the feedback of other educators and practitioners that in this age of “sound bite” communications and social media without context, the art of good storytelling is becoming jeopardized. However, when public relations practitioners and journalists work together, both groups tell better stories and forge better working relationships. In the classroom, this understanding provides common ground for teaching important principles of good story writing. This proposed teaching panel would bring together experts from both public relations and broadcast journalism to share perspectives on the art of storytelling as a medium of exchange between public relations professionals and broadcast journalists.

Suggested Partners Public Relations Division

Suggested Panelists

Susan Balcom Walton, associate chair, Department of Communications, Brigham Young University (public relations),
Jared R. Johnson, Ph.D., assistant professor, journalism, Brigham Young University (broadcast journalism)
Professor Robert S. “Pritch” Pritchard, University of Oklahoma, Gaylord College of Journalism and Mass Communications (public relations).
Macon McGinley, professor of journalism, Georgia College & State University

Cost ? None

**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel Technology Tunnel Vision: Considering the Have-Nots at AEJMC

Developer Laura K. Smith
Chair, Professional Freedom & Responsibility

Summary The focus of this year's conference is "Content in a New Media World". This is a welcome shift because according to some AEJMC members, we're getting a little myopic. In St. Louis, our focus was clearly on technology. "Technology Futurists," web designers, and social media gurus were the belles of the ball. In countless sessions, we urged each other to embrace technology and all it can do for our students, ourselves and our media futures. There were demonstrations and examples. It was all very visual and interesting to watch. But a focus on content delivery isn't the same thing as content production.

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This panel is designed to refocus some energy on our community members for whom digital access and financial deficits are a real, every day struggle. What efforts are we making to reach them? Are we designing content directed to their lives and experiences? Are we speaking the same language? Are we seeking out their stories and turning their experiences into content from which our entire "market" can benefit? Who are we as journalists – and what do we value? This panel focuses our attentions on our professional responsibilities to under-served communities.

Suggested Partners
Anyone doing Digital Divide Research would be extremely good.

Suggested Panelists
Laura K. Smith, Huston-Tillotson University
1-2 additional members, Electronic News Division (perhaps George Daniels?)
2 members, co-sponsoring

Cost ?

**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel Content Concerns in the New Media Landscape: Will history repeat itself or will we respond to the call?

Developer
Laura K. Smith
Chair, Professional Freedom & Responsibility
Electronic News Division

Summary

Come gather 'round people
Wherever you roam
And admit that the waters
Around you have grown
And accept it that soon
You'll be drenched to the bone
If your time to you is worth savin'
Then you better start swimmin' or you'll sink like a stone
For the times they are a-changin'
Bob Dylan, 1967

Perhaps one of Dylan's most popular songs, these lyrics remind many of us of the need to stand up and be part of something new, something different. In the 60s, the Kerner Commission issued a report raising concerns about the tone and quality of media reporting, especially as it related to coverage of African Americans and Civil Unrest. Just this year, a working group of the Federal Communication Commission issued another report raising concerns about local and accountability reporting, again, with particular attention to under-served communities. Entitled The Information Needs of Communities: The Changing Media Landscape in a Broadband Age, the report has triggered conversations across the country about ways in which the media – both mainstream and non-mainstream – can begin to address deficiencies in local reporting. This panel seeks to bring that conversation to AEJMC.

Suggested Partners
Perhaps co-sponsored with Minorities in Communication?

Suggested Panelists
Laura K. Smith, Huston-Tillotson University
Glenn Frankel, Director, School of Journalism, UT Austin
Steve Waldman, Author and Member, FCC Working Group
Carolyn Stroman, Howard University (and Editor of the Howard Journal of Communication)
Representative, the Knight Foundation

Cost ?

**Electronic News Division
Joint Session Proposals Chicago Conference**

Panel Innovation or Annihilation: The Future of Journalism Curriculum in America (The Conversation Continues)

Developer
Laura K. Smith
Chair, Professional Freedom & Responsibility
Electronic News Division

Summary

Content isn't the only thing changing in the New Media World. So is the nature of Journalism curriculum – so much so that Journalism schools across America are undergoing seismic shifts. The changes are far more significant than breaking down the traditional walls between print and broadcast. Entire programs are shutting down or merging with other communication and marketing specialties. Some administrators question the continued need for specialized Journalism training when “everyone today is a journalist.” Where is the line between our need for innovation and potential annihilation? What role do Journalism programs have to play in the future of liberal arts education in America? What is our responsibility to the institutions we work for... and what is their responsibility to us? This panel examines differing approaches to Journalism education in the digital age. At the request of many members of the audience, this panel advances the conversation begun on the subject last year in St. Louis by focusing more on the institutional pressures on programs today and solutions we might pose to maintain our professional and pedagogical expertise on our campuses.

Last year, this was a Teaching Panel. This year, the focus is on Professional Freedom and Responsibility (stressing the institutional angles). Because last year's panelists were all teachers, I believe we should bump it up a notch to Directors and Deans. Perhaps we could co-sponsor again with Cultural and Critical Studies Division?

Suggested Partners

Moderator/Presider: Laura Smith, Huston-Tillotson University

Suggested Panelists

2 members, co-sponsoring division
2-3 members, our division:
Sonya Duhe', Director, Loyola New Orleans (potential)
Don Heider, Dean, Loyola Chicago (potential)
John Wright, Dean, University of Florida

Cost ?