#### 2006 AEJMC MIDWINTER CONFERENCE PROGRAM

2/13/2006

Room numbers underscored are equipped with computer.

Friday, February 24

REGISTRATION BEGINS AT 9:00 AM BOWEN-THOMPSON STUDENT UNION BTSU 208 Conference Lounge

REGISTRATION AFTER 1 P.M. AT BTSU 206 LOBBY

WBGU PBS Tour at 10:30 a.m.

Shuttle buses depart from Quality Inn at 12:00 p.m.

## Concurrent Sessions I: 1:00-2:15 PM

#### 1. Gender Issues in the Media [BTSU206]

Moderator/Discussant: Sung-Yeon Park, Bowling Green State University
A Comparison and Critique of the Female Image in Russian and American Film (ICD)
Angela Denise Prater, Bowling Green State University

Feminism on Record: *New York Times*' Coverage of Prime-Time Feminism, 1982-2001 (MCS)

Danielle Stern, Ohio University

Problems in Utopia: The Other Side of gURL.com (CCS) *Kalen M. A. Churcher, Pennsylvania State University* 

The Women's Cable Niche: An Analysis of Lifetime, Oxygen, and WE (MME) Lisa Marshall, Bowling Green State University

## 2. Legal Rights and Restrictions [BTSU 314]

Moderator/Discussant: Victoria Smith Ekstrand, Bowling Green State University

The Rise and Fall of the Fairness Doctrine and its Relationship to Freedom of Speech (MCS)

Richard Knecht, University of Toledo

In Search of a Right of Access To Information: A Historical Analysis of Article 19 of the Universal Declaration of Human Rights (ICD)

Cheryl Ann Bishop, University of North Carolina-Chapel Hill

Public Knowledge vs. Private Power: The Moss Subcommittee and the Origins of the Freedom of Information Act's Exemption Four (MCS)

Andrew Famiglietti, Bowling Green State University

All Speeches are Created Equal, So Junk Mails? Judicial Review on Regulation of Unsolicited Commercial Speech (CTEC)

Xiaowei Chen, Louisiana State University at Baton Rouge

## COFFEE BREAK (2:15 – 2:30 PM) BTSU206 LOBBY

## Concurrent Sessions II: 2:30-3:45 PM

## 3. Panel: The Apprentice (ESIG) [BTSU 207]

Moderator: Jim Sernoe, Midwestern State University
The Apprentice: A Feminist Perspective
Deepa Oommen, Moorhead State University

The Apprentice: The Mythological Perspective *Ann Andaloro, Moorhead State University* 

The Apprentice: A Public Relations Perspective *Janet McCoy, Moorhead State University* 

#### 4. Copyright and Property in the Media [BTSU 314]

Moderator/Discussant: Richard Knecht, University of Toledo

How Pop Artists Discern Originality: A Look at How Warhol and Lichtenstein

Addressed Ownership in Art (VISCOM)

Precious Yamaguchi, Bowling Green State University

They Did the Mash: The Technological Quest to Continue Oral Folk Tradition by Way of the Mash-Up (ESIG)

Colin Helb, Bowling Green State University

The Interplay of Good Intentions: Who Owns Faculty Work Created for Online Classes? (GEIG)

Natalia Rybas, Bowling Green State University

Innovation and Copyright Protection in the USA and China: A Model for Genuine Cooperation Between the Two Countries (GEIG)

Dexin Tian, Bowling Green State University

## 5. US Coverage of International Issues [BTSU308]

Moderator/Discussant: Canchu Lin, Bowling Green State University
Content Diversity in U.S. Media Coverage of One-Child Policy in China (ICD)
Yahui Zhang, Bowling Green State University

U.S. Media Portrayal for Asian Political Leaders: Image Assessment (ICD) *Youngshin Hong, University of Florida* 

Framing of the Chechen Conflict in American News Magazines (MCS) *Julia Badryzlova and Marc C. Seamon, Marshall University* 

Covering International News: Human Resource Management and the Development of American News Organizations (MME)

Ana Tereza Condé Pereira, University of Liverpool

## 6. Media Freedom and Responsibility [BTSU206]

Moderator/Discussant: Laura Lengel, Bowling Green State University

The State of Media Studies at Lebanese Universities (ICD) *Melki Jad, Townson University* 

What the F.C.C.? Surveying the Impact of Freepress.org on Big Media and 'Militainment' (MCS)

Lisa Barr, Southern Illinois University

The Baku Project: Motivational Education Techniques for Journalists in Countries with no Press Freedom (ICD)

Karl Idsvoog, Kent State University

Rosa Parks v. Outkast, Media Coverage, and the Framing of the Right of Publicity v. First Amendment Debate (CCS)

Candice J. Muñoz, Bowling Green State University

# COFFEE BREAK (3:45-4:00 PM) BTSU 206 LOBBY

## Concurrent Sessions III: 4:00-5:15 PM

#### 7. Issues in Education and Public Relations [BTSU206]

Moderator/Discussant: Terry Rentner, Bowling Green State University

Web of Impediments: Is Public Relations Spinning out of Control? (MCS) *Jeanette Wenig Drake, University of Findlay* 

Computer-Mediated Communication and Virtual Advising (CTEC) Steve Mitchell, Lorain County Community College

Academic Policies and Regulations: Statements on Plagiarism in American and Russian Universities (ICD)

Anastasia A. Alexandrova, Bowling Green State University

Media Economics and Online Education: A Comparative Analysis (MME) *Natalia Rybas, Bowling Green State University* 

#### 8. Blogs, Community Journalism, and Local Journalism [BTSU207]

Moderator/Discussant: Gracie Lawson-Borders, Kent State University

Grassroots Journalism: Habermas' Public Sphere Realized (MCS) *Kirsten Petersen and Marc. C. Seamon, Marshall University* 

Sports Blogs and Women's Basketball: Providing Fans the Coverage Missing in the Professional Sports Media (CTEC)

Liz Matson, Northeastern University

Local Television News: Where's the Commitment? (MME) *Misti D. Turnbull and Clay W. Kimbro, University of Georgia* 

Journalists or Activists? How Political and Business Bloggers use their Sources (CTEC) Marcus Messner and Marcia L. Watson, University of Miami

## 9. Media History [BTSU 201B]

Moderator/Discussant: Jim Foust, Bowling Green State University

Understanding Educational Radio by Looking Back: A History of Penn State Radio Broadcasting from 1909 to 1932 (GEIG)

Craig Stark, Pennsylvania State University

Images of Violence and the Ethical Debate: A Historical Perspective of Two Photographs (VISCOM)

Nicole Smith, University of North Carolina-Chapel Hill

Control versus Constraint: Construction of Gender Roles in Early 20<sup>th</sup> Century Sex Education Campaigns (MCS) *Rebecca D. Swenson, University of Minnesota* 

The Shenandoah Crash: As Seen Through the National Magazines of the 1920s (MCS) *Tom Hrach, Ohio University* 

## 10. International Comparisons [BTSU314]

Moderator/Discussant: Nancy Brendlinger, Bowling Green State University

Prime-Time Television Commercials' Portrayal of the Role of Women: A Comparative Analysis of Television Commercials in Bangladesh and the United States (GEIG) *Masudul K. Biswas, Ohio University* 

Strategic Market Positioning of UT Starcom in Chinese Telecom Industry (MME) Kang Sun, Bowling Green State University Foreign News Content of the Khaleej Times and Austin American-Statesman: A Content Analysis

Christy L. Smith, James Ray, Bradley Owens and Amanda Sturgill, Baylor University

The Study of Diversity and Marketing Strategies of Non-Profit Religious TV Stations: A Comparison Between Da Ai TV in Taiwan and EWTN in the United States of America (MCS)

Chin-Chung Chao, Bowling Green State University

# 5:30 PM: WELCOME RECEPTION [BTSU 202B]

# Plenary Session at 6:30 PM

The Emerging Mind of Community Journalism: Continuing the Conversation [BTSU 202B]

Catherine Cassara, Bowling Green State University, Moderator

Panelists:

**Chris Waddle,** Knight Community Journalism Fellow, University of Alabama: "Teaching Newspaper as a place for growing community journalists"

**Al Cross,** Director, Institute for Rural Journalism and Community Issues, University of Kentucky: "Using community journalism to focus attention on the issues of rural America."

Lou Hebert, Assistant News Director, WTOL-TV, Toldeo, Ohio

Jan Larson, Wood County Editor, Sentinel-Tribune, Bowling Green, Ohio

**George Daniels**, University of Alabama: "What is Community Journalism: Status Report on Com-J Research"

**Gracie Lawson-Borders**, Kent State University: "What Does Convergence mean for community journalism?"

Session Coordinator: **Katherine Bradshaw**, Bowling Green State University

Shuttle buses depart BTSU at 8 p.m. to Quality Inn.

Saturday Feb 25

# REGISTRATION BEGINS AT 8:00 AM BOWEN-THOMPSON STUDENT UNION BTSU 201 LOBBY

Shuttle buses depart from Quality Inn at 8:30 a.m. to BTSU

## Concurrent Sessions I: 9:00-10:15 AM

#### 11. Perceptions of the Media and Issues [BTSU 208]

Moderator/Discussant: Jimmy Ivory, Virginia Tech

Third-Person Effect, Celebrity Politics, and Fandom: "George Bush Doesn't Care about Black People" (GEIG)

Dawn Ziegerer, Jennifer Melnick, Sonya Miller, and Christen Reese, Pennsylvania State University

Presence and children: Is "Being There" the Same for

Them? (CTM)

Cheryl Bracken, Cleveland State University

Attitudes About Science: Promise or Reservations (CTM)

Amy Dalessandro, Cleveland State University

#### 12. New Media Use [BTSU 201A]

Moderator/Discussant: Gi Woong Yun, Bowling Green State University

Multivariate Analysis of Mobile Phone User Behavior (CTEC)

ChangHyun Jin, University of Florida

Get Me up to Speed...Pronto! (VISCOM)

Randy Livingston, Middle Tennessee State University

Exploring Cultures and Characteristics of Mobile Internet Use of the U.S. College Students (CTEC)

Jinbong Choi, Bemidji State University

iPod so iPirate? An Analysis of College Students' Use of the iPod as a Tool of Communication (CTEC)

Lisa Marshall, Bowling Green State University

#### 13. News Production and Decisions [BTSU207]

Moderator/Discussant: Kathy Bradshaw, Bowling Green State University

Comparing the News Value Hierarchies of Editors and Reporters in the Regional Media Group of The New York Times Company (CTM)

David Stanton, University of Florida

Do women reporters use more women sources? A content analysis of front page news (MCS)

John A. Palen and Donna Giuliani, Central Michigan University

Cultural Competence of U.S. International News Journalists Reporting from Foreign News Bureaus of U.S. Daily Newspapers (ICD)

Dianne Garyantes, Temple University

Diversity in the Newsroom and Coverage of Tragedy: How Ohio Newspapers Covered Hurricane Katrina (MCS)

Stephen Siff, Wei Kang, Mohamed Sati, and John Wing, Ohio University

## 14. Media Ownership and Business [BTSU 201B]

Moderator/Discussant: George Daniels, University of Alabama

An African-American Owned Radio Station Survival in the 21<sup>st</sup> Century (MME) *DaKysha Moore, Bowling Green State University* 

Indie World: Surviving in the industry (CCS)

Bryan Baker, Temple University

The Digital Transformation of Music Marketing: Searching for a New Business Model (CTEC)

Myles Ludwig, Lynn University

BET-Viacom Acquisition: A Paradox of Media Pluralism and Content Diversity (MME) *Primus Chuks Igboaka, Bowling Green State University* 

# COFFEE BREAK (10:15-10:30 AM) BTSU 201 LOBBY

# Plenary Session: 10:30-11:45 AM

Media Convergence and Media Management: A Case in Northwest Ohio – The Block Communications Group [BTSU 228]

**Louisa Ha**, Bowling Green State University, Moderator Panelists:

**Chip Carstensen,** President and General Manager of Buckeye CableSystem: "Communication Technology and Media Audience Trends"

**Kurt Franck**, Managing Editor of *The Blade*: "How does technology affects newsgathering, news selection and presentation of news stories in the Blade"

**Joseph Zerbey IV,** Vice President and General Manager, The Toledo Blade: "The synergy of online and offline advertising and readership of the Blade."

**John Martin,** Vice-President Sales, Buckeye Telesystem: "Communication Service Bundling and VOIP: How Buckeye telesystem get business from cable and non-cable customers and maximize the potential of VOIP"

# Luncheon (12:00-1:30 PM) [BTSU 228]

Keynote Speaker: **Nadia Bilbassy Charters**, Senior Correspondent, Washington Bureau, AL Arabiya Satellite TV Channel (Palestinian journalist worked formerly for MBC TV, BBC Arabic Service, Agence France Press and a correspondent based in Jerusalem): "Covering Wars in the Middle East and Turmoils in Africa"

## Concurrent Sessions II: 1:30-2:45 PM

#### 15. Panel: Teaching Your First Mass Media Class (MCS) [BTSU 207]

Moderator: Marie Hardin, Pennsylvania State University

Panelists:

Chris Burnett, California State University, Long Beach Victoria Smith Ekstrand, Bowling Green State University Kalen Churcher, Pennsylvania State University

#### 16. Web Content and Design [BTSU201B]

Moderator/Discussant: Edgar Huang, IUPUI

From the Walls to the Web: A Content Analysis of the Representation of Art Works on Art Museum Web Sites (VISCOM)

Nicole Smith, University of North Carolina-Chapel Hill

Differences in Use of Interactive Capability by Evangelistic and Non-Evangelistic Denominations' Web Sites: A Content Analysis (CTEC)

Jennifer Baker, Laura Sumrall, and Amanda Sturgill, Baylor University

Identity (Mis)representation in Cyberspace: Critique of Four Brands' Native American Depictions (MCS)

Truman Ryan Keys, Howard University

#### 17. Advertising Effects [BTSU 208]

Moderator/Discussant: Sriram "Sri" Kalyanaraman, University of North Carolina-Chapel Hill

Familiarity as a Driver of Spontaneous Preference: A New Look at What Makes Online Banners Effective (CTM)

George Anghelcev, Sela Sar, and John G. Wirtz, University of Minnesota

Attention and Recall of Web Site Banner Advertising (CTEC)

Aubin Hagelstein, Jennifer Shalamanov, Megan Shook, and Amanda Sturgill, Baylor University

Nice guys: Do they always finish last? Exploring the Impact of Political Advertising Valence and Candidate Response Strategy (CTM)

Changmin Yan, Carrie Sipes, Doug Tewksbury, and Pat Farabaugh, Pennsylvania State University

"I'll Vote for You But Only if You Go to Church with Me: Heuristic Cues and Biased Processing of Messages About Political Candidates" (GEIG)

John G. Wirtz and Penelope Sheets, University of Minnesota

#### 18. Movies and Film [BTSU 201A]

Moderator/Discussant: Shayla Thiel, DePaul University

Bewtiching the Web: The Internet as a Movie Marketing Tool (MME) *Sharaf Rehman and Myles Ludwig, Lynn University* 

Cigarette Use in Films: Following the Master Settlement Agreement (VISCOM) *Julie Henderson, University of Wisconsin-Oshkosh* 

'Passion' and 'Temptation': A Comprehensive Rhetorical Analysis of Narrative Similarities (ESIG)

Aaron Burton, Bowling Green State University

# COFFEE BREAK (2:45-3:00 PM) BTSU201 LOBBY

Concurrent Sessions III: 3:00-4:15 p.m.

## 19. Measuring Responses to Media [BTSU 201A]

Moderator/Discussant: Claude Cookman, Indiana University

Got to Be Real: Measuring Attitudes Toward Brand Placement in Reality TV (GEIG) *Temitayo Fayemi, University of Central Florida* 

Physiological Measures of Bottom-Up Attention to Faces and Objects (VISCOM) Saraswathi Bellur-Thandaveshwara, Iowa State University

Mood Congruity Effects and Memories: in the Case of Child Abuse PSAs (CTM) *Sela Sar, University of Minnesota* 

Measuring Attention Differences of Color and Black and White Photography: Using Electroencephalograms (EEG) (VISCOM)

Joel Geske and Saraswathi Bellur-Thandaveshwara, Iowa State University

#### 20. Student and Campus Media [BTSU 201B]

Moderator/Discussant: Marie Hardin, Pennsylvania State University

Reshaping Old Media for New Media Consumers: A Template for a Daily Publication on a University Campus with a Small Enrollment (VISCOM)

Myles Ludwig, Lynn University

The Communication of College Diversity: A Content Analysis of Public College and University Viewbooks in the United States (MCS)

Francey Ackerman-Edelen, Bowling Green State University

Sex and the University: A Content Analysis of Sex Columns in Four College Newspapers (CCS)

Daniel Reimold, Josh Blair, Christina Dierkes, Sara Magee, Celanie Polanick, and Brooke Weberling, Ohio University

Between "Pall of Orthodoxy" and Pink Slip: The Legal Tightrope Act of High School Publication Advisers (GEIG)

Erika Salkin, University of Wisconsin-Madison

#### 21. Controversial Issues in the Media [BTSU 207]

Moderator/Discussant: John Warren, Bowling Green State University

Fact or Myth: A Discussion of Whether or Not Video Game Violence is a Problem (ESIG)

Adam Franklin, Bowling Green State University

Stem Cell Research: Visual Framing of the Ethical Debate in *Time* and *Newsweek* (MCS) *Nicole Elise Smith, University of North Carolina-Chapel Hill* 

The Politics of Silence: Publicity, Politics and the Private Matter of Terri Schiavo (GEIG) *Kyle F. Reinson, Florida Atlantic University* 

Filesharing Wars: The Disconnect Betweeen the Internet Generation's Teen Music Customers and the Recording Industry Association of America (CTEC) Lisa Richman, Bowling Green State University

#### 22. Audience Targeting and Media [BTSU 208]

Moderator/Discussant: Fuyuan Shen, Pennsylvania State University

Fox 17's *Tennessee Mornings*: Reaching the Target Audience: A Case Study on Target Audiences (MCS)

Ashley Eicher, Middle Tennessee State University

Beyond Ratings and Eyeballs: Using Market Theory to Evaluate the Products of Alternative Local Newscast Staffing Strategies (MME)

George L. Daniels, University of Alabama

The Audience of Love: A Case Study of How One Radio Station in a Developing Nation Identifies its Talk Radio Audience Share in a Market Void of Authoritative Ratings. (MCS)

Tosheena Robinson-Blair, Middle Tennessee State University

Seeking Cultural Lacunas in International Magazine Design (ICD) *Myles Ludwig and Erika Grodzki, Lynn University* 

## COFFEE BREAK (4:15- 4:30 PM) BTSU 201 LOBBY

## Concurrent Sessions IV: 4:30-5:45 PM

## 23. Television [BTSU 208]

Moderator/Discussant: Jim Sernoe, Midwestern State University

Research on Sampling Creates New Questions About Television Content (CTM) Katherine Bradshaw, James C. Foust, Bowling Green State University and Joseph Bernt, Ohio University

Happenstance or Carelessness? Victimization, Gender, and Culpability in CSI: Crime Scene Investigation (VISCOM)

Katie Foss, University of Minnesota

I'll be There for You: A Content Analysis of Friendship Rituals in 'Friends' (ESIG) Lisa Marshall, Bowling Green State University

#### 24. Media Policy and Technology [BTSU 316]

Moderator/Discussant: Louisa Ha, Bowling Green State University

Sarbanes Oxley and Corporate Radio (MME)

Max V. Grubb Kent State University, and Dave Law, Youngstown State University

Status Quo or Public Service? Examining National Public Radio's Support of HD Radio (MCS)

Craig Stark, Pennsylvania State University

The "Chilling Effect" on Digital Development: US vs. Elcomsoft (GEIG) Shane Tilton, Ohio University of Zanesville

The Effects of 3G License Fees on the Mobile Markets in OECD Countries: An Empirical Analysis (MME)

Sangwon Lee, University of Florida

## 25. Adoption and Diffusion of New Media Technologies and Approaches [BTSU 315]

Moderator/Discussant: Srinivas Melkote, Bowling Green State University

The Adoption of the Internet by Public Relations Practitioners in Saudi Arabia: Examining the Diffusion Model in a Conservative Country (MME) *Khalid Al-Shohaib and Ali Jamal, Edward Waters College* 

Pegging the Local TV News Podcast Potential: Case Studies of Early Adopters of Downloadable Video and Audio (CTEC)

George L. Daniels and Robert "Bobby" Puppione, University of Alabama

Quadraphonic Radio: A Radio Station's Perspective (CTEC) Max V. Grubb and Michael Olszewski, Kent State University

Getting Media Web Sites Ready for a Broadband Surge (VISCOM) *Edgar Huang, IUPUI* 

#### 26. Globalization and International Media Issues [BTSU 207]

Moderator/Discussant: Oliver Boyd-Barrett, Bowling Green State University

Signs of Empire: Rhetoric in the Globalization Debate (CCS) *Nathan Schulman, Savannah College of Art and Design* 

The Extinction of the *Einwandererzeitung:* German-American Newspapers in the Internet Age (MCS)

Marcus Messner and Bruce Garrison, University of Miami

Slovak Newspaper Coverage of the Kosovo Conflict: A snapshot of Alternative Press Models (ICD)

Nancy Brendlinger and Ramune Braziunaite, Bowling Green State University

Deconstructing the Discourse of the Global Digital Divide: A Critical Discourse Analysis of a Global Digital Divide Initiative (ICD)

Joonho Hwang, Pennsylvania State University

Shuttle buses depart from BTSU to Quality Inn at 5:50 p.m.

## **DINNER (ON YOUR OWN)**

# GRADUATE STUDENT ASSOCIATION GRADUATE STUDENT SOCIAL EVENT (7:00 PM Alumni Center)

#### **CULTURAL EVENTS AT BGSU**

Sunday, Feb 26

## Concurrent Sessions I: 10:15-11:30 AM

Shuttle buses depart from Quality Inn at 10:00 a.m.

#### 27. Analyses of Press Coverage [BTSU 318]

Moderator/Discussant: Catherine Cassara, Bowling Green State University

Like Father, Like Son: An Analysis of Bias in the *Time* and *Newsweek* Articles that Utilize the Father/Son Relationship of George Herbert Walker Bush and George W. Bush During the 2000 Election (GEIG)

Merrill South, University of Alabama

Study of Press Coverage Pre and Post *Lawrence v. Texas* (MCS) *R. Christopher Burnett, California State University at Long Beach* 

Weapons of Mass Destruction, Beryllium and the News Media: Ohio Stories (MCS) Carolyn Stewart Dyer, University of Iowa

The Depiction of People with Disabilities in the Prestige Press (CCS) *Brad Howard, Western Washington University* 

# 28. Panel: Communication Dynamics Inherent in Social and Public Policy Concerns in the Aftermath of Hurricane Katrina (MCS) [BTSU 208]

Moderator: Truman R. Keys, Howard University.

Panelists:

Russell Robinson, Howard University

Jerry Crawford, Howard University

Curtis D. Carey, Howard University

Truman R. Keys, Howard University

#### 29. Health Advertising, Messages, and Campaigns [BTSU 315]

Moderator/Discussant: Lynda Dee Dixon, Bowling Green State University

An Ethical Analysis of Promotional and Educational Cues in Help-Seeking Pharmaceutical Advertisements (MCS)

Jessica A. Duffield and Marc C. Seamon, Marshall University

The Role of Nutritional Content Claims, Argument Strength and Nutrition Knowledge in Evaluating "Low Carb" Food Packaging (GEIG)

Sharon Snyder-Suhy, Cleveland State University

Killing us with Kindness: The Body-Positive Advertising Trend as a Tentative Departure from Gender Stereotypes (CCS)

Celanie Polanick, Ohio University

## Concurrent Sessions II: 11:45-1:00 PM

#### 30. Responding to Disaster: Coverage and Recovery [BTSU 208]

Moderator/Discussant: Ewart Skinner, Bowling Green State University
Community and Participatory Media in Sri Lanka's Post-Tsunami Relief and
Rehabilitation (GEIG)

Amanda M. DeWald, Masudul K. Biswas, Issifu Yidana, and Virak Kruy, Ohio University

Hurricane Katrina in the *New York Times* (MCS) *Megan Distin McCabe, Cornell University* 

Post-Tsunami Telecommunications Redevelopment in Ache, Indonesia (MME) *Anita Schillhorn van Veen, Temple University* 

## 31. Innovations in Theory and Method [BTSU 315]

Moderator/Discussant: Marc Seamon, Marshall University
Measuring Media Attention Through EEG (CTM)
Joel Geske, Iowa State University

Natural Language Analysis by Computer: Genres of Discourse (CTEC) *James Benjamin, University of Toledo* 

Out of Sight, Out of Mind: Agenda Cutting in the Mass Media (CTM) *Rita Colistra, University of North Carolina-Chapel Hill* 

Ethnic Identity and Media Usage: MEIM as a Predictor of Media Consumption (GEIG) Juraj Kittle and Ming Kuok Kim, Pennsylvania State University

## 32. Biographical and Case Studies [BTSU 318]

Moderator/Discussant: Joseph Harry, Slippery Rock University

Getting to the Yolk of the Problem: A Case Study on an Asian American Magazine (GEIG)

Precious Yamaguchi, Bowling Green State University

The Chinese Government's Campaign Against Falun Gong (ICD) *Xudong Liu, Louisiana State University* 

Raymie McKerrow: The Critical Turn (CCS)

Jennifer Lee Walton, Bowling Green State University

Edna Buchanan and Gene Miller – Constructing a 1986 Pulitzer Winner (GEIG) David Stanton, University of Florida

Shuttle buses depart from BTSU to Quality Inn at 1 p.m.