

AEJMC 2013 Joint Session Panel Proposal  
Public Relations Division

1. Panel Type (Research, Teaching or PF&R): Teaching Panel
2. Potential Co-Sponsors: Graduate Education Interest Group (GSIG); Public Relations Division
3. Proposed Panel Title: 2012 Commission on Public Relations Education Report: Standards for Public Relations Education for the Professional Master's Programs in the United States
4. Panel Description/Summary: The current 2012 Commission on Public Relations Education report exclusively focuses on standards for public relations education for the professional Master's programs in the United States. The report is based on three studies carried out by the Commission on Public Relations Education in 2011. The proposed panel will be organized in a roundtable discussion format. After presenting main findings and recommendations of the Commission, the panel will engage with audience in discussion about the research conducted by the Commission, the recommendations for Master's level standards in public relations education, and the future of graduate public relations education.
5. Proposed Moderator: Alexander V. Laskin
6. Proposed Panelists
  - Dean Kruckeberg, University of North Carolina-Charlotte--Email: dkruckeb@uncc.edu
  - Frank Ovaitt, President & CEO, Institute for Public Relations--Email: fovaitt@verizon.net
  - Maria Russell, Syracuse University--Email: mprussel@syr.edu
  - Elizabeth Toth, University of Maryland--Email: eltoth@umd.edu
  - Katerina Tsetsura, University of Oklahoma--Email: tsetsura@ou.edu
  - Judy VanSlyke Turk, Virginia Commonwealth University--Email: jvturk@vcu.edu
7. Panel Contacts: Alexander V. Laskin -- Alexander.Laskin@quinnipiac.edu; Katerina Tsetsura, tsetsura@ou.edu

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AEJMC 2013 Joint Session Panel Proposal  
Public Relations Division

Type: PF&R/Teaching Panel

Co-Sponsors: Media Ethics Division & Public Relations Division

Title: Teaching Ethics in a Changing, Converged Media Climate

Contact Email: Lucinda Austin: laustin@elon.edu; & Matt Duffy: mattjduffy@gmail.com

Panel description: Recent ethical issues garnered national attention, such as organizational representatives altering the content of their organization's Wikipedia page, companies hiring paid bloggers and reviewers to write on behalf of their products and services, and political candidates hiring individuals to post comments about them in varying social media. Much literature exists about ethics education; however, little consensus exists about how and when to teach ethics in the classroom. The addition of new media types has created more ethical debates and a shifting view of ethics for many students. Plagiarism of web content is rampant, and students do not understand sponsored messages and other complex problems. For example, in one of the panel proposers' classes, ethics scenarios were provided in the text. The students stated all the examples given were "ethical" -- despite that these scenarios were listed in the textbook as examples of "unethical" acts. These students believed that the scenarios were fine because, as one student said, "Everybody does it that way, so we would be disadvantaged if we didn't." This panel will address challenges such as the one described here, and contemporary ethical issues in the converged online media environment -- where little ethical guidance exists.

This panel will examine best practices for teaching ethics and will suggest ways to approach ethical gray areas. The panel will address the following questions:

- What should classroom ethics content include?
- What are methods for engaging students in a meaningful dialogue about ethics?
- How should new media be incorporated into discussions about ethics?
- How can student-learning outcomes of ethics be assessed?

Potential Participants:

- Lucinda Austin, Elon University (PR Division)
- Matt Duffy, Georgia State University (Media Ethics Division)
- Shannon Bowen, University of South Carolina (Media Ethics Division & PR Division)
- Tom Kelleher, University of Hawaii (PR Division & Media Ethics Divisions)
- Kevin Stoker, Texas Tech (Media Ethics Division)
- Elizabeth Toth, University of Maryland College Park (PR Division)

Cost: None

Technology and A/V Needs: None (though projector would be useful it is not a necessity)

AEJMC 2013 Joint Session Panel Proposal  
Public Relations Division

Panel Type: PF&R Panel Proposal

Suggested co-sponsors: Public Relations Division and the History Division

Proposed Panel Title: Pathways to Public Relations Through History

Panel Description: 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.

Proposed Moderator (and contact): Margot Opdycke Lamme (AJEMC PR, History, CSW)  
University of Alabama, lamme@apr.ua.edu, 205.348.5628

Panel members

Burton St. John, III (AEJMC Civic and Citizen Journalism Interest Group)

Old Dominion University, BSaintJo@odu.edu

Topic: 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 (AEJMC PR and History)

University of Georgia, russell.uga@gmail.com

Topic: 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.

Michael Kunczik\*\*

Prof. Dr., Johannes Gutenberg: Universität Mainz; Germany, Institut für Publizistik: Professor for Communication Research (Emeritus), michael-kunczik@t-online.de

Topic: 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.

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

Amos Zikusooka,\*\* Makerere University, amosmedia@gmail.com

Topic: 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.

Estimate cost: None, assuming access to presentation software (PPT, PPTX) is provided.

\*\* Should this proposal be accepted, our international panelists plan to apply for AEJMC membership.

AEJMC 2013 Joint Session Panel Proposal  
Public Relations Division

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  
Box 6932  
Radford University  
Radford, VA 24142  
(540) 831-6047  
lzoch@radford.edu

AEJMC 2013 Joint Session Panel Proposal  
Internships and Careers Interest Group

Type: Teaching standards panel – curriculum development, teaching modes

Title: “Industry Employers and Communications Faculty Discuss Ways to Teach Undergraduate Students Proficient Job Skills and Professional Characteristics in the Age of ‘Look at Me’ Millennials”

Possible co-sponsors: Advertising Division, Electronic News Division, Magazine Division, Newspaper and Online News Division, Public Relations Division, Small Programs Interest Group

Description: Millennials, the generation born in 1982 or later, are the latest and most quickly growing public of college graduates to enter the workforce. Positive attributes associated with Millennial employees include their ambition toward success, their willingness to be active members of the company team, and their efficacy with technology. Millennials have been labeled the “Look at Me” generation, because this segment of the population tends to be overly self-confident about their abilities due to constant affirmation from parents and teachers throughout their childhood. However, employers express exasperation over Millennials’ sense of entitlement, difficulty in taking direction, poor job skills, and seeming lack of professional ethics. Millennial employees tend to have work practices, expectations and professional ethics that are different from and possibly problematic to professionals of older generations.

This joint-panel could include communications faculty, employers/internship supervisors, and Millennial-aged employees. Topics of discussion: 1) industry employers and Millennial employees could discuss job skills and professional characteristics new hires did not learn in college and therefore did not bring to their first job as entry-level employees; 2) roadblocks Millennial hires and employers from older generations have encountered in the work place and ways they have overcome these obstacles; 3) faculty challenges/successes of keeping up with industry demands and updating curricula; 4) how industry employers, Millennial hires and faculty can create learning communities to teach undergraduate students and new Millennial hires more proficient job skills and professional characteristics.

Possible panelists:

Communications faculty who are members of AEJMC divisions and/or interest groups could serve as educator panelists: Advertising Division, Electronic News Division, Magazine Division, Newspaper and Online News Division, Public Relations Division, Small Programs Interest Group

Industry employers/employees from Washington, D.C. area communications firms and news sources could serve as professional employer and Millennial employee panelists: Caplan Communications, Lewis PR, MDB Communications, Inc., PCI Communications, Inc., Qorvis, Washingtonian Magazine, Washington Life Magazine, Washington Post, Washington Times

Specific names and contact information of panelists can be provided once the joint-panel is approved.

Contact: Vicki Todd, Ed.D.

Assistant professor of public relations

PF&R/Teaching Standards Chair, ICIG

Quinnipiac University

275 Mt. Carmel Ave./SB-MCM, Hamden, CT 06518

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vicki.todd@quinnipiac.edu

AEJMC 2013 Joint Session Panel Proposal  
Internships and Careers Interest Group

Type: Teaching

Title: Crossing the Line: Preparing Students for Careers on Both Sides of the Camera

Possible co-sponsor: Electronic News Division (formerly Radio-TV Journalism Division)

Description:

A panel discussion focusing on:

- a. Where we should focus our attention as we guide students to careers in broadcast journalism
- b. Finding a skills balance for market demanding convergent talents
- c. Teaching producers to edit, teaching directors to write

Understandably, students often arrive in a Communication major having an idea of what they would like to do in broadcasting, but not really understanding what skills are needed to ensure their success. Traditionally, "the line" existed (and often in union shops is still enforced) between the technical roles of photographers, editors and directors versus the non-technical tasks of writers and producers. However, increasingly the market place is requiring a blended mix of skills from each side. While students will continue to see their career goal as, for instance either a news anchor or a camera person, their skill set has to be developed on both sides of "the line."

Possible panelists:

Two panelists from co-sponsoring division, such as Electronic News Division along with local/regional/national broadcast journalism industry professionals who can commit to attending the panel during the conference in Washington, D.C. (to be decided).

Contact: Nigel Dobereiner,  
ICIG Vice Head,  
Assistant Professor  
Internship Coordinator  
Department of Communication  
Westfield State University  
ndobereiner@westfield.ma.edu

AEJMC 2013 Joint Session Panel Proposal  
Internships and Careers Interest Group

Type: Teaching

Title: Preparing Students for 21st Century Political News Careers

Possible co-sponsors: Newspaper and Online News Division, Electronic News Division, or Political Communication Interest Group.

Description:

A panel discussion focusing on the hyper-partisan, instant, and 24-hour online political news industry and:

- what industry professionals expect, in skills, from incoming graduates, and,
- what educators expect industry to deliver in terms of a completed educational internship experiences, or a career in the field.

Possible panelists:

Two panelists from co-sponsoring division, along with local/regional/national broadcast journalism industry professionals who can commit to attending the panel during the conference in Washington, D.C. (to be decided, but I'm extremely interested in inviting journalists from Scripps Howard Foundation's D.C. internship program, and Politico, and WaPo).

Contact: Abhinav Aima,  
Instructor of Communications,  
Head of Internships and Careers Interest Group, AEJMC,  
Communications Internships Director,  
Penn State New Kensington.  
aka11@psu.edu

AEJMC 2013 Joint Session Panel Proposal  
Internships and Careers Interest Group

Type: Teaching

Title: Preparing Students for 21st Century International News Careers

Possible co-sponsors: International Communication Division, Newspaper and Online News Division, Electronic News Division, Magazine Division.

Description:

A panel discussion focusing on the burgeoning multi-media international news industry, and the creation of capacity for American journalism students to fill that role, and:

- a. what industry professionals expect, in skills, from incoming graduates, and,
- b. what educators expect industry to deliver in terms of a completed educational internship experience for students interning with foreign news bureaus.

Possible panelists:

Two panelists from co-sponsoring division, along with educators who have experience in managing international journalism internships and careers programs, and international journalism industry professionals who can commit to attending the panel during the conference in Washington, D.C. (to be decided).

Contact: Abhinav Aima,  
Instructor of Communications,  
Head of Internships and Careers Interest Group, AEJMC,  
Communications Internships Director,  
Penn State New Kensington.  
aka11@psu.edu

AEJMC 2013 Joint Session Panel Proposal  
Internships and Careers Interest Group

Type: Teaching

Title: Preparing Students for 21st Century Print Careers

Possible co-sponsor: Newspaper and Online News Division

Description:

A panel discussion focusing on the fast changing newspaper and online news industry, and:

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

Possible panelists:

Two panelists from co-sponsoring division, along local/regional/national journalism industry professionals who can commit to attending the panel during the conference in Washington, D.C. (to be decided).

Contact: Abhinav Aima,  
Instructor of Communications,  
Head of Internships and Careers Interest Group, AEJMC,  
Communications Internships Director,  
Penn State New Kensington.  
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AEJMC 2013 Joint Session Panel Proposal  
Mass Communication and Society Division

1. Title: The Videogame Industry Matures: The Rise of Older Gamers
2. PF&R Panel
3. The introduction of the Nintendo Wii in 2006 signaled a shift in the image of video game players. Once thought to be teenage boys squirreled away in their parents' basements, solitary and uncommunicative, video game players now looked more like families – moms and dads, kids, and even grandparents. Those in the videogame industry are keenly aware of the demographic shifts in the gaming landscape and are re-conceptualizing the idea of gaming to meet the demands of a more diversified and older population of players. Synthesizing perspectives from seasoned industry professionals and games researchers, this panel explores how this aging gamer population transforms traditional assumptions that creators and scholars bring to video games.
4. Panel Participants:  
Aaron Delwiche, Associate Professor, Department of Communication, Trinity University  
Dave McDonough, Lead Game Designer, Firaxis Games  
Fred Howard, VP Marketing, KingsIsle Entertainment
- Panel Moderator:  
Jennifer Henderson, Associate Professor, Trinity University
5. Sponsor: MCS
6. Possible co-sponsors: CTEC, GSIG, Entertainment Studies
7. Contact: Jennifer J. Henderson  
Associate Professor & Chair  
Department of Communication  
Trinity University  
San Antonio, TX 78212-7200  
210-999-8114

AEJMC 2013 Joint Session Panel Proposal  
Mass Communication and Society Division

Panel Title

Integrating Theory and Practice in Mass Communication Curricula

Type of Panel

Teaching Panel

Background and Significance of the Topic

In this panel discussion, administrators, faculty and students will address approaches to teaching theory in a skills-oriented curriculum. Panelists will discuss the importance of undergraduate and Master's student learning about how mass communication theory applies to practical workforce skills. In addition, various example techniques and approaches that can be adopted across advertising, public relations, journalism, and electronic media topics will be presented. Ultimately, the panel will address the struggle of how best to foster student understanding that successful practice is always guided by good theory.

Possible Panelists

Troy Elias, University of Florida

Kristen Landreville, University of Wyoming

Other panelist to be determined

Sponsor: MCS

Possible Co-Sponsors

Communication Theory & Methodology Division

Contacts: Aaron Veenstra, CT&M: [aaron.asveenstra@siu.edu](mailto:aaron.asveenstra@siu.edu)

Jay Hmielowski & Melanie Sarge, MC&S: [jay.hmielowski@gmail.com](mailto:jay.hmielowski@gmail.com) & [m.sarge@ttu.edu](mailto:m.sarge@ttu.edu)

AEJMC 2013 Joint Session Panel Proposal  
Mass Communication and Society Division

Panel Title

“Okay students, take out your cell phones...” – Exploring the Benefits of Bringing Technology into the Classroom

Type of Panel

Teaching Panel

Background and Significance of the Topic

Today’s students are constantly attached to technology. Moreover, they are accustomed to using technology inside the classroom. Instead of professors fighting to prevent their students from using technology in class, we should begin to explore the different ways we can supplement our lectures and in class activities with the use of various forms of technology such as cell phones and computers. This panel will provide a range of ideas about the best ways for instructors to use technology into the classroom. Panelists will discuss ways for instructors to utilize mobile phone polling, student blogging, class tweet feeds, and interactive internet information search sessions. This panel will help teachers change personal technologies from course distractions to teaching aids.

Possible Panelists

Nick Geidner, University of Tennessee – Knoxville

Michael Beam, Washington State University

Jesse Fox, Ohio State University

Sponsor: MCS

Possible Co-Sponsors

Communication Technology (CTEC)

Contacts:

Jay Hmielowski & Melanie Sarge, MC&S: jay.hmielowski@gmail.com & m.sarge@ttu.edu

AEJMC 2013 Joint Session Panel Proposal  
Mass Communication and Society Division

Panel Title

You want me to teach what?! – How to Manage Teaching Content Outside of Your Expertise

Type of Panel

Teaching Panel

Background and Significance of the Topic

Throughout the career of all instructors, we are sometimes asked to teach classes that may not be in our area of expertise. When presented with this situation, instructors may run into difficulties developing assignments, in class activities, and lectures for class. This panel will provide teachers with a set of strategies to make this challenging experience a success. Panelists will provide instructors with strategies to identify and convey the key information. Moreover, content will cover how to develop assignments and activities for unfamiliar class content.

Panelists

To Be Determined

Sponsor: MCS

Co-Sponsors

Public Relations Division

Small Programs Interest Group

Contacts:

Jay Hmielowski & Melanie Sarge, MC&S: jay.hmielowski@gmail.com & m.sarge@ttu.edu

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To Be Determined

Sponsor: MCS

Co-Sponsors

Public Relations Division

Small Programs Interest Group

Contacts:

Jay Hmielowski & Melanie Sarge, MC&S: [jay.hmielowski@gmail.com](mailto:jay.hmielowski@gmail.com) & [m.sarge@ttu.edu](mailto:m.sarge@ttu.edu)

AEJMC 2013 Joint Session Panel Proposal  
Mass Communication and Society Division

Panel Title

Promising Professor Panel

Type of Panel

Teaching Panel

Background and Significance of the Topic

Every year the Mass Communication and Society and Graduate Student Divisions of AEJMC honor excellent teachers in the field of communication. This panel will include presentations from our graduate and faculty winners of the Promising Professor Award. In addition, the panel will include a presentation from the winner of our Distinguished Educator Award. Each winner will present their own teaching philosophy and in-class strategies that have made them excellent teachers.

Panelists

To Be Determined

Sponsor: MCS

Suggested co-sponsors: Graduate Student Interest Group

Contacts:

Jay Hmielowski & Melanie Sarge, MC&S: [jay.hmielowski@gmail.com](mailto:jay.hmielowski@gmail.com) & [m.sarge@ttu.edu](mailto:m.sarge@ttu.edu)

J.J. DeSimone, University of Wisconsin [jjdesimone@gmail.com](mailto:jjdesimone@gmail.com)

AEJMC 2013 Joint Session Panel Proposal  
Mass Communication and Society Division

Panel Title

The Publication Process

Type of Panel

Teaching Panel

Background and Significance of the Topic

The publication process is complex. Because it is more important than ever for all communication scholars to publish in peer-reviewed journals, graduate students must learn how to develop a strategy to become successful scholar. This panel will include editors of top AEJMC journals such as Mass Communication and Society and Journalism and Mass Communication Quarterly. Editors will provide valuable insight into the publication process including important information about the review process, how editors make decisions, and the common mistakes they see from journal submissions.

Possible Panelists

Dan Riffe, UNC

Maria Marron, Central Michigan University

Paul Martin Lester, Cal State, Fullerton

Stephen Perry, Illinois State University

Sponsor: MCS

Suggested co-sponsors: Graduate Student Interest Group

Contacts

Jay Hmielowski & Melanie Sarge, MC&S: jay.hmielowski@gmail.com & m.sarge@ttu.edu

J.J. DeSimone, University of Wisconsin jjdesimone@gmail.com

AEJMC 2013 Joint Session Panel Proposal  
Mass Communication and Society Division

Co-sponsors: No others at this time but hopeful for the Electronic News, Visual Communication, or MAC Divisions.

Session Title: Examining Mainstreamed News Media Coverage of Women and Underrepresented/underserved Communities in the ABC, CBS and NBC Evening News Programs.

Description: This panel will present a visibility study and content analysis of Women, Asian, Latino/Latina, African American/Black people, and Children in the news reports from the ABC, CBS and NBC evening news programs. Image, Identity and the ethical considerations of the studied marginalized communities will be presented for discussion.

Presiding/Moderating: John Sanchez, Associate professor, Penn State University

Panelists:

Shantelle Johnson, Penn State University- Examining the 21st century Woman in the news reports of the ABC, NBC and CBS evening news programs

Jenny Kim, Penn State University- A comparative analysis of how Asians are portrayed in the American Evening News Media and in the Korean evening News Media

Nicole Colon Quintana, Penn State University - A content analysis of Latino/Latina news reports on the American evening news programs

Cynthia Hill, Penn State University- African American/Black Male visibility and content analysis in the ABC, CBS and NBC evening news program reports

Cheyenne Sexton, Penn State University- Children and the News: an examination of news reports from the ABC, CBS and NBC evening news programs as they report on Children.

AEJMC 2013 Joint Session Panel Proposal  
Mass Communication and Society Division

Co-sponsors:

Civic and Citizen Journalism Interest Group  
Cultural and Critical Studies  
Newspaper and Online News

Session Title: The Importance of Media Literacy and Strategies for Teaching it at the College Level

Description:

Presiding/Moderating: Jeff South, VCU

Panelists:

Ted Pease  
Brenda Cooper  
Renee Hobbs

Contact:

Jeff South, Virginia Commonwealth Univ.  
Office No.: 804 – 827 - 0253  
Email Address: jcsouth@vcu.edu

AEJMC 2013 Joint Session Panel Proposal  
Media Ethics Division

Contact information: Mitch Land, mland@regent.edu Cell: 940.390.0361. Clifford Christians, cchrstns@illinois.edu

Type: PF&R; Research

Title: Non-Western Approaches for Analyzing Ethical Dilemmas in Participatory Journalism, Popular Culture and Social Media

Proposed Moderator/Chair:

Mitch Land (PhD, University of Texas) is dean and professor at Regent University's School of Communication & the Arts. Land is lead editor of *Contemporary Media Ethics* (Marquette Books: 2006) (with Bill Hornaday). Land introduced the Point-of-Decision Pyramid model for analyzing ethical dilemmas.

Proposed Respondent:

Clifford G. Christians (PhD, University of Illinois) is research professor of communications, professor of media studies, and professor emeritus of journalism at the University of Illinois. His most recent book on communitarian ethics (with Mark Fackler and John Ferré) is *Ethics for Public Communication* (Oxford University Press, 2012).

Proposed Panelists:

- Haydar Badawi Sadig (PhD, Ohio University)
- Ndirangu Wachanga (PhD, University of North Texas)
- Ginny Whitehouse (PhD, University of Missouri at Columbia)
- Shakuntala Rao (PhD, University of Massachusetts-Amherst)

Description: The so-called Arab Spring was successful, in part, because of the ubiquity of communication platforms worldwide and citizen access to smart phones and social media, such as Facebook. If the currency of good journalism is accuracy and fairness—even though objectivity remains elusive—then it seems appropriate at this time that we explore non-Western philosophical frameworks for confronting and dealing with ethical dilemmas in reporting and sharing of information. Indeed, the tragic circumstances following the infamous 16-minute anti-Muhammad film via YouTube make it all the more urgent for media practitioners to consider alternative approaches to the ethics of communicating information in our ever-shrinking globe. The right to express may need to be tempered with the social responsibility of not embracing that right. This panel proposes to discuss how non-Western philosophical approaches may serve as valuable tools for either preventing ethical dilemmas or for addressing them after the fact. Our presenters will propose the following non-Western concepts: Islam, Confucianism, The Palaver Tree (traditional African perspective) and Hinduism. These theories are best understood within and advocate for community media particularly. This discussion could prove instructive for adding to the Western philosophies that currently dominate our academic discourse.

Possible panel co-sponsors: Media Ethics Division, Media and Religion

AEJMC 2013 Joint Session Panel Proposal  
Media Management & Economics Division

TYPE OF PANEL: Research

TITLE: New Methodological Approaches and Concerns in Audience Research

PANELISTS: (please list both name and affiliation)

1. Patricia Phalen, George Washington University (Chair)
2. John Carey, Fordham University
3. Tom Ksiazek, Villanova University
4. Philip M. Napoli, Fordham University
5. James Webster, Northwestern University (Discussant)

PANEL DESCRIPTION:

This panel will highlight new methodological approaches that are being employed in both academic and professional audience research. New media technologies, and new means of gathering audience data, have given rise to a variety of new methodological approaches and concerns in audience research. This panel will address this new era in audience research from a variety of methodological perspectives. In particular, this panel will focus on the following topics:

- a) Cross Media Measurement (John Carey)
- b) Network Analysis as an Audience Research Tool (Tom Ksiazek)
- c) Social TV Analytics (Philip Napoli)

POSSIBLE PANEL CO-SPONSORS:

Advertising      Mass Communication & Society

PANEL CONTACT:

Name: Philip Napoli

Mailing Address: Graduate School of Business, Fordham University, 113 W. 60th St. New York, NY 10023

Telephone Number: 212-636-6144

E-mail Address: pnapoli@fordham.edu

AEJMC 2013 Joint Session Panel Proposal  
Media Management & Economics Division

TYPE OF PANEL: Research

TITLE: Current Issues in Media Economics and Policy Research: A View from the FCC

PANELISTS: (please list both name and affiliation)

1. Philip Napoli, Fordham University (Chair)
2. Jonathan Levy, Federal Communications Commission
3. Peter Alexander, Federal Communications Commission
4. Thomas Reed or Daniel Margolis, Federal Communications Commission
5. Robert Picard, Oxford University (Discussant)

PANEL DESCRIPTION:

This off-site visit would take place at the Federal Communications Commission, and would give participants an opportunity to hear from, and engage with, current FCC staff members involved in the design and implementation of the FCC's research agenda. This visit will give participants an opportunity to hear directly from FCC representatives as to what the most pressing research needs are for informing current policy debates, as well as an opportunity to discuss how technological changes are affecting the economic and regulatory landscapes for media industries.

POSSIBLE PANEL CO-SPONSORS:

CTEC and LAW

PANEL CONTACT:

Name: Philip Napoli

Mailing Address: Graduate School of Business, Fordham University, 113 W. 60th St. New York, NY 10023

Telephone Number: 212-636-6144

E-mail Address: [pnapoli@fordham.edu](mailto:pnapoli@fordham.edu)

AEJMC 2013 Joint Session Panel Proposal  
Media Management & Economics Division

TYPE OF PANEL: Research

TITLE: Media Branding 2.0: Changes, challenges and conceptions

PANELISTS: (please list both name and affiliation)

1. McDowell, Walter; University of Miami (U.S.)
2. Chan-Olmsted, Sylvia; University of Florida (U.S.)
3. Förster, Kati; University of Vienna (Austria)
4. Siegert, Gabriele; University of Zurich (Switzerland)
5. Baumann, Sabine; Jade University (Germany)
6. Ots, Mart; University of Jönköping University (Sweden)

PANEL DESCRIPTION:

International research on media brand management has seen a development and refinement of concepts and theoretical approaches within the last decade. Nowadays the value of media branding research is a reality. For instance, McDowell (2011) posits that the true crisis in journalism stems from problems addressing brand management. Furthermore, the relevance of this rather young research discipline can be seen in the fact, that a special issue on media branding research has been published by the International Journal on Media Management in 2011. But as Chan-Olmsted (2011) states "changes in many exogenous factors such as consumer behavior, communication technologies, and market conditions [...] mean that the success of branding today is increasingly dependent on an organization's ability to manage its brand [...] that is drastically different from a decade or two ago". But what are current and future questions for media brands and media branding research? What 'recipes' do media firms need in times of a changing media consumption towards a more social and participatory usage on one hand and a risen and still rising competitive pressure through new players in the market on the other?

POSSIBLE PANEL CO-SPONSORS:

Advertising

PANEL CONTACT:

Name: Prof. Dr. Sabine Baumann and Dr. Kati Förster

Mailing Address: Jade University, Institute for Media Management and Journalism, Friedrich-Paffrath-Str. 101, D-26389 Wilhelmshaven or Faculty of Social Sciences, Department of Communication, Schopenhauerstr. 32; A-1180 Vienna

Telephone Number: +49 4421 985 2496 or +43 1 4277 49393

E-mail Address: sabine.baumann@jade-hs.de or kati.foerster@univie.ac.at

AEJMC 2013 Joint Session Panel Proposal  
Media Management & Economics Division

TYPE OF PANEL: Research

TITLE: News, audiences, and newsroom management: Uncertainty, the future & decision-making

PANELISTS: (please list both name and affiliation)

1. Janet Bridges, Sam Houston State University (TX)
2. George Sylvie, University of Texas
3. Jane Singer, University of Iowa
4. Peter Gade, University of Oklahoma
5. Bozena Mierzejewska, Fordham University

PANEL DESCRIPTION:

POSSIBLE PANEL CO-SPONSORS:

CTEC and Newspaper

PANEL CONTACT:

Name: George Sylvie

Mailing Address: School of Journalism/Belo Media Center/

University of Texas at Austin/300 W. Dean Keeton (A1000)/Austin, TX 78712

Telephone Number: 512-471-1783

AEJMC 2013 Joint Session Panel Proposal  
Media Management & Economics Division

TYPE OF PANEL: PFR

TITLE: Media Economics of 2013

PANELISTS: (please list both name and affiliation)

1. Iris Chyi, Texas

2. Angela Power, Kansas

DC-area media managers

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

Moderator : Amber Hinsley, Saint Louis Univ.

PANEL DESCRIPTION:

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

POSSIBLE PANEL CO-SPONSORS:

Magazine and Newspaper

PANEL CONTACT:

Name: Amber Hinsley

E-mail Address: Amber Hinsley <ahinsley@slu.edu>

AEJMC 2013 Joint Session Panel Proposal  
Media Management & Economics Division

TYPE OF PANEL: PFR

TITLE: Getting inside: Doing research at a news organization

PANELISTS: (please list both name and affiliation)

Cindy Royal, Texas State

Amy Schmitz Weiss, San Diego State

CW Anderson, CUNY

David Ryfe, Nevada-Reno

Moderator : Amber Hinsley, Saint Louis Univ.

PANEL DESCRIPTION:

The panel would consist of scholars who have done research at news organizations, discussing how they laid the groundwork for the research project and how they coordinated with the organization. Discussion points include tips for other scholars who want to conduct research at a news organization.

POSSIBLE PANEL CO-SPONSORS:

Magazine, Newspaper, Community Journalism

PANEL CONTACT:

Name: Amber Hinsley

E-mail Address: Amber Hinsley <ahinsley@slu.edu>

AEJMC 2013 Joint Session Panel Proposal  
Media Management & Economics Division

TYPE OF PANEL: PFR

TITLE: The business of news: What lies ahead

PANELISTS: (please list both name and affiliation)  
DC-area media managers  
Leaders of DC-area professional organizations (SPJ, ASNE)

Moderator : Amber Hinsley, Saint Louis Univ.

PANEL DESCRIPTION:

The panel would consist of DC-area journalists who would talk about what they see as the future of the industry and how their respective organizations are exploring new/different business models. They also could discuss the business/entrepreneurial skills that journalists and journalism students need to have to be competitive.

POSSIBLE PANEL CO-SPONSORS:

Magazine, Newspaper

PANEL CONTACT:

Name: Amber Hinsley

E-mail Address: Amber Hinsley <ahinsley@slu.edu>

AEJMC 2013 Joint Session Panel Proposal  
Media Management & Economics Division

TYPE OF PANEL: PFR

TITLE: The Business Model of the Future Newspapers: Multiplatform Ad Sales and Subscription on Devices  
(in Memory of Mary Alice Shaver)

PANELISTS: (please list both name and affiliation)

1. Steven Kessel, Senior Vice President, Worldwide Digital Media, Amazon Kindle
2. Jim Conaghan, Vice President of Research & Industry Analysis, National Newspaper Association
3. Bill Cronin as VP of marketing, USA Today
4. Dan Shaver (current affiliation unknown)
5. Joshua Benton, Nieman Journalism Lab

PANEL DESCRIPTION:

This panel is organized in memory of Dr. Mary Alice Shaver, who is a pioneer in research on newspaper ad sales and business model and passed away this year. The newspaper industry is fast-changing and moving toward multi-platform delivery and sales. The panel will gather the major players in the field (some of them are located in Washington DC) and academic Dan Shaver to discuss their vision of the changing business models and the best practices of their newspapers/devices.

POSSIBLE PANEL CO-SPONSORS:

Advertising, Communication Technology, Mass Communication & Society, Newspaper

PANEL CONTACT:

Name: Louisa Ha

Mailing Address: 302 West Hall, School of Media & Communication, Bowling Green State University

Telephone Number: 419-3729103

E-mail Address: louisah@bgsu.edu

AEJMC 2013 Joint Session Panel Proposal  
Media Management & Economics Division

TYPE OF PANEL: Research

TITLE: Meet the editors: Publishing media management research in a new era

PANELISTS: (please list both name and affiliation)

1. Bozena Mierzejewska, editor, The International Journal on Media Management
2. Dan Shaver, editor, Journal of Media Business Studies
3. Hugh Martin, editor, Journal of Media Economics
4. Steve Jones, editor, New Media and Society
5. Editor from an advertising journal

PANEL DESCRIPTION:

This panel invites editors from leading journals to talk about the perspective on publishing media management and economics research in different journals. Media management and economics research is a unique and interdisciplinary field that can find a proper venue in a variety of journals. Editors will provide advice on manuscript submission, reviewing process, timeline, and fit for publication.

This panel is helpful to both graduate students and faculty who are seeking potential venues for their publication.

POSSIBLE PANEL CO-SPONSORS:

Mass Communication & Society, Scholastic Journalism, Graduate Student Interest Group

PANEL CONTACT:

Name: Yan Yang

Mailing Address:

Drawer 33

Nido R. Qubein School of Communication

High Point University

High Point, NC 27262-3598

Telephone Number: 336-841-9432

E-mail Address: [yyang@highpoint.edu](mailto:yyang@highpoint.edu)

AEJMC 2013 Joint Session Panel Proposal  
Media Management & Economics Division

TYPE OF PANEL: Teaching

TITLE: Diversity in curriculum: Incorporating teaching media management into other curriculum

PANELISTS: (please list both name and affiliation)

1. Amy Jo Coffey, University of Florida
2. Teresa Styles, North Carolina A&T University
3. Yan Yang, High Point University
4. Tang Tang, University of Akron
- 5.

PANEL DESCRIPTION:

Media management and economics is an interdisciplinary field of research that can be integrated into the teaching of a variety of courses. This panel discusses the diverse ways of incorporating the teaching of media management into classes in telecommunication, journalism, electronic media, and mass communications. Scholars from two research institutions and two teaching schools will present their experience in achieving this goal. Scholars will talk about how to teach media management principles and practicum in courses such as Telecommunication programming, Electronic media development, Telecommunication research, and graduate seminars.

This panel may help scholars developing new teaching curriculum in a more interdisciplinary manner.

POSSIBLE PANEL CO-SPONSORS:

Electronic News

PANEL CONTACT:

Name: Yan Yang

Mailing Address:

Drawer 33

Nido R. Qubein School of Communication

High Point University

High Point, NC 27262-3598

Telephone Number: 336-841-9432

E-mail Address: [yyang@highpoint.edu](mailto:yyang@highpoint.edu)

AEJMC 2013 Joint Session Panel Proposal  
Media Management & Economics Division

TYPE OF PANEL: Research

TITLE: The Effect of the Global Environment on the Decision Making Process of Media Managers

PANELISTS: (please list both name and affiliation)

1. Professor or local official
2. Potential Executives from the Social Media and Broadcasting Industries from the D.C. Area
3. FEMA representatives
4. Professor Media Management
5. Professor of Science Communication

PANEL DESCRIPTION:

An exploration of the challenges media executives face in disseminating information before, during and after severe weather. Part I of the panel would examine the role of media executives and their lack of or support of science journalists in this decade when more weather related and/or global warming stories become the norm. Part II would address the role of media executives in the social media sphere. For example, the situation that occurred with infrastructure during Hurricane Sandy. Although social media played a vital part, the Huffington Post was down for a period of time because its server was located in New Jersey the epicenter for the storm. Political uprisings would be a potential area for discussion as well. Media executives are continuing to develop best practices for rebuilding newly formed democratic governments.

POSSIBLE PANEL CO-SPONSORS:

Comm Technology, ComSHER, International Communication

PANEL CONTACT:

Name: Teresa Jo Styles

Mailing Address: North Carolina A & T State University

1601 East Market Street, Greensboro, North Carolina 27411

Telephone Number: +1 336.334.7900

E-mail Address: [teresaj@ncat.edu](mailto:teresaj@ncat.edu)

AEJMC 2013 Joint Session Panel Proposal  
Gay, Lesbian, Bisexual, Transgender Interest Group

Panel Title: Keeping Media Relevant for Targeted Communities: The Importance of Commentary

Panel Type: PF&R

Possible Co-sponsors: (Please identify at least one division or interest group if appropriate)

Community Journalism  
Cultural and Critical Studies  
Magazine  
Mass Communication and Society  
Newspaper

Summary of Session:

This panel builds around columnists located in the DC area as well as instructors who specialize in guiding commentary writers. As more news comes at us in 10-second sound bites and 140-character tweets, columnists play the important role of providing context and analysis, and of starting critical conversations around difficult social issues. Columnists build a better connection between news providers and the community, and for out journalist Craig Wilson, who regularly refers to long-time partner Jack in his writing, issues of authenticity and community are especially important. We'll hear from writers who regularly make those critical connections while opening themselves up to sometimes-ruthless criticism. How do we help our students take those risks and find that commitment to and passion for their community?

Possible Panelists:

Craig Wilson, USA Today columnist (confirmed)  
Charlie Cook, National Journal analyst (tentative)

Moderator: Lori Blachford, Drake U

Estimate Speaker Costs: None

Contact Person:

Tien-Tsung Lee, U of Kansas, tlee@ku.edu, 785-864-7626

AEJMC 2013 Joint Session Panel Proposal  
Gay, Lesbian, Bisexual, Transgender Interest Group

Panel Title: Navigating the Social Media Landscape: LGBT Marketing Efforts and Branding Implications

Panel Type: PF & R

Possible Co-sponsors:

Advertising  
Public Relations

Summary of Session:

The LGBT population has emerged as an attractive and viable target market in recent years yet is still viewed as controversial by many. For example, recent headlines featured the infamous Chick-fil-a anti-gay corporate policies, JCPenney's selection of Ellen DeGeneres as a spokesperson and the resulting uproar from One Million Moms, and General Mills' vocalization of opposition to Minnesota's proposed gay marriage ban, which spawned online petitions that spread like wildfire. Social media provides an interesting space within which to examine strategic communication targeted to and/or about the LGBT niche market. Platforms such as Twitter, Facebook, and YouTube offer more information than ever before and promote fervent two-way dialogue about issues and brands that attracts LGBT supporters and detractors. Possible panelists will include researchers and practitioners at the nexus of social media and the LGBT market.

Possible Panelists:

Bob Witeck and/or Wesley Combs, Witeck-Combs, a Washington DC-based PR firm that specializes in the LGBT market (confirmed)

Erica Cisrek, U of Oregon (confirmed)

Laurie Phillips, UNC-Chapel Hill (confirmed)

Moderator:

Laurie Phillips, UNC-Chapel Hill

Estimate Speaker Costs:

None

Contact Person:

Tien-Tsung Lee, U of Kansas, tlee@ku.edu, 785-864-7626

AEJMC 2013 Joint Session Panel Proposal  
Gay, Lesbian, Bisexual, Transgender Interest Group

Panel Title: State of the Community 2013

Panel Type: PF & R

Possible Co-sponsors:

Newspaper and Online News  
Religion and Media

Summary of Session:

Bringing together a diverse array of journalists and media researchers, this broad-ranging panel will explore a number of the most significant issues related to LGBT politics, media, and public opinion. These issues include the role that mainstream and alternative media play in shaping public opinion around LGBT rights issues (e.g., marriage equality and hate crimes) in the United States. Panelists will also consider how LGBT representation is evolving in the context of a rapidly changing media landscape – marked, for example, by the rise of TV on the web, the ascent of video games as a mass medium, a global recession that has further exacerbated the plight of the news industry, and the continuing transition from a print media culture to a digital one. The viability of, and importance of, the LGBT press in this context will also be explored.

Possible Panelists:

Emily Guskin, Research Analyst, Pew Research Center's Project for Excellence in Journalism (tentative)

Tara Kachgal, U of Wisconsin-Superior (confirmed)

Kevin Naff, Editor, Washington Blade (confirmed)

Phil Reese, Manager, Digital Initiatives, Washington Blade (confirmed)

Moderator: Tara Kachgal, U of Wisconsin-Superior (tentative)

Estimate Speaker Costs:

None

Contact Person:

Tien-Tsung Lee, U of Kansas, tlee@ku.edu, 785-864-7626

AEJMC 2013 Joint Session Panel Proposal  
Gay, Lesbian, Bisexual, Transgender Interest Group

Panel Title:

Teaching Diversity Online: An Interactive Model

Panel Type: Teaching

Possible Co-sponsors:

Advertising  
Public Relations  
Minorities and Communication  
Commission on the Status of Women

Summary of Session:

More university courses are going online to serve the changing needs of students. How do we build online courses that remain interactive and create the kind of discussion achieved in the traditional classroom, especially when teaching diversity? We'll have tips for revamping existing courses for online delivery, lists of online resources (such as webinars from Poynter and others) that help instructors make that leap, and examples of how social media (especially Twitter) can play a role in boosting interaction/discussion.

Possible Panelists:

Joel Geske, Iowa State (confirmed)  
Stephanie Willen-Brown, UNC-Chapel Hill (tentative)  
Lori Blachford, Drake (confirmed)

Moderator:

Rhonda Gibson, UNC-Chapel Hill (tentative)

Estimate Speaker Costs:

None

Contact Person:

Tien-Tsung Lee, U of Kansas, tlee@ku.edu, 785-864-7626

AEJMC 2013 Joint Session Panel Proposal  
Gay, Lesbian, Bisexual, Transgender Interest Group

Panel Title: From “Don’t Ask, Don’t Tell” to Prop 8: Update on GLBT Legal and Ethical Issues

Panel Type: PF&R

Possible Co-sponsors:

Law & Policy  
Media Ethics

Summary of Session:

From DOMA and same-sex marriage (and the ouster of several Iowa Supreme Court justices due to their support of the Iowa law) and adoption, to the demise of “Don’t Ask, Don’t Tell” policies in the military, to the flap over Chic-Fil-A and a call to boycott the Southern Poverty Law Center’s anti-bullying initiatives, legal (and ethical) issues have been rampant in the mass media in the last several years. Professional journalists and attorneys will help to provide an overview of these issues and more in the context of both media coverage and research in these areas.

Possible Panelists:

Jason Shepard, Cal State Fullerton (confirmed)  
Dane Claussen, director, Nevada ACLU (tentative)  
Representative from Metro Weekly (DC GLBT newspaper) (tentative)  
Representative from the Human Rights Campaign (tentative)

Moderator:

Genelle Belmas, Cal State Fullerton (confirmed)

Estimate Speaker Costs:

None

Contact Person:

Tien-Tsung Lee, U of Kansas, tlee@ku.edu, 785-864-7626

AEJMC 2013 Joint Session Panel Proposal  
Gay, Lesbian, Bisexual, Transgender Interest Group

Panel Title: Where Have We Gone From There? Progress in GLBT Research Since 2005

Panel Type: Research

Possible Co-sponsors:

Communication Theory and Methodology  
Cultural and Critical Studies  
Mass Communication and Society  
Minorities and Communication

Summary of Session:

In September 2005, Larry Gross published an important piece in the *Journal of Communication*, "The Past and the Future of Gay, Lesbian, Bisexual, and Transgender Studies," in which he identified four areas where he said GLBT research needed to focus and advance. These were (1) production studies: accounts of how media messages about gays, lesbians, bisexuals and transgendered persons are formed and disseminated; (2) studies dealing with societal changes over time: major shifts in society and the media have influenced the visibility of GLBTs, their relative feelings of isolation, and other important conditions and considerations; (3) studies dealing with GLBT identities: notions of who "we" are and who "they" are remain problematic and need closer explication; and (4) studies dealing with GLBT political issues: from targets of convenience to consumer niche to voting bloc, GLBT issues are more than academic—to what extent are "We, the people..."? Gross aptly titled this concluding section of his article, "Where Do We Go From Here?" This panel considers the question of what progress has been made in each of these four areas, if any, since his seminal article was published.

Possible Panelists:

Edward Alwood, Quinnipiac (confirmed)  
Rhonda Gibson, North Carolina-Chapel Hill (confirmed)  
Dean Mundy, Appalachian State U (confirmed)  
Natalie Tindall, Georgia State U (confirmed)  
Richard Waters, U of San Francisco (confirmed)

Moderator:

Dominic Lasorsa, Texas-Austin (confirmed)

Estimate Speaker Costs:       None

Contact Person: Tien-Tsung Lee, U of Kansas, tlee@ku.edu, 785-864-7626

AEJMC 2013 Joint Session Panel Proposal  
Communication Technology Division

Panel Title: Exploring the use of Emerging Technology in the Classroom during the 2012 Election Cycle and beyond

Panel Type: Teaching Panel

Panel Sponsors: Communication Technology Division and Political Communication Interest Group

Abstract: This panel will explore the various ways that emerging technology (e.g., blogs, social networks) can be used as a tool in the classroom during the course of a competitive election cycle and beyond. Faculty members from both teaching and research institutions will share their experiences utilizing emerging technology in the classroom during the political "on" season and "off" season, providing concrete examples of instruction tools and assignments and a set of best practices. The panelists will share helpful tips, discuss common problems and pitfalls, and propose thoughtful suggestions for ways to continue the use of emerging technology in the classroom across a range of political and apolitical topics. Two of our panelists will discuss the use of social media in face-to-face and online settings. While two other panelists will discuss the use of technology in the classroom specifically in the 2012 presidential elections. Lastly, our final panelist will bring together emerging technology and political communication in the classroom in his discussion and concluding remarks.

Panelists will include:

Porismita Borah Assistant Professor, Washington State University

Moderator: will talk briefly about importance of emerging technology in the classroom

Homero Gil de Zuniga, Assistant Professor, University of Texas-Austin

Topic: Use of social media in the classroom for both undergraduate and graduate classes for effective teaching and learning; examples of effective assignments

Carmen Stavrositu, Assistant Professor, University of Colorado-Colorado Springs

Topic: Use of social media tools in online classes; effective assignments

Amy B. Becker, Assistant Professor, Towson University

Topic: The use of blogs and Twitter to promote discussion of political comedy and celebrity politics during the 2012 election campaign

Jason Turcotte, PhD Student/Instructor, Louisiana State University

Topic: Policy, blogs, and primarily deliberative discussion-- using emerging technology to promote and encourage both online and offline discussion for a class on Elections 2012

Tom Johnson, Professor, University of Texas-Austin

Topic: Emerging technology and political communication in the classroom; concluding remarks.

Estimate speaker costs: No extra costs

Contact information for the organizer of the panel:

Porismita Borah, Email: porismita@gmail.com, Phone: 608-469-7281

AEJMC 2013 Joint Session Panel Proposal  
Civic & Citizen Journalism Interest Group

Type: Research

Title: The Boundaries of Participation in Journalism

Proposed moderator:

- Seth Lewis. He published a 2012 article in *Information, Communication & Society* along these very lines, titled, "The Tension Between Professional Control and Open Participation: Journalism and its Boundaries." (contact person)

Proposed panelists:

- Matt Carlson, assistant professor, Department of Communication, Saint Louis University. He has published several articles on participation and professionalism in journalism, and is presently working on a book about boundary work in journalism.
- Sue Robinson, associate professor, School of Journalism & Mass Communication, University of Wisconsin–Madison. She has published extensively on questions of participatory journalism, and will discuss her latest research: community case studies on new types of actors engaging in the news process.
- Seth Lewis (see details above). Lewis will present some of his ongoing research on the participation of computer programmers, web developers, and other "hackers" in the world of news and information—part of book project called *Hacking the News*.

Description: The global proliferation of digital tools for media production and distribution have lowered the barriers to journalistic work. This has allowed a growing variety of actors (citizens, activists, governments, corporations, etc.) to engage in media work that resembles journalism. Additionally, this weakening of professional boundaries has facilitated the rise of new actors within news institutions, as in the hackers and data analysts beginning to play a key role inside legacy news organizations. This development challenges conventional ideas about citizen journalism by exposing the diverse array of actors and activities—both types of participators and forms of participation—that are assuming a growing role in the journalism space. This panel will explore the implications of this phenomenon, addressing questions such as: How should we better conceptualize the boundaries of participation in the journalism field? Who are the key actors and what are the key activities associated with the evolving nature of participation in journalism? And, how might researchers better assess such change?

Possible panel co-sponsors: Newspaper and Online News Division; Communication Technology Division

AEJMC 2013 Joint Session Panel Proposal  
Civic & Citizen Journalism Interest Group

Type: Research

Title: Emerging Forms of Journalism and the Legacy of Public Journalism

Proposed moderator:

- Kirsten Johnson, Associate Professor and Chair, Department of Communication, Elizabethtown College, PA.

Proposed panelists:

- Burton St. John III, associate professor, Department of Communication and Theatre Arts, Old Dominion University; St. John is the lead editor of the recent book *News With a Views: Essays on the Eclipse of Objectivity in Modern Journalism* (McFarland, 2012).
  - Tony Wharton, journalist who was involved in the public journalism movement and editor of *Journalism as a Democratic Art: Selected Essays* by Cole C. Campbell (Kettering, 2012).
  - Lynn Waltz, visiting assistant professor, Department of Communication and Theatre Arts, Old Dominion University. Twice-nominated for a Pulitzer, Waltz worked as senior writer at *The Virginian-Pilot* during that publication's experimentation with public journalism under editor Cole Campbell's leadership.

Description: As the public continues to indicate their disinterest in, and alienation from, traditional models of journalism (e.g., newspaper journalism, major network journalism, etc.) what does the future hold? Do emerging forms of journalism online -- non profit/for profit partnerships, citizen journalist sites, community-based sites run by former "traditional" journalists -- offer new viable models? What do the individuals who work within these new models say are their aspirations and responsibilities concerning journalism? How may the insights offered by these new forms, and the individuals who work within them, link to some enduring lessons from the public journalism movement? This panel will offer both quantitative and qualitative findings that point to public journalism's legacy in the midst of changing traditional and online journalistic forms.

Possible panel co-sponsors: Newspaper and Online News Division, Communication Technology Division, Mass Communication and Society

AEJMC 2013 Joint Session Panel Proposal  
Civic & Citizen Journalism Interest Group

Type: PF&R

Title: Blog by Block: Participatory urban journalism in a changing media landscape

Proposed Moderator:

Spring-Serenity Duvall, assistant professor, Department of Communication, University of South Carolina, Aiken.

Proposed panelists:

J. Michael Lyons is an assistant professor in the Department of Communication Studies at Saint Joseph's University as well as founder and editor of the hyperlocal news site [westphillylocal.com](http://westphillylocal.com).

Janis Chakars is an assistant professor and communication program coordinator at Gwynedd-Mercy College as a contributor to the neighborhood coverage of NewsWorks, a public media project.

Christopher Harper, is a professor in the Department of Journalism at Temple University and co-director of the Multimedia Urban Reporting Lab. He has written and edited six books.

Description:

This panel will focus on citizen and civic journalism in an urban context. Specifically, the panel will look at the rise of forms of "hyperlocal" media that have emerged in Philadelphia, America's second poorest big city, in the last few years. These range from startup blogs operating at the neighborhood level, to digital networks of active citizens organized at the block level, to a local professional reporting operation sponsored by the city's NPR affiliate. The panel will identify and evaluate current trends in participatory journalism for the purpose of civic engagement, emerging models, challenges for practicing and teaching. Panelists will also discuss divides based on race and income that digital news startups present.

Possible panel co-sponsors: Community Journalism Interest Group, Communication Technology Division, Newspaper and Online News Division, and Electronic News Division.

AEJMC 2013 Joint Session Panel Proposal  
Civic & Citizen Journalism Interest Group

Type: P&FR

Title: Dancing with trolls: Strategies for story comment management

Proposed moderator:

Mitch McKenney, assistant professor, School of Journalism and Mass Communication, Kent State University. I presented on best practices in story comment management at AEJMC Chicago, and with this convention being in Washington, we have a chance to hear from those experts on their vision for what's next.

Potential panelists:

Ryan Sholin, director of user-generated content and site solutions, Gannett Digital. He was involved in the conversion to Facebook-required commenting for Gannett in late 2011. Sholin is based at Gannett headquarters in McLean, Va., so this would be local for him. I have interviewed him before and he would need corporate's OK to speak to us, but I think he could get it.

Jon DeNunzio, editor for interactivity and community for The Washington Post. In January 2012 the newspaper changed its commenting system to get "smarter, livelier and more civil conversations" (details in Poynter story here). The Post's commenting is a model for other sites. I haven't met DeNunzio but he or someone from The Post would be a great voice here.

Ro Gupta or Ernest Wong, members of the Disqus business development team. Disqus is perhaps the most prominent of the off-the-shelf comment management systems, widely used by newspapers and blogs. It's also free for the basic version, though Disqus makes money from the sophisticated versions it sells larger corporate clients. I have interviewed them both. While not D.C.-based, they both travel to see Disqus clients and potentially could arrange their schedules to be there in person without cost to us. Failing that, we could at least include one of them in via Skype or Facetime (with audio backup in case the tech fails).

\*\*If one of the above speakers didn't work out, we could invite Mandy Jenkins of Digital First Media (formerly with HuffPost and Gannett) or someone involved with NPR's recent commenting remake or Gawker's innovative approach.\*\*

Description:

Chasing racist, libelous and otherwise ugly comments from readers has bedeviled news site editors as long as they have invited comments. But rather than continue the game of Whac-a-Troll, top sites have reintroduced their comment areas in hopes of making them more conducive to a community conversation -- and less labor-intensive. This panel will bring together cutting-edge practitioners with those who study the issue to get their best guesses for what comment approaches will carry the day. It's likely to include contrasting views on requiring real identities (including Facebook) or permitting screen names, badges for best contributors, tech solutions that (like Pandora) filter out the sort of things the user hasn't liked before, monetizing comments, etc. My goal is that we come away with a better idea of the future of reader interaction.

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

AEJMC 2013 Joint Session Panel Proposal  
Civic & Citizen Journalism Interest Group

Type: Teaching

Title: Best practices/lessons in the teaching of citizen journalism

Proposed moderator:

- Carrie Brown-Smith, assistant professor, University of Memphis, has made citizen journalism and engagement a part of her research. She teaches social media and emerging media classes and focuses on engagement and community building.

Proposed panelists:

- Joy Mayer, associate professor, Missouri School of Journalism. As director of community outreach at the Columbia Missourian, Mayer teaches engagement and citizen outreach in a real-world publishing environment, applying the “teaching hospital” approach known as the “Missouri Method.” As a research fellow at the Reynolds Journalism Institute, Mayer did groundbreaking work into the field of audience engagement and is widely considered a leading expert in this area.
- Mark Poepsel, assistant professor and journalism sequence head in the Loyola University School of Mass Communication. Among other things, his research focuses on the integration of social media capabilities and techniques in “traditional” newsrooms.
- Jonathan Groves, Assistant Professor of Communication, Drury University, studies how the Internet is changing the face of journalism. Citizen journalism and its impact is an important part of his research and teaching. He recently authored “WellCommons.com: Breaking Down the Barriers Between Journalists and Community” in the research journal of the International Symposium on Online Journalism.

Description: From the biggest daily newspapers to one-person blogging operations, news organizations are realizing they need to put engagement and participation at the heart of their journalism, and social media enable that effort. This session assembles some of the leading teachers of participation and engagement, who will discuss how to teach the students who soon will be thrust into leadership positions in this effort.

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

AEJMC 2013 Joint Session Panel Proposal  
Civic & Citizen Journalism Interest Group

Type: Teaching

Title: Tips for Teaching Non-Journalists

Proposed Moderator: Sue Ellen Christian

Proposed Panelists:

\*\*Jan Schaffer, Director of the J-Lab, jans@j-lab.org

\*\*Bill Densmore, founder and director of Media Giraffe, Densmore@densmoreassociates.com

\*\*Mary Lou Nemanic, Ph.D., Associate Professor of Communication, has worked as a journalist in the Twin Cities, mun1@psu.edu

\*\*Bill Mitchell, Poynter Institute, bmittchell@poynter.org

\*\*Robert Hernandez, USC Annenberg, Asst. Prof. of Professional Practice, former director of development for the Seattle Times.

Other Possible Panelists:

Dion Haynes, editor, Washington Post

Christi Parsons, national correspondent, Chicago Tribune; president, White House Press Corps

Description:

Participatory Journalism—journalism in which professionals work with nonprofessionals—has become a feature of both commercial and nonprofit media outlets. In addition, there is a growing body of scholarship on this field, some of which detail the added responsibilities for professional journalists in participatory settings that involve educating amateur contributors in everything from sourcing and interviewing to newswriting and editing. Because this trend is so recent, this panel highlights the need for pedagogy for professionals as many function in their new roles as educators. This panel would consist of three presenters who are educators and professionals primarily in writing and reporting and one panelist who is an educator and works professionally in visual journalism. The panel will cover an array of teaching topics including basic teaching tips for both written and visual journalism, training issues and incentives, ethics, technical problems and recommendations, and resources for training non-journalists. This panel will provide cutting-edge and from-the-field advice from professionals about intersection between technology and journalism.

Possible co-sponsors: Newspapers and Online News Division; Community Journalism; Scholastic division

Speaker demographic and funding estimates: None. However, we request that registration costs be waived for Schaffer, Densmore and Mitchell. Coverage of parking expenses for D.C.-based journalists = approximately \$50 total.

Possible Scheduling Issue: Bill Mitchell needs to leave town on Saturday. If this proposal is approved, we would like to request scheduling this session before Saturday.

Due to the working schedule of the professionals on the panel, please make every effort to schedule this panel in a 9:30 a.m. slot on a Thursday or Friday of the conference. Neither can make a Saturday or Sunday panel time.

AEJMC 2013 Joint Session Panel Proposal  
Newspaper and Online News Division

2) Diversity Concerns in the Digital Age (FCC angle) – a PF&R panel

Diversity Concerns in the Digital Age: From Kerner Commission to Today

Co-Sponsored by Electronic News Division & TBD

Recently, the Federal Communication Commission (FCC) surveyed the U.S. media landscape in light of the digital revolution. In a report entitled, *The Information Needs of Communities: The changing media landscape in a broadband age* (June, 2011), researchers found a sharp decline in local news coverage and especially a loss of original reporting and accountability journalism. The report is of particular cause for concern for already underserved communities. Regarding diversity, the report says:

For ethnic minorities, it is a real best-of-times-worst-of-times story. Minority ownership of broadcast TV stations, already too low, has now declined further, as has the number of minorities employed as journalists. On the other hand, digital media provide such low barriers to entry that minorities who have been shut out of mainstream media now have infinitely greater potential to create content and reach audiences. Without gatekeepers, minority viewpoints are freer to find their audiences. Also, the high usage of mobile phones among minority populations positions wireless broadband to surpass efforts by other media to reach historically underserved communities with news and information.

However, recently, we've heard ongoing reports of the difficulty expanding digital resources into these communities. Google's new Kansas City venture is having significant problems expanding into diverse communities. So, is the digital revolution really going to change things? How much progress has truly been made since the Kerner Commission? Is community storytelling really a solution to mainstream Journalism's inability to bridge the racial divide? This panel delves into some of the Commission's findings as well as solutions for community storytelling.

**PROPOSED PANELISTS:**

Moderating: Dr. Laura K. Smith, Asst. Professor of Communication (Huston-Tillotson Univ.)

**Proposed Panelists:**

- Steve Waldman, a long-time journalist who worked as a correspondent for Newsweek for many years and served as national editor for US News and World Report, was one of the authors of this report. He will present the main findings. Then, a panel of media and journalism experts will discuss their insights.
- GOOGLE representative (re: Kansas city project)
- 2 members from Electronic News Division
- 2 Members from co-sponsoring Division

Discussant tbd

**FOR INFORMATION MORE INFORMATION CONTACT:**

Dr. Laura K. Smith, Asst. Prof of Communication (lksmith@htu.edu (512) 505-3122)

AEJMC 2013 Joint Session Panel Proposal  
Newspaper and Online News Division

Plagiarism: The Growing Threat to Credibility

Sponsored by: AEJMC Council of Affiliates

Group contact: Lillian Lodge Kopenhaver – kopenhav@fiu.edu

Co-sponsor: Newspaper and Online News

Group contact: Claire Serant – cserant@york.cuny.edu

Panelists:

John Ensslin, Bergen Record, past-president, SPJ

Marcus Brauchli, editor, Washington Post, or John Temple, managing editor, the Post

Craig Silverman, regrettheerror.com

Moderator: Mallery Tenore, managing editor, Poynter.org

plus one broadcast professional TBA

Sponsored by: AEJMC Council of Affiliates

AEJMC 2013 Joint Session Panel Proposal  
Newspaper and Online News Division

Global Reporting for Undergrads

Panel Description: "Global Reporting for Undergrads" showcases efforts to engage journalism students in international reporting. Find out how faculty at state, private, large and small institutions are leading future journalists to think AND report globally.

Panel Type: The panel could be classified either as Teaching or as PF&R -- Teaching because a number of journalism faculty teach specific courses in global reporting, PF&R because others are engaged in reporting efforts around the globe that focus on racial/gender/cultural inclusiveness or public service.

Potential Co-sponsors: Several divisions are well-suited to sponsor the effort. Among them are Radio & TV, Small Program Interest Group and International Communication.

Panel Importance: This panel supports efforts at universities across the U.S. to engage students in global learning that genuinely transforms them into international citizens with a deep awareness and understanding of other cultures, places and people. The literature is deep on the value of working and studying abroad.\* These are life-changing experiences for our undergrads, many of whom have never been out of the U.S., many of whom live in predominantly homogenous communities. Journalism benefits significantly because of the increased interest generated in reporting beyond borders and the likelihood that journalists working in U.S. newsrooms will have a better understanding of the context behind world events. They will be better equipped to localize global issues for stories in their own communities.

Possible Panelists:

- Tony Barbieri, Penn State University. Barbieri teaches a semester-long international reporting class that has culminated in spring break reporting trips to a variety of destinations. The former Baltimore Sun managing editor was also a correspondent in Moscow and Tokyo. (white male)
- Lisa Button, University of Arizona. Button led the school's study abroad initiative to Costa Rica which resulted in EcoChronicle.net. She will again take students on reporting trips to the rainforests and beaches in Costa Rica during 2012. (Hispanic female)
- Jan Larson, University of Wisconsin-Eau Claire. Larson is engaged in an ongoing project in Moldova, a former Soviet Republic. She and students work with a small village on an online radio news site. Larson also developed a domestic immersion course that allows journalism students to travel the Civil Rights Trail and report on issues and communities along the route. (Hispanic female)
- Mike Dorsher, University of Wisconsin-Eau Claire. A Fulbright Scholar to Montréal, Dorsher recently took a small team of undergraduate journalism students to Peru, where they created bilingual multimedia stories focused on the nonprofit cultural exchanges among mountainous weavers and Midwest eco-tourists. (white male)
- Fritz Cropp, University of Missouri-Columbia. Cropp is director of the School of Journalism's International Programs and coordinates sending more than 100 students abroad every year, many of them to journalism internship programs. Students select from a menu of more than 20 places they can earn journalism credit abroad. (male)

Contact Information: Jan Larson, 152 Hibbard Hall, University of Wisconsin-Eau Claire, Eau Claire, WI 54701; 715-836-4314; larsoja@uwec.edu

AEJMC 2013 Joint Session Panel Proposal  
Newspaper and Online News Division

5) Tentative panel title: Reporting on Elections

co-sponsor: Newspaper and Online News division ½ chip

co-sponsor: Still seeking ½ chip

Contact: Carolyn S. Carlson - ccarls10@kennesaw.edu

This is the information that I have so far:

I am interested in proposing a teaching panel for next year's AEJMC conference on teaching reporting on elections. My colleague at Kennesaw State, Dr. Josh Azriel, and I taught a course this semester in which we took students to the Republican and Democratic national conventions and the students covered them for a campus website, with us teachers serving in the role of news editors for the experience. It was an eye-opening experience for us and we would like to tell people about it. I would like to add to the panel another professor who is teaching covering the elections as part of a public affairs or special topics reporting course, although I admit I'm still looking for such a person (do you know anyone?). Do you think this sounds like a panel that your division would be interested in sponsoring? Do you think you might want to co-sponsor it with another division such as the scholastic journalism division or the political communication interest group? I would welcome your feedback on this idea. Also, please let me know when your division is accepting formal proposals and what the deadline for the proposal would be. Thank you.

Carolyn Carolyn S. Carlson, Ph.D.

Assistant Professor Kennesaw State University Department of Communication 1000 Chastain Road MD2207 SO Bldg22 Rm5090 Kennesaw, GA 30144-5591 678-797-2417 ccarls10@kennesaw.edu

AEJMC 2013 Joint Session Panel Proposal  
Newspaper and Online News Division

co-sponsor: Newspaper and Online News Division ½ chip

co-sponsor: Still seeking – ½ chip

Contact: Catherine Strong: c.r.strong@massey.ac.nz

Topic: “Is multi-media journalism inclusive or elusive for readers of mainstream newspapers?” Social responsibility and diversity opportunities in newspapers’ building up converged components to each story. The traditional daily newspapers exclude a huge segment of the population, such as the semi-literate audiences, women newsmakers, diverse news producers (research evidence will be supplied). Is converged journalism which is now becoming part of newspaper output addressing these exclusions? Examples around the world show new-media attracts new readership to newspapers’ online editions, although some argue it is only attracting younger audiences and excluding older ones. Is this socially responsible? Can it be turned into profits?

Panel Members:

- Randy Covington Manager of Newsplex at University of South Carolina, the converged media industry training center. (He is available for the panel.)
- Dr. Mohammed el-Nawawy, endowed chair at Queens University in N Carolina, an expert in Middle East media. (He is available for the panel.)
- Hessah Hareb, graduate student in the United Arab Emirates, who publishes in social media and instagram research, particularly among young female Arabs. (She is available for the panel.)
- Dr. Catherine Strong, faculty of journalism school at Massey University in New Zealand, and previously on the faculty of Zayed University in Dubai, whose research centers on gender balance in media producers, and teaching specializes in converged journalism. (She is available for the panel.)
- Dr. James Hollings, faculty of journalism school at Massey University in New Zealand, and teaches converged platforms for investigative journalism. (He is available for the panel.)
- Dr. Louise North, faculty of journalism in Australia, author of The Gendered Newsroom. (She has not yet been approached about availability for the panel.)

This panel topic would be under their heading of “professional Freedom and Responsibilities”.

Other relevant divisions are:

- Communication Technologies,
- International Communications,
- Media Ethics,
- Minorities & Communication.

Dr. Catherine Strong  
AEJMC member  
Massey University, New Zealand  
Email: c.r.strong@massey.ac.nz  
Ph: +64212172112

AEJMC 2013 Joint Session Panel Proposal  
Communicating Science, Health, Environment and Risk Division

Panel Title:

Why did climate change drop off the political radar? The 2012 Presidential Election and Communicating Climate Change

Panel Type: PF&R

Possible Co-sponsors:

Mass Communication & Society Division  
Political Communication Division  
Electronic News Division

Summary of Session:

The 2012 presidential election has been dubbed as a “climate silence” campaign by activists and scholars alike. Why did climate change drop off the political radar in the 2012 political debates? How can the issue of climate change make a comeback on the political radar? What implications will the national hush on climate change bring for national and international policies, advocacy efforts, and public opinion? This panel will draw on the rich resources of academics, journalists, and policymakers in the Washington D. C. area to engage in a discussion on communicating climate change in relation to the 2012 election and other important events.

Possible Panelists:

Lauren Feldman, American U  
Matthew Nisbet, American U  
Edward Maibach, George Mason U  
A political officer/policymaker from the Washington D.C. area  
An environmental reporter from The Washington Post

Estimate Speaker Costs:

None

Contact Person:

Shirley S. Ho, PF&R Chair, Nanyang Technological University  
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AEJMC 2013 Joint Session Panel Proposal  
Communicating Science, Health, Environment and Risk Division

Panel Title:

Tensions between Facts and Ideologies: Politics in Science Communication

Panel Type: PF&R

Possible Co-sponsors:

Political Communication Division  
Law & Policy Division

Summary of Session:

This proposed panel will focus on the politics in public policy decisions about major scientific issues that we are facing today. Scholars, journalists, and policymakers in the Washington D.C. area will address the following issues: tensions between scientific facts and ideologies in the policy decision-making process; conflicts between preservation of scientific data and manipulation of science to serve a political agenda; balancing the costs and benefits of regulations in the policymaking process; and public engagement in the decision-making process to harness the power of science.

Possible Panelists:

A science reporter from The Washington Post  
Robert Lichter, George Mason U  
Sharon Dunwoody, U of Wisconsin-Madison  
Bruce Lewenstein, Cornell U

Estimate Speaker Costs:

None

Contact Person:

Shirley S. Ho, PF&R Chair, Nanyang Technological University  
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AEJMC 2013 Joint Session Panel Proposal  
Communicating Science, Health, Environment and Risk Division

Panel Title:

How Indigenous ways of knowing can inform how we teach and research science, environmental, health and risk communication

Panel Type: Teaching

Possible Co-sponsors: MAC

Summary of Session:

Staff members from the Smithsonian National Museum of the American Indian will discuss innovative programs that encourage visitors, students, scientists and educators to use Smithsonian resources to teach and learn how indigenous ways-of-knowing can inform our understanding of science, environmental, health and risk communication. Staff members will share case studies of successful programs, particularly curricula and course content.

Panelists:

Douglas Herman, NMAI Senior Geographer

Herman's scholarship focusses on the intersections of Native ways-of-knowing and traditional Western ways-of-knowing, and he specializes in indigenous geography and Pacific worlds. He is particularly interested in place-based culture and environmental knowledge.

Clare Cuddy, Education Director, NMAI

Cuddy helps engage youth in environmental issues including projects to foster learning and teaching about topics that impact Indian tribes. One successful program prompts students to write newspaper articles and/or promotional materials to build awareness of issues in their communities.

John Sanchez (Penn State)

Meta Carstarphen (Oklahoma)

Cynthia-Lou Coleman (moderator), Portland State University

Coleman studies how mass media frame science information, particularly issues that impact American Indian communities. She has written extensively on scientific and cultural issues surrounding the discovery of Kennewick Man, a 9000-year-old skeleton discovered in North America that pitted scientists against Native American tribes in a dispute over culture, ethics and epistemologies.

Contact:

Cynthia-Lou Coleman

ccoleman@pdx.edu

503 725 5368

Portland State University

AEJMC 2013 Joint Session Panel Proposal  
Communicating Science, Health, Environment and Risk Division

Panel Title: Teaching Tweeting and Blogging for SHER

Panel Type: Teaching

Possible co-sponsor: CommTech

Summary of Session

Modern “convergence journalism” requires journalists to be multi-talented multi-media producers, doing traditional reporting as well as print, online, podcast, and social media production. The rise of tweeting and blogging as key components of journalism is particularly problematic for science, health, environment, and risk topics, as a common recommendation is to provide context, background, and explanations to ensure that complex topics aren’t oversimplified to the point of being inaccurate, hyped, scary, or unproductive for social discourse in other ways. But there is very little guidance in the journalism teaching world about how to teach tweeting and blogging (“bleeting”?). This panel will bring together several science, health, environment, and risk communication teachers to talk about their strategies, successes, failure, and goals for teaching bleeting. Some exercises may be conducted during the session, for immediate display.

Potential panelists:

Bruce Lewenstein, Cornell University  
Alison Bass, West Virginia University  
Ron Yaros, Univ. of Maryland  
Joye Gordon, Kansas State Univ.  
Mary Nucci, Rutgers  
Washington, DC-based science writers

(not AEJMC members) who regularly train scientists in use of new media

AEJMC 2013 Joint Session Panel Proposal  
Communicating Science, Health, Environment and Risk Division

Panel Title: Case Studies – Problem-Based Learning

Panel Type: Teaching

Possible Co-sponsors: PR

Summary of Session:

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 self-reflective in their learning as they find that not everything is black and white in the real world.

Possible Panelists:

Patricia Swann, Utica College; Author: Cases in Public Relations Management

Dr. Kathleen Fearn-Banks, University of Washington; Author: Crisis Communication: A Casebook Approach

AEJMC 2013 Joint Session Panel Proposal  
Communicating Science, Health, Environment and Risk Division

Panel Title: Kindling Student Excitement in the Environment and Culture in Exotic and Not-so-exotic Destinations

Panel Type: Teaching

Possible Co-sponsors: International Communication

Summary of session

Total immersion in the Galapagos Islands. This is a proposal for an environmental teaching panel that will demonstrate how to organize, prepare and carryout creative teaching programs in fascinating places around the world. You'll learn from the experiences of faculty and students at the University of Miami and Kansas State University in the Galapagos Islands and see how the faculty applies micro and macro approaches to studying Climate Change, Immigration, Conservation and Public Health in developing countries. Evolution, of course, is a critical part of the Galapagos work.

You'll see how we've been engaging students in the Pacific islands where Charles Darwin began developing his theory of evolution and how we guide students through once-in-a-lifetime experiences in multi-cultural, multi-media reporting and story-telling that enhances critical thinking and observational skills. We'll show how we apply these same concepts in the beautiful and environmentally-advanced city of Stockholm and how you can conduct more traditional programs in places like Milan, London and Paris – on your own or with cross-discipline collaborations, as we do in the Galapagos, or with support from low-cost study abroad agencies.

In the Galapagos we published student work on <http://www.themiamiplanet.org/> and <http://ksugalapagos2012.blogspot.com/> and produced a one-hour music compact disc entitled The Music of Darwin. The Miami project was a collaboration between the School of Music's Department of Music Engineering - Acoustic Ecology - and the School of Communication.

Potential Panelists:

Joseph B. Treaster, University of Miami,

Dr. Joye Gordon, Kansas State University,

Dr. Colby Leider, University of Miami

Yves Colon, University of Miami

Dr. Kristine Burns, former professor Florida International University School of Music

AEJMC 2013 Joint Session Panel Proposal  
International Communication Division

Press Freedom Principles: Do They Work in the Middle East? (PF & R)

Potential Co-Sponsors: Electronic News Division, Newspaper and Online News Division, and Media Ethics Division; Civic and Citizen Journalism Interest Group

AEJMC and its members are committed to propagating principles of press freedom. In many countries our training and professional practice in the US or working outside the US for US-owned media companies conflict with local media practices. How do we reconcile press freedom and the reality of a severely restricted press? How do we communicate to our students or the journalists we train about press freedom without endangering their safety? In societies where people are encouraged to report on their neighbors, how can we guarantee academic freedom in discussion? In societies where journalists engage in self-censorship, how can we propagate the values of press freedom?

Panelists: Magda Abu-Fadil, Journalist, Huffington Post blogger, International trainer of journalists in the Arab world, coauthor of UNESCO book on journalism curricula for developing countries, director of Media Unlimited  
Lawrence Pintak, former CBS News correspondent in the Middle East, author of *The New Arab Journalist*, former head of journalism training center at American University in Cairo, founding dean of The Edward R. Murrow College of Communication at Washington State University  
Tina Leshner, Professor of Journalism, William Paterson University, Fulbright, author of *The Abaya Chronicles*  
Jim Gold, Director NewsExchange, Arab Broadcast Forum, Doha Tribeca Festival

Moderator: Alma Kadragic, Director, Master of Media and Communications, University of Wollongong in Dubai, former ABC News producer and bureau chief, author of *Globalization and Human Rights*

Will need travel funds for Magda Abu-Fadil from Beirut to Washington D.C. Her participation is essential.

Submitted by Dr. Alma Kadragic, POB 94154, Corniche Street, Khalidiya, Abu Dhabi, UAE; +97150-817-3631

AEJMC 2013 Joint Session Panel Proposal  
International Communication Division

Public Diplomacy Research in Journalism & Mass Communication: What We Can Contribute (Research Panel)

Submitted by  
Emily Metzgar  
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Possible co-sponsor: Political Communication

Description:

This panel will focus on research and how researchers in the field of journalism and mass communication can contribute to the vibrant, multidisciplinary field of study known as “public diplomacy.” A well-recognized definition of public diplomacy is the “transparent means by which a sovereign country communicates with publics in other countries aimed at informing and influencing audiences overseas for the purpose of promoting the national interest and advancing its foreign policy goals.” In other words, public diplomacy is about influencing audiences. And what academic discipline is better positioned to discuss the theory and practice of audience influence than journalism and mass communication? Communication is fundamental to human experience and every activity alluded to in established definitions of public diplomacy has a communicative element. But that doesn’t mean every communicative process with an international element is accurately described as public diplomacy. This panel will also discuss limitations on usage of the term in our field and beyond.

Topics/questions for discussion: • How can public opinion & agenda-setting researchers contribute to efforts to develop mechanisms for measuring public diplomacy outcomes? • What insights from journalism history can be applied to the modern explosion of country-sponsored international broadcasting and other media outlets? • How can journalism and mass communication research techniques be applied to the study of country-sponsored international broadcasting outlets? • How can insights from public relations research be applied to the practice of public diplomacy by nations and increasingly by NGOs and corporations? • How can insights from the scholarship of advertising be used to develop knowledge about nation branding and track its effectiveness?

Moderator: Emily Metzgar (Indiana University)

Panelist: Kathy Fitzpatrick (Quinnipiac University)  
Panelist: Guy Golan (Syracuse University)  
Panelist: Raluca Cozma (Iowa State University)  
Panelist: Jacob Groshek (University of Melbourne, Australia)  
Panelist: Sung-Un Yang (Indiana University)  
Panelist: Jian “Jay” Wang (University of Southern California)

AEJMC 2013 Joint Session Panel Proposal  
International Communication Division

Cyberactivism: Slacktivism or Digital Citizenship? (PF & R)

Possible co-sponsors: 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

Valerie Young, National Association of Mothers' Centers (NAMC)  
Young Mie Kim, School of Journalism and Mass Communication, University of Wisconsin-Madison

Contact person:

Elanie Steyn (Elanie@ou.edu), 405 325 8219 and Manisha Shelat (shelat@wisc.edu)

AEJMC 2013 Joint Session Panel Proposal  
International Communication Division

Social Media and International News Reporting: Responses and Case Studies (Research)

Possible co-sponsors: Communication Technology and/or Political Communication

Moderator: Andrea Hickerson, Rochester Institute of Technology

Panelists:

Ammina Kothari, Asst. Professor, Rochester Institute of Technology (female, Asian, Tanzanian)

Amy Schmitz Weiss, Asst. Professor, San Diego State University (female, Caucasian, American)

Andrea Hickerson, Asst. Professor, Rochester Institute of Technology (female, Caucasian, American)

Javier Garza Ramos, Editor, El Siglo de Torreon (male, Hispanic, Mexican)

Nahed Eltantawy, Asst. Professor, High Point University, (female, Middle-Eastern, Egyptian-American)

Panel Description:

Recent international news coverage of events such as the Arab Spring and Japanese earthquake and tsunami involved the use of mobile-enhanced social media for news sourcing and to raise awareness. While citizen-generated information is increasingly becoming an important source of story ideas and news content for international news, which in turn influence public opinion and foreign policies, the ability to post information anonymously, increases challenges for journalists looking for credible sources of information. The panelists will focus on theoretical and empirical relationships between the use of social media and international news sourcing and will address issues of ethics, digital divide and news production routines. Collectively, the five panelists investigate the role of social media in international reporting with their empirical analyses of the Kony 2012 campaign, Egyptian revolution, news reporting in Mexican press and Hispanic media in the U.S.

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AEJMC 2013 Joint Session Panel Proposal  
International Communication Division

Reporting Africa and the Middle East: The Paradigmatic and Diachronic Dynamics (PF & R)

Possible Co-Sponsors: Mass Communication and Society, Media Ethics, Newspaper and Online News, Cultural and Critical Studies, Civic and Citizen Journalism IG, Community Journalism IG and Political Communication IG

Panel Description: The strategic significance of information and communication in socio-political and economic development is increasingly evident in Africa and the Middle East as traditional and cultural specificities are gradually diffused into a web of global and digital interactions. The structural and super-structural variables of a new civilization are emerging in non-predetermined paradigms in the regions and worldwide. This panel will examine the freedom of information flow, professional responsibility, new media and communication technologies, and other parameters in the reportage of Africa and the Middle East. The objectives are to analyze the diachronic dynamics and understand the challenges of the emerging communication paradigms. This topic is important because of the phenomenological effects of the new media and reporting paradigms on social and political changes in Africa and the Middle East. Africa and the Middle East, the cradle of humanity and civilization respectively, are major contributors to the evolution of ancient communication based on the tablet, papyrus, hieroglyphics, talking drums and other platforms and styles of communication. The Arab Spring and the fall of powerful Arab regimes, which did not emerge from a vacuum, have not been replicated in sub-Saharan Africa due to the internal dynamics in the regions. These events are stimulating new studies and understanding of the media and people of the regions. The panelists from the regions will use empirical, epistemological, and comparative research methods in the examination of various aspects of the discourse noted above.

Moderator & Chair: Festus Eribo, Ph.D., Professor, School of Communication, East Carolina University

Respondent: Enoch Tanjong, Ph.D. Associate Professor and Fulbright Scholar. Department of Journalism and Mass Communication, University of Buea, Cameroon

Panelists:

- Mohamad El-Masry, Ph.D. Assistant Professor, American University in Cairo, Egypt
- Charles Okigbo, Ph.D. Professor, Department of Communication, North Dakota State University
- Chris Ogbondah, Ph.D. Professor, Department of Communication Studies, University of Northern Iowa
- Arnold de Beer, Professor, Stellenbosch University, South Africa
- Folu Ogundimu, Ph.D. Associate Professor, School of Journalism, Michigan State University

Panel Proposal Submitted By:

Festus Eribo, Ph.D.

School of Communication, East Carolina University

E-mail: eribof@ecu.edu

AEJMC 2013 Joint Session Panel Proposal  
International Communication Division

Exploring Social Media Use in the Developing World: Why Context Matters (Research Panel)

Co-Sponsor: Communication Technology

Description of Panel:

That media landscapes everywhere are in the midst of profound and transformative shifts is widely acknowledged. New technologies linked with the growth of the Internet are seen to be playing a critical role in fundamentally changing the way news and information is produced and disseminated by professionals and non professionals alike. Crucially implicated in this new landscape are various types of social media such as Twitter, Youtube and Facebook which are widely recognized as affecting both journalism and society. However, the factors mediating both the extent and manner of their adoption and use as well as their impact can vary greatly across countries. This panel represents an effort to explore social media use contextually through research presentations focusing on its use and implications in developing nations including India, China, Indonesia, Egypt and Iran. More specifically, Mindy McAdams' presentation will focus on the significance of access to technology and its impact on participation in social media in Indonesia. Kalyani Chadha's work will explore the emergence of Twitter as a media watchdog in India where the journalistic culture does not include a robust tradition of media criticism. Mohammad el –Nawawy's presentation will compare differences in the use of social media in Iran and Egypt and attempt to explain why calls for a political change that started in the virtual world led to political shift in Egypt but not in Iran. We also plan to add another panelist focusing on social media in China, particularly the use of microblogs and their impact on the media and social landscape. Through the analytical lens afforded by these individual studies, we hope to not only develop greater understanding of the role of social media in various developing nations but also to underline that adoption and particular uses of new media forms and technologies are mediated by the specificities of the socio-economic, political and historical contexts in which they operate. In other words, this panel is aimed at illustrating that Internet technologies as Miller and Slater (2001) put it, are being understood and assimilated "somewhere in particular," by "diverse people in diverse real-world locations," in varying ways. We believe that this panel which stands at the intersection of technological change and global media developments speaks to both the International Communication Division's interests in journalism and media in a global context as well as the Communication Technology Division's focus on issues of technology.

Panelists:

Prof. Mindy McAdams, University of Florida (member of the Communication Technology Division)

Prof. Kalyani Chadha, University of Maryland

Prof. Mohammad el Nawawy, Queens University, Canada

Speaker who will focus on micro-blogs in China, TBD

Contact Person:

Prof. Kalyani Chadha

Merrill College of Journalism

University of Maryland

E-mail: kchadha@jmail.umd.edu

AEJMC 2013 Joint Session Panel Proposal  
International Communication Division

News Coverage of Terrorism in the Name of Allah (PF & R)

Possible Co-Sponsor: Electronic News

Description: The Arab Spring has sparked much debate over the future of democracy and western influence in the region especially as acts of terrorism continue to plague the region. News coverage of riots and acts of terrorism by outlets such as Al Jazeera and Al Hurra have figured prominently in what some believe is shaping events. This panel will weigh the consequences, causes and effects of coverage of terrorist acts in the region.

Moderator: Bill Silcock, ASU

Panelists:

Catherine Cassara, Bowling Green State  
Naila Hamdy, American University-Cairo  
Al Hurra spokesperson  
Al Jazeera representative

Discussant: William R. Davie, Louisiana at Lafayette

Organizers: Catherine Cassara and  
Tim Bajkiewicz, Ph.D.  
Associate Professor, Broadcast Journalism  
Undergraduate Journalism Sequence Coordinator  
Faculty/News Director, VCU InSight | <http://insight.vcu.edu>  
School of Mass Communications  
Office: 1149D Temple Bldg., Monroe Park Campus  
Virginia Commonwealth University  
P.O. Box 842034 | Richmond, Virginia 23284-2034  
[tbajkiewicz@vcu.edu](mailto:tbajkiewicz@vcu.edu) | (804) 828-4203

AEJMC 2013 – Joint Session Proposal  
Electronic News Division

Contact: Tim Bajkiewicz, Vice-Head, Virginia Commonwealth  
tbajkiewicz@vcu.edu, cell 813-841-4092

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: 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 (committed to attend)
- 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 – Joint Session Proposal  
Electronic News Division

Contact: Tim Bajkiewicz, Vice-Head, Virginia Commonwealth  
tbajkiewicz@vcu.edu, cell 813-841-4092

Title: The State of the Industry: Print, Broadcast and Online (PF&R)

Suggested co-sponsor: Newspaper and Online Division

Session summary: In this time of change and uncertainty in the media, it's critical to stay on top of the latest developments and directions in the industry for which we prepare so many of our students. This panel reveals and panelists discuss the very latest research on the State of the (News) Industry... now and in the future.

Possible speakers:

Moderator, Bob Papper, Hofstra University and Director, RTDNA/Hofstra University Annual Survey

- Vincent Duffy, Chairman, Radio Television Digital News Association (RTDNA) and News Director, Michigan Radio
- Susan Goldberg, President, American Society of News Editors (ASNE) and Executive Editor, Bloomberg News
- Bob Dickey, Board Member, International Newsmedia Marketing Association (INMA) and President, U.S. Community Publishing
- Jim Brady, President, Online News Association (ONA) and Editor-in-Chief, Digital First Media
- Tom Rosenstiel, Director, Project for Excellence in Journalism

Cost estimate: Between \$0 and \$500, depending on availability and travel.

Session contact: Bob Papper, Hofstra University, 516-463-4100, bob.papper@hofstra.edu

AEJMC 2013 – Joint Session Proposal  
Electronic News Division

Contact: Tim Bajkiewicz, Vice-Head, Virginia Commonwealth  
tbajkiewicz@vcu.edu, cell 813-841-4092

Title: Diversity Concerns in the Digital Age: From Kerner Commission to Today (PF&R)

Suggested co-sponsor: News and Online Division

Session summary: Recently, the Federal Communication Commission (FCC) surveyed the U.S. media landscape in light of the digital revolution. In a report entitled, *The Information Needs of Communities: The changing media landscape in a broadband age* (June, 2011), researchers found a sharp decline in local news coverage and especially a loss of original reporting and accountability journalism. The report is of particular cause for concern for already under-served communities. Regarding diversity, the report says:

For ethnic minorities, it is a real best-of-times-worst-of-times story. Minority ownership of broadcast TV stations, already too low, has now declined further, as has the number of minorities employed as journalists. On the other hand, digital media provide such low barriers to entry that minorities who have been shut out of mainstream media now have infinitely greater potential to create content and reach audiences. Without gatekeepers, minority viewpoints are freer to find their audiences. Also, the high usage of mobile phones among minority populations positions wireless broadband to surpass efforts by other media to reach historically underserved communities with news and information.

However, recently, we've heard ongoing reports of the difficulty expanding digital resources into these communities. Google's new Kansas City venture is having significant problems expanding into diverse communities. So, is the digital revolution really going to change things? How much progress has truly been made since the Kerner Commission? Is community storytelling really a solution to mainstream Journalism's inability to bridge the racial divide? This panel delves into some of the Commission's findings as well as solutions for community storytelling.

Possible speakers:

Moderator: Dr. Laura K. Smith, Asst. Professor of Communication (Huston-Tillotson Univ.)

- Steve Waldman, a long-time journalist who worked as a correspondent for Newsweek for many years and served as national editor for US News and World Report, was one of the authors of this report. He will present the main findings. Then, a panel of media and journalism experts will discuss their insights.
- GOOGLE representative (re: Kansas city project)
- Two members from Electronic News Division
- Members from News and Online Division

Cost estimate: \$0

Session contact: Laura K. Smith, Huston-Tillotson, lksmith@htu.edu, 512-505-3122

AEJMC 2013 – Joint Session Proposal  
Electronic News Division

Contact: Tim Bajkiewicz, Vice-Head, Virginia Commonwealth  
tbajkiewicz@vcu.edu, cell 813-841-4092

Title: From Newsroom to Classroom: Transitioning from Working Journalist to Journalism Teacher (Teaching)

Suggested co-sponsor: Minorities and Communication Division

Session summary: As part of the AEJMC Diversity Task Force's Professional to Professor Series, the Minorities and Communication and Electronic News divisions plan to co-sponsor a panel that examines the transition from newsroom to classroom. The Diversity Task Force and CSM first established the From Professional to Professor Series as an initiative to diversify academia by drawing journalists of color (who, according to ASNE numbers, are leaving the profession in disproportionate numbers) to consider academic careers. This panel draws on the real-life experiences of television, newspaper, and wire-service journalists who have made the switch, especially faculty members from minority populations.

Doing and teaching are often vastly different practices. Given that adjunct or professor-of-practice positions are often entry points into academia for professionals, and that teaching responsibilities are often the first challenge new tenure-track faculty face, we put a spotlight on curriculum development, classroom management, coaching students, balancing teaching and research, as well as dealing with the unexpected.

Possible speakers:

Moderator: Angie Chuang, Asst. Prof., Journalism, American University (former newspaper journalist for 13 years at The Oregonian, The Hartford Courant, Los Angeles Times)

- Indira Somani, Asst. Prof., Journalism, Howard University (Co-chair of AEJMC's Diversity Task Force and former television journalist)
- Jayne Cabbage, Assistant Prof., Journalism, American University School of Communication, Ph.D. graduate of Howard University, former journalist for Bloomberg and Philadelphia-area television stations
- Charles Lewis, Prof., 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
- Two members from Electronic News Division

Cost estimate \$0

Session contact: Peter Morello, University of Missouri-Kansas City, morellop@umkc.edu, 816-235-2532

AEJMC 2013 – Joint Session Proposal  
Electronic News Division

Contact: Tim Bajkiewicz, Vice-Head, Virginia Commonwealth  
tbajkiewicz@vcu.edu, cell 813-841-4092

Title: Missing Minorities: The Problem of Child Abduction Coverage (PF&R)

Suggested co-sponsor: Minorities and Communication Division

Session summary: From Natalee Holloway, to Casey Anthony, to Jon Benet Ramsey, the mainstream media commonly follows cases of missing children or teenagers. And often, the public watches with rapt attention. But more often than not, those cases involve cute Caucasian girls and young women. If the missing children are brown-eyed African Americans or, worse yet, boys, they are much less likely to get the attention of news editors – nationally and locally. Officials with the Black and Missing Foundation Inc., an organization that focuses on finding missing minorities, says they continuously struggle to get and maintain news coverage of minority missing persons cases. What is happening here? What are the forces in culture, and more specifically in our news routines, that contribute to this ongoing problem? How are news values shifting so that child abduction cases get less airtime than entertainment news?

Possible speakers:

Moderator: Member of Electronic News Division, TBD

- Jacque Reid, Black and Missing Foundation, Landover Hills, MD
- Meg Kinnard, Associated Press
- Two members from Electronic News Division
- Two Members from co-sponsoring division

Cost estimate: \$0

Session contact: Laura K. Smith, Huston-Tillotson, lksmith@htu.edu, 512-505-3122

AEJMC 2013 – Joint Session Proposal  
Electronic News Division

Contact: Tim Bajkiewicz, Vice-Head, Virginia Commonwealth  
tbajkiewicz@vcu.edu, cell 813-841-4092

Title: Graduate Student Teaching Assistants: A Status Report (Teaching)

Suggested co-sponsor: Graduate Student Interest Group

Session summary: As universities, both public and private, continue to cut budgets and curtail programs, the reliance on graduate student teaching assistants to maintain program quality is perhaps as great as ever. It is not uncommon for graduate students, especially doctoral candidates, to teach lecture classes of 200 or more by themselves. At some universities, graduate students are expected to take the lead in introducing new technologies in their broadcast, multimedia reporting, and strategic communication courses. This panel includes current graduate students, professors who work with them, and former graduate students who are now assistant professors. Are the needs of graduate students being met? How has this support changed during the past few years, and what can be done to improve conditions? The panel will also explore relationships graduate students have with their professors/mentors, especially when many teaching assistants have a better grasp of new technologies in electronic news and multimedia reporting. This panel includes current graduate students, professors who assess their work, and former graduate students who are now assistant professors.

Possible speakers:

Moderator: Peter Morello, Assoc. Professor, Missouri-Kansas City

- Saleem Alhabash, Asst. Professor and former T.A., Michigan State
- Ye Wang, Asst. Professor, Missouri-Kansas City
- Jeff Riley, Doctoral Candidate and T.A., Florida
- TBD (Someone who now works with T.A.s and can explain h/her university policies on support)

Cost estimate: \$0

Session contact: Peter Morello, University of Missouri-Kansas City, morellop@umkc.edu, 816-235-2532

## AEJMC 2013 – Joint Session Proposal

Electronic News Division

Contact: Tim Bajkiewicz, Vice-Head, Virginia Commonwealth  
tbajkiewicz@vcu.edu, cell 813-841-4092

Title: Where the Jobs Are: Developing Student Internships in the Off-Camera News Jobs of Producing, Videography and Production (Teaching)

Suggested co-sponsor: Internships and Careers Interest Group

Session summary: Most of our students come to college thinking TV jobs involve being on camera, a la anchors and reporters. But TV stations are desperate to find good students to fill the behind-the-scenes positions. In fact, without the off-camera personnel, TV news could not exist. The best way to expose these students to these jobs is through internships, but that involves professors working with news organizations to get the best students into a newsroom setting. This panel will examine best practices for getting these internships in place for our students.

## Possible speakers:

- Deb Wenger, University of Mississippi (started a producing internship program)
- Mary Blue, Tulane University (places students in production internships)
- Keith Esparros, News Director, KNBC (can speak to the need to fill these jobs)
- Bob Noonan, News Director, WPML-TV, Mobile, Alabama (can speak to the need)

(the news directors can join the panel by Skype, and we can probably get a news director from the Washington market as well, eliminating any travel expense.)

Cost estimate: \$0

## Session contact:

Nancy McKenzie Dupont, Mississippi, nancymdupont@gmail.com, 662-915-5396

AEJMC 2013 – Joint Session Proposal

Electronic News Division

Contact: Tim Bajkiewicz, Vice-Head, Virginia Commonwealth  
tbajkiewicz@vcu.edu, cell 813-841-4092

Title: Big Ideas and Best Practices for Student-Produced News (Teaching)

Suggested co-sponsor: Newspaper and Online Division

Session summary:

Students creating news for public consumption is still considered the gold standard for demonstrating professional-level skills in higher education journalism programs. Traditionally this happened through college newspapers and, to a lesser degree, college TV stations or video programs produced for local distribution. Now anyone can publish online through a website, blog, Facebook page or Twitter feed. This workshop will discuss the issues and challenges surrounding students producing and publishing news (print, TV and online) as part of a class and through student media. The workshop will also demonstrate new tools and technologies for organizing and publishing content.

Possible speakers: TBD (representing newspapers, TV and online student-produced news)

Cost estimate: Unknown

Session contact: Tim Bajkiewicz, Virginia Commonwealth, tbajkiewicz@vcu.edu, 813-841-4092

AEJMC 2013 – Joint Session Proposal  
Visual Communication Division

- #1 Viscom, Panel Research
- Suggested co-sponsors: Communication Technology (CTEC), Internships and Careers IG

• A summary of what the session topic will be:  
Beyond Visuals: Designing for Experience and Interaction

Relentlessly changing audiences and technologies require news and strategic communication instructors to reach beyond visual communications. They need to teach students how to design for interaction and for experience. And they need to adopt human centered design approaches.

This panel will present ideas from instructors and professionals who are already building on visual design principles as they move into experiential and interactive design.

• Possible speakers; Jeremy Gilbert, Northwestern University; Jennifer Palilonis, Ball State University; Possible Knight fellow from Stanford University, Possible Gannett official, Washington, DC

• Estimate of the cost, (if any); N/A

• Name of the contact person for the session  
Larry Dailey    University of NV, Reno    ldailey@unr.edu    775-527-4011

AEJMC 2013 – Joint Session Proposal  
Visual Communication Division

- #2 Viscom, teaching
- Suggested co-sponsors; Communication Technology (CTEC), Electronic News

- A summary of what the session topic will be;  
Designing News Experiences for Mobile Users

The latest frontier of news design is the intersection of content design with new platforms like mobile and tablet devices. The way media designers guide users through these experiences and the ways new technologies impact them greatly affects media consumption. Teaching students to be ready to enter this new world of news design is critical. What do students and faculty need to know? What are professionals teaching their staffs?

- Possible speakers;  
Dave Wright Jr., NPR  
Joey Margburger, Washington Post  
David Payne, Gannett Chief Digital Officer  
Nick Bilton, New York Times/NYU

- Estimate of the cost, (if any); \$350 to get Nick Bilton to come down from New York. All other speakers would be DC-area

- Name of the contact person for the session  
Jeremy Gilbert Medill Northwestern University [jgilbert@northwestern.edu](mailto:jgilbert@northwestern.edu) 847-467-0874

AEJMC 2013 – Joint Session Proposal  
Visual Communication Division

- #3 Viscom, Teaching
- Suggested co-sponsors; Communication Technology (CTEC)

- A summary of what the session topic will be;

Why All Your Students Must Be Programmers

Code has forever changed journalism. It impacts research, theory and practice equally. Media practitioners are able to find new stories that were never possible before. They can tell those stories differently. And they can even reach new audiences. Exploring what students need to know and how programs should be structured are critical questions. This panel of practitioners will explore the impact of programming on journalism and journalism programs.

- Possible speakers; Brian Boyar, NPR  
Michelle Minkoff, AP  
Sisi Wei, Washington Post  
Matt Waite, University of Nebraska at Lincoln

- Estimate of the cost, (if any); \$500 to bring Matt Waite into town and put him up for one night. All other panelists are located in DC

- Name of the contact person for the session

Jeremy Gilbert Medill Northwestern University [jgilbert@northwestern.edu](mailto:jgilbert@northwestern.edu) 847-467-0874

AEJMC 2013 – Joint Session Proposal  
Visual Communication Division

- #6 Viscom, teaching
- Suggested co-sponsors; Magazine Division, Newspaper and Online News

- A summary of what the session topic will be;

Is it Multimedia or Multi-Platform?

As people consume media in multitudes of different ways either through mobile, online or in print, journalists need to be looking for ways to tell stories on multiple platforms. We need to figure out how our work can remain relevant and of a higher quality. The future of photojournalism is not multimedia journalism but multi-platform Journalism.

It's not about the medium itself i.e., stills or video, but where and how you publish your work. How are you going to get your work out to the masses? All mediums have their limits but if you figure out how to harness all the mediums for the specific platforms so that they are all telling all or a part of the story, the message you are trying to tell will get out there.

- Possible speakers;  
Lee Powell - AP Washington DC  
Steve Elfers - Director Of Video USATODAY  
Brad Horn - DC Based Freelance Multimedia Journalist and Producer  
Amanda Lucidon - The Legal Stranger Project  
Tom Kennedy - PBSNewsHour

- Estimate of the cost, (if any); none
- Name of the contact person for the session

The Newhouse School at Syracuse University    smgitner@syr.edu    5403546364

AEJMC 2013 – Joint Session Proposal  
Visual Communication Division

- #9 Viscom, teaching
- Suggested co-sponsors; Communication Theory and Methodology , Public Relations

- A summary of what the session topic will be;

Multimedia Storytelling for Social Media: Preparing Students as Networked Communicators

One core tenant of effective communications is storytelling — getting beyond facts and figures to communicate value, impact, need. Social media isn't just about amassing a large network. Rather, this idea of "humanizing" a brand can spark meaningful action for an organization or an individual public relations professional or journalist. Instead of simply asking someone to connect online, communication and news organizations should use social media to convey meaning and context. Offer compelling reasons to follow, support, endorse, review, interact or take some other "next step." As educators, that's where we prompt our students to think about multimedia storytelling.

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.

- Possible speakers; Visual Communications Division

Michelle Seelig, University of Miami

Lynette Holman, Appalachian State University

Tina McCorkindale, Appalachian State University

Marcus Messner, Virginia Commonwealth University

Cindy Royal , Texas State University

- Estimate of the cost, (if any);

- Name of the contact person for the session

Marcia W. DiStaso Penn State University mwd10@psu.edu 814-863-9874

AEJMC 2013 – Joint Session Proposal  
Visual Communication Division

- #10 Viscom, research
- Suggested co-sponsors; Communication Technology (CTEC), Magazine Division

- A summary of what the session topic will be;  
EyeTrack Tablets

In a world of increased tablet usage, understanding patterns of news consumption on tablets is critical. In the latest research in the series of the Poynter Institute's EyeTrack tablet usage. The work looks at how users choose what news stories to read and then how they read them once chosen.

- Possible speakers; Sara Quinn, Poynter Institute  
Dr. Mario Garcia, Garcia Media  
Dave Stanton, Smart Media Creative  
Jeremy Gilbert, Medill, Northwestern University

- Estimate of the cost, (if any); \$500 for flight and hotel for Dave Stanton. Others would probably be able to pay their own way.

- Name of the contact person for the session

Jeremy Gilbert Medill, Northwestern jgilbert@northwestern.edu 847-467-0874

AEJMC 2013 – Joint Session Proposal  
Visual Communication Division

- #13 Viscom, teaching
- Suggested co-sponsors; Advertising, Magazine Division, Newspaper and Online News

- A summary of what the session topic will be;  
The “Ideal Vis Com curriculum: ????”

Given the changing nature of Visual Communication, we would suggest looking at the “Ideal Curriculum” for the next decade. How many courses? What should be covered in each course? How many multimedia courses? How much photography? Still or video? Also, this doesn’t have to be limited to News Visual Communication as it could include advertising.

- Possible speakers;  
Jim Kelly, Indiana  
Mindy McAdams, Florida  
Van Korneygay, South Carolina  
Sam Girton, Ohio University  
Jennifer Palilonis, Ball State

- Estimate of the cost, (if any);
- Name of the contact person for the session  
Sandy Utt University of Memphis    [sutt@memphis.edu](mailto:sutt@memphis.edu)    (901) 678-4795

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: THE VULNERABLE STATUS OF JOURNALISM PROGRAMS AND STUDENT NEWSPAPERS

SESSION SUMMARY:

For many of us, print newspapers are still a viable news source on our campuses, but newspapers and journalism programs are being cancelled across the nation. This session will feature advisers who will share their struggles with keeping their programs alive and how they are coping with these challenges, including pressures from administrators that just don't get it.

POSSIBLE CO-SPONSOR: Scholastic Division

MODERATOR: John Kerezy, Cuyahoga College

POSSIBLE PANELISTS: Toni Albertson, Mt. San Antonio College

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: IS BLOGGING STILL RELEVANT

SESSION SUMMARY:

The term “blogger” is being redefined. Some say blogging is dead, but the truth is it is just being redefined. This session will look at blogging as a real form of journalism and the idea that microblogging using Facebook, Twitter, etc. does not replace traditional blogging

POSSIBLE CO-SPONSOR: Scholastic Division

MODERATOR:

POSSIBLE PANELISTS: Dan Reimold, College Media Matters  
Carrie Brown-Smith, University of Memphis

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: STUDENT JOURNALISTS GONE WILD

SESSION SUMMARY:

Students are being told to post stories online, update, implement social media, and above all, to be ethical and responsible journalists. But what happens when student journalists set up their own websites or leave inflammatory comments on other news/opinion sites? This session will showcase student journalists who have not only ruined their own reputations, but brought the student publication down with them. You may leave wanting to rewrite your syllabi .

POSSIBLE CO-SPONSOR: Scholastic Division

MODERATOR:

POSSIBLE PANELISTS: Toni Albertson, Mt. San Antonio College  
Elena Jarvis, Daytona State College  
Jonathan Groves, Drury University

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: TEACHING JOURNALISM IN LOW-INCOME COMMUNITIES

SESSION SUMMARY:

This session will address the challenges of working with a low-income student population and getting these students to utilize technology in covering the stories in their community. It will also look at the issue of students who do not have access to technology and devices and how to help them with this challenge.

POSSIBLE CO-SPONSOR: MAC

MODERATOR:

POSSIBLE PANELISTS: Manuel Florez, Texas A&M, Kingsville  
Federico Subervii, Texas State University

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: GOING ONLINE AND LEAVING PRINT BEHIIND. NOW SHOW ME THE MONEY!

SESSION SUMMARY:

A number of colleges have abolished its print publications and have gone strictly online. But the revenue model for online publications is far from successful. We will hear from faculty who are advising student online publications, successfully and not so successfully.

POSSIBLE CO-SPONSOR: Newspaper and Online News  
MODERATOR:

POSSIBLE PANELISTS: John Capouya, University of Tampa  
Robert Mercer, Cypress College, Los Angeles  
Elena Jarvis, Daytona State

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: WHACK-A-MOLE JOURNALISM

SESSION SUMMARY:

Do you really need a website to host your online content? The answer is no. Just have your students put their content on whatever site hosts it best. This session will show you how to teach your students to aggregate their website using embeds, apps, and your brand name.

POSSIBLE CO-SPONSOR: Electronic News

MODERATOR:

POSSIBLE PANELISTS: Robert Mercer, Cypress  
Mitzi Lewis, Midwestern State

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: RELEVANCY, TRUST AND PROFITABILITY

SESSION SUMMARY:

It's hard for print and broadcast media to stay relevant when they simply can't beat social media at news distribution; it's too fast. But what it's failing to provide is context. With distrust in the media at an all-time high, students are finding themselves dazed and confused. And none of this matters if innovation in business models fails to make journalism profitable and sustainable. This panel will discuss the challenges facing the journalists of tomorrow and what we should be doing to prepare and reassure these journalists.

POSSIBLE CO-SPONSOR: Media Ethics

MODERATOR:

POSSIBLE PANELISTS: Roy Peter Clark, Poynter Institute

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: CAN JOURNALISM BE CROWD FUNDED?

SESSION SUMMARY:

This session will look at the crowd funding platforms like Kickstarter and how it is being used to fund journalism and student journalism projects. Successfully funded projects will be presented.

POSSIBLE CO-SPONSOR: SPIG

MODERATOR:

POSSIBLE PANELISTS: Dan Reimold, College Media Matters  
Toni Albertson, Mt. San Antonio College

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: CAN DIGITAL JOURNALISM CO-EXIST WITH PRINT JOURNALISM AND ITS TRADITIONS

SESSION SUMMARY:

Faculty complain that students will always put off the immediate deadline of web but rise to meet the drop-dead-our-printer-will-kill-us deadline of print. But real journalistic discipline is getting the news out as quickly (and accurately) as possible. This session will discuss ways to get your students to think differently about publishing on the Web.

POSSIBLE CO-SPONSOR: Newspaper and Electronic News Division

MODERATOR:

POSSIBLE PANELISTS: Robert Mercer, Cypress College  
Brian Steffan, Simpson College

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: TEACHING ENTREPRENEURIAL JOURNALISM

SESSION SUMMARY:

Freedom of the press belongs to those who own a WordPress site. Sustainable business models for traditional programs losing their print editions offer a chance for students to learn the skills they really need to get a job. This session will discuss how faculty can rise to challenge and put out successful journalism entrepreneurs.

POSSIBLE CO-SPONSOR: ICIG  
MODERATOR:

POSSIBLE PANELISTS: Dan Reimold, College Media Matters  
Brian Steffan, Simpson  
Jonathan Groves, Drury University

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: THE THREE I'S OF A SUCCESSFUL PROGRAM: INTEGRATION, INNOVATION AND INTERNATIONALISM

SESSION SUMMARY:

Everyone today is an Internationalist journalist. What your students post in Albuquerque can get someone killed in Zaire. The ethics of posting under the protection of the First Amendment does not protect us for the responsibility of for the effect of our content in a less free nation. This panel will discuss these issues facing young journalists

POSSIBLE CO-SPONSOR: International Communication  
MODERATOR:

POSSIBLE PANELISTS: Robert Mercer, Cypress College  
Jonathan Groves, Drury University

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: MONEY BALL JOURNALISM: VIRAL COEFFICIENT K AND SUSTAINABLE MEDIA MODELS

SESSION SUMMARY:

This panel will feature experts in analytics who will address the money-side of new media publishing. No one is teaching analytics, yet some faculty are all still teaching students how to sell an ad for print.

POSSIBLE CO-SPONSOR: Advertising

MODERATOR:

POSSIBLE PANELISTS: Mitzi Lewis, Midwestern State

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: TWO INNOVATIONS ENTER A BAR: WHAT TO ASK OF THE NEXT TECHNOLOGY YOU MEET

SESSION SUMMARY:

This panel will showcase some of the latest software, devices and processes to use in your teaching, and will ask and answer 10 questions you should know about each.

POSSIBLE CO-SPONSOR: Communication Technology

MODERATOR:

POSSIBLE PANELISTS: Robert Mercer, Cypress College  
Elena Jarvis, Daytona College

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: PRESENTING THE BEST OF THE BEST STUDENT JOURNALISM ENTREPRENEURS

SESSION SUMMARY:

This session will showcase student journalism entrepreneurs who have found ways to become a success outside of the classroom.

POSSIBLE CO-SPONSOR:

MODERATOR: Toni Albertson, Mt. San Antonio College

POSSIBLE PANELISTS: Dan Reimold, College Media Matters  
Carrie Brown-Smith, University of Memphis

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community College Journalism Association

TYPE: Teaching

TITLE: GIFT: GREAT IDEAS FOR TEACHERS

SESSION SUMMARY:

POSSIBLE CO-SPONSOR: SPIG, SCHOLASTIC

MODERATOR: John Kerezy, Cuyahoga College

POSSIBLE PANELISTS:

ESTIMATED COST: NONE

CONTACT: Toni Albertson  
President, CCJA  
310-883-4680  
E-MAIL: talbertson@mtsac.edu

AEJMC 2013 – Joint Session Proposal  
Community Journalism Interest Group

Contact: Vice Chair Eileen Gilligan eileen.gilligan@oswego.edu or 315-312-2729

1. Title: Community Journalism in the Developing World

PF&R Panel

This panel will bring together international journalism educators and scholars from developing nations to discuss the role of community news media in their regions. Panelists will bring global perspectives on the extent of community media in their nations, the challenges they may face, and the role of new communication technology. The emphasis will be on local and niche media.

Moderator: Bill Reader, Ohio University

Panelists and Discussant: Five journalism and media educators from a group of 18 international professors will attend AEJMC as part of a U.S. State Department grant on Journalism and Media. The State Department will choose the scholars in late winter; from that roster, we will choose five scholars whose scholarly inquiry involves community media in their home countries, particularly community radio and the local press. Last year scholars came from the following countries: Afghanistan, Armenia, the Bahamas, Cameroon, China, El Salvador, Ghana, Jordan, Kazakhstan, Pakistan, Rwanda, Russia, Sudan, Suriname, Ukraine, Vietnam, Taiwan and Yemen. Specific names and countries will be provided as soon as the 2013 participants are chosen, which will probably be in February. All panelists would be members of AEJMC and at least one of the co-sponsoring divisions.

Possible Co-sponsoring Divisions: Electronic News Division, International Communication Division, Newspaper and Online News Division,

Estimated Costs: None

Note that this panel will be highly diverse.

Contact: Bill Reader  
Ohio University  
E.W. Scripps School of Journalism  
reader@ohio.edu  
740-597-1294

AEJMC 2013 – Joint Session Proposal  
Community Journalism Interest Group

2. “Mentoring Adjunct Faculty Members”

Panel Proposal for AEJMC’s Public Relations Division with Co-Sponsor: Community Journalism Interest Group

Description of Session: Communication departments’ enrollments are steadily growing, and so are the ranks of their adjunct professors. Many of these part-time professors are seasoned communication professionals who balance full-time careers in public relations, journalism, advertising, or media production with part-time college teaching careers. How do communication departments mentor and support these part-time faculty members, who add a valuable dimension to communication programs, based on their current experiences in the field? What opportunities for professional development do adjunct faculty have at their colleges or universities? Are health benefits, retirement benefits, and union membership available to them? This panel discussion will focus on some best practices from colleges and universities across the country. Workshops for adjunct faculty, faculty handbooks, adjunct mentors, peer evaluations, and websites on course management systems that share “best practices” course syllabi for new adjunct professors are just some of the methods being used by communication departments as they reach out to their part-time faculty. Join us to hear more about these programs and to share your own department’s ideas!

Moderator: Joseph Marren

Chair & Associate Professor, Communication Department  
Buffalo State College, Buffalo, NY

Panelists: Deborah Silverman, Ph.D., APR, Fellow PRSA  
Associate Chair & Associate Professor, Communication Department  
Buffalo State College, Buffalo, NY

Dale Cressman, Ph.D.

Associate Chair for Undergraduate Studies & Associate Professor, Department of Communications  
Brigham Young University, Provo, UT

Danielle Sarver Coombs, Ph.D.

Assistant Professor, School of Journalism and Mass Communication

Kent State University, Kent, OH

Jeff South

Director of Undergraduate Studies & Associate Professor, School of Mass Communications  
Virginia Commonwealth University, Richmond, VA

Bob Trumpbour, Ph.D.

Associate Professor of Communications

Pennsylvania State University, Altoona, PA

Pamela Bourland-Davis, Ph.D.

Chair & Professor, Department of Communication Arts

Georgia Southern University, Statesboro, GA

AEJMC 2013 – Joint Session Proposal  
Community Journalism Interest Group

3. Title: “It’s the story, stupid!”: Turning the community journalism classroom into a human experience laboratory

Description:

While many j-programs wrestle with the challenges of how to train students in the newest technologies or make platforms economically viable, the art of great storytelling sometimes takes a backseat in curriculum discussions. One solution to this tension can be found in strategic and active engagement with communities.

Just as teaching hospitals don’t merely lecture medical students, but also treat patients and pursue research, journalism programs should not limit themselves to teaching journalists, but should produce copy and become laboratories of innovation as well. (Anderson, Glaisyer and Smith , 2011)

Discussants will explore new ways to turn the j-classroom into a ‘laboratory of innovation’ that teaches students to communicate the human experience, the foundation for all community journalism reporting. Panelists will discuss global community journalism immersion projects and “in the backyard” publishing partnerships designed to train students on the job how to spot, research, and report the ‘human’ element of lived experience.

Panel Discussion Participants:

Lindsey Wotanis, Ph.D., Marywood University, llwotanis@maryu.marywood.edu

Andrea Frantz, Ph.D., Buena Vista University, frantz@bvuu.edu

Potential Partner Divisions/Groups:

International Communication Division

Small Programs Interest Group

Minorities and Communication Division

Contact:

Deborah A. Silverman, Ph.D., APR, Fellow PRSA

Associate Professor of Communication

225 Bishop Hall

Buffalo State College

1300 Elmwood Ave.

Buffalo, NY 14222-1095

Office Phone: (716) 878-3606

E-mail: silverda@buffalostate.edu

AEJMC 2013 – Joint Session Proposal  
Community Journalism Interest Group

4. Title: How U.S. Community Newspapers are Modeling for China

Type: Teaching, PF&R

Description:

The growth of the fledgling community newspaper industry in China has been dramatically spurred on by the publication of Prof. Chen Kai's new book, "An Introduction to Community Newspapers in the U.S" (2012). As a result, several beta sites are up and running, and another university J-school in Chongqing has launched its own community newspaper. To coordinate their efforts in nurturing the growth of community journalism in China, Profs, Lauterer, Chen and Li have formed the China-US Community Journalism Consortium, resulting in personal exchanges as well as on-going Skype exchanges dedicated to the proposition that relentlessly local news coverage in China can contribute to civic engagement and a more free and democratic society. But it's a fine line that we walk. Can this be accomplished, given the state-run media system and the absence of a free press? Will the government allow such newspapers/websites to exist? The signals coming out of China give us hope.

Moderator:

Jock Lauterer, Fulbright Senior Specialist to China and director, the Carolina Community Media Project, UNC-Chapel Hill, Moderator:

Possible Panelists:

Prof. Chen Kai, assistant professor and author, "An Introduction of Community Newspapers in the U.S." (2012), Communication University of China, Beijing, China.

Prof. Li Ren, Associate Professor and Assistant Dean, School of Journalism and Communication, Southwest University of Political Science and Law, Chongqing, China.

Estimated Speaker Costs:

None

Contact Person:

Jock Lauterer,  
Senior Lecturer  
School of Journalism and Mass Communication  
212 Carroll Hall  
UNC-Chapel Hill  
Chapel Hill, N.C. 27599-3365  
(919) 962-6421  
(919) 962-0620 Fax  
jock@email.unc.edu

AEJMC 2013 – Joint Session Proposal  
Community Journalism Interest Group

5. Panel Title: The Sun Never Sets

Type: PF&R

Description:

The new documentary film, "The Sun Never Sets," tells the story of one of the finest community newspapers in the country. The Rio Grande Sun, a spunky little indie weekly, has built a legacy of take-no-prisoners crime and investigative reporting that results in a must-read for the citizens of Rio Arriba County, New Mexico. What Publisher Bob Trapp is doing in "the middle of nowhere" should serve as a model for the rest of the community newspaper industry. We propose a 55-minute viewing of the film, followed by Q & A with the editor/publisher, the filmmaker and the moderator, the latter of whom served as the film's so-called expert and talking head.

Possible Panelists:

Jock Lauterer, director, the Carolina Community Media Project, UNC- Chapel Hill, Moderator:

- Bob Trapp Jr. editor, the Rio Grande Sun, N.M.
- Dr. Ben Daitz, producer and director, "The Sun Never Sets."
- Al Cross, director, the Institute for Rural Journalism and Community Issues, University of Kentucky, Lexington, Ky., discussant.

Estimated Speaker Costs:

None

Contact Person:

Jock Lauterer,  
Senior Lecturer  
212 Carroll Hall  
School of Journalism and Mass Communication

AEJMC 2013 – Joint Session Proposal  
Community Journalism Interest Group

6. Type: Research

Title: Community Journalism Midst Media Revolution

Moderator: Sue Robinson of the University of Wisconsin-Madison

Possible Panelists: TBD based on the special issue for Journalism Practice entries

Description: This panel will represent the research that will come out of a forthcoming special issue of the internationally renowned *Journalism Practice* (Routledge), titled “Community Journalism Midst Media Revolution.” This panel will offer a selection of the special journal articles (to be published in 2014) exploring the intersection of community, news and digital technologies. All the most current research presented in this panel will thread their work with the theme of change – change in community, change in the press, change in audiences, change in community story, and change in mediated forms and platforms. This panel will be forward-looking and consider current media evolutions, rather than reiterating classic ideals and the panelists will act together to answer the question: How does community journalism change as media technologies evolve?

AEJMC 2013 – Joint Session Proposal  
Community Journalism Interest Group

TITLE:

Community Media Tackle Hurricane Sandy and its Aftermath

PF&R Panel

This panel will bring together the first responders of the media who worked on the front lines of Hurricane Sandy before, during and after the storm to communicate the latest information to their residents. When major media coverage abates during the cleanup, community journalism remains providing the updates residents need and want to know. Online outlets offered up-to-the-minute information for residents with power or Internet access. Panelists will share experiences covering the storm and its aftermath, and discuss insights to emergency preparedness for the media.

Proposed Panelists:

Ned Berkes, Sheepshead Bites, Brooklyn, N.Y.

Debbie Galant, Founder, Baristanet.com, and Director, N.J. News Commons, Montclair State

Dianne Garyantes, Assistant Professor, Journalism, Rowan University, N.J.

NY1News

Denise Civiletti, Riverhead News, Long Island, N.Y.

Andrew West, Editor, Delaware State News

Moderator: Barbara Selvin, Assistant Professor, Journalism, Stony Brook University, Long Island, N.Y.

Possible Co-Sponsoring Divisions: Electronic News Division, Civic & Citizen Journalism, CommSHER, Newspaper & Online

Estimated Costs: Travel expenses for some speakers

Contact:

Barbara Selvin

Assistant Professor

Journalism,

Stony Brook University

Long Island, N.Y.

barbara.selvin@stonybrook.edu

bselvin@gmail.com

<http://jrnteaching.com/>

(516) 242 - 1100

AEJMC 2013 – Joint Session Proposal  
Communication Theory and Methodology Division

Panel Title: Strategic research for advocacy organizations: Public opinion and science, health, and environmental issues

Panel Type: PF&R

Panel Sponsors: Communication Theory and Methodology, Communicating Science, Health, Environment and Risk Interest Group

Panel abstract: The purpose of this session is to bring together scholars and professionals working in polling and strategic research for advocacy organizations in the area of science, health, and environmental issues. It draws on the rich resources of the Washington D.C. location to bring expertise on trends and challenges in understanding public opinion of issues related to science, health, and environmental sustainability. Panelists will discuss the impact of the 2012 election, among other emerging trends and technologies, on polling practices in such areas as climate change, pandemics and biosecurity, and vaccination and public health.

Potential panelists:

Ryan Seggel, SVP Strategy, BlueState Digital  
Glenn Hurowitz, Director of Campaigns, Climate Advisors  
Lee Rainie, Director, Pew Internet & American Life Project  
Frank M. Newport, Ph.D., Editor in Chief, Gallop

Contact information:

Kjerstin Thorson, CT&M PF&R chair  
Kjerstin.thorson@usc.edu

Shirley Ho, ComSHER PF&R chair  
TSYHo@ntu.edu.sg

AEJMC 2013 – Joint Session Proposal  
Communication Theory and Methodology Division

Panel Title: Data science and targeted mobilization in the 2012 election

Panel Type: PF&R

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

Panel abstract: The purpose of this session is to bring together professionals working in political campaigns with the journalists that cover them to explore the use of data in the 2012 election. Panelists will engage with questions about data science in campaigning as well as talk through the challenges for journalists and scholars writing about the use of analytics in contemporary campaigns.

Potential panelists:

[These are examples. We delayed making contact because of Sandy and then election day. These examples should give a flavor of the sort of professionals we hope to invite.]

Sasha Issenberg, Slate

Matt Hindman, George Washington University

Someone from Blue State Digital

Someone from [Republican digital strategy firm]

Someone from The Analyst Institute (<http://www.analystgroup.org/>)

Someone from TechPresident

Contact information:

Kjerstin Thorson, CT&M PF&R chair

[Kjerstin.thorson@usc.edu](mailto:Kjerstin.thorson@usc.edu)

Jasun Carr, Political Communication PF&R chair

[carrd@susqu.edu](mailto:carrd@susqu.edu)

AEJMC 2013 – Joint Session Proposal  
Communication Theory and Methodology Division

TYPE OF PANEL: Teaching

DIVISION: Communication Theory and Methodology Division

PANEL CO-SPONSOR/S: MCS

TITLE: Mixing Theory and Skills in Mass Communication Curricula

MODERATING/PRESIDING: Aaron S. Veenstra

PANELISTS:

Kristen Landreville, University of Wyoming

Nick Geidner, University of Tennessee

Robert Drechsel, University of Wisconsin

PANEL DESCRIPTION:

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

ESTIMATE SPEAKER COSTS: 0

PANEL CONTACT:

Name: Aaron S. Veenstra

Phone: 608.445.6472      Email:      [asveenstra@siu.edu](mailto:asveenstra@siu.edu)

AEJMC 2013 – Joint Session Proposal  
Communication Theory and Methodology Division

TYPE OF PANEL: Teaching

DIVISION: Communication Theory and Methodology Division

PANEL CO-SPONSOR/S: CTEC

TITLE: Improving the building and testing of communication theory by focusing on the classroom

PANEL DESCRIPTION: Several studies examining the state of theory show that we as academics do little to extend theory. Bryant and Miron (2004) found in a content analysis of journals that if researchers included theory it was mostly merely referenced (45%), followed by using it as a framework (23%), constructing it (18%), or critiquing it (14%). Similarly to Bryant and Miron, Potter and Riddle (2007) discovered that most (65%) published journal articles were not guided by theory. Important questions for instructors teaching theory in the graduate class then are: What can we do to ensure that we are contributing to the development of theory? How does the contemporary media landscape influence communication theories? One step in the right direction is to critically address how we teach theory building in communication classes. Our job as scholars is to transfer knowledge in hopes of building knowledge. If the percentages referred to above reflect reality, we can do a better job of teaching theory construction. The panel will address the teaching of theory including best practices for teaching theory building in graduate programs. Panelists will also discuss how new theory is developed/reconfigured for the digital age and why including new media theory is becoming a fundamental aspect of a theory class.

PANELISTS:

Moderator: Serena Carpenter, Michigan State University

- Frederick Fico, Michigan State University, teaches Mass Communication Theory and Philosophy of Science and coauthor of Analyzing Media Messages. Using Quantitative Content Analysis in Research
- Don Stacks, University of Miami, is the Director of Public Relations Graduate Studies; Editor of Journal of the Association for Communication Administration; and Editor of An Integrated Approach to Communication Theory and Research.
- August E. Grant, University of South Carolina, teaches courses in media theory, research methods, and pedagogy, is co-editor of Communication Technology Update and Fundamentals and Understanding Media Convergence.
- Porismita Borah, Assistant Professor, Edward R. Murrow College of Communication, Washington State University; have taught graduate classes in theory, research methods and new media. Will discuss how and why the contemporary media landscape should be taken into account while teaching a graduate theory class.

ESTIMATE SPEAKER COSTS: 0

PANEL CONTACT:

Serena Carpenter, carp@msu.edu, 517-775-3615