

Joint Session Proposal: AEJMC Conference
August 8-11, 2013, Washington, D.C.

Panel Title: Academics and Professionals: A Conversation

Panel Type: PF&R

Panel Co-Sponsorship: AEJMC Council of Affiliates and ASJMC

Description of Panel: The rapidly-evolving world of technology has changed journalism education and the communications industries we serve forever. This panel brings leaders in both the academy and the industry together to talk about what needs to be a continuing conversation involving issues, implications, partnerships, entrepreneurial efforts, etc.

Panelists: Steve Geimann, Bloomberg News*; David Boardman, Seattle Times, president of ASNE*; Peggy Kuhr, Montana, president of ASJMC*; Jerry Ceppos, Louisiana State* (*confirmed)

Moderator: Diane McFarlin, Florida

Contact Person: Lillian Lodge Kopenhaver, Dean Emeritus and Professor, School of Journalism and Mass Communication, Florida International University, kopenhav@fiu.edu, 305-733-1179.

Joint Session Proposal: AEJMC Conference
August 8-11, 2013, Washington, D.C.

Panel Title: Plagiarism: The Growing Threat to Credibility

Panel Type: PF&R

Panel Co-Sponsorship: AEJMC Council of Affiliates (Society of Professional Journalists, American Society of News Editors) and Small Programs Interest Group

Description of Panel: Plagiarism issues are costing the media dearly--in credibility, which is declining each time a study is done. This panel of experts will explore what can and should be done and how educators can assist in preparing the next generation of writers.

Panelists: John Ensslin, Bergen Record, past-president, Society of Professional Journalists*; Marcus Brauchli, editor, The Washington Post, or John Temple, managing editor, The Washington Post*; Craig Silverman, regrettheerror.com.* (*confirmed)

Moderator: TBA

Contact Person: Lillian Lodge Kopenhaver, Dean Emeritus and Professor, School of Journalism and Mass Communication, Florida International University, kopenhav@fiu.edu, 305-733-1179.

Joint Session Proposal: AEJMC Conference
August 8-11, 2013, Washington, D.C.

Panel Title: Student Media, J-School Newsrooms, and Class Publications: Can they Coexist?

Panel Type: PF&R

Panel Sponsorship: Law & Policy and The AEJMC Council of Affiliates (Associated Collegiate Press)

Description of Panel: As journalism programs encourage their students to publish class material either to showcase students' multimedia, blogging and social media skills or in an effort to fill gaps in news coverage through school-sponsored journalism projects, numerous issues can come to light. The move toward laboratory journalism and the shift toward a "teaching hospital model" of journalism education have the potential to create a tension between journalism schools and independent or semi-independent student media. While large schools with well-funded independent student media might be able to easily draw the line between the student press and in class journalism projects, other institutions may not. What is the impact on the institution when students are publishing material on a university sponsored website for credit? If the institution moves toward greater oversight, either to provide news to local communities or a national audience or simply to help their students build an Internet based portfolio, how are the legal liability of the school and the editorial autonomy of student media affected? What are the best practices for separating student media from school-sponsored media? How should faculty and student media advisers handle complaints about content from administrators? What happens to the public interest when local coverage, reliability and credibility are at risk?

Possible Panelists:

Jane Kirtley, Minnesota*

Frank LoMonte, Student Press Law Center*

Brant Houston, Illinois

Kristin Gilger, Arizona State

Moderator: Peter Bobkowski, assistant professor, Kansas

Contact Person:

Lillian Lodge Kopenhaver, Dean Emeritus and Professor
School of Journalism and Mass Communication
Florida International University
kopenhav@fiu.edu

*panelist has committed to participate on the panel

Joint Session Proposal: AEJMC Conference
August 8-11, 2013, Washington, D.C.

Panel Title: How New Technologies Can Make You a Better Teacher

Panel Type: Teaching

Possible Co-sponsors: AEJMC Council of Affiliates and Scripps Howard Foundation

Summary of Session:

This year's AEJMC/Scripps Howard Foundation Teacher of the Year and finalists are creatively using new technology to engage and educate students. Discover how they're not only keeping pace with accelerating changes in the media landscape but staying ahead of the curve. Identify ways you, too, can make technology a valuable teaching assistant.

Panelists:

- Katy Culver, University of Wisconsin – Madison
- Jennifer George-Palilonis, Ball State University
- Cindy Royal, Texas State University – San Marcos

Estimated Speaker Costs:

None

Contact Person:

Sue Porter, Vice President/Programs, Scripps Howard Foundation
312 Walnut Street, Cincinnati, OH 45202
(513) 977-3030
(513) 977-3800 (FAX)
porter@scripps.com

Joint Session Proposal: AEJMC Conference
August 8-11, 2013, Washington, D.C.

Panel Title: Funders Continue the Conversation: How to Pitch Irresistible Grant Applications

Panel Type (Same as 2012): Teaching

Possible Co-sponsors: AEJMC Council of Affiliates, Knight Foundation, Scripps Howard, McCormick

Summary of Session: Why are some grant requests funded while others that appear even more meritorious denied? Journalism funders are back this year to further demystify the grant application process. Learn how to make sure your next great idea gets the respect – and funding – it deserves.

Panelists (We can select from this list or add recommendations):

- Mike Philipps, Scripps Howard Foundation
- Eric Newton, Knight
- Clark Bell, McCormick
- Sue Hale, Ethics and Excellence in Journalism
- Calvin Sims, Ford
- Ben Shute, Rockefeller Brothers Fund
- Sheila Solomon, Chicago Tribune Foundation
- Elspeth Revere, MacArthur

Estimated Speaker Costs: None

Contact Person:

Sue Porter, Vice President/Programs, Scripps Howard Foundation
312 Walnut Street, Cincinnati, OH 45202
(513) 977-3030
(513) 977-3800 (FAX)
porter@scripps.com

CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2013 Washington, D.C.

Panel title: Mentoring in the Workplace: Feminism, Communication and Changes in the Workplace for Women and their Families

Panel type: PF&R

Possible co-sponsors: Commission on the Status of Women
Public Relations Division
Graduate Student Interest Group

Panel description: These panelists who work inside the Beltway will discuss their own career paths in media and public relations professions and how mentors helped them along the way. In addition, they will discuss the ways that they mentor younger professionals, especially women, to help them navigate both office and national politics. They will also address the wide-ranging conversation about women and their families coping when both parents work, especially in the nation's capital. The having-it-all myth was called into question for the next generation by Anne-Marie Slaughter, an international affairs professor at Princeton and former director of policy planning at the U.S. State Department, who wrote about her own career/family struggles for the Atlantic in summer 2012.

Possible panelists: Alison Plessinger, Booz Allen Hamilton, Washington, D.C. (confirmed)
Maria Darby, president, Association of Change Management Professionals (tentative)
Susan Levitan, American Federation of State, County & Municipal Employees (tentative)

Co-sponsor Panelists:

Possible moderator: Jacqueline Lambiase, TCU (CCS, CSW and PR Division member)

Estimated cost: none

Contact Person: Jacqueline Lambiase
TCU Schieffer School of Journalism
Box 298060
Fort Worth, TX 76129
817.257.6552
j.lambiase@tcu.edu

CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2013 Washington, D.C.

Panel title: Enlarging the Sphere of Legitimate Controversy: Is that a Good Thing?

Panel type: PF&R

Possible co-sponsors: Open

Panel description: There have been countless “future of news” discussions. And there have been countless claims about how the Internet and social media will improve democracy. And, now more recently, there have been more cautious claims about “The Myth of Digital Democracy.” Years ago Daniel Hallin conceptualized a sphere of consensus, sphere of deviance, and a sphere of legitimate controversy. Expanded journalistic practices and a changing media political economy have expanded that sphere of legitimate controversy. But is this a good thing? If so, what does this say about our commitment to facts and to pragmatic problem solving? If not, what does this say about our commitment to democracy? This panel will explore these questions from a variety of perspectives.

Possible panelists: Sue Robinson
Matt Powers
Robert L. Handley
Michael Schudson
Rodney Benson
Steve Reese

Possible moderator: Open

Estimated cost: none

Contact Person: Robert L. Handley, Ph.D.
University of Denver
2490 S. Gaylord St.
Denver, CO 80208
(303) 871-3832
robert.handley@du.edu

CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2013 Washington, D.C.

Panel title: Class Warfare in the Classroom and University

Panel type: PF&R

Possible co-sponsors: Graduate Student Interest Group

Panel description: At 2012 AEJMC Chicago, panelists discussed “class warfare in the mainstream” media, taking historical perspectives of media and labor issues, examining Occupy Wall Street in the news, and discussing illegal unpaid internships. This panel represents an effort to continue the discussion of class by broadening to issues in the classroom and university. In the classroom, how can we facilitate democratic deliberations of class without turning it into “war”? Or, do we want war?

How can student media advisors encourage reporting about class issues in a fair and insightful way? What are the class divisions in the university (e.g., non-tenure track and tenure-track and tenured positions), and what, if anything, can or should be done to overcome those divisions? What are our roles as communication scholars in an era when class inequalities are at extreme highs? This panel will explore these issues from the “top” and “bottom” of these class hierarchies.

Possible panelists: Chair of Dept.
Tenured Prof.
Assistant Prof.
Non-Tenured Prof.

Possible moderator: Christopher Martin

Estimated cost: none

Contact Person: Robert L. Handley, Ph.D.
University of Denver
2490 S. Gaylord St.
Denver, CO 80208
(303) 871-3832
robert.handley@du.edu

CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2013 Washington, D.C.

Panel title: From Technology to Pedagogy: Cultural and Critical Instruction in the Digital Age

Panel type: Teaching

Possible co-sponsors: Graduate Student Interest Group

Panel description: As technological and cultural changes continue to transform the environment both inside and outside the classroom, how can instructors harness the power of these changes? The challenges and opportunities of critique in the digital age are explored in this panel, which seeks to offer strategies and best practices for cultural and critical pedagogy.

Possible panelists: Instead of something formal this might make an interesting roundtable that could include more people. Each panelist gives a specific teaching example, like an assignment, and talks about what worked and what didn't.

Possible moderator: Any of the CCS Teaching Chairs are available

Estimated cost: none

Format: A roundtable discussion examining successful strategies and practices of using technology to further the aims of pedagogy within cultural and critical approaches. Specific examples will be highlighted along with their potential promises and problems. Some examples may include:

- Using social networking to highlight issues of ownership, presumption, and information control
- Utilizing blogs and podcasts as alternative teaching materials
- Does technology support, or interfere with, instruction - how much technology is too much?
- Cell phones in the classroom - turning a distraction into a feedback tool.

Contact Person: Aaron Heresco aaronheresco@gmail.com

CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2013 Washington, D.C.

Panel title: "From ClassROM to ClassROOM: Exploring Hybrid Learning to Encourage Student Collaboration"

Panel type: Teaching

Possible co-sponsors: Open
Graduate Student Interest Group

Panel description: Simply integrating computers, software, and media into the classroom is no longer enough to appeal to the current generation of mass communication students. Their cultural influences come from more diverse media and subcultures; and their skill-sets and lifelong immersion in technology have caused them to develop a fundamentally different understanding of accessing information than any preceding generation. How can we as instructors of critical and cultural studies meaningfully integrate new tools into the classroom and enhance hybrid learning environments? The online component of a mass communication hybrid course ought to leverage the collaborative and peer-networked nature of the internet – a learning space where ideas and content can be synthesized and remixed in order to better facilitate student learning. This panel will explore the steps we can take to ensure the (virtual) learning environment facilitates our students' success in their academic endeavors.

Possible panelists: Danielle Graci, Rutgers, The State University (confirmed)
"Teaching Millennials: Costs and Benefits to Hybrid Learning"

Trystram Spiro-Costello, Rutgers, The State University (confirmed)
"Liturgy of Literacy: Adapting to Post-Literate Students"

Vyshali Manivannan, Rutgers, The State University (confirmed)
"Embracing Alternatives to Textbooks in Emergent Media"

Sheena Raja, Rutgers, The State University
"Student Collaboration: Maximizing and Evaluating Student Discussions Online"

Possible moderator: Danielle Graci, Rutgers, The State University

Estimated cost: None

Contact Person: Danielle Graci
Daniellegraci@gmail.com (732) 932-7500
Rutgers, The State University
School of Communication and Information
4 Huntington Street
New Brunswick, NJ 08901-1071

CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2013 Washington, D.C.

Panel Title: Victims, Villains, and Law Enforcement: Representations of Gender in Crime Media

Panel type: Research Panel

Possible Co-sponsors: Mass Communication & Society Division
Entertainment Studies Interest Group
Commission on the Status of Women

Panel Description: This panel will discuss representations of gender in crime media (fiction as well as news), to identify persistent patterns and potential stereotypes in such portrayals. Panelist presentations will discuss media portrayals of crime victims, crime suspects, or crime investigators (or a combination of these) and how gender is socially constructed through such media content. A variety of methodologies will be employed in these presentations, but each will attempt to answer how femininity and/or masculinity are portrayed in crime media content, and what are the broader implications of such representations. Panel will include media scholars as well as criminologists.

Possible Panelists: Joan Conners, Randolph-Macon College (confirmed)
CBS' CSI and investigator gender: Stereotypes persist
Katie Foss, Middle Tennessee State University (confirmed)
"TV's 'Final Girl': Gender and Victimization in Contemporary Crime Dramas
Cheryl Chambers or Linda Waldron, Christopher Newport University (possible)
"Masculinity and HBO's The Wire"
Kate Whiteley, York College (possible)
"News media portrayals of female killers"

Possible Moderator: Joan Conners, Randolph-Macon College

Estimated Cost: None

Contact Person: Joan Conners
Randolph-Macon College
205 E. Patrick St.
Ashland, VA 23005
jconners@rmc.edu
804-752-7342

CULTURAL AND CRITICAL STUDIES DIVISION
 PANEL PROPOSAL
 2013 Washington, D.C.

Panel title: Solving the "Sexual Question": Applying Gramscian Hegemony to Women's History, Media and Feminism

Panel type: Research or PF&R

Possible co-sponsors: History
 Media Ethics
 Commission on the Status of Women

Panel description: The dynamics of gender in the 21st century play out in media coverage of women's issues as well as in the industry itself. Antonio Gramsci saw the exclusion of women from full participation in collective political life as class-independent, as noted by Green (2011) in *Rethinking the Subaltern*, Post-colonial Studies. How can we apply Gramsci's perspective to both understand and transform the framing of women as the "Other" as we work toward a more progressive and socially just society? This timely panel ties Gramsci's thinking on feminist progress to current work in the areas of women's history, media history and literacy, ethics, and feminism.

Possible panelists: Jane Slaughter, New Mexico (confirmed)
 "Gramsci in Women's History"
 Ana Garner, Marquette (confirmed)
 "Regulating Motherhood in Support of the State: The Role of the Press during Wartime"
 Meenakshi Gigi Durham, Iowa (confirmed)
 "Uncanny Hegemonies: Reckoning with Feminism and Power through a Gramscian Lens"
 Ralph Beliveau, Oklahoma (confirmed)
 "Still Not Empowering? The Intersection of Gramsci, Feminism, and Critical Media Literacy"
 Co-sponsor Panelist

Possible moderator: Open

Estimated cost: none

Contact Person: Ralph Beliveau, Oklahoma
 beliveau@ou.edu
 (405) 325-4169

CULTURAL AND CRITICAL STUDIES DIVISION
PANEL PROPOSAL
2013 Washington, D.C.

Panel title: From the newsroom to the academy, transferring your journalists skills into a research agenda

Panel type: Research

Possible co-sponsors: AEJMC's Diversity Task Force, MAC, Commission on the Status of Minorities

Panel description: Conducting research, exposing people to different methods, what interested you in the journalism profession to begin with? This panel is about how journalists can use the skills they learned in the newsroom and transfer those skills into a research agenda. These are all approaches to critical and cultural studies of media.

Possible panelists: Angie Chuang, Assistant Professor of Journalism, American University. Teaching Chair of MAC (Minorities and Communication), research and teaching focuses on race and identity issues in the news media; 13-year career in newspaper journalism, (confirmed)

Jayne Cabbage, Ph.D., Professorial Lecturer of Journalism, American University. Research focuses on media literacy for and news coverage of African Americans; has more than 20 years of industry experience in broadcast, print and multimedia journalism (confirmed)

Teresa Housel, Ph.D., Associate Professor of Communication, Hope College
Areas of research: Mass Media and Cultural Studies, Print Media and Journalism, International Communication, and Qualitative Research Methods; industry experience includes: news and features (confirmed)

Earnest L. Perry, Ph.D., Associate Professor of Journalism, Missouri School of Journalism. Joined the staff of the Columbia Missourian as a city editor, while working full time at the Missourian, earned master's and doctorate degrees; research focuses on African-American press history and media management, (confirmed)

Possible moderator: Indira Somani, Ph.D., Assistant Professor of Journalism, Howard University, co-chair of AEJMC's Diversity Task Force and former television news producer, CNBC and WJLA (D.C.) (confirmed)

Estimated cost: none

Contact Person: Indira S. Somani, Ph.D.
Dept. of Journalism, School of Communications
Howard University, 525 Bryant St., N.W.
Washington, DC 20059
email: indira.somani@howard.edu
Phone: 202-806-5118 , cellphone: 202-441-0606
preferred email: isomani@aol.com

CULTURAL AND CRITICAL STUDIES DIVISION
 PANEL PROPOSAL
 2013 Washington, D.C.

Panel title: Visual Expressions of National Memory and Personal Remembrance: Multilevel Meanings of Memorials

Panel type: Research or Teaching

Possible co-sponsors: Visual Communication
 Religion and Media

Panel description: Visual representations of national memory and personal remembrance and their coverage in mass media provide reification for expressions of loss, grief, and honor. This session addresses theoretical and communicative aspects of memorials at several levels, with emphasis on how the emotive/abstract becomes physical/material. Examples of how planned and spontaneous memorials become part of a landscape—geographically and as a collective cultural experience—will be presented. Topics include the National Mall in Washington, D.C., the Flight 93 Memorial in Shanksville, and the phenomenon of roadside memorials. This panel of experts in critical theory and visual communication offers both rich theoretical material for future research as well as excellent classroom examples.

Possible panelists: Jennifer Jones Barbour, Texas A&M (confirmed)
 “City of Magnificent Distances: Visible Citizenship and the Memorials of Washington, D.C.”

Carolyn Kitch, Temple (confirmed)
 “Visual Culture, Vernacular Memory, and Material Tributes to the Heroes of Flight 93: The Long and Contested Transformation of ‘a Common Field’ into ‘a Field of Honor’”

Lawrence Mullen, Nevada, Las Vegas (confirmed)
 “Life and Death Aesthetics: The Visual Construction of Roadside Crosses”

Co-sponsor Panelist

Possible moderator: Open

Estimated cost: none

Contact Person: Erika Engstrom
 University of Nevada, Las Vegas
 erika.engstrom@unlv.edu
 (702) 895-3639

CULTURAL AND CRITICAL STUDIES DIVISION
 PANEL PROPOSAL
 2013 Washington, D.C.

Panel title: Mediating the Athletic-Educational Complex: Discursive Approaches to the Penn State Scandal

Panel type: Research

Possible co-sponsors: Mass Communication and Society
 ESIG
 Open

Panel description: The tragedy of the Penn State football child abuse scandal and the ensuing media coverage have raised a number of issues related to the power of authority, celebrity, and the mythic nature of a university football town. This panel examines the tension between the university's desire to control the narrative surrounding the scandal and the community's desire to have its voice heard, both in the local sphere and on the national media stage. Underlying this debate is the larger issue of the neoliberalization of higher education, through a bureaucratic and community obsession with commodifiable aspects of the university at the expense of both educational and moral principles.

Possible panelists:

Chenjerai Kumanyika, Penn State University

"'The Daisy Chain of Denial:' National, Local, and Virtual Narratives in the Sandusky Child Abuse Scandal"

Christine Quail, Ph.D. McMaster University

"'You're Either With Us or Against Us': Post-9/11 Discourse and the Penn State Scandal."

Doug Tewksbury, Ph.D. Niagara University

"Penn State's Rebooted Branding of Atonement and Accountability"

Kalen Churcher, Ph.D. Niagara University

"Which Scandal Do You Mean?: Celebrity Spectacle and an Overshadowing of Truth in the Sandusky Child Abuse Scandal"

Kathalene A. Razzano, Ph.D., George Mason University

"Power, Responsibility and Authority: The Act of Witnessing in the Penn State Scandal"

Co-sponsor panelist(s)

Possible moderator: None

Estimated cost: None

Contact Person: Doug Tewksbury
 Niagara University, Communication Studies Department
 Niagara University, NY 14109
 dtewksbury@niagara.edu 716-286-8338

CULTURAL AND CRITICAL STUDIES DIVISION
 PANEL PROPOSAL 2013 Washington, D.C.

Panel title: Creativity in Feminist Cultural Studies Research: Methods of Writing, Narration, and Interpretation

Panel type: Research

Possible co-sponsors: CSW, ICD, CTM

Panel description: How can the field of feminist cultural studies nurture creativity in writing and narrative representations of research? Writing in cultural studies and qualitative research is not just the last step in the research process nor is it an instrumental means to “report” results. Borrowing from the critical humanities, modes and genres of narration and writing in cultural studies, including the subfields of feminist and critical race studies, offer scholars epistemological and political choices, ways of organizing knowledge, and channels for articulating positions and arguments. But this raises crucial for feminist scholars: How can we create an environment that is more open to unconventional narrative forms? Addressing creativity in writing and the representation of knowledge from different theoretical standpoints, a diverse group of panelists—with interests in Venezuela, the United States, and India—will share their perspectives on the central place of writing in feminist cultural studies research.

Possible panelists: Dr. Carolina Acosta-Alzuru, University of Georgia (Confirmed) CCS
 “Conjuring my “Patronus” to fight off the “Dementors”: Daring to be engaging and experimental in my academic writing”
 Dr. Gigi Durham, University of Iowa (Confirmed) [CCS and CSW]
 “Writing media cultures across policed lines: The risks and rewards of textual trespassing”
 Dr. Radhika Parameswaran, Indiana University (Confirmed) [CCS and CSW]
 “Writing transnational feminist cultural Studies: The messiness of impure archives and contaminated nations”
 Dr. Janice Peck, University of Colorado, Boulder (Confirmed) CCS
 “Approaching Writing from a Materialist Feminist Perspective: The Dialectic of the Political and the Personal in Doing Cultural Studies Research”

Possible moderator: Dr. Spring-Serenity Duvall, Assistant Professor, Communications Department, University of South Carolina-Aiken (confirmed)

Estimated cost: None

Contact Person: Dr. Radhika Parameswaran, Professor, School of Journalism
 Ernie Pyle Hall 200
 940 E. 7th Street
 Indiana University
 Bloomington, IN 47405
 rparames@indiana.edu Home: (812)-369-4518 (best number to call)

HISTORY DIVISION
AEJMC 2013 Conference Joint Session Proposal

History Division Contact Person: Lisa Burns, Lisa.Burns@quinnipiac.edu

Panel Title: Beyond Words: Working with Photos

Panel Type: Panel Research

Possible Co-sponsors:

Visual Communication Division; Magazine Division; Critical and Cultural Studies; Communication Technology Division

Summary of Session:

This panel will explore the opportunities (and limits) for scholars of journalism history in working with photographs. For most of its existence in America, journalism has had a visual dimension – from early cartoons to engravings to maps and photos. Many scholars, however, neglect the visual record in order to focus on traditional written sources such as newspapers, diaries, letters, memoirs and the like. Many archives and other repositories – including the ultimate source, the Library of Congress – have extensive holdings of historical photos, and many of these have been digitized in recent years and can now be readily accessed online. These photographs can be “interrogated” like any other primary source, to enrich our understanding of the past. They can also be used to extend our teaching. These panelists will explain the ways they have used photos from the 19th and 20th centuries and discuss the ways that scholars and teachers might go beyond “Google images” into original scholarly inquiries.

Panelists:

*Christopher B. Daly (Boston University), author, *Covering America*.

*Helena Zinkham, Chief, Prints & Photographs Division, Library of Congress.

Susan Moeller (University of Maryland), author, *Shooting War: Photography and the American Experience of War*.

Jon Else (UC-Berkeley), producer and director of documentary films “*Eyes on the Prize*” and “*A Job at Ford’s*”

(*confirmed; others are pending)

Estimate Speaker Costs: None

Contact Person for Panel:

Chris Daly

Associate Professor of Journalism, Boston University

Chrisdaly44@gmail.com

HISTORY DIVISION
AEJMC 2013 Conference Joint Session Proposal

History Division Contact Person: Lisa Burns, Lisa.Burns@quinnipiac.edu

Panel Title:

Newseum in the Classroom: Using (and Critiquing) the Freedom Forum's Huge Interactive News Museum

Panel Type: Teaching

Possible Co-sponsors: Critical & Cultural Studies; Mass Communication & Society

Summary of Session:

In 2008, right in the heart of Washington, the Freedom Forum opened its new \$450-million, seven-floor interactive museum of news and the history of a free press. Since then, it has become a popular tourist and student-group site, a snazzy high-tech interpretation of the history of news and its progress. It's also a useful resource for undergraduate media history classes, for field trips (such as for Washington & Lee, which sponsors a bus trip for about 50 students every term) or lesson plans. Michael Freeman, who teaches his GWU Media History class at the Newseum, says his students love it and Newseum curators and instructors are helpful. In what ways could this be used more as a resource for our survey courses on Media & Society or journalism history? And what do media historians (many of whom were called on to help with interpretation) say about the grand narrative presented to the public by the Newseum?

Panelists:

Prof. Michael Freeman, GWU, mfr@gwu.edu, 202-437-1952

Barbara McCormack, director of education, Newseum, bmccormack@newseum.org or Kristi Kenneth of the Newseum.

Two scholars from co-sponsoring Division/Interest Group that have an interest in the Newseum and/or museum studies

Moderator: Doug Cumming, Washington & Lee University

Estimate Speaker Costs: None

Contact Person for Panel:

Doug Cumming, cummingd@wlu.edu, 540-570-0293

HISTORY DIVISION
AEJMC 2013 Conference Joint Session Proposal

History Division Contact Person: Lisa Burns, Lisa.Burns@quinnipiac.edu

Panel Title: "Content and Complements: Media History in the Curriculum"

Panel Type: Teaching

Co-sponsor: Council of Affiliates (confirmed)

Summary of Session:

The purpose of this curriculum project is to propose models of implementing media history. Need for such modeling of history inclusion was demonstrated through the evidence gathered by the American Journalism Historians Association's Taskforce for History in the Curriculum. The survey results presented by the multi-year taskforce resulted in its recently being elevated to an AJHA standing committee, the History in the Curriculum Committee. The current curriculum project is being pursued in two phases, with the first phase particularly targeted to the core curriculum of accredited JMC schools. This first phase, which examines structural considerations of inclusion and proposes new tools for measurement, will culminate with the Presidents' Panel at the 2012 AJHA convention (October 2012). The second phase deals more specifically with course and co-curricular content and constitutes the focus of this panel that is being proposed to the Council of Affiliates for the 2013 AEJMC conference.

Panelists:

Osabuohien Amienyi (Arkansas State), "Building a Core Component: A Foundation of Legacy Media"

Jon Marshall (Northwestern), "The Past is Alive: Incorporating History into a Current Issues Class"

Michael Murray (Missouri-St. Louis), "Emphasizing History's Ties to the Profession: Relating Course Content to Developing Curricular Models"

Kathy Bradshaw (Bowling Green State), "Sponsored Opportunities: Media History Experiences through a Lens of Diversity"

Estimate Speaker Costs: None

Contact Person for Panel:

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

HISTORY DIVISION
AEJMC 2013 Conference Joint Session Proposal

History Division Contact Person: Lisa Burns, Lisa.Burns@quinnipiac.edu

Panel Title: Washington's Women Journalists: Challenges and Changes in Political Reporting

Panel Type: PF&R

Co-sponsor: Commission on the Status of Women (confirmed)

Summary of Session:

Women journalists have been working in Washington, D.C. since the earliest days of the nation's capital. Yet, unlike their male counterparts, they have always faced unique challenges related to gender and the notion that politics is a man's world. On one hand, women reporters fought against sex segregation, proving they could cover presidents and Congress as well as first ladies and society events. Yet they have also been instrumental in giving voice to so-called "women's issues" that are often overlooked by their male colleagues. This panel will examine the many challenges and changes faced by female journalists over the years. From the capital's earliest women correspondents and influential publishers to today's political reporters, the panelists will offer a broad perspective on the professional roles, responsibilities, and accomplishments of Washington's women journalists.

Possible Panelists:

Maurine Beasley (Maryland), "Women of the Washington Press: A Historical Perspective"

Kimberly Wilmot Voss (Central Florida), "'Are We Going to Remain the Lost Sex?': Catherine East and Vera Glaser as Agents of Change for Women in Washington."

Lisa Burns (Quinnipiac), "First Ladies and Female Reporters: Gender and Journalism Intersect"

Krissah Thompson (Washington Post), "Covering the White House Today"

Melinda Henneberger (Washington Post), "She the People: Political Blogging & Contemporary Women's Issues"

Estimate Speaker Costs: None

Contact Person for Panel:

Lisa M. Burns, Ph.D.
Quinnipiac University
275 Mount Carmel Ave., SB-MCM
Hamden, CT 06518
203-582-8548; Lisa.Burns@quinnipiac.edu

HISTORY DIVISION
AEJMC 2013 Conference Joint Session Proposal

History Division Contact Person: Lisa Burns, Lisa.Burns@quinnipiac.edu

Panel Title: "What the Hell's the Use of a Journalism Degree?"

Panel Type: Teaching

Co-sponsor:

Small Programs Interest Group (SPIG) – confirmed. This panel proposal is also being submitted by Prof. Elizabeth Atwood, Hood College, through SPIG, with History Division as co-sponsor.

Summary of Session:

With rising college costs and debt, and a weak job market in journalism and other professions, this panel will discuss ways to make the case to students, parents and college administrators for a journalism education rooted in the liberal arts. Emphasizing the importance of history and a rich knowledge of democratic theory and practice, the panel will focus on the unique rationale of smaller programs and the success of their graduates. The case being made is a critique of the professional-training model of a journalism education.

Possible Panelists:

Doug Cumming, Washington & Lee University, on alumni satisfaction rankings as outcome measurement

Elizabeth Atwood, Hood College

Cindy Simoneau, Southern Connecticut State University, on journalism grads switching successfully to business websites and other communication jobs

Cheryl Mann Bacon, Abilene Christian University, with statistics on recent graduates' employment.

John Muncie, intern coordinator for Washington & Lee University

W. Joseph Campbell, American University

John Jenks, Dominican University

Estimate Speaker Costs: None

Contact Person for Panel:

Doug Cumming, cummingd@wlu.edu, 540-570-0293;

Liz Atwood, Hood College, Atwood@hood.edu; 301-696-3231

HISTORY DIVISION
AEJMC 2013 Conference Joint Session Proposal

History Division Contact Person: Lisa Burns, Lisa.Burns@quinnipiac.edu

Panel Title: International Pathways to Public Relations through History

Panel Type: PF&R

Possible Co-sponsors: Public Relations Division (confirmed)

Summary of Session:

This panel explores the reality-making power of both the public relations field and proto-public relations by investigating broader, conceptual questions concerning the ways in which public relations rose as a practice and a field in different places, in different cultures, and at different times in history. In representing a portion of a larger project, a new book on public relations history,*these panelists will offer a more expansive view of the field and of the practice that will be meaningful to public relations scholars, regardless of their method of inquiry, and to mass communication historians, regardless of their disciplinary specialty.

Panelists:

Burton St. John, III (Old Dominion University), The Good Reason of PR: The Selling of a Field.

This presentation compares/contrasts the rhetoric of good reasons for the utility of public relations as they appeared in the PR News publication of both 1950 and 2000 and points to lingering implications.

Karen Miller Russell (University of Georgia), Arthur Page and the Professionalization of Public Relations.

This presentation investigates why public relations professionals and scholars idolize a man who didn't think their specialization should even exist.

Prof. Dr., Johannes Gutenberg (Universität Mainz, Germany) Forgotten Roots of International Public Relations: Attempts of Czechoslovakia, Germany, Great Britain, and Poland to Influence the United States during World War I. This presentation addresses the effects of PR by four countries on America's decision to enter World War I.

Amos Zikusooka (Makerere University), The PR Matrix: Environment, Culture, and Power Relations in Uganda's Public Relations Practice, 1890-1970.

This presentation focuses on how public relations in Uganda, (non-professionally interpreted as 'people relations') is inherently embedded in the Ubuntu African cultural and social relationship paradigm.

Barbra Natifu,**University of Oslo, babsnatif@yahoo.co.uk

Estimate Speaker Costs: None

Contact Person for Panel:

Margot Opdycke Lamme (University of Alabama), lamme@apr.ua.edu, 205.348.5628

AEJMC 2013 Conference Joint Session Proposal

Magazine Division

Contact: Liz Fakazis, lfakazis@uwsp.edu; 715-252-4335 (cell)

Panel Title: Teaching Marathon: Magazines and [Fill in the name of your division]

Panel Type: Teaching

Possible Co-sponsors: Visual Communication, Scholastic Journalism, Small Programs Interest Group

Description:

The Magazine Division has participated in four Teaching Marathons—the first in Boston, the second in Denver, the third in St. Louis, and the fourth in Chicago. All four were fun, interesting, and well attended. They differed from most AEJMC panels because 10 to 12 journalism instructors had five minutes each to present a cool technique or tip for designing a syllabus, generating story ideas, incorporating multimedia, designing logos, or teaching magazine writing, editing, design, production, management, or publishing. Everyone in the audience went home with a stack of tips. The audience asked questions and contributed ideas. We received lots of positive feedback and thought we'd suggest the Teaching Marathon for 2013.

Possible Panelists (include name, university or professional affiliation, and contact information if possible):

Each division would invite six panelists, for a total of 12. We've had plenty of eager participants in the past.

Estimate Speaker Costs: None

AEJMC 2013 Conference Joint Session Proposal

Magazine Division

Contact: Liz Fakazis, lfakazis@uwsp.edu; 715-252-4335 (cell)

Panel Title: Micro to Macro: Teaching Magazine Editing

Panel Type: Teaching

Possible Co-sponsors: Standing Committee on Teaching

Summary of Session:

This session would share tips, exercises, and concepts to be taught in magazine editing classes. Too often, magazine editing gets lumped in with “copy editing,” but it’s so much more! Each panel member will suggest one concept and one accompanying exercise critical for an introductory course in magazine editing. Topics could include editing for structure, writing great heds and deks, fact-checking, packaging, etc.

Example: Communicating With Writers

Students read and discuss exchanges between editors and writers, using real examples collected by the instructor. Identify the kind of language editors use with writers, how they balance praise with criticism, and what they ask the writer to do. Restructure? Do more reporting?

Assignments:

1. Compare an original/early draft with a published work. What kind of changes did the editor make to the piece in terms of voice, tone, and structure?
2. Give students an article and ask them to write a memo to the writer suggesting revisions.

Possible Panelists (include name, university or professional affiliation, and contact information if possible):

1. Aileen Gallagher, Asst. Professor, S.I. Newhouse School of Public Communications, Syracuse University
aegallag@syr.edu 315-443-2153
2. Jim Shahin, Assoc. Professor, S.I. Newhouse School of Public Communications, Syracuse University
jbshahin@syr.edu 315-443-2381
3. Charles Whitaker, Helen Gurley Brown Research Chair, Northwestern University
847-491-3014 c-whitaker@northwestern.edu
4. Lori L. Tharps, Asst. Professor, Temple University
tharps@temple.edu 215-414-5190

AEJMC 2013 Conference Joint Session Proposal

Magazine Division

Contact: Liz Fakazis, lfakazis@uwsp.edu; 715-252-4335 (cell)

Estimate Speaker Costs: None.

Panel Title: How To Get A Better Publishing Deal: The Art of Negotiating Book, Magazine and other Freelance Writing Contracts

Panel Type: Teaching

Possible Co-sponsors: Law & Policy, Newspaper

Description:

Magazine, book and other freelance writing contracts are often indecipherable one-sided documents that favor the publishers. Because many academics live in a publish or perish culture, they believe that writing contracts are non-negotiable. This notion is false. Writing contracts are negotiable and it is important for writers to understand what language they must have in a contract and what types of clauses are unacceptable. This training session will teach writers how to evaluate their contracts and show them how to negotiate better publishing deals for themselves. By the end of the session, participants will have a better understanding of copyright, secondary rights, electronic rights, rights reversion, audit clauses, resale clauses, royalties, advances, warranty and indemnification clauses, kill fees, and all rights contracts.

I have conducted variations of this session at writing and professional conferences. Most recently, I conducted "The Art of Contracts and Negotiation" as part of the Writing and Selling Your Freelance Stories seminar at the Poynter Institute. This presentation focused on magazine/newspaper/online contract and negotiation strategies for freelance writers. Here is some of the feedback I received from that session:

"Thanks so much for all of your help. I wish I'd known some of your tips sooner."

"I learned so much from your presentation and can't thank you enough. Much, much appreciated."

"Thanks very much for all the useful information."

5/5: This was all very valuable information and I'm so glad I'm now aware of this resource. It was presented very well. It could have been dull, but Paul was very enthusiastic.

5/5: NWU - Concrete, useful information!

5/5: This was really important information that we don't talk about often enough.

5/5: This content-rich presentation is going to come in handy in the future.

I've typically conduct 50 - 60 minute presentations with 15 minutes for Q&A at the end. I believe this type of training would be extraordinarily valuable to any AEJMC member who is freelancing, who is considering a book contract, and/or who is teaching magazine/freelance writing. I can adjust this seminar to focus more on magazine/freelance contracts or more on book contracts, depending on your needs.

Possible Panelists (include name, university or professional affiliation, and contact information if possible):

1. Paul J. MacArthur, Assistant National Contract Advisor, National Writers Union

AEJMC 2013 Conference Joint Session Proposal

Magazine Division

Contact: Liz Fakazis, lfakazis@uwsp.edu; 715-252-4335 (cell)

Estimated Speaker Costs: None

Title: What Do We Talk About When We Talk About Editing These Days?

Panel Type: Teaching or PF&R

Possible Co-sponsors: Internships and Careers IG

Summary of Session:

It used to be simple: you started out on a magazine as a fact-checker, copy-editor, or (most often) gopher. Things have changed dramatically. Just last year, it seemed every graduate had to know SEO. Now? Maybe not. "Sharing is the new SEO," an editor told me, referring to the rise of Facebook and Twitter as platforms for self-curated materials. "People search less, target more. Plus," he added, "it is so easy to teach, we just do it in an hour."

This panel would address the pressing issue of the skill set required of students entering the turbulent magazine industry. Do students seeking a job on the edit side of a magazine need to know about coding? Tablet design principles? Social media? Blogs? And what about that (suddenly old-fashioned) SEO? To what extent is the hiring on the magazine's website and to what extent on the print side? If the former, are there certain skills magazines are looking for, beyond traditional editing chops? Or do good copy-editing, solid research skills, and strong writing endure as values that editors primarily still seek, no matter the platform?

This panel builds on the foundation established by a similar panel at the 2012 AEJMC conference. Representing a wide range of top magazine titles, panelists will help attendees tailor their lesson plans to help students get hired in these challenging times. I would serve as moderator.

Possible Panelists (include name, university or professional affiliation, and contact information if possible):

2. Garrett M. Graff, editor, Washingtonian; confirmed; ggraff@washingtonian.com / 202-862-3503
3. Norie Quintos, exec editor, National Geographic Traveler; confirmed; nquintos@ngs.org / 202-775-6177
4. Rachel Morris, executive editor, The New Republic; confirmed; rmorris@tnr.com / 202-508-4444
5. James Bennett, editor-in-chief, The Atlantic; Bennet cannot attend but a request is pending for a staffer to attend.

Estimate Speaker Costs: \$100 for taxi and/or parking; the panelists all live in the area

AEJMC 2013 Conference Joint Session Proposal

Magazine Division

Contact: Liz Fakazis, lfakazis@uwsp.edu; 715-252-4335 (cell)

Panel Title: Slate magazine and podcasting: Making the editorial process public in the digital age

Panel Type: PF&R

Possible Co-sponsors: Electronic News; Mass Communication and Society; Political Communication IG

Description:

Slate, the online magazine, has been a leader in integrating podcasts into its publication strategy. The flagship podcast, the Political Gabfest, originated as a way of bringing Slate's readers into editorial conference calls, allowing them to hear what reporters and editors talk about so that they can experience the process of journalism as much as the final product. The success of the Political Gabfest has led to at least a dozen other podcasts, some of which run weekly and others for more limited terms. This panel brings together the some of the producers of Slate's podcasts as well as some of the editors and writers who appear on these podcasts. They will discuss how the podcast interacts with the editorial process of the magazine, and share their understanding of what the podcast format brings to the process of publishing an Internet magazine.

Alternatively, or in addition, Slate may be able to produce a live edition of their Political Gabfest at AEJMC, including the regular panelists David Plotz, John Dickerson and Emily Bazelon. Slate occasionally records the Gabfest at the Sixth & I Synagogue, adjacent to the AEJMC conference hotel.

Possible Panelists (include name, university or professional affiliation, and contact information if possible):

1. Andy Bowers, Executive Producer, Slate podcasts andy.bowers@slate.com
2. David Plotz, editor of Slate and host of the Slate Political Gabfest david.plotz@slate.com
3. Josh Levin, Slate sports editor and host of the "Hang Up and Listen" sports podcast josh.levin@slate.com
4. John Dickerson, Slate chief political correspondent and Political Gabfest panelist
5. Emily Bazelon, Slate senior editor and Political Gabfest panelist
6. Moderator: Kevin Lerner, Marist College

Estimate Speaker Costs: n/a

AEJMC 2013 Conference Joint Session Proposal

Magazine Division

Contact: Liz Fakazis, lfakazis@uwsp.edu; 715-252-4335 (cell)

Panel Title: Trauma Journalism: The Cost of Covering Strife and War

Panel Type: PF&R

Possible Co-sponsors: History, Newspaper & Online News

Description:

Journalists who cover war and trauma face not only physical dangers, but suffer emotionally and psychologically as well. In this panel, four journalists who have written about war, the military, and the effect of "trauma journalism" discuss the changing role of journalists in modern conflicts, the emotional and psychological consequences of such coverage, and the many ways, large and small, that trauma journalists have found to motivate their work and keep them writing for yet another day.

Possible Panelists (include name, university or professional affiliation, and contact information if possible):

1. Samantha Quigley, Editor, On Patrol magazine (MODERATOR)
2. Mark Masse, Ball State, author of Trauma Journalism
3. Jackie Spinner, Columbia College (Chicago), author of Tell them I didn't cry: a young journalist's story of joy, loss, and survival in Iraq
4. Another war correspondent

Estimate Speaker Costs: None

AEJMC 2013 Conference Joint Session Proposal
Magazine Division

Contact: Liz Fakazis, lfakazis@uwsp.edu; 715-252-4335 (cell)

Panel Title: Improving Magazine Research

Panel Type: Research

Possible Co-sponsors: History, Graduate Students IG

Description:

This panel is intended to encourage more AEJMC conference submissions to the Magazine Division as well as more submissions of research articles and/or essays to the Journal of Magazine and New Media Research. The panel will offer ideas and advice, and address some of the shortcomings commonly seen in submissions to JMNMR and conference papers submitted to the Magazine Division. The focus will be not only on qualitative research, but also on quantitative studies that consume significant effort but fail to get published due to a design flaw that cannot be corrected through revisions – such as single-message experimental design or a purely descriptive content analysis.

Possible Panelists (include name, university or professional affiliation, and contact information if possible):

1. Carol Schwalbe, University of Arizona, cschwalbe@email.arizona.edu

Presentation Title: Common Flaws in Framing, Visual, and Content Analysis

2. Miglena Sternadori, University of South Dakota, miglena.sternadori@usd.edu

Presentation Title: Common Flaws in Literature Reviews and RQs/Hypotheses

3. Kevin Lerner, Rutgers University/ Marist College, kevinmlerner@gmail.com

Presentation Title: Common Flaws in Magazine and Literary Journalism Research

4. Barbara Friedman, University of North Carolina, bfriedman@unc.edu

Presentation Title: Common Flaws in Historical Research and Gender/Race Representations

5. Glenn Leshner, University of Missouri, leshnerg@missouri.edu

Presentation Title: Common Flaws in Experimental Design and Other Quantitative Research

Estimate Speaker Costs: n/a

AEJMC 2013 Conference Joint Session Proposal

Magazine Division

Contact: Liz Fakazis, lfakazis@uwsp.edu; 715-252-4335 (cell)

Title: "Bold ideas: Magazines that buck convention to enter the market."

Type: PF&R

Description:

Magazine professionals share how they conceptualized, produce and market new magazines (print, digital-native and other).

Possible Co-sponsors:

Possible Moderator:

Possible Panelists: (all in D.C. area)

1. Editor from Atlantic's new site, Quartz

And representatives from the following kickstarter funded publications:

2. Nowhere Magazine: <http://www.kickstarter.com/projects/1135036965/nowhere-magazine>
3. The Baffler: <http://www.kickstarter.com/projects/781473995/the-baffler-magazine/posts> (website: <http://thebaffler.com>)
4. The Intentional: <http://www.prlog.org/11925596-new-magazine-launched-on-kickstarter-the-intentional.html>

Estimated Speaker costs: n/a

AEJMC 2013 Conference Joint Session Proposal

Magazine Division

Contact: Liz Fakazis, lfakazis@uwsp.edu; 715-252-4335 (cell)

Title: Production junction, what's its function: Technological adoption in the workplace

Type: Research

Description

The featured research examines how the content and delivery of some of the industry's circulation leaders has evolved in the last decade. For example, Reader's Digest : <http://techcrunch.com/2012/10/07/readers-digest-tablet-numbers/>.

Members of Comm Tech could include research about other types of news orgs that are (or have) grappled with such workplace innovation.

Possible Co-sponsors: Communication and Technology

Possible Moderator: Carrie Brown, University of Memphis

Possible Panelists:

Estimated speaker costs: none

AEJMC 2013 Conference Joint Session Proposal

Magazine Division

Contact: Liz Fakazis, lfakazis@uwsp.edu; 715-252-4335 (cell)

Title: The Longform Renaissance

Panel Type: PF&R

Possible Co-sponsors: CTEC, Cultural and Critical Studies

Description: This session would explore the current rise of longform journalism on digital platforms. Panelists would present case studies on successful presentations of longform journalism, such as Longform.org, Byliner, The Atavist, The Awl, Gawker Media, Grantland, etc. Panelists would also examine the digital platforms that spurred this renaissance.

Possible Panelists (include name, university or professional affiliation, and contact information if possible):

1. Aileen Gallagher, Asst. Professor, S.I. Newhouse School of Public Communications, Syracuse University
aegallag@syr.edu 315-443-2153
2. Jacqueline Marino Asst. Professor, Kent State University, 301G Franklin Hall
Tel: 330-672-8285 Email: jmarino7@kent.edu
3. Industry Speaker Candidates, Evan Ratliff, The Atavist (cofounder, CEO, editor)
New York City, evan@atavist.com

Mark Armstrong, Longreads (founder), New York City, mark@longreads.com

Choire Sicha, The Awl (founder), New York City, choire@theawl.com

James Bennett, The Atlantic (Editor)
Atlantic Media Company, The Watergate
600 New Hampshire Ave., NW
Washington, DC 20037
202-266-7000, phone

4. Rob Weir
Director of Digital Development
Missouri School of Journalism
Phone: 573-882-5057
E-mail: weirr@missouri.edu

Estimate Speaker Costs: \$500 transportation/lodging (one night) for industry panelist from NYC.

AEJMC 2013 Conference Joint Session Proposal

Magazine Division

Contact: Liz Fakazis, lfakazis@uwsp.edu; 715-252-4335 (cell)

Panel Title: Invited Research Panel – Magazines Go Digital

Panel Type: Research

Possible Co-sponsors: Visual Communication, Media Management, Communication Technology

Description:

In recent years, print magazines have faced many challenges, including the move to the Web, iPads and other mobile devices. Magazines are figuring out new ways to monetize their content, design for multiple platforms, and reach digital audiences via social media. This invited research panel will examine some of the promises and perils of this emerging digital magazine environment.

Possible Panelists (include name, university or professional affiliation, and contact information if possible):

Sheila Webb, Western Washington University, Sheila.Webb@wwu.edu

Jeff Inmann, Drake University, jeff.inman@drake.edu

Estimate Speaker Costs: None

AEJMC 2013 Conference Joint Session Proposal
Advertising Division

Panel Type: Teaching

Division/Sponsor: Public Relations

Potential Co-Sponsor(s): Graduate Student Interest Group and/or Advertising Division

Proposed Panel Title: Research-Based Insights for Teaching Millennials

Panel Description/Summary: Millennials, or those young people born between 1982 and 2002, grew up in a time of economic prosperity, but are coming of age during a time of crisis- and a time of technology explosion. Their “always on” connectivity blurs boundaries and creates highly public lives. They are ambitious, unaccustomed to failure, and struggle with high levels of pressure, stress and anxiety. These qualities profoundly influence Millennials as students, as emerging adults, and as future public relations practitioners. This panel session will provide important teaching insights and strategies grounded in research on Millennials working in the public relations industry. Attendees will learn more about Millennials’ characteristics and learning styles, and have the opportunity to engage in rich discussion with the panelists regarding the challenges of teaching this generation of aspiring practitioners.

Proposed Moderator: An appropriate member of the co-sponsoring division or interest group

Possible Panelists

Understanding the Millennials! generation (Fall and Lubbers)

Teaching insights based on Millennials’ experiences in PR agencies (Gallicano and Matthews)

Emerging media as leadership springboard for Millennials (Remund)

Millennials and their colleagues: Generational considerations (Bailey)

Panel Contact:

Dave Remund, Ph.D., APR

Drake University

Email: david.remund@drake.edu

AEJMC 2013 Conference Joint Session Proposal
Advertising Division

Panel Proposal for Public Relations and Advertising Divisions

Teaching Panel

Title: Teaching IMC within a mass communication curriculum: Faculty challenges and rewards

More and more programs around the country have developed or are considering "Strategic Communication," "Integrated Communication" and "Integrated Marketing Communication" programs for their students. Such programs come in a variety of sizes and shapes, from those in which students in public relations are required to take a few basic advertising classes, or vice versa; those with a common core; programs in which the courses are fully integrated and students take a graduate or undergraduate communications degree in IMC; to melded programs in which these are joint programs between a communication program and a business program.

The problems and potential benefits of such programs have been grist for academic cross-disciplinary arguments for several decades, but what has not been considered is how such programs are staffed, and how faculty members adapt to the changes that teaching in a multi-disciplinary program entails. The proposed panel will discuss how faculty who have primarily taught either public relations or advertising during their careers deal with a melded curriculum.

Moderator: Lynn M. Zoch, School of Communication, Radford University

Potential Panelists: Four panelists, two from public relations backgrounds and two from advertising backgrounds will be drawn from programs that have committed in varying degrees to integrating public relations and advertising courses (see description above). These panelists will be people who are already planning to attend the conference. Potential programs are Florida International, Ithaca College, University of Mississippi, Northwestern, Emerson College and Loyola at Chicago.

Panel Contact:
Lynn M. Zoch, Ph.D.
Director and Professor
School of Communication
Box6932
Radford University
Radford, VA 24142
(540) 831-604 7
lzoch@radford.edu

AEJMC 2013 Conference Joint Session Proposal
Advertising Division

A fresh look at team teaching: morphing, evolving and developing alternative models

Panel Type: Teaching

Possible Co-sponsors: Advertising Division/ Public Relations Division

Ad Division CONTACT: Karen Mallia, University of South Carolina, kmaillia@sc.edu or SOS-777-1164

Summary of Session:

As colleges and universities struggle with funding issues and restructuring journalism programs to fit changing fields of technology and learning needs of students, the traditional lecture-class model deserves to be reconsidered. The idea of team teaching, either through combining course content and jointly planning and presenting course content, or multiple instructors teaching their own area of specialization can have both educational and intellectual benefits. Advertising and Public Relations, in particular, are prime disciplines to team up and develop strategies to give students a variety of not only combined, but also complementary experiences. Many programs suggest, if not require, students to take classes from both tracks to complete their degrees. Does it make sense for these programs to work together?

Panelists would be invited from both cross-discipline and interdisciplinary areas to speak to the pros and cons of these types of classes. Discussion would also look at the mechanics of course design, logistics of scheduling and faculty compensation as well as evaluation procedures for both students and faculty. Research on team teaching dates back to the 1960s and the topic seems to have made a resurgence in the early 21st Century. New concepts in the area of team-teaching include the ability to offer some content in an on-line environment.

Possible Panelists (suggested, but participation not confirmed):

- Emily Kinsky, Ph.D., West Texas A&M University- team taught "Introduction to Integrated Marketing Communication" at Pepperdine University
- Professor Napoleon Byars, Associate Dean for Undergraduate Studies, University of North Carolina Chapel Hill -team taught "Principles of Advertising & Public Relations"
- Professor Coy Callison, Associate Dean for Graduate Studies, Texas Tech University- team taught "Advanced Theory"
- Melissa C. Leavitt, Ph.D., academic staff- Teaching Fellow in the Stanford Program in Writing and Rhetoric.
- Glenda J Alvarado, Ph.D., University of South Carolina, 2006-2007 TEACH (Teaching Effectiveness And Career enHancement) Fellow- moderator.

Estimate Speaker Costs: None

Panel Contact Person: Glenda J Alvarado, Ph.D., University of South Carolina, glenda.alvarado@sc.edu (803) 777-342

AEJMC 2013 Conference Joint Session Proposal
Advertising Division

Panel Title: Intersectionality and the Advertising Classroom: Teaching Contemporary “isms”

Panel Type: Panel Teaching

We’ve identified this session as a teaching session, however, it has components of each of these panel types. It developed out of a sense of our professional responsibility as teachers to integrate a broad understanding and appreciation of diversity into our advertising classrooms in very real ways. It is a teaching session that will incorporate elements of the experiential/practical as well as research-based content which can be used to ground teaching of contemporary “isms.”

Possible co-sponsors: CSW/CCS

Summary of session: Advertising is a business tool with substantial economic influence, but equally and perhaps more important, it is a cultural storyteller. In the process of selling its wares, advertising creates a “symbolic universe where certain cultural values [are] sanctioned and others are rendered marginal or invisible” (Lears, 1994). Groups of people, cultures, and subcultures are represented as being within the nonn or outside it. This is advertising’s power. With that power, comes the responsibility to create what Gloria Steinem called a “more just, compassionate, livable place.” And what of the industry’s apparent sense of that responsibility? More than 30 years ago, Goffman (1979) wrote of advertising’s idealization of iconic and restrictive gender roles. Davila (2001) and Sender (2004) wrote of limited stereotypical portrayals of Lationla and Gay identities. Then too, answers to the critical question-who creates advertising messages, that is, who tells the stories of our culture?-are disturbing. A class action discrimination suit brought about by the NAACP stands as a testimonial to the industry’s “dismally poor performance in diversity.” So too does the fact that 100% of the Super Bowl ads in 2010 had white lead directors. And more recently the “3% Conference” was created out of recognition of the lack of women in top creative posts.

Possible panelists:

*Kim Golombisky ... feminists teaching advertising, feminists teaching wmsst about advertising

*Lana Rakow ... “What does feminist theory have to tell us about advertising?”

Amy Falkner Queer in advertising

Linda Steiner(?) ... feminist ethics and advertising

Radika Parameswaran or Gigi Durham international feminist perspectives on advertising

Caryl Cooper or Jason Chambers ... African Americans in advertising

Bob Jensen activism in the academy

*Peggy Kreshel ... an historical perspective on I advertising professional culture

*confirmed participants; at least three others are near-certain participants

Estimate speaker costs: None

Contact person: (your information)

Peggy J. Kreshel, Grady College of Journalism, University of Georgia, 120 Hooper Street, Athens, GA 30602
kreshel@uga.edu, 706-542-5045

Kim Golombisky, Department of Women’s & Gender Studies CMC 342, University of South Florida, 4202 E. Fowler Ave., Tampa, FL 33620, kgolombi@usf.edu

AEJMC 2013 Conference Joint Session Proposal
Advertising Division

Panel Type: Teaching

Potential Co-Sponsors: Advertising, ComSHER, ICD

This teaching panel will discuss the various types of case study approaches including extensive-detailed, descriptive-narrative, minicase, and problem-based learning; their value to students and teaching tips to running a successful case study in the classroom. The panel will feature veteran case study teachers and authors. Two panelists will have free copies of their textbooks (Crisis Communication: A Case Based Approach and Cases in Public Relations Management) available for attendees. Teaching handouts will also be available.

Participants will learn how teachers can act as facilitators or guides, instead of the “sage of the stage,” and help students develop critical thinking skills while introducing them to problem-solving techniques. The instructor role can range from discussion facilitator that asks meta-cognitive questions such as “How do you know that?” “What assumptions might you be making?” to setting up effective role-playing scenarios for students that asks students to defend their actions in certain situations. Students should be selfreflective in their learning as they find that not everything is black and white in the real world.

Proposed Moderator: Dr. Brenda Wrigley, Syracuse University (not confirmed)

Possible Panelists

Patricia Swann (confirmed)

Dr. Kathleen Fearn-Banks (confirmed)

Panel Contact:

Patricia Swann

Dean, School of Business and Justice Studies

Associate Professor of Public Relations

Utica College

E-mail: pswann@utica.edu

(315) 792-3060

Affiliation: Public Relations Division

AEJMC 2013 Conference Joint Session Proposal
Advertising Division

Panel Title: Brand USA: Can the new public/private partnership bolster US tourism and engender goodwill abroad?

Panel Type: PF&R

Possible Co-sponsors:
Advertising Division
Public Relations Division
International Division

Summary of Session:

Most industrialized countries have national boards that promote visitation to their country, but the US did not have such a unified tourism voice until 2010 when Congress created a nonprofit Corporation for Travel Promotion. Now known as "Brand USA," it is a public/private partnership between the US government and the tourism industry with the mandate to increase international visitors to the US through an international promotional campaign. Brand USA's first effort-- a high-quality integrated marketing communications campaign that included 60-second television spots with original music, a website component and social media-- was launched in May 2012 in the UK, Canada and Japan and is projected to continue into 2013 as it expands to other international markets. The formation of Brand USA provides a relevant and timely opportunity to examine this somewhat controversial government-sponsored tourism advertising and its role in creating jobs, bolstering the economy and improving America's image abroad. The panel composition will accommodate both practitioner and scholarly approaches to the subject. Because Alice Kendrick and I are members of the Research Advisory Board for Brand USA, we have access to the materials, research (pre- and post-campaign research will be presented), planning and executives at Brand USA. We will show the campaign that Brand USA has developed and hear from the professionals responsible for this first-ever advertising effort on behalf of United States. We also will discuss the potential contribution of such advertising in achieving a country's public diplomacy objectives.

Possible Panelists:

- Jami Fullerton, Oklahoma State will moderate and present the campaign
- Alice Kendrick, SMU will share primary research
- Richard Santiago, Director of Research and Global Insights
- Ira Self, Account Director at J Walter Thompson, Brand USA agency-of-record
- Other AEJMC academics with research/teaching interest in tourism, destination marketing and/ or public diplomacy or propaganda.

Estimate Speaker Costs: None- Brand USA is headquartered in Washington, DC

Contact Person: Jami Fullerton, Oklahoma State, Jami.fullerton@okstate.edu, 918/594-8579

AEJMC 2013 Conference Joint Session Proposal
Small Programs Interest Group

Panel Title: The Dreaded "A" Word: Using Assessment To Make Long Overdue Changes, Validate What You Are Doing Right

Panel Type: PF&R

Possible Co-sponsors: Community Journalism or Career and Internship

Summary of session:

Description: It sounds simple enough: establish student learning outcomes and see if you are succeeding at the classroom level or at the department level, in internships, in a capstone, and other activities. Assessment can mean a lot of things, and this hands-on workshop and panel discussion will present success stories and horror stories that can guide your efforts.

Join us as several veterans of the assessment wars discuss what they wish they had known before they started the process and making the inevitable as painless and productive as possible. Panelists will discuss how to avoid such potential problems as a lot of work with no real impact on student learning, too much time taken, and divisiveness in a department.

Possible panelists:

Paul Parsons, Elon

Pam Parry, Belmont

Sonya DiPalma, University of North Carolina Asheville

Brian Steffen, Simpson

Kay Colley, Texas Wesleyan

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

Contact:

Michael Ray Smith, co-vice head, Campbell University, smithm@campbell.edu, (910) 893-1528

Kay Colley, head, Texas Wesleyan University, kcolley@twes.edu, (817) 584-4691

AEJMC 2013 Conference Joint Session Proposal
Small Programs Interest Group

Title of panel: What the Hell's the Use of Journalism Degree?

Type of panel: Teaching or Professional Freedom & Responsibilities

Possible Co-sponsor: History

Summary of session topic: With the recent barrage of criticism aimed at higher education, especially liberal arts colleges, we will discuss how to make the case to students, their parents, and college administrators for a journalism education.

Names of participants:

Doug Cumming, Washington & Lee

John Jenks, Dominican University

Cindy Simoneau, Southern CT State University

Cheryl Mann Bacon, Abilene Christian

Elizabeth Atwood, Hood College

Estimated cost, if any: none

Contact:

Michael Ray Smith, co-vice head, Campbell University, smithm@campbell.edu, (910) 893-1528

Kay Colley, head, Texas Wesleyan University, kcolley@twes.edu, (817) 584-4691

AEJMC 2013 Conference Joint Session Proposal
Small Programs Interest Group

Teaching panel

Pintererest, Spotify, and the Power of Visual Media in News storytelling in Small Programs

Possible Co-sponsors: VisCom, Public Relations, Newspaper and Online, CTEC, CCJA

Summary:

It's all about the pictures. Our students will tell us that and research in learning theory suggests we're more prone to remember a story in print or online if a compelling (and meaningful) image grabs us. This panel will take on two visually driven phenomena in our students' experience. Visual experts will talk about why it's both fascinating and troubling; entrepreneurial news and reporting experts will talk about how it's a hook that our students need, and PR specialists will talk about how it's smart branding for our programs and equips our students with one more tool in the convergent tool-belt.

Halpern-Wenger and Owens wrote about this in J&MC ed. spring '12. Glenn wrote about this for PBS. Fielder uses Pinterest at Point Park for student and faculty collaboration. Quigley wrote about Pinterest as a news tool.

Possible panelists:

Deb Halpern Wenger (Miss) or Lynn C. Owens (Peace)

Adam Glenn (PBS)

Heather Starr Fielder (Point Park)

Robert Quigley (Texas-Austin)

Contact:

Michael Ray Smith, co-vice head, Campbell University, smithm@campbell.edu, (910) 893-1528

Kay Colley, head, Texas Wesleyan University, kcolley@twes.edu, (817) 584-4691

AEJMC 2013 Conference Joint Session Proposal
Small Programs Interest Group

RESEARCH PANEL

Invite papers on the theme: Convergence, Multicultural Audiences, and the future of Small Programs

Possible Co-sponsors: RMIG, Minorities & Com., International Com., Newspaper & Online

Summary:

The population demographics for this country suggest that in the next two decades, more Latinos and other minority groups will be entering higher education nationally. More of those students will be women than men; more of these students than ever in the history of education for journalism & mass communication will be either bicultural or multicultural (and bilingual or multilingual.)

The question is what that means for small programs across the country. We invite research papers for this panel that explore any facet of this research-thick topic. Deal with multicultural aspects of teaching and equipping women, men, the technology that directly affects these students, deal with political and international aspects of their identity, deal with recruitment and retention, and with what immigration and student visa status means in the mix — for these young people as students or as new entrants to the media marketplace.

Contact:

Michael Ray Smith, co-vice head, Campbell University, smithm@campbell.edu, (910) 893-1528

Kay Colley, head, Texas Wesleyan University, kcolley@twes.edu, (817) 584-4691

AEJMC 2013 Conference Joint Session Proposal
Small Programs Interest Group

Teaching panel

Service Learning in Journalism and Mass Communication

Possible Co-sponsors: Community Journalism, Newspaper & Online

Summary: While many journalism programs past and present have encouraged students to get their stories published to beef up their clipping files, some have found other ways to solidify student learning and serve the community at the same time. This panel will examine a range of tried and true opportunities for service for journalism and mass communication courses that have been shown to enhance learning and get students better acquainted with the community.

This panel will be moderated by Michael Longinow, Chair, Department of Journalism and Integrated Media, Biola University, and co-editor of a special edition of the journal Teaching Journalism and Mass Communication on service learning.

Panel members:

- Michael Ray Smith, Professor, Department of Communication Studies, Campbell University and co-editor of the special edition of TJMC on service learning;
- Carrie Buchanan, Assistant Professor, Tim Russert Department of Communication and Theatre Arts, John Carroll University, who has used service learning for three years in a media literacy course;
- Margaret O. Finucane, Director, Center for Service in Learning, John Carroll University, who oversees John Carroll's extensive service learning programs and, as a professor of communication, designed and taught several courses with service learning components;
- Donald Allport Bird, Professor of Journalism and Communication Studies at Long Island University, which offers an aggressive internship and service learning program in the nation's media capital;
- Carolyn Kim, Instructor, Public Relations and Corporate Communications, Biola University, who uses service learning in advanced level PR courses and the student-run PR agency on campus. Contact:

Michael Ray Smith, co-vice head, Campbell University, smithm@campbell.edu, (910) 893-1528
Kay Colley, head, Texas Wesleyan University, kcolley@twes.edu, (817) 584-4691

AEJMC 2013 Conference Joint Session Proposal
Small Programs Interest Group

Title of panel: Ethics In the Digital Age

Type of panel: Teaching

Suggested co-sponsoring divisions: MED, RMIG, Minorities & Com., International Com., Newspaper & Online

I connected with Natalie T.J. Tindall on this and she suggested making sure we listed the AEJMC PRD group as a co-sponsor.

Summary of session topic: In the age of digital communications, the fields of journalism and public relations have faced growing concerns over ethical issues. Topics of plagiarism, copyright infringement, and employee conduct are constantly on the forefront of the conversation. As educators, there's a double dynamic of not only preparing students for the industry but also helping them understand academic ethics while working in a digital era. This panel will provide insight into how educators can equip students for strong ethical performance in the industry, details on what the major challenges are in the world of ethics in Journalism & PR, and examine ways that the industry as a whole can take strides toward ethical practice.

Names of participants. Please try to get commitments from speakers before submitting the proposal whenever possible:

Panelist:

- Bey-Ling Sha: Associate Professor of Public Relations – San Diego State University
- o Co-Chair for Research: AEJMC PRD
- Mitch Land: Dean of the School of Arts and Communication – Regent University
- Tiffany Derville Gallicano: Assistant Professor of Public Relations – University of Oregon
- Carolyn Kim: Instructor of Public Relations – Biola University
- o Co-Chair of Social Media for SPIG

Moderator: Michael Longinow: Associate Professor of Journalism & Chair – Biola University

Estimated cost, if any: Projector/Screen for presentation room.

Contact:

Michael Ray Smith, co-vice head, Campbell University, smithm@campbell.edu, (910) 893-1528
Kay Colley, head, Texas Wesleyan University, kcolley@twes.edu, (817) 584-4691

AEJMC 2013 Conference Joint Session Proposal
Small Programs Interest Group

Panel Title: Pros and cons of the latest and greatest: Making choices about upgrading equipment and software

Panel Type: Teaching

Possible Co-sponsors: CTEC

Summary of session:

Mass Communication programs are facing opposing demands – the changing industry that wants new hires who are up to date on the latest technology and stagnant or declining budgets that make updating a challenge. Even when an update is fiscally possible, there may be other challenges such as faculty preparation to teach with the new tools or student ability to acquire a new skill set twice or more during their degrees. This panel will include both instructor and administrator perspectives on the process of deciding when upgrades are necessary and/or desirable. Panelists will consider effects on pedagogy, faculty development needs and allocation of scarce resources.

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

Jack Zibluk, Southeast Missouri State

Phillip Motley, Elon University

Jim Sernoe, Midwestern State

Don Grady, Elon University

Estimate speaker costs: (they are typically responsible for their own expenses)None

Contact:Michael Ray Smith, co-vice head, Campbell University, smithm@campbell.edu, (910) 893-1528

Kay Colley, head, Texas Wesleyan University, kcolley@twes.edu, (817) 584-4691

AEJMC 2013 Conference Joint Session Proposal
Small Programs Interest Group

Panel Title: HOT topics, The tradeoffs of journalism on smart phones

Pane Type: Teaching

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

Summary of Session:

Possible Panelists: Kay Colley, Texas Wesleyan; Michael Longinow, Biola; and Michael Ray Smith, Campbell

Estimate Speaker Costs:
None

Contact:

Michael Ray Smith, co-vice head, Campbell University, smithm@campbell.edu, (910) 893-1528

Kay Colley, head, Texas Wesleyan University, kcolley@twes.edu, (817) 584-4691

AEJMC 2013 Conference Joint Session Proposal
Small Programs Interest Group

PF&R PANEL

Profiling, racism and the national security crime beat after 9/11

Possible Co-sponsors: MED, RMIG, Minorities &Com., International Com., Newspaper & Online

Summary:

Women and men with dark skin and Middle Eastern features are targets in our culture — on airplanes and in airports, in public transportation, and even in public places like malls and crowded events. The same is true, for other reasons, for those who have dark skin and dark hair but who “look Mexican.”

How have journalists in Washington, D.C. adapted to the new culture of scrutiny and vigilance by police and security agencies to control their tendency to follow the police reports and suggestion that suspects are guilty before they’re rule so by a jury?

Washington Post
Washington Times
NPR
Huffington Post

Panelist:

George Archibald, Washington Times

Contact:

Michael Ray Smith, co-vice head, Campbell University, smithm@campbell.edu, (910) 893-1528
Kay Colley, head, Texas Wesleyan University, kcolley@twes.edu, (817) 584-4691

AEJMC 2013 Conference Joint Session Proposal
Law and Policy Division Submissions

Panel Title: Life After 25 Years of Hazelwood

Panel Type: PF&R

Possible Co-Sponsoring Divisions or Interest Groups: Law and Policy; Scholastic Journalism; Newspaper and Online News

Summary of Session: January 2013 marks the 25th anniversary of Hazelwood School District v. Kuhlmeier, the landmark U.S. Supreme Court decision affecting student press freedom. The anniversary gives this panel the chance to assess the student press landscape after a quarter century in Hazelwood's wake. Former Student Press Law Center Executive Director Mark Goodman once worried that the decision "gutted the First Amendment" in many of America's schools. This panel will address whether, twenty-five years after the decision, that worry has been realized. Legal scholars on the panel will analyze case law and legal developments since Hazelwood. Student press practitioners will discuss Hazelwood's persistent influence on their work teaching young journalists in our schools. And a school administrator will offer his or her perspective, both on the case generally and on journalism's place in the school setting. The panel should therefore appeal to a broad AEJMC audience, eliciting interest from the Law and Policy, Scholastic Journalism, and Newspaper divisions, to name just three.

Possible Panelists:

- * Mark Goodman, Knight Chair in Scholastic Journalism at Kent State (confirmed)
- * Frank LoMonte, SPLC Executive Director (confirmed)
- * Marjorie Heins, founding director of the Free Expression Policy Project
- * Edwin Darden, director of education programs for the Appleseed Foundation
- * Student press adviser
- * School administrator

Moderator: Dan Kozlowski, Saint Louis

Estimate of speaker costs: I plan to apply for an AEJMC speaker's grant to cover Marjorie Heins' travel costs.

Contact Person:

Dan V. Kozlowski
Saint Louis University
3733 West Pine Blvd.
Xavier Hall 300
St. Louis, MO 63108
dkozlows@slu.edu
314-977-3734

AEJMC 2013 Conference Joint Session Proposal
Law and Policy Division Submissions

Panel Title: Current Issues at the Federal Communications Commission: What's likely to change after the 2012 election?

Panel Type: PF&R

Possible Co-Sponsoring Divisions or Interest Groups: Law and Policy; Electronic News

Summary of Session: The Federal Communications Commission (FCC) is currently facing a number of pressing issues regarding content and ownership regulations. In addition, the FCC's role in regulating the Internet continues to be debated by politicians, academics, and corporations. What will be the impact of the November 2012 election on the Federal Communications Commission? Will the FCC get a mandate to regulate the Internet? Is net neutrality dead or alive? In the wake of *Fox Television Stations v. FCC*, will the FCC ever again take any action on broadcast indecency? Information/communications privacy? Will anything happen with concentration of ownership, and with minority ownership? The panel will examine these and other developing policy and regulatory issues affecting electronic media.

Possible Panelists:

- Sherrese Smith, Chief Counsel, FCC (confirmed)
- Robert Corn-Revere, Davis Wright Tremaine, Washington, counsel to CBS in *CBS v. FCC* and *FCC v. Fox*
- Jane Mago, General Counsel for Legal and Regulatory Affairs at the National Association of Broadcasters

Moderator: Jane E. Kirtley, Silha Professor of Media Ethics and Law, University of Minnesota.

Estimate of speaker costs: None

Contact Person:

Jane E. Kirtley
kirtl001@umn.edu
612 625 9038
111 Murphy Hall
206 Church Street, SE
Minneapolis, MN 55455

AEJMC 2013 Conference Joint Session Proposal
Law and Policy Division Submissions

Panel Title: Press Freedom 2.0: Opportunities and Threats Around the World

Panel Type: PF&R

Possible Co-Sponsoring Divisions or Interest Groups: Law and Policy; Communication Technology; International Communication; Mass Comm. & Society; Ethics

Summary of Session: Digital communications are changing the state of press freedom around the world. Yet restrictive governments can still control the flow of accurate information, and even mature democracies may be tempted to try to regulate controversial speech on the Web, especially if it is suggested that it might incite violent reactions. As the Arab Spring, wikileaks, and recent events related to the posting of an anti-Islam video on Youtube demonstrate, issues arising from the regulation of online communications are only increasing. Do U.S.-based organizations need to respect cultural differences, or should they attempt to uphold First Amendment values wherever they do business? This panel will explore these and other issues from a global, legal and ethical perspective.

Possible Panelists:

- Marguerite Sullivan or Shannon Maguire, Center for International Media Assistance
- Mark Koenig, USAID
- A representative from the U.S. State Department
- A representative from Google

Moderator: Jane E. Kirtley, Silha Professor of Media Ethics and Law, University of Minnesota.

Estimate of speaker costs: None

Contact Person:

Jane E. Kirtley
kirtl001@umn.edu
612 625 9038
111 Murphy Hall
206 Church Street, SE
Minneapolis, MN 55455

AEJMC 2013 Conference Joint Session Proposal
Law and Policy Division Submissions

Panel Title: 25 Years After Hustler: The Current State of Intentional Infliction of Emotional Distress

Panel Type: Research or possibly Professional Freedom and Responsibility

Possible Co-Sponsoring Divisions or Interest Groups: Law and Policy; Newspaper and Online News; Ethics

Description of Panel:

In its landmark ruling *Falwell v. Hustler Magazine* 25 years ago, the U.S. Supreme Court rejected a claim of intentional infliction of emotional distress (IIED) in favor of “the fundamental importance of the free flow of ideas and opinions on matters of public interest and concern.” Since then, the importance of this precedent has been magnified. Some scholars have suggested that 2012’s *Snyder v. Phelps* ruling all but killed IIED as a speech-based tort, while others disagree, citing court-upheld IIED claims against the media, including a case involving a public official and one involving the “To Catch a Predator” television program. Are most courts ruling appropriately by virtually refusing to create new categories of unprotected speech? Or has the pendulum swung too far, with a course correction necessary to protect those who have been emotionally harmed? Is Justice Alito correct in writing that our profound national commitment to free and open debate is not a license for vicious verbal assault? Hustler’s 25th anniversary provides occasion to discuss the state of this important issue.

Possible Panelists:

- Alan Isaacman, partner, Isaacman, Kaufman and Painter, Los Angeles. Represented Larry Flynt and argued *Falwell v. Hustler Magazine* before the U.S. Supreme Court. (confirmed)
- Amy Gajda, associate professor, Tulane University Law School. (confirmed)
- Lee Levine, partner, Levine Sullivan Koch & Schultz, Washington, D.C. U.S. Supreme Court cases include *Bartnicki v. Vopper* and *Harte-Hanks v. Connaughton*. (confirmed)
- W. Wat Hopkins, professor, Virginia Tech.

Estimate of Speak Costs:

Mr. Isaacman’s appearance is contingent on coverage of his round trip flight from Los Angeles and two nights at the convention hotel. Rough estimate: \$1000

Moderator: Joseph Russomanno, Arizona State University

Contact Person:

Joseph Russomanno
Associate Professor
Cronkite School of Journalism and Mass Communication
Arizona State University
555 N. Central Ave, Suite 302
Phoenix, AZ 85004-1248
602-496-6602
russo@asu.edu

AEJMC 2013 Conference Joint Session Proposal
Law and Policy Division Submissions

The panel title: Covering the U.S. Supreme Court in the New Media Age

Type: PFR

Possible cosponsor: Law and Policy; Political communication; Newspapers and Online News; Electronic Communication; Technology

Abstract: On June 28, 2012, CNN and Fox News both erroneously reported the U.S. Supreme Court had struck down "Obamacare," when in fact, the Court had upheld the landmark bill. SCOTUSBLOG.com, on the other hand, correctly reported the Court's ruling and the fact Chief Justice Roberts had voted to uphold the law. The panel would focus on how new media forums (web sites, blogs, social media) have changed the way the U.S. Supreme Court is covered, the relations between justices and reporters, and the Court's role as an arbiter in American society and politics. The panel will address issues such as the difference between new media and traditional media coverage of the Court, the influence of new media on traditional journalists in terms of story selection and style of reporting, the Court's current and future institutional adaptation to the new media environment, and the justices' own higher media profile and its effect on press coverage and public attitudes towards the Court.

Panel Type: PF&R panel.

Panel Sponsorship: Political Communication and Law and Policy.

Possible Panelists:

Adam Liptak, Supreme Court Correspondent, New York Times (confirmed)
Robert Barnes, Supreme Court Correspondent, Washington Post (confirmed)
Pete Williams, Supreme Court reporter, NBC News (confirmed)
Tom Goldstein, founder of SCOTUS blog (confirmed)
Terri Towner, Oakland University (confirmed)

Richard Davis, Political Science, BYU – Moderator

Estimated speaker costs: None

Contact information:

Richard Davis
Professor
Department of Political Science
BYU
Provo, UT 84602

AEJMC 2013 Conference Joint Session Proposal
Law and Policy Division Submissions

Title: Privacy in A World of Big Data

Type: Research

Possible cosponsor: Law and Policy; Advertising; Ethics; Technology.

Summary: The relationship between “Big Data” and privacy is a growing concern in a variety of industries. News stories increasingly question the collection and use of online users’ personal information, whether the collector is Facebook, presidential campaigns, the government, or even news sites. This panel would discuss law and policy developments in this area, such as the Federal Trade Commission’s revision of rules for enforcing the Children’s Online Privacy Protection Act, pending privacy legislation in the U.S. Congress, recent and ongoing FTC investigations and settlements, and the continued industry efforts at self regulation and compliance oversight.

Possible Panelists:

- Amie Stepanovich, Associate Litigation Counsel at the Electronic Privacy Information Center in Washington, D.C. (confirmed)
- Lesley Fair, senior counsel at the FTC in Washington, D.C.

Moderator: Courtney A. Barclay, Syracuse University

Estimate of Speaker Costs: There are no costs estimated for the panelists at this time.

Contact: Courtney A. Barclay
S.I. Newhouse School of Public Communications
Syracuse University
215 University Place
Syracuse, NY 13244
(315) 481-6344 (cell)
cobarcla@syr.edu

AEJMC 2013 Conference Joint Session Proposal
Law and Policy Division Submissions

Title: Lies – The Value and Problems in the Marketplace of Ideas

Panel Type: PF&R or Research

Sponsorship: Law and Policy; Ethics

Summary:

Seinfeld's George Costanza once mentored Jerry in beating a polygraph machine. In a soft tone more fitting for an after school special George said, "Jerry, just remember. It's not a lie ... if you believe it." While George and Jerry are hardly pillars for First Amendment values, in recent years, the role of lies in the marketplace of ideas has resurfaced. Most recently, the *U.S. v. Alvarez* case came down with the Supreme Court devoting significant attention to how a pathological liar could escape criminal liability and fuel the marketplace of ideas. But *Alvarez* was not the first time the Supreme Court has weighed in on this. Even the landmark *Times v. Sullivan* case devotes attention to the role of exaggerations and hyperbole in the marketplace.

Since *Alvarez*, the government has revamped its efforts to crack down on falsely claiming military honors. This topic is ripe for discussion.

Possible Panelists: An academic, a government official and a lawyer.

Moderator: Roy S. Gutterman, associate professor and director of the Tully Center for Free Speech at the S.I. Newhouse School at Syracuse University

Costs: None.

Contact: Roy Gutterman, rsgutter@syr.edu; 315-443-3523.

MINORITIES AND COMMUNICATION Division
AEJMC 2013 Joint Session Panel Proposal

1. Title: Insiders' Guide to the Academy: Understanding Tenure, Academic Freedom and Faculty Governance
2. Type: PF & R
3. Possible Sponsorships: AEJMC's Diversity Task Force & Commission on the Status of Women
4. Description:
The panel includes tenured full professors and associate professors who have an understanding of what it takes to get tenure, the politics of the process and how professors of color and women manage their own research and academic freedom, while still being accepted into the academy. For those making the transition into academia and understanding how it is different from industries and professionals, this is the panel for you.
5. Panelists
 1. Lana Rakow, Ph.D., Professor of Journalism, U. of North Dakota, (confirmed - CSW/Task Force)
 2. Radhika Parameswaran, Professor of Journalism, Indiana Univ. (confirmed - CSW)
 3. Maggie Rivas-Rodriguez, Ph.D., Associate Professor of Journalism, UT- Austin, (contacted, MAC)
 4. Linda Florence Callahan, Ph.D., Professor of Journalism, North Carolina A & T State University (contacted MAC/Task Force)
6. Moderator: Carolyn Byerly, Ph.D., Professor of Journalism, Howard University (confirmed)
7. Estimated Cost: None
8. Contact:
Indira S. Somani, Ph.D., Assistant Professor,
Dept. of Journalism, School of Communications, Howard University
525 Bryant St., N.W., Washington, DC 20059
email: indira.somani@howard.edu, Phone: 202-806-5118
preferred email: isomani@aol.com

MINORITIES AND COMMUNICATION Division
AEJMC 2013 Joint Session Panel Proposal

1. Title: From Newsroom to Classroom: Diversity, Pedagogy, and the Transition from Working Journalist to Journalism Teacher
2. Type: Teaching
3. Possible Sponsorships: AEJMC's Task Force & Electronic News
4. Description: According to ASNE annual reports, a disproportionate number of minority journalists have been leaving professional jobs in recent years. As efforts like the AEJMC Diversity Task Force's "From Professional to Professor" series, of which this panel is a part, encourage journalists and former journalists from diverse backgrounds to transition to academia, the first challenge new hires face is teaching. This panel draws on the real-life experiences of working journalists who are now full-time faculty members, addressing curriculum development, classroom management, balancing teaching and research. The panel will explore the cultural aspects of university teaching, in particular highlighting the experiences of minority faculty in majority institutions, majority faculty in minority institutions (e.g., Historically Black Colleges and Universities (HBCUs) and Hispanic-Serving Institutions (HSIs)), as well as looking at the move from practice to pedagogy more generally as a cultural shift.
5. Panelists
(ALL Confirmed)
 1. Indira Somani, Assistant professor of journalism, Howard, co-chair of AEJMC's Diversity Task Force, former television news producer, CNBC and WJLA (D.C.) isomani@aol.com
 2. Jayne Cabbage, Professorial lecturer of journalism, American Univ, School of Communication, former producer/writer/anchor for Bloomberg, Inquirer News Tonight & Fox Philadelphia. jcabbage@american.edu
 3. Charles Lewis, Professor of journalism, American University School of Communication, former CBS 60 Minutes producer, founder of the Center of Public Integrity, co-founder of the American University Investigative Reporting Workshop, MacArthur Fellowship recipient. crelewis3@gmail.com
 (** Two panelists to be proposed by Prof. L. Smith, Huston-Tillotson Univ, lksmith@htu.edu)
6. Moderator: Angie Chuang, Assistant professor of journalism, American University School of Communication, former newspaper journalist for 13 years at The Oregonian, The Hartford Courant, Los Angeles Times (confirmed)
7. Estimated Cost: None
8. Contact: Angie Chuang, American University School of Communication, 4400 Massachusetts Avenue NW, Washington, DC 20016 chuang@american.edu; 202-368-2066 (mobile); 202-885-2151 (office)

MINORITIES AND COMMUNICATION Division
AEJMC 2013 Joint Session Panel Proposal

1. Title: Media Ownership, Women and Minorities: Why Gender and Race Matter
2. Type: PF & R
3. Possible Sponsorships:
Cultural & Critical Studies (co-sponsor)
4. Description: A public sphere requires a diversity of voices if is to facilitate democratic deliberation. Yet media ownership is concentrated in a few hands and female and minority owners are especially underrepresented. Why is this the case, what are the implications, and what can be done about it? This panel will explore these issues from policymaking, activist, historical, and especially, women's and minority perspectives.
5. Panelists
(3 from the MAC)
 1. Mignon Clyburn, FCC Commissioner, "Policy Perspective"(invited)
 2. Joe Torres, Free Press Staff, "Latino Ownership" (possible)
 3. Janelle Trigg, Communications Attorney, "African American & Women's Ownership"(invited)
 4. Jeffrey L. Blevins, U of Cincinnati, "Political Economy of Minority Ownership"(confirmed)
6. Moderator: Clint Wilson, Professor, Howard, (confirmed)
7. Estimated Cost: None
8. Contact: (MAC) Carolyn M. Byerly, Ph.D., Professor,
Department of Journalism, Howard, 525 Bryant St., NW, Washington, DC, 20059, USA, 202.806.5121 (O),
240.821.2859 (C)
cbyerly@earthlink.net
(CCS) Robert L. Handley, Ph.D., University of Denver
2490 S. Gaylord St., Denver, CO 80208. (303) 871-3832
robert.handley@du.edu

MINORITIES AND COMMUNICATION Division
AEJMC 2013 Joint Session Panel Proposal

1. Title: Are We Health (Media) Literate? Let's Discuss Health Journalism and Health Disparities among Marginalized Communities
2. Type: PF & R
3. Possible Sponsorships:
Communicating Science, Health, Environment and Risk (ComSher, co-sponsor)
4. Description: The proposed panel will discuss the issues of race-based health The disparities in relation to health news media in historically under-served/marginalized communities. It addresses some of the key variables affecting health disparities and minority members' health decision-making, including race-based health coverage (Dr. Lehrman), social determinants of health/communication disparities (Dr. Blake), health/media literacy and cultural beliefs and practices (Dr. Sanchez).
5. Panelists
(3 from the MAC)
 1. Kelly Blake, S.D. , Health Scientist, Health Communication and Informatics Research Branch of the Division of Cancer Control and Population Sciences at the National Cancer Institute (NCI), an expert in health journalism and social determinant factors exacerbating health disparities (Confirmed)
 2. Sally Lehrman, Ph.D., Knight-Ridder/Mercury News Chair/Professor, a SPJ Wells Key winner for her excellence in science/health reporting, Santa Clara Univ. (Confirmed).
 3. John Sanchez, Ph.D., Associate Professor, Penn State, an expert in American Indian Cultures and American News Media, a recognized contributor to the American Indian leadership. Dr. Sanchez will bring "insider" perspectives to the panel as well. (Confirmed).
- + Two Panelists from ComSher
6. Moderator: Yuki Fujioka, Ph.D., Associate Professor, Department of Communication, Georgia State (confirmed)
7. Estimated Cost: None
8. Contact: Yuki Fujioka, Department of Communication/GSU, P. O. Box 4000, Atlanta, GA 30302-4000, 404-413-5600/404-413-5634(fax); yfujioka@gsu.edu

MINORITIES AND COMMUNICATION Division
AEJMC 2013 Joint Session Panel Proposal

1. Title: What is Your Secret? Let's Learn about Best (and Worst) HIV/AIDS Campaigns Addressing HIV/AIDS Epidemic among African American Communities in Washington D.C.
2. Type: PF & R
3. Possible Sponsorships GLTB, CJIG, Mass Communication & Society
4. Description: A plethora of studies have established a clear connection between public health communication and health behavior. These studies have examined many different campaigns and different audiences. This panel will focus HIV/AIDS campaigns and African Americans in Washington, D.C. It will discuss campaign practices and strategies from different perspectives, including health professionals, academic experts, local media practitioners, and community activists.
5. Panelists
(3 from the MAC)
 1. Rohit Verma, M.Sc, . Health Communication Specialist, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention, The Center for Disease Control and Prevention (CDC) (Contacted & Discussed)
 2. Carolyn Stroman, Ph.D , Professor, Communication & Culture, Howard, an expert in HIV/AIDS health communication research, particularly among the affected communities in Wash. DC (confirmed).
 3. Ron Simmons, Community Activist and President/CEO of Us Helping Us, a community organization that provides services for gay Black men and which fight against HIV/AIDS in the Black community (Confirmed)
 4. NIH Granting Officer (possibly)
6. Moderator: Yuki Fujioka, Ph.D., Associate Professor, Department of Communication, Georgia State (confirmed)
7. Estimated Cost: None
8. Contact: Yuki Fujioka, Department of Communication/GSU, P. O. Box 4000, Atlanta, GA 30302-4000, 404-413-5600/404-413-5634(fax); yfujioka@gsu.edu

MINORITIES AND COMMUNICATION Division
AEJMC 2013 Joint Session Panel Proposal

1. Title: Threatening People or Threatening News? “Foreigner” Threat in the Political News Framing
2. Type: Research
3. Possible Sponsorships: Political Communication (co-sponsor)
4. Description: The panel will focus on the concept of threat as it applies to various ethnic, racial, or cultural groups covered by mass media. Panelists will discuss how society has grappled with the “threat” of immigrants and their own citizens of color – even those who ultimately become president. Discussion will include the framing of the “Birther” movement in mainstream and minority U.S. news media (Dr. Shah), how Haitians are framed as the “other” in the Bahamian press (Dr. Storr), the role of perceived threats and U.S. Latino media’s framing of the Obama Administration’s Deferred Action program (Drs. De Moya & Johnson), and racial threats in the 2012 electoral campaign (Drs. Entman, Rojecki, Gross & Bell). The panel will address the dominant patterns appearing in such diverse media
5. Panelists
(ALL Confirmed)
 1. Hemant Shah, Professor, University of Wisconsin [hgshah@wisc.edu]
 2. Juliette Storr, Associate Professor, Pennsylvania State University [jms1015@psu.edu]
 3. Maria De Moya, Assistant Professor NC State University [mfdemoya@ncsu.edu] & Melissa A. Johnson, Professor, NC State University [Melissa_johnson@ncsu.edu]
 4. Robert M. Entman, Professor George Washington University [entman@gwu.edu]; Andrew Rojecki, Associate Professor University of Illinois at Chicago [arojecki@uic.edu,]; Kimberly Gross, Associate Professor George Washington University [kimgross@gwu.edu]; & Carol V. Bell, Visiting Professor, George Washington University [cvbell@gwu.edu]
6. Moderators: Federico Subervi, Professor & Director, the Center for the Latino Media & Market, Texas State (confirmed).
7. Estimated Cost: None
8. Contact: Maria De Moya, Department of Communication, Campus Box 8104, NC State University, Raleigh NC 27695-8104. Tel. 919-513-2274, email: mfdemoya@ncsu.edu.

MINORITIES AND COMMUNICATION Division
AEJMC 2013 Joint Session Panel Proposal

1. Title: Threatening People or Threatening News? “Foreigner” Threat in the Political News Framing
2. Type: Research
3. Possible Sponsorships: Political Communication (co-sponsor)
4. Description: The panel will focus on the concept of threat as it applies to various ethnic, racial, or cultural groups covered by mass media. Panelists will discuss how society has grappled with the “threat” of immigrants and their own citizens of color – even those who ultimately become president. Discussion will include the framing of the “Birther” movement in mainstream and minority U.S. news media (Dr. Shah), how Haitians are framed as the “other” in the Bahamian press (Dr. Storr), the role of perceived threats and U.S. Latino media’s framing of the Obama Administration’s Deferred Action program (Drs. De Moya & Johnson), and racial threats in the 2012 electoral campaign (Drs. Entman, Rojecki, Gross & Bell). The panel will address the dominant patterns appearing in such diverse media
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 4. Robert M. Entman, Professor George Washington University [entman@gwu.edu]; Andrew Rojecki, Associate Professor University of Illinois at Chicago [arojecki@uic.edu,]; Kimberly Gross, Associate Professor George Washington University [kimgross@gwu.edu]; & Carol V. Bell, Visiting Professor, George Washington University [cvbell@gwu.edu]
6. Moderators: Federico Subervi, Professor & Director, the Center for the Latino Media & Market, Texas State (confirmed).
7. Estimated Cost: None
8. Contact: Maria De Moya, Department of Communication, Campus Box 8104, NC State University, Raleigh NC 27695-8104. Tel. 919-513-2274, email: mfdemoya@ncsu.edu.

MINORITIES AND COMMUNICATION Division
AEJMC 2013 Joint Session Panel Proposal

1. Title: American Indians and the Mass Media in the 21st Century: Sovereignty, Communities, and New Audiences
2. Type: Research
3. Possible Sponsorships: History, Law and Policy, Mass Communication and Society, Media Ethics, Visual Communication
4. Description: Today, many American Indians live in urban areas, yet the mass media of the 21st century still relies upon Indian imagery stuck in the 18th and 19th centuries. How can recurring stereotypes replace the more accurate views of contemporary Indian cultures? This panel presents research about the Native experience and the mainstream media's impact upon American Indian histories, cultures and communities. The resilience and multifaceted character of Native/American Indians in the mass media and their portrayals within this media comprise the themes of this panel. The practice of framing indigenous peoples in uncomplimentary, stereotypical, and less-than-human frames was also a common practice in books and magazines, as well as to audiences in movies, radio, and television. Vestiges remain today, as evidenced by the planned 2013 movie release of *The Lone Ranger*, with popular actor Johnny Depp cast as Tonto, the "faithful" Indian sidekick. This panel will invite discussion around fundamental concepts such as sovereignty, identity, and the role of mass media communication in building community.).
5. Panelists
(3 from the MAC)
 1. Selene G. Phillips , University of Louisville, selene.phillips@louisville.edu (Confirmed)
 2. Meta G. Carstarphen, University of Oklahoma (Confirmed)
 3. John Sanchez. Pennsylvania State University, apache@psu.edu (Confirmed)
6. Moderator: OPEN
7. Estimated Cost: None
8. Contact: Meta G. Carstarphen, Ph.D., APR, Graduate Director--Gaylord College of Journalism & Mass Communication, University of Oklahoma. 395 W. Lindsey Blvd-Room 3120B. Norman, OK 73019, PH: (405) 325-5227 * FX: (405) 325-7565

MINORITIES AND COMMUNICATION Division
AEJMC 2013 Joint Session Panel Proposal

1. Title: Can You Hear Me? How Does the Online Environment Promote/Diminish Voices from Minority Communities?

2. Type: Research

3. Possible Sponsorships: Communication Technology, Electronic News, Mass Communication and Society,

4. Description: This panel will look at how diversity is working on the web. As the new media continues its growth into the social realm, who is being seen and heard? Is it dominated by wealthy White men like our more traditional media? Or, is the new media opening new and highly utilized outlets for a variety of minority perspectives? The panel will examine these questions from a variety of standpoints--each defining "diversity" a little differently.

The suggested panelists have expertise addressing online diversity within the contexts of newspaper's transition to the web (Duiguid), hyperlocal news organizations (Ferrier), and children's media (Bryant).

5. Panelists)

1. Alison Bryant, PlayScience, alison@playsciencelab.com (Confirmed)
2. Lewis Duiguid, Kansas City Star, lduiguid@kcstar.com (Confirmed)
3. Michelle Ferrier, Elon University, mferrier@elon.edu (Confirmed)

6. Moderator: Jeffrey Wilkinson, Houston Baptist University, jwilkinson@uic.edu.hk, (confirmed)

7. Estimated Cost: None

8. Contact: Ginger Loggins, Department of Communication, Appalachian State University, ASU Box 32039, Boone, NC 28608, 828-278-9104, logginsgm@appstate.edu

AEJMC 2013 Joint Session Panel Proposal
Entertainment Studies Interest Group

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

Panel Type: PF&R

Possible Co-Sponsors: Scholastic Journalism, Small Programs Interest Group, Radio and Television Journalism

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

Possible Panelists:

- Brad Yates, University of West Georgia
- Sonya Barnes, University of West Georgia
- Other Panelists TBD

Moderator: Brad Yates

Discussant: TBD

Estimate of Cost: None

Contact Person:

Brad Yates

Professor of Mass Communications

University of West Georgia

Department of Mass Communications

1601 Maple Street

Carrollton, GA 30118-4400

678-839-4938

byates@westga.edu

AEJMC 2013 Joint Session Panel Proposal
Entertainment Studies Interest Group

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

Panel Type: Teaching

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

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

Possible Panelists:

- Camilla Gant, University of West Georgia
- Others TBD

Moderator: TBD

Discussant: TBD

Estimate of Cost: None

Contact Person:

Brad Yates

Professor of Mass Communications

University of West Georgia

Department of Mass Communications

1601 Maple Street

Carrollton, GA 30118-4400

678-839-4938

byates@westga.edu

AEJMC 2013 Joint Session Panel Proposal
Entertainment Studies Interest Group

Panel Title: Spy versus Spy: An in-depth look at the history of espionage in life and in film

Panel Type: Offsite Panel Proposal

Possible Co-sponsors: Entertainment Studies & History (co-sponsor) or Law & Policy (co-sponsor) or Political Communication (co-sponsor)

Panel Description: Panelists will discuss a variety of topics related to classic spy movies as well as the current spy industry. Individuals interested in participating in the museum panel will pay a reasonable participation fee and go deep undercover into the realm of espionage, intrigue, develop and betrayal at the U.S. Spy Museum and hear a discussion on the world of spying by experts. There are multiple options that ESIG can take advantage of at the U.S. Spy Museum. Most visitors spend 1½-2 hours touring the general exhibition. However, we can also choose to add an experience (such as Operation Spy or Spy in the City) to the general exhibition, which take another 1 to 1½ hours.

Options Include (Costs Vary):

1. Two-hour bus tour – “The International Spy Museum Spy City Tours® blows the cover off some of the most notorious spy cases ever to unfold in the nation’s capital. Guided by a “handler,” your group will discover key sites linked to intelligence triumphs, disasters, and mysteries. <http://www.spymuseum.org/exhibition-experiences/interactive-spy-experiences/spy-city-tours/>
2. Operation Spy at the Museum - An immersive, interactive experience at the International Spy Museum where participants are the spy. According the U.S. Spy Museum Website: “Step out of Washington and into the fictional country of Khandar! From the moment you pass border patrol, you enter the exotic world of Khandar and the mysterious realm of espionage... You sense the political unrest roiling the country of your late-breaking assignment... <http://www.spymuseum.org/exhibition-experiences/interactive-spy-experiences/operation-spy/>
3. Spy in the City (GPS exploration) – An interactive experience for participants who—with the help of a GPS-interactive device—will embark on a high-stakes operation outside in the International Spy Museum neighborhood. Each Agent receives his or her own Geo-COBRA GPS unit and disposable earphones. <http://www.spymuseum.org/exhibition-experiences/interactive-spy-experiences/spy-in-the-city/>

Possible Panelists:

- David Ignatius, Washington Post Editor & Spy Author
- Predetermine Spy Museum Experts
- Danny Shipka, Ph.D., Oklahoma State University
- Another ESIG officer

Estimate Costs: none

Contact Person:

Cynthia Nichols, Ph.D.

ESIG Research Chair

Assistant Professor

School of Media & Strategic Communication

Oklahoma State University

405-802-7612

Cynthia.Nichols@okstate.edu

AEJMC 2013 Joint Session Panel Proposal
Entertainment Studies Interest Group

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

Panel Type: Teaching

Possible Co-sponsors: Ethics, Public Relations, Mass Communication & Society, Radio and TV Journalism, Small Programs Interest Group

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

Possible Panelists:

- Brigitta R. Brunner, Auburn University
- Naeemah Clark, Elon University
- Lyn Lepre, Marist College
- Brad Yates, University of West Georgia
- Other Panelists TBD

Moderator: Brad Yates, University of West Georgia

Discussant: TBD

Estimate of Cost: None

Contact Person:

Brad Yates

Professor of Mass Communications

University of West Georgia

Department of Mass Communications & Theatre Arts

1601 Maple Street

Carrollton, GA 30118-4400

678-839-4938

byates@westga.edu

AEJMC 2013 Joint Session Panel Proposal
Entertainment Studies Interest Group

Panel Title: Violence on TV: Not Just for Kids

Panel Type: PR&R

Possible Co-sponsors: Cultural and Critical Studies, Ethics, Mass Communication & Society, Small Programs Interest Group, Sports Communication Interest Group

Panel Description: The airwaves are full of depictions of various forms of violence: Rape, murder, domestic abuse, terrorism, war. This panel extends traditional scholarship on violence focused on kids and aggression. From the ER nurse to the sports fanatic, the panel explores current perspectives on violent television.

Possible Panelists:

- John Chapin, Penn State
- Other Panelists TBD

Moderator: John Chapin, Penn State

Discussant: TBD

Estimate of Cost: None

Contact Person:

John Chapin
Penn State
724-773-3877
jrc11@psu.edu

AEJMC 2013 Joint Session Panel Proposal
Entertainment Studies Interest Group

Panel Title: NPR: Entertainment's Best Kept Secret

Panel Type: PR&R

Possible Co-sponsors: Electronic News, Ethics, Public Relations, Mass Communication & Society, Small Programs Interest Group

Panel Description: NPR is renowned for outstanding news coverage of national and international issues including politics, natural disasters, military conflicts, economics, and health care. But, NPR, too, airs a great deal of entertainment program. Garrison Keeler's *Prairie Home Companion* and *Car Talk* are well known staples of the public radio airwaves. *Fresh Air* covers entertainment fare like *Mad Men*, *The Walking Dead*, and *Game of Thrones* and *Morning Edition* and *All Things Considered* consistently feature entertainment stories. This panel will explore how NPR producers (perhaps staff from *Wait, Wait Don't Tell Me*) treat coverage of entertainment stories with great sophistication and avoid the pitfalls of tabloid journalism.

Possible Panelists:

- NPR Producer for *Wait, Wait Don't Tell Me*
- NPR Morning Edition Host
- NPR Fresh Air Producer
- Kelley Crowley, Shenandoah University
- Other Panelists TBD

Moderator: Brad Yates, University of West Georgia

Discussant: Glenn Hubbard, East Carolina University

Estimate of Cost: None

Contact Person(s):

Kelley Crowley
Assistant Professor
Shenandoah University
kcrowley@su.edu

Brad Yates
Professor
University of West Georgia
byates@westga.edu

AEJMC 2013 Joint Session Panel Proposal
Entertainment Studies Interest Group

Panel Title: Reading the Producers: Approaches to Audience Analysis in the Age of Fragmentation or Audience as Diaspora: Migrant and Ethnic Populations Use Pop Culture from "Homeland" and Hostland

Panel Type: PF&R

Possible Co-sponsors: Communication Theory and Methodology, Critical & Cultural Studies, Ethics, Mass Communication & Society, Media Management & Economics, Minorities and Communication, Small Programs Interest Group

Panel Description: This panel deals with using methodologies or theories in unique ways to analyze audiences- especially considering the concept of 'audience' is in flux. As example, one might examine international media and ethnic-oriented media produced by ethnic minorities. It has become complex but not impossible to conceptualize moving peoples, migrants and their offspring as audience members because they are on the move and changing. Sophisticated approaches and resilient mass media usage theories are needed to describe the experiences of these audiences in the United States and abroad. The digital age has brought forth a happy reliance on satellite, dish, and smart phones, streamed movies on demand to diaspora around the world that have interest in "homeland" media and other media made by their own people in the "hostland." Other examples may be explored depending on final panel makeup.

Possible Panelists:

- Jason Zenor, SUNY Oswego
- Diana Rios,
- Other Panelists TBD

Moderator: Jason Zenor, SUNY Oswego

Discussant: Jason Zenor, SUNY Oswego

Estimate of Cost: None

Contact Person(s):

Jason Zenor, Assistant Professor
School of Communication, Media and the Arts
SUNY-Oswego
jason.zenor@oswego.edu

Diana I. Rios, Communication Sciences/El Instituto
University of Connecticut
Storrs, CT 062
diana.rios@uconn.edu

AEJMC 2013 Joint Session Panel Proposal
Entertainment Studies Interest Group

PANEL TITLE: "Reading the [Fragmented] Audience: Approaches to Audience Analysis in the New Media World"

PANEL TYPE: PF&R

POSSIBLE CO-SPONSORSHIP: Public Relations, Communication Theory and Methodology, Media Management & Economics

DESCRIPTION OF PANEL : Since the advent of mass media, tracking audiences has been an integral part for media practitioners and academics alike. But in the era of fragmented audiences, measurement has had to move beyond simply asking mass audiences about the about attention, selection and reception. Accordingly, this panel will discuss current research on analyzing audiences in the 21st century. The research includes: 1) examining how entertainment companies are integrating social media engagement into both their production and marketing; 2) using generational cohorts as a method of analyzing the audience for customizing messages/content; 3) conceptualizing moving peoples, migrants and their offspring as audiences; and 4) recent changes in methodological approaches to reception analysis.

POSSIBLE PANELISTS

- Carol Ames, California State University-Fullerton [Committed]
- Chuck Lubber, University of South Dakota [with Lisa Fall, University of Tennessee] [Committed]
- Diana Rios, University of Connecticut [Committed]
- Jason Zenor, SUNY-Oswego[Committed]

MODERATOR

John Sullivan, Muhlenberg College

CONTACT PERSON:

Jason Zenor
Assistant Professor
Communications Studies
Address:
SUNY-Oswego
7 Lanigan Hall
Oswego, NY 13126
Phone and Email:
315-312-3527
jason.zenor@oswego.edu

AEJMC 2013 Joint Session Panel Proposal
Entertainment Studies Interest Group

Panel Title: Learning to Learn through NPR

Panel Type: Teaching

Possible Co-sponsors: Electronic News, Ethics, Mass Communication & Society, Small Programs Interest Group

Panel Description: As NPR continues to expand its listening audience and increases its efforts to appeal to a younger demographic, teachers may find NPR programming a useful resource in the classroom. This panel will focus on

- Using NPR to help students improve listening and interviewing skills
- Using NPR to help students develop storytelling skills
- Using NPR to help students consider entrepreneurial journalism
- Using NPR to help students learn podcasting skills

Possible Panelists:

- NPR Programmer/Producer
- NPR Morning Edition Host
- Kelley Crowley, Shenandoah University
- Glenn Hubbard, East Carolina University
- Brad Yates, University of West Georgia
- Other Panelists TBD

Moderator: Brad Yates, University of West Georgia

Discussant: Kelley Crowley, Shenandoah

Estimate of Cost: None

Contact Person(s):

Kelley Crowley
Assistant Professor
Shenandoah University
kcrowley@su.edu

Brad Yates
Professor
University of West Georgia
byates@westga.edu

AEJMC 2013 Joint Session Panel Proposal
Entertainment Studies Interest Group

Panel Title: The Triumphs and Future of Emerging Film Industries Outside of Hollywood.

Panel Type: PF&R

Possible Co-sponsors: Media Management and Economics, Cultural and Critical Studies, International Communication, Visual Communication, Mass Communication and Society

Panel Description: This panel looks at how successfully film industries outside of the U.S. have fared and examines what kind of efforts they are making to satisfy audiences in the domestic and world markets. This is a research panel that will be a unique opportunity to bring together scholars of countries with emerging and renewed film industries. Their research will allow for an international perspective on how the film industry is evolving beyond Hollywood and the financial, societal and film cultural shifts that these changes are bringing. More and more Hollywood films increasingly see revenues from the international box exceed that of the domestic market. Hollywood now makes movies, particularly big budget and tent pole movies, with the international marketplace in mind, in part because there are more screens internationally than ever before. However, while action and adventure films continue to be the domain of the U.S. studios, other countries are developing strong or renewed film industries that are now taking part of the screen time in their own countries as well as other countries, including sometimes the United States.

A brief description of issues the panelists could discuss:

This panel will look at some of these growing film industry countries—Korea, the UAE, Brazil, Turkey, India and Nigeria.

Overall, the film industry has become a global enterprise, with international co-productions becoming increasingly common. How about audiences? Is there a defined international audience? What films are they going to see from other countries? How are filmmakers and moviegoers reacting to the growing film successes in their own countries? This panel looks at how successfully film industries outside of the U.S. have fared and examines what kind of efforts they are making to satisfy audiences in the domestic and world markets.

Possible Panelists:

- South Korea, Byung Lee, Elon University and/or Seung Hoon Jeong, New York University
- UAE, Alia Yunis, Zayed University, Abu Dhabi
- Turkey, Sara Gorpe, Istanbul University or Ozge Calafato, New York Institute of Technology
- Brazil, Sandra Machado,
- India, Bene Ferraro, SOAS, London, UK
- Nigeria, Cornelius Onyekaba, professor, University of Lagos, Lagos, Nigeria. Cornelius writes extensively on Nollywood with a critical idea on its social pitfalls.

Estimate Costs: none

Contact Person(s):

Alia Yunis
Assistant Professor
College of Communication & Media Sciences
Zayed University
PO Box 144534; Abu Dhabi, UAE Website: www.aliayunis.com

AEJMC 2013 Joint Session Panel Proposal
Entertainment Studies Interest Group

Panel Title: The Image of the Washington Political Journalist in Popular Culture

Panel Type: PF&R

Possible Co-sponsors: Entertainment Studies Interest Group, Electronic News Division, History Division, Commission on the Status of Women, Political Communications Interest Group, Ethics Division, Newspaper and Online News Division, Civic and Citizen Journalism Interest Group, Community Journalism Interest Group.

Panel Description: The program would explore the image of the Washington political journalist, a timely topic because the AEJMC conference is being held in Washington D.C. and the national election is just months away. Washington journalists appear regularly in popular culture, even though some say the power and influence of real-life political reporters and pundits has markedly declined. The panel will look at such characters as they have been represented in different eras and media, and it will reflect on how changes in those representations relate to the status and influence of real-life Washington journalists. Movies, television, Broadway plays, novels and other aspects of popular culture will be explored in the varied presentations.

Possible Panelists:

- Matthew C. Ehrlich, University of Illinois at Urbana-Champaign
"Broadway Takes on 'The Columnist': A Case Study with Joseph Alsop"
- Sammye Johnson, Trinity University
"Pretty and Passionate: Women Political Pundits in Film and Novel"
- Maurine H. Beasley, University of Maryland
"The Myth and Reality of Female Journalists in Washington, D.C."

Moderator and Discussant

- Joe Saltzman, Professor of Journalism and Director of the Image of the Journalist in Popular Culture (IJPC), Annenberg School for Communication University of Southern California.
He would produce a special AEJMC video and report on "The Image of the Washington Political Journalist in Movies and Television from the 1920s through 2012."

Estimate Cost: none

Contact Person:

Joe Saltzman, Annenberg School for Communication and Journalism; University of Southern California;
Email: saltzman@usc.edu; Phone: 213-740-3918 (Home: 310-377-8883); USC, 3502 Watt Way, Los Angeles, CA 90089-0281

AEJMC 2013 Joint Session Panel Proposal
Entertainment Studies Interest Group

Panel Title: Creative Reality: How Documentary Film and Reality Television Have Turned Fact into Entertainment

Panel Type: PR&R

Possible Co-sponsors: Visual Communication

Panel Description: This panel will look at the evolution of documentary film and television over the past 20 years, including the increase in the number of documentaries as theatrical releases and as part of television news channels, the dominance of reality TV, the boom in festival outlets for documentaries, and the advent of YouTube and other Internet platforms. Papers will include discussions of the ethics and rights to privacy in documentary today, the different styles of documentary storytelling, including today's use of special effects to manipulate stories, patterns of interest, the good and bad in the use of documentaries as learning tools in schools, the effects of cheaper methods of making films. In addition to critical analysis, the panel will include papers on marketing, finance and distribution (domestic and international) of reality TV and documentaries.

Possible Panelists: TBD

Estimate Costs: none

Contact Person:
Alia Yunis
Assistant Professor
College of Communication & Media Sciences
Zayed University
PO Box 144534
Abu Dhabi, UAE Website: www.aliayunis.com

AEJMC 2013 Joint Session Panel Proposal
COMMISSION ON THE STATUS OF WOMEN

Panel Title: Faith in the Spotlight: Celebrities, religion, and gender in the news media

Panel Type: Panel Research

Co-sponsors: Religion and Media Interest Group and CSW

Summary of Session:

In celebrity media, nothing escapes the scrutiny of media practitioners, audiences, and fans. Personal faith beliefs become front-page news and integral to the construction of some celebrities' identities. Religious sentiments can be an avenue for the celebrity to frame their advocacy or their choices, while in other cases, the same faith issues become a dangerous flash point through which celebrities must carefully negotiate in order to keep their fans. When examining issues such as bodily autonomy, parenting, marriage and divorce, and professional aptitude, intersections of gender and religion become an important part of the celebrity media scape.

This session examines some of these intersections of faith and gender, looking, for example, at the ways celebrities use religious or spiritual rhetoric as a justification for advocacy, specifically in attachment parenting situations. We will also investigate the presentation of the Catholic Church in contrast to Scientology in the Tom Cruise and Katie Holmes divorce narrative as well as the discourse of religion and womanhood surrounding Michelle Duggar's late-term miscarriage. Finally, we will examine the ways Dr. Oz's Islamic religious beliefs are often ignored as he is embraced as America's doctor.

Panelists:

Jessica Birthisel, Bridgewater State University (confirmed)
Spring-Serenity Duvall, University of South Carolina (confirmed)
Stacie Meihaus Jankowski, Indiana University (confirmed)
Rosemary Pennington, Indiana University (confirmed)
1-2 additional presenters from RMIG

Estimate Speaker Costs:

None

Contact Person:

Stacie Meihaus Jankowski, Indiana University
7090 Highpoint Dr.
Florence, KY 41042
(859)468-5980
smjankow@indiana.edu

AEJMC 2013 Joint Session Panel Proposal
COMMISSION ON THE STATUS OF WOMEN

Panel Title: Washington's Women Journalists: Challenges and Changes in Political Reporting

Panel Type: PF&R

Co-sponsors: Commission on the Status of Women and History

Summary of Session:

Women journalists have been working in Washington, D.C. since the earliest days of the nation's capital. Yet, unlike their male counterparts, they have always faced unique challenges related to gender and the notion that politics is a man's world. On one hand, women reporters fought against sex segregation, proving they could cover presidents and Congress as well as first ladies and society events. Yet they have also been instrumental in giving voice to so-called "women's issues" that are often overlooked by their male colleagues.

This panel will examine the many challenges and changes faced by female journalists over the years. From the capital's earliest women correspondents and influential publishers to today's political reporters, the panelists will offer a broad perspective on the professional roles, responsibilities, and accomplishments of Washington's women journalists.

Possible Panelists:

Maurine Beasley (Maryland), "Women of the Washington Press: A Historical Perspective"

Lisa Burns (Quinnipiac), "First Ladies and Female Reporters: Gender and Journalism Intersect"

Krissah Thompson (Washington Post), "Covering the White House Today"

Melinda Henneberger (Washington Post), "She the People: Political Blogging & Contemporary Women's Issues"

Estimate Speaker Costs:

None

Contact Person:

Lisa M. Burns, Ph.D.
Quinnipiac University
275 Mount Carmel Ave., SB-MCM
Hamden, CT 06518
203-582-8548; Lisa.Burns@quinnipiac.edu

AEJMC 2013 Joint Session Panel Proposal
COMMISSION ON THE STATUS OF WOMEN

PANEL TITLE Creativity in Feminist Cultural Studies Research: Methods of Writing, Narration, and Interpretation

PANEL TYPE: Research

CO-SPONSORS: Cultural and Critical Studies Division, Commission on the Status of Women

PANEL DESCRIPTION/STATEMENT OF IMPORTANCE

How can the field of feminist cultural studies nurture creativity in writing and narrative representations of research? Writing in cultural studies and qualitative research is not just the last step in the research process nor is it an instrumental means to “report” results. Borrowing from the critical humanities, modes and genres of narration and writing in cultural studies, including the subfields of feminist and critical race studies, offer scholars epistemological and political choices, ways of organizing knowledge, and channels for articulating positions and arguments. Creative, lively, and dynamic writing and narration are thus part and parcel of the methodological and political imperatives of cultural studies. But this raises crucial questions for feminist scholars: How can we create an environment that is more open to unconventional narrative forms? Is more experimental writing a luxury that only senior feminist scholars can afford? What are the challenges of doing bilingual writing? How does writing for different academic and public audiences strengthen and tone our research muscles? How do the conditions of globalization demand hybrid narrative approaches that can bridge textual, methodological, and territorial divisions? How can we imagine writing as simultaneously an individual, historical, and collective social practice? Addressing creativity in writing and the representation of knowledge from different theoretical standpoints, a diverse group of panelists—with interests in Venezuela, the United States, and India—will share their perspectives on the central place of writing in feminist cultural studies research.

PANELISTS (All panelists have confirmed participation):

- (1) Dr. Carolina Acosta-Alzuru, Associate Professor, Grady College of Journalism and Mass Communication, University of Georgia (Confirmed) [CCS member]
- (2) Dr. Gigi Durham, Professor, School of Journalism and Mass Communication, University of Iowa (Confirmed) [CCS and CSW member]
- (3) Dr. Radhika Parameswaran, Professor, School of Journalism, Indiana University (Confirmed) [CCS and CSW member]
- (4) Dr. Janice Peck, Associate Professor & Director of Graduate Studies, Journalism and Mass Communication, University of Colorado, Boulder (Confirmed) [CCS member]

MODERATOR (Confirmed): Dr. Spring-Serenity Duvall, Assistant Professor, Communications Department, University of South Carolina-Aiken [CSW member]

ESTIMATED COST: None

PANEL ORGANIZER/CONTACT PERSON DETAILS

Dr. Radhika Parameswaran, Professor, School of Journalism
Ernie Pyle Hall 200, 940 E. 7th Street
Indiana University, Bloomington, IN 47405, rparames@indiana.edu
Home: (812)-369-4518 (best number to call)
Work: (812)-855-8569

AEJMC 2013 Joint Session Panel Proposal
COMMISSION ON THE STATUS OF WOMEN

TITLE: Gender Discrimination: What's the Cost? So What?

CO-SPONSORS:

Commission on the Status of Women (CSW) / Public Relations Division (PRD)

POTENTIAL PANELISTS:

This panel will combine researchers and 1-2 practitioners from the D. C. area that can speak to the issue of gender discrimination in public relations. Panelists might include:

1. Hongmei Shen, San Diego State University and Chair of the Public Relations Society of America's Work, Life, and Gender Committee (confirmed)
2. Jennifer Vardeman-Winter, University of Houston (confirmed)
3. Hua Jiang, Towson University (confirmed)
4. Katie Place, Louisiana State University (confirmed)
5. David Dozier, San Diego State University
6. 1-2 public relations practitioners from the D.C. area that can speak to how she has seen women in the field deal with the salary gap (perhaps one junior practitioner and one seasoned manager); hopefully a member of Washington Women in Public Relations
7. 1 member from the Public Relations Society of America, Washington, D.C. chapter

PANEL DESCRIPTION:

In public relations in 2010, women earned 78 cents on the dollar earned by men (Sha & Dozier, 2011). When income was statistically adjusted for professional experience, the gendered pay gap narrowed to 86 cents on the dollar. When income was further adjusted for enactment of manager and technician roles, women in public relations still earned only 87 cents on the dollar earned by men (Sha & Dozier, 2011).

After almost three decades of research, scholars have evidenced a gendered pay gap. But we still lack a comprehensive look at all the possible factors that researchers have argued contribute to the documented disparities. Most importantly, the "so what" question has not been sufficiently addressed. Also, another big question is: How will this affect our students' perception of their salary when they graduate? Some panelists will discuss findings from a national study of randomly selected public relations professionals (PRSA WLG 2010 survey) and preliminary results from another national study of randomly picked student members of public relations profession in terms of their expectations. (Data collection is to be completed by December.) Other panelists will discuss their experiences of the gender problems in the field and solutions they are exploring. All panelists will respond to the important question of, what can we suggest that our students do to change the persistent pattern of gendered pay gap?

OUTCOMES OF THE PANEL:

- Practical application: Panelists will also talk about what practitioners—male and female, junior and senior — can do to equalize this gap to create more equitable outcomes for all practitioners. This will help prepare graduate students, professionals, and scholars better for field experience and/or to bring real solutions into the classroom for future practitioners.
- Practical application: Conclusions from this panel will be included in an upcoming blog and newsletter item for the Public Relations Society of America's Work, Life, and Gender Committee.
- Research application: Comments and discussions from this panel will be used to inform an upcoming research project to explore this issue qualitatively.
- Research application: All findings will be reported and prepared for a peer-review journal article.

AEJMC 2013 Joint Session Panel Proposal
COMMISSION ON THE STATUS OF WOMEN

Panel Title: Insiders' Guide to the Academy: understanding tenure, academic freedom, faculty governance

Panel Type: PF&R

Panel Co-Sponsorship: MAC, CSW and AEJMC's Diversity Task Force

Description of the panel:

The panel includes tenured full professors and associate professors who have an understanding of what it takes to get tenure, the politics of the process and how professors of color and women manage their own research and academic freedom, while still being accepted into the academy. For those making the transition into academia and understanding how it is different from the industry, this is the panel for you.

Moderator:

Carolyn Byerly, Ph.D., Professor of Journalism, Howard University, contacted and confirmed, (CSW and MAC)

Panelists:

Lana Rakow, Ph.D., Professor of Communication, U. of North Dakota, contacted and confirmed, (CSW and Task Force)

Radhika Parameswaran, Professor of Journalism, Indiana University, contacted and confirmed (CSW)

Maggie Rivas-Rodriguez, Ph.D., Associate Professor of Journalism, UT- Austin, contacted, (MAC, I think?)

Linda Florence Callahan, Ph.D., Professor of Journalism, North Carolina A & T State University, contacted (MAC and Task Force)

Contact Person:

Indira S. Somani, Ph.D.

Assistant Professor

Dept. of Journalism

School of Communications

Howard University

525 Bryant St., N.W.

Washington, DC 20059

email: indira.somani@howard.edu

Phone: 202-806-5118

preferred email: isomani@aol.com

AEJMC 2013 Joint Session Panel Proposal
COMMISSION ON THE STATUS OF WOMEN

Panel Title: Cyberactivism: Slacktivism or Digital Citizenship?

Panel Type: PF&R

Co-sponsors:
International Communication Division
Commission on the Status of Women

Summary of session:

After a period of initial optimism that showed the potential of new media technologies to facilitate civic and political engagement (Benkler, 2006; Rheingold, 1993), there has been much debate about Internet's strength and limitations in fostering civic engagement. Several scholars (Bimber, 2000; Dahlgren 2007) have argued that access to communication technology does not automatically result in enhanced civic engagement. There has been much criticism about the banal use of communication technologies and the arm-chair activism they encourage. On the other side there is a rapid rise in Internet based communities that have come together around shared interests and values. Participants to this panel will discuss whether the question we need to ask now is not if but how Internet can be used for civic engagement and advocacy among women as they engage to highlight and bring to the agenda issues that challenge or promote their role and participation in several areas of society. The panelists include women who have successfully used Internet based platforms to engage with diverse civic issues and are intimately familiar with the affordances and limitations of this medium. Panelists will also address the research and teaching implications of Internet based civic engagement.

Possible panelists:

Moderator: Elanie Steyn, Gaylord College of Journalism and Mass Communication, University of Oklahoma

Manisha Pathak-Shelat, School of Journalism and Mass Communication, University of Wisconsin-Madison

Yasmina Mrabet, Director of the Peace X Peace Connection Point Initiative

Ginger Garner, MPT, ATC, PYT

Ginger is an integrative physical therapist and activist for improving American health care and its delivery.

Valerie Young, National Association of Mothers' Centers (NAMC)

Valerie represents the National Association of Mothers' Centers (NAMC) and its netroots public policy MOTHERS Initiative in Washington D.C.

Young Mie Kim, School of Journalism and Mass Communication, University of Wisconsin-Madison

Additional panelist from CSW

Estimate speaker costs: Potential panelists are typically responsible for their own expenses

Contact person:

Elanie Steyn (Elanie@ou.edu), 405 325 8219

Manisha Shelat (shelat@wisc.edu)

AEJMC 2013 Joint Session Panel Proposal
COMMISSION ON THE STATUS OF WOMEN

Panel Title: "Back to the Future: Celebrating 40 Years of Commission on the Status of Women Leadership"

Panel Type: PF&R

Possible co-sponsors: History and Commission on the Status of Women

Summary of session:

The Committee/Commission on the Status of Women has been instrumental in transforming the face of AEJMC. It has created the space and place for feminist research and advocacy. Young feminist scholars have found a home for their research, a home that has also provided mentoring opportunities for all those who wish to mentor or who want to be mentored, paving the way for many of CSW's leaders to move into top leadership posts of the AEJMC.

This panel traces the development of the CSW from its establishment as the Committee on the Status of Women to its transition into the Commission on the Status of Women. It celebrates the accomplishments of this organization and its members, and explores its future through the combined visions of those who have led, are leading and will lead the CSW.

Possible panelists:

Panelists will be selected from a list of past and present Chairs and Co-Chairs compiled from the following sources (see list of names below).

Please see the list below of potential panelists --

Ad Hoc Committee on the Status of Women in Journalism Education (est. 1972)

Committee on the Status of Women in Journalism Education (est. 1975)

Committee on the Status of Women in Journalism and Mass Communication Education (est. 1982, standing committee 1986)

Commission on the Status of Women (est. 1990)

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

None at this time

Contact person: (your information)

Judy Cramer, St. John's University

718.990.7366

cramerj@stjohns.edu

Kim Golombisky, University of South Florida

813.974.0986

kgolombi@usf.edu

AEJMC 2013 Joint Session Panel Proposal
Sports Communication Interest Group

Title: "Sports Design Trends in the 21st-Century Press."

Type: Research panel.

Sponsoring groups: Scholastic Journalism Division and Sports Interest Discussion Group.

Contacts: David W. Bulla, Zayed University. Email: david.bulla@zu.ac.ae; and Erin Whiteside, University of Tennessee at Knoxville (ewhites2@utk.edu).

Description of panel: This panel will look at major trends in sports design at the high school and collegiate level. Panelists will discuss how students are trying to make their publications extremely attractive at a time when so much information is transmitted so rapidly and so often. Panelists will talk about both print and online design issues.

Panelists: Ellen Austin, Palo Alto High School; Gary Metzker, California State University, Long Beach (gary.metzker@csulb.edu; 62.985.7985); and Rob Marino, Central Florida Community College (marinor@cf.edu).
Moderator: David W. Bulla, Zayed University.

Estimate of the cost: None.

Contact person for the session: David W. Bulla (see email address above).

AEJMC 2013 Joint Session Panel Proposal
Sports Communication Interest Group

Panel Title: "Using Social Media as a Teaching Tool In the Classroom: Creative Ways for Teaching Students What They Don't Know"

Panel Type: Teaching

Possible co-sponsors: (name of other division or group)
Civic and Citizen Journalism, Entertainment Studies, Communication Technology, Mass Comm and Society, Newspaper and Online News

Summary of session: (2 paragraphs or so)
Within the last 2-3 years the number of students using social media (i.e. Twitter) before entering the classroom has greatly increased. Students now enter the classroom knowing the basics of how to use social media and many times give the professor lessons in social media. The goal of this panel is to explore ways of teaching students how to use social media beyond the basics they already know. Panelists will share their creative lessons on implementing and using social media in the classroom to teach students how to use such tools in a more professional setting, ultimately making students more marketable for internships and jobs in this area.

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

Kelly Poniatowski, Elizabethtown College
Kirsten Johnson, Elizabethtown College
Leslie Rasmussen, Utah Valley University
Michael Bruce, University of Alabama
Ulf Oesterle, Syracuse University

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

Contact person: (your information)
Kelly Poniatowski
Associate Professor
Elizabethtown College
1 Alpha Dr.
Elizabethtown, PA 17022
Phone: 717-361-1371
Email: poniatowskik@etown.edu

AEJMC 2013 Joint Session Panel Proposal
Sports Communication Interest Group

Panel Title:

Panel Type: Panel Research

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

CommSHER: Communicating Science, Health, Environment and Risk Division of AEJMC

Summary of session: (2 paragraphs or so)

Concussions in sport have come to the forefront in recent years, with an increase in media coverage as well as greater awareness among league administrators, fans, and participants. Multiple retired NFL players have committed suicide as a result of depression resulting from head injuries suffered during their playing days, while others have joined lawsuits against the NFL. The way the NFL handles head injuries can affect the view that football's youth levels have regarding the dangers of such injuries. Safety practices that are commonplace in the professional sporting world can trickle down to the lower levels of sport. Due to the fact that football is the most popular sport in the United States, we believe this is a public health issue that can affect the next generation of young athletes. This panel discussion between journalists who have covered the concussions issue and scholars who have examined their coverage will spotlight the issue of concussion coverage in sport.

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

NOTE: All listed panelists have been contacted, and all agreed to be part of this panel

Dr. Lauren Burch, Indiana University

Dr. Lesa Hatley Major, Indiana University

Nathan Fenno, Sports Journalist, Washington Times

Patrick Hruby, Sports Journalist, SportsOnEarth.com, ESPN.com, Washington Times

A.J. Perez, Sports Journalist, FoxSports.com

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

\$400

Contact person: (your information)

Matthew H. Zimmerman

(310) 503-0448

mhzimmerman@bsu.edu

School of Physical Education, Sport, & Exercise Science

Health and Physical Activity Building (HP), Room 325

Ball State University

Muncie, IN 47306

AEJMC 2013 Joint Session Panel Proposal
Sports Communication Interest Group

Panel Title: Future of Sports Media

Panel Type: PF&R

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

Summary of session: (2 paragraphs or so)

The decline of print media's growth can be offset by the increase of internet sports journalism outlets, blogging opportunities, the growth of social media, as well as opportunities in sports broadcasting. That would include broadcast organizations such as ESPN, Comcast Sports, NBC SportsTV and XM Radio growing their internet properties, as well as increasing broadcasting and production possibilities for talented young journalists.

Panelists could include representatives from ESPN, Washington area newspapers, USAToday and Washington - area internet sports sites such as Sports Blog Nation.

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

Jim Bankoff, Chris Chase, Dan Steinberg

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

Contact person: (your information)
George Solomon, georgesolomon3@gmail.com



AEJMC 2013 Joint Session Panel Proposal Sports Communication Interest Group

Panel Title: Future of Sports Journalism Education

Panel Type: Teaching

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

Summary of session: (2 paragraphs or so)

A wide-ranging discussion of the future of sports journalism education -- both at the undergraduate and graduate levels.

We would discuss the continued teaching of sports reporting's basic skills, advanced reporting, internet sportswriting and editing, sports, culture and society, sports broadcasting and today's sports media that includes preparing students for careers in writing and reporting for leagues, teams and companies.

Panelists could include journalism professors, as well as one or two representatives of news organizations that regularly recruit students from journalism schools.

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

George Solomon, ESPN recruiter

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

Contact person: (your information)
George Solomon, georgesolomon3@gmail.com

AEJMC 2013 Joint Session Panel Proposal
Sports Communication Interest Group

“Public Relations and Sports: The Good, the Bad, and the Very, Very Ugly”

Co-Sponsor: Public Relations Division

Contact:

Danielle Sarver Coombs, Ph.D.

Office Phone: 330-672-8876

Email: dcoombs@kent.edu

Description of Session: With massive financial and social impact, sports teams often find themselves requiring the services of public relations professionals. PR strategies are often implemented to promote professional athletes' and clubs' good work, including philanthropy and community outreach efforts. Unfortunately, at other times the requests are more akin to crisis communication, such as when players, coaches, or teams find themselves in very public hot water. Without public relations professionals on their sides, teams would find it much more difficult to manage and maintain their highly lucrative brands and navigate the complex world of mediated communication. This panel will explore some of the circumstances around which public relations professionals in the sports industry ply their trade, including both the good (England's Aston Villa Football Club donating their sponsorship to a local children's hospice, estimated to be worth approximately \$6 million), the bad (Tyrann "Honey Badger" Mathieu suspended from the LSU Tigers football team for rules violations), and the very, very ugly (Penn State and the Jerry Sandusky sexual abuse case).

Moderator: Michele Ewing, APR, Associate Professor, Kent State University

Panelists:

Gary Metzker, California State University, Long Beach

Preparing sports journalists to cover crises

Danielle Sarver Coombs, Ph.D., Kent State University

Aston Villa Football Club and Acorn's Children's Hospice

Natalie Brown, University of Alabama

NCAA Scandals (Miami and Penn State)

Melanie Formentin, Pennsylvania State University

Penn State and Jerry Sandusky

Professional Public Relations Representative (TBD)*

Washington sports teams

Professional Sports Journalist (TBD)*

Washington Post

*Note: Professional representatives to the panel will be invited once the panel is confirmed.

AEJMC 2013 Joint Session Panel Proposal
Sports Communication Interest Group

Panel Title: Social Media Trek: Addressing the Next Generation of Public Relations Issues in Intercollegiate Athletics

Panel Type: Teaching

Possible Co-Sponsor: Public Relations Division

Panel Contact: Karen Freberg, Ph.D.
University of Louisville
Email: karen.freberg@louisville.edu
Phone: (502) 852-4668

Social media carries both benefits and risks for intercollegiate coaches, athletes and athletic departments. Facebook and Twitter bring positive attention to the accomplishments of teams and individuals, and also promote loyalty from fans through interactivity. Positive use of social media can enhance an athletic department's images by making it appear accessible, entertaining and savvy. This can attract attention from recruits, donors, sponsors and media. However, social media can also cause trouble for these same groups. Poor management of an athletic department's own social media channels can weaken its brand; for example, too many different channels can separate and dilute fan bases, and make quality control difficult. In a crisis situation, social media adds fuel to the fire by speeding the spread of rumors. Social media is not only a part of the discussion about a crisis; it now often is the crisis. Unscrupulous tweets and Facebook posts can distract and damage the reputation of coaches, athletes, athletic departments and even entire institutions. Changes in social media and communication technology have happened so quickly that law and policy are still catching up to them. Intercollegiate athletics is a good example of this reality: The National Collegiate Athletic Association has given few directives on social media for their member institutions, and institutions who have issued their own policies face potential legal challenges when they attempt to enforce them. Considering the current discussions regarding college athletes' rights to their own images, the implications of social media policies on these athletes' rights to privacy and free speech are imminent and crucial to resolve.

Panel Participants

Karen Freberg, Ph.D. (University of Louisville) - Moderator

Landon Huffman, Ph.D. student (University of Tennessee)

Angela Pratt, Ph.D. (Bradley University)

Brody J. Rauhley, Ph.D. (University of Cincinnati)

Shirpal Shah, Senior Vice President and Chief Strategy Officer for the Washington Redskins

Sixth panel participant (potential / to be named)

AEJMC 2013 Joint Session Panel Proposal
Sports Communication Interest Group

Panel Title: Tebow, but so much more: The current intersection of sports, religion and media in America
Panel Type: PF&R

Possible co-sponsors: Religion and Media

Summary of session:

The recent headlines made by Tim Tebow have once again put the spotlight on the relationship between sports, religion and media. But that relationship goes far beyond Tebow. This panel would discuss the current intersection of sports and religion in America, and how the media fits in to that relationship.

Possible panelists:

Clifford Putney teaches American religious history at Bentley College in Waltham, Mass. He is the author of *Muscular Christianity: Manhood and Sports in Protestant America, 1880-1920*, regarded by many as a definitive work on the relationship between Protestantism and sports in America.

Shirl James Hoffman is professor emeritus of kinesiology at the University of North Carolina at Greensboro. He has a book, *Good Game: Christianity and the Culture of Sports*.

Robert Higgs is a professor emeritus of English at East Tennessee State University. He is the author of the book *God in the Stadium: Sports and Religion in America*, as well as numerous articles on sports and cultural history. His latest book, written with Michael C. Braswell, a professor of criminology at East Tennessee State, is *An Unholy Alliance: The Sacred and Modern Sports*.

Joseph L. Price is a professor in the religious studies department at Whittier College in Whittier, Calif., and editor of *From Season to Season: Sports as American Religion*, a collection of 14 essays, six of which Price wrote. They include "The Super Bowl as Religious Festival" and "The Final Four as Final Judgment: The Religious and Cultural Significance of the NCAA Basketball Championship."

Mark Zimmermann is the editor of the *National Catholic Standard* in Washington, DC and has been an avid sports fan for years.

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

Very low. Possible speakers have been informed that little or no expense money is available.

Contact person: (your information):

Dr. Brad Schultz
130 Farley Hall
University, MS 38677
662-915-5161
bschultz@olemiss.edu

AEJMC 2013 Joint Session Panel Proposal
Sports Communication Interest Group

Panel Title: The Sports Media Complex and the Politics of Memory

Panel Type: Panel Research

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

History Division

Lisa B. Burns Quinnipiac University lisa.burns@quinnipiac.edu

Kathy Roberts Forde University of South Carolina fordekr@sc.edu

Summary of session: (2 paragraphs or so)

In recent years, studies of public memory have become a dynamic area for scholars in a variety of disciplines from communication studies to history, political science, and sociology (Halbwachs, 1941; Nora, 1989; Bodnar, 1992; Schudson, 1992; Philips, 2004; Kitch, 2005; Edy, 2006; Hume & Roessner, 2009; Von Burg & Johnson, 2009; Dickinson, et. al, 2010; Roessner, 2010). Communication studies scholars Todd Kelshaw and Jeffery St. John (2011) contended that interest in “memory studies” can be traced to three distinct areas of research—cognitive/psychological, interactive/relational, and public/cultural-discursive. Memory studies in public/cultural discourse, like the ones in this panel, are concerned with the societal discourses surrounding memory. As rhetorician Kendall Phillips (2004) asserted, they are focused on the “memory of publics,” the mutual constitution of memories, and the “publicness of memory,” the public appearance of memory.

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

Michael Schudson, Professor Columbia School of Journalism

Amber Roessner, Assistant Professor University of Tennessee

Ashley Furrow, Doctoral Student Ohio University

Molly Yanity, Doctoral Student Ohio University

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

N/A

Contact person: (your information)

Lori Amber Roessner

School of Journalism & Electronic Media

333 Communications Bldg.

Knoxville, TN 37996

AEJMC 2013 Joint Session Panel Proposal
Scholastic Journalism Division

Title: "Conducting Research in an International Venue."

Type: Research panel.

Sponsoring groups: Scholastic Journalism Division and International Communication Division.

Contacts: David W. Bulla, Zayed University. Email: david.bulla@zu.ac.ae; Serajel Bhuiyan, Zayed University. Email: Serajul.Bhuiyan@zu.ac.ae.

Description of panel: This panel will discuss the advantages and disadvantages of conducting mass communication and journalism research in an international environment. Researchers often faces challenges that are not as pronounced in the United States and other Western universities, but there are also important assets available to the researcher in the international venue.

Possible speakers: Dr. Mai Al-Khaja, United Arab Emirates University, United Arab Emirates, Dr. Serajel Bhuiyan, Zayed University, United Arab Emirates; more names to come.

Estimate of the cost: None.

Contact person for the session: David W. Bulla (see email address above).

AEJMC 2013 Joint Session Panel Proposal
Religion and Media Interest Group

Proposed Panel: "Media and Cultural Religion"

Sponsors: Media and Religion Interest Group
Entertainment Studies Interest Group
Contact: Daniel Stout: <daniel.stout@unlv.edu>

Invited Panelists:

Entertainment as Religion
Sayre King
California State University Fullerton

Professional Sports as Religion
Jim Pokrywczynski
Marquette University

Celebrity and Religion
Daniel Stout
University of Nevada Las Vegas

Branding and Religion
Jan Slater
University of Illinois

Museums and Religion
David Scott
Utah Valley University

Description: Are audience members seeking religious experience outside denominations? Panelists discuss ritual, community, belief, and emotional dimensions of popular media. Audiences of cultural religion are media-centric; they focus on a mediated event, personality, or genre. Such experiences, while not religious in the traditional sense, are deep and meaningful. They signal a blurring between the sacred and secular in contemporary society. The topic is important in understanding how audiences are changing, therefore.

AEJMC 2013 Joint Session Panel Proposal
Religion and Media Interest Group

Suggested Co-sponsors: Media and Society, Media Ethics, Newspaper, Small Program Interest Group

Proposed Title-- "How do you integrate religion into a media ethics class?: And, should you do that at all?"

Alternative Title— "Oh no! There's religion in my media ethics class."

Brief Description--Panelists discuss the costs and benefits of allowing discussion of religion in the typical undergraduate ethics class offered at many departments of journalism and mass communication at state universities. How is a faculty member to best deal with this important (but sometimes controversial) aspect of ethical decision making?

Panelist: Rick Clifton Moore, Boise State University

Panelist: Chris Roberts, University of Alabama

Panelist: TBA

Panelist: TBA

Costs: None

Contact: Rick Moore, Boise State University, rmoore@boisestate.edu

AEJMC 2013 Joint Session Panel Proposal
Religion and Media Interest Group

--Academic freedom at religiously affiliated schools (representatives of different schools): Co-sponsored with SPIG

Contact:
Rev. Kyle Huckins, Ph.D.

AEJMC 2013 Joint Session Panel Proposal
Religion and Media Interest Group

Critiquing religion coverage (representatives of Catholic, evangelical Christian, Muslim and Jewish faiths):
Co-sponsored with Mass Communication & Society

Contact:
Rev. Kyle Huckins, Ph.D.

AEJMC 2013 Joint Session Panel Proposal
Religion and Media Interest Group

--Journalism ethics in the Internet age (representatives of print, broadcast and Web-based media to discuss the main challenges in each area): Co-sponsored with Communication Technology

Contact:
Rev. Kyle Huckins, Ph.D.

AEJMC 2013 Joint Session Panel Proposal
Public Relations Division

1. Panel Type: Teaching

2. Potential Co-Sponsors

- Public Relations Division
- Visual Communication
- Communication Technology

3. Proposed Panel Title

Multimedia Storytelling for Social Media: Preparing Students as Networked Communicators

4. Panel Description/Summary

Multimedia storytelling is the practice of combining narrative with multimedia content including images, sound, and video. Students must be able tell a story using a variety of tools and techniques on ever-changing sites targeted to different, segmented audiences. Their stories must compete and win their audiences' attention by producing content in an easily digestible format. This panel will talk about the current trends and latest tools in digital storytelling in public relations and journalism while highlighting examples of assignments used in the classroom. This includes tools such as infographics and various sites such as Facebook (networking), Twitter (microblogging), Animoto and Instagram (photo-sharing), Tumblr (blogging), Pinterest (pinboard), YouTube (video), and Storify (content curation). Various sites have also opened the door to snackable and accessible content for citizen journalists including CNNiReport, CBS EyeMobil, and Yahoo You Witness News.

5. Proposed Moderator

If accepted, we plan to contact some of the professionals that work in social media in the DC area to have one moderate the panel. We are considering: Dr. Mark Drapeau, Director of Innovative Engagement for Microsoft. The moderator will begin by discussing what multimedia storytelling is, why it is important and how it is used in professional practice. If we are not successful in obtaining an appropriate professional to moderate then Marcia DiStaso will be the moderator.

6. Possible Panelists

- Public Relations Division: Tina McCorkindale, Appalachian State University; Marcia DiStaso, Pennsylvania State University
- Communication and Technology Division: Marcus Messner, Virginia Commonwealth University; Cindy Royal, Texas State University
- Visual Communications Division: Michelle Seelig, University of Miami; Lynette Holman, Appalachian State University

7. Panel Contact: Marcia DiStaso, 814-863-9874, mwd10@psu.edu

AEJMC 2013 Joint Session Panel Proposal
Public Relations Division

Panel type: PF&R/Research

Potential co-sponsors: Public Relations Division
Critical and Cultural Studies Division
International Communication Division

Proposed panel title: Public Relations on a Global Scale: What the Most Recent Research Tells Us

Panel description:

The Global Alliance, a confederation of national associations representing 160,000 PR practitioners, is conducting a pilot study that will replicate the impressive GAP surveys conducted in the USA by the University of Southern California's Annenberg School in Brazil, Australia and China. Results should be available by late spring 2013. A panel including representatives of the Global Alliance and the Public Relations, Critical and Cultural Studies and International Communication Divisions will discuss the similarities and differences in public relations practices among these globally dispersed countries. They also will reflect on the implications for curricula and pedagogy.

Proposed moderator: Dr. Judy VanSlyke Turk, APR, Fellow PRSA
Professor, Virginia Commonwealth University

Possible panelists: Dr. Anne Gregory, chair-elect of the Global Alliance
Jerry Swerling, University of Southern California, Director of the GAP survey
Representative of the Critical and Cultural Studies Division
Representative of the International Communication Division
Representative of the Public Relations Division

Panel contact: Dr. Judy VanSlyke Turk, APR, Fellow PRSA
Professor
Virginia Commonwealth University
e-mail jvturk@vcu.edu
landline 804-827-3707
cell 804-319-6568