

*Teaching sessions extracted from the AEJMC Conference Program*

**Wednesday, August 6, 2025: Pre-conference**

**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.

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**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, 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.

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

**Public Relations Division**

**Workshop Session**

[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.]

**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.

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

**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

Study abroad enriches students but brings challenges. This panel explores its benefits – global reporting skills, cultural awareness – an 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

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## Thursday, August 7, 2025

8:30 to 9:45 a.m. / Th006

### Media Ethics and Public Relations Divisions

Teaching Panel Session

#### Continuing Ethics Education in Journalism, Public Relations and Advertising

Moderating/Presiding

**Marlene Neill**, Baylor

Panelists

**Chuqing Dong**, Michigan State

**Laura Lemon**, Alabama

**Rachel Lim**, Oklahoma State

**Edward Timke**, Michigan State

Page Center Legacy Scholars will discuss research in progress related to continuing education needs related to ethics training in journalism, public relations and advertising. Topics include disability ethics, DEI training, AI, game-based solutions, and misinformation. The research will be valuable for universities interested in developing graduate courses, certifications, workshops or other continuing education programs for media and communication professionals.

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8:30 to 9:45 a.m. / Th009

### Commission on the Status of Women and Magazine Media Division

Teaching Panel Session

#### Teaching Amid DEI Restrictions

Moderating/Presiding

**Tracy Everbach**, North Texas

Panelists

**Mary Angela Bock**, Texas at Austin

**Meredith Clark**, North Carolina at Chapel Hill

**George L. Daniels**, Alabama

**Miglena Sternadori**, Texas Tech

This panel, featuring faculty members from states where anti-DEI laws have passed, will discuss the effects of such legislation on faculty, students, administrators, and higher education. We also will seek solutions to the restrictive laws.

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8:30 to 9:45 a.m. / Th010

### Participatory Journalism Interest Group

Teaching Panel Session

#### Community Media Centers and the Future of Local News

Moderating/Presiding

**Antoine Haywood**, Florida

Panelists

**Darryl Holliday**, News Futures

**Chad Johnston**, CreaTV San José

**Bryan Harley**, CMAC Fresno

**Paula Smith Arrigoni**, BAVC Media

Community media centers (CMCs) tied to public, educational, and government (PEG) access channel infrastructure offer a unique opportunity for communities to reimagine and guide the development of exciting new approaches to local news-making and civic information sharing. Despite ongoing threats to PEG's traditional cable-fee funding structure, CMCs in California are at the forefront of creatively forging partnerships that aid their sustainability, promote their relevance, and engage local students, grassroots media makers, and neighborhood information stewards in community-centered journalistic experiments. This panel provides a practitioner's perspective on how CMC leaders are imagining and expanding their role in creating a future of local news and storytelling that is more participatory and inclusive than traditional modes of journalism.

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**10:15 to 11:30 a.m. / Th019**

**Media Management, Economics and Entrepreneurship Division**

Teaching Panel Session

**Teaching Media Management: A Unique Field or a Specialized Niche in Business?**

Moderating/Presiding

**Mohammad Yousuf**, New Mexico

Panelists

**Amy Jo Coffey**, Tennessee

**Bozena Mierzejewski**, Fordham

**Min Xiao**, Wichita State

**Anthony Palomba**, Virginia

This panel features media management scholars, including some now teaching at business schools, who will discuss what distinguishes media management as a distinct field. As major companies like Meta and Google dominate the media landscape, the boundary between business management and media management scholarship has become increasingly blurred. The panelists will explore whether media management occupies a specialized niche within broader management studies or stands as a unique field in its own right. They will also examine the future of media management and address its practical implications for educators and researchers interested in the area.

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**10:15 to 11:30 a.m. / Th025**

**Entertainment Studies Interest Group and Communication Theory and Methodology Division**

Teaching Panel Session

**Exploring Pop Culture Pedagogy: Innovative Approaches to Critical Education**

Moderating/Presiding

**Judith Rosenbaum**, Maine

Panelists

**Nathian Shae Rodriquez**, San Diego State  
**Michelle Laura Flood**, St. John Fisher  
**Mackenzie Coto**, Kennesaw State  
**Stephanie Gomez**, Western Washington  
**Tara Walker**, St. Bonaventure

Discussant

**Nathian Shae Rodriquez**, San Diego State

Pop culture pedagogy integrates contemporary media into education to foster critical thinking and social activism. The panel covers strategies for integrating pop culture into various disciplines and its impact on student learning and engagement.

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**10:15 to 11:30 a.m. / Th027**

**JHistory Internet Group**

Research Panel Session

**Teaching and Writing in a Time of DEI Backlash**

Moderating/Presiding

**David T. Z. Mindich**, Temple

Panelists

**Jane Rhodes**, Illinois-Chicago  
**Mia Moody**, Baylor  
**Amber Roessner**, Tennessee-Knoxville  
**George L. Daniels**, Alabama  
**Gwyneth Mellinger**, James Madison  
**Traci Griffith**, Director, Racial Justice Program, ACLU Massachusetts

In 2025 the new Trump administration called for the curtailment of teaching about diversity and pluralism and backed this up with unprecedented threats. How are scholars, including those in red and purple states, coping with measures that seek to suppress our work? How do educators balance political realities with the need to offer a complete picture of current and historical trends in journalism and communication?

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**Noon to 1:15 p.m. / Th036**

**Scholastic Journalism Division**

Teaching Panel Session

**Unveiling Quality and Depth in Student Reporting**

Moderating/Presiding

**Sima Bhowmik**, Vermont

Panelists

**Kathleen McElroy**, Texas at Austin  
**Colleen Steffen**, TheStatehouseFile.com

**John Tomasic**, Washington  
**Richard Watts**, Vermont  
Student, Franklin College

University-led news programs aim to address gaps in local news coverage. This panel will focus on student experiences, the significance of their reporting, and their understanding of the profession.

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**Noon to 1:15 p.m. / Th037**

**Visual Communication and Newspaper and Online News Divisions**

Teaching Panel Session

**Teaching in and Reporting from the Developing World**

Moderating/Presiding

**Carolyn Yaschur**, Augustana College

Panelists

Journalism Education for Women's Empowerment: An Anthropologist's Perspective

**Vanessa Martinez**, Executive Director, Girl Reports

Capturing Meaningful Moments: Teaching Photojournalism in Nepal

**Carolyn Yaschur**, Augustana College

Collaborative Experiential Learning in a Cross-Cultural Learning Environment Called Kenya

**Jim Kelly**, The Media School, Indiana University Bloomington

Training Journalists Globally, Teaching Locally

**Summer Harlow**, Texas at Austin/Knight Center for Journalism in the Americas

This panel will discuss their experiences traveling with students to teach journalism and report from developing nations. Panelists will address the benefits, challenges and logistics of coordinating international journalism training programs.

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**1:45 to 3 p.m. / Th043**

**Association for Education in Journalism and Mass Communication**

**[04-1345] — Scholar-to-Scholar (Poster) Refereed Research Paper Session**

**Political Communication Division**

**54 • (Re)Examining Online Incivility: Exploring Context, Targets and Reasoning**

**Laila Abbas**, Wisconsin-Madison

**55 • Media Framing of Populist Discourse: A Rhetorical Analysis of Erdoğan's Strategic Communication in Turkey**

**Muhammad Ali** and **Matea Beukelman**, Colorado-Boulder

**56 • Designing a 60-Second Political TV Spot\***

**Kai Vance**, Minnesota-Duluth

**57 • Propaganda Bingo\*\***

**Seth Knievel**, Louisiana State

**58 • ChatGPT as a Source: Ethical AI Use to Emulate Interview Subjects for Journalism Students\*\*\***

**Josh Anderson**, Arizona

Discussant



**Oluseyi Adegbola**, Tennessee

\*Second-Place Teaching Award

\*\*Third-Place Teaching Award

\*\*\*Fourth-Place Teaching Award

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**1:45 to 3 p.m. / Th048**

**Media Ethics and Scholastic Journalism Divisions**

Teaching Panel Session

**Ethical Leadership and Journalism Education Amid, Well, Everything**

Moderating/Presiding

**Ryan Thomas**, Washington State

Panelists

**Stephanie Craft**, Illinois

**Chad Painter**, Dayton

**Elizabeth Smith**, Pepperdine

**Adam Maksl**, Indiana-Indianapolis

Journalism's economic decline accelerates year after year. Journalists are distrusted by the public and increasingly subject to harassment and attack. Against this backdrop, what are the ethical obligations of journalism educators? How do we attract students to a major with so uncertain a future? Moreover, should we? How do journalism educators navigate the roles of ambassador for journalism and truth-teller about journalism's precarity, if indeed these roles are appropriate to begin with?

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**1:45 to 3 p.m. / Th052**

**Commission on Graduate Education**

Teaching Panel Session

**Teaching Showcase**

Moderating/Presiding

**Elizabeth Cox**, Kansas

Panelists

**Jocelyn McKinnon-Crowley**, Syracuse

**Nishat Parvez**, Oregon

**Matthew E. Martin**, Southern Mississippi

**Nadia Ishrat Alamgir**, Washington State

**Xin (Frida) Qi**, Missouri

The Commission on Graduate Education's (CSGE) Teaching Showcase amplifies graduate student teaching and pedagogy. This event aims to showcase examples of effective teaching to inspire and encourage instructors at all levels.

**1:45 to 3 p.m. / Th056**

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

Teaching Panel Session

**Teaching Experts Are In: Integrating AI in Journalism Education—Policies, Practices, and Ethical Considerations—Building Your AI Teaching Toolbox**

Moderating/Presiding

**Gabriel B. Tait**, Ball State and **Tiffany Gallicano**, North Carolina-Charlotte

Panelists

**Laura K. Smith**, South Carolina, and **Kenneth Pybus**, Abilene Christian  
**Theresa de los Santos** and **Elizabeth Smith**, Pepperdine  
**Chris Roberts**, Alabama, and **Peggy Watt**, Western Washington  
**Nandini Bhalla**, Texas State, and **Kim Marks Malone**, Memphis,

Panelists will explore key topics such as:

- AI Policies for Student Media Outlets
- Why it's essential to not shield journalism students from AI tools, discussing strategies for teaching and illustrating the role of AI in journalism.
- Addressing academic misconduct arising from AI use and misuse.
- Developing an AI Toolbox: The Pros and Cons of Different Applications for Content Creation.

This interactive session explores how educators can integrate AI into student media while upholding journalistic integrity and academic integrity. Experts will share strategies for building AI toolkits, managing misconduct, and establishing ethical policies. Attendees will gain actionable insights to navigate AI's impact on emerging journalists and classrooms.

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**3:30 to 4:45 p.m. / Th063**

**Minorities and Communication and Media Ethics Divisions**

Teaching Panel Session

**AI and the Evolution of Media Ethics: Implications for Marginalized Communities**

Moderating/Presiding

**Rafael Matos**, Northwestern

The panel will talk about how AI plays a role in either stopping or supporting these issues. Data privacy is another key concern, as AI relies on large amounts of personal data, which can put vulnerable groups at risk. The conversation will focus on how media professionals can use AI in ways that protect people's privacy. Lastly, the panel will highlight the positive side of AI, showcasing projects where AI has helped promote fairness in media, giving minority groups a stronger voice and making content more accessible to underserved communities. This session will look at both the challenges and opportunities AI brings to the media world, with a focus on promoting fairness and inclusion.

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**3:30 to 4:45 p.m. / Th065**

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

**[05-1630] — Scholar-to-Scholar (Poster) Refereed Research Paper Session**

**50 • Building Industry-Ready Journalists: A Practical Approach to Design and Storytelling**

**Ecaterina Stepaniuc**, North Carolina A&T State

**51 • Dreaming with AI: Speculative Storytelling about Journalism's Future**

**Cassandra Hayes**, Texas Christian

**52 • Exploring Ethical Usage of Generative AI Tools in Campaign Development Assignment**

**Myungok Chris Yim**, Loyola-Chicago

**53 • Generative AI in Campaign Creation: Sharpening Ethical Reasoning and Critical Thinking**

**Jiun-Yi Tsai, Janice Sweeter and Amy Hitt**, Northern Arizona

**54 • Are You Sure That's Right? Fact Checking Chatgpt's Responses to Questions About Mass Media**

**Newly Paul**, North Texas

**55 • Using Virtual Reality to Foster Empathy in Campaign Design**

**Anna Young**, Central Connecticut State

**56 • What's the Big Idea: Social Media Storytelling with GenAI**

**J. Caleb Walters**, Alabama

**57 • Utilizing AI to Expand Access to Unity Workflows for Journalism and Strategic Communication Students to Develop Interactive Storytelling in Virtual Reality**

**Joshua Fisher**, Ball State

**58 • Human or Robot?: When Should You Do the Work and When Should AI? Teaching The Ethics and Practice of Using AI For Headline Writing**

**Jessica Walsh**, Nebraska-Lincoln

**59 • Exploring the Algorithmic Future of News Reporting: Empowering Journalism Students to Ethically Use AI Technologies**

**Rana Arafat**, City St George's University of London

**60 • Teaching the Ethical Use of Generative AI in Health Communication Contexts**

**Sarah Smith-Frigerio and Kristen Foltz**, Tampa

**61 • Responsible Use of AI in Public Relations Writing**

**Yulia Medvedeva**, Zayed University

**62 • Ethics and Innovation: Integrating AI into Advertising and Public Relations**

**Imran Mazid**, Grand Valley State, and **Zulfia Zaher**, Central Michigan

**63 • Close the Gap: Preparing Students in Gen AI Skills for the Industry**

**Pallavi Guha**, Towson

**64 • AI-Driven Collaboration: Fostering Ethical/Effective Communication for Social Impact**

**Won-Ki Moon**, Florida

**Discussants**

**Tiffany Gallicano**, North Carolina-Charlotte, **Harrison Hove**, Florida, **Theresa de los Santos**, Pepperdine, **Laura K. Smith**, South Carolina, **Masudul Biswas**, North Carolina A&T State, and **Gabriel B. Tait**, Ball State

This G.I.F.T. poster session will showcase peer-reviewed teaching ideas from across AEJMC's divisions, focusing on the uses of AI in mass communication education. Taking cues from some of the top journalism, public relations, and advertising educators, journalism presenters will be available to share the nuances of implementing their

assignments. Come over and learn how generative AI is being used to enhance student learning, media literacy, and ethical decision-making

Research presentations should be placed on the board with the corresponding **numbers in read** in the conference program. This will help ensure a smooth flow and easy access to all presentations during the session. To facilitate this process, presentations may be put in place beginning **30-minutes** prior to your assigned presentation time. This will allow for ample time to set up and make any necessary adjustments before the session begins. We appreciate your cooperation in making sure that all presentations are displayed accurately and efficiently.

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**3:30 to 4:45 p.m. / Th069**

**Small Programs and Internships and Careers Interest Groups**

Teaching Panel Session

**They're Not Okay: Navigating Mental Health in Your Media Classroom or Lab**

Moderating/Presiding

**Jackie Incollingo**, Rider

Panelists

**Brian Steffen**, Simpson College

**Vivan B. Martin**, Central Connecticut State

**Jen Smith**, Kentucky

**Terra Tailleir**, University of King's College (Canada)

Students in post-pandemic classrooms still face challenges once expected to fade. Research shows increased anxiety, depression, and skepticism toward structures—including curriculum. This panel offers practical strategies to keep them engaged.

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# Friday, August 8, 2025

8 to 9:15 a.m. / F005

## 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**

Moderating/Presiding

**Cara Hawkins-Jedlicka**, Washington State

Panelists

**Lia Haberman**, Social Media & Marketing Consultant

**Karen Lindsey**, Elon

**Vy Luong**, Missouri

**Dylan McLemore**, Oklahoma State

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.

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8 to 9:15 a.m. / F008

## Scholastic Journalism Division and Internships and Careers Interest Group

Teaching Panel Session

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

Moderating/Presiding

**Anna Grace Usery**, Belmont

Panelists

**Andrew Abernathy**, Oklahoma State

**Rosemary Avance**, Oklahoma State

**Jinger Bernhardt**, Oklahoma State

**Kay Colley**, Texas Wesleyan

**Anna Grace Usery**, Belmont

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.

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8 to 9:15 a.m. / F012

## Small Programs Interest Group and Communication Theory and Methodology Division

Teaching Panel Session

**Put This Another Way: Journalism Pedagogy in an Era of Media Mistrust**

Moderating/Presiding

**Michael Longinow**, Biola

Panelists

**Brian Steffen**, Simpson College

**Elizabeth Atwood**, Hood College

**Vivan B. Martin**, Central Connecticut

**Jen Martin**, Kentucky

**Terra TAILLEUR**, University of King's College (Canada)

Journalism is not the academic discipline it was 20 years ago. This panel will explore how faculty trained (or career experienced) in journalism and media have found new ways to bring practical journalism training into various educational models.

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**8 to 9:15 a.m. / F013**

**Scripps Howard Fund**

Teaching Panel Session

**Helping Students Fill the Professional Gap**

Moderating/Presiding

**Mark Horvit**, Missouri, 2024 Scripps Howard Fund Teacher of the Year Recipient

Panelists

**Mark Horvit**, Missouri

**Jennifer LaFleur**, California-Berkeley

**Derek Willis**, Maryland

Journalism programs around the country are deploying students to provide daily coverage of local and state governmental bodies, to do enterprise stories, and to tackle investigations and data-heavy projects. Increasingly, those stories are helping to replace what was once provided by professional media. What can we do to make sure we give them the tools and knowledge they need to succeed not just after graduation, but during their time in college? In addition to our panelists, audience members will have the opportunity to share what they do.

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**9:45 to 11 a.m. / F023**

**Scholastic Journalism and Political Communications Divisions**

Teaching Panel Session

**The Student Press in an Election Year**

Moderating/Presiding

**Marina Hendricks**, South Dakota State

Panelists

**Sarah Nichols**, Whitney High School, CA

**Larry Steinmetz**, Bullitt East High School, KY

**Elizabeth Smith**, Pepperdine

**Nicole Vargas**, San Diego City College

**Carol Terracina-Hartman**, Murray State

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.

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**9:45 to 11 a.m. / F026**

**Sports Communication Interest Group and Commission on the Status of Women**

Teaching Panel Session

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

Moderating/Presiding

**Elizabeth A. Spencer**, Kentucky

Panelists

**Austin Bogina**, Kansas

**Jennifer Smith**, Kentucky

**Pan Liu**, Marion University

**Christina Kahrl**, *San Francisco Chronicle*

**Jerry Brewer**, *Washington Post*

**Cynthia Frisby**, Missouri

**J.A. Adande**, Northwestern

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.

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**11:30 a.m. to 12:45 p.m. / F035**

**Magazine Media and Minorities and Communication Divisions**

Teaching Panel Session

**Instructing Intersectionality: Critical and Practical Strategies for the Journalism and Mass Communication**

Moderating/Presiding

**Nathian Shae Rodriguez**, San Diego State

Panelists

**Celeste González De Bustamante**, Texas at Austin

**Patrick R. Johnson**, Marquette

**Rafael O. Matos**, Northwestern

**Kix Patterson**, Florida

**Leilane Rodrigues**, Michigan State

**Alexis Romero Walker**, Manhattanville

**Yidong (Steven) Wang**, Lawrence Technological

**Gheni Platenburg**, Houston  
**Tammy Rae Matthews**, St. Bonaventure  
**Leandra Hernandez**, Utah  
**Sherry Yu**, Toronto  
**Maria de Moya**, Tennessee-Knoxville

The panelists will discuss the theoretical foundations of intersectionality and how intersectionality challenges existing educational norms, as well as present strategies for creating inclusive educational spaces.

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**11:30 a.m. to 12:45 p.m. / F039**

**Internships and Careers and Small Programs Interest Groups**

Teaching Panel Session

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

Moderating/Presiding

**Damion Waymer**, South Carolina

Panelists

**Charles Lubbers**, South Dakota  
**Elizabeth Toth**, Maryland  
**Amiso George**, Texas Christian  
**Debbie Davis**, Texas Tech

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.

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**1:15 p.m. to 2:30 p.m. / F042**

**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**

Moderating/Presiding

**Shupey Yuan**, Northern Illinois

Panelists

**Stephen McConnell**, New York  
**Shiyu Yang**, Tennessee, Knoxville  
**Kaiping Chen**, Wisconsin-Madison  
**Isabelle Freiling**, Utah  
**Haoran Chu**, Florida  
**Jingping Wang**, Florida



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.

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**1:15 p.m. to 2:30 p.m. / F050**

**Sports Communication Interest Group and Mass Communication and Society Division**

Teaching Panel Session

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

Moderating/Presiding

**Dylan McLemore**, Oklahoma State

Panelists

**Betsy Emmons**, Nebraska-Lincoln

**Steve Collins**, Oklahoma State

**Uyanga Bazaa**, Mississippi State

**Markeisha Everett**, Chief Marketing and Revenue Officer, California - Berkeley Athletics

**Zachary Gayer**, Director of Social Media, Golden State Warriors

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.

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**1:15 p.m. to 2:30 p.m. / F051**

**Association for Education in Journalism and Mass Communication Career Development Committee**

Teaching Panel Session

**Navigating the Political Waters of Academia**

Moderating/Presiding

**Weiwu Zhang**, Ball State

Panelists

**Hong Cheng**, Southern Illinois, Carbondale

**Jennifer Greer**, Kentucky

**Matt Ragas**, DePaul

Most new and junior faculty were adequately trained to conduct research, modestly trained to teach, but poorly trained to be successful faculty members. This panel will explore strategies for navigating the tricky political waters of academia.

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**3 to 4:15 p.m. / F063**

## Newspaper and Online News and Scholastic Journalism Divisions

Teaching Panel Session

### **Champions of Editing**

Moderating/Presiding

**Mitch McKenney**, Kent State

Speaker

**Jess Shaw**, *San Francisco Chronicle*

This annual gathering is open to anyone who teaches editing, appreciates editing or simply likes to hang around editing professors. This year's speaker, **Jess Shaw**, leads the breaking news, public safety and engagement reporting teams for the *San Francisco Chronicle*. She also oversees the teams of editors and producers who manage the Chronicle's digital platforms, including social media, SEO strategy and content, SFChronicle.com and the Chronicle app. Shaw has over 15 years of experience in digital news strategy and previously led engagement initiatives at MarketWatch and oversaw the online night news desk at *The Wall Street Journal*. Additionally, winners of the Linda Shockley Award for Excellence in Teaching will share their ideas for teaching editing.

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**3 to 4:15 p.m. / F069**

## **Religion and Media Interest Group**

Teaching Panel Session

### **AI in Religion and Education: Transformations and Ethical Challenges**

Moderating/Presiding

**Omar Hammad**, Hunter College (City University of New York)

Panelists

**Rebecca Frazer**, Florida

**Sahar Khamis**, Maryland

**Regina Marchi**, Rutgers

This panel explores AI's role in transforming education and religion. In faith, AI-driven chatbots and sermons challenge traditional leadership. In education, AI enables adaptive tutoring, raising questions about mentorship and academic integrity.

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## Saturday, August 9, 2025

8 to 9:15 a.m. / Sa012

### Newspaper and Online News, Magazine Media and Visual Communications Divisions

Teaching Panel Session

#### Teaching Photojournalism in Digital Age

Moderating/Presiding

**Xu Zhang**, Austin Peay State

Panelists

**David Allison**, Austin Peay State

**Michael Martinez**, Tennessee

**Ivy Ashe**, Florida Atlantic

**Tara Pixley**, Temple

This panel focuses on teaching students' photojournalism skills in today's digital age, especially with the advent of AI technology.

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8 to 9:15 a.m. / Sa014

### Public Relations Division

High-Density Refereed Research Paper Session

#### Top Teaching Papers and GIFTS High Density Session

Moderating/Presiding

**Sun Young Lee**, Maryland

#### *Top Teaching Papers*

AI Intervention in PR Education for Digital Competence\*

**Erika Schneider**, Syracuse

Cultivating Leadership Potential: How an Agency Model Shapes Student Leadership Practice and Perspectives\*\*

**Breann Murphy** and **Teddi Joyce**, Jacksonville State

Do Public Relations Graduates Exhibit Work Ready Intelligence?\*\*\*

**Pamela Bourland-Davis**, Georgia Southern,  
**Elizabeth Toth**, Maryland, **Charles A. Lubbers**, South Dakota,  
and **Hua Jiang**, Syracuse

Discussant

**Amanda Weed**, Kennesaw State

\* First Place Paper, Teaching Paper Competition

\*\* Second Place Paper, Teaching Paper Competition

\*\*\* Third Place Paper, Teaching Paper Competition

#### *Top GIFT*

Bluesky: The Growth and Governance Challenge\*

**Arien Rozelle**, Syracuse

Scaffolding Approach to Enhance Digital Competency in PR Students Through Sequential “Learning-Practicum” Modules in the Classroom\*\*

**Taeyoung Kim**, Loyola, Chicago

The PESO Model in Politics: A Group Exercise on Senator Earned and Shared Media Strategies\*\*\*

**Josh Bramlett**, Alabama

Discussant

**Zifei Fay Chen**, Georgia

\* First Place Paper, GIFT Competition

\*\* Second Place Paper, GIFT Competition

\*\*\* Third Place Paper, GIFT Competition

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**8 to 9:15 a.m. / Sa015**

### **Small Programs and Internships and Careers Interest Groups**

Teaching Panel Session

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

Moderating/Presiding

**Michael Longinow**, Biola

Panelists

**Jeffrey Ranta**, Coastal Carolina

**Damilola Oduolowu**, Missouri

**Brian Steffen**, Simpson

**Elizabeth Atwood**, Hood College

**Vivan B. Martin**, Central Connecticut

Journalism and media programs have faced declining funding and credibility in the post-pandemic, "fake news" era. Many have been cut or merged into other disciplines. This panel shares insights, strategies, and future projections.

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**9:45 to 11 a.m. / Sa020**

### **International Communication and Cultural and Critical Studies Divisions**

Teaching Panel Session

**Culturally Responsive Pedagogy in Journalism, Media and Communication Classrooms**

Moderating/Presiding

**Federico Subervi**, Wisconsin

Panelists

**Jessica Retis**, Arizona

**Lourdes Cueva Chacón**, San Diego State

**Lourdes Cárdenas**, San Francisco State

**Elio Leturia**, Columbia College Chicago

**Nathian Rodriguez**, San Diego State

This panel reflects on diverse case studies where educators interact with diverse students in journalism, communication and media courses and implement strategies to enhance their learning experience. Culturally relevant pedagogy (CRP) is a theoretical and methodological perspective that seeks to improve student achievement by recognizing and building on students' cultural contributions in teaching and learning practices. It helps students to affirm cultural identity while developing critical perspectives that challenge inequities in our society (Ladson-Billing, 1995). This panel reunites projects of diverse journalism educators working in minority-serving institutions and or with international students. They will analyze the teaching and learning practices that include written, visual and multimedia outcomes. Panelists will reflect on their own strategies while teaching journalism, including bilingualism teaching and learning practices.

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**9:45 to 11 a.m. / Sa025**

**Scholastic Journalism and Broadcast and Mobile Journalism Divisions**

Teaching Panel Session

**JOUR•Ed Collaborative: Leading the Way for the Next Generation of Journalists**

Moderating/Presiding

**Linda Bowen**, California State, Northridge

Panelists

**Adriana Chavira**, journalism educator/adviser, Daniel Pearl Magnet High School, Los Angeles, CA

**Danielle McKinney**, California Press Foundation executive director, San Francisco, CA

**Sarah Nichols**, journalism educator/former JEA national president, Whitney High School, Rocklin, CA

**Darleen Principe**, journalism chair/adviser, Santa Barbara City College, Santa Barbara, CA

**Edward Rice**, associate dean, Humanities Division, El Camino College, Torrance, CA

JOUR-Ed Collaborative comprises students, educators & professionals working to sustain California's news industry. Panelists will discuss the state of journalism education at this pivotal moment + ways to strengthen the classroom-to-career pipeline.

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**1:15 to 2:30 p.m. / Sa035**

**Cultural and Critical Studies Division and Lesbian, Gay, Bisexual, Transgender, Queer Interest Group**

Teaching Panel Session

**Critical Thinking and Advancing Global Citizenship: Journalism, Media, and Colonial Histories in the Curriculum**

Moderating/Presiding

**Ralph Beliveau**, Oklahoma

Panelists

**Ryan Comfort**, Indiana-Bloomington

**Lindsay Palmer**, Wisconsin-Madison

**Radhika Parameswaran**, Indiana-Bloomington

**Leslie Steeves**, Oregon

**Yidong (Steven) Wang**, Lawrence Technological

This panel seeks to make the case for advancing undergraduate and graduate students' literacies and critical thinking capacities on the impact of Euro-American colonialism on the world.

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**1:15 to 2:30 p.m. / Sa036**

### **History Division**

Teaching Panel Session

**Jinx Coleman Broussard Award for Excellence in the Teaching of Media History**

Moderating/Presiding

**Bailey Dick**, Bowling Green State

Panelists

**Ashley Walter**, St. Louis

**Rob Wells**, Maryland

**Shanna Farrell**, California Berkeley

This panel honors the winner of the division's Jinx Coleman Broussard Award for Excellence in the Teaching of Media History. Panelists will share teaching ideas for journalism and media courses related to podcasting, AI, technology, big data, and history.

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**1:15 to 2:30 p.m. / Sa037**

### **Law and Policy and Magazine Media Divisions**

Teaching Panel Session

**Access Education: Teaching FOI in the Secrecy Era**

Moderating/Presiding

**David Cuillier**, Florida

Panelists

**Gary Green**, Student Press Law Center

**Christina Koningisor**, California-San Francisco

**Huyen Nguyen**, Kansas State

**Eric Newton**, Knight Foundation

**Gunita Singh**, Reporters Committee for Freedom of the Press

Journalists want training in acquiring and using public records, according to a 2022 survey. Fourth on the list is "media law." This is a significant shift in the past decade. How should journalism educators step up to fill this need?

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**1:15 to 2:30 p.m. / Sa046**

### **Association for Education in Journalism and Mass Communication Elected Standing Committee on Teaching**

Teaching Panel Session

**Teaching Best Practices: AI in Action: Best Practices for Enhancing Learning, Engagement, and Ethical Inquiry**

Moderating/Presiding

**Gabriel B. Tait**, Ball State and **Tiffany Gallicano**, North Carolina, Charlotte

*First Place*

Your AI Podcast Study Buddy

*[A mobile-friendly AI-generated study tool that improves student comprehension and retention.]*

**Jason Porter**, South Carolina

*Second Place*

Empowering Students to Critically Engage with AI in Political Messaging

*[A hands-on assignment where students create AI-generated political ads, fostering media literacy and ethical awareness.]*

**Adam Peruta** and **Milton Santiago**, Syracuse

*Third Place*

Journalistic Gains Through GenAI: Journalism Watchdogs Webtool Leads to Improvements

in Hawaiian Language Integration in Local News and Prompts University Policy Commitments

*[A project that developed an AI-powered tool to integrate Hawaiian diacritics into local news coverage, leading to university-wide policy changes.]*

**Brett Oppegaard**, Hawaii

*Honorable Mention*

Elevating Diversity Writing Instruction in the Age of Artificial Intelligence\*

**George L. Daniels**, Alabama

The Future is Now: Emerging Tech Emerges in Public Relations Curriculum and Career Preparedness\*

**Stephanie Swindle Thomas**, Pennsylvania State

Discussant

**Gabriel B. Tait**, Ball State

A special panel featuring the top three award winners of this year's 20th Best Practices competition will highlight innovative uses of AI in education and journalism. Panelists will present case studies demonstrating how generative AI enhances student learning, media literacy, and ethical decision-making. The discussion will focus on three standout projects. Together, these award-winning initiatives showcase AI's potential to drive meaningful educational impact, promoting engagement, critical thinking, and responsible media practices. Join us for a thought-provoking discussion that equips educators with strategies to foster a responsible and effective learning environment in this rapidly changing digital era.

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**3 to 4:15 p.m. / Sa048**

**Broadcast and Media Journalism Division and Small Programs Interest Group**

Teaching Panel Session

**Helping Podcasting and Broadcasting Students Become Confident Communicators**

Moderating/Presiding

**Elia Powers**, Towson

Panelists

**Marcus Funk**, Sam Houston

**Laura Smith**, South Carolina

**Stan Jastrzebski**, Missouri

**Indira Somani**, Chapman  
**KC McGinnis**, Grand View

This panel brings together veteran journalism educators to share tips on how to give students more specific, helpful advice on audio writing, voicing, and editing. Panelists will share exercises they have used in class to help students become more confident communicators.

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**3 to 4:15 p.m. / Sa055**

**Newspaper and Online News and Scholastic Journalism Divisions**

PFR Panel Session

**Teaching News Terrifically in the 21st Century**

Moderating/Presiding

**Brian Delaney**, Auburn

Panelists

**Jennifer Brannock Cox**, Salisbury

**Jeanne Abbott**, Missouri

**Vy Luong**, Missouri

Teaching News Terrifically in the 21st Century has been highlighting innovative approaches to the teaching of journalism since 2009. Presented by the Newspaper and Online News and Scholastic Journalism divisions, the panel examines innovative ideas for teaching news writing, reporting, editing, or other journalistic concepts and skills in the classroom. Panelists will present on their winning teaching assignments from this year's TNT 21 competition.

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**3 to 4:15 p.m. / Sa057**

**Public Relations Division and Internships and Careers Interest Group**

Teaching Panel Session

**Why are Companies Firing Gen Z Employees? Workforce Strategies  
and Solutions for PR's Next Generation**

Moderating/Presiding

**Nandini Bhalla**, Texas State

Panelists

**Michelle Galey**, Washington State

**Caitlin Haskins**, Vice President, AI, Big Data & Cloud, 10Fold Communications

**Caitlin Cieslik-Miskimen**, Idaho

**Jeffery Ranta**, Coastal Carolina

**Nandini Bhalla**, Texas State

This panel will explore the challenges and opportunities facing both educators and employers in preparing Gen Z for the PR industry. Faculty and PR professionals will discuss innovative strategies being implemented in both academic and corporate settings to bridge the readiness gap.

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**3 to 4:15 p.m. / Sa059**



## **Community Journalism Interest Group and Visual Communication Division**

### Teaching Panel Session

#### **Going Beyond the Classroom: Case Studies in Community and Visual Journalism**

### Moderating/Presiding

**Valerie Popp**, The New School  
and **David Stephenson**, Kentucky

### Panelists

**Holly-Katharine Johnson**, Mercer County Community College  
**Humphrey Obuobi**, LETS Studio  
**David Stephenson**, Kentucky  
**Seth Gitner**, Syracuse  
**Benjy Hamm**, Kentucky

This panel explores alternatives to conventional classroom journalism education, emphasizing the importance of community engagement or experiential learning that sparks innovation and fuels more active networks for local news. Panelists will share successful techniques and inspire educators to reimagine their approaches and better prepare students to work in the field. Each panelist will bring one method, idea or project they have successfully implemented and will provide a one-page summary for educators to reference later.

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## Sunday, August 10, 2025

9:45 to 11 a.m. / Su010

### Public Relations Division

High-Density Refereed Research Paper Session

#### **GIFTS High Density Session**

Moderating/Presiding

**Minhee Choi**, Texas Tech

Developing Critical Thinking Skills in PR courses: Teaching Students to Be Gatekeepers of Generative AI-Created Content

**Nandini Bhalla** and **Paul Villagran**, Texas State

Teaching Outside the Classroom: Conducting Research or PR Brand Activation through Ethnographic Exploration

**Janis Page**, Illinois, Chicago

Analyzing Corporate Communication through an Examination of Website Content

**Nagwan Zahry**, Tennessee at Chattanooga

Bridging Student Learning to Professional Development: Fostering Personal Brand Building through LinkedIn Articles

**Amanda Weed**, Kennesaw State

Enhancing Writing Through Research: Motivating Students to Use the University Writing Center

**Nandini Bhalla**, Texas State

Enhancing Target Audience Development with AI and Data Integration

**Hunter Overton**, Pennsylvania State

Podcasts for Teaching PR: Using Student-Created Podcasts to Introduce Career Opportunities in Public Relations

**Brenda Wilson**, Tennessee Tech

Reacting to the Past to Engage the Present: Teaching PR with Greenwich Village 1913

**Josh Watson**, Oklahoma Christian

Discussant

**Erika Schneider**, Syracuse

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11:30 a.m. to 12:45 p.m. / Su014

### Advertising Division

Teaching Panel Session

**Teaching with AI: Innovative Strategies for AI Integration in Advertising Curriculum**

Moderating/Presiding

**Sujin Kim**, Oklahoma State

Panelists

**Rachel Lim**, Oklahoma State

**Sumin Shin**, Oklahoma State

**Soojin Kim**, Louisiana State

**Lori McKinnon**, Oklahoma State

**Lucy Atkinson**, Texas at Austin

This panel explores how AI-driven tools can transform advertising education—from creative strategy development to campaign execution and management. It aims to (1) help educators efficiently integrate AI into curricula, (2) prepare students for AI-driven advertising careers, and (3) address ethical issues like student over-reliance on AI and biases in AI-generated content. Panelists will introduce key AI technologies (e.g., ChatGPT, predictive analytics, AI-powered media planning, and visualization tools) and show how they enhance brainstorming, prototype creation, and data-driven refinements. They'll share case studies of successful classroom integrations and provide a live demonstration of AI-powered creative generation. Ethical considerations such as plagiarism, AI bias, and responsible usage will also be discussed.

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**11:30 a.m. to 12:45 p.m. / Su018**

**Public Relations and History Divisions**

Teaching Panel Session

**Essential Change: Adding Diverse Role Models to Public Relations History**

Moderating/Presiding

**Jeffrey S. Morosoff**, Hofstra

Panelists

**Melody Fisher**, Mississippi State

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

**David Brown**, Temple

**Shelley Spector**, CEO and Founder, Museum of Public Relations

The history of public relations as taught in textbooks and classrooms has been whitewashed for 75 years. In nearly every example, PR pioneers cited in texts have been three white men: P.T. Barnum, Ivy Lee and Edward Bernays. Women and people of color have been almost universally ignored.

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