

Wednesday, August 6, 2025

8 a.m. to 5 p.m. / PC01

(OFF Site) - University of San Francisco

Advertising Division

Off-site Workshop Session

Advertising Creativity in the Age of AI

Moderating/Presiding

Juliana Fernandes, Florida

Samuel M. Tham, Colorado State

Sabrina Habib, South Carolina

Marthinus JC van Loggerenberg, San Francisco

Panelists

Jill Ballard, San Francisco

Carie Cunningham, Roku

Sabrina Habib, South Carolina

Jeongmin Ham, Florida

Cameron Higginbotham, Goodby Silverstein & Partners

Sarah Johnson, SAMY Alliance

Kimberly Kelling, Latitude

Sarai Nunez, Yellow House Consulting and University of Miami

Ross Patrick, Academy of Art University and XTRA BOLD AI

Jason Porter, South Carolina

Paul Sears, The Navigator Collective

Jessica Van Sack-Downey, Yellow House Consulting

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 teaching pre-conference focused on Creativity and AI. 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, including a hands-on content creation session. Pre-registration is required.

8 a.m. to Noon / PC02

Commission on Graduate Education

Workshop Session

Remixing and Redesigning Curriculum: 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,

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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. Pre-registration is required.

8 a.m. to Noon / PC03

Association for Education in Journalism and Mass Communication Elected Standing Committee on Publications

Workshop Session

Rethinking Peer Review: Overcoming Challenges and Advancing Innovation

Moderating/Presiding

Chelsea J. Reynolds, Arizona State

Peer review faces existential threats. Artificial intelligence, reviewer recruitment, and reviewer recognition remain central concerns for our field. This preconference brings together journal editors, Publications Committee members, board members, and authors to envision a brighter future for peer review at AEJMC. Through panels, trainings, and workshops, attendees will learn how to 1) identify characteristics of strong peer reviews, 2) write substantive and constructive reviews tailored for AEJMC authors, and 3) handle reviews that do not meet the ethical or editorial standards expected in mass communication scholarship. Attendees are encouraged to share their experiences as editors and reviewers. We will brainstorm potential interventions for improving the culture of peer review at AEJMC. Graduate students are welcome.

9 a.m. to 4:30 p.m. / PC04

(OFF Site) –

Northwestern University, San Francisco Campus, 44 Montgomery St. 18th Floor, San Francisco, CA 94104

Participatory Journalism Interest Group

Offsite Workshop Session

Engaged Journalism Exchange 2025: Organizing for Care Remixing and Redesigning Curriculum: AEJMC Teaching Academy

Moderating/Presiding

Jacob L. Nelson, Utah and **Andrea Wenzel**, Temple

Panelists

Madeleine Bair, El Típano
Carla Murphy, Rutgers-Newark
Anita Varma, Texas at Austin

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 will once again be held as an AEJMC preconference. This preconference is co-sponsored by AEJMC's Participatory Interest Group. Big thanks to our financial sponsors: Center for Community-Engaged Media (Temple University's Klein College), Media,

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Inequality, and Change Center (University of Pennsylvania), the Minnesota Journalism Center (University of Minnesota), and the University of Utah's Department of Communication.

Cost: \$25 for university-affiliated faculty, FREE for graduate students, practitioners, and community members. Space is limited and pre-registration is required. In addition to registering via AEJMC, please sign up here: <https://bit.ly/EJE2025>. Pre-registration is required.

10 a.m. to 1 p.m. / PC05

The Arthur W. Page Center for Integrity in Public Communication

Graduate Student Lab Group Workshop

Moderating/Presiding

Denise Sevick Bortree, Page Center Director

The Page Center Graduate Student Lab Group was founded in 2015 to promote student-led collaborative research in corporate and public communication. Lab group members lead innovative research projects that tackle real-world communication issues under the guidance of stellar faculty members in the Donald P. Bellisario College of Communications. The group frequently hosts training workshops that cover a variety of important topics such as grant writing, computational methods, and public relations curriculum development. By invitation only.

11 a.m. to 6 p.m. / PC06

Visual Communication and Magazine Media Divisions

Workshop Session

Visual Reality Under Emerging Technologies: AI, VR, and Beyond

Sessions I - IV

Moderating/Presiding

Huyen Nguyen, Kansas State

Session I — [11:00 am to 12:20 pm]

Benefits of Generative AI in Enhancing Media Production and News Consumption

Panelists

Adonis Durado, Ohio

Huyen Nguyen, Kansas State

Shannon Zenner, Elon

Michael Oetken, Kansas State

Madison Neal, Kansas State

Session II — [11:00 am to 12:20 pm]

Leveraging AI In Social Media Content Development

Panelists

Ivy Ashe, Florida Atlantic

Andrea Hall, Middle Tennessee State

Jana Thomas, Kansas State

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Alex Treaster, Kansas

Session III — [12:30 pm to 1:50 pm]

Quick Multimedia Pivots that Fit Onto Legacy Coursework

Panelists

Ivy Ashe, Florida Atlantic

Lourdes Cueva Chacón, San Diego State

Jennifer Wilson, Drake

Shannon Zenner, Elon

Jacqueline Merino, Kent State

Session IV — [12:30 pm to 1:50 pm]

Innovative Magazine Business Models

Panelists

Lydia Cheng, Sydney

Robert Magee, Mississippi

Huyen Nguyen, Kansas State

Carol Terracina-Hartman, Murray State

Qian Yu, Eastern New Mexico

Session V — [2:00 pm to 3:00 pm]

Moderating/Presiding

Yung Soo Kim, Kentucky and **Ivy Ashe**, Florida Atlantic

Keynote Speaker

Jason Porter, South Carolina

Sessions VI - IX

Moderating/Presiding

Keith Greenwood, Missouri

Session VI — [3:10 pm to 4:30 pm]

How Technology Is Reshaping the Bounds of Ethical and Practice-Based Norms, and How to Prepare for It

Panelists

Ross Taylor, Colorado-Boulder

Lisa Krantz, Montana

Patrick Ferrucci, Colorado-Boulder

Shane Epping, Wyoming

Deb Pastner, Texas

Session VII — [3:10 pm to 4:30 pm]

Artificial Imagery, Real Consequences: How AI Disclosure Shapes News Credibility

Panelists

Shannon Zenner, Elon

Tara Mortensen, South Carolina

Laura Ruel, North Carolina at Chapel Hill

Lee Rainie, Director, Imagining the Digital Future Center, Elon

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Session VIII — [4:40pm to 6:00 pm]

The Burden of Visual Truth in the Age of AI: Who Bears It and How?

Moderating/Presiding

Keith Greenwood, Missouri

Panelists

Chad Owsley, Nebraska, Omaha

Mary Angela Bock, Texas at Austin

Ryan Thomas, Washington State

Discussant

Yung Soo Kim, Kentucky

Session IX — [4:40 pm to 6:00 pm]

Visual Narratives in Politics: The Impact of Generative AI and Emerging Technologies

Moderating/Presiding

Xin Jin, Software Technology Center Asia, Microsoft

Panelists

Sha Qiu, Department of Communication, University of Macau

Yundi Zhang, School of Journalism, Fudan University

Zidong Wei, TOU Visual and Music Studio

Yalong Xiao, School of Humanities, Central South University

Jie Feng, School of Humanities, Central South University

Zhuolin Zhu, School of Humanities, Central South University

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? Pre-registration is required.

11 a.m. to 5 p.m. / PC07

Religion and Media Interest Group

Offsite Tour

Sacred Spaces Tour: San Francisco Bay Area Edition

Moderating/Presiding

Omar Hammad, Rutgers

The annual Sacred Spaces Tours will explore faith- and spirituality-based sites in the San Francisco Bay Area, including a guided visit to Zaytuna College in Berkeley, which is the first accredited Muslim undergraduate college in the United States; and Berkeley Buddhist Temple, which was founded over a century ago by Japanese immigrants. Given the vast history of the Bay Area and the region's numerous religious traditions, participants are encouraged to use the tour as a launching pad for further exploration of faith-based sites. Participants should wear comfortable footwear and dress for the area's weather conditions. A complete itinerary will be provided to participants closer to the

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conference. For additional information contact Omar Hammad at omh9@rutgers.edu

11 a.m. to 5 p.m. / PC08

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)

2024-25 Jennifer H. McGill Fellows (Outgoing)

Lucinda Austin, North Carolina at Chapel Hill

Dhiman Chattopadhyay, Shippensburg

Meredith D. Clark, North Carolina at Chapel Hill

Marlene Neill, Baylor

Juliet Pinto, Pennsylvania State

Adina Schneeweis, Oakland

Amy Simons, Missouri

Session open only to IDL Jennifer H. McGill Fellows.

1 p.m. to 5 p.m. / PC09

International Communication Division

Workshop Session

Publishing Comparative and Collaborative Journalism Research: Worlds of Journalism Phase 3

Moderating/Presiding

Ammina Kothari, Dean Gwen Ifill School of Media, Humanities and Social Sciences

Panelists

Tim Vos, Michigan State

Lourdes Cueva Chacón, San Diego State

Celeste González de Bustamante, Texas at Austin

Jeannine E. Relly, Arizona

Discussant

Jyotika Ramaprasad, Miami

Pre-conference Worlds of Journalism Phase 3 Collaboration workshop

1 p.m. to 5 p.m. / PC10

Law and Policy Division

Part I — PFR Session

“Requiring Responsibility: Reinterpreting the Press Clause to Include Duties and Expanded Rights”

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Moderating/Presiding

W. Joseph Campbell, American

Panelists

Angie Chuang, Colorado

Ed Wasserman, California-Berkeley

Anthony Fargo, Indiana

John C. Watson, American

This panel will address making fact checking a required part of news and documentaries that focus on policy makers and influencers, expanding the press clause to encompass media that embrace a civic function, and requiring responsible journalism.

Part II — Award Session

Michael Hoefges Research Grant

Moderating/Presiding

Erin Coyle, Temple

Recipients

Ershad K. Khan, Colorado-Boulder

Michelle Gomez, Marquette

Recipients of 2025 Michael Hoefges Research Grants will share their research and receive guidance from audience members.

Part III — PFR Session

The First Amendment Takes on State Tech Laws: How Far Can the Government Go in Regulating Tech and AI?

Moderating/Presiding

Daxton Stewart, Texas Christian

Panelists

David Greene, Electronic Frontier Foundation

Jessica Shaw, Temple

Jeremy Littau, Lehigh

Rosie Jahng, Wayne State

Many states, particularly California, have passed laws in recent years targeting technology and AI in ways that have drawn First Amendment challenges. From privacy protection to age verification laws, to TikTok bans, to regulation of AI and deepfakes for political campaign speech, these laws are being tested in court as potentially over broad and heavy-handed approaches that trod on classic free speech principles. This panel would bring area tech lawyers and advocates from Electronic Frontier Foundation and other organizations, as well as media law and tech scholars to discuss the challenges of drafting laws that both meaningfully solve challenges presented by tech and AI while also preserving these free speech values.

1 p.m. to 5 p.m. / PC11

Newspaper and Online News Division

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Workshop Session

Academic Job Market Readiness Workshop

Moderating/Presiding

Chris Etheridge, Kansas

Panelists

Michael Clay Carey, Samford

Brian Delaney, Auburn

Nisha Garud-Patkar, San José State

Amber Hinsley, Texas State

Logan Molyneux, Temple

Chad Painter, Dayton

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.

1 p.m. to 5 p.m. / PC12

[1:00 to 1:50 p.m.]

Part I – Exploring Teaching Strategies to Combat DEI Pushback in the PR Classroom

Co-Sponsored by Commission on Public Relations Education and Public Relations Division

Moderating/Presiding

Sun Young Lee, Maryland

Panelists

Dean Mundy, Oregon

Juan Mundel, Michigan State

Maria De Moya, Tennessee

Sarah Aghazadeh, American

[2:00 to 2:50 p.m.]

Part II – Navigating the Minefield: Researching “Controversial” Topics in a Shifting Social Landscape

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

Moderating/Presiding

Denise Bortree, Pennsylvania State

Panelists

Luke Capizzo, Michigan State

Nicole Lee, Arizona State

Holly Overton, Pennsylvania State

[3:00 to 3:50 p.m.]

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Part III – Principled leadership in troubled times: Best practices among practitioners

Moderating/Presiding

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

Panelists

TBA

[4:00 to 4:50 p.m.]

Part IV – Interactive workshop: New Insights from Practitioners & Educators on DEI Pushback

Co-Sponsored by Commission on Public Relations Education and Public Relations Division

Facilitator

Sheryl Battles, Co-Chair DEI Advisory Board, Arthur Page Society, and Former Vice President, Global Diversity, Inclusion & Engagement at Pitney Bowes

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.

1 p.m. to 5 p.m. / PC13

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

Workshop Session

Women Faculty Moving Forward: Pathways to Success

Moderating/Presiding

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

Keynote Speaker

Andrea Miller, Dean, Gaylord College of Journalism and Mass Communication, Oklahoma

Panelists

Lisa Burns, Quinnipiac
Katie Foss, Middle Tennessee State
Melita Garza, Illinois-Urbana Champaign
Stacey Hust, Washington State
Miglena Sternadori, Texas Tech

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 CSW and the Kopenhagen Center during the year and

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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.

1 p.m. to 5 p.m. / PC14

Internships and Careers Interest Group

Workshop Session

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

Moderating/Presiding

Chelsea J. Reynolds, Arizona State

Panelists

Jesús Ayala, California State, Long Beach

Debbie Davis, Texas Tech

Cody Hays, Arizona State

Muhammad Fahad Humayun, Evansville

Will Mari, Louisiana State

Amy Kristin Sanders, Pennsylvania State

Danielle K. Brown, Michigan State

Jeff Ranta, Coastal Carolina

Hal Vincent, Elon

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. Pre-registration is required.

1 p.m. to 5 p.m. / PC15

Small Programs Interest Group

[1 to 2:10 p.m.]

Workshop Session

Adventures Abroad: Navigating the Ups and Downs of Study Abroad Programs

Moderating/Presiding

Rachele Kanigel, San Francisco State

Panelists

Vivian B. Martin, Central Connecticut State

Darren Sweeney, Central Connecticut State

Shenid Bhayroo, Saint Joseph's University

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Study abroad enriches students but brings challenges. This panel explores its benefits – global reporting skills, cultural awareness – and pitfalls like misunderstandings and ethics.

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

Workshop Session

Teaching Tips from Teachers of the Year

Moderating/Presiding

Cindy Simoneau, Southern Connecticut State

Panelists

Doug Mendenhall, Abilene Christian

Ecaterina Stepaniuc, North Carolina A&T State

Jackie Incollingo, Rider University

In the 30th anniversary of SPIG, this panel of past Teachers of the Year recipients will provide insights and teaching tips, sharing pedagogy and course management ideas.

[3:40 to 5 p.m.]

Workshop Session

Great Ideas for Teaching (GIFTs) for Small Programs

Moderating/Presiding

Jackie Incollingo, Rider University

GIFT Winners/Presenters

Debating Issues in Communication

Marti Maguire, William Peace

Go Fish the News: Creating Card Games to Explore Journalism History

Vivian B. Martin, Central Connecticut State

GIFT Presenters

Creating AI Chatbots For Transmedia Storytelling Projects Focused on User Experiences

Arly Faundes, Pontificia Universidad Católica de Chile

Modeling An NPR News Story for an Audio Production Class

Ted Petersen, Florida Institute of Technology

Brand Media for Bosses

Jennifer Wilson, Drake

Visiting a Local Bookstore: A Media Economics Field Trip

Jeremy Sarachan, St. John Fisher

Beyond Copy & Paste: Teaching Ethical AI Integration Through Annotated Bibliographies

David Painter, Rollins College

1 p.m. to 5 p.m. / PC16

Sports Communication Interest Group

Workshop Session

More Than a Brand: Sports as a Societal Institution

Moderating/Presiding

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Brian Petrotta, Nebraska-Lincoln

Session I - [1:00 - 2:10 p.m.]

Sport Journalism: Pedagogy and Ethics

This comprehensive roundtable teaching discussion will focus on a variety of ethical topics related to sports journalism. Panelists will explore success stories and challenges in working with campus athletics departments. Additional topics include athletes' self-branding, social change, and sports' critical role in society and community.

Panelists

Nicole Kraft, Ohio State

Betsy Emmons, Nebraska-Lincoln

Session II - [2:20 - 3:35 p.m.]

Beyond Social Media: Other ways to work for sports brands

This section of the workshop will explore careers within the sports landscape that go beyond social media positions. With the help of industry professionals and educators within the space, we'll discuss the best way to introduce students to careers in community relations and CSR, creative media, and the growing NIL space.

Panelists

Elizabeth Cox, Kansas

Shannon Scovel, Tennessee

Larissa Leck, Assistant Athletic Director for Creative Services, Cal Athletics

Davis Filippelli, TeamworkOnline

Session III - [3:45 - 5:00 p.m.]

AI - Drawing Ethical Lines in Sports Media

This interactive workshop serves to bring instructors together to discuss best practices in implementing and/or prohibiting the use of generative AI in sports communication classes. Participants will also share best practices in addressing AI for online classes and how instructors can best use AI for grading and course preparation. In addition, Nicole Kraft (The Ohio State University) offers insights from working with Forbes AI. Pre-registration is required.

1 p.m. to 7 p.m. / PC17

Association for Education in Journalism and Mass Communication

Business Session

AEJMC Board of Directors, 2024-25

Moderating/Presiding

Teresa Mastin, Michigan State, President, AEJMC 2024-25

AEJMC Board Members Only.

5 p.m. to 6 p.m. / PC18

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

Reception for Kopenhagen Center Fellows, Present and Past

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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.

7:30 p.m. to 10 p.m. / PC19

History Division

Session

Awards Gala

Moderating/Presiding

Brian Creech, Lehigh and **Caitlin Cieslik-Miskimen**, Idaho

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.