

Friday, August 8, 2025

8 to 9:15 a.m. / F000

Broadcast and Mobile Journalism and Newspaper and Online News Divisions

Teaching Panel Session

Does X Still Mark the Spot? Teaching Aspiring Media Professionals How to Market Themselves in a World without #MediaTwitter

Teaching students how to form and express their personal brand before going on the job market has become a necessity in mass communication curricula. Twitter, because of its popularity among journalists, has been an important avenue for communicating that personal brand for the past 15 years. However, since Elon Musk transformed the platform into X, several prominent media personalities and decision makers have decreased or ceased usage. As we meet in the home of Meta, LinkedIn and, until recently, X, this panel will explore what role X plays in today's personal branding strategy for aspiring media professionals, as well as assignments and insights for using other social media platforms to help students achieve their career goals.

8 to 9:15 a.m. / F000

Minorities and Communication Division and Commission on the Status of Minorities

PFR Panel Session

Joy as Resistance: Finding Happiness and Purpose in Academia When DEI is Under Fire

The panel will start with a timeline/list of anti-DEI actions at the state gubernatorial/legislative, university, U.S. Supreme Court, and Congressional levels. A map of states and/or state university systems that have taken actions against DEI or teaching/research on race issues may be helpful as well. Each of the panelists, who will ideally reflect a range of states and types of institutions, as well as faculty ranks and roles, will open with a description of the circumstances of their academic lives in recent years. They can also address the impacts on their diverse students, and/or the demographics of students in their institution. We'll move into ideas for not only coping with these challenges, but also ways to cultivate joy, community, and resistance in today's academia. We'll also acknowledge the vulnerabilities of faculty in hostile environments, particularly tenure-track and contingent faculty, and how factors like faculty rank, financial stability (aka level of socioeconomic privilege), your geographical location, and family can factor into the equation.

8 to 9:15 a.m. / F000

Public Relations and Media Ethics Divisions

PFR Panel Session

How and When Organizations Should Address Mis/Disinformation: Understanding a Multifaceted Threat

This panel would involve Edelman (a global communications firm) and ideally become an annual Edelman panel on different topics. PRD has a relationship established with Edelman already and is trying to evolve and become more accessible in terms of programing. This will bring an opportunity to include leading experts in the field of mis/disinformation to contribute to this conversation. Edelman would provide at least one speaker this year who would talk about how they advise and strategize with clients to 1) prepare for mis/disinformation targeting their

organization, 2) manage mis/disinformation when it implicates their organization, and 3) how we can educate or manage an organization's publics in identifying false information before it becomes a problem.

8 to 9:15 a.m. / F000

Scholastic Journalism Division and Internships and Careers Interest Group

Teaching Panel Session

High-Impact Learning: Alternative Assessment in Journalism and Mass Communication

No rubric captures the whole picture when it comes to student learning. Panel will discuss our research & experiences, propose implementation strategies, introduce assessment models and challenge preconceived notions about teaching & evaluation.

8 to 9:15 a.m. / F000

Lesbian, Gay, Bisexual, Transgender, Queer Interest Group and History Division

PFR Panel Session

Queer Voices: Media's Role in Shaping San Francisco's LGBTQ+ Narrative

This panel examines the vital role of queer media in the queer rights movement in San Francisco, highlighting its connections to the broader national struggle for LGBTQ+ rights. Historically, queer journalism has been instrumental in fostering community, amplifying marginalized voices, and advocating for social change. Panelists will discuss various media outlets and their contributions to telling the stories of, and advocating for, queer individuals in San Francisco, throughout California, and across the United States.

8 to 9:15 a.m. / F000

Small Programs Interest Group and Communication Theory and Methodology Division

Teaching Panel Session

Put This Another Way: Journalism Pedagogy in Programs that Rare Post-Journalism

Journalism is not the academic discipline it was 20 years ago. That's especially true at smaller colleges and universities whose shrinking budgets have caused consolidation of what used to be entire journalism or media programs. This panel will explore how faculty trained (or career experienced) in journalism and media have found ways to bring practical journalism training into a liberal arts model, an English or Business curriculum, or other places in the university milieu. Bring your insights and concerns.

9:45 to 11 a.m. / F000

History and Law and Policy Divisions

Research Panel Session

What Should Media History Research Do?

This panel will take on these questions, beginning with the proposition that historical research is a verb. It will offer ideas and perspectives to encourage a more energized and interactive media history whose relevance to the wider communication field becomes self-evident.

9:45 to 11 a.m. / F000

International Communication and Media Ethics Divisions

PFR Panel Session

A Global Comparison of Ethical Practices and Information Literacy of Journalists and Content Creators

This panel will address the PFR issues of content creators based a large global UNESCO study of journalists and content creators of 44 countries and a special administrative zone across six continents. The mixed methods study with original interviews and survey results revealing the ethical practices, information literacy, sourcing and information sharing practices on social media of these social media influencers in both Global North and Global South countries.

9:45 to 11 a.m. / F000

Mass Communication and Society Division and Lesbian, Gay, Bisexual, Transgender, Queer Interest Group

Research Panel Session

Drag Queens in American Media: Assessing the Landscape in 2025

This panel will explore the evolving landscape of drag culture and LGBTQ+ representation considering recent legislative challenges. It will examine the alarming rise of censorship targeting sexual speech in public libraries, schools, and online spaces, situating these efforts within a broader societal “sex panic” that has led to drag bans in several states. The discussion will also focus on the shift in media representation of drag, analyzing its implications for LGBTQ+ activism and visibility, and the role of drag queens in advertising, considering how their presence influences mainstream audiences and contributes to broader conversations about identity and representation. This comprehensive exploration not only highlights the resilience of drag culture but also critically examines the intersections of media, politics, and social justice.

9:45 to 11 a.m. / F000

Scholastic Journalism and Political Communications Divisions

Teaching Panel Session

The Student Press in an Election Year

This panel will examine how media advisers tasked with leading college & high school newsrooms helped their students plan coverage and maneuver political tensions during the 2024 election cycle.

9:45 to 11 a.m. / F000

Sports Communication Interest Group and Commission on the Status Women

Teaching Panel Session

Advancing Diversity and Inclusion in Sport Communication: Challenges and Opportunities for Undergraduate Education

This panel aims to foster an interdisciplinary dialogue as we explore the critical intersection of diversity, inclusion, and sport communication, with a focus on application for undergraduate education. As sport continues to be a central platform for social discourse, it is essential that communication strategies in sport branding, promotion, journalism, and broadcasting recognize and address issues of diversity. Panelists will discuss innovative approaches to integrating issues of race, gender, and representation into sport communication and leadership curricula, ensuring students are equipped with the cultural competence necessary for current and future industry roles. Topics will include strategies for fostering inclusivity in sports journalism, challenges in promoting diverse voices in sports media, the role of sport branding in shaping societal perceptions, and the opportunities inherent in internal communication and leadership roles in sport organizations. This discussion will provide insights for educators, administrators, internship coordinators, and student media production advisors; addressing how to create more inclusive and equitable spaces in sport communication, both in classrooms and in the professional field.

11:30 a.m. to 12:45 p.m. / F000

Advertising Division

PFR Panel Session

Unlocking Opportunities: Networking and Mentorship for Graduate Students and Early Career Scholars for your Academic Journey.

This panel provides a hands-on and interactive environment for graduate students and early-career scholars to network with senior scholars or their peers, preparing them with essential skills to become well-rounded academic professionals. Our panel guides newbies through networking opportunities that could otherwise be intimidating. We connect graduate students and early-career researchers to established scholars, allowing for valuable mentorship and collaboration. Furthermore, by providing a venue for attendees from all over the world and from all backgrounds to interact and learn from one another, this event encourages global and cultural diversity.

11:30 a.m. to 12:45 p.m. / F000

Broadcast and Mobile Journalism and Communication Theory and Methodology Divisions

PFR Panel Session

AI Summaries and Assistants: Accuracy, Reliability and Validity Concerns

By 2025, mainstream adoption of AI summaries and assistants will be happening without many guardrails. The UN emphasizes human rights, but California's governor recently vetoed AI protections that were overwhelmingly supported by the legislature. Two presidential executive orders speak broadly about concerns. Paid data measurement and social media sites violate ethical and social scientific rules of transparency in methodologies, yet comment, content and reviews summaries appear to be popular on Amazon and Meta AI. Tools, such as Truescope, Sprinklr and Hootsuite use basic AI functions, but more are on the way. This panel will bring academics and industry leaders to talk about the issues.

11:30 a.m. to 12:45 p.m. / F000

Communicating Science, Health, Environment and Risk and Visual Communications Divisions

PFR Panel Session

Visualize Science Communication for Impactful Journalism

This panel delves into the critical role of visual storytelling in science communication and journalism, showcasing diverse perspectives from academia and industry. John Smock will discuss The Power of AI Imagery, exploring how academic institutions can leverage AI visuals while addressing ethical challenges in internal and external communications. Together, the panelists will provide valuable insights into the future of science communication and journalism through powerful and ethical use of visuals.

11:30 a.m. to 12:45 p.m. / F000

Cultural and Critical Studies and Mass Communication and Society Divisions

Research Panel Session

**What's in a Meme: Navigating the Promise and Complexities of Memetic Research
Across Cultural, Political, and National Contexts**

This panel will map out the landscape of memetic research and will showcase how memes, as artifacts of communication, can provide researchers with rich insights into diverse cultural practices and meaning-making processes with political implications.

11:30 a.m. to 12:45 p.m. / F000

Magazine Media and Minorities and Communication Divisions

Teaching Panel Session

Teaching Diversity and Inclusion in Media and Communication Classrooms

This annual panel welcomes all participants who incorporate DEIB education in their journalism, media, and communication classrooms. Creative activities, lessons, and assignments will be shared.

11:30 a.m. to 12:45 p.m. / F000

Newspaper and Online News and Media Management, Economics and Entrepreneurship Divisions

PFR Panel Session

**Developments in Funded Journalism for Local News and Quality Journalism:
Best Practices and Accountability**

This panel will introduce the latest development in funded journalism by philanthropies including the use of intermediaries in funding and national funding support for local news such as the Press Forward movement in addition to the local philanthropic organizations and how these funded journalisms have improved quality in journalism especially investigative journalism and a discussion of best practices in maintaining autonomy for the newsrooms. This will enable members who are educators and journalists to learn the operation of these funders, latest trend in funded journalism and how the funding can be sustainable to increase trust in news and enhance quality of journalism. The panelists include key executives of intermediaries between funders and news organizations, funding organizations and news media.

11:30 a.m. to 12:45 p.m. / F000

Public Relations and International Communication Divisions

Research Panel Session

Tracing the Evolution of Public Relations in Africa: Colonial Roots to Contemporary Practice

This panel will delve into the historical development of public relations (PR) in Africa, tracing its transformation from the colonial period to modern times. The panel will explore how PR was initially used as a tool of control and influence by colonial administrations to manage their image, communicate policies, and suppress dissent. It will then shift focus to the post-colonial era, examining how newly independent African nations adapted and reshaped PR to fit the needs of their diverse, rapidly evolving societies. This discussion will cover key shifts, including the use of PR to support economic development, governmental transparency, and civil society engagement in a digitalized world. By comparing these two eras, the panel seeks to provide a comprehensive understanding of how PR practices in Africa have evolved in response to changing political, social, and economic landscapes.

11:30 a.m. to 12:45 p.m. / F000

Internships and Careers and Small Programs Interest Groups

Teaching Panel Session

From Momentous Change to Leadership: Preparing our Students for Communication Careers

This panel will address how communication professionals do not consider Generation Z to be “work ready.” While Gen Z has expertise in several areas, their problem-solving abilities, ethics knowledge, interpersonal skills, emotional intelligence, and understanding of office politics may leave them behind – especially as many are working in the momentous workplace changes – remote and hybrid environments, or, conversely, returning from remote and hybrid learning models to working in person. Of particular focus for the panelists will be how professors can deliver post-pandemic classes, extracurricular experiences, experiential learning through classes, and internships, that will help ensure our students are better prepared for entry level work and leadership.

1:15 p.m. to 2:30 p.m. / F000

Communication Technology and Communicating Science, Health, Environment and Risk Divisions

Teaching Panel Session

Leveraging Large Language Models (LLMs) in the Classroom: Strategic Approaches for Faculty and Students

This panel will explore the strategic use of Large Language Models (LLMs) like ChatGPT by both faculty and students, focusing on the critical consumption of AI in teaching health, science, environment, and risk communication. The discussion will emphasize how LLMs can enhance learning, critical thinking, technological competency, and communication skills while addressing the ethical implications and challenges of using these tools. Faculty can leverage AI to create personalized learning paths, provide real-time feedback, and support data-driven projects. At the same time, students will be trained not just to use LLMs responsibly but to critically evaluate AI-generated content and identify potential misuse.

1:15 p.m. to 2:30 p.m. / F000

Communication Theory and Methodology and Cultural and Critical Studies Divisions

Research Panel Session

**Methodological Rigor and Subjectivity in Qualitative and Mixed Methods Research:
Continuing the Conversation**

This panel will focus on the importance of equity and ethics in qualitative and mixed methods research. While qualitative methodologies allow researchers to paint rich and compelling pictures of the human experience and societal issues, they also raise ethical dilemmas around informed consent, confidentiality, power dynamics, and the potential for harm. This panel will bring together researchers to discuss representation of marginalized voices and avoiding the perpetuation of social inequalities in our research. Audience interaction is welcome and encouraged.

1:15 p.m. to 2:30 p.m. / F000

International Communication and Law and Policy Divisions

PFR Panel Session

**Generative Artificial Intelligence (AI) and Media Education: A Snapshot
of University Policies and How Media Classrooms Around the World Are Responding**

This panel assembles academics from different parts of the world to discuss AI policymaking at universities. Are there institutional-level policies or codes of conduct to guide and support professors and students? What do these policies cover? Who drove or provided the impetus for policymaking --- government, boards, presidents, provosts, deans, professors? What voices were included in policy discussions? How did the university community react to these policies or how are these policies affecting the classrooms? Are media or journalism school/colleges crafting their own policies? Arguably these colleges are in the creative industries and are probably the most affected as faculty and students' work has been used to train the AI tools, and Gen AI can be used to design creative products.

1:15 p.m. to 2:30 p.m. / F000

Political Communication and Newspaper and Online News Divisions

Research Panel Session

Remembering Max McCombs: A Lifetime of Research and Mentorship

Max McCombs, best known for his development of agenda-setting theory, laid the foundation for a robust and fruitful area of research in political communication and journalism research. This is most clearly seen in the continued popularity of agenda-setting as a theoretical framework to study both news production and news effects. However, Max was not only a brilliant scholar, but he was also a thoughtful and kind mentor who trained a generation of scholars. This panel will explore and reflect on Max's esteemed career, highlighting lessons that the field can gain from Max's legacy.

1:15 p.m. to 2:30 p.m. / F000

Public Relations Division and Commission on the Status of Minorities

PFR Panel Session

Leaving Leadership: Why, When and How

Leadership in JMC education is an important service, not only to our universities but also to our society. Women and people of color remain underrepresented in leadership roles, both in the academy and in media-related professions, including public relations. For decades, researchers have examined the differential barriers to leadership that especially impact women of color (WOC), and the trade literature is rife with purported tips for overcoming those barriers. Examined much less frequently is the question of why some WOC leaders leave their roles. In this panel, trail-blazing WOC leaders in public relations will offer candid insights into their varied experiences and offer advice on leaving leadership for those who are considering or already executing these challenging roles.

1:15 p.m. to 2:30 p.m. / F000

Commission on Graduate Education

PFR Panel Session

Pro to Prof: Navigating Academia as a Second (or Third) Career

Not every graduate student goes directly from undergraduate studies into graduate school. Many students have successful careers in journalism, advertising, public relations, and other communication fields before pursuing a doctorate. This panel provides the opportunity for academics who were not career students to reflect on the benefits and challenges that come with a career change into academia. Topics include, but are not limited to: · Re-learning to be a student; · Overcoming biases as a non-traditional student · Embracing the perspective previous careers bring to the classroom (and research); · How to incorporate professional experience on a CV

1:15 p.m. to 2:30 p.m. / F000

Sports Communication Interest Group and Mass Communication and Society Division

Teaching Panel Session

Teaching Students How to Use Social Media Effectively: Challenges and Opportunities

An increasing number of jobs in sports communication and other industries require the effective use of social media. Many college students are attracted to these opportunities because they grew up on social media, but they don't necessarily understand how to use social media in a professional capacity. Faculty who seek to prepare their students for social media jobs face a myriad of challenges, including an everchanging landscape, few agreed upon best practices, and having to decide where to start. This proposed panel will bring together educators who've tackled these challenges along with at least two industry professionals to talk about what students need to know and to offer guidance on how best to impart these lessons.

3 to 4:15 p.m. / F000

Advertising and Communication Technology Divisions

PFR Panel Session

The Privacy-Personalization Dilemma: Crafting Ethical Data Strategies in Advertising

This session delves into the growing tension between personalization and privacy in advertising. It will explore how advertisers can ethically collect and utilize data without compromising consumer trust, fostering long-term business success. Holistic personalization (that is, delivering a personalized experience to customers that spans the entire

customer journey) is the gold standard of advertising. While people want personalized experiences, there's a delicate balance between providing value and creating distrust. Panelists will discuss the importance of customer trust in data-driven advertising and explore how to design ethical data strategies that promote transparency and build trust with consumers.

3 to 4:15 p.m. / F000

Magazine Media and Communicating Science, Health, Environment and Risk Divisions

PFR Panel Session

Reporting on Addiction: When Is It OK to Let Your Sources Tell You What to Cover?

Journalists have long reported on people traumatized by addiction as if they were covering a school board meeting or an election: Saying “yes” to reporters has often meant relinquishing any control over the reporters’ narratives, even when those reporters are researching works of in-depth journalism or narrative nonfiction. However, thanks to research showing the unnecessary harm such approaches can cause for people with addictions and their loved ones, accepted journalistic practice is changing to include more trauma-informed and empathy-based approaches. Reporters are giving their sources some of the power to collaborate on the stories being told about them. Is this a slippery slope for journalists for whom independence and “seeking the truth” are bedrocks of professional practice? Or is it evidence of a changing, more humane and respected future of the profession when it comes to covering people with trauma? This panel will provide insights.

3 to 4:15 p.m. / F000

Minorities and Communication and Cultural and Critical Studies Divisions

Research Panel Session

The New Press: Exploring the Role of Digital Minority Media

This panel will discuss how minority-targeted websites and podcasts are providing news coverage that differs from traditional and mainstream media outlets. It will examine digital Black news websites, Black podcasts, digital Asian American websites, and digital Latinx American websites and detail how these outlets' content serves their target audiences. Panelists will present their research on these topic areas and engage in dialogue about how all of these outlets are pushing against mainstream news industry norms. Via language, content and guiding principles, digital minority news outlets are approaching news production and audience engagement in novel ways. This panel will highlight how using a community-centered approach changes the editorial decision-making process for minority media journalists. Also, the digital format enables a type of engagement that varies from when print was the dominant media format. These outlets’ use of social media creates unique ways to practice two-way communication with readers and listeners and connote in-group authenticity. By discussing how digital minority media journalists and consumers are conceptualizing these outlets in the new media age, this panel will provide useful insights for scholars interested in digital media, race, and journalism.

3 to 4:15 p.m. / F000

Newspaper and Online News and Scholastic Journalism Divisions

Teaching Panel Session

Champions of Editing

This annual gathering is open to anyone who teaches editing, appreciates editing or simply likes to hang around editing professors. We expect to have a speaker, tips for editors and the winners of the Linda Shockley Award for Excellence in Teaching. Sponsorship last year came from Dow Jones, Poynter and ACES.

3 to 4:15 p.m. / F000

Commission on the Status of Women and Lesbian, Gay, Bisexual, Transgender, Queer Interest Group

PFR Panel Session

**Navigating Ethical and Career Challenges Conducting Research on Sex and Media
(Especially with Youth)**

This panel will examine the ethical and professional challenges of conducting research on sexuality and media (especially with children and adolescents) as a woman and/or someone with a sexual, racial, or ethnic minority identity. It will delve into the unique obstacles these researchers encounter when studying topics such as sexual health, sexuality, gender identity, and media, especially in gaining credibility and recognition within their respective academic fields. The discussion will also cover ethical concerns and the importance of cultural and gender inclusivity in doing this research alongside discussion of strategies for navigating institutional biases and barriers to career advancement.

3 to 4:15 p.m. / F000

Community Journalism Interest Group and Broadcast and Mobile Journalism Division

Research Panel Session

**Helene, Milton & Disinformation: Studying Forecasting and News Coverage
of Hurricane Disinformation**

Traditionally, meteorologists have been reluctant to discuss climate change directly, and they avoid most politics outright. Mis- and disinformation surrounding Hurricane Helene and Hurricane Milton, though, challenged those traditional hesitations. How have falsehoods on social media, and from political officials, influenced local and national coverage of severe weather and its aftermath? Is local weather journalism changing to more directly explore climate change or electoral politics? How can scholars research and document those shifting concerns, or changing journalism practices?

3 to 4:15 p.m. / F000

Religion and Media Interest Group

Teaching Panel Session

Panel Title: AI in Religion and Education: Transformations and Ethical Challenges

This panel will explore the intersection of AI's role in education and religion, highlighting how both fields are undergoing transformations due to AI's introduction. In religious contexts, AI enables personalized spiritual guidance through chatbots and AI-generated sermons, challenging the traditional role of faith leaders who offer human connection and spiritual insight. Similarly, AI in education offers personalized learning through adaptive tutoring and automated feedback, raising questions about the role of educators as mentors and guides. In both education and religion, AI is reshaping long-standing, human-centered practices.
