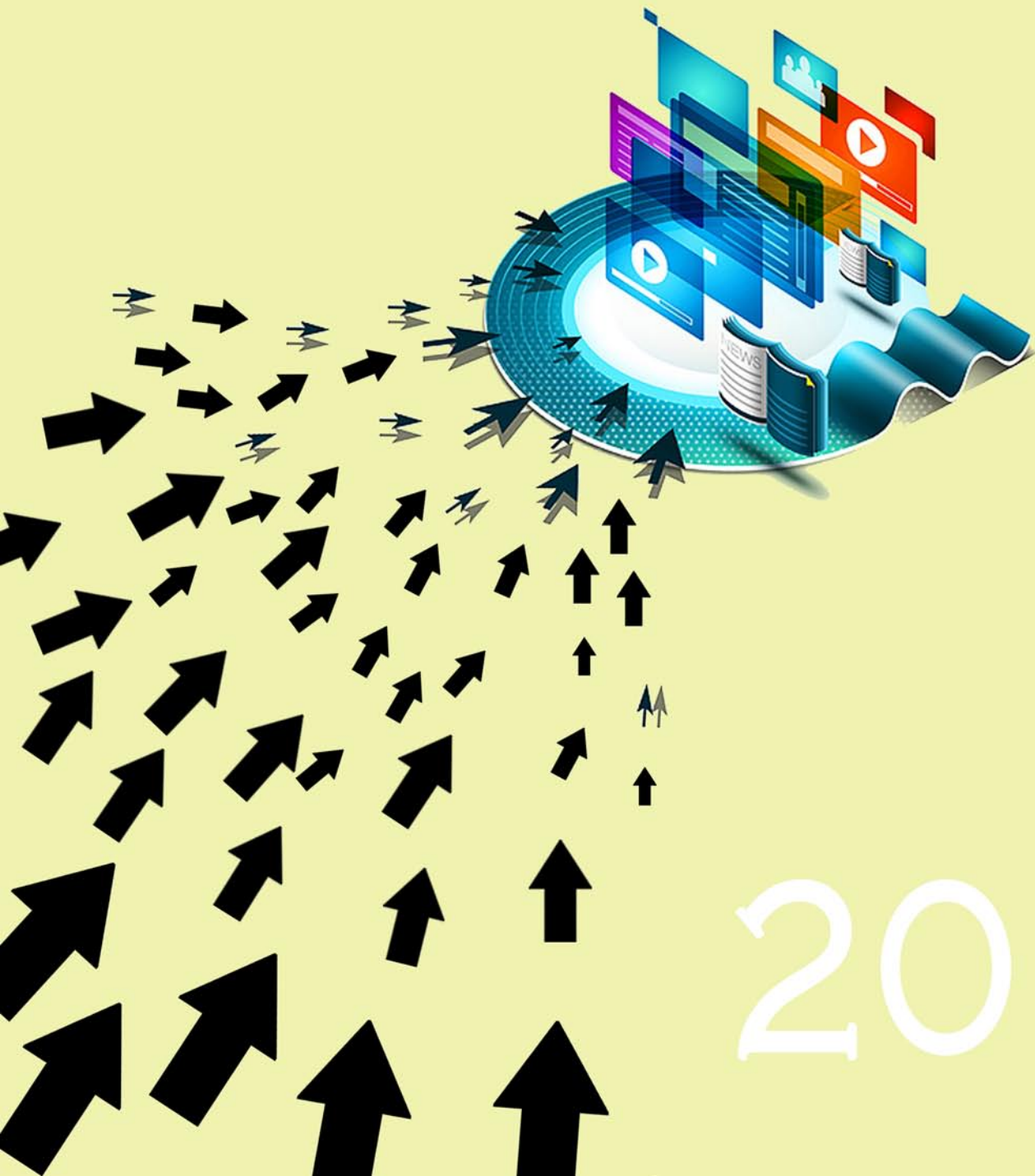




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# 2010

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## Convention Program Chair's

# Welcome

## EDUCATING FOR TOMORROW'S MEDIA

Welcome to BEA 2010. We hope you enjoy and benefit from your time with us here in Las Vegas. We have been in this “new” Millennium for a decade now, and I have been a member of BEA for a decade too. I still remember how large the hallways looked and how many choices I had to make to decide which sessions I might squeeze into this short time. As I prepared for my time as convention chair, I reviewed past convention programs. I was struck anew, by how much this industry has changed, and how quickly the Broadcast Education Association has adapted. I am convinced now, more than ever, that you, the membership, are the reason. You provide the ideas for more than three full days of programming, from Wednesday to Saturday afternoon. You bring us your institutional successes and situations. You push the research to the next level. We are glad YOU are here, and that you choose to invest your time in this convention and this association.

### **Balancing Form and Content**

As a teacher and a professional broadcaster, I have always felt the tension between the content I communicate, and the form that it takes. In a general sense, form is about the shape and structure of something as distinguished from the content, the information contained in the form. We agonize over the composition, style, length, and body of our content, then over the technology that will shape and structure our content, and then analyze how we want the content to be delivered, but also how it is received and used. The content can be news, sports, fiction, nonfiction, drama, documentary, or something else completely. It can be scripted or unscripted. It can be digitally shot for high definition and compressed for the small screen, the really small screen, or enhanced for a big DLP or LCD screen. Everyone involved in the media world, in teaching, research or industry practice, walks the line of balance between the elements of form and content. I hope you will find that this year's spotlight gets to the heart of some of these considerations. The program schedule has tagged specific convention programs that speak to this year's form and content spotlight.

### **BEA 2010 Highlights**

You can't help but notice the special attention we've given to research this year. Yes, the BEA convention has always been a place to share scholarship. But, we have also started a new trend, special events that feature seminal scholars who have made an enduring impact in this industry. We also have several All Convention social gatherings, including the Wednesday night Cocktail Reception, Thursday's Exhibit Hall lunch, late afternoon pre-awards party, the evening Official Opening and Awards Ceremony, and Friday's Regional District Meeting and Breakfast, and the ever-impressive Best of Festival King Foundation Awards Ceremony at the end of the day. Throughout the program you can also find screenings of individual competition winners by division. Back this year, an exhibit hall full of interesting things to see, and a job placement center with space for meeting and networking. Please consider adding at least one division business meeting, and your district meeting, to your list of “things to do” because these meetings are at the heart of the organization.

### **Acknowledgements**

Many BEA colleagues put in countless hours to create this year's convention. (And right now, they are already working on programs for 2011 and 2012.)

Thank you to the BEA Board of Directors, Festival of Media Arts Chair Vic Costello, Division chairs and Division officers, paper competition chairs, panel submitters, and members who have dropped me an email to ask a question. You have made this year's program stronger with your attention to detail and always remembering the mission of our organization. I have learned much from you. Amidst this long enduring “wintry mix” that was the winter of 2009-2010 on the East Coast, the BEA Staff continued to work from home, to plan the program. For this I am grateful. Thank you Traci Bailey, J.D. Boyle, and Heather Birks, for holding down the fort, even when it was covered with a ton of snow. I am also indebted to my BEA Mentor, Mark Tolstedt, who has always been an encouragement to me, and colleague John Turner, who first invited me to join BEA. I also would like to thank Millersville University, and the Department of Communication and Theatre, for the resources they provided for my tenure as program chair. Finally, special thanks to my patient husband and three children, who watched me sit inside, working on BEA stuff on my laptop, while they enjoyed “snow days” in December, January and February.

Yes, it has been ten years since my first BEA convention, but I still feel welcomed by an association that pushes boundaries in new ways to be a useful organization for busy and accomplished faculty and industry professionals in all stages of their careers. So, I am glad you are here. Please introduce yourself so I may welcome you.

Stacey O. Irwin, Millersville University  
BEA 2010 Convention Chair



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– **Jason Stewart**, editor, *World's Greatest Dad*

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BEAMemberServices@nab.org

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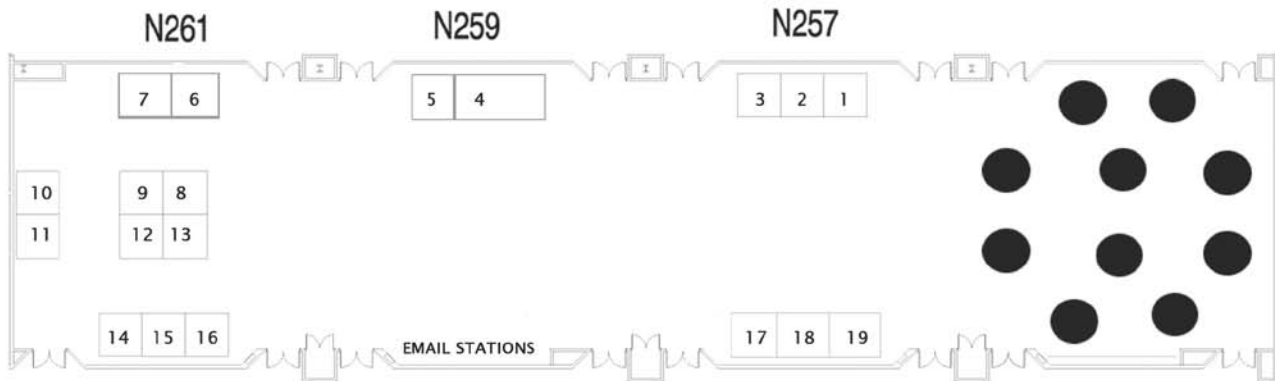
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# BEA2010 EXHIBIT HALL

KICK OFF THE EXHIBIT HALL OPENING WITH FRIENDS EXHIBITORS AND COLLEAGUES FOR A FREE LUNCH SPONSORED BY AUTODESK, THURSDAY 11:45-1:00 PM.

Pre-Awards Reception in the Exhibit Hall Thursday, 5:30 - 6:30:  
Mingle with friends and exhibitors for food and beverages, sponsored by Oxford University Press. Meet with 3 exhibitors to enter a drawing for a FREE IPAD at the BEA Awards Ceremony following the reception in room N250.

HALL HOURS: THURSDAY NOON - 6:30PM AND FRIDAY 9AM - 4PM



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### Executive Director

Heather Birks

### Director, Sales and Marketing

J-D Boyle

### Manager, Business Operations

Traci Bailey

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Gwin Faulconer-Lippert, Oklahoma City Community College

**District 8 Representative (BEA Interest Divisions)**

Anthony Moretti, Point Park University

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Ric Harris, JNZ Media Group

Dennis Lyle, Illinois Broadcasters Association

Christine H. Merritt, Ohio Association of Broadcasters

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Festival Committee Chair: Vic Costello, Elon University

Publications Committee Chair: Rebecca Ann Lind, University of Illinois at Chicago

Research Committee Chair: Don Godfrey, Arizona State University

# BEA 2010 FESTIVAL OF MEDIA ARTS, Leadership

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## The BEA Best of Festival King Foundation Awards Sponsored by The Charles and Lucille King Family Foundation

**Festival Chair:** Vic Costello, Elon University  
**Festival Creative Director:** Scott Hodgson, University of Oklahoma  
**Festival Producer:** Ken Fischer, University of Oklahoma  
**Ex-Officio:** Heather Birks, BEA Executive Director

---

### Competiton Chairs:

#### Audio Competition (Student Media Advisors)

Faculty Competition Chair: Clark Greer, Point Loma Nazarene University  
Student Competition Chair: Tony DeMars, Texas A&M University-Commerce

#### Documentary Competition (Documentary Division)

Faculty Competition Chair: Dan Kimbrough, Misericordia University  
Student Competition Chair: Ralph Beliveau, University of Oklahoma

#### Interactive Multimedia Competition (Interactive Media and Emerging Technologies Division)

Faculty Competition Chair: Mary Schaffer, California State University Northridge  
Student Competition Chair: Ed Youngblood, Auburn University

#### Scriptwriting Competition (Writing Division)

Faculty Competition: Dennis Conway, Valdosta State University  
Student Competition Co-Chairs: Fred Jones, Southeast Missouri State University  
Micheal McAlexander, Frostburg State University

#### Sports Video Competition (Sports Division)

Faculty Competition Chair: Denise Belafonte-Young, Lynn University  
Student Competition Chair: Tommy Booras, Western Kentucky University

#### Video Competition (Production, Aesthetics & Criticism Division)

Faculty Competition Chair: Lowell Briggs, York College of Pennsylvania  
Student Competition Chair: Warren Koch, Azusa Pacific University

#### News Competition (News Division)

Faculty Competition Chair: Dina Ibrahim, San Francisco State University  
News Competition Co-Chairs: Student News - Television Hard News Competition: Mary Blue, Tulane University  
Student News - Radio Competition: Dina Ibrahim, San Francisco State University  
Student News - Television Feature News Competition: Peter Casella, University of North Florida  
Student News - Newscast and Talent Competitions: Kathy Heuston, Austin Peay State University

#### Two-Year/Small Colleges Competition (Two-Year/Small Colleges Division)

Student Competition Chair: Tom McDonnell, Metropolitan Community College

#### At-Large Members

Steve Anderson, James Madison University  
Robert Avery, University of Utah  
Louise Benjamin (Immediate Past Festival Chair), University of Georgia  
Joe Foote, University of Oklahoma  
Rustin Greene, James Madison University  
Evan Johnson, University of Wisconsin-River Falls  
Thomas McHardy, James Madison University  
Pam D. Tran, University of Alabama  
John Woody, James Madison University

# BEA 2010 HIGHLIGHTS

## Wednesday, April 14

- 1:00 PM – 5:00 PM BEA2010 Convention Registration
- 9:30 AM – 3:00 PM NABEF/BEA/RTNDA Career Day, Las Vegas Hilton, Ballroom C
- 9:45 AM – 11:00 AM Walter Cronkite: The Legend Re-assessed, Las Vegas Hilton, Ballroom A
- 12:45 PM – 2:00 PM Career Day Session - SOURCES & SOURCING: New Ways to Cover All Bases, Las Vegas Hilton, Ballroom F
- 12:45 PM – 2:00 PM Sports Division Workshop Part I: Creating a Successful Partnership Between Sports Faculty and Industry Professionals: What Does It Take?, N232
- 2:15 PM – 3:30 PM Career Day Session - AIRCHECK: Student Newscasts - How to Maximize Experience and Value, LVH, Ballroom F
- 2:15 PM – 3:30 PM Sports Division Workshop Part II: Understanding the Cross-Media Behavior of Sports Fans: A Researcher's Perspective, N232
- 5:00 PM – 6:30 PM Education Cocktail Reception, Sponsored by AVID, LVH, Ballroom A

## Thursday, April 15

- 7:30 AM – 5:00 PM Convention Registration
- 8:00 AM – 8:45 AM Division Chair Pre-Convention Meeting, N251
- 9:00 AM – 10:15 AM Documentary Production Workshop I, N242
- 9:00 AM – 10:15 AM BEA 101: The Journey Begins, N252
- 10:30 AM – 5:00 PM BEA 2010 Research Symposium, Sports Media: Transformation, Integration, Consumption, N254
- 10:30 AM – 11:45 AM Documentary Production Workshop II, N242
- 10:30 AM – 11:45 AM Podium Session: DSA Winner for 2010, Nancy Signorielli, N250
- 11:45 AM – 1:00 PM Exhibit Hall LUNCH Sponsored by AUTODESK, N255/257/259/N261
- 11:45 AM – 6:30 PM BEA2010 Exhibit Hall, N255/257/259/N261
- 1:15 PM – 2:30 PM Archival Film Workshop I – Fair Use and Copyright, N242
- 1:15 PM – 2:30 PM Scholar-to-Scholar Poster Session, N255/257/259/N261
- 2:45 PM – 4:00 PM Archival Film Workshop II – Archival Storytelling Sponsored by Focal Press, N242
- 4:15 PM – 5:30 PM Documentary Research & Pitch Competition, N249
- 5:30 PM – 6:30 PM Pre-Awards Party in the Exhibit Hall, Sponsored by University Press and the BBC College of Journalism Website, N255/257/259/N261
- 6:30 PM – 8:00 PM BEA Opening Awards Ceremony, Sponsored by Routledge/Taylor and Francis, N250

## Friday, April 16

- 8:00 AM – 9:00 AM BEA Regional District Meetings (see program for meeting rooms), Breakfast Sponsored by Routledge/Taylor and Francis in room N251
- 9:00 AM – 4:00 PM BEA2010 Exhibit Hall, N255/257/259/N261
- 9:15 AM – 10:30 AM The Dangerously Funny Smothers Brothers - A Conversation with David Bianculli, N251
- 1:15 PM – 2:30 PM How NOT to Get Hired in the Tough Market, N240
- 1:15 PM – 2:30 PM BEA Festival of Media Arts: Faculty & Student Scriptwriting Competition Awards PITCH Session, N251
- 4:15 PM – 5:30 PM BEA Festival of Media Arts Rehearsal, N250
- 5:45 PM – 7:30 PM The BEA Best of Festival King Foundation Awards Ceremony, Sponsored by The Charles and Lucille King Family Foundation, N250

## Saturday, April 17

- 12:00 PM – 1:15 PM How To Get Yourself Thanked at the Oscars and Emmys: Preparing Students for Writing Careers in Film and TV, N242
- 12:00 PM – 1:15 PM Is It Time to Eliminate the Studio Production Course?, N239
- 1:30 PM – 2:45 PM Division Chair Post Convention Meeting, N242
- 1:30 PM – 2:45 PM Festival Post Convention Meeting, N241

# FESTIVAL OF MEDIA ARTS HIGHLIGHTS

---

## Thursday, April 15

- 9:00 AM – 10:15 AM Faculty Audio Awards and Exhibition, N233
- 9:00 AM – 10:15 AM Student Sports Awards and Exhibition, N241
- 10:30 AM – 11:45 AM Faculty and Student News Awards and Exhibition, N241
- 1:15 PM – 2:30 PM Student Video Awards and Exhibition, N241
- 2:45 PM – 4:00 PM Faculty and Student Documentary Awards and Exhibition, N241

## Friday, April 16

- 9:15 AM – 10:30 AM Faculty Video Awards and Exhibition, N241
- 9:15 AM – 10:30 AM Student Audio Awards and Exhibition, N242
- 1:15 PM – 2:30 PM Faculty & Student Scriptwriting Awards PITCH Session, N251
- 2:45 PM – 4:00 PM Faculty and Student Interactive Multimedia Awards and Exhibition, N241
- 2:45 PM – 4:00 PM Student Two Year/Small Colleges Awards and Exhibition, N237
- 4:15 PM – 5:30 PM Festival Awards Ceremony Rehearsal, N250
- 5:45 PM – 7:30 PM The BEA Best of Festival King Foundation Awards Ceremony, N250

# PAPER COMPETITION AND POSTER SESSION HIGHLIGHTS

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## Thursday, April 15

- 1:15 PM – 2:30 PM Scholar-to-Scholar Poster Session, Exhibit Hall
- 2:45 PM – 4:00 PM Production Aesthetics & Criticism Paper Session, N237
- 4:15 PM – 5:30 PM Multicultural Paper Session, N234
- 4:15 PM – 5:30 PM Management, Marketing & Programming Paper Session, N238
- 4:15 PM – 5:30 PM Radio and Audio Media Paper Session, N256

## Friday, April 16

- 9:15 AM – 10:30 AM Interactive Media and Emerging Technologies Paper Session, N237
- 9:15 AM – 10:30 AM Law and Policy Paper Session, N239
- 9:15 AM – 10:30 AM Sports Paper Session, N249
- 9:15 AM – 10:30 AM Rapid-Fire Research (RFR), N256
- 10:45 AM – 12:00 PM Gender Issues Division Paper Session, N235
- 10:45 AM – 12:00 PM Courses, Curricula and Administration Paper Session, N236
- 10:45 AM – 12:00 PM News Division Paper Session, N252
- 1:15 PM – 2:30 PM History Division Paper Session, N241
- 1:15 PM – 2:30 PM International Paper Session, N252
- 1:15 PM – 2:30 PM Research in Progress, N256

## Saturday, April 17

- 10:30 AM – 11:45 PM Writing Paper Session, N242
- 12:00 PM – 1:15 PM Research Paper Session, N233

# INTEREST DIVISION MEETINGS

## Thursday, April 15

- 1:15 PM – 2:30 PM Law & Policy Business Meeting, N233
- 2:45 PM – 4:00 PM Multicultural Studies Business Meeting, N234
- 2:45 PM – 4:00 PM Management, Marketing & Programming Business Meeting, N238
- 4:15 PM – 5:30 PM News Division Business Meeting, N235
- 4:15 PM – 5:30 PM Production Aesthetics & Criticism Business Meeting, N237

## Friday, April 16

- 9:15 AM – 10:30 AM Two Year/Small Colleges Business Meeting, N234
- 9:15 AM – 10:30 AM Gender Issues Business Meeting, N235
- 9:15 AM – 10:30 AM Courses, Curricula & Administration Business Meeting, N236
- 10:45 AM – 12:00 PM Interactive Media and Emerging Technologies Business Meeting, N237
- 10:45 AM – 12:00 PM History Division Business Meeting, N254
- 1:15 PM – 2:30 PM Sports Division Business Meeting, N235
- 1:15 PM – 2:30 PM Radio and Audio Media Business Meeting, N238
- 2:45 PM – 4:00 PM Writing Division Business Meeting, N240
- 2:45 PM – 4:00 PM Research Division Business Meeting, N249
- 2:45 PM – 4:00 PM International Business Meeting, N252
- 4:15 PM – 5:30 PM Student Media Advisors Business Meeting, N234
- 4:15 PM – 5:30 PM Documentary Division Business Meeting, N254

**L A S V E G A S**

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**CONVENTION & NATIONAL JOURNALISM CONFERENCE \* OCTOBER 3-5, 2010 \* LAS VEGAS**

**8:15 AM – 9:30 AM**

**Educator Breakfast: The Advent of Digital Journalism (Session ID: 557)**

**Las Vegas Hilton, Ballroom A**

[All Convention]

The skills of the digital journalist have changed dramatically in the last few years. It's becoming increasingly clear that having "one man band" skills are essential to surviving as a digital journalist. Journalists are being forced to do more with less—produce more content with fewer resources and support. Will this new paradigm save broadcast journalism? Does it need to be saved? Is this just a metamorphosis? How are we explaining to the next generation of journalists that the broadcast landscape is not what it used to be? Join our panel of educators, new professionals, seasoned professionals and those who study the industry to answer these questions.

Moderator: Mary Rogus, Ohio University

**9:00 AM – 1:00 PM**

**Festival Committee Meeting (Session ID: 522)**

**Las Vegas Hilton, Room 7**

[All Convention]

Annual pre-convention meeting for all Festival Committee members.

BEA Festival of Media Arts Committee Chair: Vic Costello, Elon University

**9:30 AM – 3:00 PM**

**NABEF/BEA/RTDNA Career Day (Session ID: 536)**

**Las Vegas Hilton, Ballroom C**

[All Convention]

Once again, the NAB Education Foundation (NABEF), BEA and the Radio-Television Digital News Association (RTDNA) will host its annual spring Career Fair. Career Day provides an excellent opportunity for media companies to network with experienced professionals, college students and entry-level job seekers interested in a career in the broadcast industry. In addition to a variety of media recruiters, Career Day includes a series of informative sessions, one-on-one career coaching and a new segment, Dressing for Success.

**9:30 AM – 10:15 AM**

**Open Highways and One Lane Roads: The Journey from Unemployment to Well Employed. Socially Networking your way to a Job**

Moderator: Steve Warren, MOR Media

Panelists: Jason James, Patrick Communications

Will Fuller, Gulf-California Broadcast Co.

**10:30 AM – 11:15 AM**

**Understanding and Presenting Your Biggest Assets: How to Sell YOU to an Employer**

Moderator: Jeffrey P. Myers, PSP Consulting

**11:30 AM – 12:15 PM**

**Taking Risks in Your Job Search**

Moderator: Cindy Weiner, Certified Coach, Centric Coaching and Consulting

**Career Fair Recruiters include:** CNN/Turner

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Royal Caribbean Cruise Lines

Vegas PBS

Hubbard Broadcasting, Inc.

Bonneville International

**9:45 AM – 11:00 AM**

**Walter Cronkite: The Legend Re-assessed (Session ID: 553)**

**Las Vegas Hilton, Ballroom A**

[All Convention]

The death of Walter Cronkite this past summer marks a watershed event for CBS News—and the entire field of broadcast journalism. This panel, consisting of scholars who have written about Mr. Cronkite’s many contributions to the field—including positions he held and particular stories he covered, will join with practitioners who worked with or around him for many years. They will review his legendary impact at CBS News and the legacy he has left for others nationally. Panelists will also discuss the standards he set and enforced as managing editor and network news anchor—and the stories he covered that made a special impact and set a tone for others.

Moderator: Michael Murray, University of Missouri-St. Louis

Panelists: Mike Conway, Indiana University and Loren Ghiglione, Northwestern University, *Navigating CBS News’ “Culture”*  
 Mary Beadle, John Carroll University and Donald G. Godfrey, Arizona State University, *Cronkite and Affiliate Relations*  
 Ginger Carter Miller, Georgia College & State University and Dale Cressman, Brigham Young University, *When Anchors “Make” the News*  
 Marcy McGinnis, Stony Brook University and Bill Silcock, Arizona State University, *Cronkite in our Newsrooms and our Classrooms*

**11:00 AM – 1:00 PM**

**Publications Committee Meeting (Session ID: 530)**

**Las Vegas Hilton, Conference Room 8**

Annual pre-convention meeting for the Publications Committee.

BEA Publications Committee Chair: Rebecca Ann Lind, University of Illinois at Chicago

**11:15 AM – 12:30 PM**

**Student News Showcase: Winning Entries in BEA’s Student News Competition (Session ID: 416)**

**Las Vegas Hilton, Ballroom F**

[News]

BEA’s News Division invites news directors and all attendees from RTNDA, the NAB Show and BEA to this annual event to see award-winning work created by students from across the country. This showcase highlights students who have won awards from BEA’s News Division. The categories, in radio and television, include: hard news and feature news reporting; news, sports and weather anchor; and best newscast. Session attendees will be able to meet the students who produced this outstanding work.

Moderator: Richard Landesberg, Elon University

Panelists: First Place Student News - Newscast Competition: Arizona State University, *Cronkite NewsWatch*, Toby Phillips, Producer  
 First Place Television Sports Reporting Category: Cameron Gidari, Arizona State University  
 First Place Student Television Weathercaster Category: Eric Snitil, Kent State University  
 First Place Student Radio: Feature News Reporting Category: Dave Herd, Brigham Young University, *Marching Band*

**11:30 AM – 1:30 PM**

**Research Committee Meeting (Session ID: 531)**

**Las Vegas Hilton, Conference Room 9**

Annual pre-convention meeting for the Research Committee.

BEA Research Committee Chair: Donald G. Godfrey, Arizona State University

**12:45 PM – 2:00 PM**

**SOURCES & SOURCING: New Ways to Cover All Bases (Session ID: 335)**

**Las Vegas Hilton, Ballroom F**

[News]

The way I look at it, there are 362 sides to every story. That explanation is part of the discussion to be had about sources and sourcing news stories. Rolodexes, services, social networks—getting sound from people who can add authority, credibility, impact, and dimension (acid!) to our reports is among the changing challenges of our industry. We’ll hear about new ways to connect to our stories and to our communities.

Moderator: Dana Rosengard, Suffolk University (Boston)

Panelists: Valerie Geller, Geller Media International  
 Sara Magee, West Virginia University  
 Judy Fortin, NewsCertified.com

**12:45 PM – 2:00 PM****Creating a Successful Partnership Between Sports Faculty and Industry Professionals: What Does It Take?**  
(Session ID: 342)

N232

[Sports]

The Sports Video Group and BEA Sports Division collaborate on this interactive panel discussion highlighting the steps to take for developing a successful partnership between sports faculty and industry professionals. The results of a division survey on the subject will also be discussed.

Moderator: Rick Sykes, Central Michigan University

Panelists: Steve Hellmuth, NBA EVP, Operations and Technology  
Ken Aagaard, CBS Sports EVP, Operations and Production Services  
Michael Davies, Fox Sports, Vice President of Technical Operations  
Tom Sahara, Turner Sports, Senior Director of IT and Remote Operations

Respondent: Rick Sykes, Central Michigan University

**1:00 PM – 5:00 PM****BEA Registration (Session ID: 535)**

LVCC N250

If you didn't get your credentials in the mail, pick them up at the BEA registration desk along with your conference bag (and this "official" BEA2010 convention program.)

**1:00 PM – 2:00 PM****Executive Committee (Session ID: 532)****Las Vegas Hilton, Conference Room 7**

BEA President 2010-2011: Max Utsler, University of Kansas

**2:00 PM – 3:00 PM****Board Meeting with Committee Chairs (Session ID: 533)****Las Vegas Hilton, Conference Room 7**

BEA President 2010-2011: Max Utsler, University of Kansas

**2:15 PM – 3:30 PM****AIRCHECK: Student Newscasts – How to Maximize Experience and Value (Session ID: 334)****Las Vegas Hilton, Ballroom F**

[News]

Weekly or daily, student newscasts are a big part of many of our academic programs. Live or live-to-tape, they present a tremendous challenge to our resources, facilities and patience. Broadcast, podcast or simulcast, many of us have learned lessons the hard way. Now you can pick up pointers from colleagues who have already recovered from breaks and bruises. This is always an action-packed session with examples and advice and immediate take-aways.

Moderator: Dana Rosengard, Suffolk University (Boston)

Panelists: Mel Coffee, University of Kentucky  
J. Kathy Lee Heuston, Austin Peay State University  
Sunny Skye Hughes, University of Maine  
Richard "Ringo" Jones, Xavier University



**2:15 PM – 3:30 PM**

**Understanding the Cross-Media Behavior of Sports Fans: A Researcher's Perspective (Session ID: 343)**

**N232**

[Sports]

Understanding the media behavior of sports fans is a major focus of ESPN. Currently there is an emphasis on researching how people are using all digital outlets to experience a sporting event. Panel members will discuss the latest results of a major study involving ESPN and Ball State University that looks at the role of sports and media in the lives of sports fans.

Moderator: Rick Sykes, Central Michigan University

Panelists: Mike Bloxham, Director, Insight and Research, Center for Media Design, Ball State University  
Glenn Enoch, Vice President of Integrated Media Research, ESPN, Inc.

SPECIAL EVENT

**5:00 PM – 6:30 PM**

**Education Cocktail Reception (Session ID: 537)**

**LVH, Ballroom A**

Sponsored by: **Avid**

BEA's Wednesday evening reception has become a must-attend event over the years. Exchange drinks and conversation with colleagues before the sessions kick into high gear on Thursday morning.

Remarks: Senator Gordon Smith, President and CEO, National Association of Broadcasters  
Jose Lazares, Senior Vice President Marketing, Avid

# Congratulations to SUU's winners this year...

- ▶ **Radio:** Newscast, 2nd place, Southern Utah University
- ▶ **Radio:** Hard News Reporting, 3rd place, Chris Holmes
- ▶ **Student Audio:** Specialty Program, Hon. Mention, Chris Holmes
- ▶ **Student Audio:** Comedy/Drama, 3rd place, Kipp Howard

## SOUTHERN UTAH UNIVERSITY & BEA

*A history of award-winning production*

### BEA STUDENT AWARDS

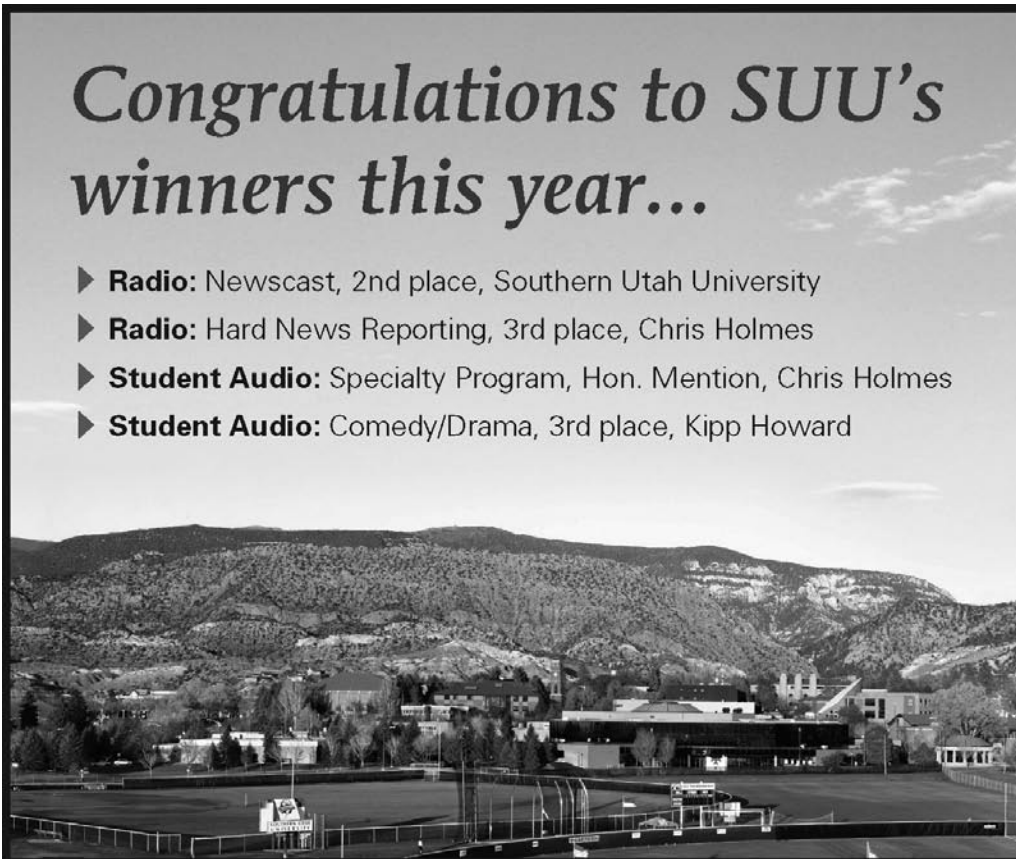
Best of Festival 2009, Chris Holmes  
Radio Personality 2009, Angie Smith  
Best of Festival 2004, Russell Wilde

### BEA FACULTY AWARDS

Best Long Form Documentary 2007  
First Place Documentary 1999  
First Place Educational Video 1999  
Third Place Documentary 1999  
Jurors' Award Documentary 1996

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**7:30 AM – 5:00 PM****BEA Registration (Session ID: 535)****LVCC N250**

If you didn't get your credentials in the mail, pick them up at the BEA registration desk along with your conference bag (and this "official" BEA2010 convention program.)

**8:00 AM – 8:45 AM****Division Chair Pre-Convention Meeting (Session ID: 524)****N251**

This session is required for all 2010 division heads. Important information about the 2010 convention will be relayed.

BEA2010 Convention Program Chair: Stacey Irwin, Millersville University

**9:00 AM – 10:15 AM****BEA Festival of Media Arts: Faculty Audio Awards and Exhibition (Session ID: 499)****N233**

[Radio and Audio Media]

This session honors the winners of the faculty audio competition. Selected works of this year's award recipients will be exhibited.

Faculty Audio Competition Chair: Clark Greer, Point Loma Nazarene University

*Long-Form Production Category*

Best of Competition: Don Connelly, Western Carolina University, *On the Home Front Nov. '44*

Award of Excellence: John Morris, University of Southern Indiana, *Heroes of the Tri-State: Eddie Newman*

*Radio Documentary Category*

Best of Competition: Terry Likes, Tennessee State University, *Does Anyone Care?: The State of International News Coverage Among U.S. Media*

**9:00 AM – 10:15 AM****Strengthening Pathways: From High School to the Two-Year College to the University and Multimedia/Entertainment Industry Workplace (Session ID: 401)****N234**

[Courses, Curricula & Administration | Two Year/Small Colleges]

"Strengthening Pathways" was an experimental, state-funded project designed to link secondary and post-secondary faculty and counselors with Multimedia and Entertainment businesses via interviews with industry contacts, and worksite experiences (e.g. job shadowing, on-site training, collaboration on worksite projects) in order to provide participating faculty and counselors with a comprehensive understanding of current industry practices and requirements. Post-worksite experiences resulted in six new, enhanced, and/or revised and articulated courses that provide students with access to curriculum that has direct application in the workplace. Results will be shared and compared with similar projects that attempt to strengthen the alignment of film/broadcast/multimedia courses between high school, college and the workplace.

Moderator: Linda Rhodes, Chabot College

Panelist: Roger Badesch, Chicago Vocational Career Academy

**9:00 AM – 10:15 AM****It Moves, it Talks, but Does it do Anything for Me? How to Effectively Use News Video on the Web (Session ID: 438)****N235**

[News]

Getting news video on the web involves more than simply posting last night's lead package. TV stations must post video content on their web sites that actually works in a new medium. This panel explores the best practices of successful TV station web sites.

Moderator: Nancy McKenzie Dupont, University of Mississippi

Panelists: Mary Blue, Professor of Practice, Tulane University

Rich Wood, Assignment Manager, KSNW-TV, Wichita

Al Buch, General Manager, KSNW-TV, Wichita

Kirk Varner, Vice President and Director of News, WTNH-TV, New Haven

**9:00 AM – 10:15 AM**

**Beyond the Brass Brad: The (Changing?) Rules of Screenwriting (Session ID: 348)**

**N236**

[Writing]

“There are no rules in Hollywood—but you break them at your peril.” Given the apparently contradictory nature of the “rules” about writing in/for Hollywood, how do we, as teachers, convey the importance of “the rules” to our students? This panel will consider these rules, the extent to which they are changing—or to what degree they are ‘breakable’—in terms of both writing and selling scripts.

Moderator: Kevin Corbett, Central Michigan University

Panelists: Kevin Corbett, Central Michigan University, *Writing the Continuum: Character and Structure from Mainstream to Indy Cinema*

Alan Hueth, Point Loma Nazarene University, *Scriptwriting Rules, Principles and Elements: Aristotle is Alive & Well in Traditional & Alternative Film & Television Form & Content*

Michael Gonzales, Biola University, *Many Doors to one Hollywood: Which Path is Right for you?*

Michael Coutanche, Ryerson University, *Remote Access: How Do Screenwriters Based Outside of L.A. Break Into Hollywood?*

**9:00 AM – 10:15 AM**

**Teaching Overseas: Experiences and Lessons (Session ID: 388)**

**N237**

[International | Multicultural Studies]

In this session, professors will discuss their international teaching experiences (short or long term), and the lessons they’ve learned from these experiences. Topics addressed will include team teaching with international colleagues, teaching seminars for professional journalists abroad, and integrating lessons learned overseas into courses and curriculum at home.

Moderator: Steven Youngblood, Park University

Panelists: Joanne Lisoky, Pacific Lutheran University, *Making the Global Local: Strategies of International Media*

Juanita Anderson, Wayne State University, *Elections in Mozambique: Democracy, and student journalists, in action*

Steven Youngblood, Park University, *Teaching Peace Journalism in Uganda*

**9:00 AM – 10:15 AM**

**So You Want To Be In Broadcasting: Well Here’s What You Need To Show Us (Session ID: 384)**

**N238**

[Student Media Advisors | Management, Marketing & Programming]

Every year the competition for positions in the broadcast marketplace gets more intense so graduating media majors need to have all the knowledge they can acquire to succeed in their job searches. Ms. Geller is an international broadcast consultant who has recruited and groomed talent for major markets in America and Europe. Her expertise will give students entering the job market insights into the expectations of the programmers and managers who will be recruiting from this May/June graduation class.

Moderator: Michael Taylor, Valdosta State University

Panelists: Michael Taylor, Valdosta State University, *Your letter and resume: Get them right!*

Valerie Geller, Geller Media International, *Know the Person Who’ll Hire You, and Talk Their Talk*

Pat Bryson, Bryson Broadcasting International, *Know The Person Who’ll Hire You, and Walk Their Walk*



**9:00 AM – 10:15 AM**

**Documentary: From Creation to DVD Distribution (Session ID: 451)**

**N239**

[Documentary | Research]

Many scholars who attend BEA produce documentaries as part of their tenure portfolio. But producing a documentary isn't enough. Some faculty need to produce films that reach national distribution for it to count toward tenure. This panel includes filmmakers/professors who are tenured or tenure-track and discuss the step-by-step process of getting the film made (which includes grant writing), into film festivals, winning awards, picked up by a television distributor and eventually DVD distribution. But more importantly it's a panel that discusses how your research (the film) is used as a tool in the classroom to promote both your research and teaching.

Moderator: Indira Somani, Washington and Lee University

Panelists: Beverly Yuen Thompson, Texas Woman's University, *The Making of 'Covered': A Documentary about Heavily Tattooed Women and Female Tattoo Artists in The United States*

David Smeltzer, Kent State University, *Finding Grant Partnerships on Campus: Collaborating To Fund Meaningful Media*

Dawn Valadez, Going on 13, *Going on 13—Using Film for Longitudinal Observation of Youth & Human Development—Funding, Production & Distribution*

Angel Vasquez, Bowling Green State University, *Co-productions & Partnerships: Production to Distribution*

**9:00 AM – 10:15 AM**

**BEA Festival of Media Arts: Student Sports Awards and Exhibition (Session ID: 495)**

**N241**

[Sports]



This session honors the winners of the student sports competition. Selected works of this year's award recipients will be exhibited.

Student Sports Competition Chair: Tommy Booras, Western Kentucky University

*Radio Sports Reporting Category*

First Place: Adam Cavalier, Marshall University, *From the Herd to the Hornets: JR Vanhoose*

Second Place: Joe "JW" Cox, Arizona State University, *Desert Diamonds of Spring*

Third Place: Elena Difiore, Arizona State University, *NFC Championship Game*

Honorable Mention: Leannda Carey, Marshall University, *Enter Sandman*

Honorable Mention: Jill Galus, Arizona State University, *Cardinals Super Bowl*

*Television Sports Anchor Category*

First Place: Garrett Downing, Ohio University

Second Place: Robbie Bullough, Brigham Young University

Third Place: Bret Beherns, Southern Illinois University – Carbondale

Honorable Mention: Baylor Long, Penn State University

*Television Sports Reporting Category*

First Place: Cameron Gidari, Arizona State University

Second Place: Mike Pelton, Arizona State University

Third Place: Tyler Morton, University of Alabama

Honorable Mention: Kristen Keogh, Arizona State University

Honorable Mention: Dan Sullivan, Penn State University

**9:00 AM – 10:15 AM**

**Documentary Production Workshop I (Session ID: 325)**

**N242**

[Documentary]

Workshop I will feature a conversation with award-winning filmmaker. The filmmaker will share her experience with documentary and narrative projects, give her thoughts on the similarities and differences of film and video production, and talk about where she sees production going in the future. She will show clips from some of her work, and do a Q&A session with the Workshop attendees. (Workshop II follows at 10:30)

Moderator: Tom Mascaro, Bowling Green University

Sponsored by:



**9:00 AM – 10:15 AM**

**Tweet This! Using Twitter and Other Social Networking Sites in Journalism (Session ID: 394)**

**N249**

[Interactive Media and Emerging Technologies | News]

You can't turn the television on without hearing about programs using Twitter or Facebook as tools to attract and inform viewers. Do they really work and are news outlets using these tools in the most productive way? This panel will explore the efforts by news organizations to use social networking devices as programming guides, content providers and fan forums, identifying success stories as well as failures.

Moderator: Suzy Smith, Ball State University

Panelists: Andy Mitchell, CNN, *Developing a Relationship: News and the Social Network*

Sandy Malcolm, CNN, *Making the Relationship Work: Integrating Social Networking into Daily News Coverage*

Dave Studinski, MTVU, *Introducing Social Networking to Student media*

**9:00 AM – 10:15 AM**

**Current Issues in Law and Policy (Session ID: 347)**

**N250**

[Law & Policy]

This long-running BEA session addresses the top communications law and policy issues of the day. Panelists include industry and government representatives. Plenty of time is given at the end of the session for attendee questions to panelists.

Moderator: Barry Umansky, Ball State University

Panelists: Peter Doyle, Federal Communications Commission

Ann Bobeck, National Association of Broadcasters

Stuart Brotman, Stuart N. Brotman Communications

Peter Tannenwald, Fletcher, Heald & Hildreth, P.L.C.

**9:00 AM – 10:15 AM**

**Starting a Statewide School Broadcasters Association for both Colleges and High Schools (Session ID: 330)**

**N251**

[Student Media Advisors]

Members of the Indiana Association of School Broadcasters will meet with those from states that do not have such an organization to share what they can and cannot accomplish as a statewide network of advisors of student television and radio operations. Discussion will center on statewide production competitions at high school and college levels, teacher licensing, and legal issues for school broadcasters.

Moderator: Nancy Carlson, Ball State University

Panelists: Scott Uecker, University of Indianapolis, *Conducting a Statewide High School Production Contest And Conference*

Dan Henn, Walker Career Center, Warren Township Schools, Indianapolis

John Morris, University of Southern Indiana, *Conducting a Statewide College Production Contest*

**9:00 AM – 10:15 AM**

**BEA 101 (Session ID: 485)**

**N252**

[All Convention]

Designed for first time attendees, BEA101 focuses on all things BEA. Learn how BEA is structured, how to make the most of the conference, and how you can get involved.

Moderator: Samuel J. Sauls, University of North Texas

Panelists: Glenda Williams, The University of Alabama, *Navigating the BEA Convention*

Max Utsler, University of Kansas, *BEA Leadership*

Greg Newton, Ohio University, *BEA Districts*

Heather Birks, Broadcast Education Association, *BEA Membership*

Stacey Irwin, Millersville University, *Interest Divisions and Volunteering at BEA*

**9:00 AM – 10:15 AM****Preparing Tomorrow's Broadcasters to Balance Form & Content: What New Research Says To Educators (Session ID: 450)****N254**

[Courses, Curricula &amp; Administration | News]

Despite the efforts by some broadcast education programs to re-tool their curricular offerings for the age of convergence, the calls for transformative teaching continue. New research from higher education consultants released in 2009 challenged journalism programs to innovate. Hear the recommendations of the Eduventures consulting firm and lessons learned from earlier converged journalism curriculum experiments. Expect to leave this session better informed about where broadcast education is going in the digital age.

Moderator: George Daniels, The University of Alabama

Panelists: Augie Grant, University of South Carolina, *Curricular Convergence: Lessons From Past Efforts*Sara AlTukhaim, Eduventures, Inc., *Shifting Industry and Employment Trends: Implications for Career Preparation*Sybril Bennett, Belmont University, *Converging Curriculum: A Critical Analysis Six Years Later*Judith Chandra Clark, University of Montevallo, *Adding Social Media to the Curriculum Mix: Lessons from a Cutting-Edge Course***9:00 AM – 10:15 AM****Teaching Editing: Art, Methods and Techniques of Post Production (Session ID: 452)****N256**

[Production Aesthetics &amp; Criticism | Interactive Media and Emerging Technologies]

Creative media educators face the challenge of keeping up with the ever-changing technological advances in digital post production. Nonetheless, content is always the king. Moving forward into the second decade of the 21st century, post-production curriculum needs to strike the balance between learning the technology—to satisfy today's students who are digital natives; and studying the aesthetics—because the art of montage remains the key to successful visual storytelling.

Moderator: George Chun Han Wang, University of Hawaii at Manoa

Panelists: Larry Jordan, Video Symphony, Los Angeles, *No One Reads Anymore: Using Video to Improve Understanding*Ann Misawa, University of Hawaii at Manoa, *Case Study of Documentary Project "State of Aloha": Working with Students in Post Production*Donald Pollock, University of La Verne, *What Do Kuleshov and Eisenstein Have To Do With Cutting "Survivor"*Jennifer Smith, University of Georgia, *Editing: The Grammar of Visual Storytelling*Paul Werner, New Orleans Center for Creative Arts, *Teaching Generation-D: Digital Natives in the Classroom*Dean Yamada, Biola University, *Cutting with the Heart***10:30 AM – 11:45 AM****Job and Internship Placement (Session ID: 415)****N233**

[Two Year/Small Colleges]

The slumping economy has made the job and internship market very competitive. This panel will share ideas on helping students get their foot in the door for internships and entry-level jobs.

Moderator: Dan Kimbrough, Misericordia University

Panelists: Kathy Aplan, Oglala Lakota College

Gwin Faulconer-Lippert, Oklahoma City Community College

**10:30 AM – 11:45 AM****Strange Station Situations: Methods for Managing the Quirks of College Media (Session ID: 383)****N234**

[Student Media Advisors]

Managing college media tends to be a volatile vocation since the student balance between pressure/poise, puerility/proficiency, personal/professional is not yet mastered. This session explores sensational circumstances experienced by faculty advisors, using springboards such as restraining orders, travel turmoil, student arrests, and studio sex. Active panel-audience engagement should invite ideas about how to successfully negotiate future foibles.

Moderator: Marjorie Yambor, Western Kentucky University

Panelists: Kevin Corbett, Central Michigan University

David Nelson, University of Central Oklahoma

Gary Reid, Michigan State University

**10:30 AM – 11:45 AM**

**Gendered Representations on Reality Television (Session ID: 404)**

**N235**

[Gender Issues]

Contemporary television audiences are beginning to question the distinction between entertainment and information regarding the reality television genre. This panel aims to explore these concerns by examining power and gendered representations of women featured on reality programs. Television research has continuously criticized hegemonic representations of female characters, as these portrayals provide a reflection of the values and ideologies within a society. These representations may potentially influence women's lives by providing a cultural understanding of what it means to be a woman.

Moderator: Elizabeth Pike, Ball State University

Panelists: L. Meghan Peirce, Ohio University, *From Blushing Bride to Bridezilla: A Textual Analysis*  
 Janie Henderson, Ohio University, *From Blushing Bride to Bridezilla: A Textual Analysis*  
 Laura Linder, Marist College, *Representation of Gender in The Principal's Office*  
 Maria Williams-Hawkins, Ball State University, *Two Steps Forward, Three Steps Back: The Anti-Feminist*  
 Patricia Williamson, Central Michigan University, *Here Comes the Judge: An Examination of Gendered Representation on Judge Judy*

**10:30 AM – 11:45 AM**

**Mobile Media: Content, Platforms and Business Models (Session ID: 372)**

**N236**

[Interactive Media and Emerging Technologies | Production Aesthetics & Criticism]

What is the potential for mobile media, whether broadcast DTV transmitted to mobile platforms, or programming delivered via apps on mobile phone operating systems, or via mobile phone web browsers? What are the legal and intellectual property issues? What are the possible business models? Is there going to be media content specific to mobile platforms? Is this just an alternate channel of delivery for standard television content or a new industry in the making?

Moderator: Anthony Friedmann, Sam Houston State University

Panelists: Daniel Tibbets, Executive Vice President & Studio Chief, GoTVNetworks, *Unique Formats for Mobile Media Content*  
 Steve Elfman, President, Network Operations and Wholesale, Sprint, *Carrier Business Models for Mobile TV and Video*  
 John Hane, Pillsbury Winthrop Shaw Pittman LLP, *Legal Challenges to Going Mobile*  
 Glenn Reitmeier, VP Technical Standards, NBC Universal, *The Future of Mobile DTV and the Broadcasters*

**10:30 AM – 11:45 AM**

**Working Diversity into Your Curriculum: One School's Experience (Session ID: 406)**

**N237**

[Courses, Curricula & Administration | Multicultural Studies]

The Newhouse School at Syracuse University recently overhauled its curriculum and one of the more contentious issues in the review process concerned the best way to work diversity into the curriculum. ACEJMC standards require accredited schools to demonstrate that racial, ethnic and gender diversity are throughout the curriculum, but previous self-studies revealed how unevenly we were meeting this goal. This panel, with professors representing three departments, administration, and accreditation visits, will discuss some of the challenges the Newhouse School faced and some of the concrete steps we took to better infuse diversity throughout our curriculum.

Moderator: Brad Gorham, Syracuse University

Panelists: Hub Brown, Syracuse University, *From a Department Chair's Perspective*  
 Amy Falkner, Syracuse University, *From the Associate Dean's Perspective*  
 Brad Gorham, Syracuse University, *From the Diversity Chair's Perspective*  
 Larry Elin, Syracuse University, *In the Classroom*



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**10:30 AM – 11:45 AM**

**From Broadcast to Broadband: Public Policy and the Future of Media (Session ID: 408)**

**N238**

[Law & Policy | News]

The future of all communications and emerging technologies hinges upon policy decisions being made in Washington, D.C. As the media stands on the precipice of the past and the future, the media reform movement has never been more active. Come hear from the people who are on the front lines of the fight to make the media serve citizens, not just advertisers and Wall Street.

Moderator: Kimberly Zarkin, Westminster College

Panelists: Parul Desai, Vice President, Media Access Project  
 Jessica Gonzalez, Policy Counsel, National Hispanic Media Coalition  
 Corie Wright, Policy Counsel, Free Press

**10:30 AM – 11:45 AM**

**Sports Media: Old School ... New School (Session ID: 398)**

**N239**

[Sports | Research]

Sports radio and sports on the Internet are flourishing, giving fans unprecedented opportunities to follow their favorite teams, have their voice heard, and interact with each other. This panel will examine the old school (radio) and the new school (Internet) as it presents papers on the history of a pioneering sports talker, how women are perceived on sports talk radio, sports blogging, and the impact of texting and tweeting on sports journalism.

Moderator: Paul MacArthur, Utica College

Panelists: Tim Wulfemeyer, San Diego State University and Noah Arceneaux, San Diego State, *The History of Pioneering Sports Talk Radio Station XTRA*  
 John Owens, University of Cincinnati, *Women in Sports Talk Radio: An Idea Whose Time Has Come?*  
 Derek Jones, Rowan University, *The New Revolution of Sports Blogs: Crass vs. Content*  
 Brad Schultz, University of Mississippi and Mary Lou Sheffer, University of Southern Mississippi, *Give it to me in 140 Or Less: How Sports Journalists use Twitter*

**10:30 AM – 11:45 AM**

**Themed Paper Session: Innovative Methods to Strengthening Course Curricula (Session ID: 490)**

**N240**

[All Convention]

Faculty often struggle with balancing theory and practice in their media courses. The panelists on this themed paper session present innovative methods for incorporating experiential practice into media courses.

Moderator: Christine Buck-Taylor, Butler University

Panelists: Kathy Brady and Will Anderson, Central Michigan University, *Saving The U.S. Economy One Small Business at a Time: Copywriting Class, Real Clients, and Students' Ad Campaign The First Semester*  
 Jamie Switzer, Colorado State University, *The "Academic" vs. "Vocational" Debate in Schools of Journalism: Utilization of Alumni in Experiential Learning Theory*  
 Mary Spillman and Suzy Smith, Ball State University, *News Curriculum 2.0: Interdepartmental Collaboration in a Multimedia World*



**10:30 AM – 11:45 AM**

**BEA Festival of Media Arts: Faculty and Student News Awards and Exhibition  
(Session ID: 496)**

**N241**

[News]

This session honors the winners of the faculty and student news competitions. Selected works of this year's award recipients will be exhibited.

**Faculty and Student News Competition Co-Chairs**

- Faculty News Competition: Dina Ibrahim, San Francisco State
- Student News - Television Hard News Competition: Mary Blue, Tulane University
- Student News - Radio Competition: Dina Ibrahim, San Francisco State University
- Student News - Television Feature News Competition: Peter Casella, University of North Florida
- Student News - Newscast and Talent Competitions: J. Kathy Lee Heuston, Austin Peay State University

*Faculty Radio: Feature News Reporting Category*

- Best of Competition: Neil Roberts, Minot State University, *Enduro Racing*
- Award of Excellence: Kim Fox, The American University in Cairo, *Columbus Metropolitan Library Sees Increased Library Traffic*

*Faculty Radio: Hard News Reporting Category*

- Best of Competition: Denise J. Dowling, University of Montana, *The Choking Game*
- Award of Excellence: David Berner, Columbia College Chicago, *Emmet Till Casket*

*Faculty Television: Feature News Reporting Category*

- Best of Competition: Ray Ekness, University of Montana, *Backroads of Montana-Ham Radio Operator*

*Student Television: Newscast Category*

- First Place: Arizona State University, *Cronkite NewsWatch*
- Second Place: University of North Carolina at Chapel Hill, *Carolina Week*
- Third Place: Elon University, *Phoenix14News*

*Student Radio: Newscast Category*

- First Place: University of North Carolina at Chapel Hill, *Carolina Connection*
- Second Place: Southern Utah University, *Friday Journal*

*Student Television: Feature News Reporting Category*

- First Place: Michael Rodriguez, Kelly Brennan, Daniel Lannon, Jacob Wershing, & Joe Flannery, Ohio University, *Beyond the Game: Never Forget Kiss 45*
- Second Place: Dan Sullivan, Penn State University, *Traband*
- Third Place (Tie): Rachid Haoues, Penn State University, *Crows*  
Maxine Park, Arizona State University, *Drive-Thru Prayer Stand*
- Honorable Mention: Tim Barber, Elon University, *Loaves and Fishes*  
Grant C. Beaudette, University of Montana, *Squash-Off*  
Amber Dixon, Arizona State University, *Harmonica Therapy*  
Matt Gittins, Brigham Young University, *SASS*  
Josh Guest, Brigham Young University, *Unicycle*  
Brian D. McBride, Arizona State University, *80-Year-Old-Bowler*

*Student Radio: Feature News Reporting Category*

- First Place: Dave Herd, Brigham Young University, *Marching Band*
- Second Place: William Gorham, University of North Carolina at Chapel Hill, *Panhandler Faces Challenge*
- Third Place (tie): Daniel Cherry, University Of Alabama, *Feral Pigs*  
Andrew Ritchey, University of North Carolina at Chapel Hill, *Facial Hair*

*Student Television: Hard News Reporting Category*

- First Place: Lindsey Reiser, Arizona State University, *Repatriation Flights*
- Second Place: Liz Mckernan, Arizona State University, *Right to Light*
- Third Place: Toby Phillips, Arizona State University, *NSM March*
- Honorable Mention: Rafael Carranza, Arizona State University, *Swine Flu in Border Schools*  
 Zlatko Filipovic, Southern Illinois University - Carbondale, *Iced Out*  
 Rachid Haoues, Penn State University, *G20*  
 Brian D. McBride, Arizona State University, *Horsetripping*  
 Tara Prindiville, Arizona State University, *Crime on Public Transportation*  
 Jeff Skryzpek, Arizona State University, *Rocky Point Economy*

*Student Radio: Hard News Reporting Category*

- First Place: Jill Galus, Arizona State University, *Tour Bus Crash*
- Second Place: Ashley Lopez, University of North Carolina at Chapel Hill, *Texting While Driving*
- Third Place: Christopher Holmes, Southern Utah University, *Auto Woes Hit Home*
- Honorable Mention: Colton Shone, Arizona State University, *Broken Dreams on Burgess Avenue*

*Student Television News Anchor Category*

- First Place: Corey Lazar, Sam Houston State University
- Second Place: Jessica Dupnack, Michigan State University
- Third Place: Kristen Keogh, Arizona State University

*Student Television Weathercaster Category*

- First Place: Eric Snitil, Kent State University
- Second Place: Jennifer Myers, University of Oklahoma
- Third Place: Kevin Jeanes, Eastern Illinois University

**10:30 AM – 11:45 AM**

**Documentary Production Workshop II (Session ID: 327)**

**N242**

[Documentary]

Now in its third year, the Documentary Division presents another winning combination in part II of the workshop. Historically this session features an award winning DP/cameraman with a wide range of projects and expertise to bring to the session. This year's speaker will field questions on components and techniques and manufacture reps will be available to answer additional queries on product specifications and features. The speaker is to be announced...

Moderator: Tom Mascaro, Bowling Green University



**10:30 AM – 11:45 AM**

**Is the Television News Package Passé? (Session ID: 340)**

**N249**

[News]

In the online era, much news video is without reporter narrative. TV news often just does live vo/sots or reporter debriefs. Newspaper web video storytelling often relies on only sound bites. Yet in broadcast news classes, we continue to teach the TV news package as the high end of the TV news genre. Is the TV news package dying? What is the future of video news storytelling and how do we teach it?

Moderator: G. Stuart Smith, Hofstra University

- Panelists: Peg Achterman, University of Mississippi, *Story Options for Video Storytellers*  
 Geoff Roth, Hofstra University, *TV News Without Packages*  
 Bob Gould, Michigan State University, *Where's the Creativity? A Videojournalist's Response*  
 G. Stuart Smith, Hofstra University, *Newspapers Setting the Trend?*



**Master of Fine Arts Degree  
in Documentary Production and Studies**

The University of North Texas Department of Radio, Television and Film is proud to offer the Master of Fine Arts Degree in Documentary Production and Studies. Students in this 3-year program work as documentary directors, producers, cinematographers, location sound recordists and editors, working on national and international subject matter. Faculty teaching in this program are internationally recognized scholars, seasoned media professionals and award-winning filmmakers.

Positions as graduate assistants, research assistants and teaching fellows are available. All entering first year MFA students are eligible for a \$1000 Academic Achievement Scholarship that includes a waiver of the out-of-state or foreign tuition rate.

Current and past MFA students in RTVF have won international awards and recognition, have had their work shown on television and in cinemas, serve key roles in the film and television industry and have gone on to academic careers at the university level.

UNT's RTVF graduate program also offers a MS/MA degree in Critical/Cultural/Historical and Media Industry Studies.

For more information, contact Professor Sam Sauls, Director of Graduate Studies at 940.565.3222 or [sauls@unt.edu](mailto:sauls@unt.edu) or Professor Ben Levin, MFA Program Coordinator at 940.565.4578 or [levin@unt.edu](mailto:levin@unt.edu).

The Department also houses:

The Center for Spanish Language Media  
KNTU-FM 88.1  
NTTV Television

Visit our website at [www.rtvf.unt.edu](http://www.rtvf.unt.edu)

**10:30 AM – 11:45 AM**

**Podium Session I: DSA Winner for 2010, Nancy Signorielli (Session ID: 493)**

**N250**

[All Convention]

Nancy Signorielli, University of Delaware

**Prime Time Television in the 21st Century: Where the Past Meets the Future**

SPECIAL EVENT

Images in the media and how these images are related to people's conceptions of social reality (cultivation analysis). The presentation will focus on my research that has examined images in prime time network broadcast programming for the past 40 years. Portrayals of aging, gender roles, occupations, minorities, and violence will be discussed. The presentation will provide a historical perspective of these television portrayals. It will then examine the changes in portrayals that have taken place during the first decade of the 21st century and what might be contributing to these changes. Theoretical and policy implications will be examined. The presentation will specifically focus on cultivation theory discussing how television images continue to relate to viewers' conceptions of social reality.

Introduction by: Susan Brinson, Ph.D. University of Auburn and Editor, *Journal of Broadcasting & Electronic Media*

Nancy Signorielli, earned her PhD, from the University of Pennsylvania, 1975. She has written/edited seven books, including *Violence in the Media: A Reference Handbook*. She has published over 110 journal articles, book chapters, grant reports, and encyclopedia entries. She has made over 150 presentations at conferences of the discipline's major organizations. She testified in May 1993 at House Energy and Commerce committee's subcommittee on telecommunications and finance oversight hearing on television violence and its impact on children. An original member of the Cultural Indicators Research Team, she published one of the very first studies of characterizations on television, "Patterns in Prime Time," *Journal of Communication*, 1974. She has served on the editorial boards of 5 communication journals, including the *Journal of Broadcasting & Electronic Media*.

DEMO @ BEA2010

**10:30 AM – 11:45 AM**

**Delivering High-Performance Workflows: AJA & Creative Suite Production Premium (Session ID: 555)**

**N251**

[All Convention]

Today's video production workflows require hardware and software that delivers the highest performance. Come check out the solutions AJA and Adobe are now delivering to ensure your production workflow meets and exceeds your expectations. Learn how to acquire the latest tapeless media while on set using Adobe Premiere Pro and Adobe OnLocation using AJA Io Express and get the most from your desktop experience with AJA KONA 3 and KONA LHi. Join us for a first look at the power and creativity of AJA & Adobe Creative Suite Production Premium in combination, for your educational environment.

Sponsored by:



**10:30 AM – 11:45 AM**

**Media Changes in the Middle East: The First Decade of the 21st Century (Session ID: 313)**

**N252**

[International | Multicultural Studies]

Many dramatic changes have taken place during the last decade in Arab electronic media. Well known experts on this panel focus on the major changes.

Moderator: Douglas Boyd, University of Kentucky

Panelists: Yousef Al-Failakawi, Kuwait University, *Changing the Pictures on Arab TV*

Naila Hamdy, American University in Cairo, *Arab Media Adopts Citizen Journalism: Changing the Dynamics of Conflict Coverage*

Dina Ibrahim, San Francisco State University, *The Impact of Media Change on Self-Perception Among Arab Audiences*

Lawrence Pintak, Washington State University, *The Changing Mission of Arab Journalism*

Respondent: Douglas Boyd, University of Kentucky

**10:30 AM – 5:30 PM****BEA 2010 Research Symposium****Sports Media: Transformation, Integration, Consumption (Session ID: 528)****N254**

[All Convention]

2010 Research Symposium Chair: Andrew C. Billings, Clemson University

One of the most elastic areas of broadcasting continues to be sports media. Delivery mechanisms have changed, yet the appetite for sports programming remains insatiable. This research symposium will offer cutting-edge sport media scholarship while pinpointing avenues for future academic pursuits in this burgeoning and increasingly globalized area of study. Through the use of a keynote speaker, invited senior scholars, and faculty and student competitive paper competitions, attendees will leave with a firm grasp of the past, present, and future of sports media scholarship.

**10:30 AM – 11:45 AM****SESSION #1: INVITED SENIOR SCHOLARS**

Panel Chair: James Walker, St. Xavier University

Welcome: Andrew C. Billings, Clemson University, Symposium Chair

Keynote Address: Walter Gantz, Indiana University

Senior Scholar Presentation: Michael Real, Royal Roads University, Canada, *Theorizing the Sports-Television Dream Marriage: Why Sports Fit Television So Well*Senior Scholar Presentation: Marie Hardin, Pennsylvania State University, *Moving the Agenda Forward? Women's Sports Advocates and Evolving Feminisms in the Blogosphere***11:45 LUNCH BEA Exhibit Hall****1:15 PM – 2:30 PM****SESSION #2: INVITED SENIOR SCHOLARS**

Panel Chair: Robert Bellamy, Duquesne University

Senior Scholar Presentation: Lawrence A. Wenner, Loyola Marymount University, *Mocking the Fan for Fun and Profit: Sports Dirt, Fanship Identity, and Commercial Narratives*Senior Scholar Presentation: Arthur A. Raney, Florida State University, *Fair Ball: Exploring the Relationship Between Media Sports and Viewer Morality*Senior Scholar Presentation: David Rowe, University of Western Sydney, Australia, *Sports Media: Beyond Broadcasting, Beyond Sports, Beyond Societies?***2:45 PM – 4:00 PM****SESSION #3: COMPETITIVELY SELECTED PAPERS**

Panel Chair: Rick Sykes, Central Michigan University

Panelists: Jimmy Sanderson and Jeffrey W. Kassing, Arizona State University, *Tweets and Blogs: Transformative, Adversarial, and Integrative Developments in Sports Media*Glenn Cummins, Lakshmi N. Tirumala and Jillian Mulieri, Texas Tech University, *Viewer Attention to ESPN's Mosaic Screen: An Eye-Tracking Investigation*Lindsey Jane Meân, Arizona State University, *Sport, Identities, and the Internet: The Construction of Sport at ESPN.com*Kelby K. Halone, West Virginia University, *The Sport Media Institution: (Re)Producing the Everyday Consumption of Organized Sport***4:15 PM – 5:30 PM****SESSION #4: COMPETITIVELY SELECTED PAPERS**

Panel Chair: Lindsey Jane Meân, Arizona State University

Panelists: Student Paper Competition Winner Lauren Reichart Smith, University of Alabama, *The Less You Say: An Exploratory Study of Gender Coverage in Sports on Twitter*Brad Schultz, University of Mississippi, and Mary Lou Sheffer, University of Southern Mississippi, *An Exploratory Study of How Twitter is Impacting Sports Journalism*Lance Porter, Louisiana State University, Chris Wood, JWA Communications, and Vince Benigni, College of Charleston, *Instant Replay: From Analysis to Aggression. The Nature of Fan Emotion, Cognition, and Behavior in Internet Sports Communities*Closing Address: Andrew C. Billings, Clemson University, *Assessing the Record: Reaction Time*

**10:30 AM – 11:45 AM**

**Global Programming Trends (Session ID: 353)**

**N256**

[Management, Marketing & Programming | International]

This panel will explore international experiences, observations, and research about electronic media programming outside of the U.S. The theme is Global Programming Trends, and the presenters will discuss their observations and findings of research.

Moderator: Norm Medoff, Northern Arizona University

Shari Ross Altarac, Northern Arizona University, *Adaptation of Globally Distributed Television*

Jennifer Holt, UC Santa Barbara, *Methodological Issues for Studying the Market for Media Programming in a Global Context*

Lisa Parks, UC Santa Barbara, *Satellite Distribution of Television Programming in Different Parts of the World*

Alan Lifton, University of Sunderland, UK, *The Changing British News (and Programming) Landscape*

**What's Happening in the BEA2010 Exhibit Hall on Thursday?**

**BEA2010 Exhibit Hall Hours: 11:45 AM – 6:30 PM**

**N255/257/259/N261**

**11:45 AM – 1:00 PM Exhibit Hall LUNCH**

Enjoy lunch and wander the hall at this annual event to kick off the 2010 exhibit hall. Sponsored by



**11:45 AM – 1:00 PM Applying for BEA Scholarships**

Visit the BEA Booth in the Exhibit Hall and find out about BEA Scholarships.

BEA Scholarship Committee Chair: Pete Orlik, Central Michigan University

**1:15 PM – 2:30 PM Scholar-to-Scholar Poster Session (Session ID: 526)**

[All Convention]

BEA2011 Convention Program Chair: Mike Bruce, Oklahoma Baptist University

Bill Silcock, and Carol Schwalbe, Arizona State University, *Visual Gatekeeping: A New Model for a Classic Theory*

Stephen Perry, Illinois State University, *Philatelic Programs on Early North American Radio*

Indira Somani, Washington and Lee University, *History of NET and PBS Programming on India, 1960s and 1970s*

Samuel J. Sauls, University of North Texas, *Reinstituting the Fairness Doctrine: Red Lion's Silent Roar*

Miriam Smith, San Francisco State University, *Glen Beck Did Not Rape and Murder a Young Girl in 1990: Humorous Speech and the First Amendment*

Kenneth Hicks, Northern Arizona University, *Demystifying the "It" Factor: Why Certain Audience Members Develop Preferences for Certain Broadcasters*

Tony DeMars, Texas A&M University - Commerce, *Local Market Radio: Programming and Operations in a New Media World*

Augie Grant, University of South Carolina; Tim Brown, University of Central Florida; Harvey Nachlinger, University of South Carolina, *"Accelerating" Technologies: The Diffusion of Non-Linear Video Editing*

Sara Magee, West Virginia University, *The Evolution of Entertainment News: "Entertainment Tonight's" Legacy to National, Cable, and Local Television News Programs*

Ali Noor MOHAMED, United Arab Emirates University, *Broadcasting, Ethnic Narratives, and the Imperative of Regional Integration: The Case of the Horn of Africa*

Ann Alquist, Ohio University, *Satire on the Radio: The Hitchhiker's Guide to the Galaxy as Social Critic of British Society*

Fredessa D. Hamilton, North Carolina State University, *A Look Back at XM Satellite Radio and the Merger of the U.S. Satellite Radio Industry*

Kathryn Walsh, Shiryn Cesar, Jose Javier Rodriguez, and Eliza Widger, Syracuse University, *Total (Ad) Recall: Identifying Ad Elements that Survive Fast-Forward Compression in Time-Shifted Television Viewing*

Daniel Mark Shafer, Baylor University; Arthur A. Raney, Florida State University, *The Measurement of Media Moral Disengagement Tendency*

MK Alsip, University of Alabama, *The Curious Case of Sesame Street: Comparing Structural Features of Modern Educational Programming to Forty Years of Success*

Steven McClung, Mercer University, Vicki Eveland, Pacific-Tacoma University, Daniel Sweeney, UALR and Jennifer Hamilton, San Diego State University, *The Role of the Media In Developing Fan Attachment to Sports Teams*

Theresa Billiot, Texas Tech University, *Testing Cognitive Flexibility Theory via NFL Rush Web Site*

Ya-Ching Lee, National Sun Yat-Sen University, *Brand Management in the Digital Content Industry*

Daniel Christopher Walsh, Appalachian State University, *The Residual Effect of Hard-Line Lobbying on Radio Marti Content*

# BEA2011

BEA2011 Research Symposium | April 2011 | Las Vegas

## Media and Morality: Investigating the Connections

The relationship between media and morality has been a lasting concern among broadcast scholars and practitioners. Does morality play a part in how audience members select, interpret and respond to media content. Can media alter moral values? The challenge to answering such questions is enhanced by the complex nature of morality itself. This symposium joins leading scholars in efforts to clarify both simple and complex processes that shape the reciprocal influences that connect media and morality. Invited panels, competitive papers, and a keynote address will set the course for future understanding of these connections.

**Symposium Chair:** Ron Tamborini, Michigan State University  
**Senior Scholars:** René Weber, University of California Santa Barbara  
Dana Mastro, Arizona University,  
Mary Beth Oliver, Pennsylvania State University

### ***Paper Competition Information...***

The BEA2011 Research Symposium is now accepting faculty and student submissions for its 2011 paper competition. All papers must adhere to the symposium theme and must be submitted in MS Word, follow APA guidelines, and must not exceed 25 pages including references, tables, and figures, etc. The cover sheet should be separate and the paper itself should be "blind." Paper competition winners will be eligible for inclusion in a volume edited by Symposium Chair Dr. Ron Tamborini and published by Routledge. **Paper Deadline: Received by December 1, 2010.**

*For the student competition* -- first place paper will receive \$300; second place, \$200; third place, \$100. Winners are expected to register for and attend BEA to present their paper; in the case of multiple authors, at least one must attend.

*Send three (3) copies of your paper to:*  
Dr. Ron Tamborini, Professor  
Department of Communication  
Michigan State University  
East Lansing, MI 48824-1212  
Email: [tamborin@msu.edu](mailto:tamborin@msu.edu)



**1:15 PM – 2:30 AM**

**The State of the Industry: Broadcast & Online (Session ID: 352)**

**N233**

[News | Management, Marketing & Programming]

2009 was as tumultuous a year as 2008. With the latest industry data from RTDNA and other sources having just been made public, this panel will provide the most timely information on the state of the industry and expert industry and academic expectations on exactly where we're headed.

Moderator: Bob Papper, Hofstra University

Panelists: Mark Kraham, WHAG-TV, Chairman, RTNDA  
 Ron Comings, KLAS-TV, News Director  
 Brian Greenspun, Las Vegas Sun, President and Editor  
 Ardyth Sohn, UNLV

**1:15 PM – 2:30 PM**

**HISPANIC MEDIA AND THE FORCES OF CHANGE (Session ID: 351)**

**N234**

[Multicultural Studies | News]

Hispanic media continues to grow in the United States, but it isn't by any means weatherproof. This panel focuses on the structural changes shaping Hispanic media in times of technological and audience change, and the abilities employers are looking for in new college graduates.

Moderator: Maria Santana, University of Central Florida

Panelists: Maria Santana, University of Central Florida, *Hispanic Media and News Coverage*  
 Lance Liguez, University of Texas at Arlington, *Radio, Bilingual Journalism, and The Hispanic Community*  
 Alan Albarran, University of North Texas, *Latinos, Mobile Phones, and Social Networking*  
 Tony DeMars, Texas A&M University-Commerce, *Emerging Technologies Shaping News and News Coverage*  
 Julian Rodriguez, University of Texas at Arlington, *Telemundo and Univisión: What They Are Looking For in a College Graduate*

**1:15 PM – 2:30 PM**

**Curriculum SwapShop on Using Social Media in the Classroom (Session ID: 378)**

**N235**

[Courses, Curricula & Administration]

The Curriculum Swapshop provides a forum for sharing ideas, exercises, and assignments that you can use to enhance your curriculum. This year our focus is on using social media in the classroom. Our panel will explore how we can take advantage of social media in our classroom teaching and panelists will share ways they are incorporating Facebook, YouTube, Twitter, wiki's and blogs into their courses.

Moderator: Candace Egan, California State University, Fresno

Panelists: Brian Bentley, The Arts Institute of Atlanta, *Instructing a Digital Native Generation*  
 Scott Dorough, St. Louis Community College at Meramec, *Blogging and the Academic Journal*  
 Vincent Ciammaichelli, Delaware State University, *Student Work on YouTube*  
 Tim England, Texas State University-San Marcos, *Connecting With Students Using Social Media: Facebook, Twitter and YouTube*  
 Cynthia Meyers, College of Mount Saint Vincent, *Course Wiki for Sharing Student Work*  
 Jennifer Henderson, Trinity University, *Using Facebook to Teach Communication Theory: Moving Online Social Networks from Classroom Tools to Classroom Laboratories*

Respondent: Deborah Wilson, University of Lincoln, UK



# UNC

SCHOOL OF JOURNALISM  
AND MASS COMMUNICATION

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## Congratulations to Carolina's students honored at the Festival of Media Arts.

- ▶ **Carolina Week student crew** (Television Newscast)
- ▶ **Carolina Connection student crew** (Radio Newscast)
- ▶ **Will Gorham** (Feature News Reporting)
- ▶ **Andrew Ritchey** (Feature News Reporting)
- ▶ **Ashley Lopez** (Hard News Reporting)

**“** *At Carolina, students take full responsibility for the work that results in award-winning programs. Professors and technical staff are there in supervisory roles, but it's the students who produce the programs. That's not true at all schools, and I'm so glad I was trained the Carolina way. You don't realize how well Carolina's broadcasting program prepares you for the industry until you start working in it.* **”**

*Carly Swain  
Class of 2009*

**1:15 PM – 2:30 PM**

**Social Media Users in the Driver's Seat: Understanding the New Voices in the Marketplace (Session ID: 444)**

**N236**

[Research]

The session examines the role of social media (Facebook, Twitter, Blogging and YouTube) on the current political dialog for example in the debate over health care reform and the so-called "birthers" movement. The workshop examines underlying motives and outcomes of social media in the modern political world.

Moderator: Jeff Fruit, Kent State University

Panelists: Gary Hanson, Kent State University  
 Paul Haridakis, Kent State University  
 Max Grubb, Kent State University

**1:15 PM – 2:30 PM**

**Remote Multicamera Streaming Productions: Building An Affordable & Effective Flypack System That Supports Both Student and Administrative Goals (Session ID: 312)**

**N237**

[Sports | Interactive Media and Emerging Technologies]

Flypack systems (multi-camera mobile production) can be one of the most valuable learning experiences for a broadcast student. Strategically implemented, administrations will embrace the possibilities of multi-camera productions for live streaming and traditional broadcasts. This session will showcase a variety of systems (basic, mid, and high-end), practical applications for Flypack systems, and how to develop a proposal for system development funding.

Moderator: Marc Krein, Oklahoma State University

**1:15 PM – 2:30 PM**

**From Campus Abroad and Back: How to Successfully Balance International Initiatives and Educational Needs (Session ID: 434)**

**N238**

[Courses, Curricula & Administration | International]

Study abroad programs make university programs competitive and strengthen course curricula by offering global perspectives. Based on their experiences of establishing research and study opportunities worldwide, panelists will discuss how to set up exchange agreements with international institutions, plan international broadcast media course assignments, arrange media visits abroad, prepare students and faculty for intercultural challenges, establish institutional strategies for creating productive alliances between faculty and their international offices, and how students have experienced study abroad.

Moderator: Janet Wasko, University of Oregon

Panelists: Terry Rodenberg, Western Illinois University, *Across the Great Divide: International Development and the Faculty*  
 H. Leslie Steeves, University of Oregon, *Experiencing International Media: An Immersion Internship Program in Ghana, West Africa*  
 Gabriela Martinez, University of Oregon, *International Community Service and the Role of Documentary*  
 Helena Vanhala, Robert Morris University, *Studying International Communication and Broadcast Media in Finland: From the Midnight Sun Film Festival and Broadcast Media Visits to Sauna and Santa's Reindeer*  
 David Brammell, Jr., Robert Morris University, *Student Show and Tell Perspective: My Finnish Experience*

**1:15 PM – 2:30 PM**

**When Agendas Collide: Institutional Confusion of Documentary v. Public Communication Production (Session ID: 328)**

**N239**

[Documentary | Courses, Curricula & Administration]

Many of us use our producing skills and production resources, on occasion, to further the strategic goals of our institutions. Sometimes with funding, sometimes not. There are good and bad things about this (and ethical ambiguity) that will be interesting to explore, including a discussion of the potential conflict of interest when the school funds a 'documentary' about itself or its strategic priorities.

Moderator: Maria Moore, Illinois State University

Panelists: Arthur Wood, City Colleges of Chicago, *Keeping a Balance Between the Perceived Greater Good And Production Quality*  
 Brent Simonds, Illinois State University, *Will They Ever Understand the Real Costs of Production?*  
 Maria Moore, Illinois State University, *Who's Up First: The Producer v. The Institution*  
 Michael Niederman, Columbia College Chicago, *Can't We All Just Get Along? Students Come First*

DEMO @ BEA2010

THURSDAY

**1:15 PM – 2:30 PM**

**Student Media Stations: Making it Real (Session ID: 447)**

**N240**

[Student Media Advisors | Courses, Curricula & Administration]

As more academic programs use broadcast and cable television and radio stations to supplement instruction the question becomes how do we mix the classroom and the studio? How to program? And - more importantly - how can we pay for these media sandboxes? We explore a few options and opportunities.

Moderator: Chris Strobel, Northern Kentucky University

Panelists: Sara Drabik, Northern Kentucky University, *Making Assignments Matter: Connecting Campus with Community*

Michael Taylor, Valdosta State University, *Attempting to Blend Alt Rock and Urban*

Blis DeVault, Xavier University, *Fine Tuning the Agenda-Finding What Works For You and Your Students*

John Owens, University of Cincinnati, *College Radio: The Music Doesn't Matter*

Phil Hoffman, University of Akron, *Are You Really Going to Put THAT On The Air? Improving the Quality of Your Program*

Bradley Clark, Mount Royal College, *On The Air Online: An Affordable Model for Campus Radio Stations*

**1:15 PM – 2:30 PM**

**BEA Festival of Media Arts: Student Video Awards and Exhibition (Session ID: 497)**

**N241**

[Production Aesthetics & Criticism]

This session honors the winners of the student video competition. Selected works of this year's award recipients will be exhibited.

Competition Chair: Warren Koch, Azusa Pacific University

*Animation/Mixed/Experimental Category*

First Place: James Rutherford, Anthony Ciston, Geoff Green, & Ryan Walther, Missouri State University, *The Greasy Wrench*

Second Place: Joseph Umana, California State University – Northridge, *The Sounds of Silence*

Third Place: Nicole Flewellen, Britainne Pedersen, and E. R. Womelsduff, Azusa Pacific University, *Counter Clockwise*

*Instructional/Educational Category*

First Place: Laura Beth Ward, Elon University, *Home Improvements: How-To & Compliance*

Honorable Mention: Katie Lakin, University of Oklahoma, *Gaylord Prize Profile: Kolt Atchley*

Suzanne Butler, Saint Cloud State University, *Back to the Movies*

*Music Video Category*

First Place: Christopher Wiggins, San Francisco State University, *Hay Love*

Second Place: Lance D. Poole, Chattahoochee Technical College, *Recession Rap*

Honorable Mention: John Madden, San Francisco State University, *The Vagina Song*

*Narrative Category*

First Place: Master Workshop Narrative (Group Entry), Columbia College – Chicago, *The Road*

Second Place: Mark Potts, University of Oklahoma, *Edgar Freezes*

Third Place: Joe Brown, Elon University, *Detained*

Honorable Mention: MEP375-Advanced Camera & Lighting (Group Entry), Quinnipiac University, *The Woman and the Wallpaper*

LaMar Reginald Ford Jr. and Kelly Farrell, Xavier University, *Marguerite*

*Promotional Category*

First Place: Jonathan Miley, Stephanie Morris, Brittany Page, Katie Underdown, and Drew Welchel, Berry College, *Violent Kids PSA*

Second Place: James H. Nation, Chattahoochee Technical College, *Inkaholics: Rusty Needle*

Third Place: Sarah E. Craig, Shane Harrison, Doug Horton, Brian Perk, and Joey Deady, University of Cincinnati, *College Conservatory of Music*

Honorable Mention: Eric Mortinson, George Fox University, *River of Fire – GFU Art Promo*

*Studio Category*

First Place: Advanced Television News Producing (Group Entry), Kent State University, *The Freshman 15*

Second Place: ICTV (Group Entry), Ithaca College, *Panorama: Enter the Haggis*

Third Place: Alex Herter, Elliot Roe, and Teri Yan, San Francisco State University, *Under San Francisco: The Musical*

Honorable Mention: Andrew Johnson, Elon University, *Elon Sport Wrap*



**1:15 PM – 2:30 PM**

**Archival Film Workshop I – Fair Use and Copyright (Session ID: 332)**

**N242**

[Documentary | Law & Policy]

This workshop will instruct attendees on principles of Fair Use and Copyright in documentary and media production. It will address issues such as shooting original material in which trademarks and other licensed material appear; and archival work, in terms of length of use, terms of use, fees, and legal considerations. The session will also introduce professional resources for fair use/copyright support.

Moderator: Kenn Rabin, Fulcrum Media

Panelists: Gordon Quinn, Filmmaker and Artistic Director, Kartemquin Films, *Hoop Dreams*, *New Americans*, *In the Family*, *At the Death House Door*

Claire Darby, Media Fellow, Center for Social Media, American University

Michael Donaldson, Los Angeles Entertainment Attorney, Advisory Committee for Documentary Filmmakers, *Statement of Best Practices in Fair Use*

Sponsored by:



**1:15 PM – 2:30 PM**

**Balancing Form and Content in Public Broadcasting: Mission and Method (Session ID: 364)**

**N249**

[Radio and Audio Media | Law & Policy]

As U.S. broadcasters grapple with the impact of new technologies on content and audiences, public broadcasters must also consider how these developments intersect with their public service mission. This panel examines issues of form and content in public broadcasting within the context of policy, practice, and history, and investigates some of the unique challenges faced by noncommercial broadcasters as they pursue a mission of public service within the marketplace.

Moderator: Alan Stavitsky, University of Oregon

Panelists: Michael Huntsberger, Linfield College, *HD vs. Public Radio Player: Function Follows Form*

Robert K. Avery, Beth Fratkin, University of Utah, *Revisiting HD radio and Internet streaming at the local level: Balancing Form & Function at KUER Public Radio*

Glenda Balas, Sam Houston State University, *The whole town's talking: Form and Content in Early PTV*

John Stevenson Armstrong, Furman University, *25 years after Meyerowitz: Form and Content, Public and Place*

Respondent: Philip Thompsen, West Chester University of Pennsylvania

**1:15 PM – 2:30 PM**

**Assessing Courses and Curricula: Do Form and Content Matter? (Session ID: 466)**

**N250**

[All Convention]

Programmatic assessment can be a complicated matter. Many of the published strategies hinge on the structure of one's academic program. This panel asks the question: "Based on your specific structure, how do you assess student learning at the programmatic level?"

Moderator: William Christ, Trinity University

Panelists: Stacey Irwin, Millersville University, *Challenges of Assessing a Multiple Discipline Program*

Anthony Moretti, Point Park University, *Challenges of Assessing a Multiple Sequence Program*

Michael Murray, University of Missouri, St. Louis, *Challenges of Assessing a Media Program*

Don Grady, Elon University, *The Challenges of AEJMC Accreditation Assessment*

**1:15 PM – 2:30 PM****Adjusting Mass Media Curriculum to Today's Chaotic Times (Session ID: 449)****N251**

[Management, Marketing &amp; Programming | Courses, Curricula &amp; Administration]

Almost every school teaching mass media has or must soon revise their curriculum to include today's many new media platforms. Panelists will report on successful models of convergence curriculum and answer the questions, "What are the new jobs for which students must be trained," "What material or courses need to be added" and "Finding or retraining faculty with expertise in the new media."

Moderator: Jerry Condra, State University of New York - Oswego

Panelists: George Daniels, University of Alabama

Paul Gullifor, Bradley University

Janet Kolodzy, Emerson College

Keith Swezey, Central Oklahoma University

Max Utsler, University of Kansas

**1:15 PM – 2:30 PM****One-Person Shows: How To Be Successful in Departments of One (Session ID: 412)****N252**

[Two Year/Small Colleges]

Many small colleges and high school broadcast departments are made up of one or two people. How do you get the job done when you are the faculty, advisor, staff, director, fund-raiser, etc. all rolled up in one person?

Moderator: Troy Hunt, College of Eastern Utah

Panelists: Wyoming Rossett, Great Basin College

Kathy Aplan, Oglala Lakota College

Brian Mitchell, St. Xavier High School

Carol Mingus, Modesto Junior College

**1:15 PM – 2:30 PM****Law & Policy Business Meeting (Session ID: 470)****N256**

[Law &amp; Policy]

The Law and Policy division's mission is to assist fellow teachers, researchers and practitioners in electronic media law and policy. Their goals and objectives are to foster ownership of the process of educating potential electronic media leaders and teachers about law; to prepare electronic media students for leadership roles by providing meaning to the phrase "the public interest, convenience and necessity;" to instill the notion of the "public interest" among potential users and leaders of the electronic media; to help new teachers of L & P by initiating and continuing a dialogue about the process of teaching in this area; to foster discussion about the nature of the curriculum of law and policy; to educate potential users about their responsibilities to use the mass media as mechanisms for social change and improvement; and to initiate research into the fields of law and policy.

Chair: Andrew H. Utterback, Eastern Connecticut University

Vice Chair/Paper Competition Chair: Cindie Yanow, Southeast Missouri State University

Newsletter Editor: John Soares, Cal Poly State University

**2:45 PM – 4:00 PM****Multicultural Studies Business Meeting (Session ID: 471)****N234**

[Multicultural Studies]

The Multicultural Studies division was founded to provide a specific forum for addressing concerns of the relationship between traditionally underrepresented groups—especially racial and ethnic groups (i.e., African, Hispanic, Asian and Native American (AHANA))—and the electronic media. The division also provides a forum for discussion of issues and presentation of research on issues of portrayal, employment and entrepreneurship and the academy's response to teaching these issues. Their goals are to increase the level of awareness of the contributions and concerns of AHANA members and other traditionally underrepresented groups; to encourage more research on topics related to AHANA members and other traditionally underrepresented groups; and to encourage electronic media curricular acknowledgment of the contributions and concerns of AHANA members and other traditionally underrepresented groups.

Chair: Yvonne Prather, Austin Peay State University

Vice Chair: Coreen Jackson, Tennessee State University

Paper Competition Vice-Chair: Geri Alunit Zeldea, Michigan State University

Webmaster: Cindie Yanow, Southeast Missouri State University

**2:45 PM – 4:00 PM**

**Beyond the Box: New tools to help students enhance their work online (Session ID: 338)**

**N235**

[News | Interactive Media and Emerging Technologies]

The annual survey of JMC grads shows two out of every three working in TV are also producing content for the Web. We pull together some of the best resources out there for faculty to learn and use in their teaching. Participants in this hands-on workshop will leave the room with new skills and a DVD of instructional materials they can start using immediately.

Moderator: Debora Wenger, University of Mississippi

Panelists: Debora Wenger, University of Mississippi, Trainer  
Deborah Potter, Newslab, Trainer

**2:45 PM – 4:00 PM**

**European Public Service Media in the Digital Age: Transforming Content and Identity (Session ID: 371)**

**N236**

[International]

“Content is king” is the approach which has guided the transformation of public service broadcasting into public service media (PSM). According to the European Broadcasting Union (2006), public service broadcasters need to transform themselves from single media organizations to “multimedia.” The presentations will critically examine this new identification of PSM as public-service content providers. All panelists represent a joint Intermedia Research Team involving several universities in Finland and the University of Oregon.

Moderator: Taisto Hujanen, University of Tampere

Panelists: Taisto Hujanen, University of Tampere, *The Content of “Content” in the Intermedial Transformation of Public Service Broadcasting*

Tuija Aalto, The Finnish Broadcasting Company YLE, *Digital Identity and Personal Branding of Journalists in Social Media: The Case of Finland’s YLE*

Eeva Mäntymäki, University of Tampere, *Network Journalism and Journalistic Ethic in Intermedial Production Culture*

Marko Ala-Fossi, University of Tampere, *Past and Present Content Strategies of Visualized Radio*

Alan Stavitsky, University of Oregon, *“Notional Public Radio”: Intermedial Transformation as Competitive Strategy*

Respondent: Joseph D Straubhaar, University of Texas at Austin

PAPER COMPETITION

**2:45 PM – 4:00 PM**

**Production Aesthetics & Criticism Paper Session (Session ID: 519)**

**N237**

[Production Aesthetics & Criticism]

Moderator & Vice Chair/Paper Competition Chair: Tony DeMars, Texas A&M - Commerce

Panelists: Troy Hunt, College of Eastern Utah, *Cube: A Systems Level Analysis of the Motion Picture*

Warren Koch, Azusa Pacific University, *The Dark Knight’s Joker: It’s Ledger’s Form But Who Created the Content?*

Pete Seel, Colorado State University, *DTV in 3-D: A Passing Fad or the Next Step in the Evolution of Digital Television?*

Respondent: Mary Blue, Tulane University

INTEREST DIVISION MEETING

**2:45 PM – 4:00 PM**

**Management, Marketing & Programming Business Meeting (Session ID: 472)**

**N238**

[Management, Marketing & Programming]

The mission of the Management, Marketing and Programming Division is to (1) enhance the teaching and research of electronic media management, sales and programming, (2) Provide a forum for the presentation of juried and non-juried scholarly research in those areas, (3) Enhance networking between faculty and management, sales and programming professionals, and to (4) Provide a forum for the exchange of effective learning and teaching techniques.

Chair: William Covington, Jr., Edinboro University

Vice Chair: Bruce Mims, Southeast Missouri State University

Newsletter Editor: Steven Phipps, Maryville University

THURSDAY

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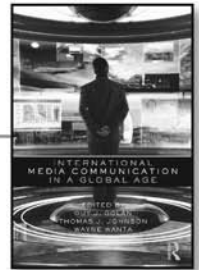
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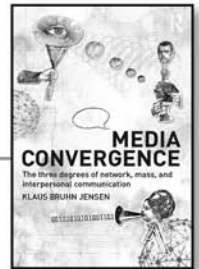
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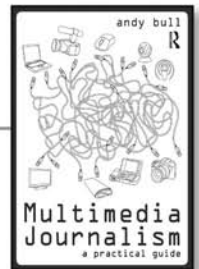
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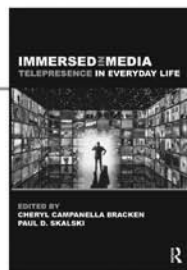
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## Journal of Broadcasting & Electronic Media

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The Official Publication of the Broadcast Education Association

Editor: Susan Brinson, Department of Communication & Journalism, Auburn University, USA,  
E-mail: [brinssl@auburn.edu](mailto:brinssl@auburn.edu)

Published quarterly for the Broadcast Education Association, the **Journal of Broadcasting & Electronic Media** contains timely articles about new developments, trends, and research in electronic media written by academicians, researchers, and other electronic media professionals.

The Journal invites submissions of original research that examine a broad range of issues concerning the electronic media, including the historical, technological, economic, legal, policy, cultural, social, and psychological dimensions. Scholarship that extends a historiography, tests theory, or that fosters innovative perspectives on topics of importance to the field, is particularly encouraged. The Journal is open to a diversity of theoretic paradigms and methodologies.

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## Journal of Radio & Audio Media

## JOURNAL OF RADIO & AUDIO MEDIA

The Official Publication of the Broadcast Education Association

Editor: Michael R. Brown, University of Wyoming, USA,  
E-mail: [mrbrown@uwyo.edu](mailto:mrbrown@uwyo.edu)

The **Journal of Radio & Audio Media** is a semiannual publication designed to promote scholarly dialogues generated by various disciplinary and methodological points of view. The Journal welcomes interdisciplinary inquiries regarding radio's contemporary and historical subject matter as well as those audio media that have challenged radio's traditional use. Scholars are invited to submit articles pertaining to any area of radio and audio media.

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**2:45 PM – 4:00 PM****Convergence and Training Future Sports Journalists (Session ID: 368)****N239**

[Sports | Courses, Curricula &amp; Administration]

The panel, made up of faculty members from Oklahoma State University's Sports Media degree program, will discuss recent efforts to revise their curriculum, taking into account the changing landscape of media production and consumption. Researchers will also share data related to convergence from studies involving newspaper sports editors and television sports directors.

Moderator: John McGuire, Oklahoma State University

Panelists: Ray Murray, Oklahoma State University

Marc Krein, Oklahoma State University

Wayne Wanta, Oklahoma State University

**2:45 PM – 4:00 PM****Audience use of Social Networking Sites and New Technologies to Form Communities and Impact Media Programming Decisions (Session ID: 391)****N240**

[Interactive Media and Emerging Technologies | International]

The panelists present research and case studies on audience use of social networking sites and new technologies as a means of communicating about a media text (e.g. film, TV show, talk radio, etc). While audiences often form communities in these social networking sites revolving around their love of a show, actor, or common interest (e.g. expressions of grief) the sites can also take on an advocacy role when fans band together to exert pressure on media producers regarding programming decisions. This panel explores, for example, how fans of "30 Rock," "Life on Mars" and soap opera "The Guiding Light" have created complex networks on Twitter, Facebook, AfterEllen and fansites/boards devoted to specific characters on the shows. The momentum behind these audience networks may initially be to celebrate a program but often advance to advocacy for plot and character developments as well as showcasing amateur authors of fan fiction related to the program. The audience movement has grown so large and so vocal that media critics and network executives have taken notice and have, at times, altered the media product as a result.

Moderator: Cynthia Cooper, Salisbury University

Panelists: Susan Lewis, Abilene Christian University, *Grief in the Public Sphere: A comparison of mediated grief trends on Facebook*Kim Fox, American University in Cairo, *The Fun Cooker: Mixing up "30 Rock", Social Media and Social Networking*Richard Rudin, Liverpool John Moores University, UK, *The meaning of Life...On Mars: Fans' Use of Social Networking Sites to Debate the UK and US Versions of a Cult TV Show*Cynthia Cooper, Salisbury University, *Don't Mess with My Soap Opera: Fan use of Social Networking Sites to Mobilize Efforts to Save "Guiding Light"***2:45 PM – 4:00 PM****BEA Festival of Media Arts: Faculty and Student Documentary Awards and Exhibition (Session ID: 365)****N241**

[Documentary]

This session honors the winners of the faculty and student documentary competitions. Selected works of this year's award recipients will be exhibited.

Faculty Competition Chair: Dan Kimbrough, Misericordia University

Student Competition Chair: Ralph Beliveau, University of Oklahoma

*Faculty Long-Form Category*Best of Competition: Lisa Mills, University of Central Florida, *The Young Composers Challenge*Awards of Excellence: Casey Hayward and Lynn M. Harter, Ohio University, *The Art of the Possible*Bernard R. McCoy and Bruce Mitchell, University of Nebraska-Lincoln, and Carol Cornsilk, North Texas State University, *Exploring the Wild Kingdom*Thomas Nelson, Elon University, *Prisoners of Plenty**Faculty Short-Form Category*Best of Competition: John Kaplan, University of Florida, *Pulitzer Pride: A Story of Redemption, Rock 'N Roll, and the Pulitzer Prize*Awards of Excellence: Geri Alunit Zeldes and Bob Albers, Michigan State University, *Arabs, Jews, & the News*Jim Jacoby and Melanie Alvarez, Arizona State University, *Brian Williams Tribute Video*

*Student Long-Form Category*

- First Place: Mellisa Misner, Jarred Thomas, and Michael Carney, State University of New York - New Paltz, *Over the Ropes*
- Second Place: Kellie Goff White, Kim Dalton Sigety, and Dale Green, Brigham Young University, *A Turn for Ghana*
- Third Place: Jacinda Lancaster, Central Michigan University, *The Simple Things*
- Honorable Mention: Erin Barnett, Elon University, *My Name is Anita*
- COMM/POSC 425 – Broadcast News Documentary (Group Entry), University of Delaware, *Left Behind: Chrysler's Newark Assembly Plant Past, Present and Future*
- Valerie Charlton and Heidi Hansen, Brigham Young University, *An Offering to Please God*
- Documentary Production Class (Group Entry), Southern Illinois University - Carbondale, *Silent Monster*
- Andriana Lovrin Fletcher, Kaelen Knutson-Lombardo, Kelsey Liddle, and Hilary Hilpert, Pacific Lutheran University, *Point of Entry: Migrating to North America*
- Timothy Johnson, Conor Britain, and Lauren Limerick, Elon University, *Sequoia: A Sailor and His Ship*
- Seth Koury, California State University - Northridge, *Sounds of Beirut*
- MEP 355 (Group Entry), Quinnipiac University, *Undiscovered: From the Streets to the Stadium*
- Student Documentary (Group Entry), University Of Montana, *Unspoken: Voices of Suicide in Montana*

*Student Short-Form Category*

- First Place: Daniel Koehler, Elon University, *Burlington: A City Divided*
- Second Place: Ted Roach, Alex Morrison, and Caroline Aguilar, American University, *Chesapeake Gold*
- Third Place: Niki Brown, Andrew Brown, and Johnny Story, West Texas A&M University, *Through the Eyes of Africa*

**2:45 PM – 4:00 PM**

**Archival Film Workshop II—Archival Storytelling (Session ID: 333)**

**N242**

[Documentary | History]

This workshop will instruct how to find, use, and license archival film material for documentary and other media production uses. It will include how to incorporate archival media for story development and provide examples of successful past uses for archival material in national and international documentary projects.

Moderator: Tom Mascaro, Bowling Green State University

Panelists: Kenn Rabin, Fulcrum Media, *Archival Storytelling*

Sheila Curran Bernard, University at Albany, SUNY, *Archival Storytelling*

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**2:45 PM – 4:00 PM**

**Student Sports Producing: Strategies for Content Creation in Diverse Distribution Environments (Session ID: 374)**

**N249**

[Sports | Student Media Advisors]

Producers of Sports Programming are adapting content to serve new and old delivery systems side-by-side. Newer delivery systems—mobile players, computer/cable on demand, in-house video feeds, and live streams—force producers to package content with multiple platforms in mind. This panel explores how different-sized schools are adapting classroom and co-curricular activities to teach students how to reach the sports consumer who uses a variety of technologies to get sports information.

Moderator: Ken Creech, Butler University

Panelists: Susan Smith, Ball State University

Wayne Hepler, Harford Community College

John Morris, University of Southern Indiana

Christine Buck-Taylor, Butler University

**2:45 PM – 4:00 PM****Student Learning Outcomes (Session ID: 407)****N250**

[Two Year/Small Colleges]

What is it that we want students to learn? This panel explores the educational objectives and observable outcomes for broadcast curriculum and how to achieve them.

Moderator: Ron Weekes, Brigham Young University-Idaho

Panelists: Troy Hunt, College of Eastern Utah

Gary Martin, Consumes River College

Evan Wirig, Grossmont College

**2:45 PM – 4:00 PM****Should We Bother Teaching Media Aesthetics? (Session ID: 341)****N251**

[Production Aesthetics &amp; Criticism | Courses, Curricula &amp; Administration]

Are all the production rules becoming obsolete? Have visual aesthetics hit the ultimate low or are they being morphed into a whole new perspective? What's the current perception of the importance of video quality? Much of our teaching includes insisting on our students knowing and adhering to shot composition rules. But now that everyone can record video and post it on the internet, we're seeing a marked change what's acceptable. The panelists in this session offer their insights on current visual trends and practices.

Moderator: Frances Kendall, Salisbury University

Panelists: Martin LoMonaco, Neumann University, *Millennials Perception of Media Aesthetics: Do they make a difference?*

Michael James, Harding University, *Media Aesthetics Globally: A Case Study of Integrating Converging Technologies*

David Burns, Salisbury University, *At Arm's Length: Applied Aesthetics in Millennials' Facebook Profile Photos*

Frances Kendall, Salisbury University, *The Jarring Demise of Seamlessness*

Respondent: Michael Porter, University of Missouri-Columbia

**2:45 PM – 4:00 PM****Annual Telecom Update (Session ID: 377)****N252**

[Law &amp; Policy]

What should we expect from a new FCC under a Democratic administration? The new FCC Chair has stated that, "with each passing day, communications devices and networks become more essential to the fabric of the daily lives of all Americans." As we move into the second decade of the new millennium, it is a good time to reflect on current happenings in media law and policy. Was the DTV transition as painless as the FCC said? Will the long awaited competition between telcos and cable may become a reality? Will the FCC's proceedings on Localism provide impetus for broadcasters to better serve local communities? Are privacy laws likely to change under the new administration? Will the Courts make new rulings about indecency? This year's Telecom Update panel will attempt to answer these and other questions.

Moderator: Fritz Messere, State University of New York at Oswego

Panelists: Paul MacArthur, Utica College, *Cable in 2010*

Kimberly Zarkin, Westminster College, *Current First Amendment cases*

Laure Thomas Lee, University of Nebraska, Lincoln, *Changes in Privacy Laws*

Dominic Caristi, Ball State University, *The New FCC and Current Policy*

Mark Caramanica, University of Florida, *Wireless and Media policy*





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**Air Personality Category**

1st Place - *Adam Cavalier*

**Educational Program Category**

3rd Place (Tie) - *Adam Cavalier*, “Failing Infrastructure: Saving Huntington’s Sewage System”

**Sports Program Category**

Honorable Mention

*Robert I. Iddings, Dave Traube & Deven Swartz*, “Marshall v. SMU Football”

**Radio Sports Reporting**

1st Place

*Adam Cavalier*, “From the Herd to the Hornets: JR Van Hoose”

Honorable Mention

*Leannda Carey*, “Enter Sandman”



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**2:45 PM – 4:00 PM**

**Children, Youth, and Young Adults: Emerging Research (Session ID: 345)**

**N256**

[Research | Law & Policy]

Children’s comprehension of sweepstakes to which they may be attracted appears to be limited. Young people might be attracted to occupations in science, technology, engineering and mathematics by content of media. Young adults encounter idealized beauty in media portrayals of women, as well as depictions of outrageous behavior in college age women.

Moderator: Kenneth Harwood, University of Houston

Panelists: Jody Jahn, University of California, Santa Barbara, *Media Depicted Roles in Science, Technology, Engineering and Mathematics as Inducers of Occupational Choice*

Lexie Kite, University of Utah, *Media (Mis)representation of Women: The Controlling Nature of Idealized Beauty*

Mary McIlrath, C&R Research Services, Inc., *Many Will Enter, Few Will Understand: Children’s Comprehension of Sweepstakes*

Suman Mishra, Temple University, *“Girls Gone Wild” Portrayals: Do They Encourage Outrageous Behaviors among College Women?*

Respondent: Dale Kunkel, University of Arizona

**4:15 PM – 5:30 PM**

**Multicultural Paper Session (Session ID: 518)**

**N234**

[Multicultural Studies]

Moderator: Cindie Yanow, Southeast Missouri State University

*Debut Category*

Julie Winkelstein, Catherine Luther and Ben Birch, University of Tennessee, *Mass Media Corporate Web Sites as Indicators of Commitment to Diversity*

*Open Category*

Coreen Jackson, Tennessee State University, *The Impact of Media Coverage of President Barack Obama’s Marriage on College Students’ Attitude Toward Marriage*

Respondent: Cindie Yanow, Southeast Missouri State University

**4:15 PM – 5:30 PM**

**News Division Business Meeting (Session ID: 473)**

**N235**

[News]

The News division’s goals are to provide the scholar, the media practitioner and the citizen with a better understanding of the role and functions of the broadcast journalist in a free society. They seek to improve communication and understanding among working professionals, scholars and the public concerning broadcast journalism. These goals are achieved through sponsorship and encouragement of scholarly teaching and inquiry in the areas of radio and television journalism and through support of teaching and public service activities supporting free expression as stated by the First Amendment of the U.S. Constitution.

Chair: Nancy McKenzie Dupont, The University of Mississippi

Vice Chair: Sybril Bennett, Belmont University

Research Chair: Jared L. Johnson, Brigham Young University

Newsletter Editor/Webmaster: Tom Hallaq, Idaho State University

Festival Co-Chairs: Mary Blue, Tulane University

Peter Casella, University of North Florida

J. Kathy Lee Heuston, Austin Peay State University

Dina Ibrahim, San Francisco State University

PAPER COMPETITION

INTEREST DIVISION MEETING

THURSDAY

**4:15 PM – 5:30 PM**

**Alternative Sabbaticals: What to do When You Don't Want to Write (Session ID: 369)**

**N236**

[Courses, Curricula & Administration]

Are you eligible for a sabbatical but you haven't taken it because you can't think of anything fun to do? Don't want to write a(nother) book or journal article? This panel has four people who have who dreamed up creative and interesting sabbaticals for themselves. Come hear about how their experiences contributed to their growth as researchers, teachers, and people.

Moderator: Gregory Pitts, University of North Alabama

Panelists: Kimberly Zarkin, Westminster College, *Into the Belly of the Beast: My Semester in Washington, DC with Free Press*

Lillian Williams, Columbia College Chicago, *Unexpected Lessons: Examining the Internship Program at Another Institution*

Mark Banks, Slippery Rock University, *On Top Down Under: A Semester of Renewal at the 'Paris of the Southern Hemisphere'*

Brad Yates, University of West Georgia, *Streaming While on Sabbatical: Founding an Internet Radio Station as a New Form of Convergence Research*

**4:15 PM – 5:30 PM**

**Production Aesthetics & Criticism Business Meeting (Session ID: 474)**

**N237**

[Production Aesthetics & Criticism]

The Production Aesthetics & Criticism division's purpose is the improvement of teaching and the fostering of research and innovations in audio and video production, aesthetics and criticism. The division provides a forum for the exchange of teaching techniques and material; the presentation of juried and non-juried scholarly research; the presentation of faculty and student productions; the demonstration and discussion of innovations in production equipment and techniques; and as a means of evaluation through juried competition of scholarly research and faculty production. Members are involved in the supervision of the only collegiate, association-wide, peer review faculty production competition, that provides valuable feedback and credibility often needed in promotion and tenure reviews.

Chair: Robert Mott, York College of Pennsylvania

Vice Chair/Paper Competition Chair: Tony DeMars, Texas A&M University - Commerce

Web Manager: Mary Blue, Tulane University

Faculty Video Competition: Lowell Briggs, York College of Pennsylvania

Student Video Competition: Warren Koch, Azusa Pacific University

**4:15 PM – 5:30 PM**

**Management, Marketing & Programming Paper Session (Session ID: 517)**

**N238**

[Management, Marketing & Programming]

Moderator & Paper Chair: Bruce Mims, Southeast Missouri State University

*Debut Category*

First Place: Jameson Lee Hayes, University of Georgia, Tom Reichert, University of Georgia and Jacqueline Ayrault, 22 Squared, *Reconsidering the Presence and Prominence of Sexual Content in Prime-Time Network Promos: An Extension and Update*

Second Place: Jiyoung Cha, University of North Texas, *The Channel Cannibalization Effect of Online Video Platforms on Television*

*Open Category*

First Place: Clark Greer, Point Loma Nazarene University and Douglas Ferguson, College of Charleston, *Using Twitter for Promotion and Branding: A Content Analysis of Local Television Twitter Sites*

Second Place: Miao Guo, University of Florida, *Exploring the Predictors and Consequences of Television Audience Satisfaction*



**4:15 PM – 5:30 PM**

**Building, Repairing & Upgrading in a Scare World (Session ID: 419)**

**N239**

[Sports | News]

Academic programs in electronic journalism, sports broadcasting and media production require major investments in hardware and software. Programs need to maintain their current infrastructure. At the same time faculty want to stay up to date with an industry that continues to change at an incredible pace. This is getting harder to do in an environment with less funding. Also, some administrators and colleagues come from other disciplines. That can put capital-intensive purchases on the back burner. A panel of faculty including present and former department chairs discuss how to better navigate in this scare world.

Moderator: Ken Fischer, University of Oklahoma

Panelists: William R. Davie, University of Louisiana at Lafayette, *First Katrina and now the Economy*

Joey Helleny, Southern Illinois University Carbondale, *Partnering with PBS & NPR Stations*

Phyllis Slocum, University of North Texas, *Multiple Departments in the Broadcast News Business*

**4:15 PM – 5:30 PM**

**Strategies for Video Demo Reels and Interactive Media Portfolios (Session ID: 437)**

**N241**

[Interactive Media and Emerging Technologies]

As an evaluation tool, interactive media portfolios demonstrate application of design concepts as well as technical skill levels. Portfolios can help multiple audiences evaluate a student. Portfolios can be used to assess progress in a course or through a curriculum. For employers, portfolios are an expected component in most job applications for interactive media positions. This panel will address different ways portfolios are used as well as specific interactive media portfolio strategies.

Moderator: Thomas McHardy, James Madison University

Panelists: John Woody, James Madison University, *Encoding and Delivering Online Demo Reels*

Thomas McHardy, James Madison University, *Strategies for Video Demo Reels and Interactive Media Portfolios*

J. McMerty, Elon University, *Including Blogs in a Digital Portfolio*

Kim Walker, University of Colorado at Colorado Springs, *Student Video Reels - Dos and Don'ts*

**4:15 PM – 5:30 PM**

**Preparing Tomorrow's Media Leaders: Unique Approaches to Teaching Newer Media (Session ID: 395)**

**N242**

[Courses, Curricula & Administration | Interactive Media and Emerging Technologies]

Broadcast journalism students find themselves confronting an industry that is reeling from advent of the Internet. Yet this is undeniably an era of tremendous opportunity, when today's young entrepreneurs will create the media of tomorrow. The panelists will share teaching ideas that can tap into students creative and entrepreneurial potential. The content from the session can be used in broadcast journalism, online journalism, theoretical, and other communication courses.

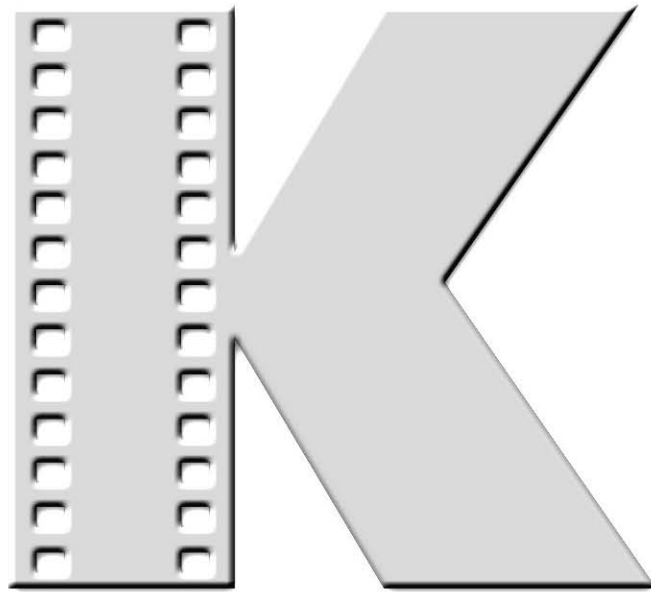
Moderator: Serena Carpenter, Arizona State University

Panelists: Leslie-Jean Thornton, Arizona State University, *Learning How to Work Collaboratively in the Newer Media World*

Serena Carpenter, Arizona State University, *Visual Communication Beyond Visuals*

Steve Anderson, James Madison University, *Developing Websites with Content Management Systems: Helping Students Help Clients*

Deb Wenger, Virginia Commonwealth University, *Going Live: Using Online Tools to Report in Real-time*



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# THE CHARLES & LUCILLE KING FAMILY FOUNDATION

The Charles & Lucille King Family Foundation was established in 1988 to support individuals, institutions and organizations committed to educational excellence and professional development. To that end, in addition to the Broadcast Education Association, the Foundation has established several other ongoing grant and scholarship programs. These include:

- The King Family Foundation Undergraduate Scholarship Program, which awards up to \$7,000 to junior- and senior-level students majoring in television, film and related fields and who demonstrate academic ability, financial need and professional potential.
- The King Family Foundation/NYU Heinemann Award, an annual \$10,000 award given to an outstanding film/video senior undergraduate at New York University.
- The King Family Foundation/USC Post Production Award, an annual \$10,000 award toward the completion of an outstanding film/video project by a graduate student in the MFA program at the University of Southern California.
- The King Family Foundation/UCLA Post Production Award, an annual \$10,000 award toward the completion of an outstanding film/video project by a graduate student in the MFA program at the University of California, Los Angeles.
- The Michael Collyer Memorial Fellowship in Screenwriting in association with the Writers Guild of America East.
- The King Family Foundation/NYU Post Production Award in honor of the late Roger King, an annual \$10,000 award toward the completion of an outstanding film/video project by a graduate student in the MFA program at New York University.

In addition to our educational scholarship and grant programs, the Charles & Lucille King Family Foundation provides substantial support to a variety of public and private charities and is active in support of several media-related educational programs including the NYU First Run Film Festival and the Talking Pictures lecture series at Rowan University.

Ms. Diana King, *Trustee, President and Chair*

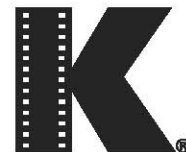
Mr. Charles J. Brucia, *Trustee, Vice-President and Treasurer*

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Mr. Michael Donovan, *Educational Director*

Ms. Karen E. Kennedy, *Assistant Educational Director*



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**4:15 PM – 5:30 PM**

**Documentary Research & Pitch Competition (Session ID: 367)**

**N249**

[Documentary]

The Pitch Competition allows the finalists of the 2010 Documentary Preproduction Research Competition to pitch their ideas to a panel of leading industry professionals at the BEA Conference. After hearing the participant’s pitches, the judges will deliberate and name a winner. They will also provide feedback on both the proposals and the pitches, and do a Q&A session with the participants and session attendees.

Moderator: Michael Ogden, Central Washington University

Judges: Sheila Curran Bernard, University at Albany, SUNY  
 Kenn Rabin, Fulcrum Media Services  
 Gordon Quinn, Kartemquin Films

Documentary Pitches: Mary Blue, Tulane University, *A Captured City: General Benjamin F. Butler in New Orleans, 1862*  
 Jon M. Smith, Southern Utah University, *Primitives Among Us*  
 George Chun Han Wang, University of Hawaii, Manoa, *Troubled and Neglected: Who Killed Justin Bailey?*

**4:15 PM – 5:30 PM**

**Crisis Communication for Broadcasters: Form and Content Matters (Session ID: 542)**

**N251**

[All Convention]

Local media become a crucial element in any crisis situation. This panel studies specifics from several crisis events and disasters and discusses the media’s role, impact, and training before, during and after.

Moderator: Stacey Irwin, Millersville University

Panelists: Joye Gordon, Kansas State University, *Why natural disasters kill poor people first: Crisis communication for social equity*  
 Theresa Russell-Loretz, Millersville University, *What Emergency Managers Wish Broadcasters Knew: Accolades and Aversions to Media Coverage of Emergencies, Crises and Disasters*  
 Diane Umble, Millersville University, *The Amish and the Media: Accountability and the Nickel Mines School Shooting*

**4:15 PM – 5:30 PM**

**New Content Ancillaries in Comm Courses: Moving the Course Text Frontier Online and Into Digital**

**N252**

[All Convention]

Communication course publishers, who once offered just a text, test bank, and IM, have been moving quickly into “the new frontier” and now provide a mind-boggling array of ancillaries—many of them online and digitally-based. This program focuses on many of the ancillaries that publishers (who have reserved space in our exhibition hall, and can chat with you later, one-one-one) provide with select Communication texts. Representatives from publishers include: Bedford/St. Martin’s, CQ Press, Oxford University, Pearson, Routledge/Taylor & Francis and Wadsworth-Cengage Learning.

Chair and Presenter: Paul Hemenway, Lamar University

**4:15 PM – 5:30 PM**

**Radio and Audio Media Paper Session (Session ID: 516)**

**N256**

[Radio and Audio Media]

Moderator: John Allen Hendricks, Stephen F. Austin State University

*Debut Category*

First Place: Raluca Cozma, Iowa State University, *From the Murrow Boys to the NPR Boys and Girls: A New Breed of Radio Foreign Correspondents*

*Open Category*

First Place: John Stevenson Armstrong, Furman University, *The Carnival in Kingstree: A Bakhtinian Analysis of the Charlie Walker Obscenity Case*  
 Douglas Ferguson, College of Charleston and Clark Greer, Point Loma Nazarene University, *Local Radio and Online Audience Connectivity: How Stations in the U.S. are Using Twitter*  
 Edward Salsberry, University of Florida, *Uses and Gratifications of Music Listeners: A New Social Recommendation Engine*

Respondent: Scott Patterson, San Francisco State University

**5:30 PM – 6:30 PM**

**Pre-Awards Party in the Exhibit Hall**

**N255/257/259/N261**

[All Convention]

If you missed the annual exhibit hall lunch, don't miss this chance to wander the 2010 exhibit hall. Come to this "Pre-Awards" party and mingle with your colleagues while you visit with exhibitors. Talk to three exhibitors and you have a chance to win an Apple iPad during a drawing at the BEA Opening Awards Ceremony that immediately follows. You must be present to win.

Sponsored by



**6:30 PM – 8:00 PM**

**BEA Opening Awards Ceremony**

**N250**

[All Convention]

The annual BEA Awards Ceremony recognizes some of the best faculty, and graduate student work in research, as well as our scholarship winners. Leadership and service to BEA is also recognized. Join us at this ceremony to honor this year's distinguished award recipients.

Sponsored by:



**Host:** Max Utsler, BEA 2010-2011 President

**BEA Distinguished Education Service Award Recipient:**

Louisa Nielsen

**BEA Distinguished Scholar Award Recipient:**

Nancy Signorielli, University of Delaware

**BEA Kenneth Harwood Dissertation Award Recipient:**

Pamela Hill Nettleton, Marquette University

**New Faculty Research Grant Recipient:**

Serena Carpenter, Arizona State University

**Abe Voron Scholarship:**

Adam Cavalier, Marshall University

Sponsored by the Abe Voron Committee

**Walter Patterson Scholarships:**

Virginia Beauchamp, Central Michigan University

Sponsored by the National Association of Broadcasters

Leanna Carey, Marshall University

**Harold Fellows Scholarships:**

Spencer Atamanczyk, University of Utah

Sponsored by the National Association of Broadcasters

Nicholas Kuiper, Central Michigan University

James Patten, University of Central Missouri

Natalie Tripp, Brigham Young University

**Vincent Wasilewski Scholarship:**

Kristine Johnson, Florida State University

Sponsored by Patrick Communications, LLC

**Alexander Tanger Scholarship:**

Drew Smith, Elon University

Sponsored by Alexander M. Tanger

**Helen Sioussat/Fay Wells Scholarships:**

Ross Green, Illinois State University

Sponsored by the Broadcasters' Foundation

Kathryn Morris, Ball State University

**Vision Scholarship:**

Patrick Rosenbaum, Temple University

Sponsored by VCI Solutions

**BEA Two Year/Community College Scholarship:**

Jessie Lopez, Aims Community College

Sponsored by BEA

SPECIAL EVENT

THURSDAY

# James Madison University

## School of Media Arts & Design

CONGRATULATIONS PROFESSOR  
**JOHN WOODY**  
ON YOUR RETIREMENT

### FROM YOUR COLLEAGUES

Steve Anderson  
Dolores Flamiano  
Dona Gilliam  
Rustin Greene  
Mike Grundmann  
John Guiniven  
Joe Hinshaw  
JoAnne Holman  
Kathy Hughes  
George Johnson  
Marilou Johnson  
Alex Leidholdt  
Dietrich Maune  
Tom McHardy  
Nancy Nusser  
Tom O'Connor  
Ryan Parkhurst  
Kevin Reynolds  
Roger Soenksen  
Charles Turner  
Dave Wendelken



Professor John Woody  
Ruth D. Bridgeforth  
Professor of Telecommunications  
Apple Distinguished Educator

James Madison University  
School of Media Arts & Design  
MSC 2104  
Harrisonburg, VA 22807  
(540) 568-7007  
smad.jmu.edu

IN RECOGNITION OF 30 YEARS OF SERVICE TO JMU

**8:00 AM-9:00 AM**

**BEA District Meetings**

**Breakfast available in N251 at 7:30 AM**

*Check the following listing for the room of your district meeting*

Start your day by having breakfast with your District Representative and find out what's happening in your district and at BEA. Breakfast will be available in room N251 starting at 7:30 am.

Sponsored by: 

**District 7 Meeting (Session ID: 551)**

**N234**

All two-year schools in the USA

District 7 Representative: Gwin Faulconer-Lippert, Oklahoma City Community College

**International District Meeting (Session ID: 591)**

**N235**

Join BEA Members to discuss the formation of BEA's International District.

Moderators: Brian Pauling, Christchurch Polytechnic Institute  
Richard Rudin, Liverpool John Moores University

**District 1 Meeting (Session ID: 545)**

**N237**

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont

District 1 Representative: Wenmouth Williams, Ithaca College

**District 2 Meeting (Session ID: 546)**

**N238**

Alabama Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee

District 2 Representative: Michael Taylor, Valdosta State University

**District 3 Meeting (Session ID: 547)**

**N239**

Delaware, Maryland, Ohio, Pennsylvania, Virginia, Washington, DC, West Virginia, The Middle East and Eastern Europe including Russia

District 3 Representative: Greg Newton, Ohio University

**District 4 Meeting (Session ID: 548)**

**N240**

Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin, Canada, and Scandinavia

District 4 Representative: Barry Umansky, Ball State University

**District 5 Meeting (Session ID: 549)**

**N241**

Arkansas, Kansas, Missouri, Oklahoma, Texas, Mexico, Central & South America, and Australia

District 5 Representative: John Allen Hendricks, Stephen F. Austin State University

**District 6 Meeting (Session ID: 550)**

**N242**

Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, Asia and Pacific

District 6 Representative: Mary Schaffer, California State University - Northridge

DISTRICT MEETINGS

FRIDAY

**What's Happening in the BEA2010 Exhibit Hall on Friday?**

Friday BEA2010 Exhibit Hall Hours: 9:00 AM – 4:00 PM

**N255/257/259/N261****9:00 AM – 4:00 PM****BEA Placement Center @ the BEA2010 Exhibit Hall**

If you are looking for a job—or looking to fill a job—please stop by BEA's Placement Center. We offer you space to advertise a listing and then encourage you to meet up and interview candidates in our casual roundtable setting.

**9:15 AM – 10:30 AM****Two Year/Small Colleges Business Meeting (Session ID: 477)****N234**

[Two Year/Small Colleges]

The Two-Year/Small Colleges division's mission is to provide a forum for issues unique to the teaching and operation of a program of broadcast education at a community college, a small college or in a small broadcasting program. Their goals are to share and propagate teaching strategies; to enhance and promote the teaching of lower division courses in broadcasting; to promote and encourage the transferability of broadcasting courses between institutions; to facilitate the interaction of faculty with broadcasters and media practitioners; to promote the study of broadcasting across academic disciplines; and to promote the use of broadcast facilities to support broadcast education. The 2-year/small college division member faculty, staff and students are employed by or matriculated in a community college or a small college that offers a broadcast related major (such as broadcasting, video production, mass media and communications.) A small college is defined as a college with a broadcast related major/division with an enrollment of fewer than 200 students.

Chair: Brian Howard, Brigham Young University - Idaho  
 Vice Chair: Shane Tilton, Ohio University - Zanesville  
 Newsletter Editor/Web Manager: Roger Badesch, Chicago Vocational Career Academy

**9:15 AM – 10:30 AM****Gender Issues Business Meeting (Session ID: 475)****N235**

[Gender Issues]

The Gender Issues division stimulates awareness and discussion of existing issues and problems related to gender concerns in the media and media education; encourages dissemination of information about impact of gender issues to professional colleagues in the field; leads discussion on issues of promotion and tenure related to gender; fosters and promotes the teaching of issues focusing on gender related concerns as a substantive area of study within the disciplines of broadcasting/media.

Chair: Patricia Williamson, Central Michigan University  
 Vice Chair: Roger Cooper, Ohio University  
 Paper Competition Chair: Maria Santana, University of Central Florida  
 Newsletter/Website Editor: Jennifer Meadows, Cal State Chico

**9:15 AM – 10:30 AM****Courses, Curricula & Administration Business Meeting (Session ID: 476)****N236**

[Courses, Curricula &amp; Administration]

The Courses, Curricula and Administration division's goal is to offer help and support to all educators in their pursuit of the betterment of course materials and the strengthening of curricula in the areas of broadcasting and electronic media. Through the division's Model Course program, instructors may obtain copies of all types of courses concerned with media and may use these syllabi as guidelines in the development of their own course syllabus. Whatever the field of principle interest, the C, C & A division has something to offer all members of BEA.

Chair: Jim Jones, Sam Houston State University  
 Vice Chair: Christine Buck-Taylor, Butler University  
 Webmaster: John Mackerron, Towson University  
 Membership: Lillian Williams, Columbia College Chicago



**9:15 AM – 10:30 AM**

**Interactive Media and Emerging Technologies Paper Session (Session ID: 540)**

**N237**

[Interactive Media and Emerging Technologies]

Moderator & Paper Chair: James Ferolo, Bradley University

*Debut Category*

First Place: Jiyounng Cha, University of North Texas, *Television Versus the Internet: A Comparative Analysis of Traditional and New Video Platforms in Perceptions and Consumer Characteristics*

Second Place: Aaron Zhi Ying Loo, Weilu Su, Chih Hsuan Liang, and Yan Zhong, Syracuse University, *Tweet-Up TV: A New Paradigm to Engage Audiences (In Ad Viewing) Via Interactive Television*

*Open Category*

First Place: Amy Jo Coffey, Rasha Kamhawi and Paul Fishwick, University of Florida and Julie Henderson, P.K. Yonge Developmental Research School, *Living the Experience vs. Reading About it: The Impact of Virtual Reality on Sense of Presence, Memory and Evaluations of the Information*

Second Place: Anthony Friedmann, Sam Houston State University, *Mobile Media Platforms: Plotting the Graph into the Future*

**9:15 AM – 10:30 AM**

**Perspectives on Teaching about Radio, Culture, and Society (Session ID: 380)**

**N238**

[Radio and Audio Media | International]

This panel takes a look at various perspectives, domestic and international, on teaching about radio, culture, and society whether it be in a traditional lecture course or where students learn to produce their own radio programs with an objective of impacting culture and society.

Moderator: John R. Turner, Towson University

Panelists: Andy Curran, University of Cincinnati, *Radio's Influence on Society: How Changes in Programming Strategies Shaped our Culture*

David Dunaway, University of New Mexico, *Encountering the Other on Radio: A Danish Tale*

Jeff Jacoby, San Francisco State University, *Three Things You Should Always Discuss: Religion, Politics, and Money*

Richard Rudin, Liverpool John Moores University, UK, *Envy and Disdain: How Hostility Amongst Elites to the U.S. Commercial Radio Model Helped to Frame One of the 'Culture Wars' in the UK from the 1950s to 1980s*

Judy Rene Sims, University of Wisconsin-Eau Claire, *Culture Talk: Sensitizing Cultural Intelligence through Intercultural Radio Interviews*

**9:15 AM – 10:30 AM**

**Law and Policy Paper Session (Session ID: 514)**

**N239**

[Law & Policy]

Moderator and Vice Chair/Paper Competition Chair: Cindie Yanow

*Debut Category*

First Place: Mark R. Perry, Indiana Wesleyan University, *The Empirical Nature of the Federal Communications Commission Third Biennial Review*

*Open Category*

First Place: Kimberlianne Podlas, University of North Carolina, Greensboro, *Applying the "Equal Time" Rule Equally to Actors-Turned-Candidates*

Second Place: R. Trevor Hall, Boise State University and James Cleith Phillips, University of California-Berkeley, *Fair and Balanced: Implications of Hostile Media Perception in Light of a Fairness Doctrine Resurgence*

Respondent: Samuel J. Sauls, University of North Texas

**9:15 AM – 10:30 AM**

**Collegiate Broadcast Sports Partnerships: Everybody Wins (Session ID: 446)**

**N240**

[Sports]

Kent State Sports Network is a cooperative venture between professional sports entities (FSN and Sportstime Ohio) and collegiate broadcast entities (Kent State Teleproductions and TV2 student media). This venture has increased the broadcast capabilities at Kent State through leveraged equipment purchases, increased student production experiences and the development of a new sports emphasis in the Electronic Media Production major.

Moderator: Jeff Fruit, Kent State University

Panelists: Tracy Baughman, Kent State University, *Managing the Video Scoreboards: Leveraging the Athletic Department's Need and Growing a Sports Production Program*

Jeff Bentley, Kent State University, *Professional Connections: Become the Producer and Be in Charge*

Tim Pollard, Ball State University, *Setting Up the Social Networks: Tweet This*

David Smeltzer, Kent State University, *Building a Curriculum for Sports Production*

**9:15 AM – 10:30 AM**

**BEA Festival of Media Arts: Faculty Video Awards and Exhibition (Session ID: 500)**

**N241**

[All Convention]



This session honors the winners of the faculty video competition. Selected works of this year's award recipients will be exhibited.

Competition Chair: Lowell Briggs, York College of Pennsylvania

*Educational/Instructional Category*

Best of Competition: M. Joseph Hinshaw and Mike Grundmann, James Madison University, *Geometry Rules*

Award of Excellence: Troy Hale and Bob Gould, Michigan State University, *Video Lesson*

*Commercial/PSA Category*

Best of Competition: Ian Weir, Florida State University, *Imagine Green*

Award of Excellence: Christopher Cutri, Brigham Young University, *Gerardo – Tried To Quit*

*Mixed Category*

Best of Competition: Dean Yamada, Biola University, *Jitensha (The Bicycle)*

Awards of Excellence: Scott Hodgson, and Jordon Roby (student) University of Oklahoma, *OU Institutional Spot*  
 Matthew Wiechmann, Juliana Lonnquist (student), and Kurt Shrader (student), Bethany Lutheran College, *How Nice I Really Am?*

Babak Sarrafan, San Jose State University, *Des Madres – Paloma and the Rubys Music Video*

*Narrative Category*

Award of Excellence: Dana Coester, West Virginia University, *Pretty*

*Promotional Category*

Best of Competition: John Woody, James Madison University, *Blue Ridge Beverage 50th Celebration Video*

Awards of Excellence: Cory Byers, Southern Illinois University - Edwardsville, *Academic Integrity*  
 Michael J. Laponis, Donald Pollock, and Shane Rodrigues, University of La Verne, *Pride of La Verne*  
 Michael McAlexander, Frostburg State University, *Staking Our Claim*

Technical Merit Award: Babak Sarrafan, San Jose State University, *Des Madres – Paloma and the Rubys Music Video*

**9:15 AM – 10:30 AM**

**BEA Festival of Media Arts: Student Audio Awards and Exhibition (Session ID: 505)**

**N242**

[Student Media Advisors]

This session honors the winners of the student audio competition. Selected works of this year's award recipients will be exhibited.

Competition Chair: Tony DeMars, Texas A&M University - Commerce

*Air Personality Category*

First Place: Adam Cavalier, Marshall University

Second Place: Andrew F. Bolin, University of Southern Indiana

Third Place: Tyler Sellers and Aaron D'innocenzi, Western Carolina University

Honorable Mention: Drew Pastorek, University of Indianapolis

*Comedy/Drama Category*

- First Place: Davis Banta, University of California – Santa Cruz, *Immovable Feast*
- Second Place: Madeline Bills, San Francisco State University, *I Hate Halloween*
- Third Place: Kipp Howard, Southern Utah University, *The Last Night of Charles Baker*

*Educational Program Category*

- First Place: Daniel Starbuck, Appalachian State University, *The Namesake of Boone, North Carolina*
- Second Place: Jon Wood, Appalachian State University, Zebulan Vance: North Carolina's War Governor
- Third Place (Tie): James Roach and Delaney Mcemore, Marshall University, *Failing Infrastructure: Saving Huntington's Sewage System*  
WJMU Creative Team (Group Entry), Millikin University, *The Playground*

*PSA/Commercial Category*

- First Place: Ryan Laster, Appalachian State University, *A Goo Gone Day*
- Second Place: Danny Kaufmann, Appalachian State University, *Goldilocks and the Three Coffeehouses*
- Third Place: Aaron D'innocenzi, Western Carolina University, *WWCU New Sound Promo*
- Honorable Mention: Shawn Baker, University of North Texas, *North Texas Jukebox Promo*  
Matthew Hutjens, Parkland College, *Hutch SuperComputer*  
Connor Magill, Appalachian State University, *Pirates of the A&W*

*Specialty Program Category*

- First Place: Suzanne Gowdy, Columbia College Chicago, *The Business of Death (Radio Graffiti)*
- Second Place: Graham Lee Brewer, Gernethia Rich, Will Holland, and Andrew Brown, University of Oklahoma, *Medieval Fair*
- Third Place: Hannah Nakama, University of La Verne, *Earthtones – Show #8*
- Honorable Mention: Breanne L. Ahearn & Philip Moreno, Grossmont College, *Innocence Lost*  
Wes Adams, Columbia College Chicago, *Near Death Experiences*  
Christopher Holmes, Southern Utah University, *SUU-Dixie State Rivalry*

*Sports Program Category*

- First Place: Christopher Mueller, Bryan Scholz, and Tyler Thrune, University of Wisconsin - Oshkosh, *NCAA Regional UW Oshkosh vs. UW Eau Claire*
- Second Place: Daniel Starbuck, Appalachian State University, *Appalachian State University National Mountainbike Champions*
- Third Place: Justin Allegri, San José State University, *San José State Ice Hockey*
- Honorable Mention: Robert I. Cavalier, Dave Traube and Deven Swartz, Marshall University, *Marshall v. SMU Football*  
Jeff O'Connor, Rowan University, *Rowan University Baseball vs. Kean University*

**9:15 AM – 10:30 AM**

**Sports Paper Session (Session ID: 506)**

**N249**

[Sports]

Moderator and Paper Chair: Robert Bellamy, Duquesne University

*Debut Category*

- First Place: Scott Reinardy, University of Kansas, *TV sportscasters 1, Burnout 0: Resources sideline the job stressors of sports broadcasters*
- Second Place: Scott Reinardy, University of Kansas and Jerry Crawford II, University of Kansas, *Feeling the Love: Sportscasters score big with job satisfaction*

*Open Category*

- First Place: Tang Tang, University of Wisconsin-Oshkosh and Roger Cooper, Ohio University, *The First Online Olympics: The Interactions between Internet Use and Sports Viewing*
- Second Place: Will Kinnally, University of Central Florida and Arthur A. Raney, Florida State University, *Expectation, Disposition, and Enjoyment: Examining the Role of Expectations in the Disposition Theory of Sports Spectatorship*
- Respondent: Wayne Hepler, Harford Community College

**9:15 AM – 10:30 AM****The Dangerously Funny Smothers Brothers - A Conversation with David Bianculli (Session ID: 552)****N251**

[All Convention]

In his new book *Dangerously Funny*, David Bianculli, Associate Professor of TV History at Rowan University and media critic for NPR's *Fresh Air*, traces the history and impact of "The Smothers Brothers Comedy Hour." Bianculli will show clips and discuss the social, legal and political significance of one of the most controversial programs in television history.

Moderator: Mike Donovan, Rowan University

Panelist: David Bianculli, Associate Professor of TV History at Rowan University

**9:15 AM – 10:30 AM****Creating and Maintaining a Good Working Relationship With the Athletic Department (Session ID: 357)****N252**

[Sports | Courses, Curricula &amp; Administration]

As the sports broadcasting industry continues to grow, it is important for educators to create opportunities for students to get hands-on experience in the field. To do this, broadcasting departments need to have a good working relationship with their athletic department to create the opportunities. This panel would look at how to create and maintain this relationship.

Moderator: Randy Ray, West Texas A&amp;M University

Panelists: Judith Chandra Clark, University of Montevallo, *Getting Students Paid to Produce Sports*Michael McBroom, West Texas A&M University, *From the Athletic Department's Perspective*Phillip Powell, Valparaiso University, *Developing the Crew*Dana Rosengard, Suffolk University, *Negotiations with Athletics***9:15 AM – 10:30 AM****Partnering Your Student Media Operation With... (Session ID: 362)****N254**

[Student Media Advisors | Management, Marketing &amp; Programming]

This panel examines the opportunities and advantages of partnering your student media operation with other entities, such as, broadcast professionals, other academic and university departments, colleagues, and the local community. Tips and suggestions will be offered to enable student media advisors to set up partnerships of their own for their student media operations.

Moderator: Bill Rugg, University of Phoenix

Panelists: Thor Wasbotten, Penn State University, *Partnering with other University Departments*Dale Hoskins, Northern Arizona University, *Partnering with other Colleagues*Phyllis Slocum, University of North Texas, *Partnering with Professionals*Greg Luft, Colorado State University, *Partnering with the Community*

Respondent: Charlie Hicks, Northern Arizona University

**9:15 AM – 10:30 AM****Rapid Fire Research (RFR) (Session ID: 488)****N256**

[All Convention]

Moderator: Mike Bruce, Oklahoma Baptist University

Panelists: Animesh Singh Rathore, Ohio University, *Implications of Free Internet, Copyright Law, and Privacy Protection in Malaysia's Socio-Political Context*Chalisa Magpanthong, Ohio University, *Obscenity and the Internet: A Dialogue on the Application of Constitutional Standards of Obscenity*David Crider, Temple University, *The Promotional Value of Music Videos in the Post-MTV Era*Wendy Maxian, Xavier University, *Emotional Dimensions of Media Power: The Role of Psychological Motivation in Media Systems Dependency Theory*Dennis T. Lowry and Oliver Witte, Southern Illinois University Carbondale; Hongwei Yang, Appalachian State University, *Agenda-Setting and Rhetorical Framing by Semantic Proximity: Multi-Dimensional Concept Mapping of Network TV News*Justin Robert Keene, Indiana University; Samuel D. Bradley and Glenn Cummins, Texas Tech University, *The Motivation Activation Measure and Mood Management: A Dual-Systems Approach to Selective Exposure*Mark West and Donald Diefenbach, University of North Carolina at Asheville, *Cultivation and Perceptions of Cigarette Smoking: Distributional Properties and Predictors of Risk Perception*

**10:45 AM – 12:00 PM**

**One Job – Many Hats: Prepping Students for Careers Requiring Varying Expertise (Session ID: 346)**

**N234**

[Courses, Curricula & Administration | Law & Policy]

As visual communication industries continue an evolution towards convergence, many production companies and media firms expand their services to include content distribution across multiple platforms. This convergence of services requires a staff of individuals with expertise in multiple technologies and skill sets. It is therefore imperative to design a curriculum that reflects this change in industry and has specific ramifications for students entering the fields of journalism, creative services, graphic design, and video production. The panel will discuss specific examples of curriculum and projects designed to prepare students to develop multiple skill sets in visual communication for cross platform distribution.

Moderator: Christopher Flook, Ball State University

- Panelists: Nancy Carlson, Ball State University, *Skills for the Modern-Day Documentary: More than Linear Storytelling*  
 Christopher Flook, Ball State University, *Dynamic Media Instruction: Balancing Aesthetics, Technical Expertise, and Multiple Communication Skills*  
 Jennifer George-Palilonis, Ball State University, *The Changing Media Market and the New Necessity for Media Literacy Curriculum*  
 Elizabeth Pike, Ball State University, *Digital Storytelling in Academia: Short and Feature Films*  
 Adam Maksl, University of Missouri, *Scholastic Journalism: The first step in preparing journalists to work in a multimedia world*

Respondent: Christopher Flook, Ball State University

**10:45 AM – 12:00 PM**

**Gender Issues Division Paper Session (Session ID: 513)**

**N235**

[Gender Issues]

Moderator & Paper Chair: Maria Santana, University of Central Florida

*Debut Category*

First Place: Jessica F. Kerman, Megan Jae Trent and Nancy Carlson, Ball State University, *The Mommy Factor: A new survey of mothers employed in television newsrooms*

*Open Category*

First Place: Steven S. Giannino, Louisiana State University and Shannon B. Campbell, University of Miami, *The Familiar Flavor of Misogyny: A Critical Discourse Analysis of Flavor of Love*

Second Place: Rui Qu, The University of Tennessee, Knoxville and Celia Wall, Murray State University, *Gender Difference in Olympic Photographs*

**10:45 AM – 12:00 PM**

**Courses, Curricula & Administration Paper Session (Session ID: 512)**

**N236**

[Courses, Curricula & Administration]

Moderator & Paper Chair: Christine Buck-Taylor, Butler University

*Debut Category*

First Place: Melinda Schulte Krakow, San Francisco State University, *Accessibility Issues in New and Mobile Media: A University Course Proposal*

*Open Category*

- Theresa Billiot, Texas Tech University, *Training Students via an E-Media Management Simulation*  
 Tim Brown and Amanda Groff, University of Central Florida, *Micro blog or major assumption? How Differences in Student Motivations for Using Twitter and a CMS Tell us we Need More Than 140*

*Characters*

Marilyn Terzic, McGill University, *Mind Over Matter: Effects of Stimulus Complexity and Viewing Habits on Documentary Comprehension and Recall*

**10:45 AM – 12:00 PM****Interactive Media and Emerging Technologies Business Meeting (Session ID: 478)****N237**

[Interactive Media and Emerging Technologies]

The Interactive Media and Emerging Technologies Division's mission is to keep members informed about the latest advances in communication technology including hardware, teaching and research. Their goals are to address needs of BEA members in teaching courses dealing with Interactive Media and Emerging Technologies; to help us prepare our graduates and ourselves for changes in the media landscape; to provide a forum for presentation and discussion of theory and research on emerging communication technologies; and to keep members of the organization informed about changes in communication technology and how those changes will affect broadcast education.

Chair: Joel Beeson, West Virginia University  
 Vice Chair: James Feroio, Bradley University  
 Secretary/Web Manager: Gary Hale, Illinois Central College  
 Festival of Media Arts Faculty Competition Chair: Mary Schaffer, California State University, Northridge  
 Festival of Media Arts Student Competition co-Chairs: Ed Youngblood, Auburn University and Sandy Henry, Drake University

**10:45 AM – 12:00 PM****"Old School" and New Technology in the Coverage of the Obama Presidential Political Campaign! (Session ID: 558)****N238**

[Multicultural Studies]

In this panel, we will discuss the strategies and tactics incorporated during the 2008 Presidential Election by the Obama campaign. Media factors, influence, and new social technologies helped in the electing the first bi-racial President. The discussion will address the mediated effects on old and new voters, as well as male, and female ethnic voters and the role of CNN in implementing news coverage to a multiethnic society concerning the presidential election of Obama.

Moderator: Yvonne Prather, Austin Peay State University

**10:45 AM – 12:00 PM****Further Along The Long Tail: Free, The New Electronic Media, and Monetization (Session ID: 355)****N239**

[Management, Marketing &amp; Programming | International]

Following the steps of well-attended sessions the last two years, this panel explores the future of broadcasting and electronic media as we move further along Chris Anderson's "Long Tail." How can the future of broadcasting survive and thrive in the "Long Tail" and "Free" environment? How does the new broadcasting "monetize" itself successfully? What new ideas are on the horizon? Come explore with us. It's sure to be an interesting ride!!

Moderator: Frank Aycock, Appalachian State University  
 Panelists: Frank Aycock, Appalachian State University  
 Gregory Pitts, University of North Alabama  
 Brian Pauling, New Zealand Broadcasting School  
 David Spiceland, Appalachian State University

**10:45 AM – 12:00 PM****Broadcasting to the Web: Challenges, Options and Benefits of Putting Student Work Online (Session ID: 436)****N240**

[Production Aesthetics &amp; Criticism | Student Media Advisors]

This panel is designed for traditional broadcasting faculty members and/or media advisors who are new to podcasting, streaming, and other online technologies. Issues and benefits of putting student work online will be discussed, as well as how to get started "broadcasting to the Web." Streaming and podcasting student work in the areas of news, sports, radio, and entertainment TV will be discussed, along with legal considerations related to how to avoid copyright problems, appropriation, and other potential legal liabilities.

Moderator: Kara Jolliff Gould, John Brown University  
 Panelists: Randy Ray, West Texas A&M University, *Helping Students Get the Most from Their Content*  
 Patricia Turner, Metropolitan State College of Denver, *Podcasting Student Productions: A Primer*  
 Darren Gould, John Brown University, *Broadcasting to the Internet: Issues, Benefits and Challenges*  
 Kara Jolliff Gould, John Brown University, *Webcasting and the Law: Legal Considerations Related to Student Work Online*  
 Respondent: Samuel Edsall, Western Illinois University



# BEA JOB PLACEMENT CENTER

GOOD JOBS LOOKING FOR  
QUALIFIED CANDIDATES

BEA EXHIBIT HALL  
9:00 AM - 4:00 PM

## PSA CONTEST

NATIONAL COMPETITION FOR COLLEGE COMMUNICATIONS STUDENTS

CREATE A 30-SECOND  
PUBLIC SERVICE ANNOUNCEMENT  
ON FREEDOM OF SPEECH FOR RADIO  
AND/OR TELEVISION BROADCAST.

FIRST PRIZE: \$3,000 IN SCHOLARSHIP MONEY!  
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**10:45 AM – 12:00 PM****Two-Year Small College Production Showcase (Session ID: 402)****N241**

[Two Year/Small Colleges]

Showcase of Student Non-Competitive, Non-Festival Projects.

Moderator: Troy Hunt, College of Eastern - Utah

Panelist: Evan Wirig, Grossmont College

**10:45 AM – 12:00 PM****Transforming the Classroom and the Curriculum with Technology: Case Studies and Research Findings (Session ID: 445)****N242**

[Courses, Curricula &amp; Administration | Interactive Media and Emerging Technologies]

The Courses, Curricula and Administration Division's goal is to support educators in improving course materials and in generally updating curricula. This kind of support is especially important as educational institutions face new competition from on-line universities, deal with significant budgetary challenges and respond to a new generation of students. Fiere (1998) contends that the primary goal for contemporary educators is to create new relationships between students and teachers that significantly alter the educational process such that students are uniquely empowered. To this end, teachers must take on new responsibilities in the educational process. Increasingly this requires the integration of various technologies into pedagogical strategies. Moreover, in successfully employing technology to transform student-teacher relationships, teachers will simultaneously respond to the vital interests of increasingly technologically literate students (Berenfeld, 1996). This panel will present 1) case studies related to video production assignments on cell phones and technologically open classrooms and 2) research findings that assess the use of computer mediated curriculums and asynchronous learning.

Moderator: Maryjo Cochran, Troy University

Panelists: Glenda Balas, Sam Houston State, *Phone a Friend: A Case Study in Cellphone Movie-making*Debbi Hatton, Sam Houston State, *A "Second-Life" for Your Course*Christopher White, Sam Houston State, *Free Range Students in an Open Classroom*Mel Strait, Sam Houston State, *Extending the Classroom with ITFS***10:45 AM – 12:00 PM****You Can't Script a Documentary...Can You? (Session ID: 457)****N249**

[Documentary | Writing]

Frequently, the script is the most underrated aspect of the documentary process. Many hold that the documentary-making process should be fluid and organic, whereby the filmmaker experiences the film as she makes it. However, in most cases, the documentary filmmaker finds herself asking the question, "What should I shoot?" Here, it is imperative to start out with a well-written script (or, a pre-shoot or shooting script), whether or not things change during the shooting process or during the editing process (the post-shoot or edit script). Often preparing a script beforehand can make the difference between a bad film and a good film. Or, at best, a good film and a great film!

Moderator: Michael Ogden, Film &amp; Video Studies, Central Washington University

Panelists: Michael Ogden, Central Washington University, *Writing For Film & Why Documentaries Are Different*Fred Thorne, Creative Communications Company, *Serendipity Happens! Writing Documentary With Eyes Open & Wits Engaged*Sheila Curran Bernard, University at Albany, SUNY, *Documentary Storytelling: Writing the Documentary's Approach & Structure*Rustin Greene, James Madison University, *You Can't Shoot a Dream, You Can Only Shoot a Story: A Producer's View of Documentary Scripts*



**10:45 AM – 12:00 PM**

**Podium Session II: W. James Potter (Session ID: 494)**

**N251**

[All Convention]

W. James Potter, Ph.D., University of California, Santa Barbara

**How Should Scholars Define ‘Mass’ in the Changing World of 2010.**

The challenge of clearly defining the “mass media” has largely eluded scholars ever since the term was invented. All definitional elements that have been tried—size of audience, kind of audience, type of message and technological channel—have proven unsatisfying. Now with the segmentation of audiences into smaller niches, the hybridization of message genres, and the blurring of lines that used to distinguish channels of transmission, the challenge of defining mass media has grown significantly more difficult. Or has it? Perhaps there is a way to cut through the complexity and capture the essence of the phenomenon in a simple definition.

Introduction by: Roger Cooper, Ph.D. Director of Media Arts and Studies, Ohio University

W. James Potter earned Ph.D.’s from both Indiana University, in qualitative methods, and Florida State University, in quantitative methods and communication theory. He has published more than 100 scholarly articles and chapters primarily in the areas of media content and effects. He is the former editor of the *Journal of Broadcasting & Electronic Media*. He has published 19 books, including *Media Literacy*, in its 5th edition. His most recent book, *Arguing for General Framework for Mass Media Scholarship*, reflects his current focus on developing the conceptual tools to help mass media research construct a higher profile for their scholarly field.

**10:45 PM – 12:00 PM**

**News Paper Session (Session ID: 556)**

**N252**

[News]

Moderator & Research Chair: Jared L. Johnson, Brigham Young University

*Debut Category*

First Place: Mel Sundin, Penn State Erie, *The Behrend College, Putting a Face on Television Newscasters: Trust and Homophily Build Parasocial Interaction*

Second Place: Judith Chandra Clark, University of Montevallo, *Fake News? A Survey on Video News Releases and Their Implications on Journalistic Ethics, Independence, and Commercialization of Broadcast News*

*Open Category*

First Place: Glenn Cummins, Texas Tech University; Todd Chambers, Texas Tech University, *Balancing Form and Content in Television News: How Production Value Impacts Credibility and Perceived Economic Value of Content*

**10:45 AM – 12:00 PM**

**Converged, Online Student Media: Balancing Content and Infrastructure (Session ID: 432)**

**N254**

[Student Media Advisors | News]

This showcase session features two new student news Websites, “The Circuit” from Wartburg College and “Tommie Media” from the University of St. Thomas. Both launched in September 2009. Panelists will show student work from the sites and discuss how funding, oversight, school policies, technology, educational goals and other factors determine organizational structure and site content.

Moderator: Tim Scully, University of St. Thomas

Panelists: Cliff Brockman, Wartburg College, *The Circuit 3.0: Letting Millennials Create Online Media*

Tim Scully, University of St. Thomas, *When Media Collide: Integration and Cooperation*

**10:45 AM – 12:00 PM**

**History Division Business Meeting (Session ID: 479)**

**N256**

[History]

The History division is concerned with teaching history and conducting scholarship in the field. Members are involved in classroom teaching and in the recording and analysis of historical events relating to the electronic media. Their goals are to encourage and continually improve teaching in the area; to provide a forum for the presentation of original scholarship; to share ideas and resources in the field; and to encourage preservation of historical materials.

Chair: Mitchell Shapiro, University of Miami

Vice Chair: Eric Covil, Missouri State University

Newsletter Editor: Gary McIntyre, Mansfield University

Website Editor: Anthony Galvez, Texas Tech University



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- First, BEA Festival of Media Arts Television News Division, 2010
- First, Hearst Journalism Awards, 2009-2010
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**Sun Devils 101**, a sports magazine program aired on Fox Sports Arizona across Arizona and New Mexico.

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*Photo by Bill Timmerman*

**What's Happening in the BEA2010 Exhibit Hall on Friday?**

**12:00 PM – 1:00 PM      Snack Break with the Exhibitors**

**N255/257/259/N261**

Get a snack in the exhibit hall and meet with vendors before you head to afternoon sessions.

**Meet the BEA Editors (Session ID: 486)**

**BEA Booth, Exhibit Hall**

Come by and meet the editors of your BEA Publications: the *Journal of Broadcasting & Electronic Media*, the *Journal of Radio & Audio Media*, and the *Journal of Media Education*. The editors will discuss the content of the journals and the submission process for each publication and answer questions you have about becoming a BEA author.

Susan Brinson, Auburn University, *Journal of Broadcasting & Electronic Media*

Michael Brown, University of Wyoming, *Journal of Radio & Audio Media*

David Byland, Oklahoma Baptist University, *Journal of Media Education*

**Applying for BEA Scholarships (Session ID: 539)**

**BEA Booth, Exhibit Hall**

BEA Scholarship Committee Chair: Pete Orlik, Central Michigan University

**12:30 PM – 2:30 PM**

**BEA Festival of Media Arts: Faculty & Student Scriptwriting Awards and PITCH Session (Session ID: 502)**

**N251**

[Writing]

Don't miss this session that honors the winners of the faculty and student scriptwriting competitions—and provides a twist. Back by popular demand, with special thanks to NATPE, Pat Quinn, Agent & CEO, Quinn Media Management will talk about how the "Pitch Process" works and will offer on the spot critiques to our Festival winners.

Faculty Scriptwriting Competition Chair: Dennis Conway, Valdosta State University

Student Scriptwriting Competition Co-chairs: Micheal McAlexander, Frostburg State University

Fred Jones, Southeast Missouri State University



*Faculty Feature Category*

Best of Competition: Carey Martin, Liberty University, *Comes a Cloaked Sword*

Awards of Excellence: Kevin Corbett, Central Michigan University, *Fetching Nola*

Scott J. Thompson, Boston University, *Foreign Exchange*

*Faculty Short Subject Category*

Best of Competition: Emily D. Edwards, University of North Carolina - Greensboro, *Swamp Gas*

Awards of Excellence: Kenneth Calhoun, Elon University, *You're Welcome*

Kevin Corbett, Central Michigan University, *Horror, Short*

*Student Feature Category (90-120 pages)*

First Place: Kellie Rice, San Jose State University, *Daughters of the Wind*

Second Place: Ryan Karten, Boston University, *Out With the Old*

Third Place: David M. Garza, San Jose State University, *Teller Line*

*Student Short Subject Category (15-35 pages)*

First Place: Kayde Fisher, University of Wisconsin - Oshkosh, *Crimson Shadows*

Second Place: Stephen A. Welby, Missouri State University, *Pod #72*

Third Place: Taylor S. Ivey, Tulane University, *The Hall*

*Student Original Television Series Pilot Category (hour long or half hour long)*

First Place: Rhiannon Barbour, San Francisco State University, *Bad Actress*

Second Place: Daniel E. Cozza, Southern Illinois University - Carbondale, *I'm Ryan Smith*

Third Place: Jason M. Barr, Southern Illinois University - Carbondale, *Reality*

*Student Television Spec Category (hour long or half hour long)*

First Place: Jared A. Robinson, University of Wisconsin - Oshkosh, *The Office – Outbreak*

Second Place (Tie): Curtis McConnell, Missouri State University, *Mad Men – Yellow*

Jesse P. Jamison, Missouri State University, *Eureka – Family Films*

**1:15 PM – 2:30 PM**

**Defining the Documentary: Documentary and Technology (Session ID: 324)**

**N234**

[Documentary]

Our goal will be to continue exploring issues concerning the documentary in a participatory fashion through focused conversation. This year's theme will center on the impact of technology on the creation and distribution of documentary film. After an introduction by session moderator Evan Johnson, we will break into small groups, each with a "small group moderator," to discuss, in-depth, various aspects of the theme. We will re-convene at the end for reports on key ideas from each small group.

Moderator: Evan Johnson, Normandale Community College

Panelists: Maria Moore, Illinois State University  
 Bill Deering, University of Wisconsin - Stevens Point  
 Michael McElreath, University of Wyoming  
 Michael Ogden, Central Washington University  
 Jane Chapman, University of Lincoln - UK

Respondent: Evan Johnson, Normandale Community College

**1:15 PM – 2:30 PM**

**Sports Division Business Meeting (Session ID: 480)**

**N235**

[Sports]

Welcome to BEA's Sports Division, established in April 2008. For a long time sports wore the tag of the "toy store." No serious study of the media could include a look at sports. But, times have changed. Academics as well as non-academics have seen that, for better or worse, sports are an essential element of U.S. and worldwide culture. This has led to a surge in academic organizations that recognize and embrace sports as a legitimate intellectual pursuit. A number of academic journals have been developed all devoted to sports, and schools that have sports-related classes, and even majors, are growing in number as we speak. All of those things helped spur BEA to begin a Sports Division.

Chair: Rick Sykes, Central Michigan University  
 Vice Chair: Ken Fischer, Oklahoma University  
 Web Manager & Newsletter Editor: Steve Hill, University of Wisconsin - Stevens Point  
 Paper Competition Co-Chairs: Robert Bellamy, Duquesne University  
 Wayne Hepler, Harford Community College  
 Student Production Competition Coordinator: Tommy Booras, Western Kentucky University  
 Faculty Production Competition Coordinator: Denise Belafonte-Young, Lynn University

**1:15 PM – 2:30 PM**

**A Sign of the Times: Form and Content in Distributed and Distance Learning (Session ID: 467)**

**N236**

[All Convention]

Please join Dr. Stephen Anspacher, Director of Distance Learning at Millersville University and former Associate Provost of Distributed Learning at New York University, for a conversation about distributed and distance education. This session will begin with a retrospective on the growth of distributed and distance learning, and continue with an informal Q&A about the future of and opportunities in this educational movement.

Moderator: Stacey Irwin, Millersville University  
 Panelist: Stephen Anspacher, Millersville University

INTEREST DIVISION MEETING

FORM & CONTENT SPOTLIGHT

FRIDAY

**1:15 PM – 2:30 PM**

**Emergency Communication: Student Media Covering the Crisis (Session ID: 319)**

**N237**

[Student Media Advisors]

Recent events related to the novel influenza A (H1N1) global pandemic have sparked new interest in how broadcasters cover emergencies. This panel will focus on college media preparedness and response. Panelists will be discussing campus radio/television coverage of localized alerts, forming relationships with community health officials, public service commitments, media readiness, and university emergency management efforts.

Moderator: Sam Lovato, Colorado State University - Pueblo

Panelists: Sam Lovato, Colorado State University - Pueblo, *Health and Media in Concert: Prepping for Pandemic in Southern Colorado*  
 Don Connelly, Western Carolina University, *Beyond the EAS, Enhancing the University Radio Station's Emergency Response Capabilities*  
 Tony DeMars, Texas A&M University - Commerce, *Using Student Media for Emergency Weather Information to the Community*  
 Marjorie Yambor, University of Western Kentucky, *Tornado Trouble: College Coverage of Severe Storms and Weather Warnings*  
 Jim Jones, Sam Houston State University, *Media Preparedness: A Plan in Progress*

**1:15 PM – 2:30 PM**

**Radio and Audio Media Business Meeting (Session ID: 468)**

**N238**

[Radio and Audio Media]

The Radio & Audio Media Division is interested in the work of academics and industry professionals who examine and research the role and nature of over-the air and Internet radio in society and culture. The investigation of other new media distribution systems for radio signals is also a primary objective of the division.

Chair: John McGuire, Oklahoma State University  
 Vice Chair: John Allen Hendricks, Stephen F. Austin State University  
 Newsletter: John Owens, University of Cincinnati  
 Faculty Audio Competition Festival Chair: Clark Greer, Point Loma Nazarene University  
 Student Audio Competition Festival Chair: Tony DeMars, Texas A&M University

**1:15 PM – 2:30 PM**

**The Emerging Implications and Effect of the iPhone and Smart Phones on Media Education (Session ID: 439)**

**N239**

[Interactive Media and Emerging Technologies | Courses, Curricula & Administration]

In the two years since its introduction on June 29, 2007 the iPhone has sold over 26 million units. Couple this with the iPhone application store which in its first year grew to 65,000 applications and 1.5 billion downloads and you have a piece of technology that is changing media communication expectations. Other companies such as Google, RIM, etc. are adopting this model. This panel investigates the innovations and paradigm shifts in media education that accompany the iPhone and other smart phones.

Moderator: Dean Yamada, Biola University

Panelists: Gerald Fisher, Biola University, *The Paradigm Shifts of the iPhone*  
 John Dailey, Ball State University, *Thinking Small: Resizing Your Teaching for the iPhone*  
 Sunny Skye Hughes, University of Maine, *Integrating the iPhone with Social Media*  
 Sara Wittmeyer, University of Missouri, *Department Integration of the iPhone*

INTEREST DIVISION MEETING

FRIDAY

**1:15 PM – 2:30 PM**

**How NOT to Get Hired in the Tough Market (Session ID: 331)**

**N240**

[Courses, Curricula & Administration | Writing]

A career in academe, particularly in the various media disciplines, can be challenging, rewarding, fun—but just finding that first (or next) job can seem like a career in itself. This panel looks at the faculty hiring process from the inside out, to show would-be academics what to do and, perhaps more important, NOT do.

Moderator: Carey Martin, Liberty University

- Panelists: Bob Papper, Hofstra University, *Tips & Stats: The RTDNA/Hofstra Survey*  
 Dan Walzer, Art Institute of TN – Nashville, *Preparing Our Students for the Global Marketplace, Reflections on the Mission Statement of the Art Institutes and its Impact on the Audio, Music and Broadcasting Industries*  
 Dana Rosengard, Suffolk University, *The Dean, the Realtor, and Other Allies & Opponents*  
 Jim Benjamin, University of Toledo, *How Not to Get Interviewed: Shoot Yourself in the Foot with the Starting Pistol*  
 Carey Martin, Liberty University, *How Not to Get Hired: Real Life Interview Enders*

**1:15 PM – 2:30 PM**

**History Division Paper Session (Session ID: 510)**

**N241**

[History]

Moderator & Division Chair: Mitchell Shapiro, University of Miami

*Open Category*

- First Place: Gary McIntyre, Mansfield University of Pennsylvania, *The Performance Rights Act: Radio Broadcasting Faces Major Challenge in Long Battle Against Music Licensing*  
 Second Place: Norman Youngblood, Auburn University, *Representations of Arabs in Season One of The Rat Patrol*  
 Michael Olszewski and Max Grubb, Kent State University, *From Aviating To Zoomerating: The Curious Life and Death of Radio's 'Mad Daddy'*  
 Richard Rudin, Liverpool John Moores University, UK, *How the British Press Joined Both Sides of the Debate Over Whether Commercial Radio Should Be Introduced in the U.K.*

PAPER COMPETITION

**1:15 PM – 2:30 PM**

**Document Preservation, National Archive Grants, and Publication (Session ID: 492)**

**N242**

[All Convention | History]

This panel addressed the growing trend in historical documentary preservation and publication.

Moderator: Donald G. Godfrey, Arizona State University

- Panelists: Donald G. Godfrey, Arizona State University, *Historical Document Preservation Trends and Processes*  
 Tim Larson, University of Utah, *Preserving and Organizing Local Broadcast History*  
 Fritz Messere, State University of New York at Oswego, *Funding That Research: Looking for External Funding for Historical Research*  
 Louise Benjamin, Kansas State University, *Bytes, Quad, Tapes, and Eight-Tracks: Overcoming Technological Obsolescence in Historical Research*

FRIDAY



**1:15 PM – 2:30 PM**

**Management in Social Media (Session ID: 381)**

**N249**

[Research | Management, Marketing & Programming]

The traditional media are giving up much of their audiences to increasingly niche markets. Advertisers still need to reach the audience. Social media is proved itself as an effective delivery vehicle to support new media channels. This session brings together branding and marketing researchers to discuss the future of the most competitive environments.

Moderator & Respondent: William R. Davie, University of Louisiana at Lafayette

Panelists: Max Grubb, Kent State University, *Social Media Marketing*

Carina Roels, ITIN, Paris France, *Cultural Differences in Player Interaction in a Social Network Design Game*

Melissa Lee Price, Staffordshire University, *Economic Behavior and Virtual Goods in YoVill*

Lucian F. Dinu, University of Louisiana at Lafayette, *Using New Media to Increase Brand Equity: Do Advergimes Help?*

**1:15 PM – 2:30 PM**

**International Paper Session (Session ID: 511)**

**N252**

[International]

Moderator & Paper Competition Chair: Helena Vanhala, Robert Morris University

*Debut Category*

First Place: Li Pu, Slippery Rock University, *A Longitudinal Study of the TV Programming Pattern of China Chongqing TV*

*Open Category*

First Place: Galina Tishchenko and Xiaopeng Wang, University of South Florida St. Petersburg, *A Comparative analysis of the Broadcast Coverage of Local News in the Russian Federation and the United States of America in the Paradigm of Attention Span Theory*

Second Place: Shuhua Zhou, University of Alabama and Xin Zhong, Renmin University of China, *Olympics Coverage: Projection of Professionalism and Olympic Goals*

Third Place: Daekyung Kim and Junwoo Song, Idaho State University, *The Civic Duty to Keep Informed Revisited in Korea: News Media Exposure and Civic Duty*

**1:15 PM – 2:30 PM**

**Research in Progress (Session ID: 487)**

**N256**

[All Convention]

The Research in Progress competition is open to both undergrads and graduate students and is strictly for those works that are still in progress. We encourage attendees to have an open discussion with presenters about methodology, moving the research to publication and other opportunities that exist in the research area. Rather than a presentation to the audience, the research division hopes that this panel is interactive with robust discussion specifically designed to encourage graduate students, the future professoriate and more recent members of the academy.

Moderator: Don Grady, Elon University

Panelists: Michelle Bennett, Texas Tech University, **Best in Show**, *Measuring Parasocial Interaction and the Use of Direct Address in Reality Programming*

Joy Chavez Mapaye, University of Alaska Anchorage, University of Oregon, *Viral Viewers: Examining Parasocial Interaction on Local TV News Web Sites*

Joshua C. Murphy, University of Louisiana at Lafayette, *The Politics of the Source: How the Credibility of a News Source Changes Based on the Political Perception of Blogs*

Jess Walker, Texas Tech University, *The Digital Generation Doesn't Hear Digital Radio*

PAPER COMPETITION

FRIDAY



**2:45 PM – 4:00 PM**

**Personal Essay Documentary—An Effective Tool for Teaching Cross-Cultural Issues (Session ID: 453)**

**N234**

[Documentary | Multicultural Studies]

Documentaries such as “Crossing Lines” provide students with a tangible real-life example that can be used in the classroom for analysis. This panel includes filmmakers/professors who are teaching from direct experience as they take their students through the step by step creative process of making a documentary, such as research, shooting, picking sound-bites, script-writing, editing, music, audio-mixing and more. But more importantly the films they produce become tools for teaching cross-cultural issues in the classroom.

Moderator: Indira Somani, Washington and Lee University

Panelists: Marlene Booth, University of Hawaii, *Using Oneself to Reach to One’s Students*

Andrew Garrison, The University of Texas at Austin, *East Austin Stories: A Case Model in Cross-Cultural Documentary Filmmaking*

Lisa Mills, University of Central Florida, *Coming Out With a Personal Documentary: Gay Students Find Their Voice and Share Their Struggle*

**2:45 PM – 4:00 PM**

**Journal of Sports Media: 2009-2010 Authors (Session ID: 390)**

**N235**

[Sports | News]

The Journal of Sports Media is a response to the undeniable influence of sports media on contemporary culture and the growing interest in the field as an area of study and research. It provides a broad-based exploration of the field and promotes a greater understanding of sports media in terms of their practices, value, and effect on the culture as a whole. The journal features scholarly articles, essays, book reviews, and reports on major conferences and seminars. While the majority of the articles are academic in nature, it also includes articles from industry leaders and sports media figures on topics appealing to a non-academic audience. The panel will be moderated by JSM Editor Brad Schultz. Four authors and their work from JSM issues published during the 2009-2010 academic year will be featured.

Moderator: Brad Schultz, University of Mississippi

Panelists: Erin Whiteside, Penn State

Co-author Marie Hardin, Penn State, *Public Relations And Sports: Work Force Demographics in the Intersection of Two Gendered Industries*

Justin Keene, Texas Tech University

Co-author Glenn Cummins, Texas Tech University, *Sports Commentators and Source Credibility: Do Those Who Can’t Play... Commentate?*

Nancy Cheever, Cal State-Domiguez Hills, *Televised Combat Sports and Men: The Uses and Gratifications of Viewing Mixed Martial Arts*

**2:45 PM – 4:00 PM**

**Trash or Treasure: Separating the Fact From the Fiction in News Coverage (Session ID: 392)**

**N236**

[News | Law & Policy]

It’s not a new problem; so-called news outlets that stretch the truth, or present fiction as fact. The explosion of “blogging” and “citizen journalism” highlights the issue even more. The use of “news” from sources that in the past would be considered taboo is now becoming commonplace. This panel explores the use of rumor as fact or certainty, the legal implications of being wrong, and ways to separate fact from fiction and trash from treasure.

Moderator: Suzy Smith, Ball State University

Panelists: Mary Spillman, Ball State University, *Who Can You Trust? Using Information from Questionable Sources*

Ken Creech, Butler University, *Staying on the Right Side of the Law*



**2:45 PM – 4:00 PM**

**BEA Festival of Media Arts: Two-Year and Small College Awards and Exhibition (Session ID: 543)**

**N237**

[Two Year/Small Colleges]

This session honors the winners of the student two-year and small college competition. Selected works of this year’s award recipients will be exhibited.

Competition Chair: Tom McDonnell, Metropolitan Community College

*Audio Production Category*

First Place: Mallory Terrence, Gillian Davis, and Caitlin Friel, Cabrini College, *Road of Insecurity: The Global Food Crisis*

Second Place: Christopher R. Cuilao and Elly Delim, Grossmont College, *San Diego Chargers Blood Drive Commercial 2009*

Third Place: Matthew Hutjens, Parkland College, *Hutch SuperComputer*

Honorable Mention: Breanne L. Ahearn, Grossmont College, *Innocence Lost*

*Video Production Category*

First Place: Troy A. Ten Eyck, Chattahoochee Technical College, *DMP Commercial*

Second Place: Ameila Heine, David Reeves, Jenny Mischler, and Lindsey Coe, Berry College, *Coffee Gnomes*

Third Place: Avedis Ovakimyan, Danielle Rodriguez, & Xenia Martinez, University of La Verne, *Kellogg’s Gallop*

Honorable Mention: Yuri Butler, Anthony J. Mccoll, and Zach Trees, Harford Community College; Megan Chomskis, Towson University, *Thomas*

Carlos M. Prieto and Chris M. Everett, Chattahoochee Technical College, *Terrier Terror*

**2:45 PM – 4:00 PM**

**My Favorite Visual Storytelling Assignment (Session ID: 321)**

**N238**

[Courses, Curricula & Administration | Production Aesthetics & Criticism]

Accredited Schools of Journalism and Mass Communication continue to be challenged by the need to integrate more technology within the traditional curriculum. Created in the image of BEA’s classic, “My Favorite Production Assignment,” and “My Favorite Editing Assignment,” this panel is a show-and-tell of assignments requiring students to demonstrate both growth in the use of technological tools (i.e. Photoshop, Final Cut Pro, InDesign, Dreamweaver, etc.) and in visual storytelling techniques (i.e. photography, print design, web design, editing, etc.)

Moderator: Sandy Henry, Drake University

Panelists: Samuel Edsall, Western Illinois University, *Storytelling In a Hurry: Creating a 15-Second Promo*

Todd Evans, Drake University, *The Dramatic Encounter: Updating a Favorite Assignment for a New Audience*

George Chun Han Wang, University of Hawaii at Manoa, *Finding the Story Within: Create New Meanings Through Visual Juxtaposition*

Sandy Henry, Drake University, *Teach It All and Teach It Fast: Adapting Stories to Different Media, Using Different Tools, In One Semester*

Rustin Greene, James Madison University, *The Photoboard: Storyboarding Without A Pencil*

**2:45 PM – 4:00 PM**

**Brian Williams or Nancy Grace? – Student Perspectives of “News” (Session ID: 318)**

**N239**

[News]

Most of us recognize the journalistic value of the major network evening news broadcasts and news magazines such as 60 Minutes. But is SportsCenter “news?” The Daily Show? What about The Situation Room, The O’Reilly Factor, or even The Howard Stern Show? Student definition of “news” is far wider than we might think, challenging efforts to distinguish traditional news values from commentary programs. This panel explores student attitudes toward “news” and illustrates the differences between journalism and pseudo-news programming.

Moderator: Peter Casella, University of North Florida

Panelists: Phil Bremen, Ball State University

Marty Gonzalez, San Francisco State University

Peter Casella, University of North Florida

Bradley Weaver, Westminster College

Lurene Cachola Kelley, University of Memphis

**2:45 PM – 4:00 PM**

**Writing Division Business Meeting (Session ID: 481)**

**N240**

[Writing]

The mission of the Writing Division is to provide a forum for discussion of issues pertinent to writing for electronic and other media; to develop understanding of media writing and the teaching of writing through scholarly research to be presented at panels and in an annual competition for scholarly papers at the BEA Business Convention; to encourage student writing through an annual, national scriptwriting competition; to encourage creative writing by faculty through an annual, faculty scriptwriting competition; and to maintain a web page with a collection of media writing resources such as syllabi, scripts, grants, competitions and links to other writing resources on the web.

- Chair: Fred Thorne, Creative Communications Co.
- Chair, Academic Research & Scholarly Paper Competition: Jon Stahl, California State University, Northridge
- Newsletter Editor: Edward J. Fink, California State University, Fullerton
- Webmaster: Michael J. Havice, Marquette University
- Vice Chair and Faculty Script Competition Chair: Dennis Conway, Valdosta State University
- Co-Chair, Student Script Competition: Micheal McAlexander, Frostburg State University
- Co-Chair, Student Script Competition: Fred Jones, Southeast Missouri State University

**2:45 PM – 4:00 PM**

**BEA Festival of Media Arts: Faculty and Student Interactive Multimedia Awards and Exhibition (Session ID: 503)**



**N241**

[Interactive Media and Emerging Technologies]

This session honors the winners of the faculty and student interactive multimedia competitions. Selected works of this year's award recipients will be exhibited.

- Faculty IMM Competition Chair: Mary Schaffer, California State University - Northridge
- Student IMM Competition Chair: Ed Youngblood, Auburn University

*Faculty Documentary, Promotional, & Informational Category*

- Best of Competition: Charles R. Piland, Elon University, *Boy Scout Handbook Companion Website*
- Award of Excellence: Gordon J. Murray, Kent State University, *Grassroots, Blue Sky: Stories That Fly*

*Faculty Educational Category*

- Award of Excellence: Leslie-jean Thornton, Arizona State University, *Multimedia Journalism*

*Faculty Solo Category*

- Best of Competition: George Chun Han Wang, University Of Hawaii at Manoa, *George Chun Han Wang: Faculty Website*

*Student Authorship Category*

- First Place: Hank Thornhill, James Madison University, *The Interactive Guide to the Grand Staircase*
- Second Place: Conor Britain, Elon University, *Mapping the Interactive Documentary*
- Third Place: Amy Buck, Cameron Andry, and Josh Peckler, Ball State University, *The Prism Project*

*Student Group Authorship Category*

- First Place: MCO 598 & JMC 470, Arizona State University, *Bordering Change*
- Second Place: NewsLINC, Lyndon State College, *NewsLinc: An Online Journalism Project Serving Vermont's Northeast Kingdom*
- Third Place: JMC 460 – Advanced Online Media, Arizona State University, *The Downtown PHiX*

**2:45 PM – 4:00 PM**

**Service Learning For Broadcast Curricula (Session ID: 409)**

**N242**

[Two Year/Small Colleges | Courses, Curricula & Administration]

Service learning is a “buzz term” in education, but what exactly is it? This panel will share examples of service learning and how to implement it into a broadcast curriculum.

Moderator: Donna Gough, Claflin Univeristy

Panelists: Jim Crandall, Aims Community College  
 Dan Kimbrough, Misericordia University  
 Tom McDonnell, Metropolitan Community College  
 Steven Youngblood, Park University  
 Laura Linder, Marist College

**2:45 PM – 4:00 PM**

**Research Division Business Meeting (Session ID: 482)**

**N249**

[Research]

The Research division supports the work of BEA members whose interests include telecommunication research, methodology and interests not served by other divisions. No methodology is excluded. Their goals are to encourage all BEA members interested in research to join the division; to provide forums for discussion on issues in broadcast and electronic media research; and to provide leadership roles in shaping the future of broadcast and electronic media research.

Chair: Max Grubb, Kent State University  
 Vice Chair: Andy Curran, University of Cincinnati  
 Web Manager: Thom Baggerman, Capital University  
 Research in Progress Competition Chair: Connie Book, Elon University  
 Newsletter Editor: Glenn Cummins, Texas Tech University  
 New Faculty Research Chair: Mark Callister, Brigham Young University

**2:45 PM – 4:00 PM**

**Podium Session III: Alan M. Rubin (Session ID: 544)**

**N251**

[All Convention]

Alan M. Rubin, Kent State University

**The (Even More) Personal Nature of Mediated Communication**

For many years, our research suggested the need to integrate the study of personal and mediated communication. We have done so applying the uses and gratifications framework to studying television news and entertainment, talk radio, and the Internet. In these instances, it seemed clear we needed an approach focusing on the individual when seeking to answer questions about the effects of mass media. We sought to integrate elements of this approach into the study of media dependency, cultivation, aggression, and third-person effects. We considered models evolving from motivation through individual differences and personal attitudes to media behaviors and outcomes. We found personal attitudes and felt relationships with media personalities (e.g., parasocial interaction) affected how people used media, and the outcomes of media use. The evolution of newer forms of personal media has added renewed focus to understanding the personal nature of mediated communication.

Introduction by Paul M. Haridakis, Ph.D., School of Communication Studies, Kent State University

Alan M. Rubin (Ph.D., University of Illinois at Urbana-Champaign) is Professor and Director Emeritus of the School of Communication Studies at Kent State University. For more than 25 years, he has studied media uses and effects, including news and entertainment, personal and mediated communication, and newer communication technologies. He is co-author of the recently published *Communication Research: Strategies and Sources*, now in its 7th edition, and *Communication Research Measures II: A Sourcebook*. Besides writing many chapters, articles, and papers, he is a past editor of the *Journal of Broadcasting & Electronic Media* and the *Journal of Communication*. He has served on editorial boards and as a consultant to media, industry, and education. He is a Fellow of the International Communication Association and received the Broadcast Education Association’s Distinguished Scholar Award.

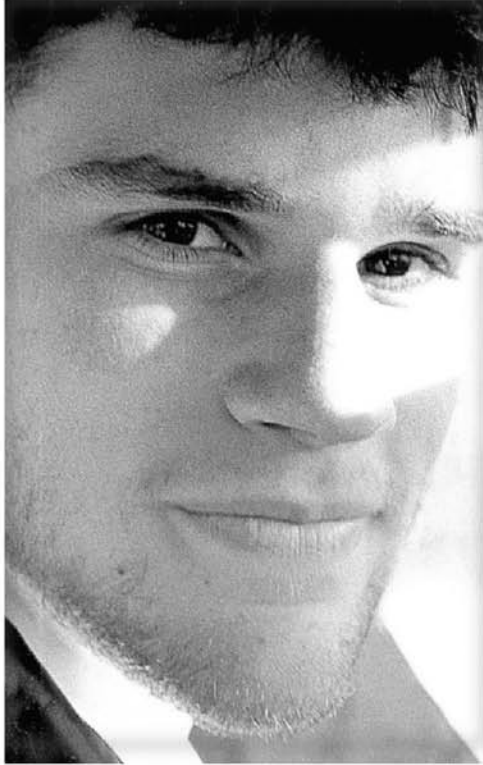
INTEREST DIVISION MEETING

SPECIAL EVENT

FRIDAY

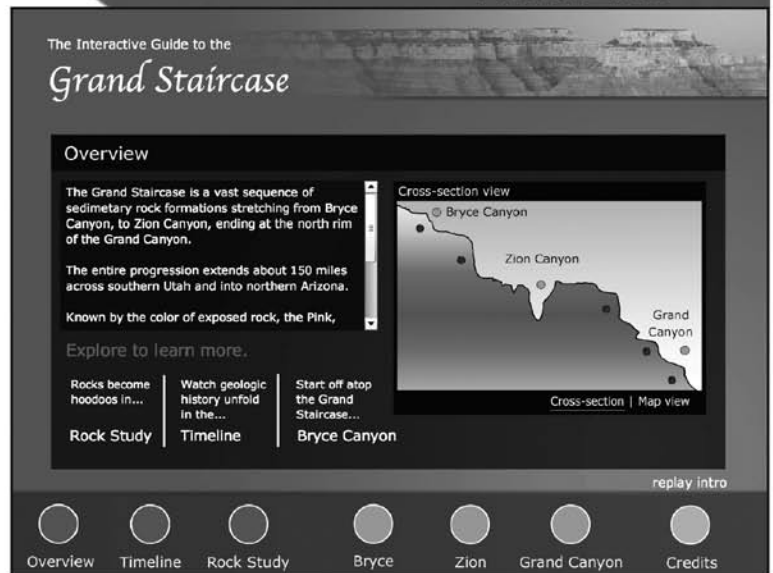
# James Madison University

## School of Media Arts & Design



**Hank Thornhill**  
BEA Best of Festival King Foundation Award  
Student Interactive Multimedia Competition

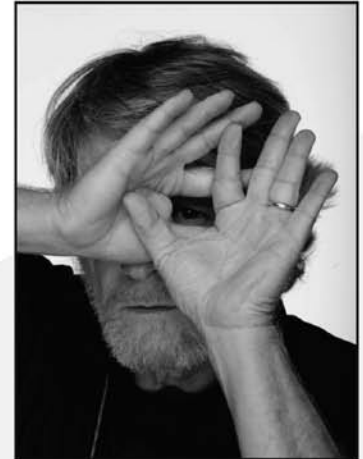
## CONGRATULATES BEA FESTIVAL OF MEDIA ARTS WINNERS



**Joe Hinshaw**  
*Geometry Rules*  
Best of Competition - Educational/Instructional Category  
Faculty Video Competition



**Mike Grundmann**



**John Woody**  
*Blue Ridge Beverage*  
*50th Celebration*  
Best of Competition  
Promotional Category  
Faculty Video Competition

CONGRATULATIONS TO ALL OF THE AWARD WINNERS

**2:45 PM – 4:00 PM****International Business Meeting (Session ID: 483)****N252**

[International]

The International division members are involved in areas such as Telecommunications Business Practices, Comparative Systems of Broadcasting & Journalism, and International Regulatory Practices to name just a few. The division's goals/objectives are to provide a forum for research and discussions on international communication; to provide regular opportunities for members to update their information and skills resulting from changes in the field of international communication; and to encourage the international exchange of faculty and students for purposes of research, teaching and consulting.

Chair: Richard Rudin, Liverpool John Moores University  
 Vice Chair: Richard C. Vincent, Indiana State University  
 Paper Competition Chair: Helena Vanhala, Robert Morris University  
 Newsletter Editor/Webmaster: Philip J. Auter, University of Louisiana at Lafayette

**2:45 PM – 4:00 PM****Studying Documentary: What's Behind the Actuality? (Session ID: 366)****N254**

[Documentary]

Film and media studies has only recently shown significant interest in documentaries; perhaps, because of their close indexical relationship to the "real." However, as society becomes more "complex," our very perception and comprehension of it has become increasingly more visually mediated. With documentary's "truth claims"—and, thus, the lack of a need to "suspend disbelief" like with fiction films—it becomes increasingly important to understand the textual strategies by which individual documentaries are organized. Likewise, the more concrete issues of ethics, ideology, power, race, gender and representation in documentary warrant a closer examination. This panel will engage the audience in a discussion of these and other issues and approaches to the study of documentary and its contributions to media scholarship.

Moderator: Michael Ogden, Central Washington University

Panelists: Ralph Beliveau, University of Oklahoma, *"Life is Cause and Effect": Rhetorical Lessons Of Documentaries Revisited*  
 Tom Mascaro, Bowling Green State University, *The P-R-E-M-I-S-E of Documentary Understanding: A Multi-timeline Historical Approach to Documentary Scholarship*  
 Anne Misawa, Academy for Creative Media, University of Hawaii, Manoa. *Arranging Diverse Voices in a Hawaiian History-Case Study of STATE OF ALOHA Documentary*

**2:45 PM – 4:00 PM****Group 1: Balancing Curriculum and Production - What Changes When "The Show's the Thing?"—The Ethical Dilemma of Balancing our Scholarly Agenda with our Students' Learning (Session ID: 464)****N256**

[Courses, Curricula &amp; Administration]

You are invited to share your insights in small-group discussions with colleagues who make productions part of their class assignments. When your students produce programming that has YOUR name on it, how do you decide what to control and what to let go? How do you handle the quality of the program output when it reflects on you? How much intervention do you do? Is student learning at risk when "there's a show to put out?" From daily newscasts to multi-semester films, we create a variety of different types of audio and video. What is more important, the productions or our teaching?

Moderator: Bill Dorman, Millersville University



# BEACONV

**4:15 PM – 5:30 PM**

**Student Media Advisors Business Meeting (Session ID: 484)**

**N234**

[Student Media Advisors]

The Student Media Advisors division's mission is to provide a forum for the person responsible for supervising and/or advising student-operated media outlets. The goals of the division are to stimulate awareness and discussion of existing issues and related problems to student-operated electronic outlets on campuses; to encourage dissemination of information about the impact of student operations to professional colleagues in the field; and to foster and promote the teaching of information connected with the operation of any outlet where students are the primary workforces as a substantive area of the disciplines of broadcasting/media.

- Chair: Randyll Yoder, Eastern New Mexico University
- Vice Chair/Paper Competition Chair: Marjorie Yambor, Western Kentucky University
- Newsletter Editor: John Owens, University of Cincinnati
- Membership Coordinator: Paul Creasman, Southern Wesleyan University

**4:15 PM – 5:30 PM**

**Tweeting on the Sidelines? How Will Social Networking Affect the Iconic Value of the Fan-Based Athlete and What New Measures Will be Needed to Teach Students Interested in Sportscasting, Reporting, and Journalism? (Session ID: 462)**

**N235**

[Sports]

In 2009, New York Yankees outfielder Nick Swisher mobilized his 470,000-plus Twitter followers to help him earn a spot on his first ever All-Star Game roster...with expanding social networking, students aspiring to be sportscasters, reporters, and journalists will need to follow athletes and sports on a deeper level. It won't just be about statistics and play by play anymore. Students studying to be sports anchors and reporters will spend countless hours following tweets, blogs, facebook posts, and other facets of social networking. The affects of press conferences, interviews, and statistic logging will be greatly expanded.

- Moderator: Denise Belafonte-Young, Lynn University
- Panelists: Ann H. Rodriguez, Texas Tech University, *The (Mis)conceptions of the First Amendment and Twitter*
- Theresa Billiot, Texas Tech University, *Tweeting and Social Networking: Incompatible for Athletes and Reporters*
- Kenny Smith, Samford University, *Is SEC banning Social Networking?*
- Tommy Booras, Western Kentucky University, *A Tweeting Timeline*

**4:15 PM – 5:30 PM**

**Broadcast Localism in the 21st Century (Session ID: 426)**

**N236**

[Interactive Media and Emerging Technologies | International]

The implementation of digital broadcasting technology provides a tremendous opportunity for broadcasters to reconsider their approach and commitment to local service. The ability to multicast provides stations with the ability to serve the needs of the local public like never before. This panel investigates how digital broadcasting has changed the face of localism, and looks toward the future with recommendations and suggestions for broadcasters and the government to consider.

- Moderator: Craig Stark, Susquehanna University
- Panelists: Richard Rudin, Liverpool John Moores University, *Digital Radio in the UK: From Local, to Network and Back to Local? The Mixed Messages from the Country that Most Enthusiastically Embraced the 'European' DAB System*
- Amber Smallwood, University of West Georgia, *Localism at PBS Member Stations: What Programmers Say and Do*
- Chad Dell, Monmouth University, *Increased Commitment to Localism and Community Could be the Key to Radio Success: A Quantitative Study of Community Service Programming*
- Aaron Furgason, Monmouth University, *Increased Commitment to Localism and Community Could be the Key to Radio Success: A Quantitative Study of Community Service Programming*
- Glenn Hubbard, University of Texas at Arlington, *Limbaugh versus Local Talent: How Familiarity and Fame Complicate the Measurement of Audience Responses to Localism*
- Craig Stark, Susquehanna University, *Won't get Fooled Again: Requiring Public Radio to Provide Local Access*

**4:15 PM – 5:30 PM****THE SECRET LANGUAGE OF INFLUENCE® Your Passport to Powerful Persuasion (Session ID: 322)****N237**

[Management, Marketing &amp; Programming]

Got Influence? How well do your words and phrases motivate (or de-motivate) others? Language training is the most neglected area of any management, leadership or business development program. Recent research from the world of psychology can help us increase the potency of our conversations. Useful for managing, motivating and most critically, selling. This fun, interactive program will leave you wiser in your role as an executive, manager, salesperson and (most importantly) your personal relationships.

Dan Seidman, President, Sales Autopsy, Inc.

**4:15 PM – 5:30 PM****Are Commercial Models of Production in the Classroom Helping or Hurting Our Students? (Session ID: 425)****N238**

[Production Aesthetics &amp; Criticism]

Many narrative, documentary, and new media production courses are modeled on commercial production processes. We question the appropriateness this approach that may, at times, focus more on process than artistic product.

Moderator: James Ferolo, Bradley University

Panelists: Chris Strobel, Northern Kentucky University, *Narrative Digital Cinema and the Traditional Structure*  
 Chad Udell, Bradley University, *Designers are From Mars and Developers are From Venus*  
 Gerd Hauck, University of Waterloo, *Narrative, Intermedial Theory and Production*  
 George Brown, Bradley University, *Large Scale Interactive Research and Performance*  
 James Ferolo, Bradley University, *Building the 21st Century Student, Do You Give the Carrot or the Stick?*  
 Annette Barbier, Columbia College, *Theory and Production, Will it Blend?*

**4:15 PM – 5:30 PM****Media Literacy: Assessing Media Content by Evaluating Media Form (Session ID: 359)****N239**

[Management, Marketing &amp; Programming | Documentary]

Media literacy is rapidly developing into one of the most significant areas within media studies. Understanding the sometimes complex interplay between media content and media form is central to becoming literate consumers of the media, and can assist media producers to more intelligently and effectively perform their work. This session will explore these concepts through examination of several specific application areas. The session will serve to enhance our understanding of the relationship of form and content in both media production and media consumption.

Moderator: Steven Phipps, Maryville University

Panelists: Jabbar Al-Obaidi, Bridgewater State College, *Documentary Film as Visual and Narrative Cultural and Ideological Representation: The Intimacy Between Form and Content in the Experience of Middle Eastern Documentarists*  
 Jean Jones, Edinboro University, *Management Challenges in an Era of Hypercommunication: Using Microtargeting and Ethnography to Create Conversations with Media Consumers*  
 Stephen Price, Jr., Georgia College & State University, *Self-Reflexive Documentary Form and its Contribution to Media Literacy*  
 Steven Phipps, Maryville University, *Form vs. Content in Experimental and Documentary Film and Video*  
 Bruce Mims, Southeast Missouri State University, *The Influences of Copyright Law on Internet Radio Content*  
 William Covington, Jr., Edinboro University, *Managerial Challenges in Balancing Form and Content*



**4:15 PM – 5:30 PM**

**Citizen & Civic Journalism for Radio: Pedagogy and Possibility (Session ID: 420)**

**N240**

[Radio and Audio Media | News]

This panel addresses the possibility of using citizen and civic journalism as tools/resources for both teaching students and as valuable content sources for radio stations, including low-power broadcasters. In an era of new-media-enabled “produsage,” these tools and techniques will almost certainly be a vital part of the next generation of journalistic practice.

Moderator: Thom Baggerman, Capital University

Panelists: Amber Smallwood, University of West Georgia, *Citizen Journalism and LPFM Radio in the U.S.: A Collection of Cases*  
 Kenny Smith, Samford University, *Teaching Citizen Journalism Tools and Techniques to Student-Journalists*  
 Deborah Wilson, University of Lincoln, *Back to Basics: Applying the Principles of Civic Journalism to Under-Graduate Radio News Production*  
 Thom Baggerman, Capital University, *Teaching Radio Production Through Citizen Journalism*

**4:15 PM – 5:30 PM**

**Money Matters: Maintaining Departmental Strength in Today's Fiscal Reality (Administrator's Roundtable) (Session ID: 433)**

**N241**

[Courses, Curricula & Administration]

The recent economic crisis affected every academic discipline and mass communication was no exception. In our case, it hit at a time when we were also entering the most costly technological upgrade since the conversion to color television decades previously. This third installment of the administrator's roundtable will explore creative techniques intended to raise, save and reallocate funding within your department. In the roundtable format the presentations are brief, leaving ample time for audience participation. All are encouraged to attend.

Moderator: Jeffrey Guterman, University of Pittsburgh at Bradford

Panelists: Jan Dates, Howard University, *Now More Than Ever: Attracting Outside Dollars Through External Fundraising*  
 LuEtt Hanson, Kent State University, *The Quest for 100% Participation: Internal Fundraising*  
 Jeffrey Guterman, University of Pittsburgh at Bradford, *Watching the Budget: Saving Without Skimping, Reallocating Without Resentment*  
 David Tucker, University of Toledo, *Where's the Money? A Senior Faculty's Perspective on the Budget Crunch*

**4:15 PM – 5:30 PM**

**Convergence In the Classroom (Session ID: 410)**

**N242**

[Two Year/Small Colleges]

We've been talking about convergence for years...so how's it going? This panel will share ideas and experiences on implementing Web 2.0 and social media into your courses.

Moderator: John Gallagher, Borough of Manhattan Community College

Panelists: John Acosta, Kingsborough Community College  
 Donna Gough, Claflin University  
 Brian Howard, Brigham Young University-Idaho

**4:15 PM – 5:30 PM**

**Multicamera Studio Production Classes: Core Competency or Outdated Tradition? (Session ID: 421)**

**N249**

[Production Aesthetics & Criticism | Interactive Media and Emerging Technologies]

With the enormous growth of web video and user produced content, some question the need for maintaining or upgrading our traditional multicamera studios. This panel will offer diverse perspectives on the value of teaching in brick and mortar broadcast facilities and remote production trucks, versus “suitcase video” or simple, edited single camera productions. This session is designed to include discussion from the audience.

Moderator: Todd Evans, Drake University

Panelists: William H. Hanff, University of the District of Columbia, *Out With the Old, in With the New: Newtek’s Tricaster in Action*  
 Patricia F. Sanders, University of North Alabama, *Broadening the User Base to Support the Traditional Studio*  
 Vincent Ciammaichelli, Delaware State University, *Teaching with the “Instant Studio,” the “Dos” and “Don’ts”*  
 Cyndy Moore, Richland College, *Are We Too Focused on the Tools? Making a Case or Good Storytelling in Any Environment*  
 Todd Evans, Drake University, *The Best of Both Worlds, All it Takes is a Crystal Ball*

FESTIVAL OF MEDIA ARTS

**4:15 PM – 5:30 PM**

**Festival Rehearsal (Session ID: 521)**

**N250**

[All Convention]

The rehearsal session is intended for all presenters and award recipients participating in the BEA Best of Festival King Foundation Awards Ceremony.

Moderators: Scott Hodgson, Oklahoma University, Festival Creative Director

Ken Fischer, Oklahoma University, Festival Producer



FRIDAY

INTEREST DIVISION MEETING

**4:15 PM – 5:30 PM**

**Documentary Division Business Meeting (Session ID: 323)**

**N251**

[Documentary]

The Documentary Division focuses on scholarship, teaching, and creation of documentaries, and radio-TV-Internet delivery of documentary film/video. We seek to expand international documentary literature and illuminate genres, methods, creators, and interpretative/analytical approaches to documentary. Our members share an appreciation for methods of teaching and producing documentaries, including exhibition. Our goal is to be a nexus for media scholars and critics, faculty, and professionals in documentary fields, as well as other associations, festivals, and broadcast organizations that research, produce, and archive documentaries at international, national, regional, and local levels.

Chair: Evan Johnson, Normandale Community College

Vice Chair: Michael Ogden, Central Washington University

Newsletter Editor: Kathy Aplan, Oglala Lakota College

Website Manager: Maria Moore, Illinois State University

Festival of Media Arts Student Competition Chair: Ralph Beliveau, University of Oklahoma

Festival of Media Arts Student Competition Chair: Dan Kimbrough, Misericordia University

**4:15 PM – 5:30 PM**

**Innovation Explosion: She Who Don’t Know, Don’t Know What She Don’t Know (Session ID: 375)**

**N252**

[Interactive Media and Emerging Technologies | News]

So much is happening so fast that it will take a Tribe (Seth Godin) to get a grip on The Long Tail (Chris Anderson). There are so many websites to help you with your classroom teaching and you don’t have time to find let alone explore them. This session will provide an overview of the innovative literature as it pertains to news. In addition, the panelist will share numerous websites that can be useful in the news gathering process.

Moderator: Sybril Bennett, Belmont University

Panelist: Barbara Iverson, Columbia College, Social Innovation by Example: Technical, Theoretical and Tangible

**4:15 PM – 5:30 PM**

**National Media Policies Responses to a Changing Global Environment (Session ID: 379)**

**N254**

[International | Law & Policy]

Around the world, national media policies are undergoing major revisions. These moves are in response to a host of external factors: rapid technological change, neo-liberal economic reforms, political and governmental changes, and pressures from grassroots organizations. This panel will examine case studies from Bangladesh, the Philippines, Taiwan, and Thailand—countries that exemplify policy reform trends currently underway.

Moderator: Drew McDaniel, Ohio University

Panelists: Masudul Biwas, Louisiana State University, Muhammad Aminul Islam, New Age, *Shaping a National Bangladesh Broadcasting Policy through a Media Convergence Lens*

Fernando Paragas, Nanyang Technology University, *Text, TV, and the Net: Twenty Years of Reforms in the Philippine Telecommunication Industry*

Chalisa Magpanthong, Drew McDaniel, Ohio University, *A Tussle over the Radio Spectrum: The Case of Thai Community Radio Policymaking on Licensing*

Wei-Chun Victoria Wang, Ohio University, *The Regulatory Policy on the Redistribution of the Radio Spectrum: A Case Study of Taiwanese Pirate Radio Stations*

FORM & CONTENT SPOTLIGHT

**4:15 PM – 5:30 PM**

**Group 2: Balancing Curriculum and Production - What Changes When “The Show’s the Thing?” -- The Ethical Dilemma of Balancing Our Scholarly Agenda With Our Students’ Learning (Session ID: 465)**

**N256**

[Courses, Curricula & Administration]

You are invited to share your insights in small-group discussions with colleagues who make productions part of their class assignments. When your students produce programming that has YOUR name on it, how do you decide what to control and what to let go? How do you handle the quality of the program output when it reflects on you? How much intervention do you do? Is student learning at risk when “there’s a show to put out?” From daily newscasts to multi-semester films, we create a variety of different types of audio and video. What is more important, the productions or our teaching?

Moderator: Bill Dorman, Millersville University

FRIDAY

*Congratulations*



**OHIO**  
UNIVERSITY

Scripps College of Communication

**BEST OF FESTIVAL KING  
FOUNDATION AWARD WINNERS**

**FACULTY AWARD OF EXCELLENCE  
LONG-FORM DOCUMENTARY**

*Gridiron Glory*

*Student News - Televison*

Kelly Brennan     Joe Flannery  
Daniel Lannon     Jacob Wershing  
Michael Rodriguez

*Student Sports*  
Garrett Downing



*The Art of the Possible*

Casey Hayward  
*School of Media Arts and Studies*

Lynn M. Harter  
*School of Communication Studies*



**5:45 PM – 7:30 PM**

**The BEA Best of Festival King Foundation Awards Ceremony (Session ID: 504)**

**N250**

[All Convention]



CHARLES &  
LUCILLE KING  
FAMILY  
FOUNDATION  
(a Not-For-Profit Corporation)

An exhibition of the top juried creative works of faculty and students in the 2010 BEA Festival of Media Arts. Come and see the “best of the best” as we honor the overall winners in the following competitions: audio, video, documentary, interactive multimedia, news, scriptwriting, two-year and small colleges, and sports. The evening begins with a light food and beverage reception followed by the ceremony. Each recipient will be honored with the presentation of a specially produced tribute video and a \$1,000 cash award from the Charles and Lucille King Family Foundation.

Sponsored by: The Charles and Lucille King Family Foundation  
Mike Donovan, Education Director, The Charles and Lucille King Family Foundation

Festival Chair: Vic Costello, Elon University  
Festival Creative Director: Scott Hodgson, University of Oklahoma  
Festival Producer: Ken Fischer, University of Oklahoma

**Best of Festival Winners**

*Faculty Audio Competition*

Don Connelly, Western Carolina University, *On the Home Front Nov. '44* (Long-Form Production Category)

*Student Audio Competition*

Daniel Starbuck, Appalachian State University, *The Namesake of Boone, North Carolina* (Educational Program Category)

*Faculty Documentary Competition*

Dale Carpenter and Larry Foley, University of Arkansas, *Sacred Spaces: The Architecture of Fay Jones* (Long-Form Category)

*Student Documentary Competition*

Tevita Toutaiolepo, Julie-Ann Florio, and Kim Plummer, State University of New York - New Paltz, *Patchwork* (Short-Form Category)

*Faculty Interactive Multimedia Competition*

Charles R. Piland, Elon University, *Boy Scout Handbook Companion Website* (Documentary, Promotional, & Informational Category)

*Student Interactive Multimedia Competition*

Hank Thornhill, James Madison University, *The Interactive Guide to the Grand Staircase* (Authorship Category)

*Faculty News Competition*

Denise J. Dowling, University of Montana, *The Choking Game* (Radio: Hard News Reporting Category)

*Student News – Radio Competition*

Dave Herd, Brigham Young University, *Marching Band* (Radio: Feature News Reporting Category)

*Student News – Television Competition*

Michael Rodriguez, Kelly Brennan, Daniel Lannon, Jacob Wershing, and Joe Flannery, Ohio University, *Beyond the Game: Never Forget Kiss 45* (Television: Feature News Reporting Category)

*Student News – Newscast Competition*

Arizona State University, *Cronkite NewsWatch*

*Faculty Scriptwriting Competition*

Carey Martin, Liberty University, *Comes a Cloaked Sword* (Feature Category)

*Student Scriptwriting Competition*

Kellie Rice, San Jose State University, *Daughters of the Wind* (Feature Category)

*Faculty Video Competition*

Dean Yamada, Biola University, *Jitensha (The Bicycle)* (Mixed Category)

*Student Video Competition*

Dave Dorsey, Florida State University, *Inner Demon* (Animation Category)

*Student 2-year/Small Colleges Competition*

Mallory Terrence, Gillian Davis, and Caitlin Friel, Cabrini College, *Road of Insecurity: The Global Food Crisis* (Audio Production Category)

*Student Sports Competition*

Garrett Downing, Ohio University, *Garrett Downing-TV Sports Anchor Composite* (Television Sports Anchor Category)

**9:00 AM – 10:30 AM**

**Internet Radio: From Beginning to End and All Points In Between (Session ID: 361)**

**N234**

[Radio and Audio Media | Interactive Media and Emerging Technologies]

This panel features a wide-range of topics that are essential for those who have, or would like to have an Internet radio station. Topics include starting a station from scratch with a limited budget; negotiations with Sound Exchange over royalty fees; transitioning from being a radio news reporter in a top 5 market to working with students at an Internet station; finding the right programming mix for your station and more.

Moderator: Andrew Clark, University of Texas at Arlington

Panelists: Rich Tiner, Belmont University

Patricia Turner, Metropolitan State College, Denver

Lance Liguez, University of Texas at Arlington, *From the industry to academia*

Brad Yates, University of West Georgia, *Starting from scratch*

CBI Representative, *Negotiations with Sound Exchange*

**9:00 AM – 10:15 AM**

**Reaching and Teaching Around the World With Social Media (Session ID: 389)**

**N235**

[Courses, Curricula & Administration | International]

This panel challenges traditional teaching and administrative approaches to getting the job done. Panelists explain money saving techniques that bring students, teachers and professionals in disparate locations together to conduct graduate meetings and research, offer international courses for students who cannot afford a trip and cover news stories while building audiences in universities in Australia, China, Europe, Korea, Taiwan and the USA. Educational uses of Facebook, Skype, twitter, blogging, coveritlive, and wifitti are included.

Moderator: Maria Williams-Hawkins, Ball State University

Panelists: Steve Anderson, James Madison University, *Collaboration and Learning via Social Media in Study Abroad*

Sybril Bennett, Belmont University, *From the Land Down Under: Teaching Social Media Virtually Free*

Lucian F. Dinu, University of Louisiana at Lafayette, *Using Viral Videos to Communicate Globally*

Kyle Hufford, WIWU-TV 51, *Haiti: The Impact of Twitter On One Little Country's Big Earthquake*

Maria Williams-Hawkins, Ball State University, *Use of Social Media to Enhance International Academic Joint Ventures*

Respondent: William R. Davie, University of Louisiana at Lafayette

**9:00 AM – 10:30 AM**

**Small World - Big Opportunities: International Study Opportunities and Why They Matter? (Session ID: 358)**

**N236**

[International | Multicultural Studies]

It's A Small World: International Opportunities for Media Faculty/Students Faculty will present their academic/project experiences with post-secondary institutions outside of the U.S., and provide advise on how to manage these experiences in our changing college environments. Where are the opportunities? What kind of preparations are necessary for developing these opportunities? What is the educational value of these experiences and how can faculty make the most of them?

Moderator: Randy Visser, Southern Maine Community College

Panelist: Randy Visser, Southern Maine Community College, *Fulbright - German Culture Through Film/Television and the Internet*

**9:00 AM – 10:15 AM**

**Combining Gender, Discipline, and Identity in the Broadcast Classroom: Strategies for Inclusion (Session ID: 382)**

**N237**

[Gender Issues]

From course work to industry experience, are women getting the education and skills needed to succeed in the broadcast industry? Are men treated differently? Do men receive preferential treatment in education, hiring, or skill enhancement? Why are there fewer women enrolling in courses? Do women do better in course work? If so, why aren't there more women enrolling? This panel explores the idea of course work achievement, men underachieving, and the lack of women in the classes educating the new generation of broadcasters.

Moderator: Trey Stohlman, Central Michigan University

Panelists: Trey Stohlman, Central Michigan University, *Women vs. Men, The broadcasting classroom under review*

Elizabeth Pike, Ball State University, *A Woman's Perspective: Teaching Production in 2010*

Jody Morrison, Salisbury University, *Internships for Credit: Opportunities and Challenges*

Janice Marie Collins, Eastern Illinois University, *Gender Inequities/Representation in the Classroom*

**9:00 AM – 10:15 AM****“The Eye vs. the Ear: Visuality in Radio History” (Session ID: 336)****N238**

[History | Radio and Audio Media]

Although radio is an aural medium, it is not merely sound: images of radio stars, programs, products, and events are also part of our visual culture. Additionally, radio’s appeal to the “ear” instead of the “eye” have also affected policy debates, such as those over indecency. This panel explores various elements and debates over radio’s visuality.

Moderator: Michael Brown, University of Wyoming

Panelists: Cynthia Meyers, College of Mount Saint Vincent, New York, *The Typefaces of Radio: Translating Print Advertising Strategies into the Radio Medium*Kathy Fuller-Seeley, Georgia State University, *Race on the Radio: Making Rochester Visible on the Jack Benny Program*Bill Kirkpatrick, Denison University, *Out of Sight, Out of Mind? Radio, Visuality, and Indecency***9:00 AM – 10:15 AM****Theory and Methods for Research on the Electronic Media: Why? Where? How? (Session ID: 385)****N239**

[Research | News]

Theory has always been important to the electronic media. But few theories have been identified with BEA. Since the multiplication of media and convergence has been important to the media, the time for theory building and testing, there is a need to examine what new theories must do, and how they can be developed. This session provides examples from news.

Moderator: James Fletcher, University of Georgia

Panelists: Kenneth Harwood, UC Santa Barbara, *Consequential Research with Consistent Results for Media Science*Ginger Loggins, Kansas State University, *Theory and Methods in Study of Race and Television News*James Fletcher, University of Georgia, *Theory and Methods in Study of Convergence in Local News***9:00 AM – 10:15 AM****Learning and Collaboration through Competition: The College Movie Festival (Session ID: 396)****N240**

[Production Aesthetics &amp; Criticism | Two Year/Small Colleges]

The College Movie Festival in Cincinnati has evolved into a 10 day moviemaking event that culminates with one-on-one feedback from area professionals and a public screening and critique session. How do the individual participants use the event in their academic structure and support learning for their students?

Moderator: Chris Strobel, Northern Kentucky University

Panelists: Scott Alboum, Rider University

Richard "Ringo" Jones, Xavier University

Nathaniel Spicer, Student, Western Kentucky University

Ron DeMarse, Western Kentucky University

**9:00 AM – 10:15 AM****Pedagogy and Production in the Age of YouTube, Revisited (Session ID: 376)****N241**

[Courses, Curricula &amp; Administration | Production Aesthetics &amp; Criticism]

At BEA 2009 our panel addressed educational issues surrounding television production and distribution for the web. Applying updated pedagogic theories and curricular methodologies, faculty members have been preparing television students to create content which combines the quality and authenticity of traditional outlets with the universal reach of YouTube. This year’s panel revisits the discussion, poses more questions and displays our student’s work.

Moderator: Edward Fink, California State University, Fullerton

Panelists: Peter Gershon, Hofstra University, *From ‘Remix’ to the ‘L.I. Edge’: A Short History of Web Television at Hofstra University*James Cohen, Hofstra University, *Updating Television Curriculum for Digital Natives*Kirk Mastin, University of Washington, *Going Viral in the Age of YouTube: The Knowledge Behind Viral Video*Pete Seel, Colorado State University, *Can USB-style “flipcams” be used for professional video production?*

**9:00 AM – 10:15 AM**

**Covering Sports Events in a Social Media Environment or How to Tweet Basketball Coverage (Session ID: 430)**

**N242**

[Interactive Media and Emerging Technologies | Sports]

Fans are using social media networks to communicate about sports events, so how does a traditional media outlet keep up with the instantaneous coverage and commentary? Do those blogging, tweeting and filling up Facebook pages know what they are doing and if so, how can the more traditional media outlets compete and even use not just technology but some content to enhance their coverage of sports?

Moderator: Ann Brill, University of Kansas

Panelists: Scott Reinardy, University of Kansas, *Teaching and using new media in sports reporting*

Dan Cox, World Company, *Local media using cool stuff in sports coverage*

Brian Bracco, Hearst Broadcasting

Marie Hardin, Penn State University

**9:00 AM – 10:15 AM**

**Television and Socialization (Session ID: 316)**

**N249**

[Multicultural Studies]

This panel explores the impact of television upon the social construction of reality. Television provides a window through which many view the world. Often people act not upon first-hand knowledge of phenomena, but upon the basis of depictions provided by television. These depictions often determine how certain groups are perceived by others as well as self-concept. This panel investigates television's impact upon socialization in four areas: health communication, advertising, sports and news.

Moderator: Lorraine Fuller, Southern University

Panelists: Kendall Lincoln, Southern University, *Television and the Depiction of Black Athletes: The Tiger Woods "Effect" and Others*

Lona D. Cobb, Winston-Salem State University, *African-American Images in Television News*

Brittini Parker and Tiffany Gibson, Winston-Salem State University, *Impact of Health Communication in the Minority Community*

Lorraine Fuller, Southern University, *Advertising Blue Runner Red Beans with Mammy, Girlfriend and Other Remnants of Days Gone By*

Leslie P. Edmond, Southern University, *In the Eye of the Beholder: The Impact of Film on Socialization*

Respondent: Lona Cobb, Winston-Salem State University

**10:30 AM – 11:45 AM**

**From the Transistor Radio to the iPhone: Revolutionary Changes in Radio Use (Session ID: 360)**

**N234**

[Radio and Audio Media | Interactive Media and Emerging Technologies]

Revolutionary developments in communication technology have changed the portable nature of radio news and programming. This panel compares the adoption and use of the transistor radio to radio applications of new portable communication technologies such as smart phones. The panel then examines trends explaining this development and implications for national and international radio broadcasters today.

Moderator: Thomas Christie, University of Texas at Arlington

Panelists: Andrew Clark, University of Texas at Arlington, *The i-Phone is my Transistor Radio*

Tom Ingram, University of Texas at Arlington, *Advertising Implications of Radio Applications*

Thomas Christie, University of Texas at Arlington, *Emerging Patterns of New Radio Use*

Eronini Megwa, University of Texas at Arlington, *Widening the International Digital Divide*

**10:30 AM – 11:45 AM****Survival of the fittest? Mainstream and community radio, an international perspective (Session ID: 441)****N235**

[International | Radio and Audio Media]

Radio is enjoying a form of renaissance in some countries with, for example, expansion of new community stations. But the established radio sectors have had to find ways of coming to terms with these stations that are perceived, rightly or wrongly, as competition. This panel will outline the nature of the relationships between mainstream and community radio in three continents. It will examine how these relationships are being brokered and what challenges they face.

Moderator: Deborah Wilson, University of Lincoln

Panelists: Romie Singh, ABC Ulwazi, Johannesburg, South Africa, *South African community radio: Staying afloat between advocacy and compromise*Richard Rudin, Liverpool John Moores University, UK, *Co-operation and conflict: how the UK commercial and community radio*Andrew David, Siren FM, Lincoln, UK, *Keep your friends close: Negotiating the relationship between BBC Local Radio and the new 'Third Tier'*Lawrie Hallett, University of Westminster, London UK, *Community radio regulation; the importance of collaboration*Brian Pauling, New Zealand Broadcasting School, NZ, *Benefitting from experience, community radio's impact in New Zealand*

Respondent: Richard Rudin, Liverpool John Moores University, UK

**10:30 AM – 11:45 AM****Best Practices (Session ID: 411)****N236**

[Two Year/Small Colleges]

We're all on the lookout for better ways to teach course content. This panel will share their best ideas for teaching broadcast courses and techniques.

Moderator: Jonas Nissen, Bethany Lutheran College

Panelists: John Acosta, Kingsborough Community College

Roger Badesch, Chicago Vocational Career Academy

John Gallagher, Borough of Manhattan Community College

Don Moore, Ohio University

Christopher Viteritti, Borough of Manhattan Community College

**10:30 AM – 11:45 AM****Reality Bites: Using The Documentary As Immersive Learning (Session ID: 386)****N237**

[Documentary | Courses, Curricula &amp; Administration]

Educators are often asked to create courses that draw students into the content in meaningful ways. This workshop will focus on using the process of producing a documentary to immerse students in learning about the world around them while simultaneously learning practical skills in production. The session will offer practical examples of such work, and will include seeing the blogs in which the students in the class documented the process of creating the documentary.

Moderator: Phil Hoffman, The University of Akron

Panelists: Phil Hoffman, The University of Akron, *Tackling Tough Issues: Rethinking Race*Tony Samangi, The University of Akron, *Tackling Tough Issues: Rethinking Race*Tim McCarty, Ashland University, *What we Learned in Bayou: The Aftermath of Katrina*



**10:30 AM – 11:45 AM**

**Managing Asynchronous Mass Delivery: Reconsidering Media Form and Content (Session ID: 431)**

**N238**

[Management, Marketing & Programming | Interactive Media and Emerging Technologies]

Asynchronous mass delivery suggests that the choice of media content is determined by users, rather than from a centralized schedule distribution. Users now, more than ever, are able to access media content when, where, and how they want it. Thus, organizations must adjust their business models. The challenge is to balance the form and content to decide the best return for investment. This panel will examine the opportunities and challenges of managing asynchronous mass delivery.

Moderator: Tang Tang, University of Wisconsin Oshkosh

Panelists: L. Meghan Peirce, Ohio University, *Managing Health Content: An Exploratory Case Study of an Internet Campaign in Appalachia*

Emil Bakke, Ohio University, *The Power of Push: Examining Asynchronous Text Based Campaigns*

Tang Tang, University of Wisconsin Oshkosh, *The Structured Internet Audience: Managing Media Consumption in a Non-linear Environment*

Greg Newton, Ohio University, *There's An App (And Maybe A Revenue Stream) For That*

**10:30 AM – 11:45 AM**

**Defining Multimedia (Session ID: 414)**

**N239**

[Interactive Media and Emerging Technologies]

Multimedia is informed by a number of disciplines with historical roots in disparate forms. Emerging practice, in particular with the accelerating embrace by novice practitioners from traditional print media, has resulted in conflicting definitions of what exactly constitutes multimedia. This session will dissect, examine and debate the definition of multimedia as emerging in converged practice in order to provide a working definition for the profession.

Moderator: Dana Coester, West Virginia University

Panelists: Joel Beeson, West Virginia University, *Multimedia Darwinism: Evolution of a Narrative Form*

Scott Lituchy, *For It to Be Multimedia, It Has to Be Multi*

Dana Coester, West Virginia University, *Visual Forms in Nonlinear Narrative*

John Dailey, Ball State University, *Paths vs. Puzzles: Engagement is Not an Accident*

George Ciccì, West Virginia University, *The Multimedia Misnomer*

Christine Martin, West Virginia University

**10:30 AM – 11:45 AM**

**The DTV Transition: Looking Back at What Worked, and What Didn't (Session ID: 317)**

**N240**

[Research | Interactive Media and Emerging Technologies]

After an FCC mandated public awareness campaign lasting over 3 years, full power TV stations have finally embraced digital. This panel will cover analog sunset in America. Topics to be discussed include FCC ATSC policy, A/D boxes, converter coupons, four month delay, delivery, reception, and transition readiness.

Moderator: Pete Seel, Colorado State University

Panelists: Pete Seel, Colorado State University, *Broadcaster Solutions to Reduced DTV Reception Footprints*

Samuel Ebersole, Justin Bregar, Colorado State University - Pueblo, *DTV Conversion, Delay, and Adoption: A Study of 'Laggard' Markets*

Roy Moore, Middle Tennessee State University, *The FCC and the DTV Transition: Was the Commission in Sync with Consumers or the Industry or Was It Out to Lunch?*

Tom McPhail, University of Missouri - St. Louis, *DTV: Let the Poor Listen to Radio*

Martin LoMonaco, Neumann University, *87.7: The Impact of DTV Conversion on Marketing Channel 6 Audio*

**10:30 AM – 11:45 AM**

**Converged Newsroom: Bringing Student Media together (Session ID: 440)**

**N241**

[News]

The session features successful converged student newsrooms from a variety of campuses. The panel focuses on the process of bringing broadcast and print journalists together to produce content for today’s multi-media newsrooms. A key component of the session will be the planning process that precedes a successful convergence program with specific focus on newsroom organization.

Moderator: Gary Hanson, Kent State University

Panelists: Jeff Fruit, Kent State University  
Susan Smith, Ball State University  
Stacey Woelfel, KOMU-TV

**10:30 AM – 11:45 PM**

**Writing Paper Session (Session ID: 508)**

**N242**

[Writing]

Smart phones, iPods, and the like have become the latest platforms for video content. Do they require new forms of writing? New forms of narrative? Do writers need to account for the specific attributes of the hand-held, mobile screen? The Writing Division’s winning paper poses these questions and more, and the panel of professors and professionals will discuss, debate, and offer their experiences for consideration.

Moderator: Jon Stahl, California State University, Northridge

*Open Category*

First Place: Anthony Friedmann, Sam Houston State University  
Panelists: Marie Drennan, San Francisco State University  
Charlie Tercek, Creative Director, Serial Others

**10:30 AM – 11:45 AM**

**Behind the Green Desk: Use of Virtual Technology in a Broadcast Environment (Session ID: 418)**

**N249**

[Production Aesthetics & Criticism]

A panel of faculty, technicians and developers talk about the challenges and rewards of implementing virtual set technology in a broadcast environment.

Moderator: David Smeltzer, Kent State University

Panelists: Dave Smeltzer, Kent State University, *Now You See It, Now You Don't: Using Virtual Sets in Student Media*  
Shaun Dail, Orad Hi-Tec, *Options and Choices for Virtual Set Implementation*  
Tim Pollard, Ball State University, *It's Gonna Cost How Much? Getting the Administration to 'Buy In'*  
Ronen Lasry, Full Mental Jacket, *Working with Professional Virtual Set Designers*

**12:00 PM – 1:15 PM**

**The Spoken Word Rocks—Personality and Talk Hosting for Audio Media (Session ID: 344)**

**N234**

[Radio and Audio Media]

Talk Show Hosting and Personality. Keeping with this year’s BEA theme of “Balancing Form & Content, as music radio morphs into niche formats and online, interest in talk and personality audio media is growing. Talk and spoken word is a place where talent can shine. But is talent something you’re born with or can it be taught? Whatever level, each individual can develop and improve. Because everyone can talk, most think that this is work is easy. But as in any profession, the great ones just make it LOOK easy!) It takes talent, but also craft, skill and training. In this practical workshop, you’ll learn methods in use around the world to train talk and personality presenters to create compelling content, find and develop topics for air, get the best out of each writer, guest and personality and methods to NEVER LOSE A LISTENER. Based on concepts from “Creating Powerful Radio - Getting, Keeping & Growing Audiences,” Geller takes you through the process for the on air personality, from a programmers view of finding and developing talent to working with the talk show personalities, on air announcers, interviewers and producers. Based on the proven Powerful Radio Principles, Focus, Engage, Opinion, Position & Storytelling to inform, entertain, inspire, persuade and connect with the audience

Moderator: Valerie Geller, Geller Media International

Panelist: Valerie Geller, Geller Media Intl, International Broadcast Consultant

**PAPER COMPETITION**

**12:00 PM – 1:15 PM**

**Acting globally, Thinking locally (Session ID: 363)**

**N235**

[International | Radio and Audio Media]

A panel of educators who are taking students abroad to experience—and report on—other cultures. The discussion will focus on how to organize an international reporting course, and show students the connections between their local community and the culture of the country they will visit.

Moderator: Nancy Benson, University of Illinois - Urbana/Champaign

Panelists: Steven Youngblood, Park University, *International Teaching*  
 John Paul, University of Illinois, *Describing the Student Experience*  
 Craig Allen, Arizona State University, *Organizing Faculty Exchanges*  
 Joanne Lisosky, Pacific Lutheran University, *Taking Students Abroad*

**12:00 PM – 1:15 PM**

**Covering News or Inadvertent Advertising? How News and PR View Corporate Social Responsibility (CSR) Efforts (Session ID: 435)**

**N236**

[News]

This panel will generate a discussion about the ethical implications of covering corporate-sponsored philanthropy events or other efforts by the corporation to be socially responsible. By providing perspectives from “both sides” of the table – news and public relations – this panel will also help illuminate some of the disconnects between the intentions and motivations of both parties.

Moderator: Jessalynn Strauss, University of Oregon

Panelists: Hillary Lake, KOB-TV, Medford OR, *A Local News Reporter’s Perspective on Covering CSR*  
 Richard Landesberg, Elon University, *A New Perspective on Covering CSR*  
 Dean Mundy, University of North Carolina-Chapel Hill, *A PR Perspective on CSR and Media Relations*  
 Kathleen Stansberry, University of Oregon, *Past Experiences in CSR and Media Relations from a PR Perspective*  
 Tom Bivins, University of Oregon, *An Ethical Perspective on Covering CSR*

**12:00 PM – 1:15 PM**

**Using Web 2.0 Communication Technology in the Classroom (Session ID: 442)**

**N237**

[Interactive Media and Emerging Technologies | Courses, Curricula & Administration]

This is the second year for this panel that attempts to highlight best practices of using Web 2.0 tools in the University. Web 2.0 as a term was first introduced in 2004 and generally applied to web sites that are dynamic, interactive and collaborative. Since these terms can also be characteristics of effective teaching, it excuses an investigation of Web 2.0 tools by faculty at the university. This panel provides examples of the use of multi-media social networks, branding with social media and social media programming.

Moderator: Michael Gonzales, Biola University

Panelists: Jin Yang, University of Memphis, *Integrating the Social Network Tool “Ning” in Journalism Production Classes*  
 Kenny Smith, Stamford University, *From Print to Push Button: Guiding Students into Web Publishing Technologies and the use of Social Media*  
 Aaron Delwiche, Trinity University, *Programming without Code: Using Social Media to Develop Self-Confident Programmers and Communicators*  
 Gerald Fisher, Biola University, *The Infrastructure Behind the Social Media Network*

**12:00 PM – 1:15 PM****Friend Me: Using Social Media to Leverage Your Station's Presence (Session ID: 387)****N238**

[Student Media Advisors]

As student's attention is ever more focused on social networking sites like Facebook and My Space, college radio stations and television stations face the challenge of finding ways to be relevant on social media sites. As local commercial broadcasters dive into social media with varying degrees of success, this panel argues that college media are uniquely poised to teach the big boys a few things since students are often "digital natives."

Moderator: Phil Hoffman, The University of Akron

Panelists: Phil Hoffman, The University of Akron, *ZTV & Facebook: What We Learned*  
 Gretchen Dworzniak, Ashland University, *TV2: Reporting and Social Media*  
 Juan Contreras, The University of Akron, *International Students and Social Media*  
 Ed Esposito, Rubber City Radio Group, *Akron News Now and Social Media*

**12:00 PM – 1:15 PM****Is It Time to Eliminate the Studio Production Course? (Session ID: 429)****N239**

[Production Aesthetics &amp; Criticism | Courses, Curricula &amp; Administration]

Local television stations are replacing studio production crews with automated systems that allow one person to "crew" an entire production. This panel will debate the utility of continuing to require students to study studio production techniques versus using those hours to teach other techniques, skills, etc.

Moderator: Augie Grant, University of South Carolina

Panelists: Jennifer Meadows, University of California, Chico, *Don't Fix What's Not Broken: The Vital Role of the Studio Production Course*  
 Jeff Wilkinson, United International College, *Changing Times Require Changing Curricula: The Studio Production Course is Outdated*  
 Tim Brown, University of Central Florida, *Finding the Happy Medium*

**12:00 PM – 1:15 PM****Let That be a Lesson to You: How Radio Stations in the US and UK are Using New Media Technologies (Session ID: 422)****N241**

[Radio and Audio Media]

Radio stations are implementing various new media technologies to connect with their audiences and enhance station image. Recently, stations have begun to take advantage of social networking tools such as Twitter. This panel will present the results of interviews with the management of stations in four US markets and a BBC station regarding their uses of new media. The panel session concludes with implications for teaching radio courses in colleges and universities.

Moderator: Clark Greer, Point Loma Nazarene University

Panelists: Barbara Calabrese, Columbia College Chicago, *On Demand: The New Media Blitz in Major Market Sports Radio*  
 Andy Curran, University of Cincinnati, *Large Digital Media Techniques in a Medium Market*  
 Clark Greer, Point Loma Nazarene University, *Digital Media Strategies in Major Market Radio*  
 Craig Stark, Susquehanna University, *New Media Technologies and Small-Market Radio: How One Station Rides the Wave*  
 Deborah Wilson, University of Lincoln, Lincoln, UK, *Online in the UK: Use of new media by the BBC*

Respondent: Frank Chorba, Washburn University

**12:00 PM – 1:15 PM**

**How To Get Yourself Thanked at the Oscars and Emmys: Preparing Students for Writing Careers in Film and TV (Session ID: 463)**

**N242**

[Writing]

We all know it—screenwriting is an intensely competitive profession, made ever more difficult by constant changes in the film and television industries. Writing programs turn out hundreds of talented graduates every year who are determined to succeed as professional writers. And while “luck” plays a part in most stories of success, writers who know what to expect in the real world, and how to gain a competitive advantage, will generally have more luck than those who don’t. How can we give our students an edge that will help them get in—and stay in—the field? Writers and educators from Hollywood will discuss this and related questions at a panel that promises to be informative, entertaining...and fun!

Moderator: Patricia F. Phalen, George Washington University

Panelists: Dean Batali, *That ‘70’s Show*, *Buffy the Vampire Slayer*, *The Adventures of Pete & Pete*  
Jason Filardi, *17 Again*, *Drum*, *Bringing Down the House*

**12:00 PM – 1:15 PM**

**Research Paper Session (Session ID: 507)**

**N249**

[Research]

Moderator: Andy Curran, University of Cincinnati

*Debut Category*

First Place: Lakshmi N. Tirumala, Texas Tech University and Glenn Cummins, Texas Tech University, *Balancing Form and Content in Video Game Play: The Impact of Screen Size and Audio on Presence Experiences*

Second Place: Aaron Greer, Loyola University Chicago, Shuhua Zhou and Bruce Finklea, University of Alabama, *Discrimination, Racist Events and Their Effects on Behavioral and Evaluative Outcomes of Movie Posters with Black and White Protagonists*

*Open Category*

First Place: Lindy LeBlanc, Lucian F. Dinu, and William R. Davie, University of Louisiana at Lafayette, *Exposure to Body Types on Television and Adolescent Girls’ Body Satisfaction, Physical Appearance Comparisons, Social Physique Anxiety, and Self-Esteem: an Experimental Investigation*

Second Place: Max Grubb, Kent State University, *Social Networks, Psychological Sense of Community, Social Capital and Personal Involvement: A Study of Facebook Users*

PAPER COMPETITION



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SATURDAY

**1:30 PM – 2:45 AM**

**Festival Post Convention Meeting (Session ID: 525)**

**N241**

[All Convention]

Moderator: Vic Costello, Elon University, BEA Festival of Media Arts Committee Chair

This session is required for outgoing and incoming competition chairs in the Festival of Media Arts.

**1:30 PM – 2:45 PM**

**Division Chair Post Convention Meeting (Session ID: 523)**

**N242**

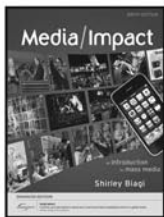
[All Convention]

Moderator: Stacey Irwin, Millersville University, 2010 Convention Program Chair

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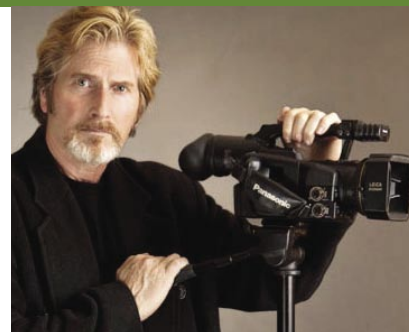
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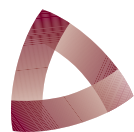
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