Wednesday Sessions

AEJMC 2024: Representation and Voice — The Future of Democracy
August 8-11, 2024 | #aejmc2024

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

Speaker
Leo Morejon, Social Media Marketing Expert

Upholding timeless principles in the age of artificial intelligence. The fundamentals of advertising remain relevant even as technology opens 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 with the undeniable influence of emerging technology in our field. Leading advertising scholars and practitioners reveal their insights.

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. Pre-registration is required and is open to all AEJMC members.

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

8 a.m. to 5 p.m. / PC003

Religion and Media Interest Group

Offsite Tour
Sacred Spaces Tour: Philadelphia Edition

Moderating/Presiding
Jordan Morehouse, Colorado

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. For additional information contact Jordan Morehouse at jordan.morehouse@colorado.edu

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. 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.

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: TBA

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
TBA

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
TBA

Panelists
Hazel Kwon, Arizona State, Co-Editor, Journal of Communication Technology
Sonali Kudva, Tampa, Co-Editor, Journal of Communication Technology
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
Eliot King, Loyola-Maryland

Panelists
Matthew Treskon, Project Muse, Johns Hopkins
Rob Wells, Maryland
Paola Pascual-Ferra, Loyola-Maryland
Zef Segal, College of Management Academic Studies, Israel
Dobin Yim, Loyola-Maryland
Naeemul Hassan, Maryland

This half day, hands-on workshop will introduce journalism historians and other media researchers to these research tools and approaches. The workshop is 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 methods in the classroom how to identify and partner with collaborators. At the end of the workshop, participants will be able to do a basic research project using digital humanities tools and database. Pre-registration is required. This workshop is sponsored by Lehigh University.

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

International Communication Division

Workshop Session

Conducting Comparative and Collaborative Journalism Research

Moderating/Presiding
Summer Harlow, Texas at Austin

Panelists — Panel I
Challenges in Implementing the WJS in India’s Research and Cultural Environments
Jyotika Ramaprasad, Miami and Manasvi Maheshwari, K.R. Mangalam University, Delhi, India
Methodological Challenges and Solutions in the Brazilian Context
Marcos Paulo da Silva, Federal University of Mato Grosso do Sul, Campo Grande (MS), Brazil
Beyond Survey: Challenges and Possibilities of Connecting Worlds of Journalism to Other Datasets, Methods and Epistemologies
Rachel R. Mourão, Tim P. Vos, Esther Thorson, Marialina Antolini, and Taewoo Kang, Michigan State

Discussant
Tim P. Vos, Michigan State

Panelists — Panel II
Conceptualizing Influences on Protest Coverage when Press Freedom is at Risk
Summer Harlow, Texas at Austin
Explaining Journalist Safety and Emotional Wellbeing. Identity, Informality, Occupational Resiliency and The Rule of Law as Predictors
Sallie Hughes, Miami, Armando Gutiérrez, Autonomous University of Baja California, Grisel Salazar, Iberoamerican University, Mexico City, and Celia del Palacio, University of Guadalajara
Declining Press Freedoms and Increasing Precarity among Journalists in Costa Rica
Celeste González de Bustamante, Texas at Austin, Jeannine E. Relly, Arizona, Vanessa Bravo, Elon, and Silvia Dal Ben Furtado, Texas at Austin
Journalists and News Reporting Conditions in Tanzania
Ammina Kothari, Rhode Island

Discussant
Jessica Retis, Arizona

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.
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Law and Policy Division
1:30 p.m. to 2:30 p.m.
Research Panel
Michael Hoefges Graduate Student Research Fund Winners

Moderating/Presiding
Kyla Garrett Wagner, Syracuse

Panelists
Austin Bryan, Northwestern
Nina Kelly, Wayne State
Heesoo Jang, North Carolina

Celebrate the winners of the third annual Michael Hoefges Graduate Student Research Fund!

2:45 p.m. to 3:45 p.m.
Teaching Panel
Law and Policy Division Teaching Ideas Competition Winners

Moderating/Presiding
Kriste Patrow, Butler

The Law and Policy Division gathers to hear the winning ideas of its annual teaching competition.

4:00 p.m. to 5:00 p.m.
PF&R Panel
Fire in a Political Theater: The First Amendment Legacy of Donald J. Trump

Moderating/Presiding
Eric P. Robinson, South Carolina

Panelists
Genelle Belmas, Kansas
Chris Terry, Minnesota
Tori Ekstrand, North Carolina

This panel takes on Donald Trump’s ongoing conflicts First Amendment precedent, and asks if he has irreversibly shattered some of the well-established standards and legal tests for categories of protected and unprotected speech. Will Trump’s ultimate legacy be how he single-handedly changed the metrics for—and perhaps the very meaning of—free expression?

Newspaper and Online News Division

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

Workshop Session
Academic Job Market Readiness Workshop

Moderating/Presiding
Chris Etheridge, Kansas

Panelists
Brian Delaney, Auburn
Morgan Duncan, Virginia Tech
Matt Haught, Memphis
Amber Hinsley, Texas State
Kim Lauffer, Keene State
Logan Molyneux, Temple

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. / 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

This panel takes on Donald Trump’s ongoing conflicts First Amendment precedent, and asks if he has irreversibly shattered some of the well-established standards and legal tests for categories of protected and unprotected speech. Will Trump’s ultimate legacy be how he single-handedly changed the metrics for—and perhaps the very meaning of—free expression?
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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

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.

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
  Raymond Thompson, Texas
  Ross Taylor, Colorado Boulder
  Todd Holmes, California State
  Shane Epping, Wyoming
  Phylis West, San José State
  Tina Korani, San José State

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.

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
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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

Workshop Session
- The Great Disengagement: Strategies for Reaching Students

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

1:15 p.m. to 2:45 p.m.
Part I — What is the Great Disengagement?
Moderating/Presiding
  Brian Steffen, Simpson

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

Panelists
- Lisa Carponelli, Simpson
- Erin Kim-Choo, Grand View
- Amy McCoy, Drake
- Kate Stepaniuc, 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 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. This workshop 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 K. 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. Pre-registration is required.
Wednesday Sessions

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 (Outgoing)
Masudul Biswas, Loyola-Maryland
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.

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.

7:30 p.m. to 10 p.m. / PC019

History Division

Session
Awards Gala

Moderating/Presiding
Rachel Grant, Florida and Brian Creech, Lehigh

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.