Friday, August 9, 2024

8:30 to 10 a.m. / F000

**Advertising and International Communication Divisions**

**PFR Panel Session**

**Social Media Influencers Around the World: Issues and Impact**

This panel will address some of the hot topics for the influencers in different countries with different cultures, political systems and economic development. Five topics will be presented in the panel. Mohammad Abuljadail will present Global Social Media Influencers and their Role in the National Branding of Saudi Arabia. Yang Yang will present top Chinese social media influencer Li Jiaqi’s reputation crisis and a reconsideration of the impact of influencer trust on the influencer-consumer relationship. This incident once again prompts us to reconsider how top influencers build trust with consumers and what factors can lead to the weakening or loss of that trust, as well as the consequences of trust erosion. Ilyoung Ju will present Virtual Influencer Popularity in South Korea and examine why South Koreans are obsessed with Virtual influencers who are avatars instead of real persons. Amonia Tolofari will discuss the important role black and African social media influencers play in the world of beauty and fashion and lifestyle to accepting African beauty in corporate spaces and society in general. Hyacinth Bangero and Madison Clatt will present their cross-national study on family influencers such as the LeBrants, and the McBrooms -aka ACE Family who are a unique type of SMI because they rely on the cooperation of all family members (parents and children) and have a following that spans a large age range. Kelsey Zook will present the challenges of LGBTQ influencers face when their product endorsement create controversy for major brands.

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8:30 to 10 a.m. / F000

**Broadcast and Mobile Journalism and Political Communication Divisions**

**Teaching Panel Session**

**Election 2024: Student Media Coverage, Special Projects and Innovative Storytelling Tools**

Election 2024 is looming. Student journalists will cover local, state and national issues. The purpose of this panel is to discuss election-themed ideas, special project themes and highlight innovative tools to help cover political coverage and elections better than ever before. This panel is a place to showcase past projects and participate in an idea exchange.

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8:30 to 10 a.m. / F000

**Communication Technology and Communication Theory and Methodology Divisions**

**Research Panel Session**

**Strange New Worlds: Communication Theory in the Age of AI**

As new communication technologies emerged, theorists shifted with the new, extending old theories and hatching frameworks that shed light on the consequential architectures enwrapping our world today. AI represents another bold, largely unmapped frontier where we will need to find theoretical footing in the shifting sands of this forever-evolving and potentially sentient technology that is profoundly transforming communication and media. Can past theories help us assess and evaluate ChatGPT, Bard, and other AIs, or are they insufficient and, at worst, obsolete? Must we adapt and radically disrupt our theorizing, methodologies, and ways of knowing to uncover AI’s effects and implications fully? This panel, Strange New Worlds: Communication Theory in the Age of AI, will invite theorists and researchers to answer these critical
questions. They will discuss useful theoretical frameworks and new directions, aiming to provide attendees with a toolkit for AI theorizing while encouraging novel and challenging paths to evaluate a communication technology that will define this century and our field.

8:30 to 10 a.m. / F000

Mass Communication and Society and Communicating Science, Health, Environment and Risk Divisions

Research Panel Session

Teens, Sex and Media Effects: Understanding Media Impact on Adolescent Sexuality, Sexual Health, and Advocacy

This panel will highlight research on how the media with which teens engage can influence their sexuality and sexual health. Panelists will share research about teens, media, and sexuality, including how teens use media to (1) engage in sexual and reproductive health advocacy, (2) make sense of their and others’ gender and sexual identities, (3) fill the gaps in their sexual health education knowledge with digital media and media literacy education, and (4) engage in sexual communication (e.g., sexting) and how that relates to pornography use and perceptions. Additionally, the challenges of and advice for conducting this type of research will be discussed based upon data collected with more than 50 researchers. The research being presented in this panel is significant, timely, and has societal implications. Adolescence is a pivotal time for sexual identity formation and sexual relationship development. Understanding how media play a role is important to assist efforts to ensure healthy sexual development among teens. Additionally, conducting research with youth populations is a cumbersome task on its own, but to then do that research on sensitive topics such as media and sexuality adds a layer of complexity. We have found many researchers who want to do this work struggle or feel ill-equipped to follow through, leading these topics to be underexplored. This panel will highlight research that can inform efforts to aid healthy teen sexuality development from both a theoretical and practical perspective, as well as guide current or future researchers in doing this work.

8:30 to 10 a.m. / F000

Commission on the Status of Women and Sports Communication Interest Group

Research Panel Session

Karma is Her Boyfriend: What Taylor Swift’s NFL Era Meant for the League’s Reputation with Women

The NFL and other sports leagues have long desired to increase female fandom, but marketing efforts often fall flat. Women audiences have been less than convinced that a pink jersey is enough to make them fans of sports leagues or teams. The extraordinary level of interest in seeing Taylor Swift attend Kansas City Chiefs games to watch Travis Kelce play gave the NFL a new opportunity to market to women -- one they’ve leapt on to the point of criticism for appearing desperate to capitalize on something they know interests female audiences. This panel will rely on past and ongoing research, as well as practical experience from industry professionals, to discuss how sports leagues and their broadcast partners market to women. Can the Taylor Swift phenomenon change NFL broadcasts and content strategies? In going all-in on Swifties, does the NFL risk alienating existing fans or neglecting other diverse untapped audiences?

8:30 to 10 a.m. / F000

Small Programs Interest Group and Minorities and Communication Division

2024 AEJMC Philadelphia, PA Conference Friday Sessions
Teaching Panel Session
  **New Roads: Making Diversity the Path Over the Enrollment Cliff**

The enrollment cliff is getting closer. Small programs (and entire colleges and universities) have closed as declining numbers of new students trigger budget cuts. Census data and data projections say there are fewer traditional students. But traditions change; there are gaps in the data, particularly when considering non-traditional students, students from minority backgrounds, and returning students who opted out during pandemic. This panel will examine new recruiting methods, retention activities, and the role that student focused teaching can play in counter-acting the predicted cliff on small programs nationally.

10:30 to Noon / F000

**Broadcast and Mobile Journalism Division and Entertainment Interest Group**

Research Panel Session
  **Cold Cases and Hardcore Histories: Studying the Past through Modern Podcasting**

While most news media prioritize breaking news and current events, podcasting provides a vibrant platform for journalists to reopen old news and ancient history. Disconnection from the present day is a feature—not a bug—of prominent and amateur true crime, history and investigative journalism podcasts. Do modern podcasts blend past events and modern context fairly, or unfairly? Is nostalgia, or timelessness, central to podcasting? How can academics best study and answer those questions?

10:30 to Noon / F000

**Communication Technology and Media Management, Economics and Entrepreneurship Divisions**

Research Panel Session
  **Social Media Influencer Relations: Research Opportunities in an Emergent Field**

Over the past decade, social media influencers became key to brand and organization engagement of audiences. A new line of research known as influencer relations examines how organizations are moving away from transactional and towards a mutually beneficial relationships with social media influencers. The current panel will discuss the many research opportunities that influencer relations presents for scholars of digital media and public relations. The panel will examine both theoretical and methodological approaches to influencer relations and discuss the role that technology may play in empowering these strategic relationships.

10:30 to Noon / F000

**Minorities and Communication Division and Commission on the Status of Minorities**

Teaching Panel Session
  **Spanish-English Bilingual Journalism Practices: From College to the Newsroom**

Considering Latino/a/x news as a product of bilingual journalism practices that require bicultural competencies to gather, assess, present, and disseminate news and information about, or relevant to, Latino communities (Retis, 2022), this panel seeks to discuss how new generations of Latino/a/x/e journalists are being trained in higher education institutions. The panel also seeks to survey the most recent bilingual journalism news
products to assess if higher ed is meeting industry standards and demands.

10:30 to Noon / F000

Political Communication and Mass Communication and Society Divisions

Research Panel Session

What If Democracy Falls and Nobody Covers It? How the Media Causes and How Media Can Solve Democratic Backsliding

This study addresses one of the most existential threats to this nation: Whether we will remain a democracy after 2024. Panelists will examine how the media have contributed to threats to the health of the U.S. and global democracy, and what the media can do to arrest democratic backsliding.

10:30 to Noon / F000

AEJMC Council of Affiliates

Teaching Panel Session

Media Malpractice Past and Present: Abdication of Moral Responsibility in Journalism and Advertising

We are in the midst of a “post-truth” period, according to many commentators. As mass media scholars and practitioners, we have an obligation to reassess our field’s willful deviations from truth and renew our commitment to truth-telling. Those deviations equate to media malpractice, a wide-ranging malady typically examined in specific cases but seldom addressed broadly for causes and treatments. This panel intends to do just that, to examine the variants of media malpractice in journalism, advertising and social media. The panel will take up recent cases such as the massive libel lawsuit against Fox News by Dominion Voting Systems as well as episodes of fabrications such as the Washington Post’s “Jimmy’s World” debacle. It will address the politically divisive disinformation common in social medial and the 2014 advertising scandal created by L’Oreal when it falsely advertised a lotion that could ”boost genes” to impart beauty. The panel also will consider whether such malpractice is an inherent defect in profit-making or politically aligned media practices.

10:30 to Noon / F000

Internships and Careers and Small Programs Interest Groups

PFR Panel Session

Creating Funding Programs to Assist Students Afford Internships and Applied Learning Experiences

This panel will explore programs, strategies, and funding opportunities that universities and communication faculty are successfully employing to help students offset the costs associated with participating in applied learning opportunities—including internships and capstone projects. This engaging format will offer practical suggestions and recommendations that can be utilized in diverse programs and institutions.

12:30 p.m. to 2 p.m. / F000

Communication Theory and Methodology Division and Commission on the Status of Women

2024 AEJMC Philadelphia, PA Conference Friday Sessions
PFR Panel Session

Reimagining Data and Technology: The Data Feminism Perspective in Computational Communication Research

In the dynamic domain of computational communication research, data feminism provides an invaluable and distinctive viewpoint. Grounded in the principles of intersectional feminist theory, data feminism calls for a fundamental reevaluation of data and technology practices to champion fairness, inclusiveness, and ethical responsibility. This panel is dedicated to investigating the distinct ways in which journalism and mass communication research can play a vital role in mitigating the biases inherent in statistical learning models within this context. It will assemble experts at the crossroads of data feminism and computational communication research to delve into potential collaborations, challenges, and pioneering strategies that arise from the intersection of these two fields.

12:30 p.m. to 2 p.m. / F000

Cultural and Critical Studies and Media Ethics Divisions

Research Panel Session

The Ethical and Environmental Implications of AI in Mass Communication

As AI continues to play a significant role in various industries, including journalism and education, it is crucial to examine its ethical and environmental implications. This academic panel will explore the ethical considerations of using AI in mass communication, focusing on the environmental toll it takes and how we can reconcile with its ethical side. Put another way, this panel will focus on a core ethical question: how will the fields of journalism and mass communication reconcile with the use of AI and the environmental toll of the technology?

12:30 p.m. to 2 p.m. / F000

AEJMC Council of Affiliates

Teaching Panel Session

Reporting the Polls in 2024: Error, Pitfalls, and What Scholars and Journalists Ought to Know

Two realities about the 2024 race for the White House are already clear: pre-election polls will be abundant, and they will shape campaign narratives for journalists, pundits, and the public. Given those realities — and that polls have been notably in error in recent presidential elections — what pitfalls and ethical quandaries should scholars and journalists be aware of in studying and covering the 2024 campaign? How should they best treat the polls? A panel of experts in media and opinion research will take up those and other questions in what promises to be a lively and engaging discussion that promises to pull back the curtain on election polling.

2:30 p.m. to 4 p.m. / F000

Advertising and Communication Technology Divisions

Research Panel Session

Artificial Intelligence and Ethics: Where Do We Go From Here?
The phenomenon of fake news is a global concern and one that affects advertising as well as legitimate journalism. Fake news is troubling as it can inject false information into public consciousness affecting democratic processes and informed debate. It could essentially cripple democracy where the news media serve as light in dark places. Before the release of large language models (LLMs) to the public via free platforms (ex. Chat GPT 3.5), discussions existed on how to reliably filter fake news content. Research has discussed ways to prevent the spread of fake news noting human-labor based organizations like Snopes.com and algorithms employed to detect misinformation. But LLMs, as relatively new digital technology, are quite susceptible to malicious attacks. Unique to the LLM is an attack is referred to as a prompt injection attack. This type of attack inserts a trigger or code that, when inserted into a post, tricks the LLM into labeling content benign when it is actually false. This discussion will revolve around an ongoing project about ways to combat the proliferation of “fake news” via large language models. These models are novel in many ways and so too must the algorithms be to prevent malicious attacks. We will discuss the concerns surrounding fake news in this context, the process by which prompt injection works to fool LLMs, and a proposed solution.

2:30 p.m. to 4 p.m. / F000

Cultural and Critical Studies Division and Commission on the Status of Women

PFR Panel Session

Sex and The Press: Directions for Research, Policy, and Practice

Last spring, Journal of Communication Inquiry editor Patrick Johnson distributed a call for papers that "adopt critical-cultural approaches to exploring and examining the interaction between the press and sex" for a special issue called Between the Sheets: Sex and the Press, scheduled for 2024. This panel will provide authors an opportunity to reflect on findings from the JCI special issue and to discuss future directions for scholarship, reportage, and political action. This panel builds on previous AEJMC panels that attempt to destigmatize discussions about sex in the press. In the wake of court decisions such as FOSTA-SESTA and the overturning of Roe v. Wade, communication scholars have an ethical responsibility to interrogate the role mass media play in shaping public perceptions about sexuality and gender. Journalists share an imperative to 1) minimize bias while reporting on diverse sexual orientations and gender identities, and 2) to foster political accountability by covering policies that may impact individuals' freedom of sexual expression. Yet coverage of and research about sex remain taboo. Our panelists will assess the present and historical state of sex in mass media. Discussion topics will include representations of intersecting identities, e.g. sexuality, race, and disability; the material impacts of laws that regulate pornography and censor online communities; transgender discourses and sports media; histories of the adult press and XXX content; and health communication stereotypes about LGBTQ+ communities. In collaboration with the audience, the panel will conclude with a brainstorming session to develop new research questions and build academic working groups.

2:30 p.m. to 4 p.m. / F000

International Communication and Minorities and Communication Divisions

PFR Panel Session

Elevating Female-Identified Voices on the Job Market: How Can We Support Women Scholars Making Career Choices in Academia?

This panel builds on previous efforts to elevate voices of female-identified scholars in media & communication studies. Yet this panel is different as it takes those efforts further by enabling a discussion about the struggles women face when going on the job-market, interviewing for a professor position or negotiating their academic
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offers. While the number of women decreases at every stage of the academic scale (Parker et al 2018), women may face more barriers to land their first faculty position and face even more challenges when it comes to career progression. This panel aims to support academic women's careers by outlining some of the barriers and imbalances and addressing those from a global and inclusive perspective. We bring together a panel of women on the job market, women in hiring decision-making positions, and women from underrepresented groups to support women's career progression in higher education around the globe. Our round table discussion takes into consideration gender inequities (i.e., lack of fairness and justice) disproportionately impacting female-identified scholars particularly located in the Global South. The panel aims to elevate those historically marginalized voices in the debate to discuss ideas to support women on the job market more efficiently. Questions discussed include support system(s) considering gender inequality during job searches (inclusive search committees, inclusive job advertisement), career progression and promotion. Our panel discussion aims to provide recommendations for both individuals and universities to support women's career progression in higher education.

2:30 p.m. to 4 p.m. / F000

Law and Policy and History Divisions

PFR Panel Session


The year 2024 will mark the 60th anniversary of NEW YORK TIMES v. SULLIVAN, the landmark First Amendment case of the US Supreme Court. Law and Policy should lead others in and outside the Division in celebrating the First Amendment case by remembering its past and (re)imagining its future. All the more compellingly so, given that the sociopolitical and legal rationales of the revolutionary ruling are being questioned in America--more openly than ever. In sharp contrast with the raging debate about SULLIVAN in the US, the enduring influence of the US Supreme Court case is growing inspiringly, if not applicationally. An increasing number of international, regional, and national courts have embraced the precepts underlying the “central meaning” of SULLIVAN in the global 21st century. It’s not hardly an exaggeration to state that SULLIVAN is America’s best export in making freedom of expression as a human right globally. In connection with the 60th anniversary of NEW YORK TIMES v. SULLIVAN, this panel proposes to examine the history-making case from a US and non-US perspective. Issues to be discussed could include SULLIVAN’s historical and sociopolitical and legal contexts for the past six decades; the vociferous recent criticisms of SULLIVAN as the touchstone of America’s constitutional law in general and of the First Amendment in particular; the significant global impact of SULLIVAN on the expanding free speech jurisprudence abroad.

2:30 p.m. to 4 p.m. / F000

Magazine Media Division and AEJMC Council of Affiliates

Teaching Panel Session

Covering and Connecting Communities through Lifestyle Journalism

This teaching panel focuses on helping students (and audiences) connect with local communities as well as international ones through producing lifestyle media. We will be discussing the ways that arts coverage, travel journalism, and food journalism can strengthen student journalists’ cultural competencies, as well as ways that instructors can foster these competencies in the classroom. How can students report on lifestyle trends and issues with an eye towards community-building? Other topics to be discussed include experiential learning and the role of study abroad programs in developing new journalists.
2:30 p.m. to 4 p.m. / F000

Media Ethics and Broadcast and Mobile Journalism Divisions

PFR Panel Session

Ethical Responses to Hostility Toward Journalists

Hostility toward journalists is a growing issue across the world, which poses challenges to journalism ethics, tendency to imagine journalists as playing a welcome and crucial civic role in society. What happens when vocal members of society reject journalists and, in some cases, become violent toward them? This panel brings together scholars focused on hostility, mental health, and criminalization of journalists in the US, Brazil, and Iran.

2:30 p.m. to 4 p.m. / F000

Public Relations and Communicating Science, Health, Environment and Risk Divisions

Teaching Panel Session

Give Them What They Want: How to Introduce Your PR, Journalism, Health Comms and Other Students to Public Interest Communications

Students increasingly want to go into careers that enable them to work for causes – whether through journalism, strategic communications, PR or other communications fields. Public interest communications – the use of research-based strategic communications that moves people to action for structural social change – offers that path. But how do you introduce it to your school? How do you weave it into your courses? In this panel, we’ll explore ways to introduce public interest communications into public relations, journalism and strategic communications curricula. We’ll identify how public interest communications can serve as a foundation for sound communications practice across disciplines; explore the differences between public interest communications and corporate social advocacy as well as public interest communications and advocacy journalism and other similar concepts; and offer ideas for assignments and classroom activities. Panelists also will offer tips and insights based on their experiences of working to include public interest communications in graduate and undergraduate courses.

2:30 p.m. to 4 p.m. / F000

Scholastic Journalism Division and Commission on the Status of Minorities

PFR Panel Session

Implementing Diversity in the J-School Newsroom: Part II

This panel builds on the successful reception of last year’s conversation on DEI efforts in j-school newsrooms across the country. The debate about diversity in America’s newsrooms is not a new one. Census data from 2018 shows that people of color make up 40% of the population of the United States. Yet, numerous surveys have revealed that people of color continue to be underrepresented in newsrooms: only 23% (Pew Research Center, 2018), 25.9.% (RTDNA, 2019), and 14.5 (ASNE, 2019) of newsroom employees were people of color. But the diversity problem in news truly begins in the journalism classroom and newsroom. Come learn from fellow educators and newsroom advisers who have successfully taught students to identify blind spots and internal bias, how to implement faultiness and intersectionality in their reporting, and how to build cultural
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competency to diversify news coverage. What are some of the important lessons learned? What has worked and what are some of the barriers and challenges of the future?

2:30 p.m. to 4 p.m. / F000

Commission on Graduate Education and Small Programs Interest Group

PFR Panel Session
Launch Party: SPIG Mentorship Program

Monthly mentorship program between SPIG and CSGE. The on-site conference meeting would be the inaugural meeting in which mentees/mentors are paired. That initial meeting would begin with a brief meet and greet, followed by the goals/structure of the mentorship program. Then, a prompt will be provided and mentees/mentors will split off and discuss the topic as well as discuss future communication opportunities. But the program doesn’t stop at the conference. This mentorship program will be active through a one-a-month meeting as a program, which will meet for 60 minutes via Zoom. Each Zoom meeting will start with a brief group discussion about a general topic. Then mentors and mentees will split off from the larger group and discuss a pre-selected prompt to begin a more intimate discussion.

4:30 p.m. to 6 p.m. / F000

Advertising and Mass Communication and Society Divisions

Teaching Panel Session
Teaching Advertising through the Social Justice Lens: What Ad Professors Should Know

With the current social and political climate, the demand for integrating social justice issues into advertising programs is greater than ever. The panel will delve into this growing imperative by discussing effective approaches to and challenges in incorporating social justice issues into advertising curriculum, as well as strategies to equip students with an ability to read the social and political landscape and derive insights for brands to meet the changing market needs. Panelists will discuss the need for advertising education to expand beyond traditional strategy and creative skills to nurture eyes to discern the social and political landscape. Educators are required to 1) continuously monitor and analyze how companies are responding to consumers’ demand for raising their voices for social justice issues, especially in the domain of diversity, equity, inclusion, and belonging (DEIB), and 2) establish rigorous criteria to evaluate successful (e.g., Malteser’s The Light Side of Disability, P&G’s The Look) and unsuccessful campaigns (e.g., Starbucks’ #racetoogether). Further, the panel will address challenges in navigating through the complexities of sensitive subjects and anti-woke sentiments. Educators must be prepared to lead difficult conversations in the classroom, especially during times of heightened social conflicts, such as the upcoming presidential election. The panel will share experiences of dealing with these situations and, further, strategies to ensure academic freedom despite current developments in the legislation at the state and federal levels. In short, the panel expects to garner valuable insights and practical guidelines for educators in teaching advertising through a social justice lens.

4:30 p.m. to 6 p.m. / F000

History Division and Commission on the Status of Minorities

Teaching Panel Session
Lest We Forget: History and Inclusivity are Fundamental

2024 AEJMC Philadelphia, PA Conference Friday Sessions
Media history and diversity courses are consistently facing adversarial forces from within and without academia. Administrators, politicians, and faculty increasingly deem such courses as irrelevant, too “woke,” or liberal-minded in an age seeing growing legions of citizens ignorant of the past and intolerant of “Other.” While diversity and inclusion are deemed critical for teaching journalism and mass communications, few programs are working on solutions to secure the future of history and diversity classes, or to make them more attractive to those who have the power to eliminate them. Panelists will contest university administrative, faculty and public notions that courses in media history and multiculturalism are no longer necessary. History and inclusivity are under siege not only in academia, but political and social spheres. Too, the demands of a digital-first curriculum that keeps pace with industry disruption often puts media history and multicultural studies on the back burner when decisions are made about hiring and resources. If such disciplines are too “woke,” liberal-sounding, archaic, and expensive, we are truly condemned to face a future where media history is sidelined and Other is irrelevant again. This could limit innovation and growth in both the academy and the media.

4:30 p.m. to 6 p.m. / F000

Law and Policy Division and Community Journalism Interest Group

PFR Panel Session

Prison Journalism: For, By and about the Incarcerated. Who Gets to Tell Their Stories?

Access to the news plays a vital role in the lives of the incarcerated in the United States. Yet the ability to produce their own news publications is becoming equally important. Ever since the first prison paper, The Prison Mirror, was published in Stillwater, Minnesota, in 1887, one of the perceived benefits of these publications, aside from informing the incarcerated audience, has been to provide training in basic journalistic skills such as writing and editing. While Louisiana State Penitentiary’s radio station KLSP-FM, sanctioned by the warden [Burl Cain], served his missionary goals, publications like the San Quentin News are becoming multi-media operations with podcasts, print and online editions that cover a range of issues. In Philadelphia, Mumia Abdul-Jamal has been writing books and publishing commentaries on Prison Radio, a California-based multimedia production studio. Collaborations with former prisoners and organizations like The Prison Journalism Project, are empowering the incarcerated to report and tell stories not just for others in prison, but for an outside audience as well. This panel considers the incarcerated as members of a community with shared interests, rights and voices. Reporting about this community – both by prison journalists and by news media outside of the criminal justice system – is treated as a form of community journalism. We invite scholars and professionals to discuss different perspectives of reporting about and from prison. These include: learning journalistic skills behind bars, journalistic norms and practices under prison censorship, consuming news media while incarcerated and, importantly, journalists’ access to prisons for the purpose of reporting about the criminal justice system, prison conditions and prisoner treatment.

4:30 p.m. to 6 p.m. / F000

Media Management, Economics and Entrepreneurship and Magazine Media Divisions

PFR Panel Session

Becoming a Public Scholar: Best Practices Engaging with Mainstream Media

Should you be a public scholar? What are the pros and cons, how should you respond to and prepare for a media interview request, and what and how should you share? What should you consider before giving an interview, to whom/which publications, how should you market yourself, and what are general best practices?
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What are other ways of being a public scholar? These panelists have vast experience sharing their expertise with the media and will help answer your questions.

4:30 p.m. to 6 p.m. / F000

Newspaper and Online News and Scholastic Journalism Divisions

PFR Panel Session
Champions of Editing

This is the annual Champions of Editing, a session where those who teach, value and encouraging the craft of editing gather at AEJMC. Scholastic is our partner in this session. We are looking to line up as keynote speaker a leading professional from the conference area -- in this, someone in Philadelphia media.

4:30 p.m. to 6 p.m. / F000

Public Relations and Media Ethics Divisions

Teaching Panel Session
Title

This panel will explore the role of empathy in the communications field as a needed skill, ethical implications, how to foster it in the communications classroom and develop it in students. In the communication field, empathy – understanding the position others are coming from – is highlighted as a necessary skill (Petersen, 2021; Robinson et al., 2019). Within the field of communication there is an emphasis on understanding an audience in order to tailor a message to them. Cognitive and affective empathy can allow a practitioner to better be able to tailor a message in order to impart or exchange information. Empathic concern can also influence prosocial behavior or a behavior change which is the root of much communication (Stiff et al., 1988). Empathy in public relations is a key principle in engaging publics, providing an ‘atmosphere of support and trust that must exist if dialogue is to succeed’ (Kent & Taylor, 2002, p.27). Communicating with empathy is considered a best practice for it can enhance the credibility of the message and the legitimacy of the messenger before and after a crisis event (Seeger, 2007). A statement of empathy can restore an organization’s reputation (Fannes & Claeyys, 2022). Additionally, it is a marker of a successful journalist (Gluck, 2016), and a wanted skill in the creative field (Carlson and Dobson, 2020). Empathy is essential for cultivating relationships, building supportive communities, and is associated with higher self-esteem (Manczak et al., 2016). Many employers view the ability to work effectively in teams and communicate with people of different cultural backgrounds as an important skill (Finley, 2020) these are abilities of an empathic employee. This panel will explore the role of empathy in the communications field as a needed skill, ethical implications and how to foster it in the communications classroom.

4:30 p.m. to 6 p.m. / F000

Visual Communication Division and Council of Affiliates

Teaching Panel Session
Decoding the Future: No-Code Platforms in Media and Communication Education

In an era dominated by digital narratives, media and communication educators must continuously adapt to equip students with the most relevant skills. The future belongs to those who can rapidly prototype, iterate,
and launch digital experiences without getting bogged down by the intricacies of traditional coding. Enter the world of no-code platforms—intuitive, versatile tools that empower individuals to create applications, websites, and interactive media without writing a single line of code. This panel aims to introduce educators to the power and potential of no-code platforms along with how no-code platforms can amplify storytelling and audience engagement. By embracing these tools, we reinforce the foundational belief that in the digital age, stories and ideas—not just code—hold power.

4:30 p.m. to 6 p.m. / F000

**Lesbian, Gay, Bisexual, Transgender, Queer and Religion and Media Interest Groups**

**PFR Panel Session**

**Navigating Conflict on Campus: Universities, Educators, and Intersectional Discourse**

In recent years, universities have become focal points in the media, not only for their academic pursuits but also for their responses to a multitude of pressing social issues on and off campus. This panel aims to delve into the complex dynamics surrounding identity conflicts and how universities, as well as educators, are grappling with these challenges. From responding to incidents of sexual assault, racism, sexism, homophobia, antisemitism, and islamophobia on their own campuses to facilitating discussions on broader global concerns, universities and educators play a crucial role in shaping the discourse around these topics.

4:30 p.m. to 6 p.m. / F000

**Participatory Journalism Interest Group and Cultural and Critical Studies Division**

**Research Panel Session**

**Joy and Local Journalism: Using Participatory Community Events for Engagement**

For members of many historically marginalized communities, local journalism is associated with moments of crisis or conflict, if it is present at all. This panel explores local journalism projects that aim to challenge this dynamic by deliberately creating spaces of “community joy.” Panelists share experiences researching and working with journalism organizations in collaboration with community stakeholders to create welcoming spaces for residents to interact with journalists and each other, enjoy cultural and family activities, contribute ideas, and discuss community issues. These include community joy day events appealing to a community affected by gun violence, community picnics to crowdsource recipe and resource guides for new refugees, and story circles in pop-up garden spaces in suburban strip malls. We will explore how these projects connect these public engagements in various ways to solutions-oriented editorial content, the various challenges they navigate, and what their efforts contribute to the case for joy as a news value.