9 a.m. to 6 p.m. / PC001

**Advertising Division**

Preconference Workshop Session

**Living in a Virtual World: Learning How to Navigate Virtual 2.0 Coming Out of the Pandemic**

Moderating/Presiding

Jess Collins, Virginia Commonwealth and Shanshan Lou, Appalachian State

New Orleans Agency Tour

William Gilbert, Creative Director, Zehnder Communications

Speakers

**Industry Professionals**

Sara Singh, Senior Strategist, Deutsch LA
Cristian Castiglia, Strategist, The Martin Agency

**Young Professionals**

Kevin Nguyen, Intern, Terry & Sandy
Madison Getgood, Copywriter, Crispin Porter Bogusky
Khalied Bashri, Strategist, Joan Creative

Recruitment Professionals

Christine Creery, Brand & Diversity Recruiting Manager, Capital One
Kelsey Honz, Senior Recruiter, The Many
Marty Ritter, Director of Talent, Arts & Letters Creative

Professors

Yang Feng, San Diego State
Jason Freeman, Brigham Young
Cheryl McPhilimy, Loyola Chicago

Although we are nearing the end of the pandemic, working remotely is here to stay for many companies. At the pre-conference workshop, we will hear from HR representatives from the industry - both agency and client side - on what companies are looking for in newly graduated candidates and what will make our students most desirable in a post-pandemic world. We will hear from industry professionals on the new “norms” in the agency and client side working environment including how to handle fast-paced pitches virtually - so that we may pass those skills onto our students. We will hear from professors who can offer their own wise tips and tricks on skills we should be teaching our students post-pandemic. The pre-conference workshop is all day and will include individual presentations, panels, and team building exercises. We are so excited for this full day of learning with all of you! Pre-registration at https://aejmc2.wufoo.com/forms/2021-advertising-division-workshop is required.

9 a.m. to Noon / PC002

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

Preconference Workshop Session

**Inclusive ComSHER**

Moderating/Presiding

Kajsa E. Dalrymple, Iowa

The Inclusive ComSHER Preconference brings academics, practitioners, teachers, and learners together to address our collective responsibility to build trust, transparency, equity, diversity and inclusivity in the subfields of science, health, environmental, and risk communication. The key objective of the preconference is for academics and practitioners to come together to explore how inclusive practices can be embedded in our research, classrooms and workplaces. All AEJMC members are invited to participate. Pre-registration at https://aejmc2.wufoo.com/forms/2021-inclusive-comsher is required.

9 a.m. to 6 p.m. / PC003

**Minorities and Communication Division**

Preconference Workshop Session

**Creative Outlets: Battling fatigue and Minority Related Trauma through Healing**

Moderating/Presiding

Sydney Dillard, DePaul

Panelists

Falynn Thompson, Toledo
Jeffery Beckham, Chief Executive Officer and Digital Strategist, Chicago Scholars
Karen Lindsey, Texas Christian
Kathleen McElroy, Texas at Austin
Autumn Caviness, Texas at Austin
Jerry Bramwell, Principal, Law Offices of Fitzgerald Bramwell

The associations between racial microaggressions, coping, and mental health among ethnic minorities has become a growing topic of concern among scholars. While the academy attempts to find appropriate steps for addressing equities that place greater burdens upon minority groups, there is still room for improvement. Often times recommendations direct scholars toward self-help options that primarily focus on individual reflection with little to no consideration beyond one’s own agency. In response, this preconference offers an exploration of various creative outlets for battling fatigue associated with minority related trauma. This preconference will offer options that
include mindfulness techniques, cooking demonstrations, painting demonstrations, and other less traditional means for responding, such as legal support. This preconference will direct scholars to agentive, cultural, and structural change that may help create a space for healing and flourishing as a minority communications scholar in the academy.

9 a.m. to 1 p.m. / PC004

Media Management, Economics and Entrepreneurship Division

Preconference Workshop  
Python Applications in Mass Communications and Journalism

Moderating/Presiding  
Miao Guo, Ball State

Panelists  
Yang Feng, San Diego State  
Iris Lee, Southern California; Los Angeles Times

This preconference workshop will explore natural language processing in mass communication research and practical applications of python in data journalism.

1 to 5 p.m. / PC006

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: Leading the Future of Academia

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

Keynote Speaker  
Rochelle Ford, Elon

Panelists  
Meenakshi “Gigi” Durham, Professor, former Associate Dean for Outreach and Engagement, and Director of Diversity, College of Liberal Arts and Science, Iowa  
Melita Garza, Associate Professor, Bob Schieffer College of Communication, Texas Christian  
Dustin Harp, Director of Women’s and Gender Studies Program, Texas-Arlington  
Sonora Jha, Professor and Associate Dean for Academic Community, College of Arts and Sciences, Seattle  
Marquita Smith, Assistant Dean of Graduate Programs, School of Journalism and New Media, Mississippi

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 application only.
1:30 to 5:30 p.m. / PC007

Communication Technology Division

Preconference Workshop Session

Facebook Crowd Tangle for Academic Research

Moderating/Presiding

Mike Horning, Virginia Tech

Panelists

Naomi Shiffman, Facebook

CrowdTangle is a tool that allows researchers to search Facebook posts and images for trends, keywords and other public information. Results from searches can be downloaded and analyzed for a variety of data such as performance metrics, semantic data, shares, likes, etc. The workshop will be taught by Naomi Shiffman, the Academic and Research Lead from CrowdTangle and Facebook. Previous projects have explored topics such as misinformation flows on social media, breaking news events, health-related information, and political campaign events. Workshop participants must be academic researchers and will receive free access to CrowdTangle. During the workshop you will have the opportunity to work on your own research projects and field questions about how to use the CrowTangle tool. Pre-registration at https://aejmc2.wufoo.com/forms/pc07-a-facebook-crowd-tangle-for-academic-research is required.

1:30 to 5:30 p.m. / PC008

Electronic News Division

Preconference Workshop Session

Centering Self Care in Journalism: Managing Stress, Dealing with Trauma, and Accepting Emotion as Truth Telling News Coverage

Moderating/Presiding

Gina Baleria, Sonoma State

1:30 pm to 2:45 pm — (w/breakout discussion at end of panel)

Panelists

Allissa Richardson, Southern California
Cassie Shirm, Reporter/Anchor out of the Triad, North Carolina
Moni Basu, Michael and Linda Connelly Lecturer for Narrative Nonfiction; Florida; former Journalist; Author, Chaplain Turner’s War
Doug Sovern, reporter/anchor, KCBS Radio

3 pm to 4:30 pm — Self Care

(w/breakout discussion at end of panel)

Presenter

Elana Newman, Professor of Psychology, Tulsa; Research Director, Dart Center for Journalism and Trauma

With news professionals challenged by so many unprecedented events, The Dart Center for Journalism and Trauma, a project of Columbia University’s Graduate School of Journalism, will offer a workshop on resilience building amid crisis. The session will mainly focus on techniques for self-care and collegial support and offer best practice techniques for journalism educators and other news professionals on how to support individuals and news teams, and foster a supportive work environment.

4:30 pm to 5:30 pm — Discussion with attendees & participants about how to help students

Elana and Gina will lead discussion of where educators should focus with students to prepare them as best we can, as well as summarize the main points of the session.

1:30 to 5:30 p.m. / PC009

Law and Policy Division

Preconference Workshop Session

Panel I — 1:30 to 2:30 p.m.
Increasing Diversity, Equity and Inclusion in Media Law and Ethics Curricula

Moderating/Presiding

Kathleen B. Culver, Wisconsin

Panelists

Mariam Alkazemi, Virginia Commonwealth
Ammina Kothari, Rhode Island
Ryan Thomas, Missouri
Panel II — 2:30 to 4 p.m.
Securing Grant-Funding for Collaborative Research in JMC

Moderating/Presiding
Amy Kristin Sanders, Texas at Austin

Panelists
Rachel Davis Mersey, Texas at Austin
Jasmine McNealy, Florida
Deen Freelon, North Carolina at Chapel Hill

Panel III — 4:30 to 5:30 p.m.
Teaching Competition

Moderating/Presiding
Kyla Garrett Wagner, Syracuse

1:30 to 5:30 p.m. / PC010
International Communication Division
Preconference Workshop Session
Ontologies of Journalism in the Global South

Panel I — 1:30 pm to 3 pm
Journalism in the Global South: Conceptual Implications and Theoretical Directions

Moderating/Presiding
Daniela Dimitrova, Iowa State

Panelists
Bruce Mutsvairo, Auburn
Saba Bebawi, University of Technology, Sydney
Eddy Borges-Rey, Northwestern in Qatar
Monica Chadha, Arizona State

BREAK (15-minutes)

Panel II — 3:15 pm to 4:30 pm
De-Westernizing Journalism: Ontological Debates Around the World

Moderating/Presiding
Summer Harlow, Houston

Panelists
Journalism in East Europe: Rethinking Methodological and Epistemological Foundations
Márton Demeter, National University of Public Service (Hungary)
De-westernizing Journalism in Latin America
Magdalena Saldaña, Pontificia Universidad Catolica de Chile

Universalizing Journalism in the Global South: Challenges for Africa
Hayes Mabweazara, University of Glasgow, United Kingdom
Rethinking Emerging Debates on De-westernizing Journalism Across Asia
Kristin Skare Orgeret, Oslo Metropolitan University, Norway
Past, Current and Future Projection on De-westernizing Journalism in the Arab World
Hanan Badr, Gulf University for Science and Technology, Kuwait

The preconference will provide a broad overview of the ontologies of journalism in the Global South and offer ways to reframe the debate and deepen our understanding of emerging insights on the wider conceptualization and theorization of journalism in the Global South. Bringing in journalism scholars working in non-Western contexts, two panel sessions provide an opportunity to critique the discipline through their own lens, seeking to contribute not only to current debates on journalism ontologies in the Global South, but also long-lasting expectations that Latin American, Asian, Arab world, East European and African journalism scholarship should lead to the development of home-grown theories that are either developing or yet to be realized and established. This preconference will consist of two panels, followed by a roundtable discussion where audience members will interact with panelists to discuss how we can move forward with the ideas brought forward in the panels. The goal is to focus on the practical “how-to” ways we as a division can model and promote de-Westernization of international journalism scholarship.

BREAK (15-minutes)

Roundtable Discussion — 4:45 pm to 5:30 pm
Ontologies of Journalism in the Global South

Moderating/Presiding
Daniela Dimitrova, Iowa State

The Roundtable is intended to offer a place, where scholars from around the world can share their experiences and brainstorm ways in which the barriers facing journalism faculty from the Global South can be challenged and overcome in the long run. In addition, a special forum edition to be published in Journalism and Mass Communication Quarterly, the flagship journal of AEJMC, will seek to define and theorize journalism in the Global South. Building knowledge around communication in the Global South and expanding our community of scholars to non-Western contexts fits well with the editorial priorities of the journal.
Tuesday Sessions

“Turning the Page: AEJMC Virtual Conference • August 4-7, 2021” — #aejmc2021

1:30 to 3:30 p.m. / PC011

Media Management, Economics and Entrepreneurship Division

Preconference Workshop Session

I Think Your Mic is Muted: Best Practices for Remote Teaching

Moderating/Presiding

Ronen Shay, Fordham

Panelists

Anthony Palomba, Virginia
Arien Rozelle, St. John Fisher
Ronen Shay, Fordham
Juval Racels, Wentworth Institute of Technology

Join us for a preconference session where established faculty with extensive teaching experience provide an overview of a variety of pedagogical approaches to teaching remotely. Topics to be addressed include the case method; managing/teaching client-driven course work; balancing synchronous and asynchronous options; and managing/teaching writing in a remote setting.

1:30 to 5:30 p.m. / PC012

Newspaper and Online News Division and Graduate Student Interest Group

Preconference Workshop Session

Eyeing the Job Market as a Doctoral Student

Moderating/Presiding

Patrick R. Johnson, Iowa
and Andrew Duffy, Nanyang Technological University

Keynote Speaker

Mia Moody-Ramirez, Baylor

Panelists

Steve Bien-Aime, Northern Kentucky
Gregory P. Perreault, Appalachian State
Shahira S. Fahmy, American in Cairo
Gina Masullo, Texas at Austin
Matt Haught, Memphis

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 an 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.

1:30 to 3 p.m. / PC013

Participatory Journalism Interest Group

Preconference Workshop Session

Engaged Journalism Exchange: Toward an Antiracist Journalism Education

Moderating/Presiding

Daniela Gerson, California State-Northridge
Jacob Nelson, Arizona State
and Andrea Wenzel, Temple

Panelists

Diamond Hardiman, Media 2070/Free Press News Voices
Alissa Richardson, Southern California
Sue Robinson, Wisconsin
Fernanda Santos, Arizona State

Around the U.S., news organizations have been reckoning with the structural racism that undergirds their newsrooms and the larger industry. At the same time, a number of scholars have been researching how racism and whiteness influence the field’s norms and practices. In this Engaged Journalism Exchange preconference, we will explore where efforts seeking to push toward antiracist journalism have the potential to collide—in journalism education classrooms and beyond.

In a series of lightning presentations and breakout discussions, we will explore how journalism educators have been bringing best practices for inclusive and antiracist journalism into the classroom, and discuss how curricula may be adapted to question harmful norms and practices, and to build competencies needed for more inclusive journalism.

This Engaged Journalism Exchange (https://medium.com/engaged-journalism-bridging-research-and-practice) preconference aims to connect journalism educators, researchers and practicing journalists. It is supported by the Agora Journalism Center/Gather, the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, Temple University’s Klein College, the Tow Center for Digital Journalism at Columbia University, and AEJMC’s Participatory Journalism Interest Group.

1:30 to 5:30 p.m. / PC014

Small Programs Interest Group
Preconference Workshop Session

Part I — We’ve earned Tenure and Promotion! Now What?!

Presiding/Moderating
Christina Smith, Georgia College

Panelists
Brian Steffen, Simpson
Leigh Wright, Murray State
Felicia McGhee, Tennessee, Chattanooga
John Chapin, Pennsylvania State, Beaver
Jeremy Sarachan, St. John Fisher

As an Assistant Professor, the first three to five years in rank are focused toward acquiring credibility and national recognition through research and creative works. The reward of earning tenure and promotion provide relief and potentially a reduced-stress workload, at least during the dossier evaluation period. But what’s next? This panel will address this question and offer ideas for how to avoid academia burnout and progress as an Associate Professor.

Part II — Promotions, Pandemic and Panic

Presiding/Moderating
Liz Atwood, Hood College

Panelists
Kay Colley, Texas Wesleyan
Pam Parry, Southeast Missouri State
Ralph Hanson, Nebraska, Kearney
Kate Stepaniuc, Southeast Missouri State

How has the pandemic affected the pursuit of promotion and tenure and what can individuals, administrators and departments do to help assure a fair playing field for women and minorities? This will look at strategies to help mitigate the negative effects on teaching, research and service.

Part III — Do I Want to be an Academic Administrator? The Pay Looks Good, but is It Worth It?

Presiding/Moderating
Liz Atwood, Hood
and Christina Smith, Georgia College

Panelists
Kenneth R. Pybus, Abilene Christian
Marquita Smith, Mississippi
Kelly B. Bruhn, Drake
Carrie Sipes, Shippensburg

This panel will look at the pros and cons of becoming a department chair or program director. What do administrators wish they had known before they accepted the job?
5 to 6 p.m. / PC016

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 Session
   **Kopenhaver Center Fellows Networking Session**

Moderating/Presiding
   **Lillian Lodge Kopenhaver**, Florida International

All past and present Kopenhaver Center Fellows are invited to come to this networking session and networking time for them. **By invitation only.**

6 to 7:30 p.m. / PC017

**Internships and Careers Interest Group**

Preconference Session
   **Designing the Internship Course**

Moderating/Presiding
   **Stephanie Bluestein**, California State Northridge

Panelists
   **Cessna Winslow**, Tarleton State
   **Susan Fredricks**, Pennsylvania State Brandywine
   **Pamela Morris**, Loyola Chicago
   **Sorin Nastasia**, Southern Illinois
   **KiYong Kim**, Biola
   **Lona Cobb**, Winston-Salem State
   **Peggy Watt**, Western Washington

Panelists share how internships are handled at their institutions. How can internship evaluations contribute to program assessment? These are important considerations, especially in the context of COVID-19 pandemic. How do we prepare students for internships and careers in communications? This panel will provide tips from a variety of institutions across the country.

7 to 8:30 p.m. / PC018

**History Division**

Preconference Session
   **Awards Gala**

Moderating/Presiding
   **Will Mari**, Louisiana State

History Division recognizes its various award winners the night before the conference.