Wednesday Sessions

“Saving the Planet Through Better Media and Communications” — #aejmc2020
AEJMC Virtual Conference • August 6-9, 2020

8 a.m. to 5 p.m. / PC001

Advertising Division

Preconference Workshop Session
Embracing Diversity and Inclusion Across the Advertising Curriculum: Learning from the Pros

Moderating/Presiding
Jean Grow, Marquette;
Shanshan Lou, Appalachian State;
and Robin Spring, Grand Valley State

Speakers
Brian Vaught, SVP Talent Inclusion, Publicis Media US
Aliah Berman, JD, Head of Diversity, Equity & Inclusion, GMR Marketing
Kat Gordon, Founder of the 3% Movement
Louis Castillo, Associate Director of Inclusion & Engagement, Leo Burnett
Jimmy Smith, Chief Creative Officer, Amusement Park

Diversity comes in many different packages while inclusion embraces a variety of human viewpoints. This teaching workshop will explore diversity and inclusion in its many forms, while celebrating the powerfully fresh perspectives it inspires. At the full-day virtual workshop you will hear from agency experts talking about ways they have worked to diversify their agencies while expanding perspectives that generate better ideas, and maybe some surprises! Contact Robin Spring, springro@gvsu.edu with questions.

8 to 11 a.m. / PC002

Public Relations Division

Preconference Workshop Session
Student-run Integrated Media Agencies: Perspectives and Best Practices

Moderating/Presiding
Tim Hendrick, San José State

Panelists
PR Lab
Amy Shanler, Boston
Live Oak Communications
Lee Bush, Elon
Practical ADvantage Communications
Doug Swanson, California State, Fullerton

CommAgency
Catie Grant, Pennsylvania State
TEAL Nation Communications
Jeffrey Ranta, Coastal Carolina
Public Relations & Integrated Student Media (PRISM)
Terri Hernandez, Mississippi State
What Agencies and Corporations are Seeking in Students Today
Arthur W. Page Center Board Members

First, this panel shares suggestions and experiences from student-run integrated media agency advisers in starting, managing and growing the student-run agency—a unique integrative learning opportunity for public relations, advertising, strategic and integrated communication programs. In the second half, members from corporate and agency backgrounds will discuss key competencies they are seeking in students and how to best cultivate those in our students!

10 a.m. to 3 p.m. / PC003

Scholastic Journalism Division

Preconference Workshop
Scholastic Journalism Division Teach-In

Moderating/Presiding
Marina Hendricks, South Dakota State

The Teach-In is an event designed to provide instruction to journalism educators in secondary schools. Sessions are led by members of the Scholastic Journalism Division, journalism professionals and other experienced journalism educators. Pre-registration is required.

8 a.m. to 3 p.m. / PC004

Association for Education in Journalism and Mass Communication

Business Session
AEJMC Board of Directors Business Meeting

Moderating/Presiding:
David D. Perlmutter, 2019-20 AEJMC President
Texas Tech
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9 to 11 a.m. / PC005

Participatory Journalism Interest Group
Preconference Workshop Session
Engaged Journalism: News Quality and Sustainability

Moderating/Presiding
Andrea Wenzel, Temple
Jacob Nelson, Arizona State

Panelists
Madeleine Bair, Free Press
Lettrell Crittenden, Thomas Jefferson
Antoine Haywood, Pennsylvania
Victor Pickard, Pennsylvania
Mike Wassenaar, Alliance for Community Media

This two-hour Zoom workshop will bring together journalism researchers, practitioners, funders, and other stakeholders from across the globe to discuss how, in a pandemic and post-pandemic world, journalists should best serve their communities, as well as what should be done to ensure their efforts are financially sustainable. More information here: https://medium.com/engaged-journalism-bridging-research-and-practice/engaged-journalism-exchange-focused-on-news-quality-and-sustainability-66ae3b932980 RSVP here: https://bit.ly/AEJMC-engage

10 a.m. to 12:45 p.m. / PC006

Electronic News Division
Preconference Workshop Session
Topic I — 10 to 11:15 a.m.
Is Media Literacy a Solution to Fake News?

Moderating/Presiding
Don Heider, Santa Clara

Panelists
Paul Mihailidis, Emerson
Laura Moorhead, San Francisco State
Rachael Myrow, KQED
Anita Varma, Santa Clara

To answer the question posed in the title, panelists will 1) clarify what media literacy means & how it is ideally practiced, and 2) consider the ways in which readers deploying media literacy does not absolve journalists from their responsibility to move beyond simply indexing officials’ claims or framing politics as a horse race.

11:15 to 11:30 a.m. — BREAK

Topic II — 11:30 a.m. to 12:45 p.m.
Covering COVID, Black Lives Matter and the Election: A Conversation to Prepare You to Teach in an Unprecedented Time

Moderating/Presiding
Thor Wasbotten, Santa Clara

Panelists
Heather Lovett Dunn, Arizona State
Mia Moody-Ramirez, Baylor
Raul Reis, Emerson
Debora Halpenny Wenger, Mississippi

As we begin a fall semester/quarter unlike any other, we will provide resources and leading practices for working with students to cover what will be an unprecedented election. Hear from colleagues and share your plans to teach and support your students.

10:30 a.m. to Noon / PC007

Media Management, Economics and Entrepreneurship Division

Preconference Workshop Session I
Getting Your Research Published: A Conversation with Editors and Authors

Moderating/Presiding:
Kelly Kaufhold, Texas State

Panelists
Bozena Mierzejewska, International Journal on Media Management; Fordham
Louisa Ha, Journalism & Mass Communication Quarterly; Bowling Green State
Sylvia Chan-Olmsted, Florida
Ann Hollifield, Georgia

Join us for a discussion with academic journal editors & established scholars with extensive publishing experience. Topics to be addressed include picking journals, the review process, what editors look for & tips for improving research productivity.
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1 to 5 p.m. / PC008
Law and Policy Division
Law and Policy Preconference Workshop
Moderating/Presiding
Jon Peters, Georgia
Panelists
TBD
Join us for a discussion on diversity and inclusion in the media law classroom, legal updates in the field, and the annual teaching competition awards.

1 to 5 p.m. / PC009
Media Management, Economics and Entrepreneurship Division
Preconference Workshop Session II
Big Data, Content Development, and Media Branding: Practices, Challenges, and Ethics
Moderating/Presiding
Jiyoung Cha, San Francisco State
Panelists
Timothy Park, Sony Pictures Entertainment
David Boyle, Audience Strategies
Robert Berkman, The New School
Media firms such as news organizations, publishers, social media companies, film studios, and streaming service providers are increasingly harnessing big data to make important business decisions. Their decisions relying on big data include new content development, content strategy, content monetization, scheduling, ad targeting and branding. This pre-conference workshop invites experts in big data to discuss innovative use of big data to tell meaningful stories, to better understand audiences, and to enhance personalized experiences for audience engagement. Challenges and ethical issues of big data use in media industries will be also discussed.

1 to 5 p.m. / PC010
Newspaper and Online News Division and Graduate Student Interest Group
Preconference Session
Eveing the Job Market as a Doctoral Student
Moderating/Presiding
Matthew Haught, Memphis
Panelists
Gheni Platenburg, Auburn
Roxane Coche, Florida
Louisa Ha, Bowling Green
Kris Boyle, Brigham Young
Patrick Ferrucci, Colorado-Boulder
Kathy Roberts Forde, Massachusetts-Amherst
Gabriel B. Tait, Ball State
How do you launch your academic career? What “soft skills” are appealing to universities as they are evaluating a new faculty hire? How do you know which positions to apply for? What if your skillset/research area does not match exactly what is advertised? Can/should you still apply? What would a “typical” experience be at if you choose to go to R-1 institution versus more teaching focused schools? How about public vs. private universities? We’ll consider these questions and more. We’ll also break down terminology that we all hear thrown around such as “research line” or “seed funding” or other things that scholars would need to know about or how to negotiate for on the job market.

1 to 5 p.m. / PC011
Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University, AEJMC Council of Affiliates and Commission on the Status of Women
Preconference Workshop Session
Women Faculty Moving Forward: 100 Years from Suffrage to Academic Leadership
Moderating/Presiding:
Lillian Lodge Kopenhaver, Florida International
and Tracy Everbach, North Texas
Keynote Speaker
Jennifer Greer, Dean, Kentucky
At the University of Nebraska–Lincoln (UNL) we are committed to our land-grant mission to provide access and serve Nebraska. Our distinguished tier 1 research university is filled with collaborative scholars who work together to build on each other’s strengths and forge a better future.

The College of Journalism and Mass Communications is led by newly appointed Dean Shari Veil. Dr. Veil is a leader in the areas of community preparedness and communication strategies for crisis management and will lead the college at a momentous time as we continue to be nimble, adapt and grow in the exciting and changing landscape of journalism and mass communications.

**UNDERGRADUATE PROGRAMS**
- Advertising and Public Relations
- Broadcasting
- Journalism
- Sports Media and Communication

**GRADUATE PROGRAMS**
- Integrated Media Communications (M.A.)
- Professional Journalism (M.A.)
- Financial Communication (Graduate Certificate)
- PR and Social Media (Graduate Certificate)
For over 125 years, our students have hit the ground running from day one and we encourage our faculty to do the same.

WE ARE A COMMUNITY FUELED BY HANDS-ON EXPERIENCES

Depth Reports - Led by Robert F. Kennedy Journalism Grand Prize winning faculty who support students in producing long-form, visually-rich stories on issues in Nebraska, the region and beyond.

Jacht Ad Lab - Student-powered ad agency working with real clients guided by faculty who have been designated as Adobe Education Leaders.

Drone Journalism Lab - Led by a Pulitzer Prize winner, students and faculty collaborate to build drone platforms, use them in the field and research the ethical, legal and regulatory issues.

Global Eyewitness Program - Students travel twice a year with award-winning photojournalists to photograph places of great human need and produce multimedia stories for public presentation.

Nebraska Spring Game - Working on the sidelines with faculty mentors, students learn about sports promotion and events, and develop rich content while shadowing current sports professionals.

JOIN US

Be a part of our AEJMC-accredited journalism program in Lincoln, Nebraska to teach, create, research and actively contribute to our professions. Ranked by Forbes as one of America’s Best Large Employers, UNL is a proud member of the Big 10 Conference and Big 10 Academic Alliance and features a small-campus feel with global connections.

Our Open Positions:
▶ Assistant or Associate Professor – Advertising and Public Relations
▶ Assistant or Associate Professor – Sports Media and Communication
▶ Assistant Professor – Advertising and Public Relations
▶ Assistant Professor of Practice – Advertising and Public Relations

Pending formal approval

To learn more and apply for one of our positions: visit ◀▶▶ go.unl.edu/cojmc
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Panelists
- Cory Armstrong, Alabama
- Maria Len-Rios, Georgia
- Andrea Miller, North Texas
- Mia Moody-Ramirez, Baylor
- Kristin Gilger, Arizona State

This annual workshop with accomplished academics will help junior women faculty move forward in their careers through mentoring, networking and preparing for tenure and promotion and administration and leadership positions. By previous application only.

1 to 5 p.m. / PC012

Small Programs Interest Group

Preconference Workshop Session
The Journalism Teaching Toolbox

Moderating/Presiding
- Brian Steffen, Simpson

Session I — Syllabus Construction
Panelists
- Jim Sernoe, Midwestern State
- Alan Goldenbach, Hood
- Lisa Weidman, Linfield
- Jeremy Sarachan, St. John Fisher

Session II — Classroom Management
Panelists
- John Hanc, NY Institute of Technology
- Jack Zibluk, Tennessee – Chattanooga
- Kenneth Pybus, Abilene Christian
- Patrick Sutherland, Bethany

Session III — Assessment
Panelists
- Michael Longinow, Biola
- Sharee Broussard, Belmont
- Carrie Sipes, Shippensburg
- Sally Renaud, Eastern Illinois

Session IV — Online Teaching
Panelists
- Tamara Welte, Biola
- Jackie Incollingo, Rider
- Masudul Biswas, Loyola
- Kay Colley, Texas Wesleyan

Get tips on syllabus construction, classroom management, course and curriculum assessment and ideas from past winners of the Great Ideas for Teaching contest. This workshop is designed to give new teachers the tools they need to start strong and experienced teachers strategies to become even better. Pre-registration is required. Contact for workshop is Brian Steffen at brian.steffen@simpson.edu (SPIG)

5 to 6 p.m. / PC013

Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University, AEJMC Council of Affiliates, Commission on the Status of Women and Scripps Howard Foundation

Preconference Session
Kopenhaver Center Fellows Reception

Moderating/Presiding:
- Lillian Lodge Kopenhaver, Florida International

All past and present Kopenhaver Center Fellows are invited to come to this reception and networking time for them. Thank you to the Scripps Howard Foundation for its sponsorship. By invitation only.

5 to 10 p.m. / PC014

International Communication Division

Preconference Workshop Session
From Entrepreneurship to Ethics: Challenges in International Communication in the New Century

5 p.m. – Welcome
- Jatin Srivastava, Ohio

5:05 p.m. – U.S. Entrepreneurial Public Diplomacy Across Continents: Innovating Diplomacy

Moderator/Presiding
- Betty Tsakarestou, Panteion University

Panelists
- Mausumi Bhattacharyya, Visva-Bharati University
- Sara Namusoga-Kaale, Uganda Christian University
- Ammina Kothari, Rochester Institute of Technology

6:35 to 6:50 p.m. – Break

6:50 p.m. — A Toolkit for Researching Migration: Challenges and Opportunities in Studying Refugees/Asylum Seekers/Forced Migrants

Moderator/Presiding
- Jéssica Retis, Arizona
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Panelists
Melissa Wall, California State, Northridge
Hong Tien Vu, Kansas
Emel Özdoğa Akak, Bilkent University
Daniela Dimitrova, Iowa State
Steven Mayers, City College of San Francisco

8:20 to 8:35 p.m. – Break

8:35 p.m. — Running Blindfolded? Challenges and Opportunities for Media Ethics Education in the Global South

Moderator/Presiding
M. Delwar Hossain, South Alabama

Panelists
Deb Aikat, North Carolina at Chapel Hill
Lea Hellmueller, Houston
Sally Ann Cruikshank, Middle Tennessee State
Vanessa Higgins, Texas State
Jatin Srivastava, Ohio

Although the world is more interconnect than ever through technology, deep divisions in ideology remain both nationally and internationally. This half-day AEJMC pre-conference event will feature scholars from around the globe discussing a range of theoretical and empirical approaches to the challenges that face society as a new century begins. Some scholars suggest a possible solution to the division lines forming in society is entrepreneurship. The first panel in this pre-conference will examine how U.S. diplomacy is embracing entrepreneurship mindset, tools, and methodologies to navigate a new era of uncertainty in international affairs.

5:30 to 7:30 p.m. / PC015
Internships and Careers Interest Group

Preconference Roundtable Session
ICIG Roundtable

Panelists
Stephanie Bluestein, California State Northridge
John Chapin, Pennsylvania State Beaver
Pamela Morris, Loyola Chicago
Cessna Winslow, Tarleton State

This pre-conference roundtable discussion will focus on a variety of topics including paid versus unpaid internships, remote internships, helping students find an internship, prepping and supporting students during their internship, encouraging more students to do internships (if your program doesn’t require one), what to do when a student is dismissed from an internship or needs to leave early, supporting students with special needs who do an internship, and study abroad internships. This discussion will dive into these issues among others that faculty are handling with regards to internships and careers. We encourage others who work with interns to attend and contribute to this conversation. Pre-registration is required.

4:30 to 6 p.m. / PC016
Association for Education in Journalism and Mass Communication

Workshop Session
AEJMC Presidential Diversity and Inclusion Career Development Fellowship for Graduate Students

Moderating/Presiding
David D. Perlmutter, 2019-20 AEJMC President, Texas Tech

Panelists
Marie Hardin, Pennsylvania State
Laura Castañeda, Southern California
Steve Bien-Aime, Northern Kentucky
Tori Smith Ekstrand, North Carolina at Chapel Hill
Makana Chock, Syracuse
Frank Russell, California State, Fullerton
Rachel Mourao, Michigan State
Hong Cheng, Loyola Chicago
Angela Powers, Iowa State
Federico Subervi, Wisconsin-Madison

The session will be broken down into three parts. The first part will be an Introduction conducted by the current AEJMC president. The second part will be a general session with three speakers. Issues to be addressed include (a) diversity and inclusion considerations, (b) perspectives from graduate programs related to careers and cultural sensitivity and the pandemic, and (c) hiring and administrative issues related to new careers from a top administrative perspective. The third part of the session will be a breakout discussion. Graduate students will be divided into three smaller groups with Task Force committee members facilitating discussions on issues of importance based on a survey. By invitation only.
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5:30 to 9 p.m. / PC017

History Division

Preconference Awards Gala

Moderating/Presiding
Teri Finneman, Kansas

The History Division Awards Gala will recognize our top award winners of the year and celebrate the importance of journalism history. For information, contact Teri Finneman at teri.finneman@ku.edu. (HIST)