

**Tuesday, August 4, 2026**

**Tuesday, August 4**

**8 a.m. to 5 p.m. / PC000**

**Advertising Division**

Workshop Session

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

Moderating/Presiding

**name**, affiliation

Panelists

**name**, affiliation

This pre-conference brings together internationally recognized educators and researchers, students, and professionals 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 with and learn from agency professionals, independent entrepreneurs, influencers, professors of practice, researchers, and students to facilitate educational innovation. Pre-registration is required.

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**8 a.m. to Noon / PC000**

**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](mailto:patrick.johnson@marquette.edu) (ETHC) or Briana Trifiro, Northeastern, [b.trifiro@northeastern.edu](mailto:b.trifiro@northeastern.edu) (CSGE) Pre-registration is required.

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**8 a.m. to Noon / PC000**

**Tuesday, August 4, 2026**

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

Workshop

**2026-27 Class of AEJMC/Lillian Lodge Kopenhaver 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 Kopenhaver 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 Kopenhaver Fellows and join a growing network of scholars committed to advancing excellence and equity in communication education.

Session open only to Fellows.

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**9 a.m. to 1 p.m. / PC000**

**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](mailto:cspaulding@Fullerton.edu). (RMIG) Pre-registration is required.

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**10 a.m. to 5 p.m. / PC000**

**Center for Community News**

Workshop

**Title**

Moderating/Presiding

**name**, affiliation

Description.

**Tuesday, August 4, 2026**

**11 a.m. to 5 p.m. / PC00**

**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

**Miglena Sternadori**, Texas Tech

Session open only to IDL Jennifer H. McGill Fellows.

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**1 p.m. to 5 p.m. / PC000**

**Law and Policy Division**

*Part I — PFR Session*

**No, and stop asking: State attacks on vexatious requesters**

Moderating/Presiding

**Mitch McKenney**, Kent State

Panelists

**David Cuillier**, Florida

**Shelley Kimball**, Johns Hopkins

This panel takes up the disturbing trend of states passing laws declaring certain citizens to be denied public records over the frequency, quantity or tone of their requests. While Connecticut's vexatious requester law (enacted in 2018) is the oldest, since then a handful of other states have either added them or considered them (Utah, Tennessee, Hawaii, Maryland, Texas, Illinois, Pennsylvania and most recently Ohio) have proposed them as they seek to manage a volume of requests the agencies claim interferes with their ability to deliver basic services.

*Part II — Division Competition Recognition*

**2026 Teaching Ideas Competition**

Moderating/Presiding

**Leslie Klein**, Nebraska

Winners

**TBD** – 1<sup>st</sup> place

**TBD** – 2<sup>nd</sup> place

**TBD** – 3<sup>rd</sup> place

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

**Tuesday, August 4, 2026**

*Part III — PFR Session*

**Be Prepared: Reputation Management in a Polarized AI World**

Moderating/Presiding

**Kathy R. Fitzpatrick**, South Florida

Panelists

**Karla Gower**, Alabama

**Cayce Myers**, Virginia Tech

**Antoaneta Vanc**, Quinnipiac

At a time when organizations and brands are being attacked by bad actors using AI and other means, communication professionals are challenged to respond with a new reputation management playbook. Reputational threats related to disinformation, cyber-attacks (including ransom demands), deepfakes, internet rumors, leaks of proprietary information, false accusations of malfeasance and more require new and innovative ways to identify risks, manage conflicts and disruptions and maintain credibility and trust with stakeholders. This panel will examine complex reputational challenges from diverse perspectives, illustrating the need for collaborative and interdisciplinary approaches to preparing for reputational threats and building reputational resiliency in an environment defined by societal polarization and uncertainty. The group will share insights and ideas for proactive intelligence gathering; principled leadership; careful balancing of legal and public relations risks; evidenced based decision making; and ethical communication policies and practices. In addition to addressing these practical challenges, panelists will identify gaps in traditional approaches to teaching and research in reputation management and consider whether new regulatory frameworks are needed to address reputational threats and harms. Pre-registration is required.

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**1 p.m. to 5 p.m. / PC000**

**Magazine Media and Visual Communication Divisions**

Workshop Session

**Media Gumbo: A Mix of GAI, Trends and Education**

Moderating/Presiding

**name**, affiliation

Panelists

**name**, affiliation

The Magazine Media and Visual Communication Divisions come together to stir up the roux in media with a series of panels to inspire innovation in the classroom and in your scholarship. Panels include a. Lifestyle Journalism and Influencers: Professional Tips; b. Visual Journalists, GAI, Third-party Images, and Copyright Issues; c. Print and Visual Communication Education and Job Readiness. Pre-registration is required.

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**1 p.m. to 5 p.m. / PC000**

**Mass Communication and Society Division**

Workshop Session

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

**Tuesday, August 4, 2026**

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**, HPC<sup>2</sup> 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](mailto:thernandez@comm.msstate.edu)). Pre-registration is required.

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**1 p.m. to 5 p.m. / PC000**

**Newspaper and Online News Division**

Workshop Session

**Academic Job Market Readiness Workshop**

Moderating/Presiding

**name**, affiliation

Panelists

**name**, affiliation

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. This pre-conference workshop will give doctoral students one-on-one facetime with senior scholars to answer questions, provide feedback on CVs, sample cover letters, research and teaching statements, and other common documents. In the opening panel, early- and mid-career scholars will share their experiences on the job market, but the remainder of the time will be dedicated to workshop-style sessions where doctoral students are assigned to meet with and get feedback from multiple tenured or advanced tenure-track faculty from both research and teaching institutions. Pre-registration is required.

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**1 p.m. to 5 p.m. / PC000**

**Public Relations Division**

Workshop Session

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

Moderating/Presiding

**Virginia Harrison**, Clemson

**Tuesday, August 4, 2026**

**[1:00 – 2:15 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

**Denise Bortree**, Pennsylvania State, Director, Arthur W. Page Center for Integrity  
in Public Communication

**Brooke W. McKeever**, Alabama

Panelists

**Queenie Li**, 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.

**[2:30 – 3:45 p.m.]**

**Part II – Title TBD**

Moderating/Presiding

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

Panelists

**TBD**, affiliation

**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.

**[4:00 – 5:00 p.m.]**

**Part III – 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

**Part III** 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.

## Tuesday, August 4, 2026

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. Pre-registration is required.

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**1 p.m. to 5 p.m. / PC000**

### Small Programs Interest Group

Workshop Session

**Title**

Moderating/Presiding

**name, affiliation**

Panelists

**name, affiliation**

Description Pre-registration is required.

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**1 p.m. to 5 p.m. / PC000**

### 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

Workshop Session

**Women Faculty Moving Forward: Navigating the Academy**

Moderating/Presiding

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

Keynote Speaker

**Tracy Lucht**, Dean, Greenlee College of Journalism and Communication, Iowa State

Panelists

**Margaretha Geertsema-Sligh**, Butler  
**Jaime Loke**, Texas Christian  
**Jeannine Relly**, Arizona  
**Celeste Gonzales de Bustamante**, Texas at Austin  
**Ingrid Bachmann**, Pontificia Universidad Catolica de Chile

In addition to the training and networking at this workshop, participants, who will be designated Kopenhaver Center Fellows, will be invited to take part in activities of both the CSW and the Kopenhaver 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. By invitation only.

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**1 p.m. to 7 p.m. / PC000**

**Tuesday, August 4, 2026**

**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.

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**5 p.m. to 6 p.m. / PC000**

**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:

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

This is a networking reception for Kopenhaver Center Fellows, present and past. By invitation only.

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