Labor and technology often go hand-in-hand in U.S. local television newsrooms. This panel proposes to explore that relationship and its impact on newsroom workers both behind the scenes and in front of the camera as they tell the stories of the communities they live and work in. Union representation is at the forefront of many minds as the WGA and SAG-AFTRA strikes have made recent headlines. But unionization is not as common in local television as in the entertainment business. This makes it harder for newsroom workers to collectively fight to improve their labor outcomes. As technology evolves, many station owners rely on job convergence, precarious just-in-time scheduling practices and adding “one more thing” to the daily responsibility pile to improve bottom lines while adding more content to more platforms more often. At the same time, these newsroom workers do not necessarily reflect the diversity of the populations they cover, adding to an imbalance in the stories presented in the community interest. As these workers are also taking on heavier workloads often exacerbated by the 24/7 nature of the now-digital platforms run by local television stations, burnout comes into play, potentially further impacting community coverage. Indeed, recent studies show large numbers of newsroom workers, particularly younger journalists, may be suffering from burnout and looking to leave the business. This panel currently includes experts on unionization, burnout, precarity, tech change, and diversity in a local U.S. television newsroom setting.

This panel aims to bring together graduate students and faculty members to share their tips about enhancing productivity using technology. Academics juggle multiple projects such as teaching, research, and service, a set of tasks very different from those in industry. Technology can have both positive and negative effects on productivity and efficiency. This panel allows academics to learn from each other’s experiences about how best to utilize modern technology in their fields. Topics may include efficient methods and tools for reading, writing, scheduling, and project management.

Journalists are frequently exposed to stress that affects their mental health. This occurs when they are reporting on conflict areas (Ukraine, Pakistan, Afghanistan), covering contentious stories (e.g., upcoming U.S. elections), or natural disasters. This panel will take a global approach to mental health and journalism by exploring self-censorship and other practices that journalists enact to protect and maintain their mental well-being as they cover these stories.
Thursday, August 8, 2024

8:30 to 10 a.m. / Th00

Visual Communication and Magazine Media Divisions

Teaching Panel Session

Winners of the 2022 Innovations in Teaching and Excellence in Teaching Competitions

The special session co-sponsored by VISCOM and Magazine Divisions features the winners of the 2023 Innovations in Teaching competition who hail from around the world. The session also features a presentation by the VISCOM Excellence in Teaching 2023 Award winner. Each presenter will have about four minutes to highlight their tip or innovation.

8:30 to 10 a.m. / Th00

Commission on the Status of Women and Minorities and Communication Divisions

Research Panel Session

Pleading the Cause: Black Women Innovators Who Lead Journalism and Their Communities

This research panel explores how Black women working in news media as journalists, entrepreneurs and educators advance the field of journalism and representation. The panel also includes preliminary results from a study on Latinas and Black women media entrepreneurs/leaders that lays out their contributions to journalism and opportunities for investment. Black women are creating and leading newsrooms while covering communities that were long overlooked. Lauren Williams and Akoto Ofori-Atta launched the nonprofit independent newsroom, Capital B, in January 2022 to give Black America, "the news we deserve." They are delivering on that promise while publishing intersectional and impactful journalism that prioritizes Black America. Moreover, they launched the Black Local News Fund in September to open newsrooms in underserved Black communities. Capital B has a national desk and newsrooms in Atlanta and Gary, Ind. This panel is directly tied to the Commission on the Status of Women's focus on research that centers women and their contributions to communication. Moreover, this panel includes intersections of race and class to focus research on Black women in journalism. Lastly, this panel will focus on Black women and journalism and Black women scholars are the presenters.

8:30 to 10 a.m. / Th00

Internships and Careers Interest Group and Law and Policy Division

PFR Panel Session

Preparing Students Needing Course Accommodations to Succeed Beyond College

Each semester faculty receive notification letters highlighting students who need accommodations in their courses. As faculty members prepare students for their professional careers, we are often faced with the reality that the non-ADA accommodations may not be honored by students’ future employers. This reality can become even more complex for those that identify in varied and unique ways. Do these learning modifications transition to the workforce after graduating from college? If not, how do we help communication students effectively transition from college to the workforce where accommodations may not be as generous?
Thursday, August 8, 2024

10:30 a.m. to Noon / Th00

Magazine Media Division and Entertainment Interest Group

PFR Panel Session

Reckoning with Rolling Stone

This panel would discuss the historical influence of Rolling Stone on the music journalism industry, particularly in light of co-founder Jann Wenner’s recent interview dismissing Black and female contributions to rock. What is the role of legacy publications in the current music writing environment?

10:30 a.m. to Noon / Th00

Visual Communication and Advertising Divisions

Research Panel Session

AI Drawing and Meme Change Art Creation Industry and Visual Culture

Visual scholars are exploring how visual media influences individuals' feelings and behaviors as visual communication is more powerful than text. This panel will invite scholars and professionals to discuss how AI drawing and memes, a visual presentation humorous in nature and spread rapidly by internet users, change the scenario of visual communication through social media and the culture in communities. First, AI drawing provides opportunities not only for professionals but also amateurs to create visual contents via a simple way of text to image. It has several advantages such as time saving and easy revision with high-level drawing skills. At the same time, AI drawing also brings some issues as well, such as copyright infringement and destructive competition with art practitioners. How AI drawing changes the visual art creation, artists’ interaction with clients, and visual design of practitioners, and to what degree the technology will influence other aspects of visual communication will be discussed by this panel. Second, Memes as the most popular elements individuals use for communication on social media, enhances the relationships between social media users compared to messages with texts only. But Memes also bear the mark of the time when it was created. For instance, some Memes described tough time and feelings during the Covid-19 pandemic and gave people sarcastic or facetious responses. Memes is pertinent to freedom of expression as well. People may not share more negative information on social media due to surveillance in China and on X (Twitter) because the content of Memes may elude censorship. In visual marketing field, corporations would create a series of Memes as branding means to advertise products. Thus, AI drawing and Memes are the emerging devices that may change visual art industries and visual culture. How AI drawing and Memes play their roles in visual communication, what aspects of visual communication are influenced by them, and what is the future of these new visual communication vehicles, would be worth discussing.

10:30 a.m. to Noon / Th00

Participatory Journalism Interest Group and Media Ethics Division

Teaching Panel Session

Students Covering Underserved Communities: Extractive Exercises or Democratic Deeds?

As news deserts expand, the role of universities and student media has been viewed as part of the solution to improve coverage. Meanwhile, partnerships between universities and news organizations are growing both to provide students experiential learning opportunities and to better serve diverse communities. But, what are the considerations when an imbalance exists in the demographics of the reporting corps compared to the
communities being covered? As an example, Philadelphia’s Black population in 2022 was more than 40%, according to U.S. Census figures, but Temple University’s Black student population was just 13% that year. Journalism classes may enroll even fewer students of color. Covering those with intersectional identities may mean even less representation in classes. Are these reporting efforts extractive or do they help serve local democracy by elevating the voices of marginalized groups? Alternatively, where representation in class is better aligned to a community’s demographics, how can faculty avoid charges of bias or advocacy, especially when partnering with a professional news organization? In this teaching panel discussion, we propose to discuss pedagogical strategies to teach inclusive journalism centered on issues of accuracy, fairness, objectivity, trust, and truth. We hope attendees—whether they teach in metropolitan areas, college towns, or rural areas—will leave with a list of best practices to aid their curriculum development and teaching strategies as they consider real-world reporting and community engagement opportunities for their students.

10:30 a.m. to Noon / Th00

Small Programs Interest Group and Media Management, Economics and Entrepreneurship Division

PFR Panel Session

A Chair Just Right: Advice for New Leaders of Communication Departments

This panel will focus on presentations from five chairs (current and former), with each chair providing five tips each for navigating the job of department chair. Issues discussed include budgetary constraints, dealing with problem faculty and inconsistent deans, navigating issues related to recruitment, and continually having to (re)determine which areas of communication and media are of highest interest to students. Our five panelists will coordinate their top 5 lists with each other, and the result will be 25 actionable items that new chairs can take away for greater success as a chair. Other topics will likely include self-care, dealing with stress, and navigating one’s own research agenda despite the demands of chairing. With the intent of giving each panelist 5 minutes, there will still be plenty of time for discussion with the audience.

10:30 a.m. to Noon / Th00

Sports Communication Interest Group and Broadcast and Mobile Journalism Division

Teaching Panel Session

Using Pro Partnerships to Teach Future Sports Journalists

This panel will explore how classes can build relationships with sports franchises and collegiate teams to help teach sports journalism class friends the skills they need to become professionals. We will explore how to take learning out of classroom to make the sports world our educational space. Diversity will come by including a variety of professionals and former/current student-journalists.

12:30 p.m. to 2 p.m. / Th00

Newspaper and Online News Division and Community Journalism Interest Group

Research Panel Session

News Desert Solutions

The news desert crisis will not go away until academia steps up and starts taking practical action to help address it. How can we better teach students about news deserts and how to solve them? How can we better
help the industry with practical research and getting our research to them? How can we better partner with the industry to provide training for reporters/communities? This panel will host a discussion on these issues.

2:30 p.m. to 4 p.m. / Th00

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

Research Panel Session

**Critical Voices in Advertising Research**

While organizations and brands increasingly incorporate critical social issues and advocacy in their marketing communication strategies, the current political climate climates (e.g., anti-LGBTQ legislation, the banning of critical race theory, the overturn of Roe v Wade) has created an environment that makes such advocacy efforts more susceptible to backlash and crises from both supporting and opposing sides. For example, Target reported that the backlash over its LGBTQ+ has substantially decreased sales. Bud Light’s parent company also reported significant financial losses in U.S. profits due to a social media post involving transgender influencer Dylan Mulvaney. These two brands along with many companies have either stopped or scaled back their involvement with social advocacy. Target’s chief growth officer even said: “The reaction is a signal for us to pause, adapt and learn so that our future approach to these moments balances celebration, inclusivity and broad-based appeal.” This leads consumers and community leaders to question the motivations and authenticity of these companies. This calls for research to explore the best communication practices and its impacts. This panel will examine the critical issues in advertising and social advocacy—such as issue commodification, LGBTQ community, femvertising, race in advertising—contextualize in the current hostile political climate and recent scholarship. We will explore: 1) the historical context and current developments of these issues; 2) what the new realities mean to brands and advertisers who want to engage in social advocacy; 3) the evidence-based strategies that might be meaningful to both researchers and practitioners in navigating corporate social advocacy; 4) the theories and research findings that can propel both scholarly work and practice in brand social advocacy. Majority of research in advertising (over 80%) employs quantitative methods and is positivist in nature with the field of psychology serving as the chief theoretical driver with an overwhelming focus on individual-level cognitive, attitudinal, and behavioral effects (Kim, Hayes, Avant, and Reid, 2014). Many have argued that the field of advertising research is not very inclusive (Chu, 2022). The field’s top journals (JA, IJA, JIA, JCIRA) lack diverse perspectives or approaches to advertising research, particularly those with a critical bent. The focus of most of the research published in these top journals is also on practitioner needs ignoring other stakeholders such as consumers, policy makers, activists and individuals residing at the margins of our society in terms of age, race, gender, sexual identity, disabilities, language and immigration status, and politics among other things. This panel bring together researchers from multiple divisions to discuss the lack of critical voices in advertising research and makes a case for why including such perspectives is ultimately a good thing for the future of advertising research.

2:30 p.m. to 4 p.m. / Th00

History and Magazine Media Divisions

Research Panel Session

**The Future of Academic Publishing**

This session will allow for broad discussion among the History and other divisions about the future of their journals and how to move them forward. As Journalism History celebrates its 50th anniversary, what should the next 50 years look like? Similarly, the Journal of Magazine Media is approaching its 25th anniversary and looking to raise its profile. Members of these divisions can engage in active brainstorming on how to create
journals for the future that better serve authors, reviewers and journal staff. Much like two AEJs ago, we had a brainstorming session about how to improve diversity in the journal and took active steps from there (comps list, microgrants, teaching kits, podcast episodes, Teri and Erika's book, etc), we are looking for a division-wide discussion on what we hope for the future of our journal. What do we want for the future of academic publishing? What works, what doesn't, what can be more innovative. The journal tends to operate in its own bubble, and it's important for members to have time to talk and weigh in with thoughts.

2:30 p.m. to 4 p.m. / Th00

Cultural and Critical Studies and Law and Policy Divisions

Teaching Panel Session

New Adventures in Academic Freedom: Threats and Responses

Speakers on this panel will address ways they have articulated responses to these threats in their classes and in their scholarship. An overview of the most recent threats updates our thinking of the lines of this conflict. Additionally, we explore what should we do in our own best interests to serve the public’s needs and at the same time protect our professional selves from such critiques and potential sanctions. Some of these threats are external, but others are structured into our institutions, connected to the politics of administration and governance that have an arguably problematic relationship with the ethical intentions of higher education. These conflicts have political and legal implications as well, relating to the way media play a role in the ideology of education as a pursuit, the mostly private interests that control the media environment, and the public perception of teachers and teaching. A crisis exists in education in general, and that links to the challenges that specifically effect scholars and teachers. We also hope to consider what tone and valence is most appropriate for this conflict. Should it be more co-operational and collaborative, or more confrontational? And in this context, how can we make sure that students are not taken for granted as political pawns. How can we support their careful and critical thinking about the purposes and processes of higher education? How should they think about these issues when they are creating their own journalism, podcasting, or other media production?

2:30 p.m. to 4 p.m. / Th00

Media Ethics Division and Entertainment Interest Group

Teaching Panel Session

Practically Applying Media Ethics Skills in Entertainment Media Classrooms

There is often much focus on the use of ethics in journalism and even strategic communications fields and classrooms, but there tends to be less focus on the integration and application of ethical standards and skills in the entertainment media classroom—especially in terms of application. This panel will discuss the ways in which educators and/or mentors can include the application of ethical skills and standards to entertainment media classrooms and fields, especially when working with students that are creating content. This could include courses/fields that focus on new media, AI, film, television, documentary, video games, podcasting, and sports broadcasting. The panel will discuss topics such as bring theory to practice and integrating DEI-B into the teaching, mentoring, and creative production process.
Political Communication and Broadcast and Mobile Journalism Divisions

PFR Panel Session

“Horse Race” Coverage of Elections and “False Equivalency”: What to Avoid and how to Get it Right

In the age of misinformation, a new debate has taken center stage about objectivity in election reporting and the harmful consequences of “false equivalency” – news coverage that gives both sides of an argument equal merit when one side relies on factual evidence and the other does not – for democracy. This panel brings together experts and journalists to discuss how news media can avoid the pitfalls of the previous election coverage and get it right! They will address questions such as “Why does election coverage look the way it does?”, “Should horse race coverage be avoided?” “How can it be improved?” “Can we be fair to both sides and still avoid false equivalency?”

2:30 p.m. to 4 p.m. / Th00

AEJMC Council of Affiliates

PFR Panel Session

Inclusive Approaches to Business Journalism Coverage and Careers

The field of business journalism has long reflected disproportionately white and male power structures, both in newsroom representation and in prevailing approaches to financial and economic coverage. This panel will focus on ways that newsrooms, industry organizations, and journalism educators are proactively bringing an inclusive mindset to business journalism — whether through news coverage such as the collaborative, 29-newsroom, award-winning Broke in Philly project focusing on economic mobility, or through recruitment initiatives and partnerships designed to bring more diversity to the newsrooms that produce business and economic journalism.

2:30 p.m. to 4 p.m. / Th00

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

Teaching Panel Session

Experiential and Inclusive Pedagogy through Teaching Practice: Why Hackademics Matter

New media technology and industry-campus collaborations have created numerous opportunities for journalism education faculty to integrate creative teaching strategies and practical approaches to how students learn and apply the various tools of the discipline to shape their careers. At the same time, the presence of journalism professors, who functioned as former journalists (Hackademics), has enriched student experiences through in-house pedagogy, mentorship, and immersion that collectively add value to their education and professional trajectory. As the discourse on inclusive classrooms continues across campuses, this panel will underscore the role of journalism educators in facilitating inclusivity, student-centered learning, and industry preparedness particularly among minority students. The session will engage early career journalism educators and graduate students who are contemplating an industry-academy blend of teaching and learning to enable immersive experiences for students. The panel, composed of journalism professors who were former journalists, will also address the role of “hackademics” in fostering best practices on issues pertaining to media production and representation through an inclusive lens.

2:30 p.m. to 4 p.m. / Th00

2024 AEJMC Philadelphia, PA Conference Thursday Sessions
Participatory Journalism and Community Journalism Interest Groups

**PFR Panel Session**

**The Emotional Toll of Community-engaged Journalism: How Journalists Navigate Bandwidth, Boundaries, and Burnout**

Participatory journalism practices aim to decrease boundaries between journalists and the historically underserved communities with whom they engage, but at what cost to the journalists—often members of those same communities—doing this type of work? This panel will explore the emotional labor to which journalists embedded in and engaged with communities are exposed, putting them at increased risk of burnout. Panelists from various Philly-based projects will share their experiences navigating emotional labor, bandwidth, boundaries, burnout, effective coping mechanisms, and more.

4:30 p.m. to 6 p.m. / Th00

**Magazine Media and History Divisions**

**PFR Panel Session**

**Podcasts as Public Scholarship**

Over the last several years, more journalism researchers have turned to podcasting as a means of creating publicly accessible scholarship and blending theory with practice. This panel features hosts from Journalism Practice’s “The J-Word” podcast and Journalism History's self-titled podcast, as well as the creators and hosts of "The Pink State," a series focused on the role of women in local, state and national politics. In hearing from the speakers, attendees will learn how to develop shows, sustain them across multiple seasons, and reach outside of academic circle to cultivate ongoing public dialogue.

4:30 p.m. to 6 p.m. / Th00

**Public Relations Division and Commission on the Status of Minorities**

**PFR Panel Session**

**Mentoring Across Differences: Best Practices in Mentoring a Diverse Pool of Future Professionals and Academics**

For many schools nationwide, having a diverse student body has become paramount. There are many efforts to recruit students from underrepresented communities. Likewise, efforts to increase the number of faculty of color and other underrepresented groups are ongoing, although progress has been timid. In the absence of true representation—where students would have access to people they can relate to who are ready to provide them guidance—it is paramount that public relations programs are ready and able to support students across cultural, ethnic, and socioeconomic differences. One of the ways that we provide this support is through formal and informal mentoring exchanges. This panel explores how mentoring can help bridge differences to champion students as young professionals. Each panelist will share their experience and best practices, providing insights that could be applied at colleges, schools, and programs across the nation.