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

Advertising Division

(Offsite) Workshop Session
   AI and Beyond-Synchronizing Timeless Principles in Today’s Realities in Advertising Education

Moderating/Presiding
   Shanshan Lou, Appalachian State

Panelists
   name, affiliation

Upholding timeless principles in the age of artificial intelligence. The fundamentals of advertising remain relevant even as technology opens up more possibilities. How can we integrate new technology, such as generative AI and virtual simulation, with the enduring advertising principles? This full-day workshop will explore how to mesh fundamental principles of advertising we love with the undeniable influence of emerging technology in our field. Leading advertising scholars and practitioners reveal their insights. Pre-registration is required and is open to all AEJMC members. Register through AEJMC. Light refreshments are included. It will be hosted at the Temple University’s center city campus (TUCC for short) room 320. The campus is located at 1515 Market Street Philadelphia PA 19102. Please contact ADVD Teaching and Pedagogy Chair Shanshan Lou at lous@appstate.edu with questions.

8:00 a.m. to Noon / PC002

Commission on Graduate Education and Association for Education in Journalism and Mass Communication
Elected Standing Committee on Teaching

Workshop Session
   Remixing and Redesigning Curriculum: Introducing the AEJMC Teaching Academy

Moderating/Presiding
   Patrick R. Johnson, Marquette and Briana Trifiro, Boston

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 (CSGE, ESCT)

8 a.m. to 5 p.m. / PC0003
Religion and Media Interest Group

Offsite Tour

Sacred Spaces Tour: Philadelphia Edition

Moderating/Presiding

name, affiliation

The annual Sacred Spaces Tours will explore a diversity of faith- and spirituality-based sites in Philadelphia. Given the city’s vast history and its numerous religious traditions, the tour will visit a sampling of some of the city’s most historically or culturally significant venues. However, participants are encouraged to use the tour as a launching pad for further exploration of religious venues across the metropolitan religion. The tour will be walking-based, so participants should wear comfortable footwear and dress for the weather conditions. A complete itinerary will be provided to participants closer to the conference.

9 a.m. to 4:30 p.m. / PC004

Mass Communication and Society Division, Participatory Journalism and Community Journalism Interest Groups

(Offsite) Workshop Session

Connecting Journalism Research and Practice

Moderating/Presiding

Jacob Nelson, Utah and Andrea Wenzel, Temple

Panelists

Danielle K. Brown, Michigan State
Sandra Clark, StoryCorps
Letrell Crittenden, American Press Institute
Tamar Wilner, Texas at Austin

This full-day offsite preconference will bring together researchers, journalists, and journalism support stakeholders interested in research that supports more equitable, engaged, and sustainable journalism & civic media. The workshop will critically explore efforts to make the cycle of journalism research more collaborative and impactful: from collaboratively developing research questions, to building and nurturing relationships between researchers and journalism stakeholders, to communicating findings and holding dialogues on recommendations for change. The workshop will begin with a “home truths” discussion examining critical points in this research cycle, based on a white paper recently published by the American Press Institute. We will then move to practitioner-researcher “speed dating” 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 possible interventions to support or create infrastructure for collaborative research. This preconference is part of an annual series organized 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 we also partner with the Journalism Bridging Project, a collaborative devoted to hatching initiatives to close the journalist-researcher gap. For more information contact Andrea Wenzel, Temple University, andrea.wenzel@temple.edu or Tamar Wilner, University of Texas, tamar.wilner@utexas.edu. In addition to registering via AEJMC, participants are required to fill out this google form as space is limited to 40 participants: bit.ly/AEJMC-Journalism-preconf-2024
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Noon to 5 p.m. / PC005

Center for Community News, University of Vermont and The Knight Foundation

Workshop Session
   Powering Local News: Universities Making a Difference

Moderating/Presiding
   Richard Watts, Director, Vermont

Center for Community News – Panels and discussions for university led reporting programs. Topics include statehouse reporting, election reporting, public media collaborations, environmental reporting and funding. More information at https://www.uvm.edu/ccn Pre-registration is required on the AEJMC conference website or at The Center for Community News.

1 p.m. to 5 p.m. / PC006

Communication Technology Division

Workshop Session
   AI-Driven Research Topics, Analytics Tools, and Publishing Opportunities

1:00 p.m.
Opening Keynote — The Future of AI-Driven Research
Speaker: name, affiliation

This could be an inspirational keynote speaker who could review the state of communication technology and the role that AI is playing in creating interest in Comm Tech research.

1:45 pm - 2:30 pm
Part I — Roundtable Discussions on AI Research Topics
Moderating/Presiding
   name, affiliation

This would be a highly interactive session, in which scholars will be given prompts to discuss issues and topics related to AI and areas of research that are needed at roundtables.

2:30 pm - 2:30 pm (Networking Break with Snacks)

3:00 pm - 4:00 pm
Part II — Innovative Computational Research Methods
Trainer:
   Michael Burke, Data Scientist in Communications, Brigham Young

This would be training on new methods of data collection and analysis (text mining using Google Colab and other fee tools)

4:00 pm - 5:00 pm
Part III — Publishing, Promotion, and Publicity
Moderating/Presiding
   name, affiliation
Panelists

Hazel Kwon, Co-Editor, *Journal of Communication Technology*; affiliation
Sonali Kudva, Co-Editor, *Journal of Communication Technology*; affiliation
Mustafa Oz, Tennessee, Knoxville
Anne Oeldorf-Hirsch, Connecticut

This would be a panel on how to get one’s work published in journals, news outlets, the university communications teams, the department’s newsletters, etc. It would also dive into how to develop one’s brand and reputation. Artificial Intelligence research is already underway, and many scholars are studying its impact on communication. This pre-conference workshop aims to allow attendees to meet with like-minded scholars at roundtables to discuss future research in AI. The workshop will include training on machine learning analytic tools, such as Google Colab, and provide pathways for AI researchers to publish and promote their work. Join us for an in-depth exploration of the frontiers of communication technology research. Pre-registration is required.

1 p.m. to 5 p.m. / PC007

**History Division**

Workshop Session

*Using the Tools of Digital Humanities in Journalism History and Media Research*

Moderating/Presiding

name, affiliation

Panelists

name, affiliation

The digitization of historical and current media content such as the Library of Congress’s Chronicling America, the Internet Archive/TV Archive, and other repositories has provided dynamic new research opportunities for journalism historians and others engaged in media research. Over the past decade, tools associated with what has come to be called digital humanities have enabled researchers to digest and analyze large groups of documents, images, videos, and other media at a scale not previously possible. These research methods range from large-scale textual analysis, sentiment analysis and topic modeling, to data visualization and geospatial analysis and more. The workshop would be geared both to attendees new to digital humanities as well as those who wish to expand their digital humanities toolkit. It will also explore how to incorporate digital humanities approaches in the classroom. Finally, while some of these tools and techniques do not require advanced technical skills other may require a degree of sophistication in using digital technology that goes beyond the skills of many of those in our community, we will discuss how to identify and partner with collaborators. Pre-registration is required. This workshop is sponsored by Lehigh University. For information contact Eliot King, Loyola University, eking@loyola.edu; Rob Wells, University of Maryland, robwells@umd.edu. (HIST).

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

**International Communication Division**

Workshop Session

*Conducting Comparative and Collaborative Journalism Research*
Political instability, growing economic inequalities, the emergence of AI and other new technologies, and increased polarization are complicating the journalism landscape worldwide. This pre-conference explores comparative research on journalism by looking at the methodologies behind, and preliminary empirical results from, the Worlds of Journalism Study (2021-2023). During this half-day session, we bring together WJS research from eight countries: Brazil, Costa Rica, El Salvador, Guatemala, Mexico, India, the UK, and the US. In the first panel, speakers will discuss the unique methodological and ethical challenges of journalism survey research, especially in countries without traditions of Western research, or where journalists routinely face threats and harassment. The second panel will offer preliminary findings from the WJS survey, providing a glimpse of the state of journalism and press freedom in various countries around the world. After the individual presentations, each panel will be followed by a roundtable discussion aimed at creating a space for important cross-country dialogue and collaboration around the future of comparative journalism research. Thank you to the School of Communication at The University of Miami for sponsoring the workshop. For information, contact Summer Harlow at summer.harlow@austin.utexas.edu (INTC).

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

Law and Policy Division

Workshop Session

Title

Moderating/Presiding

name, affiliation

Panelists

name, affiliation

Description

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

Newspaper and Online News Division

Workshop Session

Academic Job Market Readiness Workshop

Moderating/Presiding

name, affiliation

Panelists

name, affiliation
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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 face-time 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.

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

Public Relations Division

Workshop Session

Public Relations in the Public Forum: Leadership and Best Practices

Moderating/Presiding

Kathy R. Fitzpatrick, South Florida
Denise S. Bortree, Pennsylvania State
Karla K. Gower, Alabama
Christopher J. McCollough, Jacksonville State

1:00 to 1:50 p.m.
Part I – The Role of Public Relations and Organizational Leadership in Our Global Society – In Scholarship
Moderating/Presiding
Denise S. Bortree, Pennsylvania State

Panelists
Holly Overton, Pennsylvania State
Ejae Lee, Boston
Staci Smith, Utah Valley
Maria de Moya, Tennessee-Knoxville

2:00 to 2:50 p.m.
Part II – Risky Business: Corporate Activism and CEO Activism in a Polarized Communication Environment
Moderating/Presiding
Kathy R. Fitzpatrick, South Florida

Panelists
Roger Bolton, President, The Arthur W. Page Society
Will Crain, Head of CEO Communications Advisory, North America, Weber Shandwick
Gregg Feistman, Temple
Matthew Ragas, DePaul

3:00 to 3:50 p.m.
Part III – Public Relations as a Driver of Social Change – CPRE Perspective
Moderating/Presiding
Karla K. Gower, director, The Plank Center for Leadership in Public Relations, Alabama

Panelists
Adrienne A. Wallace, Grand Valley State
Regina M. Luttrell, Syracuse

4:00 to 4:50 p.m.
Part IV – Key Note: The Role of Ethical Listening in Leadership and Effective Practice
Moderating/Presiding
Christopher J. McCollough, Jacksonville State

Speaker
TBA

As companies and CEOs become more engaged in public debates on social and political issues, organizations are challenged to navigate the reputational and relational, as well as financial, risks of businesses and business leaders taking public stands on matters that bring heightened visibility and scrutiny to companies and their leaders. Although corporate activism and CEO activism are not new, today’s polarized communication environment creates new challenges for CEOs and their communication advisors in deciding whether, when why and how to engage on matters of public debate. In many situations, there is a fine line between informing conversations in constructive ways that position a company or CEO as a thought leader on a particular issue and becoming embroiled in a public controversy that puts a CEO and their company in a negative light among important stakeholders. There is also a risk that business and/or CEO involvement in social and political debates could have negative effects on societal advancement. Notably, the 2023 Edelman Trust Barometer found that businesses are expected to lead on societal issues and to be “an ethical force for good in the world.” So, what is a public relations leader to do when charged with providing advice and counsel to company executives contemplating the benefits and impacts of corporate activism and CEO activism? That is the question taken up by three panels of distinguished communication experts. Our first session will bring together some of the top scholars in the discipline examining different facets of leadership and effective practice to consider the discipline’s role in relationship to our current global climate. The second session will consider the industry perspective, blending the viewpoint of scholars and industry leaders on the impacts of activism on CEOs and the companies they lead, on the role of public relations in practice, and on reputation, relationships and the bottom line. Our third session will bring together members of the Commission on Public Relations Education’s research team to talk about public relations and its role as a driver of social change and its impact on the public relations classroom. Finally, the session will close with a keynote speaker discussing the role of listening in ethical leadership and public relations practice. Pre-registration is required. Location TBA.

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

Visual Communication and Magazine Media Divisions

Workshop Session
Creativity and Responsibility in the Age of AI

Moderating/Presiding
Ivy Ashe, Florida Atlantic and Keith Greenwood, Missouri

Panelists
AJ Chavar, Syracuse Journalism Fellow/New York Times Research & Development
Alex Treaster, Kansas
Huyen Nguyen, Kansas State
David Grewe, California State, Northridge
Tara Pixley, Temple
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Raymond Thompson, Texas
Ross Taylor, Colorado Boulder
Todd Holmes, California State
Shane Epping, Wyoming
Phylis West, San José State
Tina Korani, San José State

What does the future of visual storytelling look like? What new visual skills do students need to know in order to succeed in their future careers? How can faculty members bring new technology into the classroom while helping students navigate a world of deepfakes and visual misinformation? We’ll go over these questions and more during the Creativity and Responsibility in the Age of AI preconference session. Hosted by the Magazine Media Division and Visual Communication Division, the session features workshops from industry and academic professionals as well as discussion panels. This preconference begins with an introduction to key visual technologies that faculty should be familiar with: 3D, XR (mixed-reality), and AI. We’ll go over how to use AI-generated media assets in the classroom, and how to incorporate immersive storytelling techniques into assignments. Panel talks feature discussions about ethical use of new visual technology and the implications of visual misinformation. Pre-registration is required. Please contact Ivy Ashe (iashe@fau.edu) or Keith Greenwood (greenwoodk@missouri.edu) for additional information.

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

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

Workshop Session

Women Faculty Moving Forward: Freedom to Succeed

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

Keynote Speaker
Teresa Mastin, vice provost and associate vice president for faculty and academic staff affairs, and president-elect AEJMC, Michigan State

Panelists
Cory Armstrong, Nebraska-Lincoln
Louisa Ha, Bowling Green State
Amanda Hinnant, Missouri
Meg Heckman, Northeastern
Marquita Smith, Mississippi

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

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

Small Programs and Internships and Careers Interest Groups

2024 AEJMC Philadelphia, PA Conference Program Copy
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Workshop Session
The Great Disengagement: Strategies for Reaching Students

1 to 1:10 p.m. — Introduction
Brian Steffen, Simpson College

1:15 p.m. to 2:45 p.m.
Part I — What is the Great Disengagement?

Moderating/Presiding
Brian Steffen, Simpson College

Panelists
Michael Longinow, Biola
Thomas Moore, CUNY-York
Pam Parry, Southeast Missouri

2:55 p.m. to 3:55 p.m.
Part II — Great Ideas for Teaching for Engagement

Moderating/Presiding
Jackie Incollingo, Rider
Cessna Winslow, Tarleton State

Panelists
Crisis Simulation and Post Covid Learning: Will It Survive?
Kay L. Colley, Jenny Dean,
and Wendy Moore, Texas Wesleyan
The Alumni All-Stars Summer Writing Course
Doug Mendenhall, Abilene Christian
Classical Narrative Structure, Freytag’s Pyramid and Multimedia Sequencing
Jack Zibluk, Tennessee-Chattanooga
AP Style Intro Competition
Jodie Gil, Southern Connecticut State
Partnerships, Promotion, Pop Culture & Pedagogy
Chandler Harriss, Tennessee-Chattanooga

4:00 p.m. to 5:00 p.m.
Part III — Internships and Career Development as Re-Engagement Tools

Moderating/Presiding
Brian Steffen, Simpson College

Panelists
Lisa Carponelli, Simpson
Erin Kim-Cho, Grand View
Amy McCoy, Drake
Kate Step aniuc, North Carolina A&T
Michael Ray Smith, LCC International

The COVID-19 pandemic had far-reaching impacts on higher education, including what some experts are calling ‘The Great Disengagement,’ the loss of student learning and interest in pursuing a degree in JMC and
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many other disciplines. The switch to online learning, collapse of student activities, and the growing sense that a college degree costs more than it’s worth all contributed to this condition. In this preconference session, SPIG & ICIG will explore the nature of the problem and how teaching and advising in JMC programs can reconnect students to their educations.

1 p.m. to 5 p.m. / PC015

Association for Education in Journalism and Mass Communication Appointed Committee on Career Development

Workshop Session
“…and One Third Service”: Identifying Appropriate Levels of Academic and Professional Service for Your Job

Moderating/Presiding
Steve Bien-Aimé, Kansas

Panelists
Herman Howard, Jarvis Christian
Jensen Moore, Oklahoma
Kym Fox, Texas State
Hong Cheng, Southern Illinois
Diana Martinelli, West Virginia
Raul Reis, North Carolina at Chapel Hill

This preconference comprises three sessions, each focusing on different academic levels: Tenure-track Assistant Professors, Nontenure track teaching programs and Industry Professionals, Tenured Professors (Associate and Full). Each session covers appropriate and typical levels of service and related expectations. You will hear from experts on what is needed and there will also be ample time for questions. Participants can attend all or just some of the sessions. A detailed program will be provided for registered attendees.

1 to 6 p.m. / PC016

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)

2023-24 Jennifer H. McGill Fellows (Incoming)
Masudul Biswas, Loyola
Bill Cassidy, Northern Illinois
Deborah Chung, Kentucky
Sydney Dillard, DePaul
Nathaniel Frederick, II, Winthrop
YoungAh Lee, Ball State
Regina Luttrell, Syracuse
Nathian Shae Rodriguez, San Diego State

Session open only to IDL Jennifer H. McGill Fellows.
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1 p.m. to 7 p.m. / PC017

Association for Education in Journalism and Mass Communication

Business Session

AEJMC Board of Directors, 2024-24

Moderating/Presiding

Linda Aldoory, American, President, AEJMC 2023-24

AEJMC Board Members Only.

5 p.m. to 6 p.m. / PC018

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

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. Thanks to the Scripps Howard Fund for their support of this event. By invitation only.

6:30 p.m. to 8 p.m. / PC019

Association for Education in Journalism and Mass Communication

and Association of Schools of Journalism and Mass Communication

Reception

Institute for Diverse Leadership in Journalism and Communication (IDL)

Session open only to IDL Jennifer H. McGill current and past Fellows.

7:30 p.m. to 10 p.m. / PC020

History Division

Session

Awards Gala

Moderating/Presiding

Rachel Grant, Florida and Brian Creech, Lehigh
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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.