



AEJMC offers additional sessions that may require pre-registration and/or a fee in addition to the conference registration fee. You can view these sessions below. All of these sessions are optional.

Wednesday, August 6 (Pre-Conference Workshops)

8:00 a.m. to 5:00 p.m.

(w01) What Is Happening to Creativity in the Age of AI (Offsite / University of San Francisco)

Sponsored by Advertising Division

\$50 Fee Faculty and \$25 Fee Students (Participation limited to 50)

Artificial Intelligence is transforming advertising creativity in numerous exciting ways. AI is not only a tool for crafting more personalized messages and enhancing the relevance and effectiveness of campaigns, but it also serves as a catalyst for innovation in advertising creativity. In today's fast-paced world, advertising and communication students must stay at the forefront of these technological advancements.

The AEJMC Ad Division is proud to offer a full-day pre-conference focused on AI and Creativity. This event will provide students, scholars, and industry professionals with the opportunity to learn about and discuss the latest trends in advertising and creativity. The pre-conference will feature panels with industry experts, advertising scholars, and professors, as well as workshop-style sessions where attendees can explore the latest tools for advertising education. Please contact Eunjin Kim at eunjink@usc.edu with questions. (ADVD)

8 a.m. to Noon

(w03) Remixing and Redesigning Curriculum: AEJMC Teaching Academy

Sponsored by Commission on Graduate Education

\$10 Faculty; FREE Students (Participation limited to 50)

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. More information about what to bring to the workshop will be provided closer to the conference. For information contact Patrick Johnson, Marquette, patrick.johnson@marquette.edu or Briana Trifiro, Northeastern, b.trifiro@northeastern.edu (CSGE)

9:00 a.m. to 4:30 p.m.

(w04) Engaged Journalism Exchange 2025: Organizing for Care

Sponsored Participatory Journalism Interest Group

\$25 Faculty; Free for Graduate Students and San Francisco-area practitioners and community members

Location: Northwestern University - Medill School, San Francisco Campus, 44 Montgomery St. ,18th Floor, San Francisco, CA 94104

At a moment of heightened precarity and vulnerability in the field of journalism and in marginalized communities around the U.S., this preconference will offer a space to bring together journalists and civic media makers, organizers, and researchers. We will explore the shifting roles in these fields with a focus on 1. *Convening to provide*

care and mutual aid in times of crisis; 2. Curating and synthesizing information overwhelm to offer actionable insights; 3. Convening to organize and build alliances; 4. Supporting this work in a moment of deep economic precarity

Our goal will be to create a space where people grappling with these goals can share experiences, brainstorm, and organize. The event will include a few plenary conversations; however, we will primarily follow an unconference format to allow attendees an opportunity to come together to respond to developing issues. The unconference will include practitioner-researcher “speed networking” to help participants get ideas for collaboration and research questions. This will be followed by a series of unconference breakouts where participants will co-design sessions exploring shared research interests, brainstorming possible collaborations, exchanging best practices, and troubleshooting challenges. This unconference is part of an annual series organized since 2019 by the Engaged Journalism Exchange project which seeks to connect scholars and practitioners interested in research to make journalism stronger, more equitable, and more connected to communities and publics. This year the unconference is in collaboration with the Local News Impact Consortium and will once again be held as an AEJMC preconference. For more information contact Andrea Wenzel, Temple, andrea.wenzel@temple.edu **In addition to registering via AEJMC, participants are required to fill out this google form:** <https://forms.gle/fhjaZwCAPg6PRutA7>

11:00 a.m. to 6:00 p.m.

(w09) Visual Reality Under Emerging Technologies: AI, VR and Beyond

Sponsored by Visual Communication and Magazine Media Divisions

\$40 Faculty, \$25 Non-Faculty (Participation limited to 60)

Building on the success of last year’s “Creativity and Responsibility in the Age of AI” preconference, this co-sponsored event features panels, demonstrations, and workshops designed to spark conversation among researchers, instructors, and practitioners. How can we make use of emerging visual technology while addressing questions of ethics and credibility? Josh Wexler, co-founder and Chief Executive of Fun at Pure Imagination Studios, will be our opening speaker. Pre-registration is required. Please contact Yung Soo Kim at yki224@uky.edu or Huyen Nguyen at huyenme@ksu.edu for additional information. (VISC, MMAG)

1:00 p.m. to 5:00 p.m.

(w07) Academic Job Market Readiness Workshop

Sponsored by Newspaper and Online News Division

\$5 Fee (Participation limited to 50)

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. For information contact Michael Clay Carey, NOND Vice Chair, Samford University, mcarey@samford.edu (NOND)

1:00 p.m. to 5:00 p.m.

(w08) Principled Leadership in Public Relations: Turning Barriers into Opportunities for Teaching, Research, and Practice

Sponsored by Public Relations Division

\$10 Fee (Participation limited to 50)

In an era marked by social and political polarization, environmental urgency, and a growing demand for corporate accountability, public relations professionals and educators are faced with unprecedented challenges. From navigating the complexities of teaching and researching topics deemed controversial to practicing ethical and strategic communication in a time of daily uncertainty public relations leaders must rise above these obstacles and demonstrate principled leadership. The 2025 Edelman Trust Barometer warns we are in a time where political polarization and “deepening fears” led to a “crisis of grievance.” Distrust is aimed at all institutions from media, government to business and NGOs. Public relations professionals and leaders have to bear this load, and as a Cision report (2025) notes those surveyed identified as the biggest current challenge an increased focus that is too reactive,

versus proactive (Cision, 2025). However, as the industry grapples with these challenges, there are unique opportunities to not only shape the future of public relations but also to drive meaningful change in society. This pre-conference seeks to explore how public relations educators, scholars, and practitioners can turn barriers into opportunities, positioning the discipline as a force for good in both theory and practice. That is the challenge taken up by three panels of distinguished communication experts and a hands-on workshop. Our first session will dive into the current challenges faced by educators as they navigate the complexities of teaching these topics in an era of heightened sensitivity, policies, and monitoring. The second session will bring together top scholars in the discipline who will focus on the growing challenges in public relations research, particularly those related to high-stakes topics such as climate change. Our third session will turn to industry leaders, with a panel discussion on how public relations professionals can lead with integrity in troubled times. The final session will provide a hands-on workshop focusing on data-informed best practices for the classroom and beyond. Pre-registration is required. For information contact Ioana Coman, Texas Tech University, ioana.coman@ttu.edu (PRDV).

1:00 to 5:00 p.m.

(w10) It's Really Not That Urgent: Slowing Down for Focus, Creativity, and Workplace Wellbeing

Sponsored by Internships and Careers Interest Group

FREE (Participation limited to 40)

Tricia Hersey's 2022 *New York Times* bestseller "Rest is Resistance" begins with a simple passage: "Rest saved my life. This is my truth. I don't need anyone else to verify this nor do I need complicated theories to support what I know to be true in my heart, my body, and my Spirit." As scholars of journalism and mass communication, we have learned this truth the hard way through our own experiences with burnout and exhaustion. In this panel, we contend with the 24/7 news cycle, technological creep, and increasing expectations for scholarly productivity, turning to research on sleep, exercise, crafting, play, and mindfulness-meditation as antidotes to grind culture. Our panelists will discuss how they have harnessed the power of idle time and how listening to our bodies can boost our creativity and workplace wellbeing. This panel will include a mix of teaching demos and research findings. For additional information contact Chelsea Reynolds at Chelsea.J.Reynolds@asu.edu or Hal Vincent at hvincent@elon.edu (ICIG)

1:00 to 5:00 p.m.

(w06) More Than a Brand: Sports as a Societal Institution

Sponsored by Sports Communication Interest Group

\$5 Fee (Participation limited to 50)

This half-day workshop will feature sessions evaluating sports' critical role in society and community. Sports have the power to shape and reflect the values and identities of society and serve as community-building institutions, and more and more athletes are using their brand as platforms for activism and vehicles for social change. This workshop will explore how sport transcends the playing field, examining both their presence and absence in communities. Panel topics include Athletics as Community-Building Opportunities, Corporate Social Responsibility and Community Engagement in Sport, Athlete Activism, and roundtable teaching discussion. Pre-registration is required. For information contact Brian Petrotta Vice Chair, University of Nebraska-Lincoln, bpetrotta2@unl.edu. (SPRT)

1:00 to 5:00 p.m.

Women Faculty Moving Forward: Securing the Future

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

Must Pre-register with contact below (Participation limited to 40)

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 prior application only. Contact for workshop is Lillian Abreu at labreu@fiu.edu (Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University, the Commission on the Status of Women and the Council of Affiliates)

5:00 to 6:00 p.m.

Kopenhaver Center Fellows Reception

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

By Invitation Only

All past and present Kopenhaver Center Fellows are welcome to join us for this reception and informal networking time. Thank you to the Scripps Howard Fund for their sponsorship. Contact is Lillian Abreu at labreu@fiu.edu (Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University, the Commission on the Status of Women and the Scripps Howard Fund)

7:30 p.m. to 10 p.m.

(w12) History Division Awards Gala

\$10 Fee

Sponsored by History Division

The History Division Awards Gala will recognize our top award winners of the year and celebrate the importance of journalism history. Pre-registration is required. For information contact, Brian Creech, brc623@lehigh.edu or Caitlin Cieslik-Miskimen at caitlinc@uidaho.edu (HIST)

Conference Breakfasts/Luncheons/Fun Run

Thursday, August 7, 2025

6:30 a.m.

(w13) AEJMC Fun Run — Daily Opportunities

\$10 Fee

Sponsored by AEJMC Council of Divisions

The 2025 Fun Run will leave from the conference hotel lobby at the designated times **throughout the week of the conference**. Participants receive a finisher medal featuring the 2025 conference logo, and funds raised benefit graduate student travel scholarships. If you have any questions, feel free to join the “AEJMC Running + Walking Club” on Facebook. (AEJMC)

Noon to 1:15 p.m.

(w14) Commission on Graduate Education Luncheon

\$15 Fee (Participation limited to 60)

Sponsored by Commission on Graduate Education

The Commission on Graduate Education invites graduate and undergraduate students to participate in the first Commission luncheon. The luncheon will include presentation of our top-paper awards, activities, and quality conversation to help AEJMC student participants to find a community. The luncheon kicks off the week of AEJMC activities, so it is a perfect opportunity to meet new friends, co-authors, and conference colleagues. Pre-registration is required. For information, contact Patrick Johnson at patrick.johnson@marquette.edu. (CSGE)

Saturday, August 9, 2025

8 to 9:15 a.m.

(w17) Kappa Tau Alpha Advisors' Breakfast

\$20 Fee

Sponsored by Kappa Tau Alpha

All advisors from KTA chapters are welcome to attend. KTA remains committed to its guiding principles of Knowledge, Truth and Accuracy. Pre-registration is required. For information, contact Beverly Horvit at horvitb@missouri.edu. (KTA)

11:30 a.m. to 12:45 p.m.

(w18) Kappa Tau Alpha/AEJMC Award Luncheon

\$65 Fee

Sponsored by Kappa Tau Alpha and AEJMC

This luncheon recognizes both associations' award winners and divisions' top student paper winners. Anyone is welcome to attend. KTA remains committed to its guiding principles of Knowledge, Truth and Accuracy. Pre-registration is required. For information, contact Beverly Horvit at horvitb@missouri.edu (KTA, AEJMC)

7:45 to 9:30 p.m.

(w19) Public Relations Division Annual Social – The Harlequin

Early Bird Registration — \$15 Faculty / \$12 Grad Students

General Registration — \$18 Faculty / \$15 Grad Students

At the Door — \$20 Everyone

The Public Relations Division welcomes all AEJMC members to attend the Annual Social on Saturday, August 9 from 7:45 - 9:30 p.m. PT at The Harlequin, conveniently located at 68 4th St. (across the street from the conference hotel). Join us to network with PRD members, connect up with old friends, and meet new colleagues. The social includes cocktails, light appetizers, and prize drawings. Space is limited, and pre-registration is required. For additional information, contact Amanda J. Weed at aweed2@kennesaw.edu. (PRDV)