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8:30 a.m. to 10 a.m. / Sa000

Communication Theory and Methodology and Visual Communication Divisions

Teaching Panel Session
  Unlocking the Power of Visual Data: Understanding Diverse Methodological Approaches

Visuals have evolved into a significant means of communication, with news, entertainment programs, advertisements, and social media messages often being conveyed through images or videos. However, there is a noticeable lack of discourse regarding “how communication scholars from various backgrounds analyze these visuals.” In this instructional panel, we extend an invitation to scholars who employ diverse methodologies (such as eye-tracking, qualitative examination, computational analyses) to scrutinize visual data. Our aim is to provide insights to audiences on how we should approach the examination of visual data. During this panel, we will deliberate on the procedures for selecting the most suitable methodology, considering the nature of the visual data and the conceptual questions derived from communication theories. The panel's objective is to enhance comprehension of the existing methodologies that are underpinned by theories that promote the field of visual communication.

8:30 a.m. to 10 a.m. / Sa000

International Communication and Cultural and Critical Studies Divisions

Teaching Panel Session
  Teaching Students to Decolonize Journalism Practice: Resisting Dehumanizing Portrayals of the “Other”

Recent changes in journalism pedagogy have included more focus on decolonization within the field. However, in the classroom, decolonization is often engaged on a theoretical level and rarely in practical terms. What does it mean to decolonize journalism coverage, and how do students learn to practice decolonization, particularly when reporting on the “others”. Journalism educators discuss how to teach decolonization as a journalism norm in coverage, including suggestions for curriculum and sharing successful examples from the classroom.

10:30 a.m. to Noon / Sa000

Broadcast and Mobile Journalism and Scholastic Journalism Divisions

Teaching Panel Session
  Defining the Future of Journalism Education: Academia and Industry Working Together

We started evolving years ago into new directions for how news is created and distributed. Some fads came and went, but the evolution continues, and we need to be as forward-thinking as possible about how to properly prepare students for media careers. This panel provides insight from academic programs and their recent-years curriculum challenges but also from a seasoned TV news professional who has helped guide industry changes. What are the foundational elements of journalism that must be retained, but at the same time what are the changes that must be made in training the next generation of journalists?
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Communication Technology and Advertising Divisions

Teaching Panel Session

Integrating Generative AI into Curriculum: Fostering Originality and Critical Thinking

The rapid advancements in generative AI technology, particularly large language models, have raised pertinent questions about their role and impact in academia. While these tools offer potential benefits, such as aiding brainstorming sessions, improving writing, and the grading process, they also pose challenges, especially concerning originality in student submissions. This panel is timely and relevant, addressing the pressing need for academics, particularly in communication, to understand how to effectively integrate these tools into their curriculum while ensuring genuine student engagement and understanding. By focusing on fostering originality and critical thinking, the panel aims to equip educators with practical strategies that emphasize genuine learning over mere content generation. Given the interdisciplinary nature of AI's impact on education, this proposal is also relevant to multiple divisions within AEJMC, making it a prime candidate for co-sponsorship, particularly in relation to technology, ethics, and pedagogy. The panel will provide actionable insights, best practices, and a platform for collaborative dialogue, catering to the needs of educators, students, and stakeholders.

10:30 a.m. to Noon / Sa000

History Division

Teaching Panel Session

The Jinx C. Broussard Award for Excellence in Teaching of Media History

This award is presented to the winners of the division’s Transformative Teaching of Media and Journalism History ideas competition. Members may submit an innovative teaching strategy to the contest, which is judged by a committee each spring. During the annual AEMJC conference, winners present their original and tested teaching strategies that address one or more of these pedagogies: diversity, collaboration, community, or justice. The teaching competition award recognizes Jinx Broussard, a full professor and the Bart R. Swanson Endowed Memorial Professor in the Manship School of Mass Communication at Louisiana State University. She was the 2018 Scripps Howard AEJMC Teacher of the Year. Broussard is also the 2019 recipient of the Guido H. Stempel III Research Award from the E. W. Scripps School of Journalism at Ohio University.

10:30 a.m. to Noon / Sa000

Minorities and Communication and Mass Communication and Society Divisions

PFR Panel Session

Navigating the Openly Anti-DEI Landscape: Exploring Classroom and Administrative Challenges and Opportunities

The summer of 2020, following the death of George Floyd, is commonly referred to as the racial awakening or racial reckoning that launched national conversations, protests and events that called out systemic racism, anti-Blackness, police brutality and White supremacy. Many U.S. business entities, news media, city and state public offices and some higher education campuses hired DEI executives and managers to grapple with racism in their institutions and to implement DEI action plans. However, it seems within two years after the reckoning began, it apparently was not only over, but was replaced with an anti-DEI backlash that continues to reverberate – from a retreat reflected among many U.S. corporations, to the U.S. Supreme Court’s Affirmative Action decision impact, to the inclusion retreat backlash many Black faculty members have experienced at

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Universities across the nation. Faculty have expressed concern over job security and personal safety. This panel critically examines how social and political openly anti-DEI attacks have impacted teaching, research, campus DEI institutional transformation strategies and more. Most of the panelists teach in states that have passed or proposed anti-DEI legislation.

10:30 a.m. to Noon / Sa000

Commission on the Status of Women and Media Ethics Division

Research Panel Session

Lessons Learned: Creating a Guide to Best Practices for Ethical Collaborations

“Lessons learned: A Guide to Best Practices for Ethical Collaborations,” will be an interactive panel with discussions geared toward developing solutions to problems that can arise when working in research and/or teaching collaborations with colleagues from different contexts (geography, rank, gender, ethnicity/race). We will consider ethics related to issues such as authorship, workloads, and power differentials. This panel takes an innovative, collaborative approach as panelists will work with audience members in break-out groups to identify challenges and write down best practices. The goal is to generate an informal guide that will help address 1) when and how to begin ethical collaborations, and 2) how to navigate problems or challenges that might arise while collaborating. Importantly, panelists and audience members will leave with a tangible, collaboratively created guide that we hope could be used across AEJMC DIGs: 1) A Collaboration Checklist with ethical questions to consider when forming a collaboration or deciding to join one. The checklist will also identify best practices and challenges to anticipate going different routes. 2) A Decision Document to help navigate situations when collaboration faces problematic issues after a team has been formed. The decision guide will list options for response and provide language for responses.

10:30 a.m. to Noon / Sa000

Internships and Careers Interest Group and Magazine Media Division

Teaching Panel Session

The Future Workplace for Mass Communication Students and Graduates

Younger employees have different priorities when it comes to the workplace and nationally there is a greater call for career readiness. How do we meet our students where they are and prepare them for a rapidly changing workplace? The COVID-19 pandemic only accelerated some workforce trends, particularly among employees who were younger millennials and the recent college graduates in Gen Z. These major trends are logical topics for discussion, as they include major changes in the way we work, hire, retain, and satisfy employees. The priorities held by the employer and the potential employee play a key role in determining hiring, job satisfaction and retention rates, and are thus critical factors in curriculum development and implementation. The Commission on PR Education will release their new report on the status of PR education on November 3. The report, “The Future of the Public Relations Workforce,” has a strong focus on the proposed panel topic, especially the chapter on the future of the workplace. At least three ICIG members helped to author sections of the report. The two individuals included as proposed participants (Davis and Lubbers) authored a majority of the chapter on the future of the workplace and would be integral to the discussion on this panel. During the work on this report, it became clear to the proposed participants that many, possibly all, of the topic related to the future of the workplace were equally applicable to all mass communication professions. Thus, this discussion applies to all areas of AEJMC.
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10:30 a.m. to Noon / Sa000

Participatory Journalism Interest Group and Newspaper and Online News Division

PFR Panel Session

Best Practices for Research-Based Newsroom Interventions

This panel will explore best practices for research-based newsroom interventions. With multiple crises related to finances, trust, and representation impacting American journalism, more newsrooms have turned to outside voices for assistance. While much of this work has been performed by news support organizations and consultants, some newsrooms have turned to academics for help. This work comes with a plethora of challenges, including gaining buy-in from newsroom workers, navigating deadlines and overcoming other resource-related issues. As a result, the outcomes of this work sometimes fail to live up to expectations, despite the best intentions of researchers. In this session you will hear from individuals who conduct intervention-based research, from both inside and outside of the academy. Attendees will learn about both successes and challenges and learn about best practices related to conducting such work within potentially hostile environments.

2:30 p.m. to 4 p.m. / Sa000

Communication Theory and Methodology and Broadcast and Mobile Journalism Divisions

PFR Panel Session

Digital Public Scholarship in a Post-Twitter World

Microblogging service Twitter became especially valuable for researchers and instructors who used the platform to share findings, discuss topics and methods, engage at conferences, and build a sense of scholarly belonging. It provided academics with enhanced and novel opportunities to engage in public scholarship. Academic Twitter, like many other virtual communities, has been shaken by a billionaire’s acquisition of the service in 2022, subsequent disruptions to its usability, and reimagining as a paid service. Many scholars have migrated to a variety of other nascent or revisited platforms such as Mastodon, BlueSky, Threads, and LinkedIn. Our panel examines how communication scholars in particular have been affected by these disruptions and migrations over the last two years, and what the future might hold for digital public scholarship.

2:30 p.m. to 4 p.m. / Sa000

Media Management, Economics and Entrepreneurship and Advertising Divisions

Teaching Panel Session

The JMC Curricular Imperative: Teaching Students to Lead

For many years, leading media and communication organizations, along with top JMC educators and scholars, have called for increased attention to leadership development and training in journalism and mass communication curricula. Our graduates must be prepared to lead communication teams, departments, agencies and firms in the throes of radical change, they say. Yet, our programs remain heavy on technical skills and light on courses and experiences designed to develop a leadership mindset and the capabilities needed to lead. Once referred to as “soft skills,” leadership and professional skills are today’s essential skills, but many students are leaving college without necessary training that equips them to become effective and ethical leaders. In this interactive session, panelists will discuss the JMC curricular imperative for leadership training and share ideas for courses and extracurricular initiatives focused on leadership development and the
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long-term professional success of our graduates. The panel of distinguished academics and professionals will discuss the critical need for leadership and professional skills training in undergraduate education so that graduates emerge not only with technical skills but also critical leadership skills that enable them and their workplaces to thrive. The session will highlight innovative efforts aimed at enhancing the leadership capabilities and adaptive capacities of future media and communication professionals. It will offer insights and lessons learned from those who have developed leadership courses and initiatives and provide tips for helping students build their leadership portfolios.

2:30 p.m. to 4 p.m. / Sa000

Newspaper and Online News and Scholastic Journalism Divisions

Teaching Panel Session
   Teaching News Terrifically in the 21st Century

This panel will feature presentations by the winners of our division’s Teaching News Terrifically in the 21st Century teaching ideas competition. The winners in the tenure-track faculty, adjunct faculty, and graduate student categories will give presentation of their innovative ideas for teaching journalism. We will have four or five winners on the panel. We will be able to provide their names in late spring once entries are submitted and independent judges have voted on the ideas. In seeking submissions, we reach out to tenured, tenure-track and adjunct professors, as well as graduate students. We send out the call for submission through many channels in an effort to achieve a diverse applicant pool. We also often feature themes that focus on projects that involve themes of diversity.

2:30 p.m. to 4 p.m. / Sa000

Visual Communication and Minorities and Communication Division

PFR Panel Session
   The Role and Status of Minority Professionals in Visual Communication Field

Discussions on diversity and inclusion have been increasingly highlighted in recent years as the world has become globally intertwined. As such, considerable focus has been given to how minority groups are portrayed in news and popular media. Research has generally indicated that mass media messages are potentially the culprits to the extensive stereotyping of minority groups. Thus, mass communication and journalism scholars and educators have paid close attention to media portrayals of distinct populations and deliberated how the media can contribute to functioning as a positive force in nurturing more diverse and inclusive practices in representing society. Yet, not much attention has been given to minority professionals in the visual communication field, such as photojournalists. While society’s emphasis and efforts on diversity and inclusion are expanding dramatically, there appears to be a lack of diversity among professional photojournalists. For example, the Associated Press, which many U.S. newspapers rely on as a source for news photographs, is known to have staff photographers who tend to be white and male (Amaría, 2018). Such figures warrant discussion on the current status of minority professionals in the visual communication field and how the discipline can foster expanding the role and visibility of minority professionals. This panel session will enable a space for discussion and sharing of personal experiences from former minority (i.e., female and African American) photojournalists. We will also discuss the theoretical foundations on the significance of diversity and inclusion in photojournalism and society.

2:30 p.m. to 4 p.m. / Sa000

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My First Year as a Full-Time Faculty Member: Experiences and Lessons from the First-Year On the Job

This panel will provide graduate students insight into what life is like for a new full-time faculty member during the first year on the job. It will center around graduate students and freshly minted PhDs’ questions about tenure-track and tenure-bearing positions. Some topics discussed may include: What was the interview process like? What was the hiring process and onboarding process like? What were the biggest challenges you faced in terms of completing your research? What are the biggest challenges you faced as an educator? What are the keys to making your first year as a faculty member a success? What are the pitfalls you should avoid? What were your interactions like with more senior scholars? What is it like to be a faculty member from a minoritized community, whether it be based on race, gender identity, sexuality, religion, and or ethnicity? What were the most significant adjustments you had to make regarding your daily routines? Was it difficult working in a new state (if relevant)? Were you able to balance your professional and personal life? How important is service to attaining tenure? The panel will comprise both graduate students and faculty members from diverse racial and gender identities and various academic disciplines, including Media Studies, Religion, Law, Digital Media, Journalism, Sex, and Sexuality.

2:30 p.m. to 4 p.m. / Sa000

Resistance and Persistence: How Women are Reclaiming Their First Amendment Rights

This panel will explore how women respond both collectively and individually to barriers to free expression and press freedom. We will discuss the specific ways women are mitigating the realities of online harassment and abuse. This session will focus on how women journalists, activists, and everyday citizens are finding solutions to this problem through collective action, including supporting each other, pressuring supervisors and institutions to protect them, encouraging social media companies to stop harassers, and exploring legal remedies.

2:30 p.m. to 4 p.m. / Sa000

Partisan Media and Its Roots in American Journalism

The United States has a long history of partisan media from the colonial times with outlets that ran by and promoted to political factions to the modern day with conservative radio, Fox News and podcasts throughout the political spectrum. This panel would help to educate faculty on how to understand the history of partisan outlets and how best to explain how the past helps to influence our modern media environment.

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Sports Communication Interest Group and Magazine Media Division

PFR Panel Session

Communicating Social Justice in Sports: In the Media, on the Field, and in the Classroom

The intersection of sports and social justice has emerged as a dynamic and influential force, prompting meaningful discussions about activism, representation, and corporate social responsibility. Athletes have increasingly used their platforms to raise awareness about pressing social issues, transcending the boundaries of the sports arena. This phenomenon, often called athlete activism, has ignited debates on the role of sports, sports media, and sports communication in fostering social change. Though we are a few years removed from the protests of the Summer of 2020, and even further removed from Colin Kaepernick igniting a wave of athlete activism, the issue of social justice in sports continues to be an important one. Across the world, athletes are still fighting for equitable resources, representation, compensation, and respect. Spain’s women’s soccer team, fresh off winning the World Cup, is fighting to upend a culture of rampant sexism exemplified by an unwanted kiss during the post-game celebration. Trans athletes in the U.S. face increased surveillance and exclusion, especially in conservative-led states like Florida and Texas. The list goes on. This panel will cover social justice efforts in a variety of sports, including major sports like basketball, baseball, football, and soccer, as well as more obscure sports like roller derby to demonstrate what communicating social justice looks like across sports cultures and contexts. The panelists will highlight recent trends in this space, their research on these topics, and how they apply these lessons in the classroom.

4:30 p.m. to 6 p.m. / Sa000

Broadcast and Mobile Journalism and Minorities and Communication Divisions

Teaching Panel Session

Expanding Journalism Education: Balancing Hard, Soft and Intangible Skills to Effectively Train Student Journalists

Journalism educators increasingly recognize the need to teach not only the basic, foundational journalism skills of interviewing, writing, and researching, but also more intangible skills that were once taken for granted or seen as inherent. These skills include curiosity, empathy, framing, identity vs. bias, and engaging meaningfully with communities. This panel will bring together educators on the forefront of teaching intangible skills in their classrooms to discuss how best to incorporate these lessons into curricula.

4:30 p.m. to 6 p.m. / Sa000

Communication Theory and Methodology Division and Small Programs Interest Group

Teaching Panel Session

Method Classes for Journalism and Mass Communication Programs

Methodology is a critical and indispensable component for any discipline. But whether method courses should be required for all journalism and mass communication majors is an open-ended question for educators in our field. This panel will discuss the needs for method pedagogy and all the necessary, relevant methods to include in any quality program. Additional topics of the panel may cover the potential difference of methods suitable for undergraduate vs. graduate programs and the toolkit for all journalism/ mass communication graduates to have before entering today’s job markets as well as academia.

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4:30 p.m. to 6 p.m. / Sa000

Magazine Media and Cultural and Critical Studies Divisions

Teaching Panel Session
   Teaching Diversity Every Day

This panel focuses on diversity as a foundational element of classroom teaching. Panelists will discuss ways to support diversity in the classroom throughout the academic term, from overall teaching approaches/methods to specific assignments and daily activities.

4:30 p.m. to 6 p.m. / Sa000

Media Ethics and Law and Policy Divisions

PFR Panel Session
   Newsgathering, Privacy and Ethics: Expanding Ethics in a Digitized World

This panel focuses on data privacy and surveillance laws in the U.S. and European Union and the ethical implications for journalists, media professionals and media organizations. The vision behind this panel is to bring together experts to focus on the ethics of privacy and data protection through the novel angle of media ethics. True to the spirit of MED, this panel is inclusive in terms of race, gender, geography, type of school and career stage.

4:30 p.m. to 6 p.m. / Sa000

Newspaper and Online News and Communication Technology Divisions

PFR Panel Session
   Educating the Educators: How to Effectively Incorporate AI-related Topics and Tools in Your Journalism Curriculum

As AI continues to reconfigure the media landscape, it is crucial that media educators are equipped with the latest knowledge and skills needed to empower the next generation of journalists. However, many of them are still struggling to understand what artificial intelligence is and how its applications can be used to reinforce processes of news production and distribution. This raises many questions about how can those educators start educating themselves about AI use in newsrooms? and what AI-driven tools should they train themselves on? To this end, the panel aims to give tips for journalism educators on self-learning the use of various AI tools and effectively incorporating them in journalism curricula, offering guidance on how to teach students about ethics and responsibility related to it. By bringing together university professors and working journalists, the panel will offer a comprehensive understanding of practical strategies related to AI integration in journalism education.

4:30 p.m. to 6 p.m. / Sa000

Public Relations Division and Internships and Careers Interest Group

Teaching Panel Session
   Teaching Authenticity and Transparency in the Era of Generative AI

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The panel explores the potential of artificial intelligence (AI) in transforming public relations education and the profession, by presenting new opportunities for professionals, scholars, and educators to enhance their communication strategies, engage with audiences in real-time, and analyze data more efficiently and more importantly, authentically. The panelists are ready to engage attendees with how they are preparing students for tomorrow’s PR practice while maintaining authenticity, ethics, and creativity while using AI for good. The impact of AI on PR curriculum and educators is significant as AI transforms the way communication is conducted and changes the skills required of PR professionals. As a result, PR educators need to adapt their teaching methods and curriculum to incorporate the latest AI technologies and trends. This includes introducing students to AI-powered tools and platforms that are now used in PR, such as chatbots, sentiment analysis tools, and media monitoring software. Panelists will share the good, the bad, and the ugly of integrating AI into the future PR pre-professional classroom. Additionally, this panel will address comprehensive coverage of AI in PR, ethical and legal considerations, equitable deployment of AI in PR, and provide practical guidance for PR educators.

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**4:30 p.m. to 6 p.m. / Sa000**

**Scholastic Journalism Division** and **Commission on the Status of Graduate Education**

Teaching Panel Session

**Getting Curricularly Creative**

This panel will focus on varied approaches to developing a curriculum that is both responsive to moments and changes and sustainable to keep faculty workloads manageable. Panelists will share the different ways they tackle curriculum design and their tips and tricks for being innovative.

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**4:30 p.m. to 6 p.m. / Sa000**

**Commission on the Status of Minorities** and **Commission on the Status of Women**

PFR Panel Session

**Defending Democracy with Ethical Leadership in Media**

To foster freedom and defend democracy in their communities, news organizations need to start at home with ethical organizational leadership. This panel would gather academic and newsroom leaders to discuss problems of the past, current challenges, and a way forward for the future. Historically, not all newsrooms have supported all journalists equally. Digital media have enabled reporter harassment at unprecedented levels, for instance, and journalists who are members of under-represented groups continue to be marginalized and tokenized. The #MeToo movement put a spotlight on, but did not end, sexual harassment. Panelists for this session would discuss what newsroom leaders can and do to help members of their teams and why these matters for news consumers.