Tuesday, August 5, 2014

8 am to 5 pm / 001

Advertising Division

Teaching Workshop Session: **Innovation in Advertising Education**

Moderating/Presiding: Jan Slater, Illinois at Urbana-Champaign and Sheri Broyles, North Texas

Panelists:

- Topic I — **Facing the Future: Advertising Education in the Age of Disruption**
  - Jan Slater, Illinois at Urbana-Champaign

- Topic II — **Innovative Ideas in Advertising Education**
  - Entrepreneurial Incubators
  - Rhiannon Clifton, Illinois
  - Student Agencies
  - Sheri Broyles, North Texas
  - The Student Experience in Cannes
  - Jay Hamilton, Georgia

Group Think: **Sharing Ideas, Growing Ideas**
Advertising Workshoppers will work in teams to come up with creative solutions to some of the big issues that advertising faculty face in the classroom and in developing curriculum. Ideas will be shared and discussed, and participants will take home practical outcomes that they can implement to strengthen their courses and their students experiences. Limited to pre-paid registrants.

8 am to 12:45 pm / 002

Law and Policy Division

8 am to 9:15 am: Communication Law and Policy Special Edition
Session I: **Communication Law and Technology: The Next Twenty Years**

Moderating/Presiding: W. Wat Hopkins, editor, Communication Law and Policy, Virginia Tech

Panelists:

- The USPS as an ISP: A Remedy for Online Privacy Concerns
  - Arthur Hayes, Fordham
- Privacy Remedies and Costs in the UK: Uncertainties in Access and Relief
  - Holly Hall, Arkansas State
- The Future of Fair Use
  - Kathy Olson, Lehigh
- Focusing on How Rather than on Whom: Constructing a Process-Based Framework for Interpreting the Press Clause in the Network-Society Era
  - Jared Schroeder, Augustana
- Do Androids Dream of Electric Free Speech? Visions of the Future of Copyright, Privacy, and the First Amendment in Science Fiction
  - Daxton “Chip” Stewart, Texas Christian
- Sins of the Flesh? Obscenity Law in the era of Virtual Reality
  - Jason Zenor, SUNY-Oswego

9:30 am to 11:00 am: Legal Issues
Session II: **Legal and Ethical Issues in Academic Freedom and Social Media**
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Presiding/Moderating: Jasmine McNealy, Kentucky

Panelists: James Turk, Ryerson; former executive director, Canadian Association University Teachers
Amy Kristen Sanders, Northwestern Qatar
Daxton “Chip” Stewart, Texas Christian
Karim Renno, partner, Irving Mitchell Kalichman

11:15 am to 12:45 pm: Ethical Issues
Session III: Title

Panelists: Matt Duffy, Berry
Shaheen Shariff, McGill; Principal Investigator and Director, Define the Line
Erin Coyle, Louisiana State
Brendon S. Gillon, McGill; Chair, McGill Association of University Teachers Committee on Academic Freedom

8 am to Noon / 003

Visual Communication Division

Workshop Session: Big Data: Infographics and Data Storytelling

Moderating/Presiding: Seth Gitner, Syracuse

Panelists: Matt Waite, Nebraska at Lincoln
Darren Sanefski, Mississippi

8:30 am to 2 pm / 004

Association for Education in Journalism and Mass Communication

Business Session: Board of Directors

Moderating/Presiding: Paula M. Poindexter, Texas at Austin, 2013-14 AEJMC President

9 am to Noon / 005

Media Management and Economics and Media Ethics Divisions and Religion and Media Interest Group

Workshop Session: Writing It Right for Academic and Scholarly Audiences (Session I)

Moderating/Presiding: Bozena Mierzewska, Fordham and C. Ann Hollifield, Georgia

This session will consist of an interactive panel session that will address key topics in academic writing and publishing. Unlike most of the many previous (and ever popular) sessions AEJMC has held on this topic, this panel will focus in detail on the mechanics of writing about research for publication. The topics that will be addressed include: how research manuscripts should be organized and structured (covering both social science and humanities-based research); how a writer effectively constructs a literature review and uses previous research; strategies for argumentation and for acknowledging and addressing a study’s weaknesses and limitations; technical preparation of manuscripts for review; and communicating with editors and
reviewers through the publication process. The goal of the workshop will be to help emerging scholars understand how they need to think about the many different elements that go into writing clearly and effectively about research. The panel also will seek to shed light on how editors and reviewers read manuscripts. Pre-registration is required.

9 am to 5 pm / 006

**Scholastic Journalism Division, Concordia University, the National Scholastic Journalism Association, and the Journalism Education Association**

Off-site Workshop Session: **Teach-In for School Journalism Educators and Advisers**

Moderating/Presiding: Calvin L. Hall, Appalachian State and Jeffrey Browne, Colorado

Keynote Speaker:
Illusions Perdues, ou la Réinvention de la Presse (Lost Illusions, or the Reinvention of the Press)
Christopher Braider, Colorado

Presenters:
Trans-Media Writing and Reporting: How to Please All the People All the Time
Jennifer Greer, Alabama
Canada’s Rich Scholastic Journalism Tradition (And What We Need to Do to Preserve It)
Jane Lytvynenko, Canadian University Press
The Social Media Toolbox
Marina Hendricks, Missouri
Pushing the Limits When Press Freedom is a Cat-and-Mouse Game
Janet Key, Northwestern-Qatar
Mouvements Oculaires et la Psychologie de la Lecture des Notions de Base Pour les Concepteurs de Mass-Média (Eye Movements and Psychology of Reading Basics for Media Designers)
David R. Thompson, Kennesaw State
“Not in My School”: Administrative Censorship of the Scholastic Press
Audrey Wagstaff Cunningham, Hiram College
Numbers in Your News: Don’t be Afraid
Linda Shockley, Dow Jones News Fund
Journalistic Ethics in the Age of New Media
Paul Voakes, Colorado-Boulder

The Teach-In is an all-day event designed to provide instruction for secondary school and post-secondary (CEGEPS schools in Quebec) journalism educators in the AEJMC conference host’s region. Instruction is provided by members of the Scholastic Journalism Division, area professionals, professors from the host university (Concordia), and other experienced journalism educators.

1 pm to 5 pm / 007

**Communication Theory and Methodology Division and Political Communication Interest Group**

Workshop Session: **Programming as a Research Method: A Beginner’s Guide to Wrangling Social Media Data with Python**

Moderating/Presiding: Deen Freelon, American
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Panelists:  Rodrigo Zamith, Minnesota  
Christopher Cameron, McGill  
Alex Hanna, Wisconsin

1 pm to 5 pm / 008

Law and Policy Division

Workshop Session: New York Times v. Sullivan, the 50th Anniversary

Moderating/Presiding: Derigan Silver, Denver

1:00 pm to 2:15 pm: Actual Malice: Foundations and Future

Panelists: Lee Levine, Levine Sullivan Koch & Schultz  
Melvin Urofsky, Virginia Commonwealth  
Rodney Smolla, Duke

Discussant: W. Wat Hopkins, Virginia Tech

2:30 pm to 3:45 pm: The Global Impact of New York Times v. Sullivan

Panelists: Paul Schabas, attorney, Blake, Cassels & Graydon  
Robert Balin, attorney, Davis Wright Tremaine  
Leonard Ferreira, Florida International  
Doreen Weisenhaus, Hong Kong

Discussant: Kyu Ho Youm, Oregon

4 pm to 5:15 pm: The Ruling and the Man Who Made It: A Conversation with Brennan Biographer Stephen Wermiel

Panelist: Steve Wermiel, American University Washington College of Law, co-author, “The Progeny”

Discussant: Joseph Russomanno, Arizona State

1 pm to 5 pm / 009

Public Relations and History Divisions

Workshop Session: Promoting Our Scholarship and Ourselves: Increasing Public Visibility of Research through Communication and Grant Writing

Moderating/Presiding: Don W. Stacks, Miami

1 pm to 2:30 pm — Part I: Promoting Our Scholarship And Ourselves

Panelists: Being a Media Expert  
Lisa M. Burns, Quinnipiac

Working as a Consultant  
Marcia DiStaso, Pennsylvania State

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Benefits of Social Media and Speaking Engagements
Kimberly Wilmot Voss, Central Florida
Doing Government Funded Research
Elizabeth Johnson Avery, Tennessee

2:45 pm to 5 pm — Part II: Grant Writing Workshop

Panelists: Rochelle Ford, Syracuse
Michelle Ferrer, Ohio
Berkley Hudson, Missouri
Ron Zboray, Pittsburgh

1 pm to 5 pm / 010

Visual Communication Division

Workshop Session: Q-Methodology (Qualitative Method Mixed with Quantitative Analysis): Focusing on Practice, Not Theory

Moderating/Presiding: Byung Lee, Elon and Mark Popovich, Ball State

1 pm to 5 pm / 011

AEJMC Council of Affiliates

Workshop Session: Finding Your Leadership Voice in the Academy: A Workshop for Women Faculty

Moderating/Presiding: Lillian Lodge Kopenhaver, Florida International and Tracy Everbach, North Texas

Keynote Speaker: Diane McFarlin, former publisher, Sarasota Herald-Tribune; dean, Florida

Panelists: Dorothy Bland, North Texas
Judith Cramer, St. Johns
Michelle Ferrer, Arizona State
Bey-Ling Sha, San Diego State
Nancy Green, Ivy Tech

Respondents: Marianne Barrett, Arizona State and Barbara Hines, Howard

This workshop is limited to those preregistered through an application process. The session will begin with a keynote by Diane McFarlin, followed by a panel of senior scholars and administrators discussing issues to help women faculty move forward in their careers through networking, balancing work and research, and preparing for tenure and/or leadership. The second half will feature breakout sessions on making time for research, mentoring and networking, setting your sights on leadership, and research and surviving the tenure and promotion committee. Participants must complete an application and pre-registration is required.

1 pm to 5 pm / 012

Walter Cronkite School of Journalism and Mass Communication at Arizona State, Poynter Institute and Association for Education in Journalism and Mass Communication
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Workshop Session: **Ensuring Adjunct Success in the Classroom**

Moderating/Presiding: **Kristin Gilger**, Arizona State

Panelists: **Vicki Krueger**, director, Interactive Learning, Poynter Institute’s News University  
**Chris Callahan**, dean, Arizona State  
**Howard Finberg**, director of partnerships and alliances, The Poynter Institute

This workshop is designed for journalism and mass communication programs that hire adjunct faculty to teach skills classes. It is part of a new adjunct certificate program being launched by the Poynter Institute and the Walter Cronkite School of Journalism and Mass Communication at Arizona State University that will offer training for adjuncts, many of whom bring professional skills to the classroom but lack grounding in pedagogy and have limited teaching experience. Key topics to be covered include how to guide adjuncts in syllabi development, grading and classroom management as well as how to hire, monitor and evaluate adjunct faculty to ensure high standards. Participants will be asked for their input on what other issues and needs the new certificate program should address.

1:30 pm to 5 pm / 013

**Media Management and Economics Division**

Workshop Session: **From Good to Great: Personal Coaching on Academic Manuscripts and Presentations (Session IIA)**

Moderating/Presiding: **Charlene Simmons**, Tennessee at Chattanooga

Panelists: **Sharon L. Dunwoody**, Wisconsin-Madison  
**Pat Curtin**, Oregon  
**C. Ann Hollifield**, Georgia  
**Bozena Mierzejewska**, Fordam

This pre-conference session will explore issues related to successfully publishing journal articles and books including how to: formulate a strong and interesting research project, write and edit a manuscript, select a journal or book publisher to submit a manuscript to, submit an article or book for consideration, revise work based on reviewer comments, and work with editors during the revision process. Pre-registration is required.

1:30 pm to 4 pm / 014

**Religion and Media Interest Group** and **Media Ethics Division (Session IIB)**

Session III: **Writing For Scholarly Journals: Tips from the Editors**

Presiding/Moderating: **Tom Cooper**, Emerson

**Daniel Stout**, co-editor, *Journal of Media and Religion*, Brigham Young, Hawaii
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Discussant: Lee Wilkins, former editor, *Journal of Mass Media Ethics*, Wayne State

Participants will learn how to be published in journals. Panelists will discuss general information about the standards for publication throughout the field. Participants may choose to attend this session without attending session I or IIA. Pre-registration is required.

2 pm to 7 pm / 015

**Mass Communication and Society Division** and **Community Journalism Interest Group**

Workshop Session: **The Journalism Educator’s Role in the Future of Education**

Moderating/Presiding: Geanne Perlman Rosenberg, Baruch-CUNY

Program Mentor: Eric Newton, Knight Foundation

Panelists: Thinking Outside the Box: The Journalism Educator’s Potential Role Beyond Majors
- Eric Freedman, Queens University of Charlotte
- Brant Houston, Illinois
- Ed Madison, Oregon
- Len Witt, Kennesaw State

Panelists: News Literacy and Journalism Education for Non-Majors from Grade School on Up
- Fred Blevens, Florida International
- Frank LoMonte, executive director, Student Press Law Center
- Alan Miller, president and CEO, The News Literacy Project
- Wendy Wallace, The Poynter Institute

Panelists: Expanding Impact: Challenges and Opportunities
- Clark Bell, Journalism Program Director, The McCormick Foundation
- Penny Muse Abernathy, Knight Chair, North Carolina
- Tom Kent, Standards Editor, The Associated Press
- Ilia Rodriguez, New Mexico
- Tom Moore, co-director for logistics, York College

Reception and Mini-presentations to follow.

2:30 pm to 5:30 pm / 016

**International Communication Division**


Moderating/Presiding: Celeste Gonzalez de Bustamante, Arizona

Panelists: Crisis Communication as a Model to Study Violence and Community Resilience on the U.S.-Mexico Border
- Manuel Chavez, Michigan State
  Border Journalism and its Current Stage of Research Cooperation
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Celeste Gonzalez de Bustamante, Arizona
Journalism Empirical Research on the U.S.-Mexico Border: Different Theoretical Models Used

Jeannine Relly, Arizona
The Colombian Violence and its Impacts on Journalism

Leonardo Ferreira, Florida International
The Concepts and Assumptions of the Crisis Communication Approach

Timothy L. Sellnow, Kentucky

4:15 pm to 5:30 pm
Workshop Session: Researching a Moving Target: Latin America News Media Transformation and Change

Moderating/Presiding: Rick Rockwell, American and Manuel Chavez, Michigan State

Panelists: Investigative Journalism in Latin America: Perceptions from the Newsroom and the Classroom
Rosental Alves, Texas at Austin
A Perspective from Central America, How the Media is Changing
Rick Rockwell, American
A Perspective from the Caribbean: the Puerto Rico Case and its Influence on the Region
Federico Subervi, Kent State
A Perspective from South America: the Colombian Case
Jaime Gomez, Eastern Connecticut State
A Perspective from Mexico: When Information and Analysis is Missed by the Wave of News Media
Manuel Chavez, Michigan State
A perspective from South America: The Bolivian Case
Leonardo Ferreira, Florida International

3 pm to 5:30 pm / 017

Newspaper and Online News Division

Workshop Session: Lessons from the Tenure Track

Moderating/Presiding: Mitch McKenney, Kent State

Panelists: Marianne Barrett, Arizona State
Michael Dorsher, Wisconsin-Eau Claire
Beth Haller, Towson
Jan Larson, Wisconsin-Eau Claire
Joe Marren, Buffalo State
Andy Mendelson, Temple

3:30 pm to 10 pm / 018

Association for Education in Journalism and Mass Communication

Business Session: Council of Division Assessment Interviews
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Moderating/Presiding: **Bob Trumpbour**, Pennsylvania State, Altoona, Council of Divisions Chair

4 pm to 6 pm / 019

**Commission on the Status of Women** and **the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University**

Workshop Session: **Lillian Lodge Kopenhaver Fellows Pre-Conference Workshop**

Moderating/Presiding: **Lillian Lodge Kopenhaver**, Florida International and **Tracy Everbach**, North Texas

Keynote:  Moving on Up in J/MC Education

**Judy VanSlyke Turk**, Virginia Commonwealth

This workshop is limited to those who participated in the Women Faculty Moving Forward Pre-conference Workshop at the AEJMC Washington Conference in 2013, the Kopenhaver Center Fellows.

The reception is limited to the Kopenhaver Center Fellows from 2013 and 2014 who participated in the Women Faculty Moving Forward Pre-conference Workshops in Washington and Montreal, sponsored by the Commission on the Status of Women and the Council of Affiliates.

5:30 pm to 10 pm / 020

**Internships and Careers Interest Group**

Workshop Session: **Internships and Careers “Bootcamp” Workshop**

Moderating/Presiding: **Nigel Dobereiner**, Westfield State

Panelists: The Value of the College Internship: Acquiring Cultural Capital Through Well-managed Collegiate Programs

**Mary Beth Ray** and **Dana K. Saewitz**, Temple

Preparing Students “Softskills” to Transition from the Classroom into Internships and Beyond

**Erica E. Clarke**, Pennsylvania State, Greater Allegheny

Examining the Legal Landscape of Unpaid Internships

**Nigel Dobereiner**, Westfield State

5:30 pm to 9 pm / 021

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

Business Session: **International Regional Conference Committee**

Moderating/Presiding: **Paula M. Poindexter**, Texas at Austin

5:30 pm to 10 pm / 022
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Scripps Howard Foundation, Association of Schools of Journalism and Mass Communication, Elon University School of Communication and Louisiana State University Manship School of Mass Communication

Workshop Session: **Who Will Be the Next Academic Leaders: A Collaborative on the Landscape Ahead**

Moderating/Presiding: **Meghan Sanders**, Louisiana State and **Brooke Barnett**, Elon

Panelists: **Marie Hardin**, dean, Pennsylvania State  
**Paul Parsons**, dean, Elon  
**Jan Slater**, dean, Illinois, Urbana-Champaign

This session is for colleagues who are interested in exploring faculty or administrative leadership. Those in leadership roles are also welcome. Roundtable dialogues and presentations on topics including (but not limited to): translating faculty skills into leadership potential, inclusive leadership, fundraising and dwindling fund managing, curricular innovation, program distinction and branding, managing from the middle. This session will provide attendees the opportunities to learn from each other and seasoned mass communication education leaders.