

Tuesday, August 4, 2026

Tuesday, August 4

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

Advertising Division

Workshop Session

Teaching Advertising in the Age of Social Media, Generative AI, and Corporate Apocalypse

Moderating/Organizers

Anastasia Kononova, Michigan State

Anan Wan, Kansas State

Mengyan Ma, Michigan State

Zheran Liu, Michigan State

Mahesha Withanalage, Michigan State

Panelists

Aimee Alleman, Loyola, New Orleans

Huan Chen, Florida

Matthew Conway, Kentucky

Thomas Dadourian, Southern California

Isabella Amani Foley, Edison International and Southern California Edison

Barikisu Issaka, California State, Long Beach

Heijin Lee, Pepperdine

Chen Lou, Nanyang Technological University

Christy Rowley, Intralox

Heather Shoenberger, Pennsylvania State

Yulenda Timothy, Spears Group

Ting-Hao Tsou, Louisiana State

Mariah Wellman, Michigan State

Weilu Zhang, Kentucky

Generative AI, algorithmic omnipresence, influencer economy, and attention-grabbing content production have forever changed the meaning of the advertising profession worldwide. By extension, the nature of advertising education in the United States and other countries is also changing. However, this is happening at a slower pace. While traditional career pathways (e.g., the “Big Six” agency roles, corporate advertising, and brand management) remain relevant, many advertising graduates increasingly envision their professional futures in entrepreneurial or content-creation areas. Advertising education faces accelerating pressures to adapt as national and international communications industries demand new skills, students expect practical, future-oriented preparation, and instructors must navigate rapidly evolving technologies reshaping knowledge production. This pre-conference brings together internationally recognized educators and researchers, advertising professionals, and students to explore how advertising education can respond—strategically, ethically, and creatively—to the realities of social media ecosystems, generative AI tools, and broader societal transformation. We invite pre-conference attendees to participate in conversations and workshops with and learn from industry professionals, scholars, education influencers, and undergraduate and graduate students to facilitate educational innovation. Pre-registration is required. Pre-registration is required.

8 a.m. to Noon / PC002

Tuesday, August 4, 2026

AEJMC Council of Divisions

Workshop Session

Remixing and Redesigning Curriculum: Third Annual AEJMC Teaching Academy

Moderating/Presiding

Patrick R. Johnson, Marquette and **Briana M. Trifiro**, Northeastern

This pre-conference workshop provides faculty and graduate students with hands-on experience designing, redesigning, or remixing a course they teach (or are planning to teach). It will guide participants through a multi-step curriculum design process grounded in education theory and practice (e.g., objectives, Lexile scores, assessment, instructional strategies, backward design, Bloom's taxonomy, zone of proximal development). Participants will leave with resources, skills, and a newly structured course to implement in the upcoming school year; we will also establish a network to continue conversations beyond the workshop. Participants do not need to know educational theory or curriculum and instruction practice. Rather, this experience is meant to provide an equitable experience in curriculum design regardless of experience level or title. We hope participants come with excitement to create a curriculum that has a lasting impact and learn instructional design strategies to elevate their home institution's curriculum and pedagogy. A certificate of completion will be provided for individuals who attend and complete this workshop. More information about what to bring and how to prepare will be provided closer to the conference. For information contact Patrick Johnson, Marquette, patrick.johnson@marquette.edu (ETHC) or Briana Trifiro, Northeastern, b.trifiro@northeastern.edu (CSGE) Pre-registration is required.

8 a.m. to Noon / PC003

AEJMC/Lillian Lodge Kopenhagen Fellowships for the Empowerment of Early Career Women in Communication Education

Workshop

2026-27 Class of AEJMC/Lillian Lodge Kopenhagen Fellows for the Empowerment of Early Career Women in Communication Education

2026-27 LLK Fellows

Nandini Bhalla, Texas State
Clejetter Cousins, North Carolina at Pembroke
Marta Mensa, North Texas
Shiyu Yang, Tennessee, Knoxville
Bingbing Zhang, Iowa

The AEJMC/Lillian Lodge Kopenhagen Fellowship for the Empowerment of Early Career Women in Communication Education is a competitive, year-long professional development program designed to support and advance early-career women faculty in journalism and mass communication. The fellowship provides a structured and supportive environment where participants engage in mentorship, skill-building, and community-building opportunities aimed at strengthening their academic careers. The program also addresses key challenges facing early-career faculty, including tenure preparation, burnout, and career progression. Upon completion, participants receive formal recognition as Kopenhagen Fellows and join a growing network of scholars committed to advancing excellence and equity in communication education.

Session open only to Fellows.

8 a.m. to Noon / PC004

Tuesday, August 4, 2026

Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)

Workshop Session

ACEJMC Accreditation: Involvement Drives the Process; Assessment Tells the Story

Moderating/Presiding

Steve Geimann, President, and **Susan Walton**, Executive Director, ACEJMC

ACEJMC Leaders and Program Heads are invited to attend this two-part session explores getting involved in ACEJMC by becoming a site team reviewer, followed by a discussion of Standard 3: Assessment - what to measure, how to close the loop, and how to tell your program's story of continuous improvement.

9 a.m. to 1 p.m. / PC005

Religion and Media Interest Group

Offsite Tour

Sacred Spaces Tour: VIP Guided Tour of St. Louis Cathedral and Old Ursuline Convent Museum

Guests will enjoy a private guided experience inside the cathedral, exploring its history, architecture, and role at the heart of New Orleans for nearly 300 years. Immediately following the cathedral tour, your group will go to the convent museum for their visit as the doors open. This will be followed by a visit to the Voodoo Spiritual Temple. Space is limited. For questions, please contact Cylor Spaulding at cspaulding@Fullerton.edu. (RMIG) Pre-registration is required.

11 a.m. to 5 p.m. / PC006

Association for Education in Journalism and Mass Communication and Association of Schools of Journalism and Mass Communication

Workshop Session

Institute for Diverse Leadership in Journalism and Communication (IDL)

2025-26 Jennifer H. McGill Fellows (Outgoing)

Sungwon Chung, Ball State

Kareem El Damanhoury, Denver

Yan Huang, Houston

Shaheen Pasha, Pennsylvania State

Joe Phua, Southern Methodist

Miglana Sternadori, Texas Tech

Session open only to IDL Jennifer H. McGill Fellows.

12:30 p.m. to 5 p.m. / PC007

Newspaper and Online News Division

Offsite Workshop Session

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Academic Job Market Readiness Workshop 2026

Location

Loyola University New Orleans
Communications and Music Complex
J. Michael Early Studio (Room 402, 4th Floor)
6363 St. Charles Avenue
New Orleans, LA 70118
(Corner of Calhoun Street and St. Charles Avenue)

What does a “job ready” CV look like? What about a research statement? Or a teaching statement? What questions might come at you in the interview process? How do you position your work for the job market? The academic job market is confusing and intimidating for even the most seasoned scholars. The 2026 Academic Job Market Readiness Workshop AEJMC Pre-Conference is designed to support doctoral students and early career faculty as they navigate the academic job search. Participants will engage in hands on workshops focused on CVs, cover letters, research statements, teaching statements, and interview preparation. The program also creates space to discuss the emotional dimensions of the job market, including uncertainty, stress, balance, and well-being, while building confidence and community. Each session will be led by a different scholar. This year, the pre-conference will take place off site at Loyola University New Orleans, located on St. Charles Avenue in the uptown area near Audubon Park, a vibrant academic neighborhood, and easily accessible from the conference hotel via the streetcar, offering a scenic and convenient ride to campus. Light refreshments will be provided at no cost. The workshop will begin with a soft start and networking at 12:30 p.m., with sessions running from 1 p.m. to 5 p.m. Pre-registration is required. For more information contact Michelle Rossi, Loyola University New Orleans, mrossi@loyono.edu (NOND)

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

Magazine Media and Visual Communication Divisions

Workshop Session

Media Gumbo: A Mix of GAI, Trends and Education

1 to 1:30 p.m.

Keyframe of Mind: A Designer’s Guide to Cross-Platform Animation

Speaker

Emma Kumer, Senior Newsroom Designer, The Washington Post Society for News Design’s
2025 World’s Best Emerging Designer

In this presentation, Emma Kumer will demonstrate the process of taking a motion graphics story from ideation to publication to circulation. She will also walk through some of the projects she has created for The Washington Post, specifically those featured in her World’s Best portfolio.

1:30 to 2 p.m.

Photojournalism and GenAI

Speaker

Daniella Zalcman, Documentary Photographer + Founder, Women Photograph

Photojournalist and journalism professor Daniella Zalcman will dig into the growing impact generative AI tools are having on the production and dissemination of visual journalism, as well as the way these tools are shifting public trust in news photography.

2 p.m. – Session I

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Visualizing the Beat: An AI Prompting Challenge

Moderating/Presiding

Chelsea Slack, Assistant Professor and Faculty Adviser, The Lion's Roar and Manestream Podcast

Panelists

Kenneth Woods, Outgoing Editor-in-Chief

Sean Hoffman, Incoming Sports Editor and Editor-in-Chief

Tyra Johnson, Incoming Managing Editor

Roselyn Rivas, Outgoing Social Media Editor and Incoming Graduate Assistant

Laura DiMattia, Assistant Professor with an emphasis in NIL

Chase Gisbert, Sports Editor and Sports Communication Grad Student, Sports group

Attendees will be divided into groups of about three and assigned to a specific track, such as sports, public relations, or hard news (including an NIL announcement to leverage faculty expertise). Groups will use free generative AI tools to draft a visual social media post aimed at a youth audience, then work with AI and cloud-based tools to incorporate non-AI content like actual photos and refine the draft into publishable work. Student journalists will provide real-time feedback on visual language, meme aesthetics, and mobile-first design. The session will wrap up with group sharing and a discussion of which visual elements best engage younger audiences.

3:00 p.m. – Session II

Visual Journalists, GAI, Third-Party Images, and Copyright Issues

Moderating/Presiding

Lisa D. Lenoir, Indiana

Panelists

Adonis Durado, Ohio

Tara Pixley, Temple

Jared Schroeder, Missouri

This panel will provide insights into the latest conversations and research connected to visual journalism and the disruptions caused by GAI, third-party image making, and copyright issues. Panelists will discuss emerging research, ethical challenges, and legal implications in an era of synthetic media. Attendees will gain insight into the disruptions and learn how to question and pivot, if necessary, their image-making practices, editorial decisions, and production flow processes.

4:00 p.m. – Session III

Community and Career Connections: Setting Up Student-Run Photo Agencies and News Labs

Moderating/Presiding

Phylis West Johnson, San José State

Panelists

Christopher Assaf, North Texas

Mya Guarnieri, Florida Atlantic

Robin Hoecker, DePaul

Ilene Prusher, Miami

Zander White, Kansas State

In recent years, more colleges have set up student news labs that provide students with clips for their portfolios while supporting local news coverage. These spaces are also important for journalism students who are learning

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multimedia skills, as these skills have value beyond the newsroom. Many budding photojournalists and videographers help pay the bills by taking event photography jobs. Likewise, many college campuses and surrounding communities need photography and video services. Using the models of student-run photo agencies and news labs, this panel showcases how to facilitate development of professional-level skills while also fulfilling a community need. Faculty advisers will discuss the processes of setting up community partnerships and developing an experiential learning curriculum.

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

Mass Communication and Society Division

Workshop Session

Unlocking COVID-19 Big Data Insights: Hands-On Workshop with the Social Media Analysis-Based DataViz Tool

Moderating/Presiding

Terri N. Hernandez, Mississippi State

Panelists

Terri N. Hernandez, Mississippi State

Megan Stubbs-Richardson, Miami

Jacob Adams, Miami

Josh Dowdy, Senior Data Scientist at Campaign

Chris Lightsey, HPC² Center for Cyber Innovation

During this two-hour workshop, creators of the DataViz tool will demonstrate the use of the tool, provide hands-on research activities and allow time for questions and answers. Workshop participants are encouraged to bring their laptops to the workshop so they can participate and engage with the interface throughout. By the end of the workshop, participants will be able to navigate the DataViz interface and explore the available data within COPE ID. Refreshments will be available. For more information, contact Terri Hernandez (thernandez@comm.msstate.edu). Pre-registration is required.

1 p.m. to 5 p.m. / PC010

Minorities and Communication Division

Workshop

Leveling up as educators: Faculty Development, Student Opportunity, and Institutional Support

Moderating/Presiding

Vincent Peña, DePaul

Session I —

Beyond the Classroom: Partnerships and Programs that Support Student Growth

Moderating/Presiding

name, affiliation

Panelists

name, affiliation

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This workshop session will discuss how faculty can leverage their personal networks, organizational affiliations, and professional experience to enhance the opportunities for students. This session will focus on practical things folks can implement at their own institutions to help develop new programs for media and communication students. It will also address things like building community with student affinity groups, partnering with local organizations, and developing professional student agencies, among other topics.

Session II —

Strategies That Work: Teaching and Professional Development for Today's Faculty

Moderating/Presiding
name, affiliation

Panelists
name, affiliation

This panel will provide practical ways for professors to level up their teaching prowess. There are three key takeaways for this session. First, audience members will identify techniques to keep Gen-Z students engaged in the classroom. Second, participants will learn ways to collaborate with AI as a thinking partner to enhance in-class activities and assignments. Third, the session will share ways to locate professional development opportunities that are budget-friendly.

Session III —

HBCU Educators Roundtable – Fundraising & “Friend-raising” Strategies for Faculty Across Institutions

Moderating/Presiding
name, affiliation

Panelists
Calvin Hall, North Carolina Central
Mira Lowe, Florida A&M
Jerry Crawford, Virginia State
Shaniece B. Bickham, Loyola-New Orleans
Jacqueline Jones, Morgan State

This year's Roundtable will focus on Fundraising and “Friend-raising” strategies – ways to encourage financial support from a range of audiences to support the academic unit's vision and mission, while also engaging with alumni and other stakeholders to build partnerships and foster a culture of philanthropy and involvement. The questions the panel will explore are the following: What approaches can academic units use to tackle the challenges they face in this area? How can they align these efforts with their core academic priorities, reach new donor groups, nurture long-term relationships, show the impact of donations, and coordinate initiatives across the institution?

1 p.m. to 5 p.m. / PC011

Public Relations Division

Workshop Session

**Prosocial Communication, Leadership, and Grassroots Campaigns: The Role of Public Relations
in Community Mobilization**

Moderating/Presiding

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Virginia Harrison, Pennsylvania State

[1– 2 p.m.]

Part I – Guiding Prosocial Communication in Challenging Times: Research Insights from Three Contexts

Sponsored by the Arthur W. Page Center for Integrity in Public Communication

Moderating/Presiding

Jonathan McVerry, Pennsylvania State, Arthur W. Page Center for Integrity
in Public Communication

Brooke W. McKeever, Alabama

Panelists

Dongya Wang, Miami

Jiacheng Huang, Minnesota

Staci Smith, Virginia Commonwealth

Part I, sponsored by the Arthur W. Page Center for Integrity in Public Communication, will focus on insights gleaned from the Page Center research call on Prosocial Communication. Panelists will discuss how government, corporations, and NGOs communicate about prosocial and/or contentious issues in the current environment. Drawing from their research, panelists will share findings on prosocial communication during tragedy, moral signaling in times of conflict, and learning from stakeholders to improve corporate social advocacy outcomes.

[2:10 – 3:10 p.m.]

Part II – Industry Leadership through Prosocial Communication

Sponsored by the Plank Center for Leadership in Public Relations

Moderating/Presiding

Karla Gower, Alabama, Director, Plank Center for Leadership in Public Relations

Speaker

Kindred Notes, Founder and Director, KM Strategies Group

Part II, sponsored by the Plank Center for Leadership in Public Relations, will be led by an industry professional who interacts with activists and activist communication. The workshop will provide practical guidance for practitioners.

[3:20 – 3:50 p.m.]

Part III – Workshop on Prosocial Communication in the Classroom

Part III will combine the Page Center and Plank Center presentations in an interactive format to help attendees consider how to bring lessons from research and practice into their classrooms, helping students prepare for the challenges of prosocial communication in the real world.

[4:00 – 5:00 p.m.]

Part IV – Community Mobilization in Action: Case Study of the Wallace Grain Elevator

Moderating/Presiding

Michelle Keller, Kansas

Panelists

Jo Banner, Co-founder & Co-director, The Descendents Project

Dr. Joy Banner, Co-founder & Co-director, The Descendents Project

Dr. Kimberly Terrell, Environmental Integrity Project

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Part IV will present a compelling Louisiana-based case study of an impacted community-led environmental campaign that successfully halted a proposed grain elevator project by a manufacturing company. Designed for public relations and journalism educators, the session explores how strategic message development, coordinated grassroots organizing, and sustained media coverage and social media combined to shape public narrative, influence stakeholders, and ultimately determine the outcome. The session will conclude with an interactive workshop in which participants apply these insights to a real-world challenge, developing practical strategies they can bring back to their classrooms.

This pre-conference brings together three perspectives from leading academics and practitioners around a compelling, timely topic: community mobilization and activism. Overall, this year's pre-conference format allows more time for hands-on workshops at the end of each session so participants can bring tangible activities to the classroom or their own research and practice. \$10 Fee [Registration required]. For information contact Virginia Harrison, Pennsylvania State, virginia.s.harrison@gmail.com (PRDV).

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

Small Programs Interest Group

Workshop

Tenure, Now What? Overcoming the Sophomore Slump in Teaching, Research and Service

Moderating/Presiding

Liz Atwood, Hood College

Panelists

Carrie Sipes, Shippensburg

Alan Goldenbach, Hood College

Jack Zibluk, Tennessee Chattanooga

Kenneth Pybus, Abilene Christian

This panel will explore ways to retain momentum in teaching, research and service after tenure. If faculty have relied upon their dissertations to form the basis of their research agenda for tenure, they may need new ideas and collaborators. Likewise, the associate professors are often the workhorses of institutions--the ones committees turned to for experienced (and tenured) leadership. This committee will ask advice from those who have successfully navigated the post-tenure stage of their careers.

[2:15 p.m. to 3:30 p.m.]

AI as the Teaching Assistant: Ethical Strategies for the Weary Professor

Moderating/Presiding

Tamara Welter, Baylor

Panelists

Amy McCoy, Drake

Ecaterina Stepaniuc, North Carolina Agricultural & Technical State (NCAT)

Kenneth Pybus, Abilene Christian

As artificial intelligence tools become increasingly integrated into higher education, journalism educators are faced with opportunities and questions. This panel explores how AI can serve as a virtual teaching assistant while maintaining academic integrity and journalistic values. Panelists will share practical strategies for incorporating AI

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responsibly in the classroom, managing workload without compromise while preparing students for an AI-influenced media landscape. Ideal for educators seeking balance between innovation and ethics in their pedagogy. This segment is co-sponsored by Media Ethics Division.

[3:40 p.m. to 5:00 p.m.]

Engaging Alumni with JOMC Students: Programs, Events, and Mentorship Opportunities

Moderating/Presiding

Ecaterina Stepaniuc, North Carolina A&T State

Panelists

Doug Mendenhall, Abilene Christian

Elizabeth Atwood, Hood College

Masudul Biswas, North Carolina A&T State

The relationship between alumni and current media students represents one of the most valuable assets within any journalism and mass communication program. This panel, Engaging Alumni with JOMC Students: Programs, Events, and Mentorship Opportunities, explores innovative strategies to strengthen that connection and build mutually beneficial relationships that enrich both the student experience and the alumni community. Alumni bring real-world insights, professional networks, and authentic stories that help students bridge the gap between classroom learning and industry practice. The panel will highlight programs across the country that actively involve alumni in mentorship initiatives, career networking events, and collaborative media projects. These efforts not only prepare students for the professional world but also reaffirm alumni pride and strengthen their long-term connection to their alma mater.

1 p.m. to 5 p.m. / PC013

Lillian Lodge Kopenhagen Center for the Advancement of Women in Communication, Florida International University, Commission on the Status of Women, and AEJMC Council of Affiliates

Workshop Session

Women Faculty Moving Forward: Successfully Navigating the Academy

Moderating/Presiding

Lillian Lodge Kopenhagen, Florida International
and **Tracy Everbach**, North Texas

2026 Lillian Lodge Kopenhagen Outstanding Early Career Woman Scholar Award

Jennifer Henrichsen, Washington State

Keynote Speaker

Tracy Lucht, Director, Greenlee College of Journalism and Communication, Iowa State

Panelists

Margaretha Geertsema-Sligh, Professor of Journalism and Director of Graduate Studies,
College of Communication, Butler-Indianapolis

Jaime Loke, Associate Professor of Journalism, Texas Christian

Jeannine Relly, Professor and Associate Dean for Faculty Affairs and Advancement, Arizona

Elanie Steyn, Associate Dean, Gaylord College of Journalism and Mass Communication, Oklahoma; **Ingrid**

Bachmann, Associate Professor, School of Communications, Pontificia Universidad Catolica de Chile and director of the Millennium Nucleus on Digital Inequalities and Opportunities, a research project funded by Chile's National Agency for Research and Development.

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In addition to the training and networking at this workshop, participants, who will be designated Kopenhagen Center Fellows, will be invited to take part in activities of both the CSWN and the Kopenhagen Center during the year and receive communications and invitations from both groups. They will also be invited to reunite with new and previous fellows in a networking session following the workshop at each conference each year.

This 15th annual workshop is designed to help junior women faculty members move forward in their careers through mentoring, networking, and preparing for tenure and promotion and administration or other leadership positions. Speakers, panelists, and roundtable leaders include senior scholars and administrators and amazing women colleagues who have achieved significant leadership positions in their careers. Attendance is by invitation only.

1 p.m. to 7 p.m. / PC014

Association for Education in Journalism and Mass Communication

Business Session

AEJMC Board of Directors, 2025-26

Moderating/Presiding

Bey-Ling Sha, Texas Tech, President, AEJMC 2025-26

AEJMC Board Members Only.

2 p.m. to 5 p.m. / PC015

Law and Policy Division

Part I — Division Competition Recognition – 2:30 to 3:30 p.m.

2026 Teaching Ideas Competition

Moderating/Presiding

Leslie Klein, Nebraska

First Place

You're the Content Moderator for a Social Media Startup

Chip Stewart, Texas Christian

Second Place

Advice Lines

Alexis Ingber, Syracuse

Third Place

Media Law in T-Shirts

Peggy Watt, Western Washington

Winners of the 2026 Teaching Ideas Competition share their innovative ideas for teaching media and communications law topics to undergraduate and graduate students.

Part II — PFR Session – 4:00 to 5:00 p.m.

Be Prepared: Reputation Management in a Polarized AI World

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Moderating/Presiding

Kathy R. Fitzpatrick, South Florida

Panelists

Karla Gower, Alabama

Cayce Myers, Virginia Tech

Antoaneta Vanc, Quinnipiac

Communication leaders face escalating reputational threats driven by AI-enabled attacks, disinformation, cyber incidents, deepfakes, and leaks. This panel explores interdisciplinary strategies for risk detection, ethical decision-making, and resilience building, while highlighting gaps in traditional reputation-management training and the potential need for new regulatory frameworks to address emerging harms.

5 p.m. to 6 p.m. / PC016

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

Reception for Kopenhaver Center Fellows, Present and Past

Hosting:

Carla Zensen, Florida International
and **Tracy Everbach**, North Texas

This is a networking reception for Kopenhaver Center Fellows, present and past. By invitation only. A special thank you to Louisiana State University sponsoring the reception.
