

BEA 2006

**CONVERGENCE
SHOCKWAVE**

**CHANGE,
CHALLENGE AND
OPPORTUNITY**

**APRIL 26-29, 2006
LAS VEGAS, NEVADA**

**<BROADCAST EDUCATION ASSOCIATION>
<WWW.BEAWEB.ORG>**

AVID

Convention Program Chair's Welcome

Convergence Shockwave: Change, Challenge and Opportunity

Convergence Shockwave!

Welcome to the convergence of all things electronic media, where you'll find the hottest technology to the coolest culture, rigorous research to a Festival of creativity, and in every venue discussion and debate of what the future holds for future generations of media professionals. The Broadcast Education Association enters its second half-century tackling one of the most complex trends in the industry at this time. There is no question that Convergence will mean Changes for all electronic media and educators who mold their future leaders, Challenges at all levels of the industry from content production to management, and Opportunities for new distribution platforms and business models.

On behalf of BEA President Joe Misiewicz, your BEA Board of Directors and Interest Division Chairs, I invite you to take a ride on the BEA2006 Convergence Shockwave.

Change...

You'll notice a few changes this year—we hope they make your BEA convention experience better than ever. Your BEA Board initiated a Wednesday evening kick-off event and reception for the many members who come in early for NAB and RTNDA. Instead of a keynote address this year, we have produced two plenary panels on the convention theme, Thursday and Friday mornings. You'll hear from some of the top researchers, practitioners and industry leaders on Convergence and Content, and Convergence and Technology. Also new this year, we're putting a spotlight on the research work of BEA members with the New BEA Research Center. You'll find the Scholar to Scholar poster displays up during the entire convention, paper competitions, and other research sessions in the BEA Research Center. And the ever-popular King Foundation BEA Best of the Festival of Media Arts Show will dazzle and delight with new competitions this year.

Challenge...

We'd like to challenge you to try new things this year...check out sessions sponsored by unfamiliar divisions, reach out to new members attending BEA for the first time, learn new cutting edge software in the Adobe, Apple and Avid Training Labs. We also challenge you to look for new ways to get involved in BEA...run for division office or chair a competition, start thinking about sessions for BEA2007, suggest new connections and partnerships with the industry.

Opportunity...

And finally, take the opportunity to thank your BEA Executive Committee and Board Members, your Interest Division Officers and Festival Chairs, your new headquarters staff, and the many members who put time and effort into producing the more than 200 program sessions of BEA2006. I would personally like to thank my colleagues in the E.W. Scripps School of Journalism at Ohio University for their support of my work this past year as Convention Program Chair. It's been an enriching and growing experience that I could not have done without the time and resources of Scripps, and the hard work of all of those mentioned above.

Mary T. Rogus, Ohio University
BEA2006 Convention Program Chair



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Elon is a premier private university of 5,000 students in the heart of North Carolina. The School of Communications – home to Journalism, Broadcast and New Media, Corporate Communications and Cinema – attracts almost 20% of the student body with an average verbal SAT at the 80th percentile nationally. Academically, Elon has risen to #6 in its Southern category in the *U.S. News & World Report* rankings. *Princeton Review* calls Elon one of the nation's most beautiful campuses.

A Vibrant Faculty

Our faculty has more than doubled in size, to 30 full-time professors, since we became a School in 2000. That's a lot of new energy. Students praise the faculty as outstanding teachers and mentors. Ten of our faculty published books or signed book contracts this year alone. Three have won National Association of Broadcasters research grants. We're a diverse faculty, too, with 10 of our new professors being women or minority colleagues.

Imagining the Internet

Elon University
Pew Internet & American Life Project

The Internet in Our Lives

Elon students unearthed 4,200 predictions of Internet pioneers in the Web's formative years. Under the direction of professor Janna Anderson, we now are asking technology experts to forecast how the Internet will change our lives in the next 10 years. This partnership between Elon and the Pew Internet & American Life Project is attracting significant attention in the *New York Times*, CNN and other media. It's all at www.elon.edu/predictions.

www.elon.edu/communications

ELON

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Student Excellence

We celebrate when our students excel. Elon's student newscast, Phoenix14News, earned first place among college newscasts at last year's BEA convention. Phoenix14News also won national first place in the feature-story category for an investigative piece on the potential dangers of the popular "facebook" Web site.



Curriculum with Ideals

We believe journalism and communications serve a valuable purpose in a democracy. Our courses carry names such as Reporting for the Public Good, and Broadcasting in the Public Interest. We want to help students launch creative and meaningful careers that benefit society.

The Benchmark

National accreditation is a benchmark of program quality. In October, Elon hosted an Accrediting Council team that found the School of Communications in compliance on all standards and recommended full accreditation. Only 17 private colleges and universities in the nation have ACEJMC accreditation.

National Advisory Board

Our Communications Advisory Board consists of 24 professionals and executives at CNN, National Geographic, Disney, USA Today, Media General, and many other media and communications organizations. They come to Elon for two days each semester and speak in classes, conduct mock interviews of seniors, and visit with the faculty about how to make our program even better.

www.elon.edu/communications

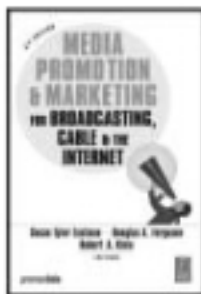


Visit us at BEA for your media textbooks



New Edition **Peter K. Pringle & Michael F. Starr**

- Instructor's Manual includes a summary of each chapter with suggestions for teaching the material, along with quizzes and projects
- Includes new case studies that encourage the student to apply the text matter to contemporary problems



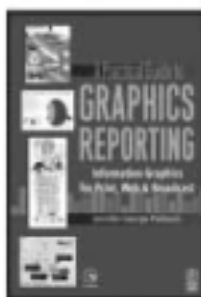
New Edition **Susan Tyler Eastman Douglas Ferguson & Bob Klein**

- Teach students to capture and hold their media audience with insights from an exceptional list of contributors
- An introduction to the strategies and practices of promotion for broadcasters and cable marketers
- Formerly Promotion and Marketing for Broadcasting, Cable, and the Web, 4/e



New Edition **Anthony Friedmann**

- Helps students acquire the basic skills and confidence needed to write in all visual media
- New chapters cover writing for the web, interactive corporate communication, instructional media, and video games



New Title **Jennifer George-Pallonis**

- Teaches the foundational skills every graphics reporter must learn to create engaging graphics
- Ancillaries include a CD-ROM that provides more depth with examples of interactive, animated information graphics



New Title **Mindy McAdams**

- The ultimate text for journalism students using today's digital technology to deliver their stories
- Journalism students will create a complete web-based package that looks great, engages their audience, provides information, and conveys its story using Flash



New Title **Stephen Quinn & Vincent Filak**

- Prepare your students to create a complete story, regardless of the delivery method
- Students will learn to recognize the best medium for a particular story: web, broadcast, radio, or a newspaper or magazine – or a combination



New Edition **Brad Schultz**

- Details the skills students and entry-level sports media professionals must possess to get work
- Features reporting, writing leads, style, tricks of the trade, shooting on location, editing, production, ethics, and resume tapes
- Formerly Sports Broadcasting

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“Educating Tomorrow’s Electronic Media Professionals”

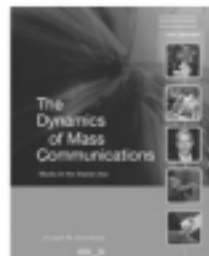
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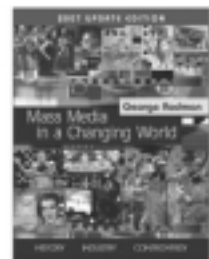
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Media Literacy
and Culture,
Media Enhanced 4/e
ISBN: 0-07-328123-9



Joseph R. Dominick
The Dynamics of
Mass Communication:
Media in the
Digital Age, 9/e
ISBN: 0-07-326870-4



George Rodman
Mass Media in a
Changing World,
Updated 2007 Edition
ISBN: 0-07-327899-8



Don R. Pember
Clay Calvert
Mass Media Law,
2007-2008
ISBN: 0-07-298535-6



Robert Trager
Joseph A. Russomano
Susan Dente Ross
The Law of Journalism
and Mass Communication
ISBN: 0-07-321344-6



C.A. Tuggle
Forrest Carr
Suzanne Huffman
Broadcast News Handbook:
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Producing in a Converging
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ISBN: 0-07-326869-0

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Thomas D. Burrows
Lynne S. Gross
James C. Foust
Donald N. Wood
Video Production: Disciplines
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ISBN: 0-07-298114-8

Donald Connelly
Digital Radio Production, 1/e
ISBN: 0-07-310007-2

Cecilia Friend
Don Challenger
Katherine McAdams
Contemporary Editing, 3/e
ISBN: 0-07-293519-7

Lynne Schafer Gross
Telecommunications:
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Electronic Media, 9/e
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Garth Kant
How to Write
Television News, 1/e
ISBN: 0-07-293792-0

Melvin Mencher
Melvin Mencher's News
Reporting and Writing, 10/e
ISBN: 0-07-298105-9

Philip Patterson
Lee Wilkins
Media Ethics:
Issues and Cases, 5/e
ISBN: 0-07-302192-X

Michael Ryan
James W. Tankard Jr.
Writing for Print and
Digital Media, 1/e
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Cheryl Sloan Wray
Writing for Magazines, 2/e
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NATPE Educational Foundation
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Oklahoma Broadcast Education Association
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LVCC N255/257/259/261**

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**George Rodman, Ph.D.
Professor and Chair
Department of Television and Radio
Brooklyn College of CUNY
2900 Bedford Avenue
Brooklyn, NY 11210-2889**

Brooklyn College offers a variety of undergraduate and graduate degree programs in Television and Radio. Studio tours and classroom visits are encouraged for prospective students.



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For information about RTNDF Education Programs,
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BEA 2006 FESTIVAL OF MEDIA ARTS, CHAIRS

BEST OF FESTIVAL: THE CHARLES AND LUCILLE KING FOUNDATION AWARDS SOFTWARE SPONSORED BY AVID

Festival of Media Arts Chair: Louise Benjamin, University of Georgia (benjamin@uga.edu)
Best of Festival Producer: Vic Costello, Elon University (vcostello@elon.edu)
Best of Festival Reel Producer: Jay McMerty, Elon University (jmcmetry@elon.edu)
Festival Associate Producer: Linda Lashendock, Elon University (llashendock@elon.edu)

Audio Competition

Faculty Competition Chair: (Broadcast & Internet Radio Division)
Student Competition Chair: (Student Media Advisors Division)

Troy L. Hunt troy.hunt@ceu.edu
Michael Taylor mktaylor@valdosta.edu

Documentary Competition

Faculty Competition Chair: (Communication Technology Division)
Student Competition Chair: (Communication Technology Division)

Evan Johnson evan.johnson@uwrf.edu
Evan Johnson evan.johnson@uwrf.edu

Interactive Multimedia Competition

Faculty Competition Chair: (Communication Technology Division)
Student Competition Chair: (Communication Technology Division)

Sandy Henry sandy.henry@drake.edu
Scott Barnett sbarnett@slc.edu

News Competition

Faculty Competition Chair: (News Division)
Student Competition Chairs: (News Division)

Charlie Tuggle (Radio) catuggle@email.unc.edu
Dale Edwards (Radio) daleledwards@yahoo.com
Dana Rosengard (Television) drosengard@ou.edu

Video Competition

Faculty Competition Chair: (Production Aesthetics & Criticism Division)
Student Competition Chairs: (Production Aesthetics & Criticism Division)

Dennis Conway dconway@ric.edu
Robert Mott rmott@ycp.edu
Jim Crandall jim.crandall@aims.edu

Small & Two-Year Colleges Competition

Student Competition Chair: (Two Year/Small Colleges Division)

Jonathan Ash jcash01@alltel.net

Scriptwriting Competition

Faculty Competition Chair: (Writing Division)
Student Competition Chair: (Writing Division)

Carey Martin martinc@mail.ecu.edu
Cynthia Savaglio csavaglio@ithaca.edu

Festival Committee

In addition to the Festival Competition Chairs the Festival Committee includes: Don Godfrey, Arizona State University; Steve Anderson, James Madison University; Robert Avery, University of Utah; Scott Hodgson, Southern Illinois University; Louise Benjamin, University of Georgia; Joe Foote, University of Oklahoma; Jan Dates, Howard University; Todd Evans, Drake University; Pam Doyle, University of Alabama; Kenneth Harwood, University of Houston; Robert Jacobs, Bradley University; Rustin Greene, James Madison University; Price Hicks, ATAS Foundation; Sonja Williams, Howard University; Gary Wade, Drake University; Bill Davie, University of Louisiana; Thomas McHardy, James Madison University; Andy Lapham, United Kingdom; John Woody, James Madison University.

Review Board

Michael Keith, Boston College; Norm Medoff, North Arizona University; Max Utsler, University of Kansas; Herbert Zettl, San Francisco State University; Nikos Metallinos, Concordia University; Michael Monty, Seneca College; Mary Beadle, John Carroll University; Mike Murray, University of Missouri, St. Louis; Elizabeth Leebron, Temple University; Larry Lichty, Northwestern University; Manju Pendakar, Southern Illinois University; Barbara Cloud, University of Nevada, Las Vegas; William Slater, University of Nevada, Reno; Peter Orlik, Central Michigan University; Judi Moore Latta, Howard University; Paula Matabane, Howard University; John Craft, Arizona State University; Fran Matera, Arizona State University; David Reese, John Carroll University; D'Artagnan Bebel, KRIV.

The Review Process

Working with the Festival Chair, Festival Committee and the Competition Chairs, the Review Board serves much like an Editorial Board would for a scholarly refereed journal. The Review Board constitutes a large group of nationally recognized professionals and professors, who are organized into panels, which judge individual full time faculty entries in specific categories. This blind review focuses on the following criteria: professionalism, the use of aesthetic and/or creative elements, sense of structure and timing, production values, technical merit and overall contributions to the discipline in both form and substance. The Festival Committee targets an acceptance award rate of twenty-percent within full time faculty awards.

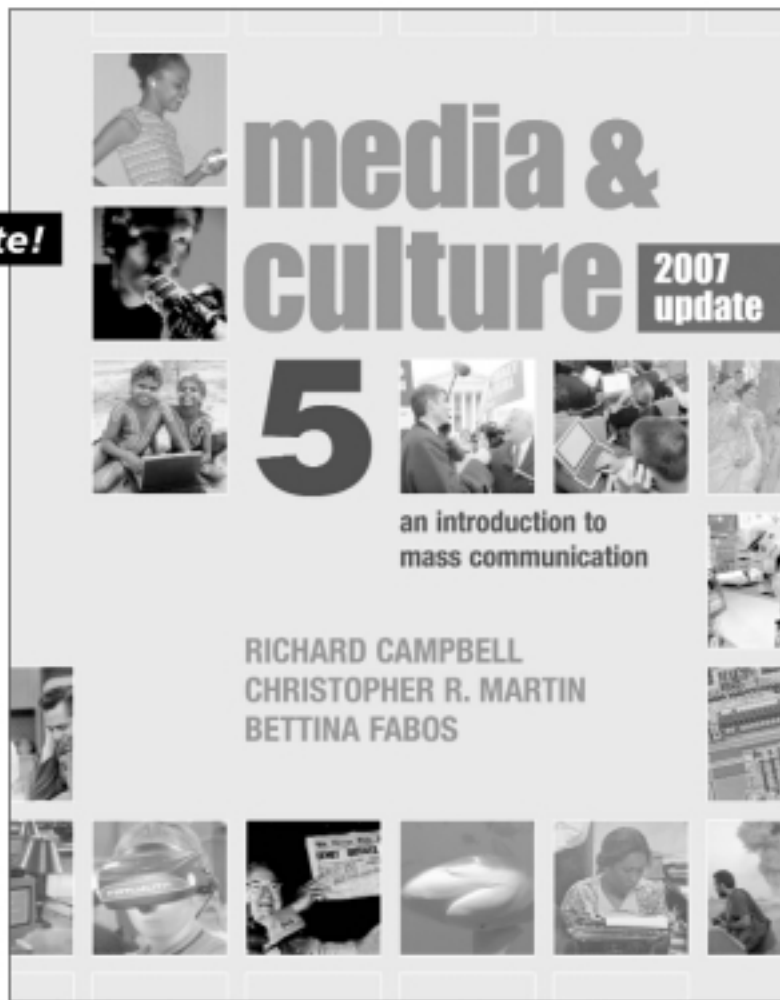
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BEA 2006 HIGHLIGHTS

Please note: All BEA sessions are in the Las Vegas Convention Center (LVCC) except for Wednesday's Career Fair which is located in the Las Vegas Hilton.

Wednesday, April 26

- 9:00am – 5:00pm NABEF/BEA/RTNDA Career Fair, and Student News Tape Critiques, Las Vegas Hilton—Ballroom C&G
- 2:45pm – 4:00pm BEA Festival of Media Arts: Student and Faculty Radio and Television News Awards Ceremony, Room N250
- 3:00pm – 6:00pm BEA2006 Convention Registration, N250 Lobby
- 4:30pm – 5:45pm Meet and Greet the Council of Professionals, Room N250
- 6:00pm – 8:00pm Special Wednesday Night Awards, Keynote Speaker, and Welcome Reception, Room N250

Thursday, April 27

- 8:00am – 5:00pm BEA2006 Convention Registration, N250 Lobby
- 8:00am – 9:00am Opening Continental Breakfast, Room N250
- 9:00am – 5:45pm Apple/Panasonic Hands-On Training Lab (Free Training Sessions), Room N249
- 9:00am – 5:45pm Adobe Hands-On Training Lab (Free Training Sessions), Room N241
- 12:00pm – 5:00pm Avid Hands-On Training Lab (Free Training Sessions), Room N251
- 2:00pm – 6:00pm Exhibit Hall, Rooms N255/257/259/261
- 9:00am – 10:15am Convergence and Content Plenary: Convergent Journalism—The State of the Field, Room N242
- 12:00pm – 1:15pm Scholar to Scholar Poster Research Session, BEA Research Center (N252)
- 1:30pm – 2:45pm More Effective and Efficient Use of Resources through Affordable Collaborative Production Environments (Avid Sponsored Session), Room N232
- 4:30pm – 5:45pm Mini-Plenary: Broadcasters and Broadcast Educators in the Eye of the Storm, Room N242
- 6:00pm – 7:00pm BEA Awards Ceremony, Room N250
- 7:00pm – 8:00pm BEA2006 Opening Night Reception, Room N250

Friday, April 28

- 8:00am – 5:00pm BEA2006 Convention Registration, N250 Lobby
- 9:00am – 5:00pm Exhibit Hall, Rooms N255/257/259/261
- 9:00am – 5:45pm Adobe Hands-On Training Lab (Free Training Sessions) N241
- 9:00am – 5:45pm Apple/Panasonic Hands-On Training Lab (Free Training Sessions) N249
- 10:00am – 5:30pm Avid Hands-on Training Lab (Free Training Sessions) N251
- 9:00am – 10:15am PRO-Students, PRO-Faculty, PRO-Experience: Using Promax/BDA to Advance Learning and Career Development (Promax sponsored session), Room N242
- 9:00am – 10:15am Convergence and Technology Plenary: Leading the Convergence Shockwave, Room N243
- 10:30am – 11:45am Investing to Increase Student Preparedness (Avid sponsored session), Room N232
- 12:00pm – 1:15pm BEA District Meetings
- 1:30pm – 2:45pm No Moving Parts: File Based Acquisition in HD Production (Panasonic sponsored session), Room N232
- 6:00pm – 8:00pm BEA Festival of Media Arts Best of Festival: The Charles and Lucille King Foundation Awards, Room N250

Saturday, April 29

- 9:00 am -12:00 pm Exhibit Hall, Rooms N255/257/259/261
- 9:00 am – 4:15 pm BEA Placement Center—Post a Job! Find a Job! Room N253
- 9:00 am – 2:30 pm Avid Hands-On Training Lab (Free Training Sessions), Room N251
- 9:00 am – 4:15 pm Adobe Hands-On Training Lab (Free Training Sessions), Room N241
- 9:00 am – 4:15 pm Apple/Panasonic Hands-On Training Lab (Free Training Sessions), Room N249
- 9:00 am – 10:15 am Academy of Television Arts and Sciences, Coffee With a Media Newsmaker, Room N243
- 4:30 pm – 5:30 pm Post Convention Interest Division Chairs Meeting, Room N252
- 4:30 pm – 5:30 pm Post Convention Festival Committee Meeting, Room N256

9:00 AM - 5:00 PM**NABEF/BEA/RTNDA Career Fair, 2006 (Session ID: 363)
Las Vegas Hilton—Ballroom C&G**

Industry professionals, students, entry-level job seekers and others interested in broadcasting will have an opportunity to meet with broadcast recruiters. Job openings and career opportunities will be available in sales, news, production, and engineering. Plus, learn all the tricks of Networking, the key to getting the best jobs in broadcast and electronic media from a Broadcast CEO, and get your resume tapes critiqued by RTNDA News Directors! A full day of everything you need to know to get that perfect job. The Career Fair is free to all job seekers.

9:00 - 10:15 AM

Networking Roundtable Session
Las Vegas Hilton—Ballroom G

Broadcast Holding Inc. President Charles Warfield leads a discussion of networking and other career topics from getting that first job to advancing in management.

10:30 AM - 12:30 PM

Entry Level Job Seekers Career Fair
Las Vegas Hilton—Ballroom C

First time and entry level job seekers can meet with dozens of employers.

1:30 - 2:00 PM

Tape Critique Sign-Up
Las Vegas Hilton—Conference Room 12

Sign-up begins for BEA News Division Sponsored Tape Critiques (Students Only!)

2:00 - 4:00 PM

Tape Critiques
Las Vegas Hilton—Conference Room 12
RTNDA News Directors critique student radio and television news tapes.

2:00 - 4:00 PM

Professionals Career Fair
Las Vegas Hilton—Ballroom C
Experienced job seekers can meet with dozens of employers.

4:00 - 5:00 PM

Open Career Fair
Las Vegas Hilton—Ballroom C
ALL job seekers can meet with dozens of employers.

3:00 PM - 6:00 PM**BEA2006 Convention Registration (Session ID: 408)
N250 Lobby**

10:00 AM - 10:45 AM**BEA Executive Committee Meeting (Session ID: 366)
N232**

Moderator: Joe Misiewicz, BEA 2005-2006 President

10:00 AM - 1:30 PM**BEA Board Committee Meeting: Publications Committee (Session ID: 364)
N231**

Moderator: Alan M. Rubin, BEA Publications Committee Chair

11:00 AM - 4:00 PM**BEA Board of Directors Meeting (Session ID: 367)
N232**

Full BEA Board of Directors, BEA2006 and BEA2007 Convention Program Chairs, Scholarship Committee Chair, Publications Committee Members, BEA Publication Editors.

Moderator: Joe Misiewicz, BEA 2005-2006 President

1:00 PM - 3:00 PM

**BEA Festival of Media Arts Committee Meeting (Session ID: 365)
N233**

Annual pre-convention meeting for all Festival Competition Chairs.

Moderator: Louise Benjamin, BEA Festival of Media Arts Chair

2:45 PM - 4:00 PM

**BEA Festival of Media Arts: Student and Faculty Radio and Television News Awards Ceremony (Session ID: 125)
N250**

[News]

This BEA Festival Awards ceremony showcases award-winning student and faculty entries in the News Division's BEA Festival of Media Arts competitions. Industry professionals judged more than 280 radio and television entries from more than 30 schools for top honors.

Moderator: Dana Rosengard, University of Oklahoma

Student Competition Festival Chairs

Television - Dana Rosengard, University of Oklahoma

Radio - Dale Edwards, University of Northern Colorado

Faculty Competition Festival Chair

Charlie Tuggle, University of North Carolina—Chapel Hill

Faculty Award of Excellence, Television

Ray Ekness, University of Montana

Cowboy Poet

Faculty Award of Excellence, Radio

Peter Casella, University of North Carolina—Chapel Hill

High Point Furniture Market

Student Awards, Television and Radio

Students from the following schools are finalists in the Student News Awards:

Arizona State University, Brigham Young University, Colorado State University, Eastern Illinois University, Elon University, Harding University, Ithaca College, Lyndon State College, Northwestern University, Pennsylvania State University, Saint Cloud State University, Sam Houston State University, Southern Illinois University, University of Alabama, University of Iowa, University of Maryland, University of Montana, University of North Carolina, University of North Texas, University of Oklahoma, University of Southern California, Western Kentucky University

4:30 PM - 5:45 PM

**Meet and Greet the Council of Professionals (Session ID: 403)
N250**

Want a chance to catch up on what's going on in the broadcast industry? Want to know what employers are looking for from our students? Come and chat one-on-one with members of our newly formed Council of Professionals.

6:00 PM - 8:00 PM

**Special Wednesday Night Awards and Welcome Reception! (Session ID: 352)
N250**

This year we kick off BEA2006 with a pre-convention Wednesday Evening Event! The NAB and BEA will present the 2006 Hugh Malcolm Beville, Jr. Award in honor of outstanding contributions to the field of broadcast audience research. The award presentation will be followed by a BEA Welcome Reception.

Host: Joe Misiewicz, Ball State University—BEA President



Opening Remarks:

David K. Rehr, President and CEO
National Association of Broadcasters

2006 Beville Award: Jerry Lee, WBEB-FM

Welcome Reception Sponsored by: Avid Technologies



Channel 9411 on the DISHNetwork™

What would you pay to get your television show or PSA in front of 50 million eyeballs?

What if it was **"ON THE HOUSE?"**

Universityhouse and Northern Arizona University want to give you the opportunity to expose your faculty, department or student production to more than 20 million DISH Network subscribers nationwide. We are giving away one month of programming (a \$400 dollar value) to the winner of our first annual **"ON THE HOUSE"** competition. Runners up will receive national exposure on Universityhouse channel 9411 on Dish Network.

Stop by the Universityhouse booth at BEA2006 to pick up an official entry form and get all the details on how you can get educational or informational video production aired...**"ON THE HOUSE!"**

Universityhouse is a direct broadcast satellite service that airs on Channel 9411 on the DISHNetwork™. Universityhouse offers producers of educational or informational programming low-cost access to over 25 million viewers.

Available 24 hours a day, Universityhouse provides affordable access to a broad and geographically dispersed U.S. audience.



NORTHERN ARIZONA UNIVERSITY



7:30 AM – 8:00 AM**Division Chair Pre-Convention Meeting (Session ID: 368)
N252**

Meeting for all Interest Division Chairs with convention planners for final discussion and review of BEA 2006 planning process.

BEA 2005–2006 President: Joe Misiewicz, Ball State University
 BEA Incoming President: David Byland, Oklahoma Baptist University
 BEA2006 Convention Program Chair: Mary T. Rogus, Ohio University
 BEA2007 Convention Program Chair: Kim Zarkin, Westminster College

8:00 AM – 5:00 PM**Convention Registration (Session ID: 370)
N250 Lobby, near Walkway to the Las Vegas Hilton****8:00 AM – 9:00 AM****Opening Continental Breakfast (Session ID: 369)
N250**

Start BEA2006 off right with some morning munchies, and coffee and juice.
 Sponsored By: Panasonic

2:00 PM – 6:00 PM**Exhibit Hall (Session ID: 409)
N255, N257, N259, N261**

Come and wander among the exhibits and chat with vendors to get the latest information and resources available to aid in your teaching, creative work and research.

9:00 AM – 5:45 AM**Adobe Hands-On Training Lab (Free Training Sessions) (Session ID: 405)
N241**

Come by the Adobe lab for FREE hands-on training on all of Adobe's Video and Audio solutions including brand new versions Adobe Premiere Pro, Adobe After Effects, Adobe Audition, Adobe Encore DVD and Adobe Photoshop CS2. Space is limited in these training sessions, so stop by Room N241 to sign up!

9:00 – 10:15am
 Adobe After Effects – Dean Velez
 10:30 – 11:45am
 Adobe Audition – Dennis Radeke
 12:00 – 1:15pm
 Adobe Photoshop CS2 – Dean Velez
 1:30 – 2:45pm
 Adobe Premiere Pro – Dennis Radeke
 3:00 – 4:15pm
 Adobe Encore DVD – Dean Velez
 4:30 – 5:45pm
 Adobe After Effects – Dean Velez

Motion Graphics in Adobe After Effects 7.0: From Storyboard to Execution

This session will explore concepts, workflow and production techniques that are essential in creating a Motion Graphics Project while working in Adobe After Effects, Adobe Photoshop and Adobe Illustrator. It will also introduce you to a curriculum for teaching Motion Graphics. Topics will include researching ideas, rough storyboards, logo design, style pages, polished storyboards, building elements and compositing. Come see how Adobe® After Effects® 7.0 software continues to set new standards in motion graphics and visual effects for film, video, DVD, and the Web.

Professional Digital Audio with Adobe Audition 2.0

In this session, you'll learn the power of the new version of Adobe Audition as a professional mastering and engineering tool in the studio. We'll take a look at how to restore older, archival recordings and optimize them for DVD and CD audio using our new Frequency Space Editing techniques. Also, you'll see how Audition can be used to take mono and stereo material and re-version it for 5.1 surround DVDs.

Motion Graphics created with Adobe Photoshop CS2

Come to this session to brush up on your Adobe Photoshop CS2 skills and learn some new tips and tricks to incorporate compelling graphics into your motion graphics projects. We'll show you how some of the pros have used Photoshop to enhance their work and cover new features that integrate seamlessly with all of Adobe's video and audio solutions products.

Professional Video Editing in Adobe Premiere Pro 2.0

In this session, you will see how Adobe Premiere Pro 2.0 software revolutionizes nonlinear video editing, ranging from DV, HDV, and full HD, giving you precise control to take video and audio production to an entirely new level. You'll get to experience a real-time editing environment, new project management tools, advanced color correction, enhanced audio editing capabilities and unmatched Adobe Photoshop compatibility. As well, you'll see how this product seamlessly integrates with the rest of the Adobe video and audio solutions in the brand new Adobe Production Studio.

Creative Authoring for Professional DVD Production in Adobe Encore DVD 2.0

Want to learn how to go from raw content to a professional DVD in 4 simple steps? Attend this session and learn how to create DVDs with Adobe Encore DVD. Convert your source files to MPEG-2 and Dolby Digital (R) audio, create and edit menus in native Adobe Photoshop format, integrate motion menus and transitions from After Effects and manage navigation design using Adobe Encore's flexible interface.

9:00 AM – 5:45 PM**Apple/Panasonic Hands-On Training Lab (Free Training Sessions) (Session ID: 404) N249**

Get hands-on time with some of the latest tools for video editing, motion graphics, sound design and photography. Join one of the free, hands-on classes led by Apple and Panasonic Certified Trainers. In the Apple/Panasonic Hands-On Training Lab you'll get a chance to test drive the latest Apple and Mac based tools. Plus there will be demonstrations of Panasonic's HVX200 P2 Digital Camcorder showing workflow into non-linear editing. You'll learn how easy it is to integrate these tools into your existing broadcast video curriculum. BEA conference attendees will be able to reserve a space in a lab class ONLY on the day that class is offered. Come sign-up early in the day because space is limited. On-site registration begins at 8:00 am in Room N249.

**Session Times:**

(Topics will be listed at the Lab)

9:00 – 10:15am

10:30 – 11:45am

12:00 – 1:15pm

1:30 – 2:45pm

3:00 – 4:15pm

4:30 – 5:45pm

12:00 PM – 5:00 PM**Avid Hands-On Training Lab (Free Training Sessions) (Session ID: 406) N251**

Come and get FREE hands-on training in Avid's newest applications including Avid Xpress Pro HD, Avid iNEWS Instinct and Avid NewsCutter XP. Space is limited, so come early to Room N251 to sign-up for these valuable sessions. On-site registration begins at noon.

1:00 – 2:00pm

Journalist Editing with Avid iNews Instinct

2:30 – 3:30pm

Avid Editing in a News Environment with NewsCutter XP

4:00 – 5:00pm

Journalist Editing with Avid iNews Instinct

Avid Editing in a News Environment with NewsCutter XP

Get a hands-on introduction to Avid's news editing software, NewsCutter XP. This session is designed to let you dive hands-on right into the basic concepts of nonlinear video editing, while learning the best-in-class tools to help you maintain accuracy and meet tight deadlines in a broadcast journalism environment. You will work hands-on to identify and execute basic editing steps, utilize creative tools to polish the story, and become familiar with the concepts that today's and tomorrow's news professionals need to know—whether they are reporters, producers, or editors.

This session is geared toward educators familiar with journalism curricula, but all participants can benefit from getting their hands on the powerful Avid editing interface. Use the news editing software that will prepare your students for their careers, and see for yourself how to give them the edge they need.,

Journalism Editing with Avid iNEWS Instinct

Geared toward educators teaching newsroom techniques to communications students, the session will cover essential news composition skills for producers and reporters. Attendees will learn more about the journalist-editing screen layout and components used in news production, including how to identify the main storyline components and how to navigate within the storyline. This class will also cover how to easily insert B-roll into a package, how to auto-trim video to fit a certain amount of text, and how to customize your view to make it easy to find material you need.

In addition, attendees will learn the controls used for working with audio and creating sound-on-tape, as well as how to search for both shared video clips, and iNEWS newsroom computer system scripts, and how to add, delete, import, and adjust voiceover material.

9:00 AM – 10:15 AM

**Exploring and Optimizing Opportunities for Active Participation in BEA (Session ID: 161)
N232**

This session is geared toward acquainting new and established BEA members with ways by which they can participate actively in the organization. What are the opportunities for becoming initially or more fully involved in the Broadcast Education Association? How can members optimize their opportunities for leadership roles in BEA? A panel of BEA members, representing both industry and education, examines the opportunities.

- Moderator: Thomas Berg, Middle Tennessee State University
- Glenda Williams, University of Alabama, BEA Scholarship: Papers, Panels, and Presentations
 - David Byland, Oklahoma Baptist University, BEA Leadership Roles: Board of Directors and Divisions
 - Dave Muscari, WFAA-TV and The Dallas Morning News, BEA Professional Involvement: Council of Professionals and Other Synergies
 - Lena Zhang, San Francisco State University, BEA District Conferences: Planning and Implementation

9:00 AM – 10:15 AM

**Convergence and Content Plenary: Convergent Journalism—The State of the Field (Session ID: 291)
N242**

Examples of convergence in content production and distribution are found most often in the area of news and information. This panel of experts has been assembled to provide the most comprehensive picture of convergent journalism in the U.S. The panel includes a manager of the most-researched, large scale, converged operation in the U.S., a nationally-recognized journalist working in a converged environment, Arbitron's Vice President in charge of the PPM which provides analysis of audience behavior across media, and an academic who has conducted research on convergent journalism, chaired four national conferences on convergent journalism, and is Executive Editor of *The Convergence Newsletter*.

- Moderator: Charles Bierbauer, University of South Carolina
- Randy Coats, General Manager, TBO.com (Tampa Bay Online), "Convergence at Tampa's News Center"
 - Jamie McIntyre, CNN, "Working as a Convergent Journalist"
 - Ned Waugaman, VP Customer Service & Training, Arbitron, "Converged Audience Behavior"
 - Augie Grant, University of South Carolina, "The State of Convergent Journalism Research"

9:00 AM – 10:15 AM

**Broadcast Research Initiative (BRI) I: New Technologies, New Media Landscape (Session ID: 270)
N252—BEA Research Center**

(Research | Management & Sales)

The Broadcast Research Initiative is a cooperative between NAB and BEA that brings together commercial researchers and research vendors with academic researchers to further professional broadcast research. Traditionally media research has been dominated by survey research and panel data that attempted to project media exposure levels to the entire U.S. population. This methodology is challenged by the media convergence trends, especially the increased portability and personalization of media delivery options. Some experts believe that media research has failed to keep up with these technological changes and shifting audience behavior. This panel will explore these and related questions, including: What are the media research implications of developments such as content-on-demand? How do we track the devices and services that extend media portability and personalization? Will we require new technologies, new methodologies, or both?

- Moderator: Cheryl Harris, University of South Carolina
- Tim Brooks, Executive V.P. Media Research, Lifetime TV, and Chair, ARF Council on Video Electronic Media
 - Scott Brown, Senior V.P. Strategic Relationships, Marketing, and Technology, Nielsen Media Research
 - Ed Cohen, V.P. Domestic Research, Arbitron
 - Josh Chasin, Principal, Warpspeed Marketing

Don't Miss BRI Session 2, Friday 4:30, Room N243

10:30 AM – 11:45 AM**Classic Crime Coverage: Yesterday and Today (Session ID: 226)****N231**

(History | News)

This session examines local broadcast coverage of some of the classic crimes and criminal activity of the past century, including: the capture of Bonnie and Clyde, the Sam Sheppard case, the Boston Strangler, the Las Vegas Crime Scene and the relationship of classic “local” crime coverage to audience demands for breaking news today. All of the key areas of the country are represented in the cases: South (Louisiana), East (Massachusetts), and Midwest (Ohio), and West (Colorado and Nevada) to be discussed by the panel.

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

Bill Davie, University of Louisiana, “The Death of Bonnie & Clyde” (Louisiana)

Tony Ferri, University of Nevada-Las Vegas, “The Boston Strangler Case” (Massachusetts)

Peggy Finucane, John Carroll University, “The Sam Sheppard Case” (Ohio)

Michael Tracey, University of Colorado, “The Jon Benet Ramsey Case” (Colorado)

Cathy Hanson, University of Nevada, “Covering Crime in ‘Real Time’ in Las Vegas” (Nevada)

Respondent: Jim Upshaw, University of Oregon

10:30 AM – 11:45 AM**Current Issues in Law and Policy (Session ID: 103)****N232**

(Law & Policy)

In 2006, this longest-running BEA panel session again will focus on key communications legal and policy issues facing communications industries and the government. The panel will be comprised of legal/regulatory experts from government, industry and the legal profession.

Moderator: Barry Umansky, Ball State University

Ann Bobeck, Associate General Counsel, National Association of Broadcasters

Frank Jazzo, Partner, Fletcher, Heald & Hildreth, P.L.C.

Peter Doyle, Audio Division Chief, Media Bureau, Federal Communication Commission

Brooks Boliek, Washington Bureau Chief, The Hollywood Reporter—Tentative

10:30 AM – 11:45 AM**The Convergence Shockwave: A Swapshop of Teaching Ideas (Session ID: 204)****N234**

(Courses, Curricula & Administration)

The Convergence Shockwave is an appropriate theme to explore the newest ideas in teaching broadcasting. This workshop calls for instructors to submit a curriculum idea that could be used in any educational setting. Those wishing to participate prepare a packet including behavioral objectives, steps to implementing the learning activities, examples if applicable, and a bibliography of sources. This swapshop took place for the first time in 2004 and yielded many ideas in teaching production, sales, announcing and other courses relevant to broadcasting.

Moderator: Judith Thorpe, University of Wisconsin-Oshkosh

Candace Lee Egan, California State University-Fresno, “The Techvergence Game”

Robert C. Fordan, Central Washington University, “Using National Public Radio Archives to Enhance Learning in Sports Journalism”

Stacy Irwin, Millersville University, “The Video Scavenger Hunt”

Tamyra Pierce, California State University-Fresno, “Editing Brainteaser Shuffle”

William Bolduc, University of North Carolina-Wilmington, “Countdown Project”

Respondent: Judith Thorpe, University of Wisconsin-Oshkosh

10:30 AM – 11:45 AM

Non-Broadcast Opportunities for Students & Student Media (Session ID: 114)

N235

(Student Media Advisors)

Faculty members from three schools discuss unique partnerships providing students with hands-on opportunities. Butler University has forged partnerships with local sports teams to produce in-house feeds to jumbo screens and web streams. Gonzaga uses corporate media as student media and at Alvernia College students work in a professional studio. The panel will focus on how these relationships were set-up and now are managed.

Moderator: Christine Buck, Butler University

John Servizzi, III, Butler University, “In-House Web Streaming for University Athletics and Professional Sports Organizations”

Dustin Stover, Butler University Student, “Non-Broadcast Production and the Broadcast Program”

Dan Garity, Gonzaga University, “Corporate Video as Student Media”

Jodi Radosh, Alvernia College, “Student Media in the Professional Studio”

Respondent: Christine Buck, Butler University

10:30 AM – 11:45 AM

Communication Technology Division Meeting (Session ID: 336)

N236

(Communication Technology)

The Communication Technology division's goals are to address needs of BEA members in teaching courses dealing with communication 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.

Moderator: Melissa Lee Price, Comm Tech Chair—Staffordshire University

Howard Goldbaum, University of Nevada-Reno

Scott Barnett, Sarah Lawrence College

Chandra Clark, University of Alabama

Sandy Henry, Drake University

Ed Youngblood, Texas Tech University

Carla Gesell-Streeter, Cincinnati State Technical and Community College

Tom Streeter, UCit Presentation Technologies and Services Group

10:30 AM – 11:45 AM

Teaching Video Production in the High School Environment (Session ID: 268)

N237

(Two Year-Small Colleges | Production Aesthetics & Criticism)

This session will explore the methods of teaching video production to secondary school students. Video production courses in high schools are on the rise; however, very little information is known about the standards and techniques employed by scholastic video production teachers. The panel discussion will help to discover the strengths and weaknesses in current pedagogy and address the potential linkage that high school teachers and college professors can form.

Moderator: David McCoy, Kent State University

Nakita Brown, Applied Arts and Technology Academy, Chicago, IL, “Production Projects for Broadcasting”

Kelli Lancaster, Anderson Career and Technology Center, Williamson, SC, “Teaching Video Production at the Career and Technology Center Anderson Districts 1&2”

Brian Mitchell, Saint Xavier HS, Louisville, KY, “Teaching Video Production in a Private School Environment”

David Smeltzer, Kent State University, “Curriculum Alignment: The Key to Success in High School Television Production”

10:30 AM – 11:45 AM**Do as I say, not as THEY do! (Session ID: 166)****N238**

(Writing | News)

Skipping verbs—false present tense—forget the grammar! Many broadcast writing instructors struggle with the same issue—trying to instill good writing habits in our students when what they hear on local and even national newscasts can sound very contradictory. This session brings together writing gurus to share classroom-ready solutions.

Moderator: Debora Halpern Wenger, Virginia Commonwealth University
Deana Reece, News Director, KVAL-TV, Eugene, OR, “Writing Your Way to a Murrow”
Sybril Bennett, Belmont University, “Classroom vs. Newsroom Writing”

10:30 AM – 11:45 AM**Documentary Studies—Report on the Literature (Session ID: 164)****N239**

(Documentary)

This session will summarize the current status of the research and trade literature on documentary studies, methods, and production in five key areas: radio history, television history, critical-cultural studies, international documentaries, and Internet documentaries. Each presenter will offer a research bibliography.

Moderator: Thomas Mascaro, Bowling Green State University
Matt Ehrlich, University of Illinois, “Radio Documentary Studies”
Duane Roberts, Brigham Young University, “Television Documentary Studies”
Robert Avery, University of Utah, “Critical-Cultural Documentary Studies”
Jaime Gomez, Eastern Connecticut State University, “Latin American Documentary Studies”
Mary Schaffer, California State University–Northridge, “Internet Documentary Studies”

10:30 AM – 11:45 AM**Mexican Telenovelas: The Melodrama Conquest (Session ID: 240)****N240**

(International | Multicultural Studies)

According to NC Nielsen in 2004 there was only one network that, in prime time, surpassed 57 times the four big ones: Univision. Much of the programming that has helped forge this new power comes from Mexican Telenovelas. This session will explore how the Telenovelas are produced by talking with one of the most important Telenovela producers in Mexico, Jose Alberto Castro, the producer of Rubí, a show which earned Univision the highest ratings in 2004.

Moderator: Jose Soto, Universidad Iberoamericana
Jose Alberto Castro, Televisa, “Forging a Rubi: Telenovela Production in Mexico”

10:30 AM – 11:45 AM**Aircheck: Making Your Student Newscast a Success (Session ID: 124)****N242**

(News)

Faculty from several universities share information about their student broadcast news operations. The panelists will discuss their course sequence and how the student newscast fits into the curriculum. Topics will also include facilities & equipment support, program carrier, faculty and staff involvement and newsroom software systems. Panelists will show a video highlight of their student newscast. Examples will be given of how the newscasts prepare students for the job market.

Moderator: Dana Rosengard, University of Oklahoma
Keith Swezey, University of Central Oklahoma
Kathy Bradshaw, Bowling Green State University
Mike Wong, Arizona State University
Nancy Dupont, Loyola University–New Orleans

10:30 AM – 11:45 AM

**Next-Generation Audience Measurement: Reviewing the Arbitron PPM System Trial in Houston (Session ID: 123)
N252–BEA Research Center**

(Broadcast & Internet Radio | Management & Sales)

After ten years of intensive research, Arbitron has initiated in Houston its second market trial of the Portable People Meter (PPM). Unlike present measurement methods, including set meters and personal diaries, PPM technology passively meters the person rather than the set, providing continuous measurement of audiences for radio and television programs no matter where the listening or viewing activity occurs. Panel participants examine PPM's multiple application possibilities and its implications for broadcasters and retailers.

Moderator: Bruce Mims, Southeast Missouri State University
Ned Waugaman, Arbitron, Inc.
Jess Hanson, Clear Channel Communications, Inc.

12:00 PM – 2:00 PM

**RTNDF Educator in the Newsroom Fellows Luncheon (Session ID: 419)
Las Vegas Hilton–Conference Rooms 4 & 5**

Several BEA members are now former EIN Fellows. EIN veterans are invited to come and share their newsroom experiences to help this summer's fellows prepare for their assignments. The Educator in the Newsroom Fellowships are an initiative by the Radio and Television News Directors Foundation to enhance the quality of broadcast journalism education and to strengthen the caliber of the future broadcast news workforce. Funded by the John S. and James L. Knight Foundation, this project places college journalism educators at local television and radio newsrooms for four weeks during their summer break. Check out the RTNDF Exhibit Hall Booth to get more information about the program.

12:00 PM – 1:15 PM

**Webcasting Worldwide: Business Models of a Global Emerging Medium (Session ID: 224)
N231**

(International | Communication Technology | Management & Sales)

Webcasting is a fast-growing emerging global medium that revolutionizes the television and radio media and manifests the convergence of video and audio with the Web. This session will feature studies of the business models and best practices of leading webcasters in different regions of the world: Asia, Europe, and North America. The global nature of Webcasting will be critically examined.

Moderator: Louisa Ha, Bowling Green State University
Richard Ganahl, Bloomsburg University, "Worldwide Broadband Penetration"
Louisa Ha, Bowling Green State University, "Webcasting Business Models in the United States and Greater China"
Miriam Smith, San Francisco State University, "Webcasting Business Models in Germany"

12:00 PM – 1:15 PM

**From Classroom to Convergence: What Employers in Smaller Markets Need from Our Graduates (Session ID: 283)
N232**

(Courses, Curricula & Administration | News | Research)

Much of the attention about convergence focuses on larger markets, like Tampa and Denver. But collaboration/convergence is taking place in markets where new hires are our recent college graduates. Broadcasting and journalism professors will provide the perspective of news directors and newspaper editors involved in convergence partnerships and their expectations of these graduates. Convergence partnerships examined are: Quincy, IL–Hannibal, MO; Johnson City, TN–Bristol, VA; Lawrence, KS; Florence–Myrtle Beach, SC; and smaller markets in Texas.

Moderator: George Daniels, University of Alabama
Sharon Evans and Mark Butzow, Western Illinois University, "Quincy, IL/Hannibal, MO"
Kay Taylor, Appalachian State University, "Johnson City, TN/Bristol, VA"
Debra Halpern Wenger, Virginia Commonwealth University, "Florence–Myrtle Beach, SC"
Tony DeMars, Sam Houston State University, "Smaller Markets in Texas"

12:00 PM – 1:15 PM**The Campus Radio Station Format: Ideas & Warnings (Session ID: 231)
N234**

(Student Media Advisors | Broadcast & Internet Radio)

The session will focus on short presentations concerning programming and music formatting for college radio stations and then develop an idea exchange and networking opportunity for student management teams and faculty advisors. Session will address issues relating to formats and playlists, audience service, community service, and decency issues.

Moderator: Marjorie Yambor, Western Kentucky University
Michael Taylor, Valdosta State University
Charlie Hicks, Northern Arizona University
John Campbell, Dixie State College

Respondent: Bruce Mims, Southeast Missouri State University

12:00 PM – 1:15 PM**Industry Research in an Academic Setting: Conflicting Results (Session ID: 259)
N235**

(Research | Management & Sales | News)

Panelists from academics, industry, and professional organizations come together in this session to discuss various aspects of performing industry-oriented research. Topics to be discussed will include industry-oriented research opportunities, developing communication research centers, freelance work, and annual industry surveys.

Moderator: Philip Auter, University of Louisiana
David Gunzerath, NAB Research Division, "NAB Research Opportunities"
Robert Papper, Ball State University, "The RTNDA Annual Survey"
Ed Cohen, Arbitron, "Arbitron's Approach to Media Research"
Connie Book, Elon University, "Bringing Research Home: Working with Local Professional Associations, Stations, and Advisory Boards"
Philip Auter & Lucian Dinu, University of Louisiana, "Starting from Scratch: Experience in Developing a Communication Research Center from the Ground Up"

12:00 PM – 1:15 PM**My Favorite Screenwriting Exercise: Teaching "Non-Writers" (Session ID: 133)
N236**

(Writing)

This session will provide screenwriting teachers with new ideas and exercises to assist them in their courses, but especially those courses populated by "non-writers:" students with little or no writing experience, little or no desire to write, or perhaps even a hatred for writing. Panelists will present exercises they've used in their courses, and will discuss and/or provide copies of student work from those courses.

Moderator: Kevin Corbett, Central Michigan University
Carey Martin, East Carolina University, "Bringing Them Out of Their Shells"
James Lohrey, Mansfield University, "Thinking about Characters/Scenarios"
Kevin Corbett, Central Michigan University, "A Scene Writing Exercise"
Marilyn Pennell, Mount Wachusett Community College, "Thinking About Structure"

12:00 PM – 1:15 PM

**Amber Alert: Research and Reality (Session ID: 292)
N237**

(Law & Policy)

Amber Alert has emerged as one of the most visible public service efforts of broadcasters in the past decade. The project has expanded from a single metropolitan area in Texas to generate Amber Alert plans for virtually every state in the U.S., with more than 250 children successfully recovered through the combined efforts of broadcasters and law enforcement. The panel will detail the history and operation of the Amber Alert program, and then explore issues in communication and coordination between law enforcement and broadcasters. Finally, a set of research findings will be presented regarding success of the Amber Alert program.

Moderator: Augie Grant, University of South Carolina

Lisa Sisk, University of South Carolina, "History of the Amber Alert Program"

Phil Keith, U.S. Department of Justice, "Coordination Between Law Enforcement and Broadcasters"

Augie Grant, University of South Carolina, "Training Broadcasters to Improve Amber Alerts"

Adrienne Abbott, Nevada Association of Broadcasters, "Broadcaster Perspectives on Amber Alerts"

April Brown, University of South Carolina, "A Research Profile of Amber Alerts"

12:00 PM – 1:15 PM

**History Division Meeting (Session ID: 337)
N238**

(History)

The History division is concerned with teaching history and conducting scholarship in the field. The 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.

Moderator: Peggy Finucane, History Chair—John Carroll University

Ed Youngblood, Texas Tech University

Susan Brinson, Auburn University

Lane Williams, Brigham Young University—Idaho

12:00 PM – 1:15 PM

**Two-Year/Small College Division Meeting (Session ID: 325)
N239**

(Two-Year/Small Colleges)

The Two-Year/Small Colleges division's 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.

Moderator: Evan Wirig, Two Year/Small College Chair—Grossmont College

Ron Weekes, Brigham Young University—Idaho

Jack Dirr, Bergen Community College

Jonathan Ash, Doane College

Bil King, Phoenix College

Brian Howard, Brigham Young University—Idaho

12:00 PM – 1:15 PM**Studies in Radio History and Imagination (Session ID: 269)
N240**

(Broadcast & Internet Radio)

This program provides unique perspectives for educators who include radio as part of the Basic Mass Media course. Presentations tell stories of radio's first commentator, Will Rogers, and how department store radio began. This session is a must for those who employ anecdotal teaching materials to stimulate the imagination of students.

Moderator: Maria Raicheva-Stover, Washburn University

Noah Arceneaux, University of Georgia, "Performers on Display: Department Store Radio Stations of the 1920s"

Mike Adams, San Jose State University, "Early Radio Pioneers"

Frank Chorba, Washburn University, "Will Rogers: Radio's First Commentator"

Jake Podber, Southern Illinois University, "Five Hundred Feet of Wire: An Example of Early Carrier Current Radio"

12:00 PM – 1:15 PM**Grading Broadcast News Stories II: How Do You Evaluate On-Air Performance? (Session ID: 158)
N242**

(News)

This panel builds on the well attended 2005 session that asked educators to comment on avoiding subjectivity in grading news stories. The focus in 2006 will be on evaluating on-air performance.

Moderator: Anthony Moretti, Point Park University

Bill Silcock, Arizona State University

Marty Gonzalez, San Francisco State University

Grace Provenzano, San Jose State University

Laura Smith, University of South Carolina

12:00 PM – 1:15 PM**Scholar to Scholar Competitive Research Poster Session (Session ID: 361)
N252—BEA Research Center**

Moderator: Kim Zarkin, Westminster College, BEA2007 Convention Program Chair

2006 New Faculty Research Grant Winner

Jake Podber, Southern Illinois University–Carbondale, "Finding Identity On TV: Appalachian Reactions to Network Television Stereotypes"

Broadcast & Internet Radio Division

Andy Curran, University of Cincinnati–Clermont College, "High Definition Radio Programming Opportunities: Strategies for the Extra Channels"

Communication Technology

Clark Greer, Jeff Clark, Cedarville University, "Getting the Low-Down on High-Def"

Jacqueline M. Layng, University of Toledo, "Convergence Shockwave: The Change, Challenge and Opportunity of Communication Classroom"

Course, Curricula, & Administration

Dom Caristi, Ball State University, "Late Enrollment as a Cause for Concern: Success Rates in Required Telecommunications Classes"

Shane Tilton, Ohio University–Zanesville, "A Primer for the Student of Digital Media History"

Constance Ledoux Book, Melissa Apperson, Crystal Gentry, Maria Interiano, Elon University, "A Quantitative Analysis of the Golden Era of Children's Television"

Pam Jackson, Colorado State University, "A History of Profitability and the Public Purpose in the News Business"

Bob Pondillo, Middle Tennessee State University, "BANNED FROM TV! Postwar Advertising and Censorship on NBC"

International

Maria Raicheva-Stover, Washburn University, "You'll See, You'll Watch: The Success of Big Brother in Postcommunist Bulgaria"

Law & Policy

August E. Grant, Lindsay Morrow, Carmen Maye, University of South Carolina, "The Missing Pieces in Media-Law Texts: Contracts and Employment Law"

News

George L. Daniels, Ginger Miller Loggins, University of Alabama, “Data, Doppler, or Depth of Knowledge? Product Differentiation in Local Television News Weathercasts”

Joy C. Mapaye, University of Alaska–Anchorage, “A test in transparency: Blogger KING Production Aesthetics & Criticism”

Tom Hallaq, Idaho State University, “Video Production: The Ultimate Teaching Solution”

Research

Cheryl Campanella Bracken, Edward Horowitz, Cleveland State University, “Can We be too Immersed? The Impact of Presence and Image Size on Audience Reactions to Televised Presidential Debates”

Bradley W. Gorham, Syracuse University, “News Media Use and Partisan Stereotypes”

Louisa Ha, Bowling Green State University, “Diversity, Convergence and a Balanced Media Diet in a Digital Age”

Student Media Advisor

Gregory Martin, St. Cloud State University, “Shockwave Alliances: Funding Future Electronic Media Education”

1:30 PM – 2:45 PM

Writing Division Meeting (Session ID: 350)

N231

(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; and to encourage creative writing by faculty through an annual, faculty scriptwriting competition.

Moderator: Fred Thorne, Writing Chair, California State University, Chico

Carey Martin, East Carolina University

Cynthia Savaglio, Ithaca College

Michael J. Havice, Marquette University

Edward J. Fink, California State University

1:30 PM – 2:45 PM

More Effective and Efficient Use of Resources through Affordable Collaborative Production Environments

(Session ID: 417)

N232



The changing landscape of communications, combined with the explosive demand for media instruction, is straining schools' resources. Maintaining a high-quality curriculum that reflects current best practices with limited staff and capital budgets requires that available resources be used effectively and efficiently. This session looks at how four schools are using affordable, collaborative production environments to minimize capital equipment and administrative support and service costs, while increasing accessibility and flexibility, and fostering the collaborative skills necessary for students to succeed in industry.

Moderator: Andy Dale, Director of Storage and Networking Solutions, Avid Technology, Inc.

Phil R. Hoffman, Media Facilities Manager and General Manager Z–TV, University of Akron

John J. Gallagher, Media Center Director, Borough of Manhattan Community College

David D. Kurpius, Associate Dean, Louisiana State University

Jonathan Satriale, Journalism Technology Manager, Emerson College

Sponsored By: Avid Technology, Inc.

Don't miss a second Avid sponsored session Friday, 10:30am in this same room!

1:30 PM – 2:45 PM**Children, Teens, Young Adults, and Media: New Research and Policy Implications (Session ID: 168)
N233**

(Research | Law & Policy)

Content analysis and survey research point to some ways in which teen films help to shape perceptions of female friendships by adolescents. A wish to protect children from possible harm by media has substantial origins and several objections. Some conversations of young people who discuss sexual risk and responsibility are affected by popular media viewing. Children show age-related patterns in their cognitive processing of online media.

Moderator: Kenneth Harwood, University of Houston

Elizabeth Behm-Morawitz, University of Arizona, "Teen Films: Gender Portrayals and Their Effects on Adolescents"

Sahara Byrne, University of California, Santa Barbara, "Media Protectionism and Children: Origins, Objections, and Actions"

Kirstie Cope-Farrar, University of Connecticut, "Popular Media Viewing and Its Influence on Sexual Risk and Responsibility Conversations among Young People"

Mary McIlrath, C & R Research Services, "Towards a Developmental Model of Children's Cognitive Processing of Online Media"

Respondent: Philip Napoli, Fordham University

1:30 PM – 2:45 PM**The Buck STARTS here: What Industry and the Academy Want from Each Other (Session ID: 272)
N234**

(News | Courses, Curricula & Administration)

The broadcast news industry depends on colleges and universities to train young journalists. But are those young journalists being trained for the demands of the industry in 2006? What does the industry expect of Academe and what do academics need from the broadcast industry? This will be a frank and open discussion between teachers and the people hiring those they have taught.

Moderator: Richard Landesberg, Elon University

Richard Landesberg, Elon University

Judy Muller, University of Southern California

Rick Gevers, Rick Gevers and Associates

Phyllis Slocum, University of North Texas

Dave Cupp, University of North Carolina–Chapel Hill

1:30 PM – 2:45 PM**Going from Student to Employee: A Smooth Transition or a Big Disconnect for Females? (Session ID: 263)
N235**

(Gender Issues | Management & Sales)

This panel will explore what academic programs and industry members are doing to prepare female students for the transition into their first jobs. Female students have indicated that they are meeting with outdated assumptions, biases, and practices regarding their skill sets based simply on their gender.

Moderator: Karie Hollerbach, Southeast Missouri State University

Tamara Baldwin, Southeast Missouri State University, "News from the Front: Females Tell Their Stories About First Jobs"

Mary Beth Garber, Southern California Broadcasters Association, "How High Can You Really Expect to Aim Your Ambitions in The Broadcast Business"

Dave Muscari, WFAA-TV/The Dallas Morning News, "Bridging the Gap: An Industry Perspective"

1:30 PM – 2:45 PM

**Professional Organizations/Foundations—Networking with Local Stations (Session ID: 302)
N236**

(Two Year/Small Colleges)

Session will look at building relationships between the classroom and local media outlets.

Moderator: Michelle McCoy, Cuyahoga Community College

Michelle McCoy, Cuyahoga Community College, “Building the Contacts”

Gary Hanson, Kent State University, “Keeping Up With Your Industry Contacts”

Brian Howard, Brigham Young University–Idaho, “Making the Most of the Market You’re In: Creating Opportunities for Students at Local Media Outlets”

John Naccarato, University of Nevada–Las Vegas, “PRSSA Views on Contacts”

Respondent: Gwin Faulconer-Lippert, Oklahoma City Community College

1:30 PM – 2:45 PM

**International Division Meeting (Session ID: 339)
N237**

(International)

The International 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.

Moderator: Brian Pauling, International Chair–Christchurch Polytechnic Institute of Technology

Grace Provenzano, San Jose State University

Greg Pitts, Bradley University

Larrie Gale, Brigham Young University

1:30 PM – 2:45 PM

**NAB Research Grant Recipient Summaries (Session ID: 128)
N238**

The recipients of the 2005 NAB Grants for Research in Broadcasting program will present summaries of the results of their projects.

Moderator: David Gunzerath, NAB

David Allen, St. Joseph's University, “Comparative Effectiveness of 30- Versus 60-Second Radio Commercials on Recall”

Carolyn A. Lin, University of Connecticut, “Audience Adoption Intentions and Action in a Competitive Radio Marketplace: Testing a Technology-Choice Model”

Jennifer E. Moore, University of Minnesota, “Negotiating Consolidation: The State of Small Radio Groups”

Kartik Pashupati & Alice Kendrick, Southern Methodist University, “HDTV and the Advertising Industry: A Survey of Factors Inhibiting and Aiding Adoption in Ad Agencies”

Deborah Halpern Wenger, Virginia Commonwealth University, “Resource Allocation and Managerial Oversight of Morning Television Newscasts”

1:30 PM – 2:45 PM

**Audiences and Radio: How the Concept of Audience is Used (Session ID: 298)
N239**

(Broadcast & Internet Radio)

In the age of new technologies and organizational consolidation our concept of audience has changed. This panel reviews a number of ways in which audiences have been conceived of and defined in radio.

Moderator: Michael Brown, University of Wyoming

Jennifer Proffitt, Florida State University, “From ‘Blood and Gore’ to Sex in a Church: The Evolution of Radio Content since the 1930s”

Heather Polinsky, Central Michigan University, “Where's the Audience? Ownership Concentration Effects on Radio Station Audience Size”

Arlyn Anderson, University of Wisconsin Eau Claire, “Shortwave as the Global Village: A Critique of McLuhan's Global Village Through a Discussion of Shortwave Broadcasting”

Michael Brown & Mary Gatua, University of Wyoming, “Redefining Community Radio through the Internet: The case of FIRE”

1:30 PM – 2:45 PM**BEA Festival of Media Arts: Interactive Multimedia Student Competition Awards Session (Session ID: 182)
N240**

(Communication Technology)

This session will present excerpts from the student submissions for the Interactive Multimedia Student Competition and award the finalists with recognition for their achievement at several levels. Students from Colleges and Universities from around the globe demonstrate their mastery of form, function and content in multimedia formats.

Moderator: Scott Barnett, Sarah Lawrence College

Eastern Jurying

- First Place: Mark Shufflebottom, Bournemouth University Media School, "A Dark Matter"
- Second Place: Stephen Harding, Arizona State University, "Nations within a Nation"
- Third Place: Holly Budge, Bournemouth University Media School, "Accelerated Freefall"
- Honorable Mention: Crissa Draper, University of Nevada–Reno, "Carving a Legacy: The Joseph Rashid Collection"

Western Jurying

- First Place: Scott Westgate, York College of Pennsylvania, "Adventures with Buddy"
- Second Place: Jeffrey Muller, James Madison University, "Aftermath: Bio-terrorism Response"
- Third Place: Benedict Webb, Bournemouth University Media School, "The Farm"
- Honorable Mention: Rutger van Dijk, Bournemouth University Media School, "The Mobius Case"

Notable Achievement

- Honorable Mention Gaming: Matthew Walkley, James Madison University, "Cistica Games"
- Honorable Mention Online: Andrew Devlin, Bournemouth University Media School, "iCoach"
- Honorable Mention Group: "Ball Bearings," Ball State University, "Healthy Eating, Healthy Living"
- Honorable Mention Individual: Marc Carig, University of Nevada–Reno, "Final Round: Brookside Golf Course"

Best of Competition

Mark Shufflebottom, Bournemouth University Media School, "A Dark Matter"

1:30 PM – 2:45 PM**An Overview of Student Media Organizations in U.S. (Session ID: 317)
N242**

(Student Media Advisors)

Panelists will explain what their organizations do, what they provide to students, faculty and student media advisors. Panelists will talk about how to use membership and participation in their organizations to supplement academic programs, and student media competition opportunities will be discussed. This session is a must for beginning advisors of student media operations.

Moderator: Bill Rugg, University of Phoenix

Ron Bland, University of Texas–Arlington, "Collegiate Broadcasters, Inc."

Bill Dorman, Millersville University, "National Broadcasting Society"

Juan Crespín, Radio Television News Directors Association Membership Manager, "Radio Television News Directors Association Student Chapters"

Joanne Abbott Green, College Music Journals, "College Music Journal Membership"

1:30 PM – 2:45 PM

**Multicultural Studies Paper Competition (Session ID: 326)
N252–BEA Research Center**

(Multicultural Studies)

Moderator: Cristina Azocar, Multicultural Paper Chair–San Francisco State University

Debut

First Place: Greg Adamo, Richard Stockton College, “African American Television Writers”

Open

First Place: Laura Smith, University of South Carolina, “Race, Ethnicity & Student Sources: Minority Newsmakers in Student-Produced versus Professional TV News Stories”

Second Place: Phil Chidester, Illinois State University, and Shannon Campbell, University of Southern California, “‘Showin’ Off Your Brand New Boots’: Identification and Resistance in Womanist Rap and New Country Music”

Third Place : John Sanchez, Pennsylvania State University, “News Media Framing of American Indians: A Study of American Indian News Reports from the Big Three U.S. Television Evening Network News”

Respondent: Hayg Oshagan, Wayne State University

3:00 PM – 4:15 PM

**Writing Division Paper Competition (Session ID: 400)
N231**

(Writing)

Moderator: Fred Thorne, California State University–Chico

Open

First Place: Mary Blue, Loyola University–New Orleans, “Writing for HDTV: The Theory, The Practice, The Promise”

3:00 PM – 4:15 PM

**Town Meeting: Meet the New BEA Council of Professionals (Session ID: 273)
N232**

Come meet and strategize with your BEA leadership and the newly formed Council of Professionals on ways to improve the interactions between the academic community and the industry. Find out what's new and innovative in their operations, and how we can best prepare our students to work there. Also this is your chance to let them know what you need to better accomplish that training, as well as talk about research and/or creative activity that might be useful to them. We would also like to hear from the membership on ways you'd like to see BEA grow and accomplish its mission.

Moderator: Gary Corbitt, WJXT –TV/Post Newsweek Stations

3:00 PM – 4:15 PM

**Resource Development for Small Colleges—Programming, Convergence between Majors (Session ID: 303)
N233**

(Two-Year/Small Colleges)

Funding and other development concerns are always at issue with small department or programs. This panel will look at ways to combine with other courses outside of the media curriculum with the possibilities of increased FTEs and Funding

Moderator: William Snead, Grossmont College

William Snead, Grossmont College, “Developing an Interdisciplinary Course”

Steve Baker, Grossmont College, “Promoting an Interdisciplinary Course”

Gary Martin, Cosumnes River College, “Own the Curriculum: How Inter-department Conflicts Affect Growth and Access”

Jonathan Ash, Doane College

Respondent: Roger Owens, Grossmont College

3:00 PM – 4:15 PM**Building Sales and Interesting Students in Selling the On-Campus Radio Station: Successes and Failures
(Session ID: 286)****N234**

(Management & Sales | Student Media Advisors)

This panel will look at various methods employed in attracting, teaching and interesting students in sales in the on-campus radio environment. The panel will discuss successes and failures of mounting a sales force of students. Just as important an issue is getting students interested in becoming (salespeople or account executives) successful in marketing radio and learning how to do that in the non-commercial student operated radio station.

Moderator: Art Challis, Southern Utah University
Art Challis, Southern Utah University
Cal Rollins, Southern Utah University
Troy Hunt, College of Eastern Utah
Todd Blickenstaff, Cox Communication in Las Vegas

3:00 PM – 4:15 PM**Research Division Meeting (Session ID: 346)****N235**

(Research)

The Research division supports the work of BEA members whose interests include telecommunication research, methodology and interests not served by other divisions. The 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.

Moderator: Steven Dick, Research Chair–Southern Illinois University
Catherine A. Luther, University of Tennessee
Peggy Finucane, John Carroll University
Tracy Standley, McNeese State University
Max Grubb, Kent State University
Connie Book, Elon University

3:00 PM – 4:15 PM**Annual Telecom Update (Session ID: 316)****N236**

(Law & Policy)

The Telecommunications Act of 1996 is 10 years old. This year's the panel will provide an update of the current state of the broadcasting/cable, surveying the latest rulings of the courts, the FCC, along with current First Amendment and privacy issues. As it has for the last 10 years, the Telecom Panel will attempt to provide a broad focus on the events affecting the rapidly changing telecommunications field.

Moderator: Fritz J. Messere, SUNY Oswego
Dom Caristi, Ball State University, "10 years under the Act at the FCC"
Kim Zarkin, Westminster College, "Current First Amendment Issues Related to the Telecom Act"
Laurie Thomas-Lee, University of Nebraska, "Privacy Issues Related to Telecom Act"
Paul MacArthur, Indiana University, "Cable Issues Related to the Telecom Act"
Fritz J. Messere, State University of New York–Oswego, "10 Years After the Passage—Where are we?"

3:00 PM – 4:15 PM**Television Sound: Aesthetics, Technology, and Criticism (Session ID: 196)****N237**

(Production Aesthetics & Criticism | Communication Technology)

This panel deals with issues related with television sound. It includes papers related to criticism, aesthetics, history and technology. TV sound is a neglected area of academic discussion. Hopefully, this panel will bring attention to TV audio, an important part of television communication and technology.

Moderator: Dina Ibrahim, San Francisco State University

Vinay Shrivastava, San Francisco State University, “Sound Design of a TV Serial: Critical Study of ‘Buffy the Vampire Slayer’ (The Body & Hush)”

Jim Batcho, San Francisco State University, “The Reunification of the Television Audience: DTV, Capitalist Flow, and Multichannel Surround Sound”

Tanya Lovejoy, San Francisco State University, “TV Sound: Diegetic Containment of Women's Voices”

Respondent: John Barsoti, San Francisco State University

3:00 PM – 4:15 PM**The Relationship: Faculty & Students (Session ID: 256)****N238**

(News | Student Media Advisors | Gender Issues)

Broadcast faculty need to work more closely with students than their counterparts in other fields. The nature of hand-on media training requires one-on-one contact with students on a regular basis. This contact leads to interactions between the instructor and student that should develop into a positive working relationship. But sometimes the close nature of these relationships may lead to misunderstandings and possibly even harassment charges. A panel of faculty and experts will discuss how to avoid these misunderstandings and create a positive professional learning environment.

Moderator: Ken Fischer, University of Central Florida

Doug Spero, Meredith College, “Teaching at an all-women's college”

Mary T. Rogus, Ohio University, “Setting the Tone and Drawing the Line”

Sam Connally, University of Nevada–Las Vegas, “How to Avoid Misunderstandings”

3:00 PM – 4:15 PM**HD Radio—the Present and Future of Radio (Session ID: 237)****N239**

(Broadcast & Internet Radio | Communication Technology)

This panel will focus on the latest in HD Radio, including technical concerns, costs and latest developments. Radio is turning toward High Definition and it appears to be the future. Not only are radio stations going to be affected, but also the consumer. What does this mean to the college radio station? What types of HD radios are currently available? The panel includes the General Manager of station that has already successfully switched to HD and a GM that recently made the switch. An Ibiquity representative will also speak.

Moderator: John Morris, University of Southern Indiana

Mark Norman, Cameron University, “What a Second or Third Channel Means”

Scott Uecker, University of Indianapolis, “How to Convert your Station to HD”

Stephen Wallace, Ibiquity Digital Broadcasting Business Manager, “Ibiquity—the Provider of HD Radio”

3:00 PM – 4:15 PM**Can a Blog be Used as a Teaching Device? (Session ID: 261)
N240**

(News)

They are everywhere—blogs. And people from all types of backgrounds have created and used them. Can blogs be effectively used in a broadcast journalism classroom? If so, how? This panel provides a list of broadcast educators who use blogs in their classrooms...and they will share the positive and negative issues associated with them.

Moderator: Beth Baugh, University of Southern Mississippi
Anthony Moretti, Point Park University
Beth Baugh, University of Southern Mississippi
John Dailey, Ball State University
Dennis Dunleavy, University of Southern Oregon
Alison Miller, East Carolina University

3:00 PM – 4:15 PM**Keeping Up to Date: Professional Organizations that Provide Workshops for Faculty (Session ID: 190)
N242**

(Student Media Advisors | Broadcast & Internet Radio | Management & Sales)

Changes in the professional world of electronic media occur daily and sometimes faculty miss what's really happening in the field. Four organizations (IRTS, NATPE, ATAS and RTNDF) offer faculty workshops, seminars and practical experience with leaders from the industry to keep us in academia on the same page as the industry. Leaders from these organizations will talk about the structure and benefits of these workshops.

Moderator: Norm Medoff, Northern Arizona University
Joyce Tudryn, International Radio Television Society, "The IRTS Faculty Workshop (NYC)"
Price Hicks, Academy of Television Arts and Sciences Foundation, "The ATAS Foundation Faculty Workshop (LA)"
Greg Pitts, National Association of Television Program Executives, "NATPE Faculty Fellowships/Seminars (LV)"
Carol Knopes, Radio Television News Directors Foundation, "RTNDF Educator in the Newsroom Fellowships"

Respondent: Rebecca Lind, University of Illinois–Chicago

3:00 PM – 4:15 PM**International Division Paper Competition (Session ID: 340)
N252–BEA Research Center**

(International)

Moderator: Greg Pitts, International Paper Chair–Bradley University

Debut

First Place: Arjun Banjade, Ohio University, "Community Radio Madanpokhara: Providing Access to Information to Rural Masses in Western Nepal"

Second Place: Jared Johnson, Georgia College and State University, "DTH Satellite TV: Issues on Acceptance in Latin America"

Open

First Place: Stephen D. Perry, Illinois State University, "Tsunami Warning Dissemination in Mauritius"

Second Place: Lyombe Eko, University of Iowa, "Interest Groups and Internet Content Regulation in the United States and France: One Country's Hate Speech is Another's Free Speech"

Respondent: Robert McKenzie, East Stroudsburg University of Pennsylvania

4:30 PM – 5:45 PM

**Reformulating Applied Visual Aesthetics: New Views on Established Paradigms (Session ID: 241)
N231**

(Production Aesthetics & Criticism | Research | Communication Technology)

This panel addresses theoretical issues concerning visual aesthetics. It speaks to some of the shortcomings of existing theories and points out the need for a fresh dialogue on the subject. The overall purpose of this panel is to provide professionals and researchers with new ways of theorizing visual aesthetics. Each panelist discusses a particular aspect of the relationship between aesthetic principles, production, and reception, providing insights for meeting the challenges of an evolving media environment.

Moderator: Nikos Metallinos, Concordia University

Ann Marie Barry, Boston College, “Neurological Correlates of Visual Aesthetics”

Robin Riley, New Mexico State University, “Commercial Television, Reception and Neuroscience: Formulating Applied Media Aesthetics”

Herbert Zettl, San Francisco State University, “Reframing Media Aesthetics for the Digital Age”

4:30 PM – 5:45 PM

**Change, Challenge, and Opportunity: Utilizing Podcasting at the Campus Radio Station (Session ID: 295)
N232**

(Student Media Advisors | Broadcast & Internet Radio)

As new technology continues to fragment the radio audience, it also offers new opportunity for radio stations who choose to embrace it. Many college radio stations are podcasting programs to a niche audience. Panelists tell how podcasting is being used at their radio stations and share insight as to how it works and benefits the broadcast curriculum. This panel is specifically planned to allow ample opportunity for questions and discussion.

Moderator: Michael Laponis, University of La Verne

Donald Connelly, Western Carolina University, “Tiptoeing into Podcasting: Picking a Podcast Model that Works for Your Organization”

Jerry Henderson, Central Michigan University, “All the Law will Allow”

Lucus Keppel, Central Michigan University, “A Podcasting Primer”

4:30 PM – 5:45 PM

**Staying a Day or Two Ahead of My Students: Teaching and Learning New Multimedia Tools and Techniques (Session ID: 162)
N233**

(Communication Technology | Courses, Curricula & Administration)

Anyone teaching a class that relies on technology can relate to the problem of staying current. Many of our students are more advanced with multimedia applications and techniques. How important is it to stay current on software? Should we be teaching software and applications at all? Where is the appropriate place for our students to learn software? How do we balance practice and theory? Students expect us to be experts on almost every multimedia application and technique. This panel will discuss the challenges we face in keeping up-to-date with the latest software and the applied areas of our teaching.

Moderator: Steve Anderson, James Madison University

Howard Goldbaum, University of Nevada, Reno, “Extending the Photographic Frame”

Steve Anderson, James Madison University, “Database-Driven Web Sites: How Much is Too Much?”

Scott Barnett, Sarah Lawrence College, “Chasing Our Own Tails: When, How and Why to Upgrade Multimedia Software”

Melissa Lee Price, Staffordshire University, “Total Surrender: They Know More Than Me”

Richard Cawood, University of Cincinnati, “Teaching the Teacher: A Hands-On Approach to New Media”

4:30 PM – 5:45 PM**'Crossing Boundaries:' The Shared Experience in Breaking International News (Session ID: 293)****N234**

(International)

The broadcast media now employ unprecedented practices to cover major news events of international concern. The reporting of September 11th and subsequent atrocities, most recently the London bombings, have ushered in the new concept of 'citizen as journalist.' This panel will look at the reporting of recent international disasters and terrorist attacks from global perspectives, including how consumers of news have become contributors and how consumers monitor coverage.

Moderator: Deborah Wilson, University of Lincoln, United Kingdom

Deborah Wilson, University of Lincoln, United Kingdom, "The Citizen Journalist and the London Bombings: Democratic Media or Global Voyeurism?"

Paul Norris, New Zealand Broadcasting School, "The Scavenger has more Choice—The Impact of Changes in Global News Distribution on a Small Market"

Richard Rudin, Liverpool John Moores University, UK, "Access all Agonies: How Broadcasters and Podcasters are Used by Citizens to Monitor the Reporting of Disasters in Other Continents"

Salvatore Scifo, University of Westminster, UK, "Breaking News in London: Comparative Analysis of Three Local Stations on 7/7"

Brett Davidson, Institute for Democracy, South Africa, "Whose View? The Channeling and Interpretation of Major International News Events in South African Broadcast Media"

4:30 PM – 5:45 PM**Two Year/Small College Student Production Showcase (Session ID: 305)****N235**

(Two Year/Small Colleges)

Showcase of Student Non-Competitive/Non-Festival Projects

Moderator: Bil King, Phoenix College

Michael Emami, Grossmont College, Student Productions

4:30 PM – 5:45 PM**The Media Role in Intellectual Discourse Today: Aiding and Abetting Gridlock? (Session ID: 285)****N236**

(Law & Policy)

Gridlock is the political buzzword across the nation and around the world as intellectual discourse (and world progress) have given way to mean-spirited, ill-tempered banter between rivals in nearly all arenas. American politics, education and sociological advancement have reached a stalemate. This panel looks at the role the media have played in aiding and abetting Gridlock... from happy news and a shrinking news block...to name-calling on talk shows...to irresponsibility in the world of blogging. The panel will close with thoughtful suggestions on how broadcast-related media can help improve debate with true intellectual discourse.

Moderator: Gary Wade, Drake University

Penny Byrne, Utah State University, "The Role of Broadcast News"

Kathleen Richardson, Drake University, "The Role of Blogging"

Carvin Eison, State University of New York–Brockport, "The Role of Political Advertising"

Gary Wade, Drake University, "The Role of Political Talk Shows"

Respondent: Joe Foote, Oklahoma University

4:30 PM – 5:45 PM

BEA Festival of Media Arts: Writing Division Faculty and Student Scriptwriting Awards (Session ID: 362) N237

(Writing)

Moderator: Carey Martin, East Carolina; Cynthia Savaglio, Ithaca College, Faculty and Student Script Competition Chairs

Student Short Feature

First Place: Jose Luis Orbezo, Michael Niederman, Columbia University, “Proof of Birth”

Second Place: James Nathan Tompkins, Indiana University–Bloomington, “High and Dry”

Third Place: Simone Chavoor, San Francisco State University, “Must Be This Tall to Ride”

Student Television Special

First Place: Megan I. McNamara, Ithaca College, WITHOUT A TRACE: “Roc-A-Bye Baby”

Second Place: Ed Bosak, State University of New York–Oswego, CURB YOUR ENTHUSIASM: “The Colonoscopy”

Third Place: Luke Kalteux, University of Wisconsin–Oshkosh, CURB YOUR ENTHUSIASM: “The Coat”

Student Feature

First Place: Jennifer Hotop, Southeast Missouri State University, “The Edge of Sanity”

Second Place: Mayank Gupta, Wake Forest University, “Cyberia”

Third Place: T. Edgar Welch, San Jose State University, “Trailer”

Student Best of Festival

Jennifer Hotop, Southeast Missouri State University, “The Edge of Sanity”

Faculty Awards of Excellence

Frank Barnas, Valdosta State University, “Antibiotic”

Jim Lawrence Gardner, Webb University, “Nativity”

Robert Nagy, University of North Texas, “Swimming with Dolphins”

Faculty Short Subject

First Place : Fred Jones, Southeast Missouri State University, “The Temptation Stone”

Faculty Feature

First Place: Fred Jones, Southeast Missouri State University, “Cornskin”

Faculty Best of Festival

Fred Jones, Southeast Missouri State University, “Cornskin”

4:30 PM – 5:45 PM

Out of the Frying Pan and Into the Fire: Moving from the Broadcast/Cable Industry to the Academy (Session ID: 151) N238

(Courses, Curricula & Administration)

This panel will compare and contrast experiences of current and former media professionals who decided to make the move from the mass media industry to the world of academe. Panelists will discuss the positive and negative aspects of changing careers, the importance of their professional experience, how they have incorporated their professional expertise into the classroom, and what they have learned during their transition. The panel will emphasize the development of pedagogical tools that convey a “real world” industry work ethic within the classroom environment. Panelists’ experiences in communicating industry standards to their students will be an important part of the panel discussion.

Moderator: Patricia Williamson, Central Michigan University

Patricia Williamson, Central Michigan University, “Adjusting to the Life of an Academic (or How I Stopped Worrying and Learned to Love My Job)”

Rene Blatte, Maricopa County Community College, “From the Trenches to the Lectern”

Joe Glover, University of Florida, “But I Want to Teach. Is my Ph.D. a Liability?”

Marianne Barrett, Arizona State University, “From Media Executive to Assistant Professor: How the Academy Differs from the Industry”

Joey Goodsell, University of Alabama, “Treating Students like Media Professionals: Are those Expectations too High for Most College Students?”

Glenda Williams, University of Alabama, “Deadlines, Details and Decisions: Bringing the Industry into the Classroom”

4:30 PM – 5:45 PM**Radio Broadcasting Courses: Do They Fit in Today's Broadcast Curriculum? (Session ID: 122)
N239**

(Courses, Curricula & Administration | Broadcast & Internet Radio)

As radio conglomerates shrink or eliminate radio news budgets, and replace “live” announcers with voice tracking or other technological advances employment opportunities in radio broadcasting have been greatly impacted. The idea of teaching radio courses seems to be more appropriate for the “broadcasting schools.” So, how does a university department keep radio broadcasting alive and kicking in their curriculum? Or is it an old dinosaur that should be buried and only mentioned as a side note in courses? What is the radio professionals' perception of the “need” for radio broadcasting courses in the university curriculum?

Moderator: David Nelson, University of Central Oklahoma
Steve Adams, Cameron University
Marjorie Yambor, Western Kentucky University
Florence Rogers, Director of Programming, KNPR, Nevada Public Radio
Justin Chase, Program Director, Mix 94.1, Las Vegas

4:30 PM – 5:45 PM**BEA Scholarship Workshop (Session ID: 355)
N240**

BEA Scholarship Chair Pete Orlik leads a discussion on procedures and suggestions to help you guide your students competing for BEA's national scholarships.

Moderator: Pete Orlik, Central Michigan University–BEA Scholarship Chair

4:30 PM – 5:45 PM**Mini-Plenary: Broadcasters and Broadcast Educators in the Eye of the Storm (Session ID: 354)
N242**

In the aftermath of Hurricane Katrina radio, television and online media were the lifelines for thousands of people. Many of those media outlets and their employees were victims of the storm as well as its chroniclers. And just as Katrina impacted the media, it had an equally huge impact on media educators and their programs. This panel looks behind the scenes at how many media outlets and Gulf Coast colleges and universities managed what some call miracles to keep going in the Eye of the Storm.

Moderator: Mary Lou Sheffer, University of Texas–Arlington
Mary Blue, Loyola University–New Orleans, “Program Rebuilding”
Carrie Chrisco, McNeese State University–Lake Charles, “Administration Issues”
David Kurpius, Louisiana State University–Baton Rouge, “Managing Television Broadcasts”
Lucian Dinu, University of Louisiana–Lafayette, “Research Applications”
Bill Shearman, Louisiana State University–Baton Rouge, “Rebuilding Local Media”
Tracy Standley, McNeese State University–Lake Charles, “News Activities”

4:30 PM – 5:45 PM

**Research Division Paper Competition—Session 1 (Session ID: 347)
N252—BEA Research Center**

(Research)

Moderator: Catherine Luther, Paper Chair—University of Tennessee

Debut

First Place: Courtney Carpenter, Ginger Miller Loggins, Jie Xu, Wes Fondren, University of Alabama, “The Impact of Entertainment Variables on News Enjoyment and Recall”

Second Place: Christopher M. Murphy, Syracuse University, “Interest and Action: Television Viewing and Young Adults’ Posture Towards Public Affairs”

Open

First Place: Yinjiao Ye, University of Alabama, “Television Viewing and Life Satisfaction: The Effects of Perceived Health Risks and Perceived Self-Efficacy in Maintaining Personal Health on Viewer’s Life”

Second Place: Terry Adams, University of Miami; Johanna Cleary, University of Florida, “Surveying Broadcast Newsrooms: Using Web-based Technology to Reach Reluctant Respondents”

Respondent: Benjamin Bates, University of Tennessee

6:00 PM – 7:00 PM

**BEA Awards Ceremony (Session ID: 372)
N250**

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.

Moderator: Joe Misiewicz, BEA President—Ball State University

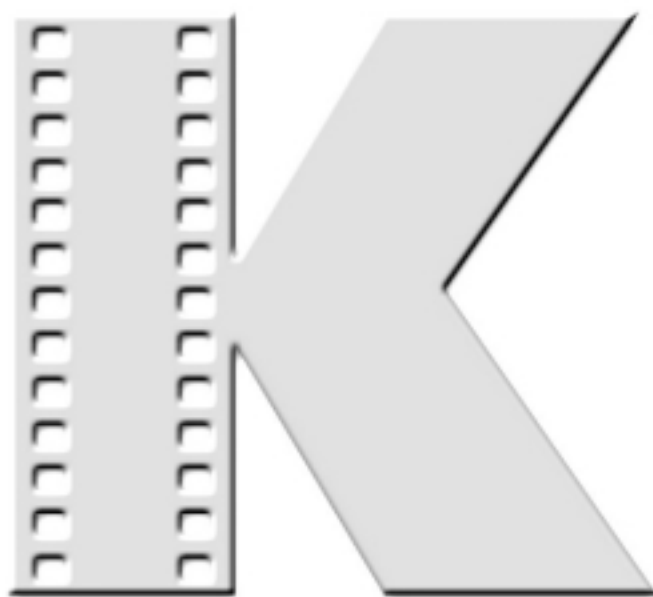
Distinguished Education Service Award:

Mike Donovan,
Rowan University
and King Foundation



BEA 2006-2007 Scholarship Awards

- | | |
|---|---|
| Andrew Economos Scholarship: | Caitlan Carroll, University of Southern California |
| Abe Voron Scholarship: | Michael Huntsberger, University of Oregon |
| Walter Patterson Scholarships: | Robert Puppione, University of Alabama; Kyle Geiken, University of Kansas |
| Harold Fellows Scholarships: | Andrew Tanielian, Southern Illinois University/Carbondale; Amy Zeleznock, Ithaca College; Ryan Coleman, University of Montana; Jason Torreano, SUNY/Brockport |
| Vincent Wasilewski Scholarship: | Lindsay Watts, University of Southern California |
| Alexander Tanger Scholarship: | Karen Hopkins, Ohio University |
| Philo Farnsworth Scholarship: | Zachariah Linton, Azusa Pacific University |
| Helen Sioussat/Fay Wells Scholarships: | Ana Jackson, University of Georgia; Amanda Emery, University of Wisconsin/Oshkosh |
| BEA Two Year/Community College Scholarship: | Joanna Buckley, Onondaga Community College/Emerson College |
| BEA Kenneth Harwood Dissertation Award: | Kevin D. Williams, University of Georgia |
| BEA New Faculty Research Grant Award: | Jake Podber, Southern Illinois University—Carbondale |
| NATPE Faculty Development Grant: | |
| BEA Distinguished Scholar Award: | Joseph Dominick, University of Georgia |
| | Susan Tyler Eastman, University of Indiana (Emeritus) |
| | Jennings Bryant, University of Alabama |
| | Joanne Cantor, University of Wisconsin (Emeritus) |



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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 awards up to \$5000 in scholarships to junior- and senior-level undergraduate students majoring in television, film and related fields 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.

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, the United States Telecommunications Training Institute 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*

Mr. Eugene V. Kokot, *Trustee, Secretary*

Mr. M. Graham Coleman, *Trustee*

Mr. Michael Donovan, *Educational Director*

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



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7:00 PM – 8:00 PM

**Opening Night Reception (Session ID: 373)
N250**


BELO

Join us after the Awards Ceremony for a “convergence” of good food and drink, old and new friends, past and future colleagues, and industry professionals.

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THURSDAY



The faculty and staff of the
Department of Electronic Media Communication at

**MIDDLE
TENNESSEE**
STATE UNIVERSITY

congratulate our colleague
Dr. Thomas R. Berg
upon his election to
Vice-President for Academic Relations
of the
Broadcast Education Association

8:00 AM – 5:00 PM

Convention Registration (Session ID: 374)
N250 Lobby, near Walkway to the Las Vegas Hilton

9:00 AM – 5:00 PM

Exhibit Hall (Session ID: 376)
N255, N257, N259, N261

Come and wander among the exhibits and chat with vendors to get the latest information and resources available to aid in your teaching, creative work and research.

Coffee Break 10 – 11am

Sponsored By: Your 2005–2006 Academic Board Officers and Representatives

Snack Break 3 – 4pm

Sponsored By: Your 2005–2006 Professional Board Members

9:00 AM – 5:45 PM

Adobe Hands-On Training Lab (Free Training Sessions) (Session ID: 418)
N241



Come by the Adobe lab for FREE hands-on training on all of Adobe's Video and Audio solutions including brand new versions Adobe Premiere Pro, Adobe After Effects, Adobe Audition, Adobe Encore DVD and Adobe Photoshop CS2. Space is limited in these training sessions, so stop by Room N241 to sign up!

9:00 – 10:15am

Adobe After Effects – Dean Velez

10:30 – 11:45am

Adobe Audition – Dennis Radeke

12:00 – 1:15pm

Adobe Photoshop CS2 – Dean Velez

1:30 – 2:45pm

Adobe Premiere Pro – Dennis Radeke

3:00 – 4:15pm

Adobe Encore DVD – Dean Velez

4:30 – 5:45pm

Adobe After Effects – Dean Velez

Motion Graphics in Adobe After Effects 7.0: From Storyboard to Execution

This session will explore concepts, workflow and production techniques that are essential in creating a Motion Graphics Project while working in Adobe After Effects, Adobe Photoshop and Adobe Illustrator. It will also introduce you to a curriculum for teaching Motion Graphics. Topics will include researching ideas, rough storyboards, logo design, style pages, polished storyboards. It will also introduce you to a curriculum for teaching Motion Graphics. Topics will include researching ideas, rough storyboards, logo design, style pages, polished storyboards

Professional Digital Audio with Adobe Audition 2.0

In this session, you'll learn the power of the new version of Adobe Audition as a professional mastering and engineering tool in the studio. We'll take a look at how to restore older, archival recordings and optimize them for DVD and CD audio using our new Frequency Space Editing techniques. Also, you'll see how Audition can be used to take mono and stereo material and re-version it for 5.1 surround DVDs.

Motion Graphics created with Adobe Photoshop CS2

Come to this session to brush up on your Adobe Photoshop CS2 skills and learn some new tips and tricks to incorporate compelling graphics into your motion graphics projects. We'll show you how some of the pros have used Photoshop to enhance their work and cover new features that integrate seamlessly with all of Adobe's video and audio solutions products.

Professional Video Editing in Adobe Premiere Pro 2.0

In this session, you will see how Adobe Premiere Pro 2.0 software revolutionizes nonlinear video editing, ranging from DV, HDV, and full HD, giving you precise control to take video and audio production to an entirely new level. You'll get to experience a real-time editing environment, new project management tools, advanced color correction, enhanced audio editing capabilities and unmatched Adobe Photoshop compatibility. As well, you'll see how this product seamlessly integrates with the rest of the Adobe video and audio solutions in the brand new Adobe Production Studio.

Creative Authoring for Professional DVD Production in Adobe Encore DVD 2.0

Want to learn how to go from raw content to a professional DVD in 4 simple steps? Attend this session and learn how to create DVDs with Adobe Encore DVD. Convert your source files to MPEG-2 and Dolby Digital (R) audio, create and edit menus in native Adobe Photoshop format, integrate motion menus and transitions from After Effects and manage navigation design using Adobe Encore's flexible interface.

9:00 AM – 5:45 PM

Apple/Panasonic Hands-On Training Lab (Free Training Sessions) (Session ID: 378) N249



Get hands-on time with some of the latest tools for video editing, motion graphics, sound design and photography. Join one of the free, hands-on classes led by Apple and Panasonic Certified Trainers. In the Apple/Panasonic Hands-On Training Lab you'll get a chance to test drive the latest Apple and Mac based tools. Plus there will be demonstrations of Panasonic's HVX200 P2 Digital Camcorder showing workflow into non-linear editing. You'll learn how easy it is to integrate these tools into your existing broadcast video curriculum. BEA conference attendees will be able to reserve a space in a lab class ONLY on the day that class is offered. Come sign-up early in the day because space is limited. On-site registration begins at 8:00 am in Room N249.



Session Times:
(Training session topics will be listed at the Lab)
9:00 – 10:15am
10:30 – 11:45am
12:00 – 1:15pm
1:30 – 2:45pm
3:00 – 4:15pm
4:30 – 5:45pm

10:00 AM – 5:30 PM

Avid Hands-on Training Lab (Free Training Sessions) (Session ID: 377) N251



Come and get FREE hands-on training in Avid's newest applications including Avid Xpress Pro HD, Avid iNEWS Instinct and Avid NewsCutter XP. Space is limited, so come early to Room N251 to sign-up for these valuable sessions. On-site registration begins at 8:00am.

10:30 – 11:30am
Editing with Avid Xpress Pro: The Basics and Beyond
1:30 – 2:30pm
Journalism Editing with Avid iNEWS Instinct
3:00 – 4:00pm
Avid Editing in a News Environment with NewsCutter XP
4:30 – 5:30pm
Editing with Avid Xpress Pro: The Basics and Beyond

Editing with Avid Xpress Pro: The Basics and Beyond

This hands-on session will show some of the key features that set Avid products apart from other editing solutions. This session offers an excellent overview of the latest versions of Avid Xpress Pro for those using earlier versions of Avid products, as well as introductory tips and techniques for those who are new to the software. After a brief overview of Avid's approach to video editing, you'll work hands-on with Avid's unique real-time multicamera editing, keyboard-driven trimming, and one-touch automatic color correction. You'll also work with media from a real-world project, explore native HDV and DVCPRO HD editing, and take a brief look at the power of Avid's DNxHD 8-bit format playback, editing and rendering.

Experience for yourself, hands-on, why Avid continues to be the choice of leading film and broadcast journalism professionals around the world.

Editing with Avid iNEWS Instinct

Geared toward educators teaching newsroom techniques to communications students, the session will cover essential news composition skills for producers and reporters. Attendees will learn more about the journalist-editing screen layout and components used in news production, including how to identify the main storyline components and how to navigate within the storyline. This class will also cover how to easily insert B-roll into a package, how to auto-trim video to fit a certain amount of text, and how to customize your view to make it easy to find material you need.

In addition, attendees will learn the controls used for working with audio and creating sound-on-tape, as well as how to search for both shared video clips, and iNEWS newsroom computer system scripts, and how to add, delete, import, and adjust voiceover material.

Avid Editing in a News Environment with NewsCutter XP

Get a hands-on introduction to Avid's news editing software, NewsCutter XP. This session is designed to let you dive hands-on right into the basic concepts of nonlinear video editing, while learning the best-in-class tools to help you maintain accuracy and meet tight deadlines in a broadcast journalism environment. You will work hands-on to identify and execute basic editing steps, utilize creative tools to polish the story, and become familiar with the concepts that today's and tomorrow's news professionals need to know—whether they are reporters, producers, or editors.

This session is geared toward educators familiar with journalism curricula, but all participants can benefit from getting their hands on the powerful Avid editing interface. Use the news editing software that will prepare your students for their careers, and see for yourself how to give them the edge they need.

9:00 AM – 10:15 AM

Promax/BDA Session I: PRO-Students, PRO-Faculty, PRO-Experience; Using Promax/Broadcast Designers' Association to Advance Learning and Career Development (Session ID: 412)
N242



Promax/BDA is a worldwide association of entertainment marketers, promoters and designers, representing more than 500 television stations and all major broadcast and cable networks in the U.S., as well as more than 3000 individual members in 70 countries. Promax/BDA's Jim Chabin and Mike Mischler, in partnership with BEA, present an informative and entertaining session demonstrating how the professional trade

association can be a valuable tool in continuing education for faculty and a unique learning experience for students. They will also discuss career opportunities in marketing, promotion and design.

Jim Chabin, Promax/BDA President and CEO

Mike Mischler, CBS Paramount Domestic Television Executive VP of Marketing, and Promax Board of Directors

Don't miss Promax/BDA Session II at 4:30 today in this same room!

9:00 AM – 10:15 AM

Convergence and Technology Plenary: Leading the Convergence Shockwave (Session ID: 359)
N243

A plenary session looking at convergence from the technological and integrated production perspective. Most of the discussion of convergence focuses on content distribution and managerial or structural issues. This session would look into the technology that is converging many stages of digital media production and delivery systems.

- Moderator: Steve Anderson, James Madison University
 Dave Helmly, Adobe Business Development Manager
 Bill Hudson, Apple Director of Pro Applications Market Development
 David Schleifer, Vice President, Avid Broadcast and Workgroups
 Phil Livingston, Panasonic Director of Strategic Technology

9:00 AM – 10:15 AM

Gender Issues Paper Competition (Session ID: 319)
N252–BEA Research Center

(Gender Issues)

Moderator: James Lohrey, Gender Issues Paper Chair–Mansfield College

Debut

First Place: Zizi Papacharissi, Elizabeth Leebron, Temple University, “Gender Differences in Local Media: Coverage of Male and Female Sources and Business Leaders in Philadelphia Area Newspapers”

Second Place: Yeon Kyeong, University of Iowa, “Women in the Newsroom: Comparative Analysis of Male and Female Broadcast Reporters and News Sources in Local and Network Stations”

Open

Jennifer D. Greer, University of Nevada, Reno, “Male and Female Television Anchors' Attitudes Toward Appearance as a Career Factor: A Survey of U.S. Local Broadcast Anchors”

10:00 AM – 11:00 AM

Coffee Break! (Session ID: 414)
Exhibit Hall–N255, N257, N259, N261

Come to the Exhibit Hall for a break of coffee, conversation and a quick bite of breakfast goodies!

Sponsored By: Your 2005–2006 BEA Academic Board Officers and Representatives

- Steve Anderson, James Madison University
- Thomas R. Berg, Middle Tennessee State University
- David Byland, Oklahoma Baptist University
- Joseph L. Bridges, Malone College
- E. Ray Burton, Long Beach City College
- Joe Misiewicz, Ball State University
- Fritz J. Messere, State University of New York–Oswego
- Mark Tolstedt, University of Wisconsin–Stevens Point
- Max Utsler, University of Kansas

10:30 AM – 11:45 AM**Documentary Division Meeting (Session ID: 333)
N231**

(Documentary)

This session convenes all BEA members interested in the documentary forms. The agenda will include member input on documentary issues and division plans, as well as completion of division business.

Moderator: Thomas Mascaro, Documentary Chair—Bowling Green State University
Carrie B. Chrisco, McNeese State University
William Snead, Grossmont College
Jerry Renaud, University of Nebraska—Lincoln
Evan Johnson, University of Wisconsin—River Falls

10:30 AM – 11:45 AM**Investing to Increase Student Preparedness (Session ID: 416)
N232****Avid**

Maximizing student preparedness is typically the goal of every technology investment educators make. However, these investments often maintain status quo in terms of product functionality, production workflow, and curriculum, and have minimal impact on overall student preparedness. Typical examples of these investments include upgrading analog cameras, switchers, routers, etc. to digital devices. In this panel session, leading educators and industry consultants will discuss how they considered and evaluated the educational return on their investments, and how this process impacted the purchasing decisions they ultimately made.

Wally Swanson, Journalism Technical Coordinator, University of Minnesota
Randy Hillebrand, Communication Video/TV Program Coordinator, Hofstra University
Scott Maiocchi, Vice President and Director of Photography, A&M Productions, Inc.

Sponsored By: Avid Technology, Inc.

10:30 AM – 11:45 AM**The Challenges of Teaching Visual Design (Session ID: 235)
N233**

(Courses, Curricula & Administration | Communication Technology | Production Aesthetics & Criticism)

The teaching of visual design can be quite challenging. With the absence of required art and design courses at the secondary level, most students enter media programs with little or no formal visual communication skills. What are the major hurdles in design instruction? What proven methods are there to quickly develop students' visual design skills? This panel will address the demands of teaching visual design and provide successful teaching examples.

Moderator: Dietrich Maune, James Madison University
Jonathan Adams, Florida State University, "Managing a Variety of Design Skill Sets in the Classroom."
Jamie Switzer, Colorado State University, "Communication Concepts at the Foundations Level."
Katherine Hughes, James Madison University, "Expanding the Visual Design Vocabulary."

10:30 AM – 11:45 AM**Advertising Sales in a Converging Marketplace—The Sales Shockwave (Session ID: 206)
N234**

(Management & Sales | Courses, Curricula & Administration)

In the converging media marketplace it is critically important for students to understand the role sales plays in the daily operation of a media outlet. The panel will examine the various ways to integrate sales education into a university curriculum. Topics include sales education, multi-platform approaches to media sales, and how critical it is for students to understand the sales process and the relationship they will have with regard to sales.

Moderator: Donald Connelly, Western Carolina University
Max Grubb, Kent State, "Integrating Sales in a Broadcast Curriculum—Starting a New Sales Program"
John Owens, University of Cincinnati, "The Critical Role of Sales in a Broadcast Curriculum"
Judith Thorpe, University of Wisconsin—Oshkosh, "Convergence Shockwave—The Challenge of the Multi-platform Sales Package"
Phil Smith, Vincennes University, "Using the Radio Advertising Bureau's Radio Marketing Professional Certification Program"

Respondent: Mark D. Levy, VP/Educational Services—Radio Advertising Bureau

10:30 AM – 11:45 AM

**BEA Festival of Media Arts: Student Audio Competition Awards & Showcase (Session ID: 220)
N235**

(Student Media Advisors | Broadcast & Internet Radio)

The session will recognize the top three award winners and present them with their awards. Session will include a showcase of their work.

Moderator: Michael Taylor, Valdosta State University

Sportscaster

First Place: Cole Weinman, Colorado State University

Second Place: Chad Anderson, University of Alabama

Third Place: Bryan Roth, Ithaca College

Newscaster

First Place: Sheryl Love Mills, Grossmont College

Second Place: Nicholas Vidinsky, University of North Carolina–Chapel Hill

Third Place: Robert Puppione, University of Alabama

Air Personality (DJ)

First Place: Paul Schillig, Kent State University

Second Place: Baker Machado, Colorado State University

Third Place: Jim Vassallo, Rowan University

Comedy/Drama

First Place: Steve Persch, Northwestern University

Second Place: Lyle Smith, Western Kentucky University

Third Place: Steve Hendriksen, Colorado State University

PSA/Promo/Commercial

First Place: Nick Nichols, Western Carolina University

Second Place: B.J. Walker, University of La Verne

Third Place: Justin Garison, University of North Texas, John Eckert, Bob Jones University,

Specialty Program

First Place: Abby Lault (and the Footbridge Forum Staff), University of Montana

Second Place: Cassandra Campos, University of La Verne

Third Place: Erin Hall, Lisa Harmon, Oklahoma State University

Best of Festival

Abby Lault, Tyler Claxton, and Angela Marshall, University of Montana, "Footbridge Forum: Developing South Campus, Finding the Fairway"

10:30 AM – 11:45 AM

**Gender Issues Division Meeting (Session ID: 320)
N236**

(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.

Moderator: Cynthia Savaglio, Gender Issues Chair–Ithaca College

Debbie Owens, Murray State University

Terry Filipowicz, California State University, Sacramento

James Lohrey, Mansfield University

10:30 AM – 11:45 AM**BEA Festival of Media Arts: Faculty Video Competition (Session ID: 244)
N237**

(Production Aesthetics & Criticism)

Moderator: Dennis Conway, Rhode Island College

Competition Chairs: Dennis Conway, Rhode Island College

Tom Hallaq, Idaho State University

Best of Festival Scott Hodgson, Southern Illinois University–Carbondale, “Suddenly on an Average Day” (Earthquake Preparedness)*Educational/Instructional*

Best of Competition Scott Hodgson, Southern Illinois University–Carbondale, “Suddenly on an Average Day” (Earthquake Preparedness)

Award of Excellence April Chabries, Brigham Young University, “Paintings & Photographs: Memories of Dixon and Lange”

Special Technical Merit Award Scott Hodgson, Southern Illinois University–Carbondale, “Suddenly on an Average Day” (Earthquake Preparedness)

Mixed

Best of Competition Babak Sarrafan, San Jose State University, “B.E.T.” (Mark D. Music Video)

Award of Excellence James Townley, Chattahoochee Technical College. “Coach Ingle Profile”

Commercial/PSA

Best of Competition Scott Hodgson, Southern Illinois University–Carbondale, “Banterra Bank” Commercials

Award of Excellence Christopher Cutri, Brigham Young University, “Scan Me” Anti-Drug PSA

Special Technical Merit Award Scott Hodgson, Southern Illinois University–Carbondale, “Banterra Bank” Commercials

Promotional

Best of Competition James Townley, Chattahoochee Technical College, “Children’s Miracle Network”

Award of Excellence Dale Carpenter, University of Arkansas, “Echoes of Inspiration”

Special Technical Merit Award James Townley, Chattahoochee Technical College, “Children’s Miracle Network”

Dale Carpenter, University of Arkansas, “Echoes of Inspiration”

Narrative

Best of Competition Weiyan Wang, Missouri State University, “That Day, That Month” (Feature)

Award of Excellence Bob Pondillo, Middle Tennessee State University, “Would You Cry if I Died?” (Short)

Special Technical Merit Award Weiyan Wang, Missouri State University, “That Day, That Month” (Feature)

10:30 AM – 11:45 AM**It’s a Small World After All: Making International News Relevant (Session ID: 249)
N238**

(International | Communication Technology)

This session will address ways in which to make international news events relevant and interesting to journalism students. In this age of media convergence there are ample opportunities to search the web for global news yet much of what is happening in the world doesn’t make it to mainstream U.S. media. The next generation of American journalists needs to break that cycle.

Moderator: Grace Provenzano, San Jose State University

Kent Collins, University of Missouri, “Research on Global Perspectives in Local Newscasts”

Craig Allen, Arizona State University, “News, Weather and Sports Around the World: Opportunities in Other Countries’ News?”

Rick Sykes, Central Michigan University, “Compare and Contrast: Students Critique International and U.S. Newscasts”

Bob Calo, University of California–Berkeley, “News 21: Alternative Approaches to International News”

Ed Freedman, Zayed University, “Teaching International News Awareness Abroad”

10:30 AM – 11:45 AM

**The Mass Communication Department Chair: Issues, Successes, and Challenges of Leadership (Session ID: 179)
N239**

(Courses, Curricula & Administration)

The role of the mass communication department chair requires that an individual be multi-skilled, forward-thinking, and able to successfully wear the dual hats of faculty and administrator. This panel of current and former department chairs provides an inside look at several dimensions of this challenging academic position.

Moderator: Jeffrey Guterman, University of Pittsburgh–Bradford

Ralph Donald, Southern Illinois University. “Hiring the Best People for your Program's Success”

George Johnson, James Madison University, “Advice for Aspiring Department Chairs”

LouEtt Hanson, Kent State University, “Managing a Split Appointment: Balancing Faculty and Administrative Work”

Bill Dorman, Millersville University, “Celebrating Successes, Handling Issues as a Department Chair”

10:30 AM – 11:45 AM

**Research Division Paper Competition—Session 2 (Session ID: 358)
N240**

(Research)

Moderator: Catherine Luther, Research Paper Chair–University of Tennessee

Debut

Second Place: Bradley Greenberg, Sarah F. Rosaen, Michigan State University, Tracy R. Worrell, Emerson College, Charles Salmon, Michigan State University, Julie Volkman, Pennsylvania State University, “The Portrayal of Food and Drink Within Commercial TV Series”

Hillary Lake, University of Oregon, “Issues Featured in Online News Polls: A Content Analysis of Opinion Polls on CNN.com and FoxNews.com”

Open

First Place: Kimberlianne Podlas, University of North Carolina–Greensboro, “The CSI Effect”: Media Myth or Impediment to Justice?”

Xiaomei Cai, University of Delaware, Xiaquan Zhao, George Mason University, “Parental Mediation and Children's Comprehension of Online Advertising”

Respondent: Marianne Barrett, Arizona State University

10:30 AM – 11:45 AM

**Radio/Audio and Technology Convergence (Session ID: 304)
N242**

(Two Year/Small Colleges | Broadcast & Internet Radio)

This Panel will look at the convergence of radio technologies in Podcasting, Satellite, and new terrestrial methods.

Moderator: Troy Hunt, College of Eastern Utah

Troy Hunt, College of Eastern Utah, “Traditional Tasks in the New World”

Bill Duncan, Grossmont College, “Engineering Issues for Streaming and New Line Methods

10:30 AM – 11:45 AM

**Public Media's Convergence Shockwave (Session ID: 211)
N243**

(Law & Policy | Communication Technology | Student Media Advisors)

In keeping with the conference theme, this panel will highlight ways in which convergence is played out in public media. Panelists will discuss cases that illustrate the interplay of technology, regulation, economics and content. Television, radio and new media platforms will be considered, as well as the conflict between noncommercial and commercial imperatives.

Moderator: Glenda Balas, University of New Mexico

Phil Thompson, West Chester University, “Student Radio in the iPod Age”

John Armstrong, Furman University, “The Devil in the Details: Educational Broadcasters and the FCC's New Spectrum Plan”

Robert Avery, University of Utah, “Getting Bytes in Salt Lake: KUED's Digital Transition”

Al Stavitsky, University of Oregon, “Of Physics and Philosophy: Modifying the FM Table of Assignments”

Respondent: Tad Odell, Louisiana State University

10:30 AM – 11:45 AM**N252–BEA Research Center****News Division Paper Competition (Session ID: 323)**

(News)

Moderator: Dale Cressman, News Paper Chair–Brigham Young University

Debut

First Place: Sooyoung Cho, University of South Carolina, “TV News Coverage of Plastic Surgery, 1972-2004”

Second Place: Ray Niekamp, Texas State University–San Marcos, “Transparency Lost: Blogs on Local TV Station Web Sites”

Open

First Place: James R. Upshaw, Guennadi L. Tchernov, David R. Koranda, University of Oregon, “Telling More Than News: Commercial Influence in Local Television Stations”

Second Place: Augie Grant, University of South Carolina Tim Brown, University of Central Florida, “Impediment to Innovation: The Influence of Social Factors on the Adoption of Non-linear Video Editing”

Respondent: Tony Rimmer, California State University–Fullerton

12:00 PM – 1:15 PM**District 1 Meeting (Session ID: 382)****N231**

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, Western Europe including Britain

Moderator: Fritz J. Messere, SUNY Oswego, District 1 Board Representative

12:00 PM – 1:15 PM**District 2 Meeting (Session ID: 383)****N233**

Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Caribbean and Africa

Moderator: Glenda Williams, University of Alabama, District 2 Board Representative

12:00 PM – 1:15 PM**District 3 Meeting (Session ID: 384)****N234**

Delaware, Maryland, Ohio, Pennsylvania, Virginia, Washington D.C., West Virginia, Middle East and Eastern Europe including Russia

Moderator: Joseph L. Bridges, Malone College, District 3 Board Representative

12:00 PM – 1:15 PM**District 4 Meeting (Session ID: 385)****N235**

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

Moderator: Greg Pitts, Bradley University, District 4 Board Representative

12:00 PM – 1:15 PM**District 5 Meeting (Session ID: 386)****N236**

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

Moderator: Max Utsler, University of Kansas, District 5 Board Representative

12:00 PM – 1:15 PM**District 6 Meeting (Session ID: 387)****N237**

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

Moderator: Lena Zhang, San Francisco State University, District 6 Board Representative

12:00 PM – 1:15 PM

District 7 Meeting (Session ID: 388)
N238

All two-year schools in the USA

Moderator: E. Ray Burton, Long Beach City College, District 7 Board Representative

1:00 PM – 2:00 PM

Meet Focal Press Authors (Session ID: 420)
Exhibit Hall

Focal Press invites you to a special event in the Exhibit Hall. Come by and talk with our authors, and enjoy refreshments.

1:30 PM – 2:45 PM

Student Media Advisors Division Meeting (Session ID: 348)
N231

(Student Media Advisors)

The Student Media Advisors division's goals 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.

Moderator: Dale Hoskins, SMA Chair–Northern Arizona University
 Paul Creasman, Azusa Pacific University
 Michael Taylor, Valdosta State University
 Philip Thompsen, West Chester University of Pennsylvania
 David Spiceland, Appalachian State University
 Sam Sauls, University of North Texas

1:30 PM – 2:45 PM

No Moving Parts: File Based Acquisition in HD Production (Session ID: 411)
N232

Panasonic

A look at the impact of new IT based technology on workflow. Panelists will discuss their real life work experiences ranging from the implementation of a state of the art Video Production Faculty to the future of HD technology in video.

Moderator: Domenic Cicchetti, Panasonic Education Business Development Manager
 Bob Bassett, Chapman University, “Designing and Implementing a Film and Video Production Facility for Today's University Film and Television Schools”
 Phil Livingston, Panasonic Director of Strategic Technology, “Is Memory Based Storage the Right Answer?”
 Russ Walker, Panasonic Production Business Development Manager, “Design and Specification of a University Production”
 David Schleifer, VP Avid Technologies
 Matt Siegal, Director of Photography

Sponsored By: Panasonic

1:30 PM – 2:45 PM

The CEC: 3 Colleges, 4 Departments, 4 Faculty, 120 Students, and 24 Films (Session ID: 155)
N233

(Production Aesthetics & Criticism | Courses, Curricula & Administration | Writing)

The Cinema & Entertainment Consortium (CEC) was created with the purpose of converging writing, acting, producing/directing, and music for short feature films. With the cooperation of three separate colleges, four departments, four faculty members, and over 120 students, the CEC created 24 short feature films during the spring, 2005, semester at Ball State University.

Moderator: Rich Swingley, Ball State University
 Nancy Carlson, Ball State University, “The Department Chair's View”
 Rodger Smith, Ball State University, “The Actors”
 John King, Ball State University, “The Writers”
 Tim Pollard, Ball State University, “The Producers/Directors”
 Rich Swingley, Ball State University, “The Music and Audio”

1:30 PM – 2:45 PM**Spreading Democracy Through the Airwaves: A Look at U. S. Efforts to Broadcast Abroad (Session ID: 208)
N234**

(International)

Examines the history, mission and reactions to the operations of the Broadcast Board of Governors (VOA, RFE, RADIO/TV MARTI, AL HURRA, RADIO SAWA, RADIO LIBERTY, etc.) Panelists will also discuss the United States' efforts at broadcasting to affect public opinion through news and entertainment programming.

Moderator: Rick Shriver, Ohio University–Zanesville

Brian Conniff, Executive Director, Broadcast Board of Governors, “The Role of the Broadcast Board of Governors”

David Jackson, Director, Voice of America, “The Voice of America”

John S. Nichols, Penn State University, “Radio and TV MARTI”

Doug Boyd, University of Kentucky, “AL HURRA and Radio SAWA”

Respondent: Drew McDaniel, Ohio University

1:30 PM – 2:45 PM**Production, Aesthetics and Criticism Division Meeting (Session ID: 331)
N235**

(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.

Moderator: T. Robin Riley, PAC Chair–New Mexico State University

Kara Jolliff Gould, Weber State University

Joe Hinshaw, James Madison University

Dennis Conway, Kean University

Tom Hallaq, Idaho State University

Jim Crandall, Aims Community College

Robert Mott, York College

Carla Gesell-Streeter, Cincinnati State Technical and Community College

1:30 PM – 2:45 PM**An International Perspective on Convergence: From the Americas to Europe (Session ID: 234)
N236**

(International | Research)

International borders are losing their significance in the age of convergence when not only different media forms and genres but also national media markets are merging into each other. This panel draws from political economy when analyzing the effects of convergence in Latin and North America, and in Europe. The panel focuses on examining 1) the changing nature of commercial radio in Europe with a look of comparison at the effects of convergence on American commercial radio; 2) the politics of technological convergence in Latin America; and 3) the effects of convergence on the production and content of international news.

Moderator: Janet Wasco, University of Oregon

Raymond Anderson, George Fox University, “Islands of Resistance: The Challenges to and from Convergence in the Caribbean”

Gabriela Martinez, University of Oregon, “Welcome to the 21st Century! Convergence in Latin American Context”

Helena Vanhala, University of Wisconsin–Stevens Point, “International News: A Commodity of Cultural Convergence”

1:30 PM – 2:45 PM

**BEA Festival of the Media Arts: Two Year/Small College Festival Awards (Session ID: 307)
N237**

(Two Year/Small Colleges)

Festival Awards Showcase for winners in the Two-Year/Small College BEA Media Festival competitions.

Moderator: Jonathon Ash, Two Year/Small College Festival Chair

Video Competition

Best of Festival and First Place: Jonathan Hartwig, Christopher Poetter, Bethany Lutheran College, "Fall From Grace"

Second Place: Daisha Wilber, Chattahoochee Technical College, "Recovering"

Third Place: Brian Leighty, Chattahoochee Technical College, "Cardale Tally Player Feature"

Honorable Mention: Lucy Pereira, Chattahoochee Technical College, "Behind The Scenes Feature"
Pate Boyd, Chattahoochee Technical College, "Cold Dish"

Audio Competition

First Place: Jonathan Eckert, Bob Jones University, "Minute Mysteries"

Second Place: Farrah Moore, Grossmont College, "Grossmont Club Crisis"

Third Place: Sheryl Love Mills, Grossmont College, "Love Mills Production"

Honorable Mention: Justin Speck, Chattahoochee Technical College, "Jingle All The Way II"

1:30 PM – 2:45 PM

**Network Radio News: It's Alive! (Session ID: 274)
N238**

(Broadcast & Internet Radio | News)

Radio has been pronounced dead more times than Francisco Franco. And if you remember that Saturday Night Live skit, you also remember a time when radio network news was thriving. While "thriving" may not be the word used to describe it now, radio news is alive and remarkably well. This lively discussion will center on the future of radio network news and what it means to educators and their students.

Moderator: Richard Landesberg, Elon University

Suzanne Presto, Voice of America, "There is Real News being Done at VOA"

Doug Mitchell, NPR, "Next Generation Radio"

Pam Doyle, University of Alabama, "What's Happening on Campus"

1:30 PM – 2:45 PM

**Doctors & Doctors: M.D.s Prescribe Lesson Plans to Ph.D.s (Session ID: 239)
N239**

(News)

Price of prescriptions, costs of services, fees for procedures and an aging population all lead to a growing importance in medical reporting. What do our students need to know about medicine and medical practices? What is the culture of this growing field to be covered by our young general assignment reporters? Here the folks in the white coats tell the tweed jacket types how best to prepare their students.

Moderator: Dana Rosengard, University of Oklahoma

Ginette Archinal, M.D., Family Doctor in Private Practice

Donald Campbell, D.D.S., General Dentistry in Private Practice

Lanier Mull, Pharmacist

Marcia Cohen, M.D., Pathologist at a Private Hospital

Maria Iacobo, Communications Director, Los Angeles County Department of Health Services

1:30 PM – 2:45 PM**BEA Festival of Media Arts: Video Documentary Competition Awards—Faculty & Student (Session ID: 146)
N240**

(Documentary)

This session will present the winners of the Documentary Division Video Media Arts Festival Competition.

Moderators: Evan Johnson, University of Wisconsin—River Falls, Faculty and Student Competition Chair
Mary Ann Watson, Eastern Michigan University

Faculty Best in Festival: Lelen Bourgoignie-Robert and Sanjeev Chatterjee, University of Miami, “Through Her Eyes”

Faculty Best in Category—Documentary: Long Form

David Tucker, Ryerson University, “Clot Busters”

Faculty Best in Category—Documentary: Short Form

Cory Byers, Justin Francese, Southern Illinois University—Carbondale, “Illinois Tractor Pulling”

Faculty Awards of Excellence: Changfu Chang, Millersville University, “The Willow Trees”

Grace Provenzano, San Jose State University, “The Jeeter Bug: Mission Over Iwo Jima”

Liam O'Brien, Quinnipiac University, “Schweitzer: My Life is My Argument”

Daniel L. Miller, University of Oregon, “Dream to Fly”

Student Best in Festival: Phil Stuart, Northwestern University, “The Hope and Heartache of Autism”

Student Best in Category—Documentary: Long Form

Richard Shibley, University of Oregon, “Faces of Restoration: Cougar Tower”

Student Awards of Excellence: John F. Lucido, University of North Carolina—Greensboro, “Jackson Sandwich”

Sarah L. Stahler, Emerson College/ VMA, “Quarterlife Crisis”

Andrea Puszczykowski, Rowan University, “Heroin: A Dose of Reality”

1:30 PM – 2:45 PM**Models For Managing the Campus Station (Session ID: 221)
N242**

(Student Media Advisors | Broadcast & Internet Radio)

The session will focus on short presentations concerning management structures for college radio stations and then develop an idea exchange and networking opportunity for student management teams and faculty advisors. Session will address issues relating to regulatory (such as FCC and copyright), community (dealing with volunteers), and university and college administrators.

Moderator: Michael Taylor, Valdosta State University

Greg Adamo, Richard Stockton University, “Facilitating Community Volunteers”

Bruce Mims, Southeast Missouri State University, “Dealing with Administrators”

Roger Hadley, Oklahoma Baptist University, “Convergence and Management Issues”

John Morris, University of Southern Indiana, “FCC Issues”

Respondent: Michael Taylor, Valdosta State University

1:30 PM – 2:45 PM**Diversity Committee Meeting (Session ID: 271)
N243**

(Multicultural Studies | Gender Issues)

Members interested in diversity issues in the BEA organization are invited to attend this discussion with the BEA Board Diversity Committee. Come meet the committee members and express your ideas and concerns.

Moderator: Gary Corbitt, WJXT-TV, Jacksonville, FL—Diversity Committee Chair

Thomas Berg, Middle Tennessee State University, BEA Board Secretary-Treasurer

Drew Berry, WMAR-TV, Baltimore, BEA Board Media Professional

Margot Hardenbergh, Fordham University

Jennifer Meadows, California State University—Chico

John Sanchez, Penn State University, Multicultural Division Chair

Lena Zhang, San Francisco State University, BEA Board District 6

1:30 PM – 2:45 PM

**Multicultural Studies Division Meeting (Session ID: 327)
N243**

(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 (ANANA)—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.

Moderator: John Sanchez, Multicultural Chair–Penn State University
W. Buzz Hoon, Western Illinois University
Cristina Azocar, San Francisco State University

1:30 PM – 2:45 PM

**Courses, Curricula and Administration Paper Competition (Session ID: 321)
N252–BEA Research Center**

(Courses, Curricula & Administration)

Moderator: Chris Pruszynski, CCA Paper Chair–SUNY Geneseo

Debut

First Place: Kathy Bruner, Taylor University, “When Advanced TV Is No Longer Advanced”

Second Place: Carl Kennard, Staffordshire University, “Wiki Usability in an Educational Context”

Open

First Place: Tim Brown, University of Central Florida, “A Curriculum in Your Pocket: Measuring Gratifications of Handheld Computers”

Second Place: Seok Kang, Arkansas Tech University, “From Analog to Digital: Broadcast Curricula in Colleges & Universities of Six Continents in the 21st Century”

3:00 PM – 4:15 PM

**News Division Meeting (Session ID: 324)
N231**

(News)

The News Division meeting is for all BEA members interested in broadcast news teaching, research, and creative activity. The News Division addresses all issues having to do with educating students for careers in broadcast news. At the meeting, division officers are elected and policies are approved for the next year.

Moderator: John Mark Dempsey, News Chair–Texas A&M University–Commerce
Dale Cressman, Brigham Young University
Anthony Moretti, Point Park University
Rich Landesberg, Elon University
Laura Smith, University of South Carolina
Charlie Tuggle, University of North Carolina
Dale Edwards, University of Northern Colorado
Dana Rosengard, University of Oklahoma

3:00 PM – 4:15 PM

**BEA Festival of the Media Arts: Faculty Interactive Multimedia Competition Awards (Session ID: 228)
N232**

(Communication Technology)

This session features the winner of the BEA Festival of Media Arts Faculty IMM competition. Non-winning entrants may present and discuss their work as time allows.

Moderator: Sandy Henry, Drake University

IMM Best of Competition–Education: Carol Schwalbe, Arizona State University, “JMC 425: Online Media”

3:00 PM – 4:15 PM**Courses, Curricula and Administration Division Meeting (Session ID: 322)
N234**

(Courses, Curricula & Administration)

The Courses, Curricula and Administration division members explore teaching methods and ways to enhance teaching excellence, develop new and stronger curricula, and are interested in the administration of programs and departments. At our meeting, we'll discuss a variety of ways to further these goals at our respective institutions, and at BEA. If you're a teacher or administrator, get active in CCA at BEA!

Moderator: Larry Elin, CCA Chair–Syracuse University
Chris Pruszynski, SUNY Geneseo
Heidi Campbell, Bob Jones University

3:00 PM – 4:15 PM**The Invisible Americans (Session ID: 173)
N235**

(International | Multicultural Studies)

They are demonized in the movies, vilified in the news media and overlooked by sociologists. There are 3.5 million of them in the country but they are rarely classified as a “minority” when studies on diversity are being done. Yet in this day and age, when it should be imperative that we recognize the need to understand our “Arab” descended neighbors, not as they are portrayed in films; not as they are portrayed in the media; but as most of them are, we seem to be falling short. We need to see these people as individuals...the good and the bad...the same as we see all other Americans.

Moderator: Ed Freedman, Zayed University
Dina Ibrahim, San Francisco State University
Gregory Orfalea, Pitzer College and Author, “The Arab Americans, A History”
Imam Yahya Hendi, Georgetown University Chaplain
Jamal Dajani, Link TV, Director of Middle East Programming

3:00 PM – 4:15 PM**Teaching Performance Workshop (Session ID: 236)
N236**

(Broadcast & Internet Radio | News)

An interactive workshop on performance for radio, TV, and online news delivery. You'll get tips for teaching prepping copy, warm-ups, breathing, gesture, facial expression, along with bringing integrity and authenticity to the read. This session will be an overview of techniques and tools to improve and teach performance.

Gloria Horning, Louisiana State University
Marilyn Pittman, University of California–Berkeley

3:00 PM – 4:15 PM**BEA Festival of the Media Arts: Student Video Production Awards (Session ID: 245)
N237**

(Production Aesthetics & Criticism)

BEA Festival student video production competition session.

Moderator: Robert Mott, York College–PAC Student Video Production Festival Chair

3:00 PM – 4:15 PM**Writing as a Critical Production Skill (Session ID: 149)
N238**

(Writing | Production Aesthetics & Criticism | Courses, Curricula & Administration)

A discussion of using script writing in various formats as a means of implementing and coordinating the production process.

Moderator: Robert Musburger, Musburger Media Services
Nancy Meyer, Universal Network TV, “Universal Network TV—Aliens Have Landed! What's in the Budget?”
Chris Strobel, Northern Kentucky University, “Untraditional Production Methods for Serving the Story”
Mark Giese, University of Arkansas at Little Rock, “Writing to Shoot and Cut”
Larrie Gale, Brigham Young University, “Scripting Media-Rich Interactivity”

Respondent: Robert Musburger, Musburger Media Services

3:00 PM – 4:15 PM

**Meet the Editors (Session ID: 401)
N239**

Come and meet the editors of your BEA publications: Feedback, the Journal of Radio Studies, and the Journal of Broadcasting and Electronic Media. They will discuss the content of the journals, the submission process and answer your questions.

- Moderator: Alan Rubin, Kent State University–BEA Publications Committee Chair
 Joe Misiewicz, Ball State University, “Feedback”
 Doug Ferguson, College of Charleston, “Journal of Radio Studies”
 Don Godfrey, Arizona State University, “Journal of Broadcasting and Electronic Media”

3:00 PM – 4:15 PM

**Mini-Plenary: Censorship, Political Balance and PBS Documentaries—A Conversation with Lou Wiley, Executive Editor, “Frontline” Documentaries (Session ID: 165)
N240**

(Documentary | Law & Policy | Broadcast & Internet Radio)

It is our distinct pleasure to welcome Louis Wiley, long-time Executive Editor of the eminent PBS documentary series “Frontline” to BEA2006 and invite conference attendees to join in the conversation. Public broadcasting and PBS documentaries are under increased political scrutiny resulting in threats to the editorial independence of documentary producers and citizens who depend on public broadcasting for quality reporting. In this session, Lou Wiley will reveal the editorial decision process at “Frontline” and share his deep concerns about the chilling effect of politics on public broadcasting.

- Moderator: Lawrence W. Lichty, Northwestern University
 Louis Wiley, Executive Editor, “Frontline”, Featured Speaker, Courtesy “Frontline”, WGBH Boston
 Thomas A. Mascaro, Bowling Green State University, Media Assistant

3:00 PM – 4:15 PM

**BEA Festival of Media Arts: BIRD Faculty Audio Production Awards Ceremony (Session ID: 176)
N242**

(Broadcast & Internet Radio)

Winning entries will be announced and screened; attending winning entrants will have an opportunity to talk about their productions.

Moderator: Troy Hunt, College of Eastern Utah–Faculty Audio Production Chair

- Best of Festival:* Anthony Tenczar, University of New Hampshire, “12 Songs: Music Programming by Humans”
Best of Competition–Documentary: Keith Brand, Rowan University, “Hymns to the Silence”
Best of Competition–Long Form: David Lurtey, Bob Jones University, “God with Us”
Best of Competition–Short Form: David M. Chanatry, Utica College, “Mystery Coffins”
Best of Competition–Sports: Rich Tiner, Belmont University, “Come from Behind”
Best of Competition–Promo, PSA or Commercial: Michael Laponis, University of La Verne. “Volleyball Regional Finals Promo”

3:00 PM – 4:15 PM

**Take This Class And Ship It: Strategies For Developing Irresistible Study Abroad Programs (Session ID: 121)
N243**

(International | Courses, Curricula & Administration)

International education plays a critical role in higher education, providing students opportunities to enrich their cultural perspective and world view, and to enhance their academic experience. It also offers faculty unequaled development opportunities for professional and personal growth. This panel will focus on developing and managing study abroad programs, to help BEA members develop effective study abroad proposals.

- Moderator: Rustin Greene, James Madison University
 Doug Boyd, University of Kentucky, “Communicating Security Abroad To Parents And Students”
 David Byland, Oklahoma Baptist University, “Doing More With Less; The Small School Perspective”
 Dom Caristi, Ball State University, “Curriculum Development And Course Proposals”
 Vic Costello, Elon University, “Transportation And Scheduling Logistics”
 Rustin Greene, James Madison University, “Pre-Departure Orientation”
 Mark Tolstedt, University of Wisconsin–Stevens Point, “Defining And Satisfying Expectations”

3:00 PM – 4:15 PM

Student Media Advisors Division Paper Competition (Session ID: 349) N252–BEA Research Center

(Student Media Advisors)

Moderator: Paul Creasman, SMA Paper Chair–Azusa Pacific University

Open

First Place: Michael Huntsberger, University of Oregon, “Broadcasting to Podcasting: Case Studies in On-Demand Program Delivery”

Second Place: Nanette Hogg and Terry Keith, University of Nebraska, “Converging Student Media at a Midwestern University”

Respondent: Tony DeMars, Sam Houston State University

3:00 PM – 4:00 PM

Snack Break! (Session ID: 415) Exhibit Hall–N255, N257, N259, N261

Take a break and come to the Exhibit Hall for noshing on nibbles.

Sponsored By: Your BEA 2005–2006 Professional Board Members

Drew Berry, WMAR–TV

Gary Corbitt, WJXT–TV

Erica Farber, Radio and Records

4:30 PM – 5:45 PM

Managing Change Internally while Seizing Market Opportunities in the Convergence Shockwave (Session ID: 227) N231

(Communication Technology | Management & Sales)

Electronic media managers face personnel issues that are unique to the age of convergence. A facility's content is shaped by the technology that is available, working relationships change, job titles and expectations evolve, and the entire industry finds itself in a state of uncertainty. This panel focuses on management's role in holistically looking at these changes within the organization and the implications for audiences. Included are perspectives from international and cross-cultural participants.

Moderator: William G. Covington, Jr., Edinboro University of Pennsylvania

Jabbar Al–Obaidi, Bridgewater State College, “The Special Challenges Facing Middle East Media Organizations in the Era of Convergence”

William G. Covington, Jr., Nelson Smith, Edinboro University of Pennsylvania, “Managing Change in the Era of Media Convergence”

Edward Brewer, Murray State University, “The Effects of Media Convergence on the Information-processing of News Audiences”

Ania Bobrowicz, University of Kent, “Perceptions of Multimedia Industry: Educational Perspective”

Anthony Esposito, Edinboro University of Pennsylvania, “The Issues Educators Face in the Convergence Marketplace”

4:30 PM – 5:45 PM

Cultural Images in a Convergent World: How Culture is Communicated in Today's Media (Session ID: 246) N232

(Multicultural Studies)

This panel will examine the diversity of voices in media content. The trend of media convergence has the potential to limit amount of cultural information. Traditionally, all forms of the media have drawn from, and contributed to, culture. Panelists will discuss how culture is being defined and used in media during this period of convergence. Research in the area will also be highlighted.

Moderator: Sharon Evans, Western Illinois University

William Hoon, Western Illinois University, “The Transmission of Popular Culture”

John Sanchez, Penn State University, “American Indians in News Media Convergence”

Karie Hollerbach, Southeast Missouri State University, “Cool Hunting: Advertising's Use of Culture and Communication”

Shu-Ling Chen Berggreen, University of Colorado, “How Culture is Communicated in Children's Media”

4:30 PM – 5:45 PM

**Changing Opportunities for Teaching in Disparate Locations (Session ID: 290)
N233**

(International | Communication Technology)

International education, once focused on meeting and understanding each other has moved on to understanding and trying to solve each other's media needs. This panel allows professors from Ball State University to present their partners from Brazil, Germany, Korea and Taiwan via Internet. Professors will discuss the effect of new technology in bringing students closer together to solve media problems including the concept of “technologically hanging out” with international peers.

Moderator: Maria Williams-Hawkins, Ball State University

Dom Caristi, Ball State University, “Bringing Asian Opportunities Home”

John Dailey, Ball State University, “International Interactive Digital Storytelling”

Michael Kwan, National Chengchi University, Taiwan, ROC, “What Do You Mean We Don't Fire?”

Joe Misiewicz, Ball State University, “Convergence: Exploring Opportunities”

Harald Pulch, Institute for Media Design, Mainz Germany, “Opportunities to Tell Better Stories”

Maria Williams-Hawkins, Ball State University, “Converging International Media Management Techniques”

4:30 PM – 5:45 PM

**Back to the Future: Community Radio in the Age of Corporate Consolidation (Session ID: 275)
N234**

(Broadcast & Internet Radio)

Panel will look the impact of community radio during the current era of consolidation and corporate dominance of commercial radio. Panelists will consider whether the rise in community radio, (including low power stations), represents a return to localism and public affairs programming in broadcasting. Panel will also discuss the variety of forms of community radio, from stations formed on the progressive Pacifica model to stations in rural communities that cater to culturally conservative audiences.

Moderator: Maryanne Reed, West Virginia University

Maryanne Reed, West Virginia University “Bluegrass and the Bible: Community Radio in Appalachia”

Kevin Howley, DePauw University, “Hit ‘em where they aint: Community Radio After Deregulation”

Keith Brand, Rowan University, “Low Power FM: Localism and the Future of Community Broadcasting”

Jay Hamilton, University of Georgia, “LPFM Applicants Define Community Media”

Respondent: Michael Huntsberger, University of Oregon

4:30 PM – 5:45 PM

**See It Again: Revisiting Murrow and McCarthy at the Movies (Session ID: 294)
N235**

(History | News)

A new movie revisits the famous confrontation between Edward R. Murrow and Joseph McCarthy. Broadcast historians compare the movie version to the historical record.

Moderator: Dale Cressman, Brigham Young University

Don Godfrey, Arizona State University

Mike Murray, University of Missouri–St. Louis

Mike Conway, Indiana University

Betty Houchin Winfield, University of Missouri–Columbia

4:30 PM – 5:45 PM**A Changing Narrative Paradigm Part II—Teaching Today's Digital Kids (Session ID: 284)
N236**

(Courses, Curricula & Administration | Research)

Today's generation has endured many labels, from 'net generation', 'digital kids', to 'games generation'. One thing has remained consistent: how we communicate with them and teach them needs to change. This panel revisits last year's successful lively discussion that identified the characteristics and challenges of teaching today's media-centric youth and implications for developing relevant curricula.

Moderator: Robert Kenny, University of Central Florida

Michael Niederman, Columbia College, "Digital Kids and Television Production"

Alicia Sanchez, University of Central Florida, "Current Research in Teaching and Learning"

Glenda Gunter, University of Central Florida, "Teaching and Technology"

Max Croft, Florida Interactive Entertainment Academy, "A Contrary Viewpoint"

4:30 PM – 5:45 PM**Borderland: A Historical Multi-Format Production (Session ID: 203)
N237**

(Multicultural Studies)

A leap into the historical times of the New Testament, "Borderland" is an interactive educational multi-format production, presenting the historical surroundings of the New Testament by taking the viewer or player on a time-leap into first century Palestine. The visual world of Borderland is based on panoramic shots and camera runs shot on film on authentic historical locations in Israel. There are over a hundred panorama shots divided into seven main locations. The characters encountered by the player are also more like shadows of history in the present, ghost-images, re-living the past. Moving around in this virtual world, the player will encounter characters, communicate with them and become a part of the story. The master format of Borderland is digital-beta, from which the material is derived according to the environment it is to be used in. These include interactive and non-interactive TV series, DVD-rom version for computers and it can also be optimized for broadband internet use.

Moderator: Kimmo Kari, Helsinki University of Art and Design

4:30 PM – 5:45 PM**Breaking Down Walls: The Challenges and Opportunities of Converging Disciplines. (Session ID: 119)
N238**

(Broadcast & Internet Radio | Production Aesthetics & Criticism)

This session features professors teaching in areas such as advertising, broadcasting and public relations. Faculty will share innovative and creative strategies for teaching convergence among their various areas. Panelists will talk about issues they have faced and how they have used their professional background to develop curriculum for their classes in order to effectively prepare their students for an increasingly convergent media industry.

Moderator: Andrew Clark, University of Texas at Arlington

Tom Christie, University of Texas–Arlington

Tom Ingram, University of Texas–Arlington

Don Lockett, Howard University

Rich Tiner, Belmont University

Laura Johnson, State University of New York–Fredonia

4:30 PM – 5:45 PM

**Designing Project Parameters and Evaluation Tools (Session ID: 217)
N240**

(Courses, Curricula & Administration | Production Aesthetics & Criticism | Writing)

Devising solid and demanding projects for our students is paramount as we aspire to propel them toward success. On this panel, writing and production faculty share the procedures and techniques they developed to ensure their assignments offer quality learning experiences. Highlights include comprehensive explanations of unique policies, and the methods and/or mechanisms, used to evaluate and provide feedback.

Moderator: Andrew Sharma, Salisbury University

Michael Moeder, Salisbury University, "Teaching & Evaluating Documentary Scripts in the Introductory Broadcast Writing Course"

Mary Beth O'Connor, Purdue University Calumet, "Creating a Student 'Firing Policy'"

Robert Fordan, Central Washington University, "Designing a Rubric for News Writing Assignments"

Jabbar Al-Obaidi, Bridgewater State College, "Three Strategies for Evaluating Students' Video Projects Digital Video Projects"

Frances Kendall, Salisbury University, "Challenging the Novice Studio Crew with a Live Music Visualization Project"

Respondent: Michael L. James, Harding University

4:30 PM – 5:45 PM

**Promax/BDA Session II: PRO–Students, PRO–Faculty, PRO–Experience; Entertainment Marketing, Promotion and Design Tools and Resources (Session ID: 413)
N242**

promaxbda Promax/BDA (Broadcast Designers' Association) is the worldwide association of entertainment marketers, promoters and designers, representing more than 500 television stations and all major broadcast and cable networks in the U.S., as well as more than 3000 individual members in 70 countries. In this second Promax/BDA session, Jim Chabin and Mike Mischler will introduce a three-day education initiative that will take place at the 2006 Promax/BDA International Conference. Also, other available tools such as a Promax/BDA produced textbook, online resources, DVD Publications and networking opportunities will be discussed.

Jim Chabin, Promax/BDA President and CEO

Mike Mischler, CBS Paramount Domestic Television Executive VP of Marketing, and Promax Board of Directors

4:30 PM – 5:45 PM

**Broadcast Research Initiative (BRI) 2: Best Practices in Data Usage by Local Radio and Television Stations: Case Studies in Research, Sales and Marketing (Session ID: 353)
N243**

(Research | Management & Sales)

The role media researchers play at the station level continues to evolve. Today it isn't sufficient to be an expert in just radio or TV. With new media choices evolving every day, we also need to be aware of how these alternative delivery devices impact the way audiences consume traditional media. How should you position your station to advertisers? What qualitative and quantitative research is available in analyzing the composition of your audience? What are the various free resource materials and tools available to the industry? What writing and marketing skills are critical to a student's success in the professional research arena? These questions and more will be discussed by a panel of experts in the radio and TV research field.

Moderator: Charlotte Lawyer, Group Research Services, Susquehanna Radio Corp.

Ned Waugaman, V.P. Customer Service, Training and Support, The Arbitron Company

Rob Hebenstreit, V.P., Regional Manager, Nielsen Media Research

Mark D. Levy, V.P., GSM of Educational Services, Radio Advertising Bureau

4:30 PM – 5:45 PM

**BEA Festival of Media Arts Rehearsal (Session ID: 407)
N250**

All Festival Chairs, "Best of Festival" winners and other participants in the BEA Best of Festival Awards Ceremony Friday night should plan on attending this rehearsal session.

Moderator: Vic Costello, Best of Festival Show Producer–Elon University

4:30 PM – 5:45 PM

**Production, Aesthetics and Criticism Competitive Paper Session (Session ID: 330)
N252–BEA Research Center**

(Production Aesthetics & Criticism)

Moderator: Kara Jolliff Gould, PAC Paper Chair–Weber State University

Open

First Place: David Pierson, University of Southern Maine, “Who Are You?: The Body as Evidence and the Construction of Biological Identities in C.S.I.”

Second Place: Mark Smith, Truman State University, “The Producer Has Spoken! Narrative Structure in Reality Television: An Analysis of Survivor”

Honorable Mention: Robert Pekurny, Florida State University, “A Comparison of Television Comedy Production Methods: The BBC and US Approaches”

Respondent: Philippe Perebinosoff, California State University, Fullerton

6:00 PM – 8:00 PM

BEA Festival of Media Arts Best of Festival: The Charles and Lucille King Foundation Awards (Session ID: 389)
N250



Tonight we honor the 2006 winners of the BEA Festival of Media Arts King Foundation Awards. During the ceremony, we'll recognize the top juried creative works from faculty and students across the country and internationally. The session will feature a screening of selected winning entries in video, audio, small 2-year colleges, interactive multimedia, news, scriptwriting and documentary. Each of the Best of Festival winners receives a \$1,000 award and an Avid editing software package. Stop by and enjoy the show in our enhanced video/audio presentation room, along with some tasty refreshments. It promises to be a fun and relaxing evening.



Sponsored by: The Charles and Lucille King Family Foundation
(Mike Donovan, Education Director, The Charles and Lucille King Family Foundation)

Sponsored by: Avid Technology, Inc.
(David Schleifer, Vice President, Avid Broadcast and Workgroups)

Awards Emcee: David Bianculli, TV Critic for "New York Daily News" and NPR's "Fresh Air"



David Bianculli has enjoyed a 30-year career as a television critic. He currently writes for the "New York Daily News" and appears regularly as a substitute host for National Public Radio's "Fresh Air." Bianculli has written two books: "Taking Television Seriously" and "Dictionary of Teleliteracy." His current book project focuses on the censorship battles surrounding "The Smothers Brothers Comedy Hour." He is a regular contributor to "The Week," "TV Guide" and "Taxi," and has published articles in several magazines and newspapers including "Rolling Stone," "Film Comment," the "New York Times Book Review," and the "London Independent." Bianculli received a B.S. and Masters degrees in Journalism from the University of Florida. As an active broadcast educator, Bianculli teaches Television History and Appreciation at Rowan University in Glassboro, NJ.

The Best of Festival Winners

Faculty Audio Competition (Selected by the Broadcast & Internet Radio Division):

Anthony Tenczar, University of New Hampshire–Manchester, "12 Songs: Programming by Humans"

Student Audio Competition (Selected by the Student Media Advisors and Broadcast & Internet Radio Divisions):

Abby Lutt, Tyler Claxton and Angela Marshall, University of Montana, "Footbridge Forum: Developing South Campus, Finding the Fairway"

Two Year/Small College Competition (Selected by the Two Year/Small College Division):

Jonathan Hartwig and Christopher Poetter, Bethany Lutheran College, "Fall from Grace" (Video Competition)

Student News Radio (Selected by the News Division):

Ross Weidner, University of North Carolina--Chapel Hill, "God's Helpers of Raleigh"

Student News Television (Selected by the News Division):

Ian Schwartz, Arizona State University, "Airport Parking Fees" (Hard News), "Drifting" (Feature News)

Student News TV Newscast (Selected by the News Division):

Brynne Tuggle and Kristi Keck, University of North Carolina--Chapel Hill, "Carolina Week"

Student IMM Competition (Selected by the Communication Technology Division):

Mark Shufflebottom, Bournemouth University Media School, "A Dark Matter"

Faculty Scriptwriting Competition (Selected by the Writing Division):

Fred Jones, Southeast Missouri State University, "Cornskin"

Student Scriptwriting Competition (Selected by the Writing Division):

Jennifer Hotop, Southeast Missouri State University, "The Edge of Sanity" (Feature Competition)

Faculty Video Production Competition (Selected by the Production Aesthetics & Criticism Division):

Scott Hodgson, Southern Illinois University–Carbondale, "Suddenly on an Average Day" (Educational/Instructional Competition)

Student Video Production (Selected by the Production Aesthetics and Criticism Division):

Andrew Stanfield, Azusa Pacific University, "Giving Her Away"

Faculty Documentary Competition (Selected by the Documentary Division):

Lelen Bourgoignie-Robert and Sanjeev Chaterjee, University of Miami, "Through Her Eyes"

Student Documentary Competition (Selected by the Documentary Division):

Phil Stuart, Northwestern University, "The Hope and Heartache of Autism"

Best of Festival Chair: Louise Benjamin, University of Georgia

Best of Festival Producer: Vic Costello, Elon University

Best of Festival Reel Producer: Jay McMerty, Elon University

Best of Festival Associate Producer: Linda Lashendock, Elon University

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make work flow

Discover how to go from
script to screen
more efficiently.

You have choices. The good news is they give you more creative control. Help you collaborate. And support best-possible image quality for all your broadcast projects. Discover film and digital products that let you:

- Create, share, and maintain a precise visual style from pre- to postproduction.
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Make your next
broadcast project flow.

Visit the Kodak Booth at NAB for Special
Educator Development Sessions on
Tues. 4/25 at 10 am and Wed. 4/26 at 2 pm.
Also see Kodak in the BEA Exhibit area, 4/27-4/29.



9:00 AM – 12:00 PM

Exhibit Hall (Session ID: 392)
N255, N257, N259, N261

Come and wander among the exhibits and chat with vendors to get the latest information and resources available to aid in your teaching, creative work and research.

9:00 AM – 4:15 PM

BEA Placement Center–Post a Job! Find a Job! (Session ID: 391)
N253

Registered job seekers and employers come and schedule interviews. Job descriptions also will be posted for those interested in just taking a look at whose hiring without participating in the formal interview process.

Michael Bruce, Oklahoma Baptist University, Placement Center Coordinator

9:00 AM – 4:15 PM

Adobe Hands – On Training Lab (Free Training Sessions) (Session ID: 396)
N241



Come by the Adobe lab for FREE hands-on training on all of Adobe's Video and Audio solutions including brand new versions Adobe Premiere Pro, Adobe After Effects, Adobe Audition, Adobe Encore DVD and Adobe Photoshop CS2. Space is limited in these training sessions, so stop by Room N241 to sign up!

- 9:00 – 10:15am
 Adobe After Effects – Dean Velez
- 10:30 – 11:45am
 Adobe Audition – Dennis Radeke
- 12:00 – 1:15pm
 Adobe Photoshop CS2 – Dean Velez
- 1:30 – 2:45pm
 Adobe Premiere Pro – Dennis Radeke
- 3:00 – 4:15pm
 Adobe Encore DVD – Dean Velez

Motion Graphics in Adobe After Effects 7.0: From Storyboard to Execution

This session will explore concepts, workflow and production techniques that are essential in creating a Motion Graphics Project while working in Adobe After Effects, Adobe Photoshop and Adobe Illustrator. It will also introduce you to a curriculum for teaching Motion Graphics. Topics will include researching ideas, rough storyboards, logo design, style pages, polished storyboards, It will also introduce you to a curriculum for teaching Motion Graphics. Topics will include researching ideas, rough storyboards, logo design, style pages, polished storyboards.

Professional Digital Audio with Adobe Audition 2.0

In this session, you'll learn the power of the new version of Adobe Audition as a professional mastering and engineering tool in the studio. We'll take a look at how to restore older, archival recordings and optimize them for DVD and CD audio using our new Frequency Space Editing techniques. Also, you'll see how Audition can be used to take mono and stereo material and re – version it for 5.1 surround DVDs.

Motion Graphics created with Adobe Photoshop CS2

Come to this session to brush up on your Adobe Photoshop CS2 skills and learn some new tips and tricks to incorporate compelling graphics into your motion graphics projects. We'll show you how some of the pros have used Photoshop to enhance their work and cover new features that integrate seamlessly with all of Adobe's video and audio solutions products.

Professional Video Editing in Adobe Premiere Pro 2.0

In this session, you will see how Adobe Premiere Pro 2.0 software revolutionizes nonlinear video editing, ranging from DV, HDV, and full HD, giving you precise control to take video and audio production to an entirely new level. You'll get to experience a real – time editing environment, new project management tools, advanced color correction, enhanced audio editing capabilities and unmatched Adobe Photoshop compatibility. As well, you'll see how this product seamlessly integrates with the rest of the Adobe video and audio solutions in the brand new Adobe Production Studio.

Creative Authoring for Professional DVD Production in Adobe Encore DVD 2.0

Want to learn how to go from raw content to a professional DVD in 4 simple steps? Attend this session and learn how to create DVDs with Adobe Encore DVD. Convert your source files to MPEG – 2 and Dolby Digital (R) audio, create and edit menus in native Adobe Photoshop format, integrate motion menus and transitions from After Effects and manage navigation design using Adobe Encore's flexible interface.

9:00 AM – 4:15 PM

Apple/Panasonic Hands-On Training Lab (Free Training Sessions) (Session ID: 393) N249



Get hands-on time with some of the latest tools for video editing, motion graphics, sound design and photography. Join one of the free, hands-on classes led by Apple and Panasonic Certified Trainers. In the Apple/Panasonic Hands-On Training Lab you'll get a chance to test drive the latest Apple and Mac based tools. Plus there will be demonstrations of Panasonic's HVX200 P2 Digital Camcorder showing workflow into non-linear editing. You'll learn how easy it is to integrate these tools into your existing broadcast video curriculum. BEA conference attendees will be able to reserve a space in a lab class ONLY on the day that class is offered. Come sign-up early in the day because space is limited. On-site registration begins at 8:00 am in Room N249.



Session Times:
(Training session topics will be listed at the Lab)
9:00 – 10:15am
10:30 – 11:45am
12:00 – 1:15pm
1:30 – 2:45pm
3:00 – 4:15pm

9:00 AM – 2:30 PM

Avid Hands – On Training Lab (Free Training Sessions) (Session ID: 394) N251



Come and get FREE hands-on training in Avid's newest applications including Avid Xpress Pro HD, Avid iNEWS Instinct and Avid NewsCutter XP. Space is limited, so come early to Room N251 to sign-up for these valuable sessions. On-site registration begins at 8:00am.

9:30 – 10:30am
Editing with Avid Xpress Pro: The Basics and Beyond
11:30 – 12:30pm
Journalist Editing with Avid iNEWS Instinct
1:30 – 2:30pm
Avid Editing in a News Environment with NewsCutter XP

Editing with Avid Xpress Pro: The Basics and Beyond

This hands-on session will show some of the key features that set Avid products apart from other editing solutions. This session offers an excellent overview of the latest versions of Avid Xpress Pro for those using earlier versions of Avid products, as well as introductory tips and techniques for those who are new to the software. After a brief overview of Avid's approach to video editing, you'll work hands-on with Avid's unique real-time multicamera editing, keyboard-driven trimming, and one-touch automatic color correction. You'll also work with media from a real-world project, explore native HDV and DVCPRO HD editing, and take a brief look at the power of Avid's DNxHD 8-bit format playback, editing and rendering.

Experience for yourself, hands-on, why Avid continues to be the choice of leading film and broadcast journalism professionals around the world.

Avid Editing in a News Environment with NewsCutter XP

Get a hands-on introduction to Avid's news editing software, NewsCutter XP. This session is designed to let you dive hands-on right into the basic concepts of nonlinear video editing, while learning the best-in-class tools to help you maintain accuracy and meet tight deadlines in a broadcast journalism environment. You will work hands-on to identify and execute basic editing steps, utilize creative tools to polish the story, and become familiar with the concepts that today's and tomorrow's news professionals need to know—whether they are reporters, producers, or editors.

This session is geared toward educators familiar with journalism curricula, but all participants can benefit from getting their hands on the powerful Avid editing interface. Use the news editing software that will prepare your students for their careers, and see for yourself how to give them the edge they need.

Journalism Editing with Avid iNEWS Instinct

Geared toward educators teaching newsroom techniques to communications students, the session will cover essential news composition skills for producers and reporters. Attendees will learn more about the journalist-editing screen layout and components used in news production, including how to identify the main storyline components and how to navigate within the storyline. This class will also cover how to easily insert B-roll into a package, how to auto-trim video to fit a certain amount of text, and how to customize your view to make it easy to find material you need.

In addition, attendees will learn the controls used for working with audio and creating sound-on-tape, as well as how to search for both shared video clips, and iNEWS newsroom computer system scripts, and how to add, delete, import, and adjust voiceover material.

9:00 AM – 10:15 AM

**Plenary Session: Coffee With.... (Session ID: 356)
N243**



Every year the Academy of Television Arts and Sciences Foundation provides BEA members with the opportunity to have morning coffee with an outstanding person in electronic media. Come and find out who this year's special guest will be!
Moderator: Price Hicks, Academy of Television Arts and Sciences Foundation

9:00 AM – 10:15 AM

**Communication Technology Division Paper Competition (Session ID: 332)
N252–BEA Research Center**

(Communication Technology)

Moderator: Howard Goldbaum, Comm Tech Paper Chair–University of Nevada, Reno

Debut

First Place: Donghum Chung, University of Arkansas; Hangsik Yu, Seoul Women's University; Hyngin Woo, Sangii University, "Exploring Predictors in Digital Multimedia Broadcasting Use"

Second Place: Donghum Chung, University of Arkansas; Hyngin Woo, Sangii University; Hangsik Yu, Seoul Women's University; Joon Jin Song, University of Arkansas, "Digital Multimedia Broadcasting; DMB Innovators and Their Media Use"

Open

First Place: Philip Auter, Caryn Winters, University of Louisiana at Lafayette, "Voices in the Dark; Uses and Gratifications of the NOLA Online Community Forums after Hurricanes Katrina and Rita"

Second Place: Samuel Ebersole, Colorado State University, Pueblo, "Social Software in the New Media Classroom: A Marriage Made in Heaven?"

10:30 AM – 11:45 AM

**Management & Sales Division Meeting (Session ID: 343)
N231**

(Management & Sales)

The Management and Sales division's mission is to enhance the teaching of effective, empathetic and ethical management and sales in academia and to improve this type of managing and selling in the broadcast industry.

Moderator: Lionel Grady, Mgt. & Sales Chair–Southern Utah University
Jerry Condra, State University of New York at Oswego
William Covington, Jr., Edinboro University

10:30 AM – 11:45 AM

**Googled: Academic Dishonesty in the Digital Age (Session ID: 266)
N233**

(Courses, Curricula & Administration | Law & Policy | Multicultural Studies)

Plagiarism can be traced back to 561AD when one monk copied another monk's illustrated manuscript. Nearly 1,500 years later, the Internet has made plagiarism easier to accomplish and altered students' perceptions of cheating. With 40% of students admitting to online plagiarism, can institutions maintain academic integrity? Should educators harness the technology of cheating to combat it? Are cross-cultural defenses valid? What is our potential legal liability? This panel considers these and other issues.

Moderator: Kimberlianne Podlas, University of North Carolina–Greensboro
Chad Phillips, Guilford College, "The Web of Deceit: Research on Student Perceptions and Knowledge of Cheating"
Chris White, Sam Houston State University, "The Plagiosphere: The Technology of Detecting and Preventing Plagiarism"
Diana Nicolae, Bennett College, "But It's Not Cheating Where I Come From: Cross-Cultural Considerations in Plagiarism Accusations"
Mary Jo Adams Cochran, Troy University, "To Punish or To Teach: Institutional Responses to Academic Dishonesty"
Kimberlianne Podlas, University of North Carolina–Greensboro, "If I Fail a Student For Plagiarism, Should I Get A Lawyer? Legal Concerns in Academic Dishonesty"

10:30 AM – 11:45 AM**The Writing Behind the Writing for Media (Session ID: 170)
N234**

(Writing | Production Aesthetics & Criticism)

The panel will examine conceptual writing. The germinal idea and the thinking out of that idea so that it will engender the content of a program involves visual, conceptual thinking that is hidden behind the script or design. The outcome of the panel should be to define more closely how to understand and how to teach the thinking that comes before the writing and the writing behind the writing of the final document.

Moderator: Anthony Friedmann, Mount Ida College

Rod Metts, California State University–San Bernadino, “Thinking Conflict Through the Lens of Performative Writing”

Mary Dalton, Wake Forest University, “Invisible Writing: How Research, Conceptualization, Tape Logs, and Paper EDLs Shape Documentary”

Larry Elin, Syracuse University, “Conceptual Writing and Top-Level Design for New Media”

Anthony Friedmann, Mount Ida College, “Meta-Writing: Visual Thinking, Visual Writing within the Script”

10:30 AM – 11:45 AM**Yet Another Oprah, Yet Another Katie: Advising Students on Realities of Media Employment (Session ID: 276)
N235**

(Student Media Advisors)

Far too many students enter broadcasting for the wrong reasons: fame, fortune, and a glamorous lifestyle. This panel addresses how to explain media realities to students, locating jobs beyond the local TV affiliate, bridging the gap between classroom and the industry, and how to develop video portfolios.

Moderator: Frank Barnas, Valdosta State University

Norm Medoff, Northern Arizona University, “Broadcast Employment Realities”

Mike Savoie, Valdosta State University, “The Hidden Industries: Video Positions Beyond Broadcast News”

Pete Orlik, Central Michigan University, “Compressing the Campus/Industry Chasm”

Respondent: Frank Barnas, Valdosta State University

10:30 AM – 11:45 AM**Producing Producers 4 (Session ID: 351)
N236**

(News)

With the high demand for newscast producers in the TV news industry, more schools are adding producing classes, or including a producing unit in an existing broadcast class. But how do you teach this skill which is part organization, part stress management, part news judgment and writing, and part magic? In this annual News Division panel, five more former TV news producers share their best tips and techniques for translating what they did on the job every day into the classroom.

Moderator: Mary T. Rogus, Ohio University

Kevin Hager, Wichita State University

Tim Brown, University of Central Florida

Phyllis Slocum, University of North Texas

Nancy Dupont, Loyola University–New Orleans

Brenda Jaskulske, University of Texas–Arlington

10:30 AM – 11:45 AM

**Creating Powerful Radio Workshop (Session ID: 251)
N237**

(Broadcast & Internet Radio)

This 90 minute Creating Powerful Radio session would be geared towards broadcast educators with the goal of not only helping students get jobs in the broadcast field, but also keep them by showcasing methods to grow, keep and develop audiences for radio stations based on storytelling, truth, content and methods to NEVER BE BORING! Valerie Geller, author of “Creating Powerful Radio: A Communicator’s Handbook” and “The Powerful Radio Workbook” works with the BBC, the ABC in Australia and 500 radio and TV stations in 27 countries. Geller teaches practical, useful knowledge along with proven methods to help professors and broadcast educators teach students to build audiences through the sheer power of the content on air, thus allowing the student, once hired, to be valuable to both the community and the station.

Valerie Geller, Geller Media International, “KEEP IT POWERFUL! MAKE IT RELEVANT: Teachable proven methods on growing and developing audiences through content, personality and storytelling”

10:30 AM – 11:45 AM

**Cultural Convergence: The Challenge for Educators and Students (Session ID: 233)
N238**

(Multicultural Studies | Gender Issues)

The television industry, radio programmers, and music producers have all felt the impact of our more multicultural society. We as educators need to help students understand the theoretical and historical issues of race, gender, and class along with the opportunities inherent in more diverse producers and audiences. Panelists will give examples of classroom exercises and online discussion forums dealing with multiculturalism along with production assignments that take issues of diversity into the field.

Moderator Greg Adamo, Richard Stockton College of New Jersey

Joyce Chen, University of Northern Iowa, “Electronic Media Students’ Awareness of the Relationship between Divergence of Society and Convergence of Culture”

Katherine Gregory, University of Wisconsin–Parkside, “Keeping it Real: Teaching Hip Hop Culture, Excavating History, and Promoting Social Change in the Classroom”

Cindie Jeter Yanow, Southeast Missouri State, “Momma, Why Don’t They Look Like Me? How Diversity Translates from the Classroom into the Workforce”

Beau Basel Beaudoin, Columbia College–Chicago, “Culture, Race and Media Stereotypes”

10:30 AM – 11:45 AM

**Broadcast and Internet Radio Division Paper Competition (Session ID: 328)
N239**

(Broadcast & Internet Radio)

Moderator: Rich Tiner, BIRD Paper Chair–Belmont University

Open

First Place: Todd Wirth, William Jewell College, “Format Monopolies, Duopolies, & New Oligopolies”

Second Place: Sam Sauls, University of North Texas, “Radio and Localism”

Third Place: John Dempsey, Texas A & M/Commerce, “Sports Radio by and for the Everyman”

Debut

First Place: Laura Sherwood, University of Nebraska–Kearney, “Who Moved My Cheese”

10:30 AM – 11:45 AM**Evaluating Creativity in Student Projects (Session ID: 216)
N240**

(Production Aesthetics & Criticism | Courses, Curricula & Administration | Student Media Advisors)

Creativity is an elusive but vital entity in most (if not all) production projects. The panelists in this session offer their insights, and explain the techniques they use to evaluate the innovative and creative elements of student projects. Some of the topics covered in this panel involve classroom assignments and independent student productions, while others bridge the connection between this issue and what's expected in the real world.

Moderator: Frances Kendall, Salisbury University

Martin LoMonaco, Neumann College, "Creativity, Imagination & the Marketplace"

William Deering, University of Wisconsin–Stevens Point, "Client-Based Evaluation of Creative Work: Is This Really How the Real World Works?"

Jeff Hill, Morehead State University, "Evaluating Creativity in PSA Productions"

Anthony Tenczar, University of New Hampshire, "Creativity: Quantifying the Unquantifiable?"

Respondent: Bob Pondillo, Middle Tennessee State University

10:30 AM – 11:45 AM**Convergence Trajectories: Different Paths to Integration (Session ID: 213)
N242**

(Communication Technology | Management & Sales)

The panel will focus on moving beyond what we currently know about convergence and some of the markets where it is being operationalized, (i.e., Chicago, Tampa, Dallas, etc.) to different trajectories that the integration of print, broadcast and online mediums are taking. The panelists will examine different paths and aspects of convergence from management to training, organizational culture and economics, to diversity and collaboration. Panelists will address areas of convergence that have not been elaborated on at this time, or are specific areas that could impact the future of the media industry using newer technologies to integrate content across platforms.

Moderator: Gracie Lawson-Borders, Kent State University

George Daniels, University of Alabama, "So We Converge, Then What?: Identifying Outcomes of News Partnerships"

Vincent Filak, Ball State University, "Beating a Path to Successful Convergence: The Application of Cross-Cutting Social Identities in Alleviating Conflicts in Converged Newsrooms"

Gracie Lawson-Borders, Kent State University, "Training for Convergence: Making Preparations for a Paradigm Shift from Management to Reporter"

Evonne Whitmore, Kent State University, "The Missing Puzzle Piece: Convergence Across Color Lines"

10:30 AM – 11:45 AM**ATAS College Television Awards Showcase (Session ID: 357)
N243**

ATAS Logo Find out what it takes for your students to create winning entries in the Academy Foundation's College Television Awards. Selected award winning entries from the 2005 competition will be screened, and the program notes will be available. Then ask questions of Academy Foundation representatives in an open forum.

Moderator: Price Hicks, Academy of Television Arts and Sciences Foundation

Nancy Robinson, Academy of Television Arts and Sciences

Nancy Meyer, Academy of Television Arts and Sciences

10:30 AM – 11:45 AM

**History Division Paper Competition (Session ID: 338)
N252–BEA Research Center**

(History)

Moderator: Ed Youngblood, History Paper Chair–Texas Tech University

Debut

Daniel Walsh, University of South Carolina, “To Cuba: A Primer on Radio and Television Marti”

Open

First Place: Steve Craig, University of North Texas, “Toward a ‘Satisfactory and Regular Service:’ The United States Department of Agriculture and the Campaign for High Power Radio, 1922-1928”

Second Place: David Ozmun, Ouachita Baptist University, “Pre-Pauline Fredrick: Network Television’s First Female Foreign Correspondent”

12:00 PM – 1:15 PM

**Faculty Need Training Too: The ABC/Disney Faculty Development Program Initiative (Session ID: 402)
N231**

This session will introduce BEA members to a pilot faculty development program established by ABC Television Group and the Walt Disney Studio. Panelists will present and discuss the purpose of the program and the application process. Applications will be available during the sessions. ABC/Disney has the most comprehensive and diverse talent development programs for writers, actors, directors, television studio production and management in the entertainment industry.

Moderator: Frank Parcells, Austin Peay State University

Yvonne Prather, Austin Peay State University

Paula Briggs, Norfolk State University

Carmen Smith, ABC/Disney VP, Talent Development Program

12:00 PM – 1:15 PM

**Challenges and Opportunities for Terrestrial Radio (Session ID: 181)
N232**

(Broadcast & Internet Radio | Communication Technology | Management & Sales)

This panel will focus on the “challenges” and “changes” posed to terrestrial radio by new technologies such as the iPod and Satellite Radio, while also discussing the “opportunities” such technologies can provide.

Moderator: John R. Turner, Towson University

Michael Huntsberger, University of Oregon, “WFMU: From Streaming to Podcasting”

Jamie Lynn Gilbert, Central Michigan University, “Challenging the Way We Listen: Public Radio’s First Year of Podcasting”

Jerry Condra, State University of New York–Oswego, “Challenges or Opportunities for Terrestrial Radio”

Al Stavitsky, University of Oregon, “The Bird in the Backyard: Satellite Radio and Localism”

12:00 PM – 1:15 PM

**Planning for Internet Media (Session ID: 296)
N233**

(Broadcast & Internet Radio | Research | Management & Sales)

It is time to start looking at the Internet as a place for our mass media products. The goal is to consider strategies for moving media to the Internet. How do we manage programming, research audiences, and determine business models? This panel will bring together several perspectives in new media research and planning. The goal is to present ideas and new research.

Moderator: Max Grubb, Kent State

Mary Lou Sheffer, University of Texas–Arlington, “Online Media Use by Political Candidates”

Steven Dick, Southern Illinois University, “Platforms and Platforms to Come for Online Media”

Ju Young Ha, Inha University–Korea, “Making an Audience for Digital Content: Korean Cases”

Bharat Mehra, University of Tennessee–Knoxville, “Contextualizing Internet Use in the Everyday Life of the Cyber-Queer”

12:00 PM – 1:15 PM**Television and Socialization (Session ID: 169)****N234**

(Multicultural Studies)

Four research papers look at the impact of television advertising, program content, and sports on minorities and adolescents. The research examines the portrayals of African-Americans and how those images influence perceptions, stereotypes and behavior. It also looks at sexual content on television and its influence on adolescent behavior. To what extent is television programming and advertising influencing socialization? This session attempts to answer that question in certain specific areas.

Moderator: Lorraine Fuller, Southern University

Lorraine Fuller, Southern University, "Beyond Numerical Representation of African-Americans in Television Advertising: Uncle Ben, Rastus and Now...The Rubber Band Man"

Nekayla Reed, Southern University, "The Impact of Televised Sports on the Career Choices of African-American Youth"

Craig Jones, Southern University, "Social Messages in Television Depictions of the Black Family"

Ashley Patton, Southern University, "Sexual Content on Television and the Impact on Adolescent Sexual Behavior"

Respondent: Mahmoud Braima, Southern University

12:00 PM – 1:15 PM**Law & Policy Division Meeting (Session ID: 341)****N235**

(Law & Policy)

The Law and Policy division's goals 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; and to initiate research into the fields of law and policy.

Moderator: Miriam Smith, Law & Policy Chair-San Francisco State University

Cynthia Cooper, Salisbury University

Andrew Utterback, Eastern Connecticut State University

12:00 PM – 1:15 PM**Beyond Basic Design: Teaching Accessibility, Nomadicity, and Usability in Multimedia and Web Design Courses (Session ID: 279)****N236**

(Production Aesthetics & Criticism | Courses, Curricula & Administration)

As convergence becomes an integral part of the curricula, it is important to make sure that students in design courses move beyond basic design concepts and understand how to make material accessible, usable, and portable. This session addresses these issues and the associated pedagogy behind them. Presenters will discuss these issues and propose suggestions for integrating these concepts into design and production courses.

Moderator: Vic Costello, Elon University

Ed Youngblood, Texas Tech University, "Nomadicity: Introducing Students to Designing for Portability"

Rich Rice, Texas Tech University, "Usability Testing and User-Centered Andragogy: The Convergence of Communication Disciplines"

James Abel, Web Project Lead, KBR Web Communications, "Teaching Accessibility: A Corporate Perspective"

12:00 PM – 1:15 PM**Lighting for Television in the Field (Session ID: 265)****N238**

(Two-Year/Small Colleges)

This workshop will build on a previous session on "Teaching Methods for Basic Lighting." Through the use of video and graphics, instructors will gain a better understanding of typical field lighting techniques.

Moderator: Ian Feinberg, Chattahoochee Technical College

12:00 PM – 1:15 PM

**International Communication Theory & Global Shifts East: Is ICT up to the Challenge? (Session ID: 287)
N240**

(International)

Global attention and influence is shifting east—to unrest in the Middle East and growing economic influence in the Far East. Is international communication theory up to the challenges that these changes might be imposing on the way ICT frames the world? This panel addresses the nature of international communication theory and offers ideas how ICT might adjust to this new world order.

Moderator: Tony Rimmer, California State University, Fullerton

Richard Vincent, Indiana State University, “Looking Back, Looking Ahead: the Future of International Communication Theory in the Post-WSIS World”

Thomas McPhail, University of Missouri, St. Louis, “Electronic Colonialism Theory (ECT): Fact or Fiction?”

Brian Pauling, New Zealand School of Broadcasting, “Colonialism is Now: Neo-Colonial Theory, Cultural Studies & Empire Down-Under”

Oliver Boyd-Barrett, Bowling Green State University, “Interdependency or Conflict? Information and Communication Technologies”

Respondent: Tony Rimmer, California State University, Fullerton

12:00 PM – 1:15 PM

**Curriculum Re-Design for the New Millennium (Session ID: 117)
N243**

(Courses, Curricula & Administration | International)

With changes in technology, global conglomeration, employment opportunities, sense of nationalism and acknowledgement of the voice of indigenous people, media and communication programs worldwide are re-examining their broadcast curriculum in an attempt to make them more relevant for the 21st Century. Join these panelists in a lively philosophical discussion of those curriculum changes.

Moderator: Donald Pollock, University of La Verne

George Keeler, University La Verne, “The Converging Curriculum”

Tom Brislan, University of Hawaii, “Film School for the 21st Century”

Paul Norris, New Zealand Broadcasting School, “Preparing Students for the 21st Century Workplace”

Dave Keskeys, University of Northampton, “The Role of Broadcasting in a School of Arts”

John Potts, Macquarie University, “What's Old is New, or Is It?”

12:00 PM – 1:15 PM

**Management & Sales Division Paper Competition (Session ID: 345)
N252–BEA Research Center**

(Management & Sales)

Moderator: Jerry Condra, Mgt & Sales Paper Chair–State University of New York at Oswego

Debut

First Place: Hae Eun Chung, University of Southern California, “Media Deregulation and Network Programming Diversity”

Second Place: Haw-young Youn, Southern Illinois University, “Co-Branding Strategy for Imported Children's Programming in the U.S. Media”

Open

First Place: Gregory D. Newton, Ohio University, Glenda C. Williams, University of Alabama, Susan Tyler Eastman, Indiana University, Andrew C. Billings, Clemson University, “An Olympic Promotion Effort Pays Off for ‘The Networks of NBC’”

Second Place: Steven J. Dick, Southern Illinois University, Walter S. McDowell, University of Miami, “Introduction of a Radical Brand Cluster”

1:30 PM – 2:45 PM**New Career Options for Broadcasting Graduates (Session ID: 288)
N231**

(Management & Sales | Student Media Advisors | Courses, Curricula & Administration)

While most students begin studying broadcasting in order to appear on the air, an increasing number of possibilities exist for graduates to work in related fields, such as consulting and promotions. This panel will include representatives from “non-traditional” fields, along with recent graduates, to discuss this opportunities.

Moderator: Jeff Stein, Wartburg College
Pete Seyfer, Frank N. Magid & Associates, “Consultation and Advice”
Reggie Murphy, Gannett Co., Inc., “Careers in Consumer Intelligence”
Jeff Stein, Wartburg College, “It’s not Just On-Air Work Anymore”

1:30 PM – 2:45 PM**Broadcasting and Internet Division Meeting (Session ID: 329)
N232**

(Broadcast & Internet Radio)

The Broadcast & Internet Radio 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.

Moderator: Michael Brown, BIRD Chair–University of Wyoming
Rich Tiner, Belmont University
John McGuire, Oklahoma State University
Troy L. Hunt, College of Eastern Utah

1:30 PM – 2:45 PM**Convergence: The Promise and Problems of Collaboration: Case Studies (Session ID: 267)
N233**

(Student Media Advisors | Courses, Curricula & Administration)

Franklin Pierce College has been teaching convergence for several years and introduced integrated convergence software packages into the curriculum. The University of Mississippi created a convergent student media center that has completed its second year of operation as a functioning multimedia newsroom. Arkansas State University recently created a convergence course integrating the school newspaper, cable TV channel, and web sites. Panelists will share the success and failure stories experienced at their respective institutions.

Moderator: Collin Pillow, Arkansas State University
Collin Pillow, Arkansas State University, “Our First Semester of Convergence”
Ralph Braseth, University of Mississippi, “The S. Gale Denley Student Media Center: A Case Study”
Traci Mitchell, University of Mississippi, “The S. Gale Denley Student Media Center: A Case Study”
Melanie Stone, Georgia Southern University, “The S. Gale Denley Student Media Center: A Case Study”
Paul Bush, Franklin Pierce College, “Convergence Lessons from a Small College”

1:30 PM – 2:45 PM**Ethnic Media in America: The ALANA Project (Session ID: 218)
N234**

(Multicultural Studies)

This session features contributors to the ALANA Project's 3 volume series, “Ethnic Media in America.” The ALANA project focuses on media issues related to four major ethnic groups in America–African–American, Latina/o, Asian, and Native American. Papers will focus on such electronic media issues as minority ownership, ethnic radio, minority images, BET (Black Entertainment Television), radio, and the Internet.

Moderator: Alice Tait, Central Michigan University
Alice Tait, Central Michigan University, “Our Message is on the Media”
Byron Renz, Wayne State University, “The Interrelationship of Mass Media and Society”
George Daniels, University of Alabama. “Scholastic Journalism, Media Management, and the Role of Diversity in the Media Workplace”
Ellen Gil–Gomez, California State University–San Bernardino, “Electronic Media: Olmos Productions”

1:30 PM – 2:45 PM

Converging on the Syllabus: Bringing Together Ideas to Rejuvenate your Tried, but Tired Course Syllabus (Session ID: 264)

N235

(Courses, Curricula & Administration)

Academic and industry perspectives converge offering fresh approaches to incorporate into your syllabus. Often overlooked industry perspectives and techniques to engage students with the course material both inside the physical and virtual classrooms are explored. Panelists present academic and experiential support for these approaches with suggestions for implementation in your course syllabus.

Moderator: Amber Smallwood, Indiana University, Bloomington

Amber Smallwood, Indiana University, Bloomington, "Don't Forget the Public: NCE Media and Community Based Research"

Michelle Durham, CBS Paramount Television, "It's Not all about US: Incorporating the International Perspective"

Melanie Armstrong, University of New Mexico, "Hit the Streets: The Joy of Field Tripping"

Vicky Foster, Franklin University, "The Virtual Classroom: Utilizing Communication"

Kim Fox, Muskingum College, "Converging Campus Media: Bringing It All Together"

1:30 PM – 2:45 PM

The "Citizen Journalist": The Challenges They Pose to Broadcast Educators (Session ID: 260)

N236

(News)

The London bombings of July 2005 pointed up the powerful role a "citizen journalist" can play in today's news environment. Armed with almost no journalism training...but with a cell phone or some other form of modern technology...these people can submit video and other news items to news organizations. What challenge does this pose to broadcast education?

Moderator: Beth Olson, University of Houston

Anthony Moretti, Point Park University

Jeff Dvorkin, National Public Radio Ombudsman

Beth Olson, University of Houston

1:30 PM – 2:45 PM

Writing the Documentary: Teaching and Practice (Session ID: 232)

N237

(Writing | Documentary | Production Aesthetics & Criticism)

Where is the writing in documentary? Doesn't the story come together in the edit room? This panel offers basic insights into writing a documentary, including a few exercises for teachers and a discussion of how design and question development contribute to the writing and shaping of documentary.

Moderator: William Deering, University of Wisconsin-Stevens Point

Greg Luft, Colorado State University, "Writing the Documentary with Creative Interview Questions"

Michael Ogden, Central Washington University, "Visualize Your Documentary: Write a Good Treatment!"

1:30 PM – 2:45 PM

Getting Real World Experts into Your Classroom (Session ID: 225)

N238

(Courses, Curricula & Administration | Communication Technology | Two-Year/Small Colleges)

Technology is changing rapidly. One way to keep up is to getting the people that are using it into your classroom. This panel will show how distance learning tools, such as Macromedia Breeze can help augment the classroom experience. In addition, grooming your experts to teach workshops, provide students with internships and act as a student advisor panel will be discussed.

Moderator: Jeff Schomburg, St. Mary's University

Ellen Wagoner, Macromedia, "Using Breeze to Bring Experts to the Classroom"

Kathe Lehman-Meyer, St. Mary's University, "Grooming Experts to Augment your Classes"

Gretchen Weller, Nationwide, "Preparing Mentors and Interns for Assignments"

1:30 PM – 2:45 PM**Undergraduate Research Competition (Session ID: 198)
N239**

(Student Media Advisors)

This session features the top three papers in Student Media Advisors undergraduate research paper competition.

Moderator: Paul Creasman, Azusa Pacific University

First Place: Montesia Deas and Monica Salvo, Elon University, "The Presence of Diversity in College Radio at Historically Black Colleges, Women's Colleges, and Native American Colleges in the United States"

Second Place: Natalie Thomas, Appalachian State University, "Advertising Demographics: Change, Challenge, and Opportunity"

Third Place: Cara L. Reiter, Ball State University, "Celebrity Journalism: A Symbiotic Relationship"

Respondent: Robert McKenzie, East Stroudsburg University

1:30 PM – 2:45 PM**International Community Media: The Growth of the Fifth Estate (Session ID: 116)
N240**

(International | Production Aesthetics & Criticism | Multicultural Studies)

With the conglomeration of media worldwide and the increasing dependence on synergy between different media holdings, the fourth estate role of media as government watchdog has decreased or been eliminated. The growth of community media worldwide has given communities around the world, especially remote communities, an opportunity to put the power of the media in the hands of individuals and members of community groups instead of corporations. There has been an explosion of community broadcast media worldwide, first in radio and increasingly in television. This panel looks at the growth of community media as an independent media voice especially in the Asia-Pacific area.

Moderator: Donald Pollock, University of La Verne

Donald Pollock, University La Verne, "The End of Access?"

Brian Pauling, New Zealand Broadcasting School, "Community Radio in New Zealand"

Jose Soto, Universidad Iberoamericano, "Community Media in Mexico"

1:30 PM – 2:45 PM**Middletown Media Studies 2 (Session ID: 157)
N242**

(Management & Sales | News | Research)

Just finished in the field, this is largest observational media study ever conducted (400 full-day observations, half in Indianapolis and half in Middletown), and we will report on the findings of how what people use what media, and the relationships of citizenship and psychological measures to media use.

Moderator: Bob Papper, Ball State University

Bob Papper, Ball State University, "Middletown Media Studies 2—Overview"

Michael Holmes, Ball State University, "Research Implications"

Mike Bloxham, Ball State University, "Advertising Implications"

Melinda Messineo, Ball State University, "Citizenship & Media Use"

Paul Biner, Ball State University, "Psychological Measure & Media Use"

Carole Clark Papper, Ball State University, "Naturalistic Media Research"

1:30 PM – 2:45 PM

**Law & Policy Division Paper Competition (Session ID: 342)
N252–BEA Research Center**

(Law & Policy)

Moderator: Cynthia Cooper, Law & Policy Paper Chair–Salisbury University

Debut

First Place: David Deeley, University of Florida, “The Must Carry Debate Goes Digital: Must Cable Continue to Carry the Broadcast Load?”

Second Place: Richard Vogel, Ashland University, “Revisiting Red Lion by Way of O'Brien”

Open

First Place: M. Joseph Hinshaw, James Madison University, “Privileged Use: A Proposed Solution to the Dilemma of Standardization and Interoperability in Copyright Protection of Computer Software”

Second Place: Kristin Simonetti, Brooke Barnett, Elon University, “Profanity, Indecency and the Legal Liability of Broadcasting Sporting Events”

3:00 PM – 4:15 PM

**Japanese Media: A Nation's Ideals with International Impact (Session ID: 229)
N232**

(International)

Since the Tokugawa Period, Japan has uniquely impacted global media through print, radio, and moving images. This session will examine various facets of the Japanese media and why those attributes are vital for inclusion in an undergraduate broadcast curriculum.

Moderator: Barbara Zang, Worcester State College

Barbara Zang, Worcester State College, “Japanese Media: An Historical Perspective”

Mary Alice Adams, North Georgia College and State University, “Radio In Japan: News, Music, and Listeners”

Erika Engstrom, University of Nevada at Las Vegas, “Retto-kan and Images of Women in Japanese Media”

Frank Barnas, Valdosta State University, “The Japanese Screen: Influences on Global Moving Images”

3:00 PM – 4:15 PM

**Interdisciplinary and Service Learning Video Production Courses: Broadening the Scope of Video Education
(Session ID: 222)
N233**

(Courses, Curricula & Administration)

Professors experienced in teaching video production in service learning and interdisciplinary settings share their experience and advice for successfully planning, managing and executing courses that mix students from a variety of academic backgrounds and production proficiencies. Fundamentals of service learning will be presented including the challenges of such courses and the benefits to production students.

Moderator: William Bolduc, University of North Carolina–Wilmington

Anthony Tenczar, University of New Hampshire, “Ethnographic Interviews with Lebanese– and Arab–Americans in Manchester, NH”

Hank McDonnell, University of Incarnate Word, “Service Learning as a Regular Component of the Production Curriculum”

Dom Caristi, Syracuse University, “Producing Non-broadcast Videos for Not-for-profit Clients”

William Bolduc, University of North Carolina–Wilmington, “Combining Service Learning and Interdisciplinary Pedagogy to Document Local African- and Native-American History”

3:00 PM – 4:15 PM**The Digital Revolution—Are Universities Keeping Up and Preparing Students for the Digital Newsroom? (Session ID: 187)****N234**

(Communication Technology)

Technology in the broadcast newsroom is changing faster than ever before. The panel will offer tips on how universities/colleges can stay current on technology, which technology is essential for students to learn, what the newsroom of tomorrow will look like and suggestions on how to convince administrators that more digital equipment is worth the steep price tag.

Moderator: Andi Stein, California State University–Fullerton
Irv Cuevas, KABC Producer, California State University–Fullerton
Pete Weitzner, Chapman University
Beth Bingham Evans, California State University–Fullerton
Gary Robbins, Orange County Register

3:00 PM – 4:15 PM**On the Air: 4 Routes to the Same Destination (Session ID: 184)****N235**

(News/Broadcast & Internet Radio)

Four panelists discuss challenges, techniques and realities of student-produced radio news at their universities. Strategies and practices include assignments, grades, newsgathering equipment, quality control and much more.

Moderator: C. A. Tuggle, University of North Carolina, Chapel Hill
Sarah Ashworth, University of Missouri, “The Missouri Method: How it Translates to Radio”
Sandy Ellis, University of Wisconsin–River Falls, “This just in: Radio Reporting Class Provides Only Daily Local News to Under-served Community”
Yvonne Cappe, University of Kentucky, “Student-produced News For Both an NPR Affiliate and a Student Station”
Scott Lunt, Brigham Young University, “Long-form Radio News and the Podcast Documentary”

3:00 PM-4:15 PM**Research in Progress Competition (Session ID: 360)****N237**

(Research)

The Research Division's “Research in Progress” competition recognizes and encourages student research, allowing students to present research projects still in development.

Moderator: Connie Book, Elon College
Caryn Winters, University of Louisiana–Lafayette, “Social Judgment Theory and the Interpretive Community: A Cross-Cultural Analysis of How Membership in Different Communities Correlates with the Interpretation of Comedy Central's ‘Chappelle Show’”
Lee Seung-Hyun, University of Wisconsin, “Mobile TV–DMB: Its Emergence, Adoption and Use”

3:00 PM – 4:15 PM**Attention HS teachers: No Budget? No Support? Find out why. (Session ID: 281)****N238**

(Two-Year/Small Colleges)

We will provide educators and production specialists from school districts a session that directly correlates to their working environment. In this session, we will discuss value added components to improve student performance, provide better recognition of their work and better financial support from administration. Find out why administration and district requests are not an attack on the curriculum, but a strong ally.

Moderator: Robert Gillmer, North Penn School District
John Quinn, Colonial School District, Coordinator of CITV–CSD
Mary Faikish, North Penn School District, Television Production Specialist –NPSD
Bob Gillmer, North Penn School District, Coordinator of Communications Media Services–NPSD

3:00 PM – 4:15 PM**Memorable Images: New Ways of Looking at Visual and Aesthetic Processes. (Session ID: 194)
N240**

(Production Aesthetics & Criticism)

Theories of media aesthetics have maintained a stable and, in many ways, inflexible orientation to a changing media world. This panel reviews and challenges certain assumptions concerning this theoretical framing, namely issues concerning visual communication and aesthetic processes as they relate to the production milieu. Each panelist discusses a specific relationship between aesthetic principles, production methodology, and reception, providing new theoretical tools for meeting the challenges of our changing media environment.

Moderator: Robin Riley, New Mexico State University

Philip Kipper, San Francisco State University, "Changing the Way We Think and Remember: An Investigation of the Effects of Video Recording on Autobiographical Memory"

David Tucker, Ryerson University, "Moving from Mannerism: New Ways of Seeing in a Digital Age"

Nikos Metallinos, Concordia University, "Media Aesthetics and New Technologies: Compositional Changes"

Respondent: Herbert Zettl, San Francisco State University

4:30 PM – 5:30 PM**Post Convention Interest Division Chairs Meeting (Session ID: 399)
N252**

Convention wrap-up meeting for ALL Interest Division Chairs, current and incoming. BEA2006 convention will be reviewed and discussed. Also deadlines, procedures and initial preparations for BEA2007 will be presented. We want your ideas and feedback to make next year even better.

Moderator: David Byland, BEA 2006-2007 President—Oklahoma Baptist University

Mary T. Rogus, Ohio University, BEA2006 Convention Program Chair

Kim Zarkin, Westminster College, BEA2007 Convention Program Chair

4:30 PM – 5:30 PM**Post Convention Festival Committee Meeting (Session ID: 398)
N256**

Moderator: Louise Benjamin, BEA Festival of Media Arts Chair



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being necessary to good government
and the happiness of mankind
schools and the means of education
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and the E.W. Scripps School of Journalism
at Ohio University
would like to congratulate Associate Professor
Mary T. Rogus
BEA 2006 Convention Program Chair



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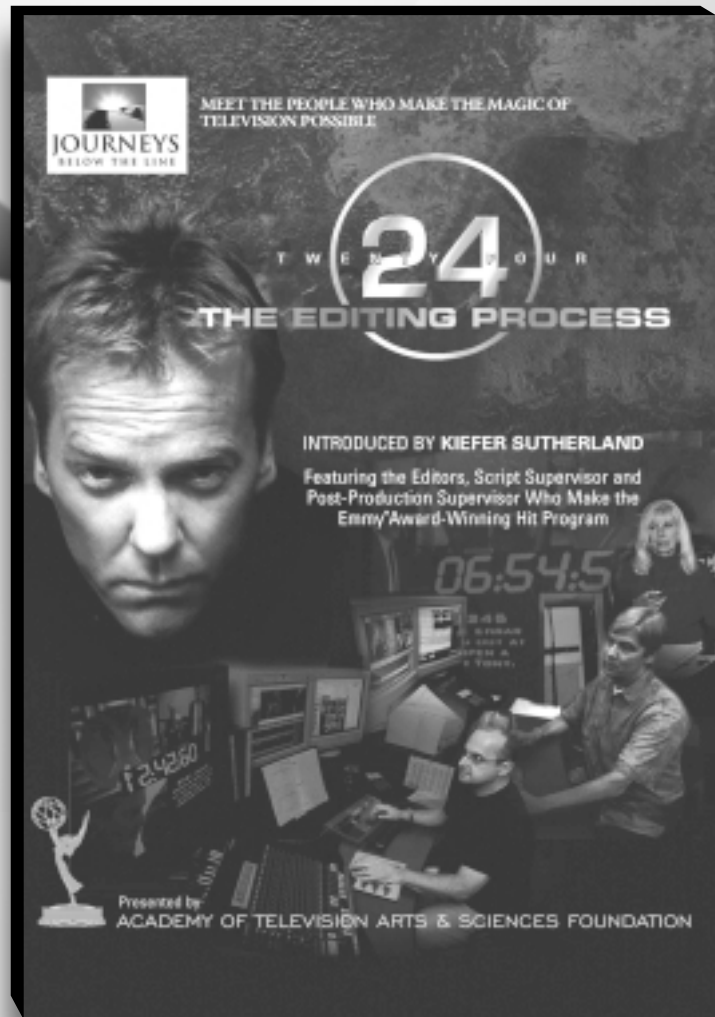
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