Saturday, August 12, 2017

7 am to 9 a.m. / 000  Place TBA

Association for Education in Journalism and Mass Communication

Business Session

2017-18 Council of Divisions Meeting

Moderating/Presiding
Heloiza Herscovitz, California State-Long Beach, Council of Divisions Chair

9:15 to 10:45 a.m. / 000  Place TBA

Advertising Division

Refereed Paper Research Session

Ads That Don’t Look Like Ads: Exploring the Effectiveness of Native Advertising, Brand Sponsorships, and Social Media Influencers

Moderating/Presiding
Juliana Fernandes, Miami

Catching Eyes: Dissecting Ad Disclosures of Native Advertising
Jun Heo, Soojin Kim
and A-Reum Jung, Louisiana State

Antecedents of Consumers’ Avoidance of Native Advertising on Social Media:
Social Media-related Factors, Institution-based Trust Factors, and Ad Perceptions
Soojung Kim, Joonghwa Lee, North Dakota;
Chang-Dae Ham, Illinois at Urbana-Champaign
and Amanda Pasierb, North Dakota

Examining Consumers’ Identification of Native and Display Advertising on News Websites
Kasey Windels and Lance Porter, Louisiana State

Brand Sponsorship of Sport Officiating Technology: Effects of Social Identity and Schadenfreude on Attitude toward Sponsoring Brand
Jihoon Kim and Jooyoung Kim, Georgia

Native Advertising on Social Media: The Effects of Company Reputation, Perceived Relevance and Privacy Concerns
Anli Xiao, Ruobing Li
and Guolan Yang, Pennsylvania State
and Michail Vafeiadis, Auburn

Discussant
Ilwoo Ju, Saint Louis

9:15 to 10:45 a.m. / 000  Place TBA

Communication Technology and Mass Communication and Society Divisions

Research Panel Session

Digital Data, Computation, and Research in Journalism/Mass Communication Linking Methodological...
Innovations to Theory-Building

Moderating/Presiding
  Seth Lewis, Oregon

Panelists
  Itai Himelboim, Georgia
  Rodrigo Zamith, Massachusetts-Amherst
  Katya Ognyanova, Rutgers
  K. Hazel Kwon, Arizona State
  Toby Hopp, Colorado-Boulder
  Seth Lewis, Oregon

9:15 to 10:45 a.m. / 000  Place TBA

Communication Theory and Methodology and Visual Communication Divisions

Teaching Session
  Teaching Data Journalism: What to Do and How to Start

Moderating/Presiding
  Kristen Landreville, Wyoming

Panelists
  Mindy McAdams, Florida
  Norman Lewis, Florida
  Katy Culver, Wisconsin-Madison
  Dan Pacheco, Syracuse

9:15 to 10:45 a.m. / 000  Place TBA

Electronic News Division and Community College Journalism Association

PF&R Session
  Using Social Media to Fill the Gaps: What are the Risks?

Moderating/Presiding
  Glenn Hubbard, East Carolina

Panelists
  Maria Fontenot, Tennessee-Knoxville
  Toni Albertson, Mount San Antonio College
  Mark Harmon, Tennessee-Knoxville
  Bob Heisse, editor, Times of Northwest Indiana
  Gabriel B. Taite, Arkansas State

9:15 to 10:45 a.m. / 000  Place TBA
Saturday, August 12, 2017

International Communication Division

Refereed Paper Research Session

**Transnational Media and Global Diplomacy**

Moderating/Presiding

*Uche Onyebadi*, Texas Christian

Transnational News Media Coverage of Distant Suffering in the Syrian Civil War:
An Analysis of CNN, Al-Jazeera English and Sputnik*

*Xu Zhang* and *Catherine Luther*, Tennessee, Knoxville

Transnational Media in a Resurgent Nationalist Movement Era: The Role of Identity
in Audience’s National and Transnational Media Evaluation

*Vanessa Higgins Joyce* and *Michael Devlin*, Texas State

Choosing the Best Name: The Effectiveness of Brand Name Localization on Consumers’
Attitude toward a New Foreign Product**

*Xuan Liang* and *Huan Chen*, Florida

Negative Emotions to Western Media and Reception of Mediated Public Diplomacy

*Yicheng Zhu* and *Ran Wei*, South Carolina

*Guy Golan*, South Florida

Discussant

*Kevin Grieves*, Whitworth

* Third Place Faculty Paper — Stevenson Competition
** Third Place Student Paper – Markham Competition

9:15 to 10:45 a.m. / 000  Place TBA

Public Relations and History Divisions

Teaching Panel Session

**Public Relations History in the Classroom: Making More Time for Meaning-Making**

Moderating/Presiding

*Jeffrey S. Morosoff*, Hofstra

Panelists

*Denise Hill*, Elon
*Meg Lamme*, Alabama
*Karen Russell*, Georgia
*Burton St. John*, Old Dominion
*Shelley Spector*, Museum of Public Relations; Baruch College

Following the panel, Ray Hiebert, Professor Emeritus, Maryland, will be signing copies of his book, *Courtier to the Crowd: The Story of Ivy Lee and the Development of Public Relations*, outside the room.

9:15 to 10:45 a.m. / 000  Place TBA
Saturday, August 12, 2017

Scholastic Journalism Division

Refereed Paper Research Session

Evaluating Journalism Education Specializations

Moderating/Presiding
Peter Bobkowski, Kansas

Students’ Experiences in an Environmental Journalism Master’s Program: An Application of Knowledge-based Journalism Principles*
Bruno Takahashi and Perry Parks, Michigan State

Not Exactly “Common Sense”: Measuring Sports Journalism Students’ Understanding of Hegemonic Masculinity
Sada Reed, Arizona State

Journalists Don’t Do Math: Journalism Student Perceptions and Myths About Data Journalism
Amy Schmitz Weiss, San Diego State
and Jessica Retis, California State Northridge

Discussant
David Bulla, Augusta

* Top Faculty Paper

9:15 to 10:45 a.m. / 000 Place TBA

AEJMC Council of Affiliates and Student Press Law Center

PF&R Panel Session

Developing Strategies To Achieve Consensus On Issues Critical To The Student Press

Moderating/Presiding
Frank LoMonte, director, Brechner Center, Florida

Panelists
Mark Goodwin, Kent State
Rachel McClellen, CMA President, Tennessee-Knoxville; President, Student Press Law Center

9:15 to 10:45 a.m. / 000 Place TBA

Association for Education in Journalism and Mass Communication

Training Session

Incoming Heads

Moderating/Presiding
name, affiliation
Saturday, August 12, 2017

9:15 to 10:45 a.m. / 000 Place TBA

Association for Education in Journalism and Mass Communication

Training Session
Professional Freedom & Responsibility Chairs

Moderating/Presiding
Dean Kruckeberg, North Carolina at Charlotte

9:15 to 10:45 a.m. / 000 Place TBA

Association for Education in Journalism and Mass Communication

Training Session
Program Chairs

Moderating/Presiding
Chris Roberts, Alabama

9:15 to 10:45 a.m. / 000 Place TBA

Association for Education in Journalism and Mass Communication

Training Session
Research Chairs

Moderating/Presiding
Marcia W. DiStaso, Pennsylvania State

9:15 to 10:45 a.m. / 000 Place TBA

Association for Education in Journalism and Mass Communication

Training Session
Teaching Chairs

Moderating/Presiding
Chris Roush, North Carolina at Chapel Hill

9:15 to 10:45 a.m. / 000 Place TBA

International Association for Literary Journalism Studies

Research Panel Session I
The Immersive Self
Saturday, August 12, 2017

Moderating/Presiding

**David Abrahamson**, Northwestern

Panelists

- **Immersion Journalism: Three Books**
  - **Michael Berryhill**, Texas Southern
- **Between Immersion and Passing: The Politics of Identity in Poverty Journalism**
  - **Holly Schreiber**, Maine
- **Moving the Human Heart: Literary Journalism and Roger Rosenblatt**
  - **Jan Whitt**, Colorado
- **Through Different I’s: The Line Between Immersion and Memoir**
  - **Patrick Walters**, Kutztown
- **Brand Culture Unmasked: Immersion Journalism in the Stunt Documentaries of Morgan Spurlock**
  - **David Dowling**, Iowa

10 a.m. to 3 p.m. / 000 Place TBA

**Association for Education in Journalism and Mass Communication**

Business Session

**AEJMC Board of Directors Meeting**

Moderating/Presiding

**Jennifer D. Greer**, Alabama, 2017-18 AEJMC President

11 a.m. to 12:30 p.m. / 000 Place TBA

**Communicating Science, Health, Environment and Risk Division**

Refereed Paper Research Session

**Health Campaigns: Persuasion for Public Health**

Moderating/Presiding

**Avery Holton**, Utah

Differences in Health Framing: An Investigation Into the Role of Target Audiences’ Characteristics and the PSA Type

- **Viorela Dan**, Free University of Berlin

Promoting the HPV Vaccination: Interplay of Message Framing, Motivation Orientation, and Risk-Taking Tendency

- **Moon Lee** and **Jieun Cho**, Florida

Media Framing Effects of Public Service Announcements About the HPV Vaccine

- **Yiwei Xu**, Clemson


- **Hyeseung Elizabeth Koh**, Texas; **Amanda Mabry-Flynn**, Illinois at Urbana-Champaign;
- **Xiaoshan Li**, **Jisoo Ahn**, and **Michael Mackert**, Texas

Health Belief Model Applied to Medicare Enrollment: Using Theory to Better
Reach the Rural Poor
   Kelly Kaufhold and Daniel Seed, Texas State

11 a.m. to 12:30 p.m. / 000   Place TBA

Communication Theory and Methodology Division

Refereed Paper Research Session
   Public Opinion Formation and Expression

Moderating/Presiding
   Megan Duncan, Wisconsin-Madison

No Comments, but a Thumbs-down: Estimating the Effects of Spiral of Silence on Online Opinion Expression
   Tai-Yee Wu, Anne Oeldorf-Hirsch,
   and David Atkin, Connecticut

Opinion Climates à la Carte - Selective and Incidental Exposure
Impacts on Polarization, Public Opinion, and Participation
   Daniel Sude, Silvia Knobloch-Westerwick, Melissa Robinson,
   and Axel Westerwick, Ohio State

The Effect of Presumed Media Influence on Communicative Actions about Same-sex Marriage Legalization
   Yangsun Hong and Catasha Davis, Wisconsin-Madison,
   and Shawnika Hull, George Washington

The 2016 U.S. Presidential Public Opinion Polls: Third-Person Effects and Voter Intentions
   Jane Weatherred, Anan Wan,
   and Yicheng Zhu, South Carolina

Discussant
   Aaron Veenstra, Southern Illinois

11 a.m. to 12:30 p.m. / 000   Place TBA

Cultural and Critical Studies and Newspaper and Online News Divisions

PF&R Panel Session
   The Ethics and Efficacy of Native Advertising

Moderating/Presiding
   Jasmine E. McNealy, Florida

Panelists
   Theodore L. Glasser, Stanford
   Mara Einstein, Queens College, CUNY
   Michelle Amazeen, Boston
   Edward Wasserman, California, Berkeley
Saturday, August 12, 2017

11 a.m. to 12:30 p.m. / 000 Place TBA

Electronic News Division

Refereed Paper Research Session
Local TV News and News Production

Moderating/Presiding
Beth Concepcion, Oglethorpe

The Local TV News Digital Footprint: Is Local Content Vanishing Amid Climate of Consolidation?*
Harrison Hove, Beverly Horvit
and James Endersby, Missouri

Follow of the Leader?: Perceptions of Solo Journalism of Local Television Journalists and News Directors
Justin Blankenship, Auburn
and Daniel Riffe, North Carolina at Chapel Hill

Mobile Journalism as Lifestyle Journalism? Field Theory in the Integration of Mobile in the Newsroom and Mobile Journalist Role Conception
Gregory Perreault, Appalachian State
and Kellie Stanfield, Missouri

Work-Life Balance in Media Newsrooms
Irene Snyder, Elizabethtown

Discussant
Dale Cressman, Brigham Young

* Paper Winner

11 a.m. to 12:30 p.m. / 000 Place TBA

History Division

Refereed Paper Research Session
Historiography and Theories of the Press

Moderating/Presiding
Ross Collins, North Dakota State

Mnemonic Retrospective: A Social History of Collective Memory Studies, the First 100 Years
Emil Steiner, Temple

Not Your Grandpa’s Hoax: A Comparative History of Fake News
Julien Gorbach, Hawaii Manoa

The Socialist Journalist
Martin Marinos, Columbia

The Selling of the Selling of the War: A Public Relations Historical Case Study of “Prelude to War”
Ray Begovich, Franklin College
Discussant
Tim Vos, Missouri

11 a.m. to 12:30 p.m. / 000  Place TBA

Law and Policy Division

Refereed Paper Research Session
New Frontiers in Newsgathering

Moderating/Presiding
Jason Shepard, California State, Fullerton

Oligopoly of the Facts? Media Ownership of News Images
Kathleen Olson, Lehigh

Voting Booth or Photo Booth? Ballot Selfies and Newsgathering Protection for User-Generated Content
Kristen Patrow, North Carolina at Chapel Hill

The Heat is On: Thermal Sensing and Newsgathering: A Look at the Legal Implications of Modern Newsgathering
Roy Gutterman and Angela Rulffes, Syracuse

Discussant
Michael Martinez, Tennessee–Knoxville

11 a.m. to 12:30 p.m. / 000  Place TBA

Magazine Media and Visual Communication Divisions

Research Panel Session
What is Magazine Media? Expanding the Scope of Magazine Research

Moderating/Presiding
Kevin Lerner, Marist, editor, Journal of Magazine Media

Panelists
Susan Currie Sivek, Linfield
Berkley Hudson, Missouri
Parul Jain, Ohio
Greg Miller, Nevada, Las Vegas
Catherine Staub, Drake
Miglena Sternadori, Texas Tech

11 a.m. to 12:30 p.m. / 000  Place TBA

Media Management, Economics & Entrepreneurship Division

Refereed Paper Research Session
Saturday, August 12, 2017

Evaluating Performance of Media Products, Media Workers and Media Infrastructures

Moderating/Presiding
Ronen Shay, St. John Fisher

Brand Extension Strategies in the Film Industry: Factors behind Financial Performance of Adaptations and Sequels**
Dam Hee Kim, Michigan

Predictors of Success in Entering the Journalism and Mass Communication Labor Market
Lee Becker, Tudor Vlad
and C. Ann Hollifield, Georgia

Assessing News Media Infrastructure: A State Level Analysis
Philip Napoli, Ian Dunham
and Jessica Mahone, Duke

Discussant
Amy Jo Coffey, Florida

** Second Place Student Paper

11 a.m. to 12:30 p.m. / 000 Place TBA

Minorities and Communication Division

Refereed Paper Research Session
Researching the Black Lives Matter Movement

Moderating/Presiding
Earlesha Butler, Florida

Civility Matters: Quantitative Variations in Tone Between Two Web Discussions of Black Lives Matter
Doug Mendenhall, Abilene Christian

“We Can’t Win:” The Emotional Politics in the Black Lives Matter Movement
Rachel Grant, Missouri

By Any Other Name: Black Lives Matter and the Struggle for Accurate Media Representation
Joy Leopold, Miami

Discussant
Loren Coleman, Southern Mississippi

11 a.m. to 12:30 p.m. / 000 Place TBA

Public Relations and Media Ethics Divisions

PF&R Panel Session
Debate on “The Ethics of Advocacy”

Moderating/Presiding
Kathy Fitzpatrick, American

Pro-Advocacy Debate Team
  Lauren Brengarth, Colorado at Colorado Springs
  Pat Curtin, Oregon
  Derina Holtzhausen, Lamar

Con-Advocacy Debate Team
  Kevin Stoker, Nevada-Las Vegas
  Julia Daisy Fraustino, West Virginia
  Dean Kruckeberg, North Carolina-Charlotte

Debate Judges
  Giselle Auger, Rhode Island College
  Tom Bivins, Oregon
  Erin E. Schauster, Colorado-Boulder

Teaching Discussion
  Shannon Bowen, South Carolina

11 a.m. to 12:30 p.m. / 000 Place TBA

AEJMC Council of Affiliates, College Media Advisers

Invited Paper Research Session
  Issues Facing Campus Media

Moderating/Presiding
  Lisa Lyon Payne, Virginia Wesleyan

Managing Editors: Student Perceptions, adviser Practices, and Theoretical Possibilities for Leading the College Newspaper
  Joe Dennis, Piedmont College
Exploring How College Newspaper Advisers Teach Accuracy
  Kirstie Hettinga, California Lutheran
Lighting it Up: Journalism as a Conversation in a Private University
  Matthew Salzano
  and Joanne Lisosky, Pacific Lutheran

Commission on the Status of Women and Scholastic Journalism Division

Teaching Panel Session
  Active Voices: Supporting Press Freedom for High School Journalists

Moderating/Presiding
  Tracy Everbach, North Texas

Panelists
Saturday, August 12, 2017

Frank LoMonte, Student Press Law Center
Jeffrey Browne, Quill and Scroll
Sophie Gordon, Ball State
Karla Kennedy, Florida International

11 a.m. to 12:30 p.m. / 000 Place TBA

Lesbian, Gay, Bisexual, Transgender & Queer Interest Group

Refereed Paper Research Session
Transgender Issues in the Media

Moderating/Presiding
James Carviou, Missouri Western State

Performing the Host: A Textual Analysis of Lesbian Representation in “The Ellen DeGeneres Show”
Jasmina Lee, affiliation

Is Ellen DeGeneres a “DeGenerate?” How Public Support for Same-sex Marriage Dictated News Coverage of the TV’s First Out Lesbian
Cory Armstrong and Jue Hou, Alabama

“You Gay, Bro?”: Representing the Adolescent Coming Out Narrative in “The Real O’Neals”
Miles Sari, Washington State

Discussant
Jimmie Manning, Northern Illinois

11 a.m. to 12:30 p.m. / 000 Place TBA

Religion and Media Interest Group

Teaching Panel Session:
“Two Corinthians” and “Obama is a Muslim”: Why Religious Literacy is Important for Today’s Journalism Students and How to Weave It Into Core Curricula

Moderating/Presiding
Cecile Holmes, South Carolina

Panelists
Debra L. Mason, Missouri
Maria Len-Rios, Georgia
Mariam Alkazemi, Gulf University for Science and Technology

11 a.m. to 12:30 p.m. / 000 Place TBA

International Association for Literary Journalism Studies
Saturday, August 12, 2017

Teaching Panel Session

Teaching the Deep Dive: Journalism Education and the Challenge of Immersion

Moderating/Presiding

Holly Schreiber, Maine

Panelists

The Immersed Teacher: Perspectives on Teaching Literary Journalism in Prison
Kate McQueen, Illinois Urbana-Champaign

Kapuściński on Representation: An Immersion Journalism Approach
Carlos A. Cortés-Martínez, Missouri

Progressive Methods for Teaching Immersion Journalism to Undergraduate and Graduate Students
Mark Massé, Ball State

Overcoming the Otherness: Immersive Journalism in the “Post-Racial Age”
Bret Schulte, Arkansas

On Immersing the Undergraduate Nonfiction Writer (Without Drowning Them), or How a Professor of the Year was Brought to his Knees by the Immersive Genre
Andrew Westoll, Toronto