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– Harley Lingerfelt, Vice President for Information Management and Technology
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Convention Program Chair's

Welcome

BEA:HD

Welcome to BEA2011. On behalf of BEA President Max Utsler, the BEA Board of Directors, the Interest Division leadership and the BEA staff, I welcome you to the annual convention of the Broadcast Education Association.

BEA:HD

A decade into the new millennium we find ourselves immersed in a host of technological transformations—HD, Twitter, Facebook, 3-D—which have radically impacted media professionals, audiences, educators, and students. In many ways, HD is a metaphor for these communication enhancements, which are taking place in our rapidly changing media landscape. Thus, the HD paradigm was chosen to encourage critical examination of all aspects of media education—technology, content, research, and pedagogy. The desire was for BEA paper and program submitters to creatively interpret BEA:HD. And, they did. Their creativity is evident in many of the student and faculty paper and program proposals which have offered multiple interpretations—from High(Iy Un)Def(ined) to HD ME! (Hard Decisions Made Easy)—of the BEA:HD spotlight.

BEA2011 Highlights

Our new Sunday-Wednesday format, and new location in the Las Vegas Hilton are the biggest changes for 2011, and should provide opportunities for some exciting new convention highlights. If you are new to BEA, join us Sunday morning for BEA101 to learn about the organization and the many opportunities for your involvement. Also on Sunday is the BEA Research Symposium. Now in its 4th year, the symposium will address Media and Morality: Investigating the Connections. We'll close out Sunday with the BEA awards ceremony and opening reception. The BEA2011 Exhibit Hall will be open on Monday and Tuesday. Check out the new exhibit hall. Meet with vendors, take in technology demonstrations, and screen festival award winners. The BEA2011 Festival of Media Arts, Best of Festival King Foundation Awards Ceremony, sponsored by the Charles and Lucille King Family Foundation and Avid, will be held Monday night. The Autodesk reception on Tuesday night provides another opportunity to meet BEA members in an informal setting. If you are one of the many students attending BEA, you will find many events especially for you, including the NABEF/BEA/RTDNA Career Day, which is being held on Wednesday. I strongly encourage every member to attend their District Business meeting on Thursday morning and at least one of the Interest Division meetings. These meetings are where much of the real activity of BEA takes place.

Acknowledgements

I'm afforded the opportunity of welcoming you to BEA2011. However, the success of this convention is really the result of countless hours of work by many BEA colleagues—the Board of Directors; Vic Costello and the festival committee; Don Godfrey and the research committee; the BEA staff; and the members who proposed panels, submitted papers and entered the festival. I would like to thank all of the interest division, festival, and competition chairs for their leadership and hard work. I would be remiss if I didn't thank Glenda Williams for encouraging me to take on this responsibility; 2010 program chair Stacey Irwin for providing on-the-job training; and Tim Hudson who invited me to my first BEA convention back in 1993. I would also like to acknowledge the support of my colleagues in the OBU Department of Communication Arts, and in particular my mentors Roger Hadley and David Byland, for providing encouragement and for answering my numerous questions. I am incredibly thankful for the assistance and support provided by BEA's Traci Bailey, J.D. Boyle, and Heather Birks. Finally, I must extend special thanks to my wife Teressa and my two children, Kelsey and Eli, for tolerating my BEA habit. I'm a proud member of BEA and I'm thrilled that I've had the opportunity to serve the organization and membership in my role as program chair.

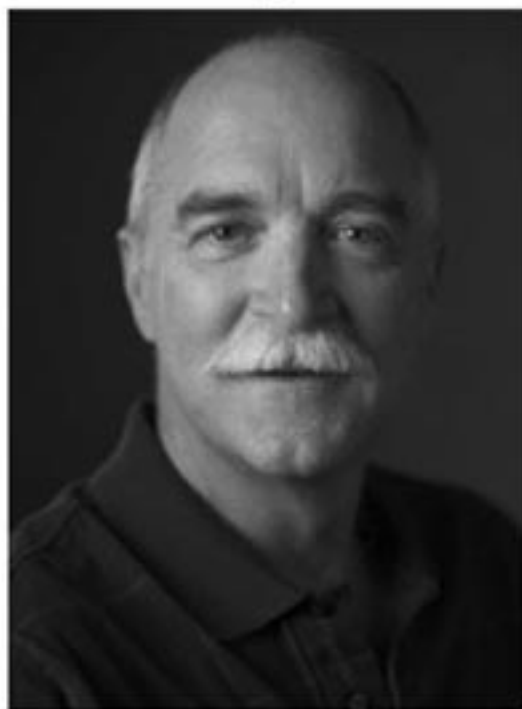
Thanks for joining us at BEA:HD. I hope you experience a hyper-dynamic convention.

Michael D. Bruce, Oklahoma Baptist University
2011 Convention Program Chair

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Dr. Sam Sauls, University of North Texas
2011-2012 BEA President

Congratulations!

From the faculty and staff of the Department of Radio, Television and
Film at the University of North Texas

Alan Albarran, Jason Balas, Jan Banks, Harry Benschhoff, Russ Campbell, Marielena Carpanzano,
Barry Catlett, Jiyoung Cha, Scott Cook, Carol Cornsilk, Steve Craig, Mark Dobson, Laura
Flowers, Wayne Hassell, Brenda Jaskulske, Derek Johnson, Tania Khalaf, Mark Lambert, George
Larke-Walsh, Melinda Levin, Ben Levin, Eugene Martin, James Martin, Christine Paswan, Phyllis
Slocum, Lesa Statler, Jonathan Tomhave, Christian Vang, Daryn Williams



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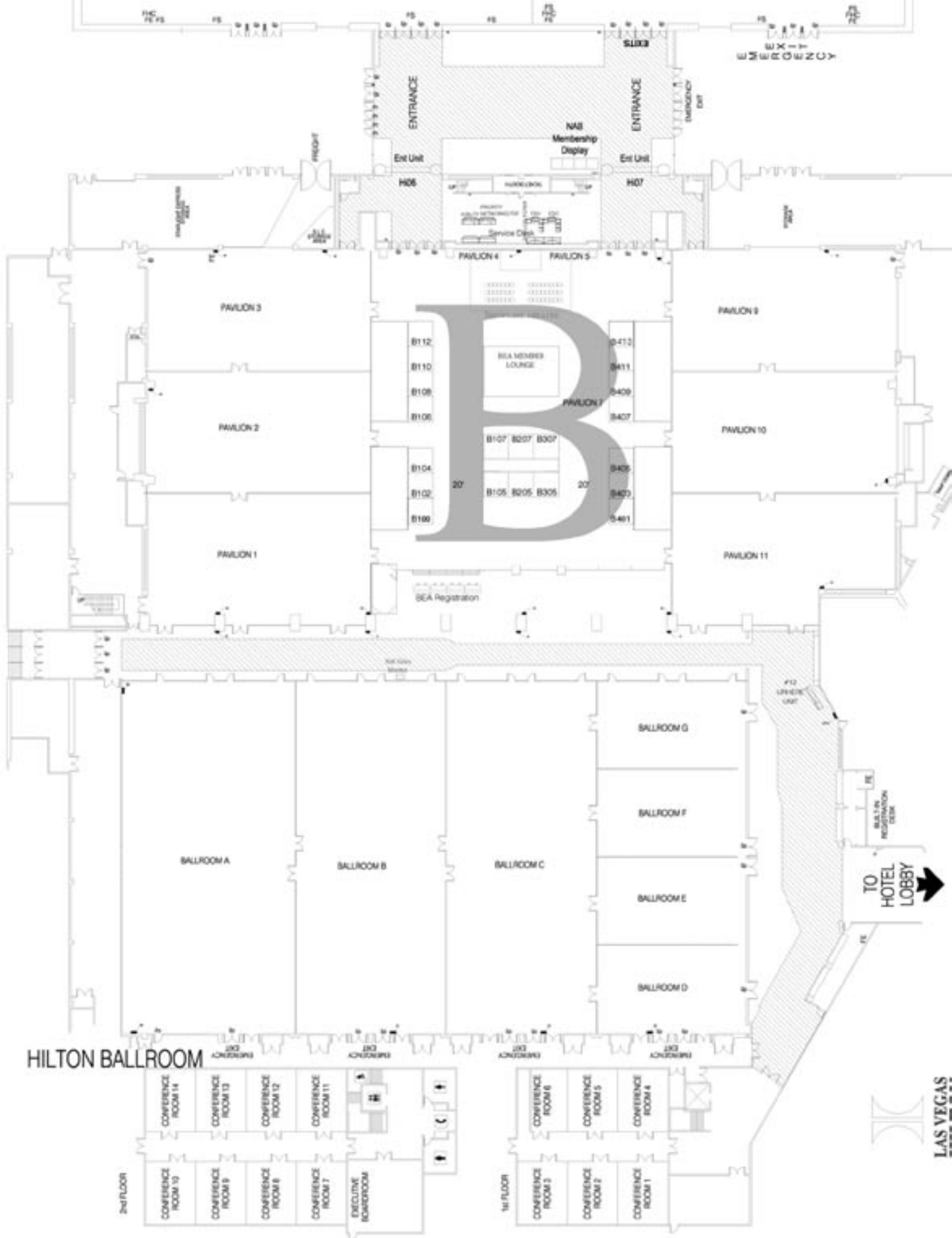
BEA Exhibitors

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Oxford	B102		

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BARRON ROOM



AJA Video Systems – Booth # SL4420

AJA Video is a leading manufacturer of high-quality and cost-effective digital video interface, conversion, acquisition and desktop solutions supporting the professional broadcast and post-production markets. With headquarters in Grass Valley, California, AJA maintains an extensive sales channel of dealers and systems integrators around the world. For further information, please see our website www.aja.com.

American Cinematographer - Booth # C11827

American Cinematographer, the oldest and most respected magazine in the film industry, will be exhibiting its current issue and selling valuable reference books for filmmakers, including the American Cinematographer Manual, Cinematographer Style Book and DVD and Benjamin Bergery's Reflections: 21 Cinematographers at Work. Special show-only discounts on books and subscriptions will be available. Visit AC online at: www.theasc.com.

Autodesk - Booth #SL2120

Autodesk's Media and Entertainment solutions empower digital artists to realize their ideas, transforming their most evocative and ambitious visions into reality. Stop by the Autodesk booth to see the latest in Autodesk Digital Entertainment Creation (DEC) solutions, and get inspired by the work of leading digital artists in television and film. Our NAB booth presentations will also be available on-demand after the show at: <http://area.autodesk.com/nab>

Avid - Booth # SU902

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world – from the most prestigious and award-winning feature films, music recordings, television shows, live concert tours and news broadcasts, to music and movies made at home. Some of Avid's most influential and pioneering solutions include Media Composer®, Pro Tools®, Avid Unity™, Interplay®, Oxygen 8, Sibelius® and Pinnacle Studio™. For more information about Avid solutions and services, visit www.avid.com, del.icio.us, Flickr, Twitter and YouTube; connect with Avid on Facebook; or subscribe to Avid Industry Buzz.

Broadcast Unifying Gears (BUG.tv) – Booth #SL.7727

Join us in Las Vegas this year to see the unveiling of BUG.tv's brand new FeedBuilder Mac Automation System for Playout, Ingest, Multi-layer Graphic Overlays and comprehensive Scheduling capability. We will also be showing the new Four Channel MultiCorder for multi-camera and individual Ingest with extensive Metadata support and Quad Monitor output. Plus the advanced Class-BugMG Production Server for automating the insertion of graphics, clips and promo blocks into Video Production Switchers

Cengage – Booth # B409

Cengage Learning is a leading provider of innovative teaching, learning and research solutions for the academic, professional and library markets worldwide. Our products and services are designed to foster academic excellence and professional development, increase student engagement, improve learning outcomes and deliver authoritative information to people whenever and wherever they need it. Cengage Learning is providing integrated learning solutions that bridge from the library to the classroom. For more information, visit www.cengage.com.

CQ Press - Booth # B413

DekTec Digital Video B.V. - Booth # SU6202

DekTec's mission is to provide digital-TV professionals with innovative, best-in-class hardware and software components based on the cost-effective power of commercially-available PC hardware. The product line consists of a range of attractively priced PCI, PCI Express, USB-2 and IP interface adapters for digital television signals, including modulators and demodulators for many DTV standards. The hardware products are complemented by PC-based software applications, ranging from streaming, recording and analysis software which is well suited for teaching DTV.

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EZNews Booth # B107, N2521

EZNews is the leading newsroom computer system for broadcast educators. Fully integrated intuitive features and functions include: show planning, script and rundown management, a live updating teleprompter, live "on-air" show control, and show archiving. Optional interface and automation features are also available for compliant character generators, subscription broadcast newswire feeds, closed captioning encoders, and much more. EZNews runs on Windows and/or Mac workstations to meet your exact production requirements and instructional needs. Contact Information: EZNews Website: www.eznews.com Phone: Toll Free (888) 326-1415 Email: sales@eznews.com

BEA Festival – Booth # B401

Stop by and meet the BEA Best of Festival winners and view their award winning work. The Best of Festival winners for 2011 were selected from a pool of 913 entries, from 143 colleges and universities in the following competition categories: audio, video, documentary, interactive multimedia, news, scriptwriting, sports, and two-year and small colleges.

Film & Video Magazine – Booth # C-9550

Film and Digital Times is a bi-monthly journal (online and on paper) by Jon Fauar, ASC— an award-winning DP, Director, and author of 14 bestselling books. It's about the technique and technology, art and style, nuts and bolts of high-end production—for Cinematographers, Photographers, Videographers, Directors, Producers, Camera Assistants, Operators, Gaffers, Grips, Rental Houses, Manufacturers, Students and Faculty. FDTimes does not accept advertising: it is supported by readers and sponsors.

Focal Press -Booth # B403

Focal Press has been a leading publisher of Media Technology books for 70 years. We provide essential resources for professionals and students in many areas including: film and digital video production, photography, digital imaging, graphics, animation and new media, broadcast and media distribution technologies, music recording and production, mass communications, and theatre technology.

Holcomb Hathaway – Booth # B407

Holcomb Hathaway is an innovative publisher specializing in textbooks of interest to journalism and mass communication educators and professionals. We publish books in the areas of digital, print, broadcast and beyond. Visit www.hh-pub.com to view samples, request examination copies or to tell us about your writing plans.

Kramer Electronics – Booth #SL-6005

Kramer Electronics manufactures and sells high technology products for video, audio and computer video signal management and processing. Kramer offers solutions for classroom AV system signal processing, routing and room control that range from advanced yet economical to sophisticated and highly integrated. Kramer products include routers, matrix switchers, distribution amplifiers, format converters, scalers, twisted pair range extenders, controllers, cables and more. Kramer also offers the Sierra Video brand of Broadcast signal routing equipment.

LG – Booth N4036G

A proud supporter of the Broadcast Education Association, LG Electronics USA has been a long-time technology and public policy leader in television broadcasting, from driving the digital TV transition to pioneering work in mobile DTV. So it is fitting that LG high-definition flat-screens are proudly on display at the BEA's annual convention, showcasing some of the creative work done by faculty and students as part of the landmark BEA Festival of Media Arts competitions.

Maxon – Booth # B110, SL2327

MAXON CINEMA 4D, considered one of the fastest growing and widely used solutions for content creation, is a fully integrated 3D modeling, animation and rendering package. It delivers superior image quality, handles millions of polygons, offers unlimited objects, lights, materials and animation tracks, and seamless capability for Macintosh and Windows. CINEMA 4D possesses rock solid stability, incredible display and render speed along with an ease of use unparalleled in 3D animation software packages.

Neilson -Booth # B104

Oxford – Booth # B102

Oxford University Press is widely recognized throughout the world as a publisher of innovative, thoroughly researched works of the highest academic standards. Please visit us at booth B102 for discounts on academic titles and higher education textbooks, and to view demonstrations of our online products, including the renowned BBC College of Journalism. www.oup.com/us

Panasonic – Booth #'s C3707, B411

Panasonic Solutions Company (PSC) brings together four business product divisions, including Panasonic's leading audio/visual, content creation and data sharing technology solutions. Our products and services include projectors, flat panel displays, rugged and wireless mobile computers and professional video equipment. Panasonic professional video products make it easy to capture, create and distribute video content to inspire students, teachers and coaches. Video in the classroom provides a multitude of benefits, from offering a deeper connection to the curriculum being explored to allowing students to communicate their original ideas to classmates. For teachers, video allows you to share a lesson with your class, and then share it with students and teachers online. Panasonic offers an array of video solutions for a wide range of budgets, from easy-to-operate digital camcorders to broadcast-quality systems. For more information on Panasonic Solutions Company, visit <http://www.panasonic.com/business-solutions/education-technology-solutions.asp>

Peach Pit –Booth # B207

Peachpit publishes top-notch books on graphic design, desktop publishing, multimedia, Web design and development, digital video, digital photography and general computing. Peachpit has grown to encompass several digital product offerings, such as eBooks, Apps, and our subscription learning library: Creative Edge. Peachpit is the home of the design imprint New Riders and is the publishing partner for Adobe, The National Association of Photoshop Professionals (NAPP), Apple, and others.

Pearson - Booth # B108

Every student is unique. What if learning could adapt? Learn uniquely. Transform learning with proven, customizable solutions that help teachers, institutions and students succeed. Welcome to Pearson higher Ed. Engage uniquely. eLearning solutions are proven to guide students to the moment of new knowledge. Transform uniquely. Quick visibility into your students' performances can help you achieve real results. Share uniquely. With custom publishing you take control of your content.

RUSHWORKS – Booth #N702

RUSHWORKS provides television production and automation systems for dozens of colleges, universities and high schools across the country. Our VDESK Touch Screen Production System and REMO Remote Production Systems are designed for single operator production of multi-camera shows using PTZ cameras. Our A-LIST Automation Systems provide 24/7 playback for campus channels, and our A-ROLL Digital File Players are great for live production roll-ins. All our systems support video streaming, hosting and VOD access.

Ryerson University – Booth # B106

The School of Radio and Television Arts (RTA) at Ryerson University, is one of Canada's, if not north America's most recognized programs in media production and broadcasting. A major component of the media industry in Canada is lead by our graduates, in many entrepreneurial, managerial and creative capacities. We are part of Ryerson's innovative and forward thinking Faculty of Communications and Design, providing a balance of academic rigor and production creativity.

Sony - Booth # C11001

Sony high-definition technologies help TV producers, technical directors, cinematographers, and ENG crews create exciting and dynamic HD content. Sony's professional products – including the HDV™, XDCAM EX™, XDCAM® HD and CineAlta™ cameras and camcorders, and MVS Series production switchers – have become the production system of choice for broadcasters, television producers, rental houses and more, in addition to video professionals in the house of worship, government, sports and education markets. Sony is also very active in 3D production for sports and live events, with Sony technology regularly playing a key role in events where our cameras shoot the action, and our 4K projectors play content, in 3D, in theaters. At NAB 2010, Sony is highlighting its full line of HD broadcast and production technologies, new technologies for 3D content creation, and enhancements to existing products that allow them to fit a broader range of 3D applications.

Taylor and Francis - Booth # B105

Routledge, Taylor & Francis is the premiere publisher of research in Communication Studies. Our journals program includes many high quality titles, of which a number are listed in the Thomson Reuters Social Science Citation Index®. Routledge, Taylor & Francis proudly publishes the Journal of Broadcasting & Electronic Media and the Journal of Radio & Audio Media, the Official Publications of the Broadcast Education Association.

The Washington Center for Internships and Academic Seminars (TWC) - Booth # B305

TWC is the largest provider of academic internship opportunities in Washington D.C. Their comprehensive programs in media, communications, and other fields include full time internships, supplemental academic courses and programming, and housing. In 2012, as they have done every cycle since 1984, TWC will bring hundreds of students together at the sites of the Democratic and Republican National Conventions for a two week seminar at each that includes fieldwork placements in convention and media operations. (www.twc.edu)

VeriCorder - Booth # B112

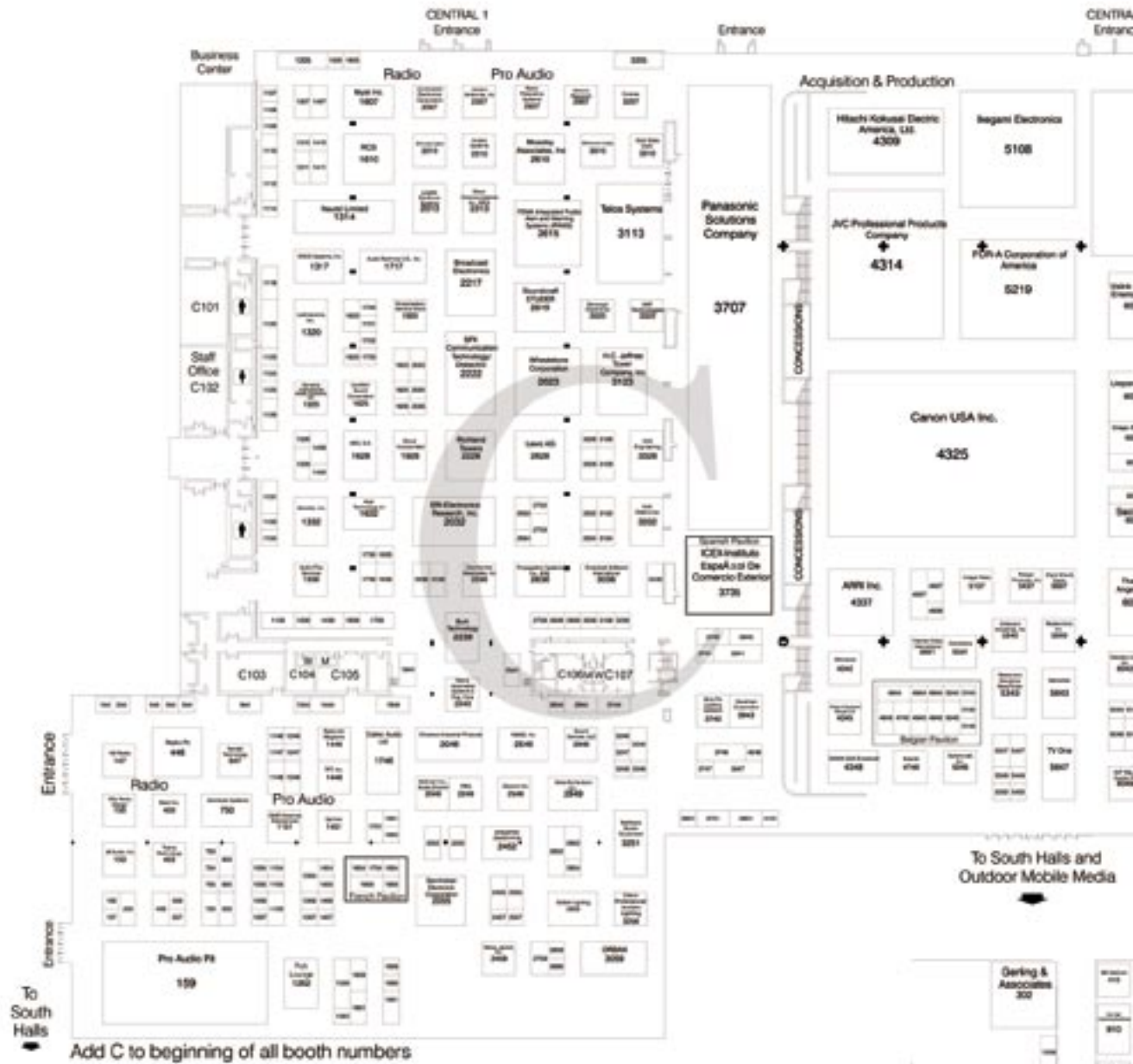
VeriCorder Technology is the technology leader in mobile journalism and Hyper Local online media systems. Advanced mobile apps to create and distribute low-cost content. Automated Content Management. Intelligent Ad Sales Creation and Distribution. Mobile Journalism Applications. Video On Demand. Rock-solid hosting. We do it all, so you don't have to. Improve your content. Monetize your site. Boost productivity and lower your costs. Dominate your local markets, with VeriCorder.



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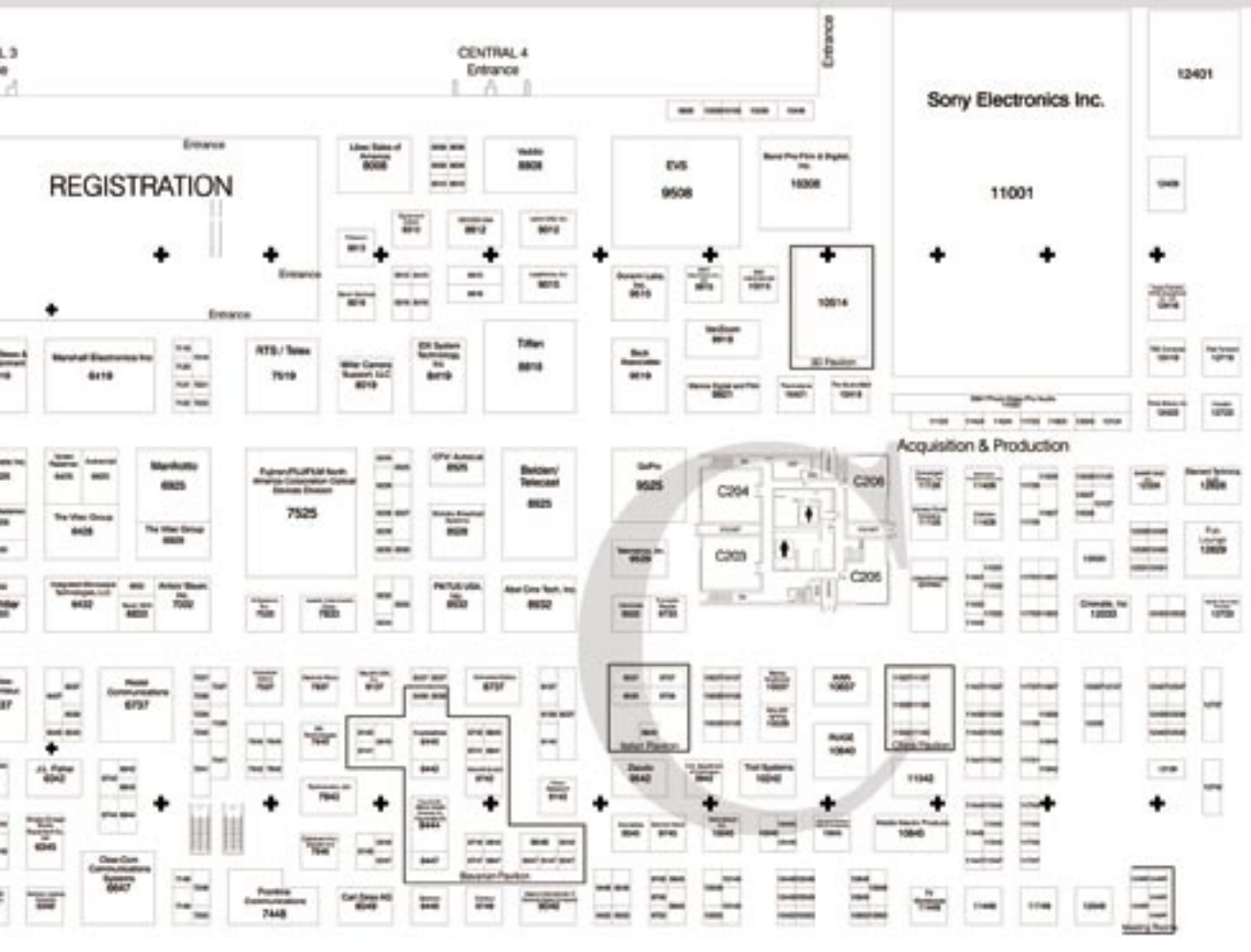
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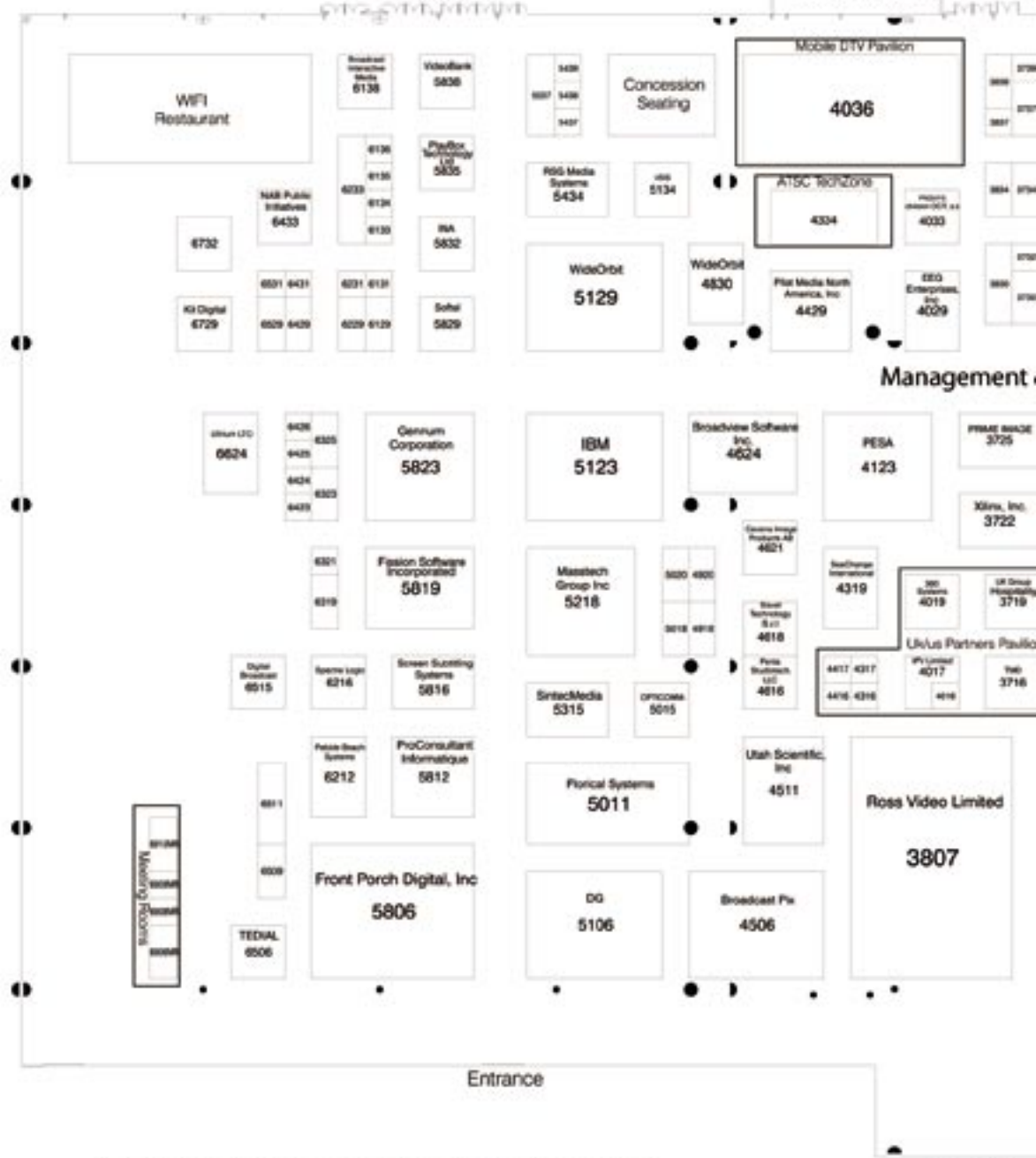
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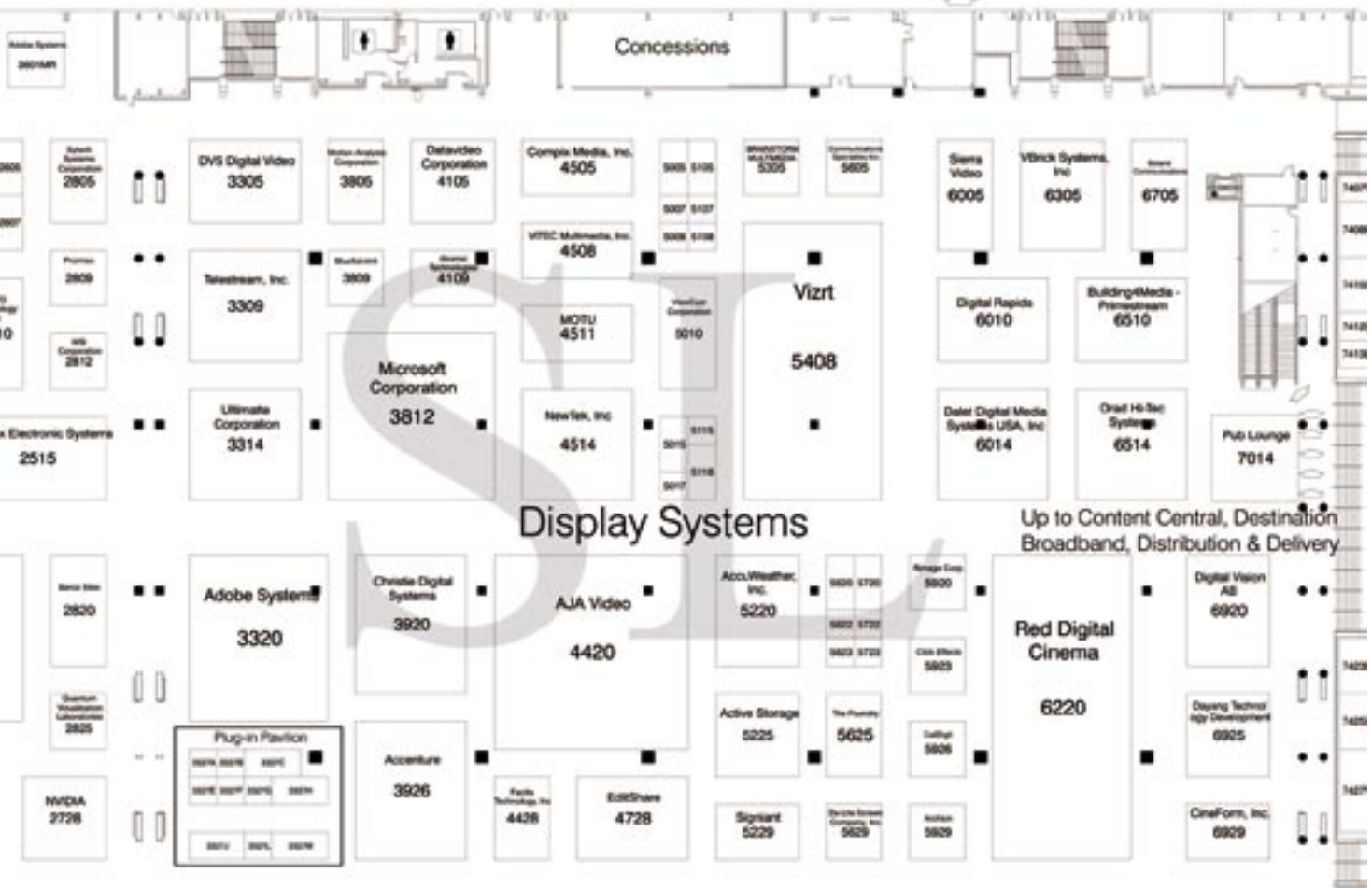


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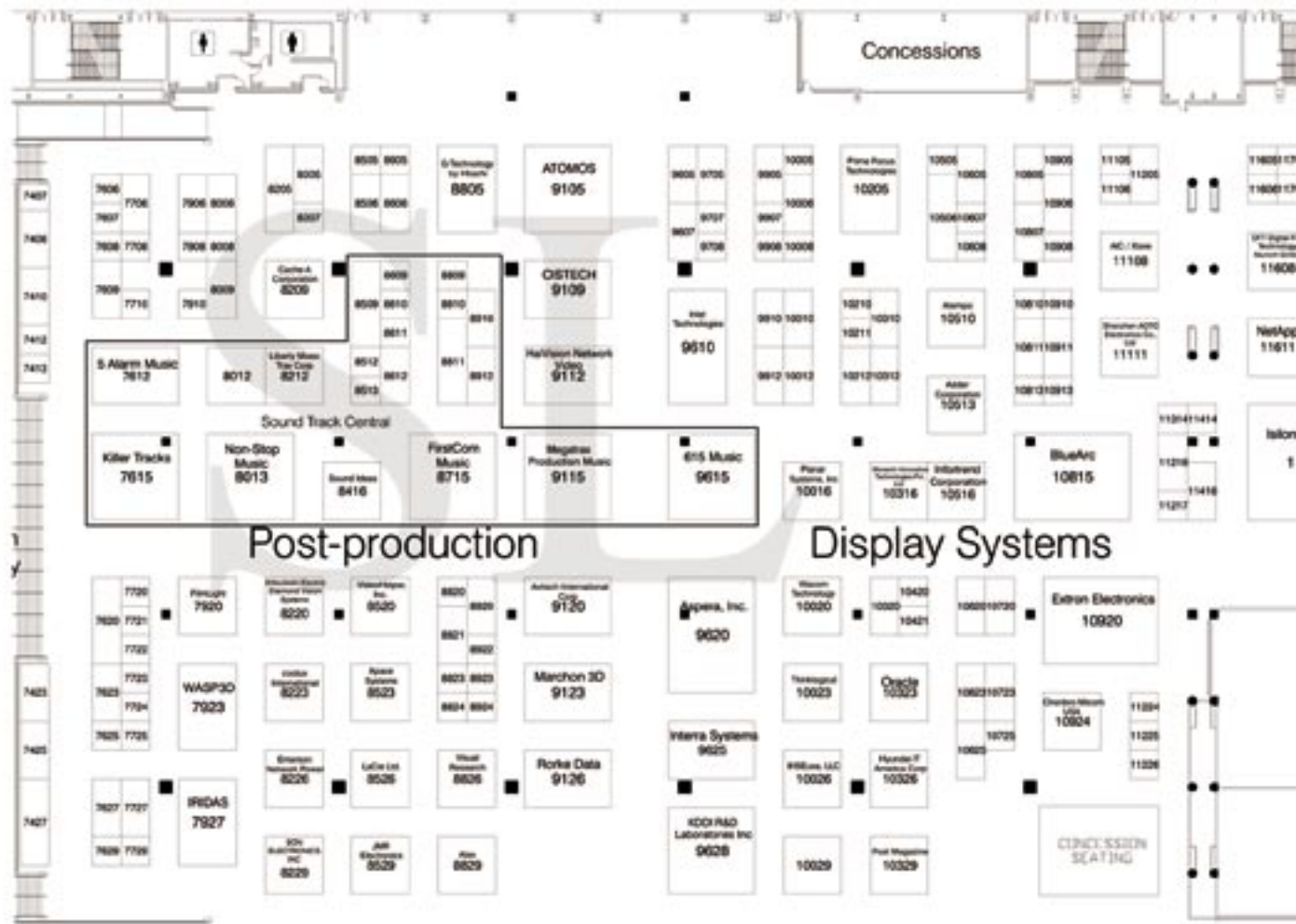
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To Central Halls and
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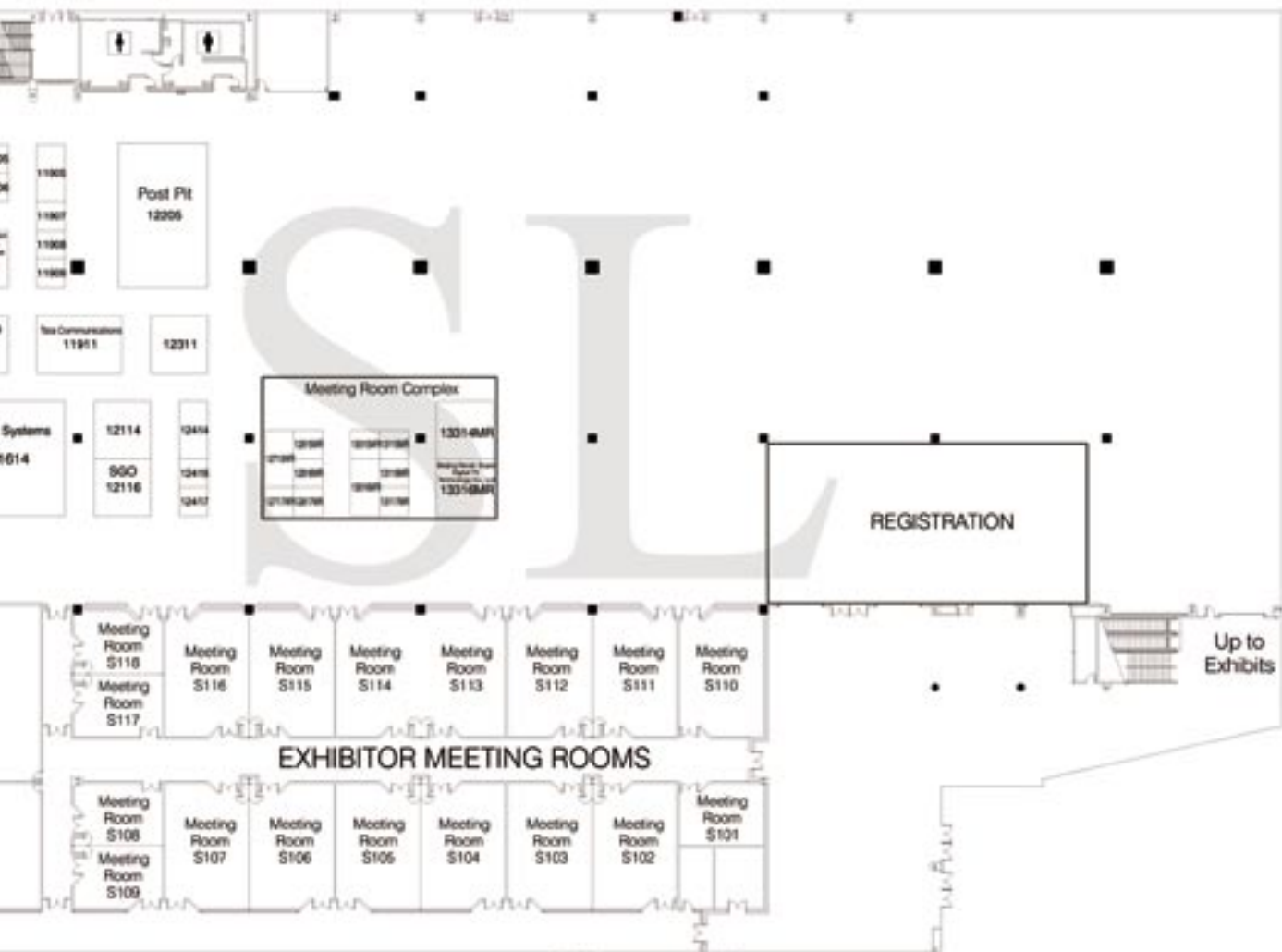
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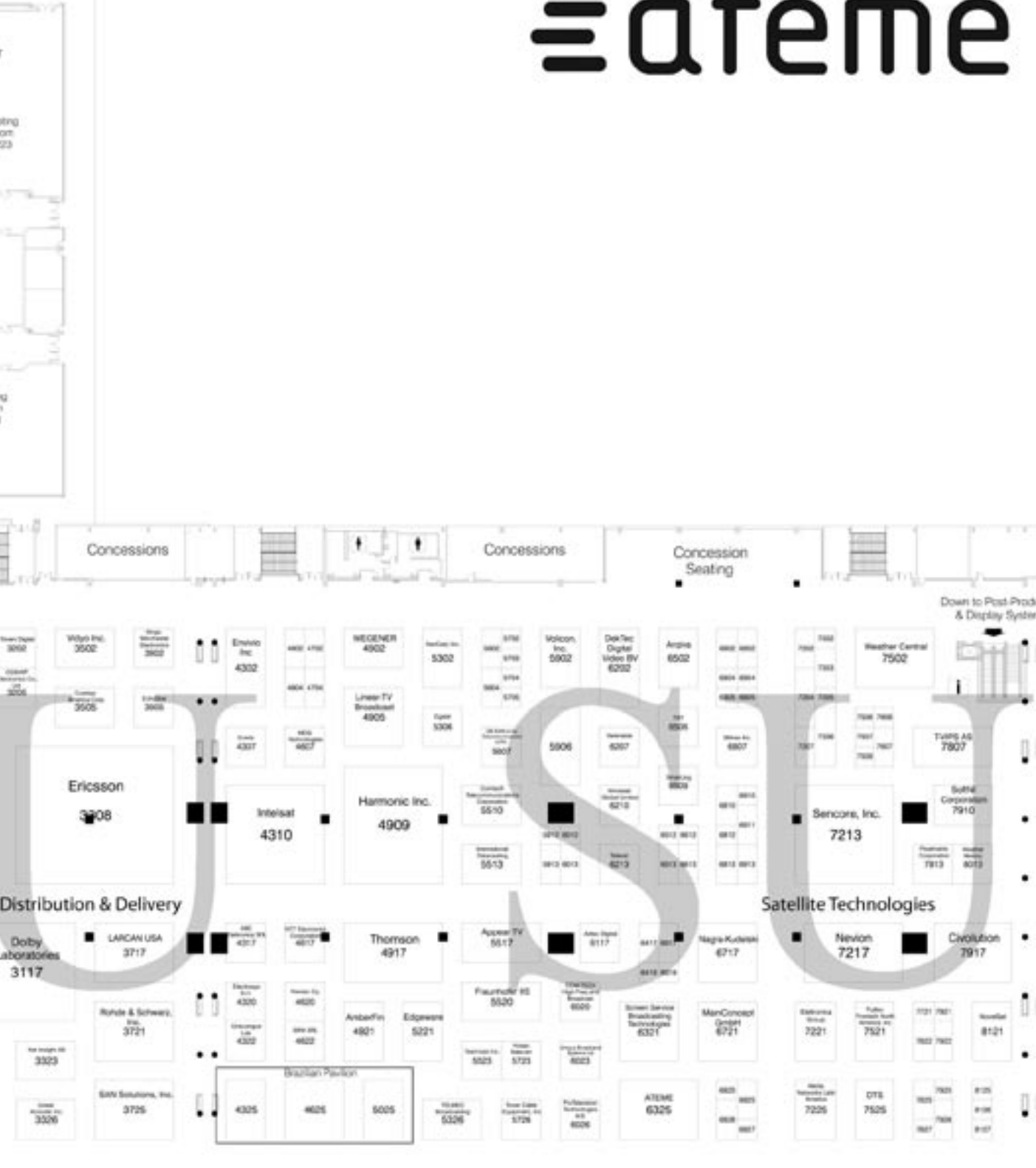
NABEF: Preparing Leaders at Every Level

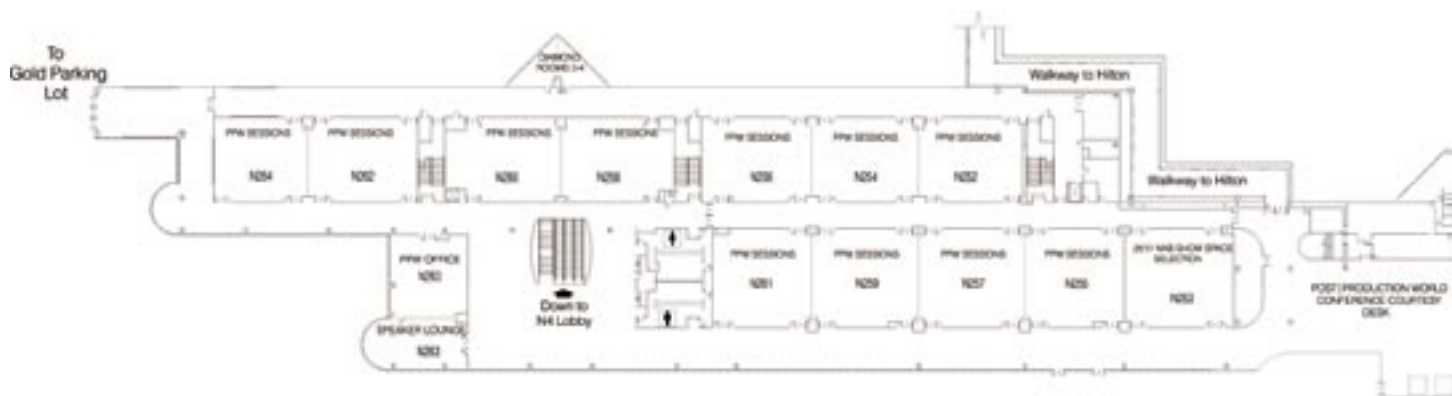


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SOUTH UPPER HALL

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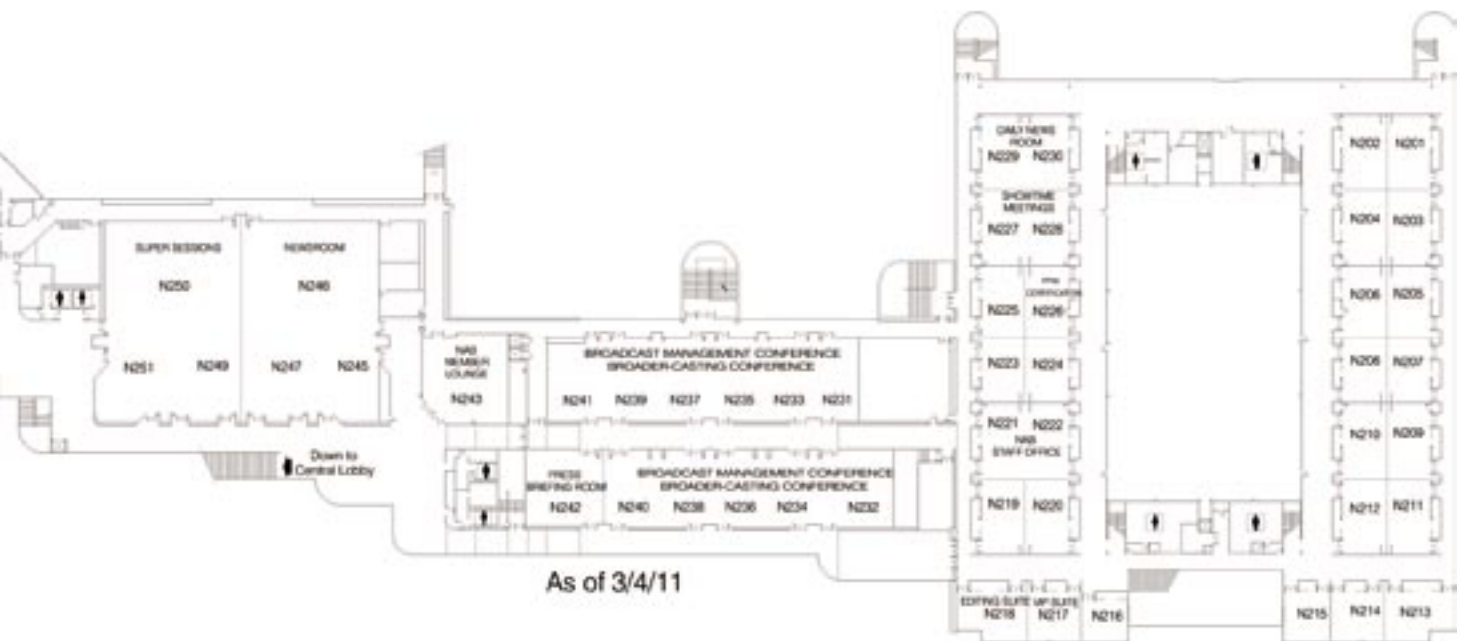


UPPER MEETING ROOMS

SOUTH UPPER HALL



As of 3/4/11



As of 3/4/11

“BYU helped open the door to a great internship.”

For over thirty years, Brigham Young University Department of Communications faculty have been working with industry professionals to provide real-life internship experiences to BYU advertising, journalism and public relations students.

For Kylee Knoles, that meant spending her Spring term in New York City as part of the department's New York internship program. During her internship at Dateline NBC, Kylee logged tape, transcribed interviews and helped with shoots and live shots—whatever NBC assistant producers needed, especially with breaking news like the Gulf coast oil spill.

But working on a crash deadline isn't new to BYU students. Kylee has been a reporter, producer and anchor for ElevenNews, the live daily news program produced by the BYU Department of Communications.

Every day, BYU communications students are exposed to real-world experience in advertising, journalism, public relations and communications studies. In New York, they expand their vista of what is possible, and graduate ready to meet a challenging world with experience, grit and determination.



Kylee Knoles

BROADCAST JOURNALISM, CLASS OF 2011
INTERN, DATELINE NBC, NEW YORK CITY
ANCHOR, PRODUCER, REPORTER,
ELEVENNEWS AT NOON, KBYU-TV, PROVO
REPORTER, TRUE BLUE SPORTS,
BYU TELEVISION, PROVO
2011 AWRT GRACIE AWARD WINNER:
BEST NEWS REPORTER
2011 AWRT GRACIE AWARD WINNER:
BEST FEATURE REPORTER

Advertising

Acilab awarded 2010
Student Gold ADDY,
D&AD London Gold Pencil,
2011 One Show Bronze

Broadcast Journalism

4th Place, Hearst Best
Broadcast Journalism
Five 2011, Three 2010
AWRT Gracie Awards

Print Journalism

Daily campus newspaper
awarded first place,
general excellence,
NNA, 2008, 2010

Public Relations

Ranked top 5 program
by PRWeek
Teaban outstanding
PRSSA chapter, 2010

Communications Studies

Undergraduate student
papers selected for
presentation at ICA and
WSCA conventions



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Broadcast Education Association

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Gwin Faulconer-Lippert, Oklahoma City Community College

District 8 Representative (BEA Interest Divisions)

Anthony Moretti, Point Park University

District 9 Representative (International Programs)

Brian Pauling, New Zealand Broadcasting School, Christchurch Polytechnic Institute of Technology

Electronic Media Professional Representatives

Dex Allen, California Communications

Dennis Lyle, Illinois Broadcasters Association

Christine H. Merritt, Ohio Association of Broadcasters

Ex-Officio Members

Festival Committee Chair: Vic Costello, Elon University

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

Research Committee Chair: Don Godfrey, Arizona State University

BEA 2011 FESTIVAL OF MEDIA ARTS, Leadership

The BEA Best of Festival King Foundation Awards

Sponsored by The Charles and Lucille King Family Foundation

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

Competition Chairs:

Audio Competition (Radio and Audio Media Division)

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

Documentary Competition (Documentary Division)

Faculty Competition Chair: Dan Kimbrough, Misericordia University
Student Competition Chair: Leah B. Mangrum, Angelo State University

Interactive Multimedia Competition (Interactive Media and Emerging Technologies Division)

Faculty Competition Chair: Mary Schaffer, California State University Northridge
Student Competition Chair: Sandy Henry, Drake University

Scriptwriting Competition (Writing Division)

Faculty Competition: Micheal McAlexander, Frostburg State University
Student Competition Co-Chairs: Fred Jones, Southeast Missouri State University
Michael Coutanche, Ryerson University

News Competition (News Division)

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

Sports Video Competition (Sports Division)

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

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

Student Competition Chair: Jim Crandall, Aims Community College

Video Competition (Production, Aesthetics & Criticism Division)

Faculty Competition Co-Chairs: Lowell Briggs, York College of Pennsylvania
George Chun Han Wang, University of Hawaii
Student Competition Chair: Warren Koch, Azusa Pacific University

At-Large Members:

Steve Anderson, James Madison University
Louise Benjamin, Kansas State University
Heather Birks, BEA (Ex-Officio)
Ken Fischer (Festival Producer), University of Oklahoma
Joe Foote, University of Oklahoma
Scott Hodgson (Festival Creative Director), University of Oklahoma
Evan Johnson, University of Wisconsin-River Falls

BEA 2011

HIGHLIGHTS

Sunday, April 10

- 7:30 AM – 5:00 PM BEA2011 Convention Registration
- 9:00 AM – 10:15 AM Research Symposium Session #1: Media and Morality: Investigating the Connections: Invited Senior Scholars, Conference Room 4
- 10:30 AM – 11:30 AM Research Symposium Session #2: Podium Session, Conference Room 4
- 12:15 PM – 1:15 PM Research Symposium Session #3: Themed Paper Session: Ethical Sensitivity, Compassion and Moral Elevation in Media, Conference Room 4
- 1:30 PM – 2:45 PM Research Symposium Session #4: Themed Paper Session: Ethical Sensitivity, Compassion, and Moral Elevation in Media, Conference Room 4
- 3:00 PM – 4:15 PM Research Symposium Session #5: Roundtable Discussion: Setting the Agenda for Research on Media and Morality, Conference Room 4
- 4:30 PM – 6:30 PM BEA Opening Awards Ceremony, Ballroom C
- 6:30 PM – 8:30 PM Sony Education Reception, Hard Rock Hotel

Monday, April 11

- 7:30 AM – 5:00 PM BEA2011 Convention Registration
- 9:00 AM – 5:30 PM BEA2011 Exhibit Hall Hours
- 11:45 AM – 1:00 PM Location Multi-track Recording for Film and Episodic Television, BEA Exhibit Hall Showcase Theatre
- 11:45 AM – 1:00 PM Using RAB Tools in the Classroom to Help Your Students Get A Job, Conference Room 2
- 11:45 AM – 1:00 PM Podium Session 1: Jennings Bryant, Ph.D., Professor Emeritus, University of Alabama, Pavilion 9
- 1:15 PM – 2:30 PM Sports Link: An Immersive Learning Production AND Unified News Media at Ball State University, BEA Exhibit Hall Showcase Theatre
- 1:15 PM – 2:30 PM Podium Session 2: Thomas R. Lindlof, Ph.D. Professor, University of Kentucky, Conference Room 5
- 1:15 PM – 2:30 PM Current Issues in Law and Policy—Opening Presentation: Richard E. Wiley, Esq., Wiley Rein, Pavilion 1
- 1:15 PM – 2:30 PM Meet the BEA Editors, Pavilion 11
- 2:45 PM – 4:00 PM Meet the Editors @ the BEA Booth, Joe Blaney, Journal of Radio & Audio Media (JRAM)
- 2:45 PM – 4:00 PM 3D Storytelling for Educators, BEA Exhibit Hall Showcase Theatre
- 4:00 PM – 5:30 PM The Festival of Media Arts Rehearsal, Ballroom C
- 4:15 PM – 5:30 PM The Global Mojo Project, BEA Exhibit Hall Showcase Theatre
- 5:30 PM – 8:00 PM The BEA Best of Festival King Foundation Awards Ceremony, Ballroom C

Tuesday, April 12

- 7:30 AM – 5:00 PM BEA2011 Convention Registration
- 7:45 AM – 8:15 AM District Meeting Breakfast, Sponsored by Routledge/Taylor and Francis, Conference Room Lobby
- 8:00 AM – 9:00 AM BEA Regional District Meetings (see program for meeting rooms)
- 9:00 AM – 5:30 PM BEA Exhibit Hall Hours
- 9:15 AM – 10:30 AM Podium Session 3: Dale Kunkel, Ph.D., University of Arizona, Conference Room 5
- 10:45 AM – 12:00 PM File Based Workflow from Camera to Editorial, BEA Exhibit Hall Showcase Theatre
- 10:45 AM – 12:00 PM The New Neighborhood: Creating Interactive Entertainment, Pavilion 3
- 12:00 PM – 1:15 PM Applying for BEA Scholarships with Pete Orlik, BEA Scholar, BEA Exhibit Hall Booth
- 1:15 PM – 2:30 PM Check for listing on-site, BEA Exhibit Hall Showcase Theatre
- 1:15 PM – 2:30 PM Industry Insights into Audience Measurement in the Classroom, Conference Room 3
- 2:45 PM – 4:00 PM Filmmaker in a Box, BEA Exhibit Hall Showcase Theatre
- 4:15 PM – 5:30 PM Documentary Research & Pitch Competition, Pavilion 2
- 5:30 PM – 7:00 PM Autodesk Reception, Ballroom C
- 6:30 PM – 8:00 PM Media in the Fast Lane: BEA's Sports Division Goes on Location, Las Vegas Motor Speedway

Wednesday, April 13

- 9:00 AM – 3:00 PM NABEF/BEA Career Fair, BEA Exhibit Hall
- 9:00 AM – 11:45 AM HD/SLR and Filmmaking Documentary Workshop, Pavilion 1
- 1:30 PM – 2:45 PM Division Chair Post-Convention Meeting, Conference Room 1

FESTIVAL OF MEDIA ARTS HIGHLIGHTS

Sunday, April 10

- 9:00 AM – 10:15 AM Two-Year and Small College Awards and Exhibition, Pavilion 11
- 10:30 AM – 11:45 AM Faculty and Student Audio Awards and Exhibition, Pavilion 11
- 12:00 PM – 1:15 PM Faculty and Student Interactive Multimedia Awards and Exhibition, Pavilion 11
- 1:30 PM – 2:45 PM Faculty and Student Scriptwriting Awards and Exhibition, Pavilion 10
- 3:00 PM – 4:15 PM Scriptwriting PITCH Session, Pavilion 10
- 3:00 PM – 4:15 PM Faculty and Student Sports Awards and Exhibition, Pavilion 11

Monday, April 11

- 10:15 AM – 11:30 AM Faculty and Student News Awards and Exhibition, Pavilion 11
- 11:45 AM – 1:00 PM Faculty and Student Video Awards and Exhibition, Pavilion 11
- 2:45 PM – 4:00 PM Faculty and Student Documentary Awards and Exhibition, Pavilion 11
- 4:15 PM – 5:30 PM The Festival of Media Arts Rehearsal, Ballroom C
- 5:30 PM – 8:00 PM The BEA Best of Festival King Foundation Awards Ceremony, Ballroom C

PAPER COMPETITION AND POSTER SESSION HIGHLIGHTS

Sunday, April 10

- 12:00 PM – 1:15 PM Crafting the Laughter: The Theory and Practice of Television Comedy Writing (Writing Division Paper Competition), Pavilion 1
- 12:00 PM – 1:15 PM Law and Policy Paper Session, Pavilion 9
- 3:00 PM – 4:15 PM Gender Issues Paper Session, Pavilion 1
- 3:00 PM – 4:15 PM History Paper Session, Pavilion 9

Monday, April 11

- 11:45 AM – 1:00 PM Documentary Paper Session, Pavilion 2
- 11:45 AM – 1:00 PM International Paper Session, Pavilion 3
- 11:45 AM – 1:00 PM Faculty Research-in-Progress Poster Session, BEA Exhibit Hall
- 4:15 PM – 5:30 PM Research Division Paper Session, Pavilion 2

Tuesday, April 12

- 9:15 AM – 10:30 AM Sports Division Paper Session, Pavilion 9
- 10:45 AM – 12:00 PM Scholar-to-Scholar (S2S) Poster Session, BEA Exhibit Hall
- 10:45 AM – 12:00 PM News Division Paper Session, Pavilion 2
- 2:45 PM – 4:00 PM Student Research-in-Progress Poster Session, BEA Exhibit Hall
- 2:45 PM – 4:00 PM Multicultural Studies Paper Session, Pavilion 2
- 2:45 PM – 4:00 PM Radio & Audio Media Paper Session, Pavilion 3

INTEREST DIVISION MEETINGS

Sunday, April 10

10:30 AM – 11:45 AM	Writing Division Business Meeting, Pavilion 1
10:30 AM – 11:45 AM	Law & Policy Business Meeting, Pavilion 9
1:30 PM – 2:45 PM	Gender Issues Business Meeting, Pavilion 1
1:30 PM – 2:45 PM	History Division Business Meeting, Pavilion 9

Monday, April 11

10:15 AM – 11:30 AM	Documentary Division Business Meeting, Pavilion 2
10:15 AM – 11:30 AM	International Business Meeting, Pavilion 3
2:45 PM – 4:00 PM	Research Division Business Meeting, Pavilion 2
2:45 PM – 4:00 PM	Courses, Curricula & Administration Business Meeting, Pavilion 3
4:15 PM – 5:30 PM	Student Media Advisors Business Meeting, Pavilion 9

Tuesday, April 12

9:15 AM – 10:30 AM	News Division Business Meeting, Pavilion 2
9:15 AM – 10:30 AM	Interactive Media and Emerging Technologies Business Meeting, Pavilion 3
9:15 AM – 10:30 AM	Two Year/Small Colleges Business Meeting, Pavilion 10
10:45 AM – 12:00 PM	Sports Division Business Meeting, Pavilion 9
10:45 AM – 12:00 PM	Management, Marketing & Programming Business Meeting, Pavilion 10
1:15 PM – 2:30 PM	Multicultural Studies Business Meeting, Pavilion 2
1:15 PM – 2:30 PM	Radio and Audio Media Business Meeting, Pavilion 3
2:45 PM – 4:00 PM	Production Aesthetics & Criticism Business Meeting, Pavilion 9

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The screenshot shows the BEA2011 Program website interface. At the top, there's a navigation bar with 'BEA' logo and 'Home' button. Below that, a 'BEA2011 Program' header is visible. The main content area displays a personalized schedule for three days: Sunday, April 10; Monday, April 11; and Tuesday, April 12. Each day's schedule is presented as a list of sessions with checkboxes, indicating which sessions are selected for the user's view. On the right side of the page, there are several utility buttons and links, including 'My Profile', 'My Schedule', 'My Alerts', and 'My Account'. The overall layout is clean and organized, designed for easy navigation and customization of the user's conference schedule.

9:00 AM – 11:00 AM

BEA Executive Committee Meeting (Session ID: 98328)

Conference Room 1

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

10:00 AM – 12:00 PM

BEA Research Committee Meeting (Session ID: 98332)

Conference Room 4

Moderator: Donald George Godfrey, Arizona State University, Research Committee Chair

12:00 PM – 5:00 PM

BEA Board of Directors Meeting (Session ID: 98329)

Conference Room 1

Moderator: Samuel J. Sauls, University of North Texas, BEA President 2011-2012

1:00 PM – 4:00 PM

BEA Festival of Media Arts Committee Meeting (Session ID: 98330)

Conference Room 2

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

1:00 PM – 4:00 PM

BEA Publications Committee Meeting (Session ID: 98331)

Conference Room 4

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

CONGRATULATIONS
MICHAEL BRUCE

Assistant Professor

Oklahoma Baptist University

**2011 BEA CONVENTION
PROGRAM CHAIR**



- District 8 BEA Board Representative
- Past Chair, BEA Sports Division
- Past President, OBEA



7:30 AM – 5:00 PM**BEA2011 Convention Registration – Sunday Hours (Session ID: 99193)**

Las Vegas Hilton, BEA Registration
[All Convention]

If you didn't get your credentials in the mail, pick them up at the BEA registration desk along with your conference bag and "official" BEA2011 convention program.

8:00 AM – 8:45 AM**Division Chair Pre-Convention Meeting (Session ID: 96539)**

Conference Room 1
[All Convention]

This session is required for all 2011 division heads. We'll be discussing a few things about BEA2011 before the convention officially opens the doors.

BEA2011 Convention Program Chair: Michael Bruce, Oklahoma Baptist University

9:00 AM – 10:15 AM**Teaching On-Camera Performance in a Digital Age: Old Rules/New Rules? (Session ID: 98467)**

Ballroom D
[News]

The Internet has changed just about everything in the way we teach journalism. But even before the digital evolution, on-camera performance was a tough skill to teach. Are there new performance requirements in this multi-platform world, or should we continue to teach concepts from textbooks that have changed very little since the 1960s? Can performance for any medium really be taught? This panel examines the challenges of teaching on-camera performance for TV, the web, and beyond.

Moderator: Nancy McKenzie Dupont, University of Mississippi

Panelists: Nancy McKenzie Dupont, University of Mississippi
Dana Scott Rosengard, Suffolk University (Boston)
Tony DeMars, Texas A&M University-Commerce
Mary Blue, Tulane University
Dave Cupp, University of North Carolina at Chapel Hill
Beth Olson, University of Houston

9:00 AM – 10:15 AM**BEA: 101 (Session ID: 98352)**

Conference Room 1
[All Convention]

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

Moderator: Samuel J. Sauls, University of North Texas

Panelists: Max Utsler, University of Kansas, BEA Leadership
Gregory D. Newton, Ohio University, Navigating the BEA Convention
Mary C. Schaffer, California State University, Northridge, BEA Districts
Michael Bruce, Oklahoma Baptist University, Interest Divisions and Volunteering at BEA
Heather Birks, Broadcast Education Association, BEA Membership

9:00 AM – 10:15 AM**Curriculum SwapShop: Creative Ideas for Teaching and Producing Media With Limited Resources
(Session ID: 98360)**

Conference Room 2

[Courses, Curricula and Administration]

The Curriculum Swapshop provides a forum for sharing ideas, exercises, and assignments that you can use to enhance your curriculum. This year our focus is on creative ideas for using affordable technologies to prepare students for working in the media. Our panel will explore how to produce media with limited resources, whether in the classroom or the industry, and will share ways they incorporate affordable new technologies into the teaching of media creation.

Moderator: Candace Egan, California State University, Fresno

Panelists: Chris Strobel, Northern Kentucky University, *Media Aesthetics and Basic Production through Camera Phones and Free Software*Daniel Walzer, Art Institute of Tennessee Nashville, *Effectively Integrating Weebly and Go Daddy.com into Streaming Media and Portfolio Course*Paul T. M. Hemenway, Lamar University, *Cutting Creation Costs: Drawing from Templates Courtesy of the World Wide Web*Ginger Miller Loggins, Kansas State University, *Blogging For Student Newscasters*Kim Fox, The American University in Cairo, *Sound Solutions: Incorporating Audio into Course Projects at Little or No Cost*Ralph R. Donald, Southern Illinois University Edwardsville, *Discovering and Using Local Allies to "Broadcast" Student TV Productions***9:00 AM – 10:15 AM****All over Twitter? (Session ID: 98365)**

Conference Room 3

[International]

Engaging with audiences is a global concern for media industries and content producers are on a steep learning curve in the age of social media. This panel will consider how relationships between broadcasters and their audiences are evolving and examine the different roles social media such as Twitter and Facebook now play in all forms of output from entertainment to the coverage of major events in news and current affairs.

Moderator: Michael Huntsberger, Linfield College

Panelists: Deborah Wilson, University of Lincoln, *A Brechtian Model: Community Radio's Contribution to 'Radiocracy'*Charlie Partridge, BBC Lincolnshire, *Radio Nowhere: Content, Communities and a Sense of Place*Brian Pauling, Christchurch Polytechnic Institute of Technology, *Community Radio and Social Media: The New Zealand Experience*Richard Duncan Rudin, Liverpool John Moores University, *'I agree with Nick': Social Media and the UK's First TV Election Debates*Craig Stark, Susquehanna University, *Hacking the Debate: Using Twitter as a Commentary Tool in Politics***9:00 AM – 4:15 PM****BEA 2011 Research Symposium****Media and Morality: Investigating the Connections**

Las Vegas Hilton, Conference Room 4

2011 Research Symposium Chair: Ron Tamborini, Michigan State University

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

Does morality play a part in how audience members select, interpret or respond to media content? Can media content shape values?

For the full details of the Research Symposium sessions, please see the listing under the corresponding time in this program.

9:00 AM – 10:15 AM**SESSION #1: Invited Senior Scholars**

Panel Chair: Matthew N. Grizzard, Michigan State University
 Welcome Address: Jennings Bryant, University of Alabama
 Senior Scholars: Dana Mastro, University of Arizona, *Media, Morality, and Culture*
 Rene Weber, University of California, Santa Barbara

10:30 AM – 11:30 AM

(Note this session will conclude early to break for lunch)

SESSION #2: Podium Session

Panel Chair: Dana Mastro, University of Arizona
 Keynote Address: Ron Tamborini, Michigan State University, *The Reciprocal Influence between Media and Morality*

12:15 PM – 1:15 PM

(Note: this session will begin late to break for lunch)

SESSION #3: Themed Paper Session: Ethical Sensitivity, Compassion, and Moral Elevation in Media

Panel Chair: Jerry Hale, University of Michigan, Dearborn
 Senior Scholar: Mary Beth Oliver, Penn State University, *Media and Moral Elevation*
 See session for listing of competitive papers presented.

1:30 PM – 2:45 PM**SESSION #4: The Good, the Bad, and the Morally Complex**

Panel Chair: Sophie Janicke, Florida State University
 Senior Scholar: Arthur A. Raney, Florida State University, *Moral Complexity and Media Entertainment*
 See session for listing of competitive papers presented.

3:00 PM – 4:15 PM**SESSION #5: Roundtable Discussion: Setting the Agenda for Research on Media and Morality**

Panel Chair: Jennings Bryant, University of Alabama
 Panelists: Dana Mastro, University of Arizona
 Mary-Beth Oliver, Penn State University
 Arthur A. Raney, Florida State University
 René Weber, University of California, Santa Barbara
 Closing Comments: Ron Tamborini, Michigan State University, 2011 Research Symposium Chair

9:00 AM – 10:15 AM**Research Symposium: Media and Morality: Investigating the Connections – Session #1: Invited Senior Scholars (Session ID: 99188)**

Conference Room 4

[2011 Research Symposium – Media and Morality]

Panel Chair: Matthew N. Grizzard, Michigan State University
 Welcome Address: Jennings Bryant, University of Alabama
 Senior Scholar: Dana Mastro, University of Arizona; *Media, Morality, and Culture*

This talk will address the ways that theories of moral psychology and media effects can be used to understand morally relevant aspects of mass media messages. To this end, a quantitative content analysis of media content from two cultures will be presented. Results will be discussed in terms of claims that media content reflects cultural variance in morality.

Senior Scholar: René Weber, University of California, Santa Barbara; *Entertainment, Moral Judgment, and Neuroscience*

This talk will highlight the central role of morality in the selection and interpretation of entertaining content by audiences. Specifically, the discussion will address connections between television drama and moral judgment processes on a neurophysiological level. A new neurophysiological measure of collective viewer engagement will be introduced.

9:00 AM – 10:15 AM**All Change: Acquisition and Editing with Cell Phones, HDSLRs and Flip Cameras (Session ID: 98371)**

Conference Room 5

[Documentary | Interactive Media and Emerging Technologies]

The panel will examine the role of small, portable cameras and cell phones as production tools in industry, journalism and production courses. How are these portable devices being used in professional contexts? Websites? Social networks? iPhone4 and other models have editing tools; complete videos can be produced on them. Is everybody a videographer now? Should pedagogy change? What is the role & pedagogy of small HD cameras in production education? Could the students now own their own equipment and reduce department budgets? There are many questions and we hope to provide some of the answers.

Moderator: Anthony Friedmann, Sam Houston State University

Panelists: Brad Weaver, Westminster College; *Pocket Journalism: Using Flip Video Cameras for Radio, Television and Web Coverage*
 Eric Hoffman, Washington State University; *Using Emerging Consumer Digital Devices and Applications as Resources in the Field of Video Production*
 Glenda Balas, University of New Mexico; *Digital Storytelling and Cellphone Videography*
 Michael Koerbel, Majek Pictures; *Shooting and Editing on iPhones: the Making of "Apple of My Eye"*
 Michael R. Ogden, Central Washington University; *HDSLR Documentary Filmmaking & Cinematic Journalism*
 Anthony Friedmann, Sam Houston State University; *Why the Cell Phone Changes Everything: An Overview*

9:00 AM – 10:15 AM**Internet Radio: It's Here, It's Digital and It's Growing Stronger (Session ID: 98377)**

Conference Room 6

[Radio & Audio Media | Student Media Advisors]

This panel features people who have been involved in starting an Internet station and who have been running an Internet station for many years. Panel topics include: looking back over a year of broadcasting; what equipment works best and why; transitioning from being a reporter to advising students at an Internet station. The panel is designed for lots of audience interaction so that we learn from each other.

Moderator: Andrew Clark, University of Texas at Arlington

Panelists: Brad Yates, University of West Georgia; *Looking Back Over the Last Year*
 Joseph Carter, University of Texas at Arlington; *Maintaining and Operating an Internet Station*
 Pat Turner, Metropolitan State College of Denver; *Using New Technology at Your Station*
 Lance Liguez, University of Texas at Arlington; *From Working in the Industry to Working with Students on Internet Radio*
 Tom Christie and Tom Ingram, University of Texas at Arlington; *Integrating Advertising and Public Relations Curriculum with an Internet Station*

9:00 AM – 10:15 AM**Does Our Hi-Def, Fast-Paced, Hyper-Mediated World Change Student Program Creation and Understanding? (Session ID: 98387)**

Pavilion 1

[Production Aesthetics & Criticism]

This invited panel will look at the question of how modern production technology has altered the way students view and create video stories. Do new innovations such as High Definition, inexpensive equipment, and virtually free distribution systems have an impact on the way students communicate their video visions? Panelists will share perspectives concerning the impact of this idea and teaching methods that will help in communicating story-telling techniques to students in ways to which they can better relate.

Moderator: William E. Stanwood, Boston College

Panelists: Dustin Morrow, Temple University; *Web Video, Surveillance, Mobile Media, and the Shifting Focus of the Production Student*
 Ben Tigner, Central Michigan University; *Compressing HD: When Large Files and Small Displays Collide*
 Dana Hackley, Point Park University; *In a Digital Daze: Better Technology Creates Poor Storytellers*
 Andrew Robinson, Syracuse University; *Going HD: Lessons Learned and Lessons Taught Taking Orange Television to HD*
 Phillip Powell, Valparaiso University; *WYSIWYG (What You See is What You Get..) or Not?: The Challenge of Teaching Students with New Technology*

9:00 AM – 10:15 AM**The Curated Journey: New Narrative Forms in iPad and Tablet Publishing (Session ID: 98611)**

Pavilion 9

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

Tablet publishing is neither print nor web, and all new narrative forms and experiments are emerging to exploit the unique properties tablet publishing offers. In this new realm, content creators have the opportunity to fully curate finite, aesthetically controlled narrative experiences that marry print aesthetics with dynamic interface. This panel seeks to showcase, dissect and discuss some of the emergent narrative experiments being produced for the iPad and other tablet environments.

Moderator: Dana Coester, West Virginia University

Panelists: Christine Martin, West Virginia University; *The iTeam: Rethinking Jobs, Roles, Hierarchy and Leadership—Building the Multi-Squad for Multi-media*Joel Beeson, West Virginia University; *The iPad as Experiential Narrative*Dana Coester, West Virginia University; *Storyboarding Dynamic Interface for iPad***9:00 AM – 10:15 AM****Women/Gender Studies and Broadcast Studies: A Collaboration Worth Trying (Session ID: 99404)**

Pavilion 10

[Gender Issues | Courses, Curricula and Administration]

Join us for a conversation that explores examples of courses, programs, scholarship and ideas that illustrate collaboration between Women's/ Gender studies and broadcast media departments.

Moderator: Stacey O. Irwin, Millersville University

Panelists: Justine Stokes, University of Wisconsin Oshkosh; *Creating Equality: The Struggles and Successes of Creating Gender Equity within Student Media*Nurhaya Muchtar, Indiana University of Pennsylvania; *Showcasing Women in Media: Undergraduate Learning and Scholarship*Stacey O. Irwin, Millersville University; *Women and Media Culture: An Online Case Study in Collaboration*Sammye Johnson, Trinity University; *Women Broadcasters and Gender Studies: Using Movies to Show Career Status and Social Relationships, 1940-2010***9:00 AM – 10:15 AM****BEA Festival of Media Arts: Two-Year and Small College Awards and Exhibition (Session ID: 96534)**

Pavilion 11

[Two-Year/Small Colleges]

This session honors the winners of the Two-Year and Small College Competition. Selected works of this year's award recipients will be exhibited.

Two-Year and Small College Competition Chair: Jim Crandall, Aims Community College

*Video/Broadcast Production Category*1st Place: Joe Warner, Chattahoochee Technical College; *Jim Dunham*2nd Place: Kyle Hobkirk & Kyle Frager, Azusa Pacific University; *Tyler's Tourettes*3rd Place: Jonathan Vinson, Crown College; *Last Stop*Honorable Mention: Kyle Frager & Kyle Hobkirk, Azusa Pacific University; *Game Room*Ryan Lagerstrom, Yunji Johanning, Brian Hartley, and Daniel Williams, Azusa Pacific University; *The Eleventh Hour*David Sizemore, Chattahoochee Technical College; *An Artist's Story*Phil Van Le and Fabian Baretto, University of La Verne; *Along the Way*

10:30 AM – 11:45 AM**Elon University Puts the i in iPad (Session ID: 98468)**

Ballroom D

[Interactive Media and Emerging Technologies]

Elon University's School of Communications made an unusual and a pricey gift to each of its more than 50 faculty and staff as the current school year began. The gift was an iPad. Each faculty member and staff employee within the communications department was offered the base model iPad with the option of trading up at his or her own expense. The motive behind the gift was simple; to expand the communications horizon of the school. By the time BEA2011 opens its doors, the Great iPad Experiment at Elon University will be nearly 8 months old. Let's talk about what changes the experiment brought to the School of Communications and the line of thought that led to these changes. An experiment like this one is rare indeed. We want to tell the world about its results.

Moderator: Thomas Alban Nelson, Elon University

Panelists: Don Grady, Elon University
 Stacy Saltz, Elon University
 Gerald Gibson, Elon University
 Ray Johnson, Elon University
 Randy Piland, Elon University

10:30 AM – 11:45 AM**Online Video Consumption: Exploring Expectations, Uses and the Future Business of Web Video (Session ID: 98353)**

Conference Room 1

[Management, Marketing and Programming Division]

This panel explores historical and present patterns of web videos, as well as their future as a merged enterprise. As history shows, content suitable for both television screening and online streaming is imperative for the industry's future. This will be done by exploring online video interactivity, webisodes' structures, fan feedback regarding full-episodes and webisodes, and the future of web video. The opportunities and challenges of marketing and programming in a convergent environment will be addressed.

Moderator: Aymar Jean Christian, University of Pennsylvania

Panelists: Tang Tang, The University of Akron; *Active within Structures: An Examination of Webisodes' Structural Characteristics*
 Yan Yang, High Point University; *Online Video and Interactivity: An Examination of Consumers' Use of Interactive Feature on Internet Video Websites*
 Aymar Jean Christian, University of Pennsylvania; *The Future of Web Video: Lessons from Radio and TV*
 L. Meghan Peirce, Ohio University; *A Comparative Analysis of Online Fan Feedback: Exploring Reactions to Episodes and Webisodes of The Office*

10:30 AM – 11:45 AM**Building Bridges – A Look at the Bryant University/Lincoln High School Media Partnership (Session ID: 98361)**

Conference Room 2

[Two-Year/Small Colleges]

If the role of any educational institution is to promote learning and foster its growth in any way possible, what happens when you reach a point when you don't have all the resources or knowledge? How do you navigate this new, complicated and often expensive world of HD? You partner with someone. Find out how Bryant University and a local high school have teamed up to create a unique multifaceted media partnership that allows for the sharing of: equipment; projects; knowledge; experience and access to each other's coveted "industry-insider" contacts.

Moderator: Doreen Picozzi, Lincoln High School, (Rhode Island)

Panelists: Daniel R. Greene, Bryant University
 Sara Larrabee, Bryant University – Student
 Kelly Bogdanski, Lincoln High School (Rhode Island) – Student

10:30 AM – 11:45 AM**HD: High Diversity (Session ID: 98366)**

Conference Room 3

[Multicultural Studies | Courses, Curricula and Administration]

How do we build diversity through our pedagogy? Join us if you have an interest in spending an hour and fifteen minutes with colleagues, discussing how we, as a discipline, might foster a strong approach for inclusion of diverse people in the content we teach.

Moderator/Respondent: Stacey O. Irwin, Millersville University

Panelists: Bill Dorman, Millersville University; *Where I'm From: The Challenge of Being Me, The Challenge of Becoming Us*
 Phillip Powell, Valparaiso University; *Creating Videos That Represent "High Diversity"*
 Timothy Sorel, University of Florida; *Lighting Actors with Radically Different Skin Tones*
 Patricia F. Sanders, University of North Alabama; *What Do You Want Me to Know About You?*



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The University of Kansas

Congratulations, Dr. Max Utsler!

From all of us at the University of Kansas School of Journalism, we congratulate Associate Professor Max Utsler on a successful year as 2010-2011 President of the Broadcast Education Association.

Because of outstanding journalism educators like Dr. Utsler, KU is nationally recognized as a leader in preparing students for dynamic careers in all aspects of journalism. We thank Dr. Utsler for his continued service to our students and the industry.



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10:30 AM – 11:30 AM

(Note this session will conclude early to break for lunch)

Research Symposium Session #2: Podium Session (Session ID: 99189)

Conference Room 4

[2011 Research Symposium – Media and Morality]

Panel Chair: Dana Mastro, University of Arizona

Keynote Address: Ron Tamborini, Michigan State University,

The Reciprocal Influence between Media and Morality

Most research examining the connections between media and morality adopt the rationalist perspective of moral psychologists such as Kohlberg. In this address I propose that an intuitionist perspective can aid efforts to clarify these complex connections. This presentation examines simple and complex processes thought to shape the reciprocal influences that connect media and morality. It then introduces a research program testing the model of intuitive morality and exemplars (MIME) which is based on an intuitionist perspective of morality.

10:30 AM – 11:45 AM**Lessons Learned from the Great Gulf Oil Spill of 2010 (Session ID: 98372)**

Conference Room 5

[News | Interactive Media and Emerging Technologies]

Seldom do the volatile forces of big oil, big government, environmental safety, and economics collide as they did following the Deep Water Horizon's blowout in the Gulf of Mexico. For months, electronic journalists covered breaking news while trying to separate fact from fiction when even the "experts" did not seem to agree on the nature of the oil spill or its impact: how much oil was gushing, how hazardous was it to the marine life, the seafood industry, tourism, and the ecosystems off shore and on. Despite oil-spill exhaustion, journalists kept the information flowing for months. This panel will examine what electronic journalists and educators now can take away from the Great Gulf Oil Spill of 2010.

Moderator: William Richardson Davie, University of Louisiana at Lafayette

Panelists: Mary Blue, Tulane University

Nancy McKenzie Dupont, University of Mississippi

Alice Cade Ferguson, University of Southern Mississippi

Lucian F. Dinu, University of Louisiana at Lafayette

Lauren Auverset, University of Louisiana at Lafayette

Respondent: William Richardson Davie, University of Louisiana at Lafayette

10:30 AM – 11:45 AM**BEA-HD, 2D, 3D—"Heightened Dimension" The Rise of Sports in 3 Dimensions, Where do the Colleges Go from Here? (Session ID: 98381)**

Conference Room 6

[Sports]

Sports broadcasting will enter a new dimension in 2011 ... the third dimension, as ESPN has unveiled the industry's first 3-D network. Game companies are readying a new generation of 3D interactive experiences and mobile companies are developing 3D applications for a new generation of handsets and smart devices. As professors and practitioners in this ever changing world of technology, how do we keep up with the trends and booms without falling behind? Is 3-D here to stay?

Moderator: Denise Belafonte-Young, Lynn University

Panelists: Tommy Booras, Western Kentucky University; *3-D and College Broadcasting: Where Are You?*

Randyll Yoder, Bowling Green University; *HD TV and the 3D TV Production Commitment: How's That Working Out for You?*

Tom Hallaq, Idaho State University; *HD, 3D: Who Needs Them Anyway*

Marc Krein, Oklahoma State University; *Production Challenges and Differences Going From 2-D to 3D in Sports Broadcasts*

10:30 AM – 11:45 AM**Writing Division Business Meeting (Session ID: 96639)**

Pavilion 1
[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 Convention; to encourage student writing through an annual, national scriptwriting competition; to encourage creative writing by faculty through an annual, faculty scriptwriting competition; and to maintain a web page with a collection of media writing resources such as syllabi, scripts, grants, competitions and links to other writing resources on the web.

Chair: Dennis Patrick Conway, Valdosta State University

Chair, Academic Research and
Scholarly Paper Competition: Jon Stahl, California State University, Northridge

Newsletter Editor: Edward J. Fink, Cal State Fullerton

Webmaster: Michael Havice, Marquette University

Secretary: Mary Beth O'Connor, Purdue University Calumet

Faculty Festival Competition Chair: Micheal McAlexander, Frostburg State University

Student Festival Competition co-Chair: Fred Jones, Southeast Missouri State University

Student Festival Competition co-Chair: Michael Coutanche, Ryerson University

10:30 AM – 11:45 AM**Law & Policy Business Meeting (Session ID: 98348)**

Pavilion 9
[Law and Policy]

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

Chair: Cindie Yanow, Southeast Missouri State University

Paper Competition Chair: John Soares, Cal Poly State University

Newsletter Editor/Webmaster: Marilyn Terzic, McGill University

10:30 AM – 11:45 AM**Rethinking Production: New Assignments that Challenge a Multimedia Generation (Session ID: 99414)**

Pavilion 10
[Courses, Curricula and Administration | Interactive Media and Emerging Technologies]

The panel will discuss new production assignments that incorporate innovative uses of multimedia technology to engage students in the learning process. Sample assignments will be demonstrated and handouts will be provided to panel attendees. Some of these assignments include: Using the Graphic Novel as a Scripting Device in TV Production; Scripting & Story-boarding Across Platforms: Video and the Video Game; Creating Interactive Websites in Support of Student Documentary; & Using Remix and Mashup as a Means of Critical Thinking.

Moderator: H. James Gilmore, University of Michigan-Dearborn

Panelists: Tracy Lyn Halcomb, Flagler College
Jennifer Proctor, University of Michigan-Dearborn
Nadia Ramoutar, Art Institute of Jacksonville

10:30 AM – 11:45 AM**BEA Festival of Media Arts: Faculty and Student Audio Competition Awards and Exhibition (Session ID: 98338)**

Pavilion 11
[Radio & Audio Media]

This session honors the winners of the Faculty and Student Audio Competitions. Selected works of this year's award recipients will be exhibited.

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

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

Faculty Long-Form Production Category

Best of Competition: Jeff Jacoby, San Francisco State University; *The Traveling Radio Show*



- Award of Excellence: John M. Morris, University of Southern Indiana; *Heroes of the Tri-State: PG Williams*
Don Connelly, Western Carolina University; *Campbell's Playhouse A Christmas Carol 1938*
- Student Air Personality Category*
- 1st Place: Callie Mills, University of Wisconsin - Oshkosh; *Jazz Aircheck*
- 2nd Place: Stacie Hewitt, Western Kentucky University; *Revolution*
- 3rd Place (Tie): Luke Estes, Southern Utah University; *Lunch Time Leftovers*
Emily McIntosh, Kansas State University; *Hot Donna on The Wildcat 91.9*
- Honorable Mention: Tiffany "Miss Special" Lintner, San Francisco State University; *Miss Special on Special Sundays Radio Show*
- Student Comedy or Drama Category*
- 1st Place: Michael O'Brien, Rowan University; *No Speed Zone*
- Honorable Mention: The Students of NESCom, New England School of Communication; *Edgar Allan Poe's Tales of Mystery and Imagination*
Morgan Shillingburg, Marshall University; *The Hand You Were Given*
- Student Educational Program Category*
- 1st Place: Brittney Tensi, Appalachian State University; *Tweetsie: The History of a Mountain Railroad*
- 2nd Place: E.J. Campbell, Lindsay Ezykowich, & Matt Shanley, Rowan University; *Facing Facebook*
- 3rd Place (Tie): Courtney Armstrong, Appalachian State University; *The Brown Mountain Lights of North Carolina*
Emily Melton, Appalachian State University; *Bullying: Challenges for America's School-Aged Children*
- Student PSA, Promo, or Commercial Category*
- 1st Place: Kyle Jones, Appalachian State University; *The Egglad's Genie*
- 2nd Place: Mick Joest, University of Southern Indiana; *Jilted*
- 3rd Place: Patrick Webb, Marshall University; *Moviephone*
- Honorable Mention: Jeremy Luman, University of Southern Indiana; *Bro Fight*
Emily Melton, Appalachian State University; *United Airlines*
- Student Specialty Program Category*
- 1st Place: Camille Whiteley Troutner, Brigham Young University; *A Brief History of Horror*
- 2nd Place: The Students of NESCom, New England School of Communication; *Know Before You Go*
- 3rd Place: Cameron Schiessl, Scott Birkner and Adam Ryback, Southern Utah University; *Triforce Radio*
- Honorable Mention: Will Holland, University of Oklahoma; *Assignment Radio: Best of Fall 2009*
Lucas Wempe, John Kurtz, & Paul Harris, Kansas State University; *3ManWeave*

12:00 PM – 1:15 PM**Blogging: Challenging Media Landscapes, Widening Media Access (Session ID: 98469)**

Ballroom D
[International]

Blogs are reshaping the global media landscape. They are not only important where there is wide access to the Internet, such as North America, but blogs have become powerful channels of discourse in developing regions. Internet access will rise to 1.5 billion people in 2011 and the fastest rate of growth is occurring in some non-Western countries. This panel examines the particular political and social consequences of blogging's popularity in varied cultural settings.

Moderator: Drew McDaniel, Ohio University

Panelists: Quan Xie, Ohio University; *The Micro-Blogging Revolution in China*

Roshan Noorzai, Ohio University; *A Battleground of Discourses: Pashto News Sites and Their Presentation of Post-September 11 Violence in Afghanistan*

Chalisa Magpanthong & Drew McDaniel, Ohio University; *Blogs in Thailand and Malaysia: Contrasting Contexts, Contrasting Contents*

Masudul Biwas, Louisiana State University; *Exploring the Functions of Online Ethnic Media: A Case Study on Indian-American Blogs*



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We proudly congratulate our iMedia students on their second-place finish in the BEA Festival of Arts Group Authorship Projects Category.

12:00 PM – 1:15 PM**The State of the Radio Industry in 2011 (Session ID: 98354)**

Conference Room 1

[Radio & Audio Media]

This will be a round table discussion examining the state of the radio industry and radio research as it exists in 2011.

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

Panelists: Michael Brown, University of Wyoming

Michael C. Keith, Boston College

Corley Dennison, Marshall University

Frank Chorba, Washburn University

Bruce Mims, Southeast Missouri State University

Phylis Johnson, Southern Illinois University

David Dzikowski, Penn State University

12:00 PM – 1:15 PM**Your Downtown Muncie: A Case Study of Experiential Learning (Session ID: 98902)**

Conference Room 2

[Production Aesthetics & Criticism]

Over the course of one year, students at Ball State University worked on a special experiential project of developing promotional videos for local businesses. This showcase discusses the methods involved with the experiential course structure, the production process, the finished videos, and demonstrates the various methods of content delivery, social media, and technical development - all utilizing the quality of high-definition television.

Moderator: Chris Alan Flook, Ball State University

Panelist: Elizabeth G. Pike, Ohio University

12:00 PM – 1:15 PM**Election 2010 – How Schools Covered the Elections and Used Different Technologies (Session ID: 98367)**

Conference Room 3

[News]

Many academic programs cover the local and national elections either live or live-to-tape. They run into many challenges with limited resources and participation. They are things we learn the hard way. We can learn from our mistakes and others through this panel. We will have various examples throughout the session from different schools.

Moderator: Kathy Heuston, Austin Peay State University

Panelists: Chad Curtis, Brigham Young University

Gina Martino Dahlia, West Virginia University

Trina Creighton, University of Nebraska-Lincoln

Keri Gero, West Virginia University

12:15pm – 1:15pm

(Note: this session will begin late due to the lunch break)

Research Symposium Session #3: Themed Paper Session: Ethical Sensitivity, Compassion, and Moral Elevation in Media (Session ID: 99190)

Conference Room 4

[2011 Research Symposium – Media and Morality]

Panel Chair: Jerry Hale, University of Michigan, Dearborn

Senior Scholar: Mary Beth Oliver, Penn State University; *Media and Moral Elevation*

This talk will examine the emotional and cognitive experience of being elevated by media portrayals, including feeling moved, touched, and inspired by portrayals of moral beauty. Additionally, thoughts concerning how such experiences may be harnessed for pro-social outcomes will be considered.

Competitive Papers

Rebecca Lind, University of Illinois at Chicago, Tammy Swenson-Lepper, Winona State University, and David L. Rarick, University of Minnesota; *Ethics in Media Education: How Attention to Ethical Issues Can Increase Students' Ethical Sensitivity*

Anne K.M. Dunn, University of Sydney; *Role Models in the Media as Ethical Motivators*

Robert Lewis, Matthew N. Grizzard, Allison Eden, Ron Tamborini, Michigan State University, and Nicholas David Bowman, Young

Harris College; *Intuitive Morality and Reactions to News Events: Responding to News of the Lockerbie Bomber's Release*

12:00 PM – 1:15 PM**Body and Mind: Challenges of Being Taken Seriously in the Media (Session ID: 98373)**

Conference Room 5

[Gender Issues]

The obvious double standard of body and mind is perhaps harder to break in media than in any other profession. This panel will examine several issues dealing with beauty and body image, including: Why can't a professional be evaluated by skill and not beauty? And how are sexual orientation and gender roles defined on television?

Moderator: Lisa Pecot-Hebert, DePaul University

Panelists: Y. Jane Winslow, State University of New York at Oswego
 Maria Santana, University of Central Florida
 Victor Evans, Thiel College

12:00 PM – 1:15 PM**Email is for Old People & Other Truths from the Teaching Trenches (Session ID: 98420)**

Conference Room 6

[Two-Year/Small Colleges | Interactive Media and Emerging Technologies]

No one feels the impact of new technologies more than "old" professors. While we were busy studying for comprehensive exams and writing dissertations, the media manufacturers were busy transforming the world with ever evolving digital communication technologies. As YouTube, Facebook, My Space, and other new venues become more and more integrated into life, learning, and work, faculty often struggle with the use and integration of these new ways of learning into their classes. This panel will discuss the struggles with and use of new media venues in the instruction of mass communication courses.

Moderator: Julian Williams, Claflin University

Panelists: Donna Gough, Claflin University; *The Dog Ate My Computer: Uses of Blackboard Chat Rooms & Discussion Posts*
 Jo O'Connor, Boston University; *The Use of Mass Media in the Classroom*
 Gloria Brogdon, Claflin University; *Teaching Convergence in a High Def World with Stones and Chisels*
 Yolanda McCutchen, Claflin University; *Television Portrayals of Public Relations and Mass Communication Education*

12:00 PM – 1:15 PM**Writing Division Paper Competition****Crafting the Laughter: The Theory and Practice of Television Comedy Writing (Session ID: 96640)**

Pavilion 1

[Writing]

Each year BEA's Writing Division produces an award-winning panel around their paper competition winner(s). As luck would have it, this year is no exception. Jon Stahl, will be joined by Hollywood's John Altschuler, Film and Television Writer/Producer (King of the Hill, Blades of Glory, Beavis and Butt-Head); David Chambers, Television Writer/Producer (The Wonder Years, Frank's Place, The Simpsons); and Julie Chambers, Television Writer (Becker, Mel Brooks' Spaceballs, The Simpsons).

Chair, Academic Research & Scholarly Paper Competition: Jon Stahl, California State University, Northridge

Panelists: John Altschuler, Film and Television Writer/Producer
 David Chambers, Television Writer/Producer
 Julie Chambers, Television Writer

*Open Category*1st Place: Edward J. Fink, Cal State Fullerton; *Writing "The Simpsons": A Case Study of Comic Theory*

12:00 PM – 1:15 PM**Law and Policy Paper Session (Session ID: 98349)**

Pavilion 9

[Law and Policy]

Moderator: Stanley Tickton, Norfolk State University

*Debut Category*1st Place: Michael Zarkin, Westminster College; *Cable TV Deregulation Reconsidered: An Exploration of Three Theses*2nd Place: Michael Nevradakis, University of Texas at Austin; *Recommendations in Favor of the Passage of the Local Community Radio Act of 2009**Open Category*1st Place: Joshua Azriel, Kennesaw State University; *The Supreme Court's 2010 Decision in U.S. v. Stevens Parallels the Court's 2002 Ashcroft v. Free Speech Coalition Decision*2nd Place: Richard Vogel, William Penn University; *The Broadcast Decency Enforcement Act—An Undue Burden Upon Broadcasters*

Respondent: Samuel J. Sauls, University of North Texas

12:00 PM – 1:15 PM**Collaboration Across the Curriculum to Build a Successful Production Program (Session ID: 99413)**

Pavilion 10

[Courses, Curricula and Administration]

This panel will explore successful collaboration strategies used to build both successful programs - such as the Electronic Arts interdisciplinary program at Missouri State—and a successful digital film production curriculum. Panelists will discuss how to structure the curriculum to create strong short film scripts that are then used to create short narrative films which are in turn passed on to audio classes which create sound design for these films. This model has led to many award-winning films and fosters creative collaborations among both faculty and students.

Moderator: Mark M. Biggs, Missouri State University

Panelists: Kevin Swift, Missouri State University

Diana Botsford, Missouri State University

Weiyan Wang, Missouri State University

12:00 PM – 1:15 PM**BEA Festival of Media Arts: Faculty and Student Interactive Multimedia Awards and Exhibition (Session ID: 96529)**

Pavilion 11

[Interactive Media and Emerging Technologies]

This session honors the winners of the Faculty and Student Interactive Multimedia Competitions. Selected works of this year's award recipients will be exhibited.

Faculty IMET Competition Chair: Mary C. Schaffer, California State University, Northridge

Student IMET Competition Chair: Sandy Henry, Drake University

*Faculty Documentary/Promotional/Informational Category*Best of Competition: Dana Coester & Adam Glenn, West Virginia University; *WVU Magazine: Every Hill in WV Tells a Story, WVU on the Hill, and WVU Love Stories**Faculty Educational Category*Best of Competition: Gary Hanson & Ben Hollis, Kent State University; *Media, Power and Culture Online**Faculty Solo Category*Best of Competition: Howard Goldbaum, University of Nevada - Reno; *All Around Nevada*Award of Excellence: Yvette Shen, James Madison University; *2D Animation Basics**Student Authorship Projects Category*1st Place: Kirsten Bennett, Drew Smith, & Sam Baranowski, Elon University; *Imagining the Internet at IGF 2010*2nd Place: Ryan Valle, California State University Northridge; *Ryan Valle Media Professional*3rd Place: Jessica Overbey, James Madison University; *Coffee: An Interactive Guide for Novices**Student Group Authorship Projects Category*1st Place: Cronkite Masters Cohort 2010, Arizona State University; *State of Change*2nd Place: iMedia Graduate Program Winter Fly In, Elon University; *OI Panama*3rd Place: NewsLINC, Lyndon State College; *NewsLINC: An Online Community Journalism Project*

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Integrated Marketing Communications (B.S.)
Cinema and Photography (B.S.)
Documentary Studies and Production (B.A.)
Film, Photography, and Visual Arts (B.F.A.)
Journalism (B.A.)
Communication Management and Design (B.S.)



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The Roy H. Park School of Communications congratulates Nancy Cornwell, professor and chair of the Department of Television-Radio, on her election to the Broadcast Education Association Board of Directors, representing District 1.

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1:30 PM – 2:45 PM**Public Media HD: When Market Meets Mission (Session ID: 98378)**

Conference Room 1

[Radio & Audio Media | Law and Policy]

Digital production and distribution technologies have offered particular challenges and opportunities for public radio and television providers across the U.S. Some have realized great benefits, while others have struggled with the transition to a multiplatform, multimedia environment. This panel examines issues of digital technology in public media in the context of policy, practice, and history, and investigates how a variety of noncommercial providers have navigated the transition to “HD”.

Moderator: Robert K. Avery, University of Utah

Panelists: Glenda Balas, University of New Mexico; *Bon or Bust? The Fortunes of Early HD for One PBS Station*Robert K. Avery, University of Utah; *The Public Television Station Meets the Challenges and Opportunities of High Definition: A Case Study of KUED in Salt Lake City*John Armstrong, Furman University; *Free Form, Free Music: WFMU's Free Music Archive*Michael Huntsberger, Linfield College; *HD Radio Shouldn't Be This Hard: The High Definition Experiences of Low Tech Community Radio*Alan G. Stavitsky, University of Oregon; *Public Media on the iPad: Lessons from the First Year*

Respondent: Philip Thompson, West Chester University

1:30 PM – 2:45 PM**The Medium is the Message: How to Help Students Create Professionally Targeted E-Portfolios (Session ID: 98363)**

Ballroom D

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

Many media programs are moving toward the e-portfolio. But what do prospective employers think? How can we, as educators, help our students create an electronic resume that will be well received by prospective employers? This panel will present information on the broad topic of developing e-portfolios, but will also discuss the types of things employers from a variety of media fields look for from job applicants.

Moderator: John Lombardi, Frostburg State University

Panelists: Melissa Hendricks, Frostburg State University; *PR Practitioners and the ePortfolio: Strategies and Pitfalls*Bruce Frazier, Western Carolina University; *The eBriefcase: Implementation for Musicians*Brad Weaver, Westminster College; *Demo Reel & Resume Tape Makeover: What Some News Directors Are Saying About ePortfolios, DVDs and YouTube*Thomas Haines, University of Cincinnati; *ePortfolios and Other Digital Directive***1:30 PM – 2:45 PM****Going HD at the Small College Level: How we Successfully Scrapped our Traditional Degrees and Started Over (Session ID: 98578)**

Conference Room 2

[Two-Year/Small Colleges]

The faculty from the Department of Journalism and Digital Media at Ashland University will discuss their implementation of two new converged media degrees that will replace their traditional print and broadcast majors with a program that teaches students how to create news and information content for all platforms. Issues discussed will include the new curriculum, administrative hurdles, and the struggle to create a program that still serves the academic mission of a small liberal arts college.

Moderator: Gretchen Dworzniak, Ashland University

Panelists: Michael Randolph, Ashland University; *Creating Media Content Producers who are Masters of Both Audio and Video*Matt Tullis, Ashland University; *Saying Goodbye to a Traditional Print Journalism Program and Moving Toward a Multimedia Journalism Degree*Gretchen Dworzniak, Ashland University; *Integrating New Curriculum with an Academic and Liberal Arts Mission*Tim McCarty, Ashland University; *The Final Step: Integrating Student Media Organizations for a Truly Converged Program*Dawn Weber, Ashland University; *Administrative Hurdles Associated with Overhauling a Long-Standing Program*

1:30 PM – 2:45 PM**2010 Update – The Long Tail, Free, and the “New” Television: I Believe, or Do I? (Session ID: 98368)**

Conference Room 3

[Management, Marketing and Programming | International]

For three years, this panel has delved into Chris Anderson’s two books and their relationships to the Broadcasting Industry. This year’s update focuses on the “New Television”—the TV Everywhere, All-The-Time, Multi-Screen, Multi-Delivery industry that we will all be facing in the very near future. Has The Long Tail come to fruition? What will be the “New Free?” Where do we go from here?

Moderator: Frank Aycock, Appalachian State University

Panelists: Brian Pauling, Christchurch Polytechnic Institute of Technology; *The Continuing Impact of the Long Tail on a Small Price-Taking Nation*Greg Pitts, University of North Alabama; *Long Tail, Short Tail: It’s the Content that Matters*Lynette Holman, Appalachian State University; *Web 3.0 and Beyond: Customization, Synchronization and the Self*David Spiceland, Appalachian State University; *Backdoor Fairness, Messing with the Internet, and the Long Tail*Frank A. Aycock, Appalachian State University; *The New Television: The Long Tail Fulfilled***1:30 PM – 2:45 PM****Research Symposium Session #4: Themed Paper Session: The Good, the Bad, and the Morally Complex (Session ID: 99191)**

Conference Room 4

[2011 Research Symposium – Media and Morality]

Panel Chair: Sophie Janicke, Florida State University

Senior Scholar: Arthur A. Raney, Florida State University; *Moral Complexity and Media Entertainment*

Narratives historically have told of righteous heroes battling evil villains. Recently, though, other heroes—less pure and virtuous, more selfish or even mean—have become commonplace. This talk will examine how viewer morality (among other factors) functions in the liking and enjoyment of these morally complex media characters.

*Competitive Papers*Mina Tsay, Boston University and K. Maja Krakowiak, University of Colorado; *Exploring the Impact of Audience Motivations for Entertainment Consumption and Nature of Media Content on Moral Disengagement*K. Maja Krakowiak, University of Colorado and Mina Tsay, Boston University; *What Makes Characters’ Bad Behaviors Acceptable? The Effects of Character Motivation and Outcome on Perceptions, Character Liking, and Moral Disengagement*Nicholas David Bowman, Young Harris College; Sven Joeckel, University of Erfurt; and Leyla Dogruel; *Free University of Berlin, Uphold Morality, or Finish the Game? The Influence of Moral Intuitions on Decisions to Violate or Uphold Morality in Virtual Environments*Bruce Finklea, University of Alabama; *Rooting for the Serial Killer: Disposition Theory, Justice, and Morality in Showtime’s Dexter***1:30 PM – 2:45 PM****“There is a New Big Screen at the Football Stadium, Now Who is Going to Run it?” Integrating an Academic Television Broadcast Production Program with Venue Based Large Screen Sporting Events (Session ID: 98380)**

Conference Room 5

[Sports]

With the installation of the large Daktronics scoreboard in the football stadium, discussion began early in 2010 on how this new venue could be incorporated into an academic environment. From laying fiber optics to running slow-mo playback, this presentation covers how the new video display in the football stadium was connected and run by students in our television production classroom. Department Chair Don Connelly will cover the Quality Enhancement Plan that brought together major players on campus and the financial benefits to academics from athletics. Emmy award winner Gabe Nucci engineered the technical connectivity of the field cameras, studio, and display. Producer Mark Mattheis coordinates game day production and how students step-up to show their professional abilities. Working with revenue generating entities on campus can enhance the capabilities of academic programs and live multi-camera production lives on in sports venues. A sales rep from Daktronics will also present.

Moderator: Mark Mattheis, Western Carolina University

Panelists: Don Connelly, Western Carolina University

Gabe Nucci, Western Carolina University

Representative, Daktronics

1:30 PM – 2:45 PM

Molding a Mission: Blending Visual and Rhetorical Imaging to Build a Bold College Brand (Session ID: 99408)

Conference Room 6
[Student Media Advisors]

In our hyper-mediated contemporary culture, a balanced blend of graphics and rhetoric is essential to command brand recognition in the market. This panel explores the development of college radio imaging—including logos, slogans, mission statements, and promotional items—and shares successful strategies for perpetuating a positive and competitive perception of college stations.

- Moderator: Marjorie L. Yambor, Western Kentucky University
 Panelists: Melissa Forte, Tennessee State University
 Robert Nulph, Lewis University
 Samuel Joseph Lovato, Colorado State University - Pueblo

1:30 PM – 2:45 PM

Gender Issues Business Meeting (Session ID: 98385)


Pavilion 1
[Gender Issues]


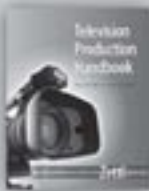



The Gender Issues division stimulates awareness and discussion of existing issues and problems related to gender concerns in the media and media education; encourages dissemination of information about impact of gender issues to professional colleagues in the field; leads discussion on issues of promotion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

- Chair: Patricia A. Williamson, Central Michigan University
 Vice Chair: Roger Cooper, Ohio University
 Paper Competition Chair: Maria Santana, University of Central Florida
 Newsletter Editor/Webmaster: Jennifer Meadows, California State University, Chico

NEW from Wadsworth

Radio/TV/Film



Audio Production	Television Production	Media Aesthetics
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Audio Basics: Advantage Edition Stanley R. Alten © 2012 ISBN-13: 978-0-4959-1356-6</p> </div> </div>	<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Television Production Handbook, 11th Edition Herbert Zettl © 2012 ISBN-13: 978-0-4958-9884-9</p> </div> </div> <div style="text-align: center; margin-top: 10px;"> <p>Zettl's VideoLab 4.0 This award-winning DVD-ROM brings a virtual video production studio right to your students' computers. With it, your students get hands-on video production experience that introduces them to the principles of camera, lighting, audio, switching, editing, and process.</p> </div>	<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Sight, Sound, Motion: Applied Media Aesthetics, 6th Edition Herbert Zettl © 2011 ISBN-13: 978-0-4958-0296-9</p> </div> </div>
<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Audio in Media, 9th Edition Stanley R. Alten © 2011 ISBN-13: 978-0-4955-7239-8</p> </div> </div>		<div style="background-color: #ccc; padding: 5px; font-weight: bold; text-align: center;">Intro to Broadcasting</div> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Only Connect: A Cultural History of Broadcasting in the United States, 3rd Edition Michele Hilmes © 2011 ISBN-13: 978-0-4955-7051-6</p> </div> </div>

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A new extension of the Cable Mavericks Lecture Series, this initiative will give students a chance to hear from executives, learn about job opportunities and internships, and participate in speed-dating style interviews with hiring managers in the industry during a full day program at the Paley Center for Media in New York. The entire program will also be streamed live, and posted online for on demand viewing. Two student competitions will also be held in conjunction with the event.

Learn more by visiting www.cablemavericks.org



THE **CABLECENTER**

1:30 PM – 2:45 PM**History Division Business Meeting (Session ID: 98350)**

Pavilion 9

[History]

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

Chair: Mitchell Shapiro, University of Miami
 Vice Chair: Mary Beadle, John Carroll University
 Newsletter Editor/Webmaster: Gary McIntyre, Mansfield University of Pennsylvania

1:30 PM – 2:45 PM**BEA Festival of Media Arts: Faculty and Student Scriptwriting Awards (Session ID: 99995)**

Pavilion 10

[Writing]

Don't miss this session that honors the winners of the Faculty and Student Scriptwriting Competitions. Selected works of this year's award recipients will be exhibited. Don't leave this session when it's over....the Writing Division will host its annual Scriptwriting PITCH session immediately following the awards competition.

Faculty Scriptwriting Competition Chair: Micheal McAlexander, Frostburg State University
 Student Scriptwriting Competition co-Chair: Fred Jones, Southeast Missouri State University
 Student Scriptwriting Competition co-Chair: Michael Coutanche, Ryerson University

Faculty Feature Category

Best of Competition: Emily D. Edwards, University of North Carolina - Greensboro; *Rude Planet*

Faculty Short Subject Category

Best of Competition: Carey Martin, Liberty University; *Ohfer*

Faculty Mobisode/Webisode Category

Best of Competition: Jon Stahl, California State University - Northridge; *Live the Dream*

Award of Excellence: Dennis Patrick Conway, Valdosta State University; *Second Look*

Kevin Corbett, Central Michigan University; *Early Freeze*

Emily D. Edwards, University of North Carolina - Greensboro; *Thorn*

Scott J. Thompson, Boston University; *Anonymity*

Short Subject Category (15 – 35 pages)

1st Place: Kenny Wheeler, Missouri State University; *South of Black Drink Crier*

2nd Place: Gina Ruoti, California State University - Northridge; *Tree of Knowledge*

3rd Place: Hannah Bayens, Loyola University - Chicago; *Something Blue*

Feature Category (90 – 120 pages)

1st Place: Kael O'Malley, Florida State University; *The Vermont*

2nd Place: Sara Coover Caldwell, California State University - Northridge; *The Pied Piper*

3rd Place: Christopher Childs, California State University - Northridge; *The King of Bath*

Original TV Series Pilot Category (hour or 1/2 hour long)

1st Place: Kevin Hill, Southern Illinois University - Carbondale; *Confetti: The Pilot*

2nd Place (Tie): Karyn Barnett, San Francisco State University; *Pros and Cons*

Carol S. Harris, Missouri State University; *Armadilloville*

TV Spec Category (hour or 1/2 hour long)

1st Place: Alan McCafferty, Justyna Syska, Dan Reid, Karina Gonzalez Estrada, and Tony Hirschenberger, Purdue University - Calumet; *Dexter: Deconstructing Harry*

2nd Place: Ryan Rodman, Missouri State University; *Glee: Bad Girls Club*

3rd Place: Jonathan King, Missouri State University; *Californication: Fake Grass Grows Quickly*



1:30 PM – 2:45 PM**High Democracy: Global News Ethics in Former Communist and Socialist States (Session ID: 99982)**

Pavilion 11

[News | International]

The media in former Communist and Socialist countries is still associated with various political and business interests, which make them susceptible to political, economic and cultural influence. Political influence leads to self-censorship and restricts freedom of expression. Some businesses try to direct information and news coverage in favor of their own interest. On the cultural level journalists are facing a crisis of values that sometimes creates covering questionable content. Media are still operating in poor economies, the broadcast market is vastly overcrowded and management skills remain on undeveloped level.

Moderator: Sam Swan, University of Tennessee, Knoxville
 Session Producer: B. William Silcock, Arizona State University
 Panelists: Aleksandra Dukovska, Arizona State University
 Chinkhand Dorj, Arizona State University
 Ivanka Radovic, University of Tennessee, Knoxville
 Iveta Imre, University of Tennessee, Knoxville

3:00 PM – 4:15 PM**Defining the Documentary (Session ID: 98609)**

Conference Room 1

[Documentary]

Our goal will be to continue exploring issues concerning the documentary in a participatory fashion through focused conversation. This year's theme will circle back to our starting point and ask the challenging question "How do we define the term 'documentary'?" After an introduction by session moderator Evan Johnson, we will break into small groups, each with a "small group moderator," to discuss, in-depth, various aspects of the theme. We will re-convene at the end for reports on key ideas from each small group

Session Moderator: Evan Johnson, Normandale Community College
 Group Moderator: Maria A. Moore, Illinois State University
 Group Moderator: Michael R. Ogden, Central Washington University
 Group Moderator: Dan Kimbrough, Misericordia University

3:00 PM – 4:15 PM**Moving Analog Academic Programs into an HD Universe (Session ID: 98364)**

Conference Room 2

[Management, Marketing and Programming | Courses, Curricula and Administration]

The academic field of Communication/Media Studies is confronted with a dilemma: How should we restructure academic programs in the face of rapid technological change that is necessarily redefining the field? How can academic programs be structured in such a way as to adapt to the future, when the future of media technology is largely unknown?

Moderator: Michael Murry, University of Missouri-St. Louis
 Panelists: William G. Covington Jr, Edinboro University of Pennsylvania; *Keeping HD in the Forefront of Managerial Curriculum Planning*
 Stephen Price, Georgia College and State University, Milledgeville; *The Impact of HD on Teaching Television Production*
 Bruce Mims, Southeast Missouri State University; *Advancing Beyond the Silo Mentality*
 Jabbar Al-Obaidi, Bridgewater State University; *Teaching and Practicing Bridging Cultures via HD Technology: Visual Testimony and Demonstration*
 Steven Phipps, University of Missouri - St. Louis; *HD Media and Legacy Communication Programs: Curricular Change as the Result of New Technology*

3:00 PM – 4:15 PM**Programming Your College Radio Station and Recruiting Your On-Air Talent (Session ID: 98388)**

Conference Room 3

[Student Media Advisors | Two-Year/Small Colleges]

If you have recently started a college radio station, are now in charge of a college radio station, need recruitment tips, or you want to make some changes to your programming, this panel might be for you. We will address several questions, included (but not limited to): (1) How do you determine your type of programming? (2) How do you recruit your students, train, and maintain a staff? (3) How can one person run a radio station while trying to recruit students? (4) What are some of your basic policies and procedures for radio station staff? Panelists will answer these questions, discuss their own experiences, and share their radio station handbooks or policy manuals.

Moderator: Tom Vesce, Asnuntuck Community College

St. Cloud State University
Department of Mass Communications
Congratulates



**Husky Productions UTVS students
on winning
Broadcast Education Association
Best of Festival, King Foundation Award**



Your hard work and dedication to excellence in media education earned you the best national honor in university student media production. Congratulations to the three other SCSU BEA Student Media Festival award-winning teams!

Studio (multi-camera, live-to-tape) 2nd Place - Television Sports Anchor 2nd Place
Television Sports Reporting 3rd Place

3:00 PM – 4:15 PM**Research Symposium Session #5: Roundtable Discussion: Setting the Agenda for Research on Media and Morality (Session ID: 99192)**

Conference Room 4

[2011 Research Symposium – Media and Morality]

This roundtable discussion will focus on the key questions and concerns facing scholars investigating the connections between media and morality. Panel and audience members will share ideas on the challenges associated several issues including: defining and measuring morality, identifying mechanisms of media's impact on moral judgment, dealing with social critics and shaping social policy. The session will attempt to outline an agenda for research on media and morality, identify ongoing research related to this agenda, and encourage collaboration on future projects.

Panel Chair: Jennings Bryant, University of Alabama
 Panelists: Dana Mastro, University of Arizona
 Mary Beth Oliver, Pennsylvania State University
 Arthur A. Raney, Florida State University
 René Weber, University of California, Santa Barbara

Closing Comments: Ron Tamborini, Michigan State University, 2011 Research Symposium Chair

3:00 PM – 4:15 PM**The Mostly Complete Guide to Legal Affairs for the Academic Studio (Session ID: 98375)**

Conference Room 5

[Law and Policy | Documentary]

For many years, student-made media projects were viewed mostly on campus. Today, these projects can be posted online and watched by a global audience. Do the old laws apply in this new digital world? Are the permissions and agreements your department has used for years sufficient? What legal knowledge do you need to survive and thrive in today's global media market? Get the latest on the law from three media attorneys.

Moderator: Miriam Smith, San Francisco State University
 Panelists: Stewart Kellar, invited professional
 William Lowery, KQED

3:00 PM – 4:15 PM**Creating the Hybrid Journalist: Merging Print and Broadcast Curriculum (Session ID: 98384)**

Conference Room 6

[News]

Print and broadcast news has been blending, and the expectations of news organizations are changing. That is forcing programs to change expectations of students and faculty. Numerous schools are in the process of making the change their programs. And, as in any major curriculum change, it isn't easy. In addition to creating curriculum that makes students well versed in different writing formats, video and audio editing, other factors are credit hours, technology funds, and lost and empty faculty lines. Panelists are in various stages of a merger and will discuss the trials, tribulations and the positives.

Moderator: Kevin Hager, Wichita State University
 Panelists: Mary Spillman, Ball State University
 John Strauss, Ball State University
 Les Anderson, Wichita State University
 Amy DeVault, Wichita State University
 Dale Cressman, Brigham Young University

3:00 PM – 4:15 PM**Gender Issues Paper Session (Session ID: 98386)**

Pavilion 1

[Gender Issues]

Vice Chair/Paper Competition Chair: Maria Santana, University of Central Florida

Debut Category

1st Place: Li Chen, Syracuse University; *Onlylady, But Only Who Are the Ladies? An Analysis of the Online Social Identity of Young Middle-Class Urban Chinese Women*

Open Category

1st Place: Mary Tucker-McLaughlin, East Carolina University; Kenneth Campbell, University of South Carolina; *Making News: A Grounded Theory Analysis of TV News Broadcasts of Hillary Clinton from 1993-2008*

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JASON TOMARIC — FilmSkills creator



Fourteen-time Emmy, Telly, and CINE award-winning filmmaker Jason J. Tomaric got his start producing an ultra low-budget independent film in Ohio that got picked up for distribution. He is now a Los Angeles-based director and cinematographer who has shot four features, dozens of national television commercials, and numerous documentaries in over 20 countries. He has taught at leading film schools such as UCLA and New York Film Academy and is bringing high-caliber multimedia filmmaking education to the web at FilmSkills.com.

Sign up for your free trial of FilmSkills at our booth B106 and be entered to win a \$100 American Express gift certificate.

3:00 PM – 4:15 PM**History Paper Session (Session ID: 98351)**

Pavilion 9

Vice Chair: Mary Beadle, John Carroll University

*Debut Category:*1st Place: Amy Sindik, University of Georgia; *Broadcast Property Rights: A Historical Examination of Spectrum Allocation**Open Category:*1st Place: Rogers Stephen Craig, University of North Texas; *NBC, the USDA, and Radio's National Farm and Home Hour: 1930s Commercialization and the Challenge to Public Service Programming*2nd Place: Daniel Christopher Walsh, Appalachian State University; *Success and Failure: Why Radio Propaganda Produced a Regime Change in Guatemala but Failed in Cuba***3:00 PM – 4:15 PM****BEA Festival of Media Arts: Scriptwriting PITCH Session (Session ID: 99991)**

Pavilion 10

[Writing]

Don't miss this annual session that gives student scriptwriting winners an added bonus to their BEA experience. Join this year's Hollywood guests as they talk about how the "Pitch Process" works and will offer on the spot critiques to our Festival winners.

Moderator and Faculty Competition Chair: Micheal McAlexander, Frostburg State University

Panelists: Geoff Silverman, Rain Management Group

Matthew Horwitz, Artist International

**3:00 PM – 4:15 PM****BEA of Festival Media Arts: Faculty and Student Sports Awards and Exhibition (Session ID: 98359)**

Pavilion 11

[Sports]

This session honors the winners of the Faculty and Student Sports Competitions. Selected works of this year's award recipients will be exhibited.

Student Sports Competition Chair: Tommy Booras, Western Kentucky University

Faculty Sports Competition Chair: Denise Belafonte-Young, Lynn University

Award of Excellence: Michael Bruce, Oklahoma Baptist University; *OU Basketball on the Sooner Sports Network*Scott Uecker, University of Indianapolis; *Indiana High School Football Class 4A State Finals**Student Television Sports Anchor Category*

1st Place: Siera Lambrecht, Arizona State University

2nd Place: Zack Fisch, St. Cloud State University

3rd Place: Justin Page, University of North Carolina - Chapel Hill

Honorable Mention: Scott Waterman, Elon University

*Student Television Sports Reporting Category*1st Place: Justin Downs, Robert Morris University; *2010 RMU Basketball Preview*2nd Place: Nicholas Gresham, Southern Illinois University; *Saluki Sports Productions Package*3rd Place: Nicholas Lenz and Joel Larsen, Saint Cloud State University; *Inside Scoop: SCSU 2010 Men's Basketball*Honorable Mention: Jake Stevenson and Daniel LaDue, University of Montana; *When Griz Fly*Thomas Miller, Arizona State University; *Desert Hockey**Student Radio Sports Reporting Category*1st Place: Adam Cavalier, Marshall University; *The Mitch Express*2nd Place: Adam Cavalier, Marshall University; *Marshall - Bowling Green Football*3rd Place (Tie): Robert Iddings, Marshall University; *Marshall v. Memphis Men's Basketball*Siera Lambrecht, Arizona State University; *Senior Softball*Honorable Mention: Justin Allegri, San Jose State University; *San Jose State Hockey Overtime Regionals Win4*Leannnda Carey, Marshall University; *The 3-3 Stack*



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The Cronkite School congratulates its students, who won more BEA awards this year than any other school in the country. Cronkite students took home 19 awards, including two Best of Festival honors.

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Cronkite students take home BEA honors

Top awards include:

- Best of Festival King Foundation Award – Interactive Multimedia
"State of Change," Fall 2010 Graduate Students
- Best of Festival King Foundation Award – Television Feature News Reporting
"Garage Boxing," Natalie Podgorski
- First: Group Authorship Projects
"State of Change," Fall 2010 Graduate Students
- First: Television Feature News Reporting
"Garage Boxing," Natalie Podgorski
- First: Television Hard News Reporting
"Tempe Land Battle," Tony Spehar
- First: Long-form Documentary
"Stuck in Traffic," Sheree Diehl, Collin McDowell, Aaron Granillo and Jenna Lee Thomas
- First: Television Weathercaster: Kylee Gauna
- First: Television Sports Anchor: Siera Lambrecht

4:30 PM – 6:30 PM**BEA Opening Awards Ceremony (Session ID: 98572)**

Ballroom C
[All Convention]

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

Host: Samuel J. Sauls, University of North Texas, BEA 2011-2012 President

BEA Distinguished Education Service Award Recipient: Diana King, The Charles and Lucille King Family Foundation

BEA Distinguished Scholar Award Recipient: Thomas R. Lindlof Ph.D., University of Kentucky

BEA Kenneth Harwood Dissertation Award Recipient: Joy Chavez Mapaye, University of Alaska, Anchorage

Abe Voron Scholarship: Nicholas Joseph LeRose, Illinois State University
(Sponsored by the Abe Voron Committee)

Walter Patterson Scholarships: John Halbert, University of Miami
(Sponsored by the National Association of Broadcasters) Sasha DeHart, Texas A&M University-Commerce

Vincent Wasilewski Scholarship: Victoria Bemker, Louisiana State University
(Sponsored by Patrick Communications, LLC)

Alexander Tanger Scholarship: Maria A. Satira, Robert Morris University
(Sponsored by Alexander M. Tanger)

Helen Sioussat/Fay Wells Scholarships: Brooke Susann Davis, Brigham Young University
(Sponsored by the Broadcasters' Foundation) Karlie Powell, Central Michigan University

Vision Scholarship: Brianne Kelley, Western Kentucky University
(Sponsored by VCI Solutions)

Richard Eaton Scholarship: Emily Creasia, University of Montana
(Sponsored by The Richard Eaton Foundation)

BEA Two Year/Community College Scholarship: Mary Santistevan, AIMS Community College
(Sponsored by BEA) Joselin Acosta Martinez, AIMS Community College

6:30 PM – 8:30 PM**Sony Education Reception (Session ID: 98900)**

Hard Rock Hotel
[All Convention]

Sponsored by: **SONY**

To begin the right technology course at BEA2011, and mark the opening of BEA's annual convention, you need to attend Sony's 18th Annual Education Reception. Join colleagues from across the country and take this opportunity to discuss current technology issues in a relaxed, social venue. This year's seminars are not to be missed, and span a variety of areas from broadcasting, filmmaking, production and journalism. Experts will cover shooting in Super 35mm, the Reality TV genre, 3D production, emerging media in Journalism and upgrading from SD to HD.

Sessions Include:

Preparing Your Students for Working in the Reality TV Genre: Mark Raudonis VP Post Production, Bunim-Murray Productions

Redefining Filmmaking with Sony's New Line of Super35mm Camcorders: Sony, NYU and USC

Emerging Media Journalism Curriculum: Ball State University

Preparing Students for Careers in an Ever-changing Media World: Lehman College

3D Production – How Will Media Educators Get There?



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7:30 AM – 5:00 PM**BEA2011 Convention Registration – Monday Hours**

Las Vegas Hilton, BEA Registration
[All Convention]

If you didn't get your credentials in the mail, pick them up at the BEA registration desk along with your conference bag and "official" BEA2011 convention program.

What's Happening in the BEA2011 Exhibit Hall on Monday?**Monday Hours: 9:00 AM – 5:30 PM**

Las Vegas Hilton, BEA Exhibit Hall

For the full details of Exhibit Hall events, please see the listing under the corresponding time in this program.

9:00 AM – 5:30 PM**Job Placement "Posting" Center @ the BEA Booth**

If you are looking for a job—or to fill a job—stop by BEA's Booth and post your job, or your resume, on the board provided. Post onsite contact information and meet candidates in the BEA2011 Exhibit Hall Lounge.

Now Showing at the Showcase Theatre @ BEA 2011

11:45 AM – 1:00 PM Location Multi-track Recording for Film and Episodic Television

1:15 PM – 2:30 PM Sports Link: An Immersive Learning Production AND Unified News Media at Ball State University

2:45 PM – 4:00 PM 3D Storytelling for Educators

4:15 PM – 5:30 PM The Global Mojo Project

11:45 AM – 1:00 PM**Research @ the BEA2011 Exhibit Hall**

Faculty Research-in-Progress Poster Session

2:45 PM – 4:00 PM**Meet the Editors @ the BEA Booth**

Joseph Blaney, editor for BEA's *Journal of Radio & Audio Media* (JRAM) will be available to tell you what it takes to get published in JRAM.

9:00 AM – 10:15 AM**NAB Show Opening****Featuring: Presentation of the NAB Distinguished Service Award to Eddie Fritts, The Fritts Group, NAB Distinguished Service Award Recipient**

Eddie Fritts, who served as NAB President for 23 years, will be honored for his leadership in securing a variety of public policy victories that helped sustain broadcasting's future during an era of intense competition and unprecedented change. The award will be presented during this opening keynote session.

10:15 AM – 11:30 AM**Calling the Shots (Session ID: 99483)**

Conference Room 1

[Sports]

The best preparation for a broadcast student wanting a career in sports play-by-play is to get actual experience. Panelists will discuss the opportunities available on their campuses. The play-by-play experience may be gained through a class, as an intern or volunteer or even in some cases as a paid employee at a campus station. Faculty will share their method of preparing the students to call the action of an athletic competition including research, charting rosters and statistics and technical set-up.

Moderator: Ken Fischer, University of Oklahoma

Panelists: Art Challis, Southern Utah University; *Mentoring and Student Involvement in SUU Sports Broadcasting*

Stephen Adams, Cameron University; *Preparation and the High School Games*

Lynn Franklin, University of Oklahoma; *Wireless Tech and Club Sports*

10:15 AM – 11:30 AM**New Ways of Teaching Multi-Media, and Making it Fun (Session ID: 98617)**

Conference Room 2

[Courses, Curricula and Administration]

Teaching students multi-media is challenging. The University of Nebraska-Lincoln has found two ways to create student passion for multi-media while at the same time creating fabulous content. The college took an event, the 2010 Special Olympics USA National Games, and a topic, refugees in Lincoln, to create two classes with multi-platform storytelling. Student response has been overwhelming and the teaching tools fit perfectly with the new world of journalism.

Moderator: Jerry R. Renaud, University of Nebraska-Lincoln

Panelists: Timothy Anderson, University of Nebraska-Lincoln; *Creating Multi-Media, Helping your Community and Making it Fun*
 Amy Struthers, University of Nebraska-Lincoln; *Using Social Media in New Ways and the Keys to Interaction Between Advertising and Journalism*
 Bernard R. McCoy, University of Nebraska-Lincoln; *Ramping up Multi-Media Reporting, Doing it Quickly and Making it Fun*
 Phil Willet, University of Nebraska-Lincoln; *Using Advertising Research Techniques to Create Journalistic Content: Why it's Important for Both Advertising and Journalism Students to Work Together*

10:15 AM – 11:30 AM**Impacts of New Technologies on College Radio Content (Session ID: 98630)**

Conference Room 3

[Student Media Advisors]

This panel of experts will provide a discussion of how new communication technologies are affecting college radio content. The panel offers a diverse mix of presenters. Two presenters are Faculty Advisors at two very different college radio stations. The third presenter is the Assistant Promotions Director of a country radio station (KFRG) in a major media market (Riverside, California). She has been employed in the radio industry for almost 20 years. She is a former college radio station manager and program director. The first presentation will focus on the use of portable communication technologies (flash drives, laptops, iPods). The second presentation will focus on automation technologies. And the third presentation will focus on social networking sites (primarily Facebook and instant messaging). Because of these new communication technologies, the content of what students are talking about and playing on the air is changing dramatically. Both the Chair and the Respondent for this panel are experts on college radio, and will also provide valuable insight into how the content of college radio programming is changing because of these new technologies.

Moderator: Michael Huntsberger, Linfield College

Panelists: Michael Taylor, Valdosta State University; *How Automation Technologies are Affecting College Radio Content*
 Robert Mull McKenzie, East Stroudsburg University of Pennsylvania; *Impacts of Portable Communication Technologies on College Radio Content*
 Robin Diamond-Ward, KFRG (95.1 FM and 92.9 FM); *Impacts of Social Networking on College Radio Content*

Respondent: Gregory D. Newton, Ohio University

10:15 AM – 11:30 AM**Turn Out The Lights, The Party's Over?: Maximizing Resources by Reaching Out to Adult Learners (Session ID: 98633)**

Conference Room 4

[Two-Year/Small Colleges]

With the need to utilize your space, your program, and your resources in order to justify the expenditures, how do you maximize your facilities when the kids have gone home for the day? How do you reach out to the adult learner who is looking to change their career path, looking to learn communication skills, or wanting to 'live the dream' of being a broadcaster? This session will will also discuss the pluses and minuses of adult education courses.

Moderator: Jim Crandall, Aims Community College

Panelists: Shane Tilton, Ohio University of Lancaster
 Roger Badesch, Chicago Public Schools

10:15 AM – 11:30 AM**Measuring and Assessing Non-traditional Audiences: Opportunities and Challenges for Faculty and Students (Session ID: 98638)**

Conference Room 5

[Research]

Researching the audience of a university production is an opportunity to apply classroom learning but presents challenges and obstacles. This panel discusses the research done by faculty and students at Youngstown State University to analyze the audience for their live call-in TV show, "Homework Express," aimed at helping middle-school students prepare for proficiency exams. Research questions included "Who is watching the show?" and "Did viewing the show help students learn math?"

Moderator: Amy Graban Crawford, Youngstown State University

Panelists: Fred Owens, Youngstown State University
 Bill Brophy, Youngstown State University
 Jillian Anderson, Youngstown State University
 Natasha Clark, Youngstown State University
 Jon McKelvey, Youngstown State University
 Emily Russo, Youngstown State University
 Bill Rusu, Youngstown State University

10:15 AM – 11:30 AM**Successful Approaches to HD Workflow from Acquisition to Output (Session ID: 98644)**

Conference Room 6

[Production Aesthetics & Criticism]

HDV, P2, XD Cam, AVCHD, Re Camera, DSLR, SDHC. The assorted flavors of HD acquisition can be overwhelming. The codecs available for compression and the options for editing and output can drive the most experienced post-production coordinator, television engineer or editor, let alone poor academics, mad. This panel will look at various approaches to HD workflow from capture to output that have worked for filmmakers and universities in the US and abroad.

Moderator: Donald Pollock, University of La Verne

Panelists: George Chun Han Wang, University of Hawaii; *Exploring RED: What Do Media Educators Need to Know About the Intricate RED Workflows*
 Chris Strobel, Northern Kentucky University; *Panasonic HD Workflow Inside an Academic Media Network*
 Michael Gonzales, Biola University; *Shooting Student Films with the Canon 7D – Testimonies and Techniques for Excellent Results*
 Jose Angel Soto, Universidad Iberoamericana; *SONY Workflow at Universidad Ibero Americana*

10:15 AM – 11:30 AM**Bridging Professional and Personal: The Future of Relationship Building in an H-D World (Session ID: 98647)**

Pavilion 1

[Interactive Media and Emerging Technologies | Management, Marketing and Programming]

This panel will investigate how organizations and individuals use Web 2.0 techniques in innovative ways to build and maintain relationships on a 24-7 basis. We've dubbed these relationship building measures "Hyper-Dyadic," from hyper (overexcited; overstimulated; keyed up) and dyad (two persons involved in an ongoing relationship or interaction; the relationship itself). Through a series of case studies, the panelists will explore how social media are creating a new "norm" where developing and maintaining personal connections via the media is expected. The panelists argue that this evolving participatory media culture offers templates for potential future applications in personal, promotional and news communications.

Moderator: Kathleen M. Ryan, University of Colorado, Boulder

Panelists: Jessalynn Strauss, Xavier University; Angela Seits, University of Oregon; *Persuasion, Promotion, and Conversation: How Las Vegas Casinos are Using Twitter*
 Katie Pontius Stansberry, International Society for Technology in Education; *Teaching with Tech: How a Community of Web-Savvy Educators are Changing the K-12 Education System*
 Judith Weiner, Miami University, Ohio; Stephanie Rollie, Texas A&M University, Corpus Christi; *Building Bridges During Times of Need: A Look at the Use of Social Support on Facebook*
 Kathleen M. Ryan, University of Colorado, Boulder; *Tag! The Augmented Reality of Social Networking in News Storytelling*
 Joy Chavez Mapaye, University of Alaska, Anchorage; *Assessing Parasocial Promotion: Viral Viewers and Local TV News*



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10:15 AM – 11:30 AM**Documentary Division Business Meeting (Session ID: 98652)**

Pavilion 2

[Documentary]

The Documentary Division focuses on scholarship, teaching, and creation of documentaries, and radio-TV-Internet delivery of documentary film/video. We seek to expand international documentary literature and illuminate genres, methods, creators, and interpretative/analytical approaches to documentary. Our members share an appreciation for methods of teaching and producing documentaries, including exhibition. Our goal is to be a nexus for media scholars and critics, faculty, and professionals in documentary fields, as well as other associations, festivals, and broadcast organizations that research, produce, and archive documentaries at international, national, regional, and local levels.

Chair: Michael R. Ogden, Central Washington University
 Vice Chair: Gregory N. Luft, Colorado State University
 Newsletter Editor: Kathleen Aplan, Oglala Lakota College
 Webmaster: Maria A. Moore, Illinois State University
 Student Festival Competition Chair: Leah Mangrum, Angelo State University
 Faculty Festival Competition Chair: Dan Kimbrough, Misericordia University

10:15 AM – 11:30 AM**International Business Meeting (Session ID: 98624)**

Pavilion 3

[International]

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

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

10:15 AM – 11:30 AM**FD – HD: The Fairness Doctrine in the Digital Age (Session ID: 98662)**

Pavilion 9

[Writing | Law and Policy]

When the only challenge to the Big Three was Dumont, the FCC created a set of regulations popularly known as "the Fairness Doctrine." The Fairness Doctrine was ended in the Reagan administration, but the 2010 elections brought serious discussion of its revival. This panel asks: In a world of five television networks, 500+ cable channels, and the World Wide Web, is there a role for the return of the Fairness Doctrine?

Moderator: Carey Martin, Liberty University
 Panelists: Carey Martin, Liberty University; *A Fundamental Approach to Fairness*
 Richard Vogel, William Penn University; *Revisiting Red Lion By Way of O'Brien*
 Christine Russell, East Carolina University; *The Fairness Doctrine and Personalized Journalism: In the World of New Media, Where Does Fairness Begin and Responsibility End?*
 Trevor Hall, Boise State University; *Fair and Balanced: Implications of Hostile Media Perception in Light of a Fairness Doctrine Resurgence*

10:15 AM – 11:30 AM**Women and New Media: Exploring Gender, Community, and Culture in the Blogosphere (Session ID: 98666)**

Pavilion 10

[Gender Issues]

This panel will examine how women from different ethnic groups and cultures utilize blogs to discuss women's issues and promote women's equality and empowerment. Through discussing issues including mother's who are using blogs as an alternative means for entering and participating in the public sphere; the way in which Native American women use blogs to bridge community; and how women's issues are presented and discussed on a Taiwanese women's blog. This panel will explore several aspects of women's topics and usage on three different blogs.

Moderator: Norma Pecora, Ohio University

Panelists: Janie Henderson, Ohio University

Wei Chun Wang, Ohio University

Kosia Oshiro, Ohio University

10:15 AM – 11:30 AM**BEA Festival of Media Arts: Faculty and Student News Awards and Exhibition (Session ID: 98651)**

Pavilion 11

[News]



This session honors the winners of the Faculty and Student News Competitions. Selected works of this year's award recipients will be exhibited.

Faculty and Student News Competition Co-Chairs

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

*Faculty Television Hard News Reporting Category*Best of Competition: Brent Foster, California State University - Fullerton; *Alternative School**Faculty Television Feature News Reporting Category*Best of Competition: Randall King, Indiana Wesleyan University; *The Bridge Keeper**Faculty Radio Hard News Reporting Category*Best of Competition: Bernard McCoy, University of Nebraska - Lincoln; *Kosovo Elections: Democracy in Transition**Faculty Radio Feature News Reporting Category*Best of Competition: Pamela Tran, University of Alabama; *Family Business Start Up in Tough Economy*Award of Excellence: Raymond Ekness, University of Montana; *Senior Weightlifter Harold Smith**Student Television Newscast Category*1st Place: West Virginia University; *WVU News*2nd Place: Eastern Illinois University; *WEIU-TV News Watch*3rd Place: Minnesota State University - Moorhead; *Campus News*Honorable Mention: Southern Illinois University; *River Region Evening Edition**Student Radio Newscast Category*1st Place: Marshall University; *Newscenter 88*2nd Place: Mount San Antonio College; *Audio8ball.com*3rd Place: University of North Carolina - Chapel Hill; *Carolina Connection*Honorable Mention: Rowan University; *The Rowan Report**Student Television Hard News Reporting Category*1st Place: Tony Spehar, Arizona State University; *Tempe Land Battle*2nd Place: Steve Doty, Arizona State University; *Arizona City Manager Salary Review*3rd Place: Bret Behrens, Southern Illinois University; *Child Sex Offender*Honorable Mention: Martin Berman, Michigan State University; *Graduation Rate Gaps in Michigan Universities*Steve Doty, Arizona State University; *Flagstaff Flood Relief*Danielle Lama, University of Maryland; *Oyster Patrol*



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THE CHARLES & LUCILLE KING FAMILY FOUNDATION

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

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

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

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Graduate Studies in Public Communication and Technology

Colorado State University's Department of Journalism and Technical Communication offers an M.S. and a Ph.D. in Public Communication and Technology, as well as the health communication focus in the Colorado School of Public Health's M.P.H.

M.S. students complete courses in communication research methods, communication theory, and a range of topical courses and seminars. Master's students must complete a research-based thesis or an approved professional project with a research component. Students typically focus their work in one of four areas:

- Health, Environmental, Science or Technical Communication
- Public Relations and Strategic Communication
- New Communication Technologies
- Print and Broadcast Journalism

Ph.D. students complete advanced course work and seminars in communication theory, research methods, and technology-related topics as well as a cognate outside the department. Doctoral students also complete comprehensive written qualifying exams and conduct an independent research project presented and defended in a dissertation. Students typically focus their work in one of three areas:

- Human Behavior and Technology
- Organizations and Technology
- Social Policy and Technology

Students enrolled in the two-year Master's of Public Health program complete courses in health communication, research methods, communication theory, and a range of topics courses and seminars, including four credits for the Practice Based Experience. The M.P.H. is the primary professional degree in the field of public health, training students for a variety of public health careers.

www.journalism.colostate.edu

Honorable Mention: Mike Pelton, Arizona State University; *Abandoned Mines*
Aldo Vazquez, Arizona State University; *Haiti Amputee Soccer*

Student Television Feature News Reporting Category

1st Place: Natalie Podgorski, Arizona State University; *Garage Boxing*
2nd Place: Lindsey Reiser, Arizona State University; *Racetrack Minister*
3rd Place: Kylee Gauna, Arizona State University; *Arizona Burn Center*
Honorable Mention: Adam Balinski, Brigham Young University; *Water Balloon Record*
Andrew Clay, Pennsylvania State University; *Christmas Tree Hunt*
Toby Phillips, Arizona State University; *Jockstrap Maid*
Brent Pinkall, Kansas State University; *Junk Food Diet*

Student Radio Hard News Reporting Category

1st Place: Angela Musallam, San Francisco State University; *Halloween Tweens*
2nd Place: David Hodges, Elon University; *Fighting Dropouts*
3rd Place: Michael Tomsic, University of North Carolina - Chapel Hill; *Alcohol Abuse Goes Unnoticed*
Honorable Mention: Ashley Masters, Brigham Young University; *Lee Acceptance Speech Live*

Student Radio Feature News Reporting Category

1st Place: Adam Cavalier, Marshall University; *Model Trains: A Family Affair*
2nd Place: Garrett R. Ford, Southern Illinois University - Carbondale; *Firefighter Training*
3rd Place: Sierra Lambrecht, Arizona State University; *Spanish Immersion*
Honorable Mention: Reema Khrais, University of North Carolina - Chapel Hill; *A Day Spent Homeless in Chapel Hill*

Student Television News Anchor Category

1st Place: Allison Harris, University of Oklahoma
2nd Place: Gillette Vaira, University of Montana
3rd Place: Gabrielle Willliott, Pennsylvania State University

Student Television Weathercaster Category

1st Place: Kylee Gauna, Arizona State University
2nd Place: Gabe Lenner, University of Oklahoma
3rd Place: Chase Higginbotham, University of Alabama
Honorable Mention: Mark Williams, Brigham Young University

11:45 AM – 1:00 PM

Location Multi-track Recording for Film and Episodic Television (Session ID:)

BEA Exhibit Hall Showcase Theatre
[All Convention]

The current trend in Hollywood is to utilize portable, multi-track recorders capable of 8-12 channels of audio, in order to record location dialogue on feature motion pictures, episodic television, and commercials. Professor Ginsburg (a member of the Cinema Audio Society and BKSTS) will discuss a typical workflow, examining the interface of mixing panels to recorder, channel assignments, iso versus mixdown, and microphone selection and deployment. The presentation will include a discussion of Hollywood microphone techniques, such as overhead booms, plant mics, and lavaliers -- and how these elements are integrated into a multi-track recording.

Presenter: Fred Ginsburg, CAS PhD MBKS

11:45 AM – 1:00 PM**Capstone Experiences in HD: Bringing Multiple Disciplines Together in a Multimedia Capstone Course (Session ID: 98614)**

Conference Room 1

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

Convergence has come to the classroom, but what does that mean in a capstone course that includes majors in production, news and information, advertising and more? This session explores creative solutions bringing together the unique skill sets represented in today's world of multimedia. Particular attention is devoted to how differing capstone experiences help students evaluate and integrate skills learned in prior classes ranging from journalism, audio production and marketing, to interactive design, graphics, photography and video production.

Moderator: Mark Tolstedt, University of Wisconsin-Stevens Point

Panelists: Mark Tolstedt, University of Wisconsin-Stevens Point; *The Capstone Experience: Using E-Portfolio and Multi-Media Publication Tools for Assessment*

David Byland, Oklahoma Baptist University; *The Capstone Experience: The Online Journal as an Interdisciplinary Integrative Tool*

Dietrich Maune, James Madison University; *CreateAthon on Campus: Bringing Students and Faculty Together Across Department Lines for a Creative Blitz*

Suzy Smith, Ball State University; *Teaching Teamwork in a One Man Band World of Journalism*

Steve Anderson, James Madison University; *Project Management in the Capstone Sandbox: Photos, Audio, Video and 3D in Google Earth*

11:45 AM – 1:00 PM**Using RAB Tools in the Classroom to Help Your Students Get A Job (Session ID: 98622)**

Conference Room 2

[Management, Marketing and Programming Division]

Sheila Kirby, SVP, Professional Development, Radio Advertising Bureau, will discuss what today's sales managers are looking for and how you can provide it in your classroom using online resources of the RAB. In simple, easy steps Sheila will help you understand how you can give students a leg up on other job seekers. Be forewarned: what she has to say may cause you to re-think what you are doing and how you are doing it!

Moderator: Bruce Mims, Southeast Missouri State University

Panelist: Sheila F. Kirby, Radio Advertising Bureau

11:45 AM – 1:00 PM**Using Oral History in the Classroom: Involving Students in Collecting Oral Histories (Session ID: 98631)**

Conference Room 3

[History | Courses, Curricula and Administration]

Oral history documents stories that might not otherwise be recorded. Involving students in collecting these stories can benefit all concerned. This panel offers four perspectives on incorporating oral history in a variety of classes, as well as the challenges and rewards of these projects. Examples include standalone course assignments and assignments that are part of larger projects and destined for inclusion in archives or documentaries.

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

Panelists: Louise Benjamin, Kansas State University; *Media History, the Personal Touch: Exploring History through Family Ties*

Jake Podber, Southern Illinois University-Carbondale; *Oral History, Media, and Storytelling*

Norman Youngblood, Auburn University; *The Net@Auburn: Documenting Institutional Change*

Joel Beeson, West Virginia University; *Oral History: A Template for Incorporating Diversity into New Media Curricula*

11:45 AM – 1:00 PM**Obama's Gold Standard: Deliver Industry Certified Tests (Session ID: 98634)**

Conference Room 4

[Two-Year/Small Colleges]

In a push to make colleges more accountable, federal dollars and accreditation approvals may be linked in part to instructional programs that can deliver industry certified students. Meet representatives from Apple, Adobe and Avid to learn about processes for having instructors become certified trainers or for having your institution become a site for delivering industry certified tests.

Moderator: Gary B. Martin, Cosumnes River College

Panelists: Andy Cook, Avid

Anne Renchan, Apple, Inc.

Sebastian Distefano, Adobe

11:45 AM – 1:00 PM**It's Not Just Interactivity: Why We Teach Writing For Interactive Media (Session ID: 98639)**

Conference Room 5

[Interactive Media and Emerging Technologies | Writing]

Interactive media programs focus on design, interactivity, and programming. Courses focusing on writing for interactive content are beginning to emerge, slowly. This panel focuses on the value of teaching writing for interactive media. What is it? How is it different from other forms of writing for the screen? Can it be taught? How do you teach it? Should it be taught as a separate course?

Moderator: Rustin Greene, James Madison University

Panelists: Yoshiko Burke, College of DAAP at the University of Cincinnati; *Introduction to User-Centered Thinking*
 Mary C. Schaffer, California State University, Northridge; *"Chunk-a-tizing" when Writing*
 Kevin Reynolds, James Madison University; *The Evolving New Media Writing Course at the 10 Year Mark*
 Paige Normand, James Madison University; *Adapting Traditional Narratives For Interactive Media*

11:45 AM – 1:00 PM**Highly Dubious!: How should Screenwriting Teachers Handle Scripts that are Controversial, Provocative, or Outrageous? (Session ID: 99259)**

Conference Room 6

[Writing]

How should screenwriting teachers handle controversial language, characters, or story lines? Should we censor or "adjust" the material for in-class readings, or just "let it be?" And should teachers adjust their strategies, based on their school's status as a public, private, or religious institution?

Moderator: Dennis Patrick Conway, Valdosta State University

Panelists: Andrew E. Rudd, Malone University; *Lean Into It: Shaping Expectations and Building Support Through Official Statements and Department-wide Initiatives Before the Provocative Turns Into the Controversial*
 Michael Coutanche, Ryerson University; *Classroom Controversies in Canada*
 Mike P. Savoie, Valdosta State University; *The Next Tarantino: Addressing the Ethical Issues of Stereotyping and Violent Content in Student Media*
 Laura Sherwood, Oral Roberts University; *Legal and Ethical Implications: When Students Cross the Line in High Definition*
 Carey Martin, Liberty University; *The Scarlet Letters: The MPAA Rating System and Media Education*
 Dennis Patrick Conway, Valdosta State University; *Where Do We Draw The Line?*

BEA:HD

MONDAY



Broadcast and Journalism Summer Schools in the UK

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UNIVERSITY OF LINCOLN

11:45 AM – 1:00 PM**Studies in Radio and Audio Media (Session ID: 98648)**

Pavilion 1

[Radio & Audio Media]

This session includes national and international studies of radio and audio media. Michael Keith, author of more than 20 books on radio, presents the story of how prison radio impacts the lives of inmates, their families, and equips them with skills necessary to find employment upon release. Martin Hadlow, an expert on World War Two colonial broadcasting, chronicles British radio strategies that countered independence efforts in the Solomon Islands. Michael Brown, former JRAM editor, reports on his sabbatical research that explores how students/broadcasters use audio media and how educators are adjusting to these changes in their syllabi. Indra DeSilva, an expert on audience ratings, explores the current status of the portable people meter. This is an excellent session for media educators who focus on either the traditional or new applications of audio media.

Moderator: Frank Chorba, Washburn University

Panelists: Martin Hadlow, University of Queensland, Australia; *Entirely My Brainchild Colonial Radio Broadcasting in the South-West Pacific: A Solomon Islands Historical Case Study 1945-52*

Larry Collette, Metropolitan State College of Denver and Indra DeSilva, Xavier University; *The PPM Experience: Measuring Uncertainty in a Certain World*

Michael Brown, University of Wyoming; *Radio and Audio Media: New Directions in Radio Education*

Michael C. Keith, Boston College; *Messages From Confinement: The Role of Incarceration Radio*

Respondent: David Dzikowski, Penn State University

11:45 AM – 1:00 PM**Documentary Paper Session (Session ID: 98653)**

Pavilion 2

[Documentary]

Vice Chair & Paper Competition Chair: Gregory N. Luft, Colorado State University

Debut Category

1st Place: Daniel Paul Labbato, SUNY New Paltz; *Hoaxical Documentum: Practice and Theory of Propaganda, Reality and Truth in Documentary Filmmaking*

2nd Place: Theresa White, California State University, Northridge; *The African American Female Documentary Tradition: Navigating Beyond the Normative Constraints*

3rd Place: Y. Jane Winslow, State University of New York at Oswego; *Creating Student Social Activists Through Community Participatory Documentaries*

Open Category

1st Place: Kevin Corbett, Central Michigan University; *The Evolution of 'I': 25 Years of First-Person Documentary*

1:45 AM – 1:00 PM**International Paper Session (Session ID: 98625)**

Pavilion 3

[International]

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

Debut Category:

1st Place: Kris P. Kodrich, Colorado State University; *Is Al Jazeera English All that Different from CNN? International Coverage on the Broadcasters' Websites*

2nd Place: Cui Zhang, University of Alabama; Charles William Meadows, University of Alabama; Shuhua Zhou, University of Alabama; *Developing Nation Under Fire: CNN's Portrayal of China's National Image*

Open Category:

1st Place: Andrew Clark, University of Texas at Arlington; Tom Christie, University of Texas at Arlington, *A Clash of Cultures: Reaching Hostile Audiences Through International Broadcasting*

GAYLORD COLLEGE

Congratulations

to **Festival Creative Director Scott Hodgson** and **Producer Ken Fischer** for three years of excellence in producing the **BEA Festival of Media Arts.**

~ from your colleagues at the University of Oklahoma



The Gaylord College also **congratulates our students** on another successful year of award entries!

First Place Winners

Allison Harris, Allison Harris Reel
Television News Anchor

David Burkhart, Warehouse 118
Studio (multi-camera or live-to-tape)

Second Place Winners

Gabe Lenners, Weather - Gabe Lenners
Television Weathercaster

Brian Rathbone, Carol Burr Profile
Instructional/Educational

Third Place Winners

Drew Munhausen, Made in America
Music Video

Joshua Shockley, The Set
Studio (multi-camera or live-to-tape)

Honorable Mentions

Will Holland, Assignment Radio: Best of Fall 2009
Specialty Program

Melea McCreary & Lauren Tucker, 7 Deadly Sins
Instructional/Educational

Gaylord College of Journalism and Mass Communication at the University of Oklahoma
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11:45 AM – 1:00 PM**Podium Session 1: Jennings Bryant, Ph.D., Professor Emeritus, University of Alabama (Session ID: 99423)**

Pavilion 9

[All Convention]

Why Did I Just Watch That?**Jennings Bryant, University of Alabama; *Essentials of Entertainment Theory***

From the ancient Greek philosophers to modern scientists worldwide, inquiring minds have attempted to explain why people are such avid consumers of varied forms and genres of entertainment. In this presentation we will attempt to integrate diverse intellectual approaches to studying entertainment theory, focusing on media psychological approaches and more recent theories and findings. Our emphasis will be on that tradition commonly labeled entertainment theory and research.

Introduction by: Arthur A. Raney, Florida State University

Jennings Bryant (Ph.D., Indiana University, 1974) is Professor Emeritus in the College of Communication and Information Sciences at The University of Alabama, where he was Distinguished Research Professor, Associate Dean for Graduate Studies and Research, and the holder of the Ronald Reagan Chair of Broadcasting.

Bryant has written or edited 25 scholarly books or textbooks, has authored more than 65 articles in peer-reviewed journals, has written more than 75 chapters published in edited scholarly books, and has delivered more than 250 papers at conventions of national and international professional associations. Twenty-seven of his articles or papers have received major awards. As director of the Institute for Communication Research, he received \$8 million in grants and contracts and presented more than 125 research reports to a wide variety of clients.

Bryant has served on the editorial boards of 21 scholarly journals, was founding co-editor of the journal *Media Psychology*, and served as series editor for the Lawrence Erlbaum Associates and Routledge series of scholarly and advanced textbooks in communication. His primary research interests are in entertainment theory, media processes and effects, and media, children, and family.

SPECIAL EVENT

11:45 AM – 1:00 PM**The TV News Department of 2011 (Session ID: 98667)**

Pavilion 10

[News | Management, Marketing and Programming]

The typical TV news operation today is virtually unrecognizable to anyone who hasn't been in a newsroom in the last 12 – 18 months. Most stations now run news on non-TV platforms and media they do not own (in other words, beyond their own air and website), and most stations are now in some sort of cooperative arrangement with some other medium. These changes result in a very different newsroom environment and significant changes in workflow. Panelists will represent a range of jobs at a range of stations, talking about what they now have to do, how they do it, and what that means for future hires.

Moderator: Robert Papper, Hofstra University

Panelists: Ron Comings, News Director, KLAS-TV, Las Vegas

Chris Way, Director of Digital Media, KLAS-TV, Las Vegas

Adam Bradshaw, News Director, FOX5 News, KVVU Television

11:45 AM – 1:00 PM**BEA Festival of Media Arts: Faculty and Student Video Awards and Exhibition (Session ID: 98642)**

Pavilion 11

[Production Aesthetics & Criticism]

This session honors the winners of the Faculty and Student Video Competitions. Selected works of this year's award recipients will be exhibited.

Faculty Video Competition co-Chair: Lowell Briggs, York College of Pennsylvania

Faculty Video Competition co-Chair: George Chun Han Wang, University of Hawaii

Student Video Competition co-Chair: Warren Glenn Koch, Azusa Pacific University

Faculty Mixed Video Category

Best of Competition: Geri Alunit Zeldes, Brian J. Bowe, Salah Hassan, Sarah Jaeger, and Ryan Hurst, Michigan State University; *The Death of an Imam*

Faculty Commercial or PSA Video Category

Best of Competition: Kevin Burke, University of Cincinnati; *UC Graduate School PSA*

Faculty Educational or Instructional Video Category

Best of Competition: Cory Byers, Southern Illinois University - Edwardsville; *The Stephensons*

Faculty Narrative Video Category

Best of Competition: Jennifer Smith, University of Georgia; *The Waiting Room*

Faculty Promotional Video Category

Best of Competition: Glenda Williams, University of Alabama; *Little River Canyon*



FESTIVAL OF MEDIA ARTS

MONDAY

- Award of Excellence: Jason Balas and Chris Clark, University of North Texas; *You Shine Musical Artist: Patrick Clark*
 Ron DeMarse, Western Kentucky University; *Video for Flash*
 Erick Lauber, Indiana University of Pennsylvania; *Internet Safety*
 Lisa Mills, University of Central Florida; *Shadows of the Past, Reflections for the Future*
 Rick Riccioppo, Stony Brook University; *Center for Communicating Science Promo*
 Michael Smith, Azusa Pacific University; *Ship in a Bottle*
 Timothy Sorel, University of Florida; *Ashley Lynn*
- Technical Merit Award: Jason Balas, University of North Texas; *You Shine Musical Artist: Patrick Clark*
- Student Animation/Experimental/Mixed Category*
- 1st Place: David Dorsey Jesse Damiani, Tatiana Olsak, Kevin Patterson, and Clay Greenhaw, Florida State University; *Goodbye Ben*
- 2nd Place: Anne Dezort, Anthony Isaac, Stephen Eudaly, and Charlie Rosenbury, Missouri State University; *The Minutes Behind*
- 3rd Place: Kurt Dillow, Timothy Saville, Ryan Paxton & Brian Thompson, Missouri State University; *The Days*
- Honorable Mention: John Todd Christensen & Scott Cody, Azusa Pacific University; *The Incredible Space Adventures of V-33*
 Kelly Courtney, Frostburg State University; *Haze*
- Student Instructional/Educational Category*
- 1st Place: Catherine Creeden, Elon University; *Physical Plant 101: Dorm Bed Construction*
- 2nd Place: Brian Rathbone, University of Oklahoma; *Caroline Burr*
- 3rd Place: Christopher West, Elon University; *Go-4-College*
- Honorable Mention: Lauren Tucker & Melea McCreary, University of Oklahoma; *7 Deadly Sins*
- Student Music Video Category*
- 1st Place: Jesse Doland, Cale Lincoln Erickson, & Jena Brancart, Azusa Pacific University; *All My Tomorrows by Stop Motion Poetry*
- 2nd Place: Jacob Landis-Eigsti, Goshen College; *Beautiful*
- 3rd Place: Drew Munhausen, University of Oklahoma; *Made in America*
- Honorable Mention: Scott Murphy, University of Tennessee - Knoxville; *Baby We Were Young*
 Joe Vella & Andrew Quinn, Ball State University; *It's Easy To Be Alone by Joel Levi*
- Student Narrative Video Category*
- 1st Place: Jeremy Olson, Erin Channing, Scott Crozier, and Jacob Turner, Azusa Pacific University; *Parental Unit*
- 2nd Place: Andrew Fairbank, Florida State University; *Collapse*
- 3rd Place (Tie): Jesse D. Doland, Jena Brancart, Jennifer Hall, Cale Lincoln Erickson, Daniel Nenadovich, and Andrew Rager, Azusa Pacific University; *Raise Your Dead*
 Max Rosen & Kenny Wheeler, Missouri State University; *Marble Rye*
- Honorable Mention: Olivia Dubendorf & Daniel Koehler, Elon University; *It's a Villainous Life*
 Daniel Maggio, Myles Gilbert, and Matthew Galleron San Jose State University, and Stephen Siemens, University California - Riverside; *Jimbo*
 Micah Murray, Northwestern College; *The Obituary of Richard Cory*
 Alyssa Pearson, Malone University; *Keepsakes*
 Advanced Narrative Production Class, Kent State University; *Breaking News*
 Sean Webley, University of Florida; *Whistle Blower*
- Student Promotional Category*
- 1st Place: Christopher Bunn, Elon University; *2010 Elon Phoenix Football Promotional Video*
- 2nd Place: Benny Martinez, Jesse Herrera, Melissa Wike, and Kaila Grafeman, University of New Mexico; *UNM Institutional Spot: Stages*
- 3rd Place: David Sutura, University of Kansas; *Glass Half Full*
- Honorable Mention: Cibee Jaime, Missouri State University; *MJF Promo*
 Timothy Kurtz, Oklahoma Baptist University; *Shine at OBU*
- Student Studio Category (multi-camera or live-to-tape)*
- 1st Place: David Burkhart, University of Oklahoma; *Live from Warehouse 118*
- 2nd Place: Husky Productions, St. Cloud State University; *Husky Magazine*
- 3rd Place: Joshua Shockley, Chris Keithley, and Alicia Stamps, University of Oklahoma; *The Set*
- Honorable Mention: ICTV, Ithaca College; *Game Over*

11:45 AM – 1:00 PM**Faculty Research-in-Progress Poster Session (Session ID: 99984)**

BEA Exhibit Hall

[All Convention]

Moderator: Andy Curran, University of Cincinnati

News Coverage or Inadvertent Advertising: How Do Local TV News Reporters Perceive Coverage of Corporate Social Responsibility (CSR) Actions?

Jessalynn Strauss, Xavier University

The Zone of Proximal Development: How Mentors Aid in the Social Transformation of Doctoral Students

Serena Carpenter and Leslie-Jean Thornton, Arizona State University

The Effectiveness of Search Terms in Web Advertising: A Field Experiment

Augie Grant, University of South Carolina; Jeffrey Wilkinson, United International College

How Different Emergencies may Affect Journalist/Source Message Negotiation

Christopher Lee Swindell, Marshall University

Testing HD's Impact on Viewers: Can Highly Diverse Newscasts Discourage Prejudice?

Ginger Miller Loggins, Kansas State University

Seeing Color in Red White and Blue

Thomas Alban Nelson, Elon University

Celebrity Signifiers: The Tonight Show Monologues As Cultural Forum 1984-2009

Christopher Francis White, Sam Houston State University

1:15 PM – 2:30 PM**Showcase Theatre @ BEA****Sportslink AND Unified News Media**

BEA Exhibit Hall Showcase Theatre

[All Convention]

Sports Link: An Immersive Learning Experience

The program allows Ball State University students to write, report, shoot, produce and host a variety of sports programs. The program is the first and only program in the nation where students are totally immersed in sports and electronic media.

Unified News Media at Ball State University

Unified News Media at Ball State University Cross-platform storytelling in a collaborative newsroom space is essential for successful 21st century journalism. Learn how Ball State University is creating a multifunctional newsroom where student media will meet the challenges of new technology and delivery systems to produce great stories and prepare for the professional world.

1:15 PM – 2:30 PM**He Said, She Said: Representing Masculinity and Femininity on Television (Session ID: 98619)**

Conference Room 1

[Gender Issues]

This panel examines gender roles in several contemporary television genres ranging from commercial broadcast sitcoms to children's programming to two high-brow cable dramas, *Mad Men* and *Breaking Bad*. The emphasis is on troubled masculinity, but in every case, this 'masculine' functions in relation to women and children, negotiating shifting concepts of what it means to be male and what it means to be female.

Moderator: Kent Lowry, Texas Tech University

Panelists: Kent Lowry, Texas Tech University; *What Would Don Draper Do? Masculine Trouble in Mad Men*Prisca Ngondo, Texas Tech University; *Does Mad Men Perpetuate or Deviate from the Feminine Mystique?*Warren Glenn Koch, Azusa Pacific University; *The New Oedipal Complex: I Can't Kill the Father if He's Missing*Jack Powers, Ithaca College; *Dorky Dads, Geeks and Villains: The Portrayal of Male Characters in Popular Children's Television*Philip Poe & Shankar Borua, Texas Tech University; *The 'Heisenberg' Principle: Patriarchy in Breaking Bad*

1:15 PM – 2:30 PM**Lessons Learned: Creating and Implementing an International News Broadcasting Camp (Session ID: 98623)**

Conference Room 2

[International | Courses, Curricula and Administration]

In 2009, Communication University of China, Nanjing, contacted the Center for International Studies and Programs at Youngstown State University to explore the possibility of collaborating on an international news broadcasting camp. This panel will provide a case study of the process of creating an international camp—from finding a partner institution to final student assessment—and open a discussion of how other institutions can create their own program.

Moderator: Tom Pittman, Youngstown State University

Panelists: Amy Graban Crawford, Youngstown State University

Qi Jiang, Youngstown State University

Alyssa J. Lenhoff, Youngstown State University

1:15 PM – 2:30 PM**When Technology Attacks: What Do Writers Offer in the Age of the (Really) Active Audience? (Session ID: 98632)**

Conference Room 3

[Writing]

Barbara Nicolosi and Geert Heetebrij will discuss the changing role of the Hollywood screenwriter in the ever-evolving “new media” environment. Has the nature of entertainment changed with technology? What are audience expectations in the new world of online entertainment? What are the challenges in raising funds and producing online entertainment? What changes and what stays the same for writers working in new media?

Moderator: Patricia Phalen, George Washington University

Panelists: Barbara Nicolosi Harrington, Executive Director, The Galileo Studio at Azusa Pacific University

Geert Heetebrij, Writer and Co-creator of the web series, *The Interior*; Writer and Producer of *A Foreign Affair - aka 2 Brothers and a Bride* - starring David Arquette, Tim Blake Nelson, and Emily Mortimer

Respondent: Patricia Phalen, George Washington University

1:15 PM – 2:30 PM**Journal of Sport Media: 2010-2011 Authors (Session ID: 98613)**

Conference Room 4

[Sports]

The Journal of Sports Media is a response to the undeniable influence of sports media on contemporary culture and the growing interest in the field as an area of study and research. It provides a broad-based exploration of the field and promotes a greater understanding of sports media in terms of their practices, value, and effect on the culture as a whole. The journal features scholarly articles, essays, book reviews, and reports on major conferences and seminars. While the majority of the articles are academic in nature, it also includes articles from industry leaders and sports media figures on topics appealing to a non-academic audience. Four authors and their work from JSM issues published during the 2010-2011 academic year will be featured.

Moderator: Wayne Hepler, Harford Community College

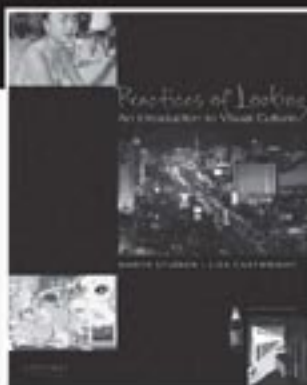
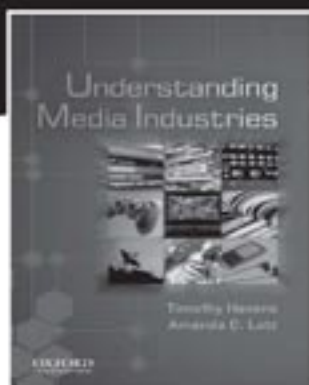
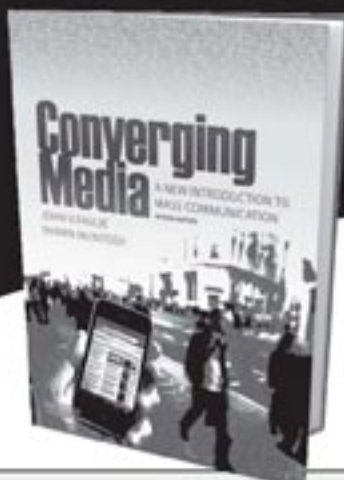
Panelists: Steve Hill, University of Wisconsin-Stevens Point; *New Media, New Audiences and New Questions: Exploring a Communication Research Agenda for Fantasy Sports*

Roger Cooper, Ohio University and Tang Tang, The University of Akron; *The First Online Olympics: The Interactions between Internet Use and Sports Viewing*

Ray Gamache, College of St. Scholastica; *Genealogy of the Sportscast Highlight Form: From Peep Show to Projection to Hot Processor*

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1:15 PM – 2:30 PM**Podium Session 2: Thomas R. Lindlof, Ph.D. Professor, University of Kentucky (Session ID: 98640)**

Conference Room 5

[All Convention]

Thomas R. Lindlof, University of Kentucky; *Cultural Analysis of Mass Communication*

From Hollywood to the White House the effect of mass media can be seen shaping our world. It has shaped industry personnel, their practices, and their products shape our public sphere. Our emphasis will be on how the cultural analysis of mass media and how our cultures are being shaped.

Introduction by: Tim Meyer, University of Wisconsin, Green Bay

Thomas R. Lindlof, (Ph.D. University of Texas at Austin) Dr. Lindlof began his academic career at the Pennsylvania State University, and has spent the last 26 years at the University of Kentucky, where he is currently a Professor in the School of Journalism and Telecommunications.

Dr. Lindlof's research is focused what we might consider cultural wars. His book *Hollywood under Siege: Martin Scorsese, the Religious Right, and the Culture Wars*, was praised by *The Los Angeles Times* as "profound and extremely entertaining," and by *The Times of London Literary Supplement*, as "one of the best available accounts of how Hollywood works." Currently, he is studying the world of political advance teams and media event producers, both in the White House and in the campaigns of presidential candidates from Nixon and Kennedy in the 1960's to Obama and McCain in 2008. He is often cited for his development of the theory of interpretive communities and its application to the study of media audiences – a contribution recognized recently in Littlejohn and Foss's *Theories of Human Communication* (10th Edition).

Dr. Lindlof has been a prolific scholar. He has seven books and forty journal articles and book chapters. He has published in every one of today's major peer reviewed research journals: He has served as the editor of *The Journal of Broadcasting & Electronic Media* and is on the editorial boards of *JoBEM*, *Human Communication Research*, *Communication Methods and Measures*, and *Mass Communication and Society*.

SPECIAL EVENT

1:15 PM – 2:30 PM**The Pedagogy of Radio in the HD Era (Session ID: 98649)**

Conference Room 6

[Radio & Audio Media]

Radio, a major part of any broadcasting curriculum, faces challenges from new technology, which affects how we teach the subject. In this panel, two professors of radio examine the implications of digital technologies for radio pedagogy.

Moderator: David K. Dunaway, San Francisco State University/University of New Mexico

Panelists: Jeff Jacoby, San Francisco State University; *Teaching Radio in the Age of HD*

David K. Dunaway, San Francisco State University/University of New Mexico; *The Analog-Digital Gap: Radio and its Shadows*

Respondent: Michael Huntsberger, Linfield College

BEA:HD

1:15 PM – 2:30 PM**Current Issues in Law and Policy (Session ID: 98645)****Opening Presentation: Richard E. Wiley, Esq., Wiley Rein, LLP**

Pavilion 1

[Law and Policy]

This year the longest-running BEA convention session in history begins with a special presentation by former FCC Chairman Richard E. Wiley, who currently heads the Wiley Rein LLP communications law practice in Washington, DC. As part of his long career in public service and private law practice, Wiley served as Chairman of the FCC's Advisory Committee on Advanced Television Service – a group that played a key role in the development of digital television and HDTV in the United States. His address to BEA will offer his perspectives on today's key communications challenges and developments.

The annual panel presentation addresses a wide range of important legal and policy issues being addressed by Congress, the Administration, the FCC and other agencies, as well as in the states and in academia. Representatives of the federal government and industry trade associations, plus leading communications law and technical experts will provide attendees with insights and answers on a wide range of topics relating to electronic communications and media.

Moderator: Barry D. Umansky, Ball State University

Panelists: Richard E. Wiley, Esq., Wiley Rein, LLP

Peter Doyle, Esq., Federal Communications Commission

Ann Bobeck, Esq., National Association of Broadcasters

Kelly T. Williams, National Association of Broadcasters

SPECIAL EVENT

MONDAY



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1:15 PM – 2:30 PM**Media Users and Media Creators: What Do Media Organizations and News Consumers Do with Social Media (Session ID: 98655)**

Pavilion 2

[Interactive Media and Emerging Technologies]

This panel offers a multifaceted overview of how media users and media creators use social networks like Facebook and Twitter to produce, consume, and distribute news. Presenters will describe 1) how social networks are used in the newsroom to cover areas such as politics, foreign news and sports; 2) how consumers react to these newer forms of journalism; and 3) what features distinguish social media content producers from content consumers.

Moderator: Monica Ancu, University of South Florida, St. Petersburg

Panelists: Paul Xiaopeng Wang, University of South Florida St. Petersburg; *Characteristics of Social Media Users: Opinion Leaders and Opinion Seekers*Monica Ancu, University of South Florida, St. Petersburg; *Rethinking News Delivery: Effects of Exposure to News through Twitter and Facebook*Raluca Cozma, Iowa State University; *What's in a Tweet? Foreign Correspondents' Use of Social Media*Mary Lou Sheffer, University of Southern Mississippi; *Sports Journalism on Twitter*David Painter, Maridith Dunton-Miles, and Ji-Young Kim, University of Florida; *Effects of Candidates' Social Media Presence on Political Attitudes: Activating Young Voters Online***1:15 PM – 2:30 PM****Navigating Long-Format Narrative and Documentary Production with Students (Session ID: 98659)**

Pavilion 3

[Production Aesthetics & Criticism | Documentary]

The panel discussion will focus around the topic of how various long-format (feature-length) narrative and documentary productions were accomplished with students. These projects usually go beyond the scope of a semester, and may have had to take several semesters. We will try to address: How can this be done successfully providing both an educational opportunity for students as well as producing an effective production? How can one manage constant student crew turnover? What are effective milestones to plan for? How does changing technology affect the student production process? If professional mentors are used, how can students be integrated successfully?

Moderator: Anne Misawa, Academy for Creative Media, University of Hawaii

Panelists: George Chun Han Wang, University of Hawaii; *Learning to Organize: Post-Production Supervision in Feature-length Projects*
Anne Misawa, University of Hawaii; *Maintaining a "State of Aloha"—Working with Students on Feature Documentary Production*Francisco Menendez and Warren D. Cobb, University of Las Vegas; *Making or Breaking The House: Surviving Feature-length Production in an Academic Setting***1:15 PM – 2:30 PM****Ooops, There Goes Another One: Dealing with the Dilemma of Replacing Retired Faculty (Session ID: 98907)**

Pavilion 9

[Two-Year/Small Colleges]

Where are you going to get your new teachers to replace retiring faculty? In this economy, are small schools going the way of adjunct? How do you maintain quality teaching, meeting expectations, etc. What about accreditation?

Moderator: Shane Tilton, Ohio University Lancaster

Panelist: Gary B. Martin, Cosumnes River College; *Dealing with Replacing Retirees***1:15 PM – 2:30 PM****Your Student Media Operation and (Session ID: 98665)**

Pavilion 10

[Student Media Advisors | Management, Marketing and Programming]

This panel examines the critical areas of operating a student media organization and offers insight and suggestions into the student management structure and operation of student media; the recruitment, training and critique of student participants; the financing, funding and revenue for a student media operation; and the student media's relationship with administrators.

Moderator: Dale Hoskins, Northern Arizona University

Panelists: Phyllis Slocum, University of North Texas; *Student Management Structure and Operation*Gregory N. Luft, Colorado State University; *Dealing with Administrators*Michelle Van Maanen, University of South Dakota; *Revenue, Income and Funding*Bob Dickey, University of Oklahoma; *Student Recruitment, Training and Evaluation*

Respondent: K. Charlie Hicks, Northern Arizona University

1:15 PM – 2:30 PM**Meet the BEA Editors (Session ID: 98897)**

Pavilion 11
[All Convention]

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

Panelists: Susan Brinson, Auburn University; *Journal of Broadcasting and Electronic Media*
Joseph Blaney, Illinois State University; *Journal of Radio and Audio Media*
David Byland, Oklahoma Baptist University; *Journal of Media Education*

SPECIAL EVENT

2:45 PM – 4:00 PM**Showcase Theatre @ BEA****3D Storytelling for Educators**

BEA Exhibit Hall Showcase Theatre
[All Convention]

3D Storytelling for Educators will cover the key concepts and rationale behind offering comprehensive 3D instruction now, especially given the many advantages for students and teachers utilizing Panasonic's one-piece integrated 3D camcorder. We will look at curriculum examples and hands-on exercises that might be implemented in the classroom, to build on the inherent enthusiasm of today's students drawn to this exciting format.

Presenter: Barry Braverman, Cinematographer & 3D Trainer/Consultant

SHOWCASE THEATRE

2:45 PM – 4:00 PM**Interactive Advertising: Creating a Profit Center for Non-Commercial Radio (Session ID: 98620)**

Conference Room 1
[Interactive Media and Emerging Technologies]

With the FCC's ever changing interpretation of underwriting guidelines, it is becoming increasingly difficult for non-commercial radio stations to make local determinations about the content of this important revenue-generating practice. At the same time, advertising is quickly moving toward Interactive. John Potter, Vice President for Training at the Radio Advertising Bureau speaks about how to turn the non-commercial radio station dot com website into a significant source of revenue.

Moderator: Don Connelly, Western Carolina University
Speaker: John Potter, Vice President for Training, Radio Advertising Bureau

2:45 PM – 4:00 PM**My G-G-Generation: How to Meet the Expectations of Millenials in the Classroom (Session ID: 98628)**

Conference Room 2
[Two-Year/Small Colleges]

How do you change student expectations from the Me and Millennial generation of kids. With the instant gratification of YouTube, Facebook, iPad, iPhone, how do you marry students' abilities and expectations with the needs of the industry and the expectations of the curriculum?

Moderator: Evan Wirig, Grossmont College
Panelists: Sarah Gibson, George Fox University
Bobby Chastain, Purdue University
Terry Heifetz, Ball State University
James Maurice Forsher, Seattle University

2:45 PM – 4:00 PM**Broadcasting to Cuba – The Bay of Pigs and Beyond (Session ID: 98626)**

Conference Room 3
[International | History]

The CIA created Radio Swan to undermine confidence in the Castro regime prior to the Bay of Pigs. Decades later, the United States launched similar stations, Radio Marti and TV Marti. Both have failed because of the same problems that plagued Radio Swan. The 2011 BEA conference will occur days before the 50th anniversary of the Bay of Pigs. A discussion on why broadcasting to Cuba operations have failed seems appropriate.

Moderator: Daniel Christopher Walsh, Appalachian State University
Panelists: John Spicer Nichols, Penn State University
Wayne S. Smith, The Center for International Policy
Salomon D. Kenneth, Dow Lohnes Government Strategies LLC

2:45 PM – 4:00 PM**AIRCHECK: Student Newscasts – How to Maximize Experience and Value (Session ID: 98650)**

Conference Room 4

[News]

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

Moderator: Dana Scott Rosengard, Suffolk University (Boston)

Panelists: Kristopher Wilson, University of Texas; Texas Newswatch
 Bob Gould, Michigan State University; Focal Point
 Gina Martino Dahlia, West Virginia University; WVU News

2:45 PM – 4:00 PM**The 168 Film Project: A Unique Opportunity for Students and Faculty (Session ID: 98641)**

Conference Room 5

[Production Aesthetics & Criticism | Student Media Advisors]

The 168 Film Project invites participants to compete for cash and prizes by producing a narrative or documentary film, based on a theme and a Judeo-Christian scripture. Films are produced in one week's time (168 hours), offering a crash course in real-world experience for both students and faculty competitors. The 168 Film Project explains the outstanding opportunities offered to competitors in the 168 Film Project. Hear filmmakers stories of struggle and miracles from the "168" trenches and see some of their outstanding work. Learn all you need to get your students involved!

Moderator: Darren T. Gould, John Brown University

Panelists: Paul E. Luebbers, Executive Director; *168 Film Project*
 Ken Wales, Producer; *Amazing Grace* and *Christy*
 Brian Bird, Writer/Producer; *Touched by An Angel* and *Evening Shade*
 Amanda Llewellyn, 168 Filmmaker; *The Moment After*
 Wes Llewellyn, 168 Filmmaker; *The Moment After*
 Jessie Ottolini, 168 Filmmaker

Respondent: Kara Jolliff Gould, John Brown University

2:45 PM – 4:00 PM**Seasons of Change: Gender Issues in Electronic Media (Session ID: 99258)**

Conference Room 6

[Gender Issues]

Gender stereotyping is prevalent especially when it comes to its portrayal within electronic media. This panel looks at differing and evolving aspects of gender, its construction, and involvement in a variety of contexts. Gender representations via the media of television advertising, film, and video games will be discussed.

Moderator: Cam H. Stone, Texas Tech University

Panelists: Cam H. Stone, Texas Tech University; *Harley Davidson: The Softening of an Icon?*
 Helena Vanhala, Robert Morris University; *The Hollywood Men of Action-Adventure*
 Brad Gorham, Syracuse University; *Using "Wall Street" to Teach About Gender Hegemony*
 Lakshmi Tirumala and Stephanie Miles, Texas Tech University; *Sex, Violence, and Video Games: A Content Analysis of Video Game Covers*

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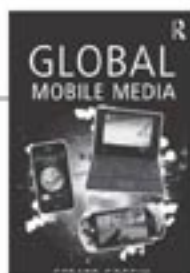
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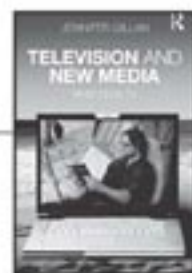
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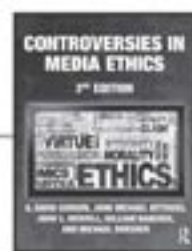
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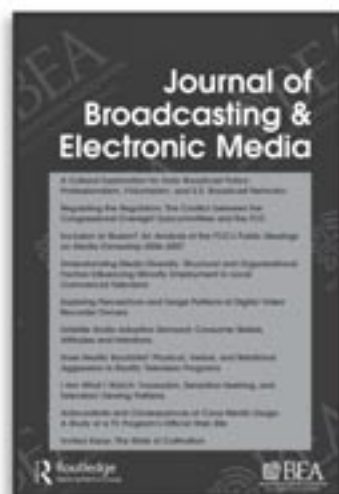
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Editor: Susan Brinson, Department of Communication & Journalism, Auburn University, USA,
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The Journal invites submissions of original research that examine a broad range of issues concerning the electronic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

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Publication Details

Volume 55, 2011, 4 issues per year
Print ISSN: 0883-8151
Online ISSN: 1550-6878

2011 Subscription Rates

Institutional Print and Online: US\$231 / £137 / €182
Institutional Online-Only: US\$208 / £123 / €164
Individual Print and Online: US\$60 / £36



JOURNAL OF RADIO & AUDIO MEDIA

The Official Publication of the Broadcast Education Association

Editor: Joseph Blaney, Illinois State University, USA,
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Areas of interest include, but are not limited to, formats and programming, new technology, policy and regulation, rating systems, commercial and noncommercial networks, radio history, management and innovation, personalities, popular cultures, uses and effects studies, propaganda, social movements, advertising and sales, market concentration, Internet and satellite radio, podcasting, alternative formats, diversity, gender, and international radio.

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Publication Details

Volume 18, 2011, 2 issues per year
Print ISSN: 1095-5046
Online ISSN: 1550-6843

2011 Subscription Rates

Institutional Print and Online: US\$174 / £103 / €139
Institutional Online-Only: US\$157 / £93 / €125
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2:45 PM – 4:00 PM**Annual Telecom Update (Session ID: 98636)**

Pavilion 1

[Law and Policy]

Two years in and what hath the Genachowski Commission wrought? Will the Third way be the path to Net Neutrality? Now that the lower courts have declared the indecency regs unconstitutional, what will the Supremes do? In the age of Google Maps, Facebook Places and Foursquare, is there any privacy left? Will the Commission look at media ownership in the biennial review? Fifteen years after the Telecom Act, do we have competition in cable? Join us for these stories and more at the Annual Telecom Update.

Moderator: Fritz Messere, SUNY Oswego

Panelists: Laurie Thomas Lee, University of Nebraska-Lincoln; *The State of Privacy*Dom Caristi, Ball State University; *The State of the FCC*Paul MacArthur, Utica College; *The State of Cable*Kimberly Anne Zarkin, Westminster College; *The State of the First Amendment***2:45 PM – 4:00 PM****Research Division Business Meeting (Session ID: 98656)**

Pavilion 2

[Research]

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

Chair: Andy Curran, University of Cincinnati

Vice Chair: Glenn Cummins, Texas Tech University

Research-in-Progress Chair: Andy Curran, University of Cincinnati

New Faculty Research Chair: Mark Callister, Brigham Young University

Student Research-in-Progress Chair and Secretary: Constance Book, Elon University

Past Chair: Max V. Grubb, Kent State University

2:45 PM – 4:00 PM**Courses, Curricula & Administration Business Meeting (Session ID: 98616)**

Pavilion 3

[Courses, Curricula and Administration]

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

Chair: Christine Ann Buck-Taylor, Butler University

Vice Chair: Kim Fox, The American University in Cairo

Membership: Lillian Williams, Columbia College Chicago

Webmaster: William Hanff, University of the District of Columbia

2:45 PM – 4:00 PM**Hispanic Media is American Media: A High Definition View of Hispanic Media Demand and Supply in Higher-Ed and American Society (Session ID: 98663)**

Pavilion 9

[Multicultural Studies | News]

Hispanic broadcasters in American society work for both English and Spanish language media. Demand and Supply for Hispanic driven content grows every year. In times of budget deficits and shrinking and/or saturating markets, new and emerging market opportunities are essential to the survival of any industry. Reaching successfully this growing market is key to the endurance of Higher-Ed broadcast programs and the American enterprise.

Moderator: Julian Rodriguez, The University of Texas at Arlington

Panelists: Maria Santana, University of Central Florida

Alan Albarran, University of North Texas

Tony DeMars, Texas A&M University – Commerce

Respondent: Julian Rodriguez, The University of Texas at Arlington

2:45 PM – 4:00 PM**How the Changing Landscape of College Football Poses Interesting Opportunities for Higher Education
(Session ID: 98669)**

Pavilion 10

[Sports | Management, Marketing and Programming]

In 2011 or 2012, several schools move to new conferences. Does the shift to power conferences suggest the production and airing of college football will change? Are there new research opportunities? Can curriculum be changed? This session examines those and other questions.

Moderator: Anthony Moretti, Point Park University

Panelists: Bob Ritchie, Harding University

Paul Oren, Valparaiso University

2:45 PM – 4:00 PM**BEA Festival of Media Arts: Faculty and Student Documentary Awards and Exhibition (Session ID: 98661)**

Pavilion 11

[Documentary]



This session honors the winners of the Faculty and Student Documentary Competitions. Selected works of this year's award recipients will be exhibited.

Faculty Documentary Competition Chair: Dan Kimbrough, Misericordia University

Student Documentary Competition Chair: Leah B. Mangrum, Angelo State University

*Faculty Long-Form Category*Best of Competition: Jay Rosenstein, University of Illinois - Urbana-Champaign; *The Lord is not on Trial Here Today**Faculty Short-Form Category*Best of Competition: Daniel Miller, University of Oregon; *What We Could Carry*Award of Excellence: Michael Whalen, Santa Clara University & Bren Murphy, Loyola University - Chicago; *A Question of Habit*
Jim Jacoby and Melanie Alvarez, Arizona State University; *Diane Sawyer Tribute Video**Student Short Form Category*1st Place: Katelyn Forster, Estelle Crews, Michelle Jarvis, Jason Wadecki, and Dan Young, Eastern Connecticut State University; *The Child Left Behind*2nd Place: Dylan Damian, Southern Illinois University; *Take The Walk*3rd Place: Darryl Jacobsen, Northern Arizona University; *Inspiration*Honorable Mention: Olivia Dubendorf, Elon University; *Imperfection*Theresa Heintz, York College of Pennsylvania; *Life After Death*Kayla Hilton, Anatoly Skuratovskiy, Yev Belilovskiy, and Gladys Ramirez, San Francisco State University; *The Story of the Beat Within*Hanny Lee, University of North Texas; *Wake Up and Live**Student Long Form Category*1st Place: Sheree Diehl, Collin McDowell, Aaron Granillo, and Jenna Lee Thomas, Arizona State University; *Stuck in Traffick*2nd Place: Jonny White, Fielding Graduate University; *Long Road: The African Continent by Bicycle*3rd Place: Andriana Fletcher and Melissa Campbell, Pacific Lutheran University; *The New American Family: Defining Commitment in a Changing Society*Honorable Mention: Anna Staker, Kathryn Hopkins, and Becca Maughan, Brigham Young University; *Eye of the Beholder*Alexander DePinto, Deanna DiBenedetto, and John Mingione, State University of New York - New Paltz; *Nobody Else But Me*Carmen Ebert, University of Montana; *Cannabusiness*Elizabeth Joy Herzfeldt-Kamprath, Kari Rochelle Plog, and Lorna Ann Rodriguez, Pacific Lutheran University; *Oil Literacy*Kaley Wolff, Tara Demmon, & Kim Cilli-Turner, Colorado State University; *B.A.S.E.*Alexander Rosen, Jordan Currier, and Desiree Salazar, Arizona State University; *Disciples*

FESTIVAL OF MEDIA ARTS

4:15 PM – 5:30 PM

The Festival of Media Arts Rehearsal (Session ID: 100172)

Ballroom C

[All Convention]

The Festival rehearsal is intended for all presenters and award recipients participating in the BEA Best of Festival King Foundation Awards Ceremony.

Festival Creative Producer: Scott Hodgson, University of Oklahoma

Festival Producer: Ken Fischer, University of Oklahoma



SHOWCASE THEATRE

4:15 PM – 5:30 PM

Showcase Theatre @ BEA

The Global Mojo Project

BEA Exhibit Hall Showcase Theatre

[All Convention]

Join the Mobile Media Revolution. This year Vericorder is continuing its experiment in digital media with the 'Global Mojo Project'. Together with several BEA member institutions, they have created a worldwide 'Hyper Local Network.' Students around the world are creating video news stories with iPhones, and posting them to a network, built by VeriCorder Technology. Check out 'globalmojoproject.com' for the latest happenings at BEA2011. This session demonstrates Vericorder's 'Global Mojo Project.'

MONDAY

Your Guide to Communicating in a Digital World!
For Professors, College Stations and Internet Radio

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—Michael C. Keith Ph.D.
Associate Professor, Boston College, author of *The Radio Station*

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4:15 PM – 5:30 PM**Online HD—Are Online Media Meeting Their Potential for High Diversity? (Session ID: 98621)**

Conference Room 1
[Multicultural Studies | News]

As the web's impact continues to grow, it is important to see who is being represented and heard in this new medium. Has the ease of publishing on the web allowed it to be more diverse as early users expected? Is the full diversity of the web actually getting heard and having an impact? The panel will examine these questions from a variety of standpoints--each defining "diversity" a little differently.

Moderator: Andy Nelson, Kansas State University

Panelists: Sybril Bennett, Belmont University; *White Out—Erasing the Wisdom of Crowds*
Jeffrey Wilkinson, United International College; *Multiple Voices, Multiple Languages: Challenges to English-centric Web*
Donald Heider, Loyola University Chicago; *The Construction of Race in Virtual Worlds*
J. Alison Bryant, PlayScience; *Digital Diversity? The Online World for Kids*
Chuck Hoy, Mansfield University; *Alternative Sexualities: Digital Divide or Digital Inclusion?*

4:15 PM – 5:30 PM**HD on the Fly: Going Mobile Without Going Broke (Session ID: 98629)**

Conference Room 2
[Two-Year/Small Colleges]

HD video has gone mobile. From backpack journalist to flypack production setups, everyone wants to produce high-quality video without breaking the budget. This panel will present some ideas on how to get mobile with HD video without going broke.

Moderator: Gwin Faulconer-Lippert, Oklahoma City Community College

Panelists: Brian Howard, Brigham Young University-Idaho; *Backpack Journalism with HD & DSLR Cameras*
Ron Weekes, Brigham Young University-Idaho; *Backpacking Across Europe for HD Video*
Paul Shen, the CEO of TVU Networks, creator of the TVU Backpack

4:15 PM – 5:30 PM**Media and Democracy in the Middle East (Session ID: 98627)**

Conference Room 3
[International]

This panel explores the relationship between media and democracy in the Middle East. How various media are being used in Afghanistan to disseminate ideas and implement measures to promote democratic self-governance will first be discussed. This will be followed by presentations on media freedom in Kuwait and its perceived value. Discussion will also take place on how social media are being used to promote democratic ideas and institutions across the Middle East.

Moderator: Catherine Luther, University of Tennessee

Panelists: Yousef Al-Failakawi, University of Kuwait
Amna Alhamadi, Radio Kuwait; *Media Education in the Arabian Gulf Countries*
Hesham Mesbah, Northwestern State University of Louisiana
Steven Susens, Former Senior Public Affairs Officer for the U.S. Department of State
Susan Phalen, Communications Director for the House Intelligence Committee, U.S. Congress

Respondent: Doug Boyd, University of Kentucky

4:15 PM – 5:30 PM**Creating Controversy/Combating Crisis in Entertainment Programming (Session ID: 98637)**

Conference Room 4
[Management, Marketing and Programming Division]

In entertainment programming, when does controversy pump up ratings? Spike sales? Increase advertising? And when does a controversy, whether intentional or unintentional, spiral into a crisis that threatens the entertainment brand? This panel will look at current and recent controversies in entertainment and the impact they have on ratings, programming and careers. Topics may include reality show casting, celebrity misbehavior and controversial content.

Moderator: Carol Ames, California State University, Fullerton

Panelists: Andi Stein, California State University, Fullerton; *When Good Girls Go Bad: Is the Publicity Worth the Price?*
Philippe Perebinosoff, California State University, Fullerton; *From Reagan and Clinton Biopics to Chuck Lorre Sitcoms: Programming Controversies and Boosting Ratings*
Anthony Ferri, University of Nevada Las Vegas; *The Movie Moguls had it Right: Vertical Integration Worked if Control Was the Goal*
Carol Ames, California State University, Fullerton; *Anything Can Happen on Live TV: Promoting the Unexpected*

4:15 PM – 5:30 PM**Secrets of POWERFUL Communicators (Session ID: 98643)**

Conference Room 5
[Radio & Audio Media]

Why is it important to learn the secrets of powerful communicators? Information is power and an informed and empowered public taking in truthful information is vital. But if the content produced is non-engaging, boring or doesn't connect with the audience, they tune out or zone out. (In the USA—20% of the population polled in August 2010—believe the President of the United States is a Muslim.) In this session, you'll learn teachable, proven techniques and secrets of powerful communicators—to make sure your presentation and content is HEARD.

Moderator: Valerie Geller, Geller Media International

4:15 PM – 5:30 PM**Gender and Production: Teaching, Curriculum, and Students (Session ID: 98618)**

Conference Room 6
[Gender Issues | Production Aesthetics & Criticism]

Media production has often be seen as male dominated but the reality has changed. More than ever women are involved in producing, teaching and learning about media production. In addition, diversity has become a core value of educational institutions. How can programs incorporate gender into production courses and recruit and retain excellent female students and faculty? This panel brings together a diverse group of women who teach and work professionally in media production across a variety of platforms.

Moderator: Jennifer Meadows, California State University, Chico

Panelists: Mary C. Schaffer, California State University, Northridge; *Technology and Women*

Cara Deleon, California State University, Chico; *Gender in Film Production: Creating the Balance*

Gita Saedi Kiely, University of Montana/West of Kin Productions; *The Changing Landscape of Teaching Production*

Jennifer Meadows, California State University, Chico; *Diversity Matters: Recruitment and Retention of Students and Faculty*

Respondent: Candace Lee Egan, California State University Fresno

4:15 PM – 5:30 PM**Student Media Advisors Business Meeting (Session ID: 98664)**

Conference Room 7
[Student Media Advisors]

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

Chair: Marjorie L. Yambor, Western Kentucky University

Vice Chair: Phil R. Hoffman, The University of Akron

Newsletter Editor: John Owens, University of Cincinnati

Membership: Randyll Yoder, Bowling Green University

4:15 PM – 5:30 PM**Research Division Paper Session (Session ID: 98657)**

Pavilion 2
[Research]

Vice Chair and Paper Competition Chair: Glenn Cummins, Texas Tech University

Debut Category

1st Place: Andrew Weaver, Indiana University; Caleb Levell, Indiana University; *Prime-Time Online: Exploring the Appeal of Evolving Narrative Trends*

2nd Place: Bin Shen, University of Alabama; Shuhua Zhou, University of Alabama; *A Denotative Analysis of Para-social Interaction—Explicating Para-social Interaction Involving Four Other Media Consumptive Phenomena*

Open Category

1st Place: Michel Dupagne and Paul Driscoll, University of Miami; *Development of Scales to Measure Perceived Attributes of Consumer Communication Technologies*

2nd Place: Susan H. Sarapin, and Glenn Sparks, Purdue University; *Saying It with Conviction... and Acquittal: The Effects of TV Crime Drama Exposure on Jurors' Self-Efficacy and Verdict Confidence*

4:15 PM – 5:30 PM**Teaching Copyright Law to Digital Media Students (Session ID: 98660)**

Pavilion 3

[Documentary]

Few students have a good understanding of copyright laws, fair-use restrictions and public domain. For students going into any area of film and video production, this will cause them major problems as they access and incorporate illegal footage in projects they are working on. The workshop will cover the following key points: 1) Overview current copyright laws. This is aimed toward instructors. 2) Review of a variety of educational production exercises that instructors can give in class. These will combine documentary production and copyright instruction.

Moderator: James Maurice Forsher, Seattle University

Panelists: Robert Pekurny, Florida State University; *Copyright in the Entertainment Industry*

Lonny Brooks, California State University, East Bay; *The Future of Copyright: How Technology is Changing How We Look at Content and Ownership Rights*

James Maurice Forsher, Seattle University; *Copyright 101: A Classroom Exercise*

4:15 PM – 5:30 PM**Broadcast News in the High-Def, Digital Age: What Will our Students Really Need to Know... and Will Journalism Take a Back Seat? (Session ID: 98668)**

Pavilion 10

[News]

The digital age has transformed the television newsroom. From high def video and laptop editing to Facebook and Twitter, reporters have more high-tech tools—and more to learn—than ever before. But which high tech tools really point the way to the future of broadcast journalism, and which will ultimately be looked at as “smoke and mirrors” that add nothing to the mission of informing the public? This panel made up of educators and broadcast professionals will lead a discussion of what digital technology will ultimately mean to television news.

Moderator: Edward James Beebout, Sonoma State University

Panelists: Joseph A. Sampson, Miami University (Ohio)

Hetty Chang, KSNV Television

Marty Gonzalez, San Francisco State University/KRON TV

4:15 PM – 5:30 PM**Administrator’s Roundtable: Personnel Issues and Successes in Mass Communication Education (Session ID: 98615)**

Pavilion 11

[Courses, Curricula and Administration]

This fourth installment of the Administrator’s Roundtable promises to be a lively exchange of ideas concerned with a mass communication leader’s ability to successfully navigate personnel issues and concerns. The session will include advice for different types of situations that involve department faculty and graduate assistants. A role-playing activity is also part of the roundtable. This panel is not only for administrators - it is open to anyone interested in departmental leadership. The roundtable format allows for plenty of time for questions and input from those in attendance.

Moderator: Jeffrey C. Guterman, University of Pittsburgh at Bradford

Panelists: William Christ, Trinity University, Bill Dorman, Millersville University, and David Tucker, Toledo University; *The Department Chair and the Recalcitrant Faculty Member*

Jeffrey C. Guterman, University of Pittsburgh at Bradford; *Avoiding the Pitfalls: Ensuring the Success of New Mass Communicatio Faculty*

Evonne Whitmore, Kent State University; *The Challenges and Rewards of Leading Graduate Assistants*

**5:30 PM – 8:00 PM****The BEA Best of Festival King Foundation Awards Ceremony (Session ID: 98575)**

Ballroom C
[All Convention]



An exhibition of the top juried creative works of faculty and students in the 2011 BEA Festival of Media Arts. Come and see the “best of the best” as we honor the overall winners in the following competitions: audio, video, documentary, interactive multimedia, news, scriptwriting, two-year and small colleges, and sports. The evening begins with a light food and beverage reception followed by the ceremony. Each recipient will be honored with the presentation of a specially produced tribute video, a \$1,000 cash award from the Charles and Lucille King Family Foundation and editing software from Avid Technology.

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Festival Chair: Vic Costello, Elon University
 Festival Creative Director: Scott Hodgson, University of Oklahoma
 Festival Producer: Ken Fischer, University of Oklahoma
 Production Assistants: Brandie Davis, Eli Hull, Hannah Foster, Melea McCreary, Jordon Roby, Ben Sledge, and Joshua Shockley, University of Oklahoma

Best of Festival Winners*Faculty Audio Competition*

Jeff Jacoby, San Francisco State University; *The Traveling Radio Show* (Long-Form Production Category)

Faculty Documentary Competition

Laura Vazquez, Northern Illinois University; *On the Edge* (Long-Form Production Category)

Student Documentary Competition

Broadcast Documentary Class, Minnesota State University – Moorhead; *Inspired by Nature* (Long-Form Production Category)

Faculty Interactive Multimedia Competition

Gary Hanson and Ben Hollis, Kent State University; *Media, Power and Culture Online* (Educational Category)

Student Interactive Multimedia Competition

Cronkite Masters Cohort 2010, Arizona State University; *State of Change* (Group Authorship Projects Category)

Faculty News Competition

John Goheen, Loyola University – Chicago; *Vietnam Scooter Culture* (Television Feature News Reporting Category)

Student News – Radio Competition

Leannda Carey, Marshall University; *Coping with Disaster: Montcoal, WV* (Radio Hard News Reporting Category)

Student News – Television Competition

Natalie Podgorski, Arizona State University; *Garage Boxing* (Television Feature News Reporting Category)

Student News – Newscast Competition

West Virginia University; *WVU News* (Television Newscast Category)

Faculty Scriptwriting Competition

Emily D. Edwards, University of North Carolina – Greensboro; *Rude Planet* (Feature Category: 90 – 120 pages)

Student Scriptwriting Competition

Kael O’Malley, Florida State University; *The Vermont* (Feature Category: 90 – 120 pages)

Student Sports Competition

Justin Downs, Robert Morris University; *2010 RMU Basketball Preview* (Television Sports Reporting Category)

Faculty Video Competition

Geri Alumit Zeldes, Brian J. Bowe, Salah Hassan, Sarah Jaeger, and Ryan Hurst, Michigan State University; *The Death of an Imam* (Mixed Video Category)

Student Video Competition

Husky Productions, St. Cloud State University; *Husky Productions: Colorado College at St. Cloud State University* (Studio Category: Multi-Camera or Live-to-Tape)

Student 2-year/Small Colleges Competition

Joe Warner, Chattahoochee Technical College; *Jim Dunham* (Video/Broadcast Production)

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BEA Best of Festival King Foundation Award
Student News Competition for Radio Hard News Reporting
Leannnda Carey, Marshall University, "Coping with Disaster: Montcoal, W.Va."

Radio Newscast

1st Place • **Marshall University, "Newscenter 88"**

Radio Feature News Reporting

1st Place • **Adam Cavalier, Marshall University, "Model Trains: A Family Affair"**

Radio Sports Reporting

1st Place • **Adam Cavalier, Marshall University, "The Mitch Express"**

2nd Place • **Adam Cavalier, Marshall University, "Marshall - Bowling Green Football"**

3rd Place (Tie) • **Robert Iddings, Marshall University, "Marshall v. Memphis Men's Basketball"**

Honorable Mention • **Leannnda Carey, Marshall University, "The 3-3 Stack"**

PSA, Promo, or Commercial

3rd Place • **Patrick Webb, Marshall University, "Moviephone"**

Comedy or Drama

Honorable Mention • **Morgan Shillingburg, Marshall University, "The Hand You Were Given"**



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REGISTRATION

7:30 AM – 5:00 PM

BEA2011 Convention Registration – Tuesday Hours (Session ID: 98886)

Las Vegas Hilton, BEA Registration
[All Convention]

If you didn't get your credentials in the mail, pick them up at the BEA registration desk along with your conference bag and "official" BEA2011 convention program.

7:45 AM – 8:15 AM

District Meeting Breakfast (Session ID:)

[All Convention]

Start your day by having breakfast with your District Representative and find out what's happening in your district and at BEA. Breakfast will be available outside the Hilton Conference Rooms from 7:45 – 8:15 am.

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8:00 AM – 9:00 AM

District 1 Meeting (Session ID: 96254)

Conference Room 1
Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island and Vermont
District 1 Representative: Nancy C. Cornwell, Ithaca College

District 2 Meeting (Session ID: 96255)

Conference Room 2
Alabama Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
District 2 Representative: Michael Taylor, Valdosta State University,

District 3 Meeting (Session ID: 96256)

Conference Room 3
Delaware, Maryland, Ohio, Pennsylvania, Virginia, Washington, DC and West Virginia
District 3 Representative: Mary Rogus, Ohio University

District 4 Meeting (Session ID: 96257)

Conference Room 4
Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin
District 4 Representative: Barry D. Umansky, Ball State University

District 5 Meeting (Session ID: 96258)

Conference Room 5
Arkansas, Kansas, Missouri, Oklahoma and Texas
District 5 Representative: John Allen Hendricks, Stephen F. Austin State University

District 6 Meeting (Session ID: 96259)

Conference Room 6
Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming
District 6 Representative: Mary C. Schaffer, California State University, Northridge

District 7 Meeting (Session ID: 98905)

Pavilion 10
All two-year schools in the United States
District 7 Representative: Gwin Faulconer-Lippert, Oklahoma City Community College

District 9 Meeting (Session ID: 96268)

Pavilion 11
All international members
District 9 Representative: Brian Pauling, Christchurch Polytechnic Institute of Technology

DISTRICT MEETINGS

TUESDAY

What's Happening in the BEA2011 Exhibit Hall on Tuesday?**Tuesday Hours: 9:00 AM – 5:30 PM**

Las Vegas Hilton, BEA Exhibit Hall

For the full details of Exhibit Hall events, please see the listing under the corresponding time in this program.

9:00 AM – 5:30 PM

Job Placement “Posting” Center @ the BEA Booth

If you are looking for a job—or to fill a job—stop by BEA’s Booth and post your job, or your resume, on the board provided. Post onsite contact information and meet candidates in the BEA2011 Exhibit Hall Lounge.

Now Showing at the Showcase Theatre @ BEA 2011

10:45 AM – 12:00 PM File Based Workflow from Camera to Editorial

1:15 PM – 2:30 PM Check listing on-site

2:45 PM – 4:00 PM Filmmaker in a Box

Research @ the BEA2011 Exhibit Hall

10:45 AM – 12:00 PM Scholar-to-Scholar (S2S) Poster Session

2:45 PM – 4:00 PM Student Research-in-Progress Poster Session

12:00 PM – 1:15 PM**Applying for BEA Scholarships @ the BEA Booth**

Come to the BEA Booth to meet with Scholarship Committee Chair, Pete Orlik and learn about the new BEA administered scholarships.

1:30 PM – 2:45 PM**Meet the Editors @ the BEA Booth**Visit with the *Journal of Media Education* (JOME) editor David Byland and discover how to get published in BEA’s interactive online journal.**9:00 AM – 10:00 AM****Spotlight on Broadcasting: Change, Challenge and Opportunity**

Barron Room

[All Convention]

State of the Broadcast Industry Address: Gordon H. Smith, President and CEO, National Association of Broadcasters

Without question broadcasters today are operating in a fast-changing and turbulent business and regulatory environment. Gordon Smith will address the tremendous legacy of free and local broadcasters, the future business opportunities afforded by the digital transition, and the legislative and regulatory priorities of NAB. Special emphasis will be placed on major issues like the FCC’s National Broadband Plan, retransmission consent, the invaluable role played by radio in launching the careers of performing artists, and how both radio and TV broadcasters are positioned to be a complement to the rollout of wireless broadband.

A Conversation With Leslie Moonves, President and CEO, CBS

The President and CEO of CBS sits down with Gordon Smith to discuss the challenges and opportunities facing broadcasters and the broadcast medium today. CBS has been a leader in developing strategies across multiple businesses and platforms. This give and take will delve into the fascinating world of media and entertainment from the view of one of the most important companies in the business and from one of the industry’s most visionary leaders.

9:15 AM – 10:30 AM**Class Exercises In “Visual Storytelling”: High Definition Visuals NOT High Density Words (Session ID: 99409)**

Conference Room 1

[Production Aesthetics & Criticism]

The propensity of Hollywood realism sometimes fools students into believing that the omnipotent “god-camera” is the only way to tell a story. The self-reflexive camera in reality television, the montage of music videos and the participatory first person point-of-view camera have opened up a variety of possible storytelling modes. The panel brings a variety of exercises to help visual storytelling “break out of the box.”

Moderator: Warren Glenn Koch, Azusa Pacific University

Panelists: Dustin Morrow, Temple University

Matt Meyer, George Fox University

James Goodman, High Point University

9:15 AM – 10:30 AM**Study Abroad Is NOT Just For Students: How Teaching Abroad Benefits Faculty (Session ID: 98395)**

Conference Room 2

[International | Courses, Curricula and Administration]

We know that study abroad transforms students' lives. This panel will address how study abroad transforms our (university professors) lives, professionally and personally. Why it's important for us to look beyond our backyard to learn and grow? How leading study abroad students enriches and refocuses our lives. How teaching internationally makes us better teachers and researchers.

Moderator: Rustin Greene, James Madison University

Panelists: Juanita Anderson, Wayne State University; *Framing Democracy in an African Context*Thomas McHardy, James Madison University; *Leveraging Locale: The Immersive Experience*Dom Caristi, Ball State University; *Finding Comfort Outside Your Comfort Zone: Connecting with the Local Culture*Rustin Greene, James Madison University; *Opening Doors: Finding Growth and Opportunity in Study Abroad*David Byland, Oklahoma Baptist University; *Study Abroad HD: Bringing the WHY into Focus***9:15 AM – 10:30 AM****Television and Socialization (Session ID: 98396)**

Conference Room 3

[Multicultural Studies]

This panel explores the impact of television upon the social construction of reality. Television provides a window through which many view the world. Television's power to shape beliefs and perceptions cannot be over-stated. Often people act not upon first-hand knowledge of phenomena, but upon depictions provided by television. These depictions often determine how certain groups are perceived by others as well as self-concept. This panel investigates television's use and resulting impact upon socialization in five areas: Political Realities, News, Sports, Television Programming and Perceptions of Historically Black Educational Institutions.

Moderator: Lorraine Fuller, Southern University and A&M College

Panelists: Quan Xie, Ohio University; *The Micro-Blogging Revolution in China*Julius Ingram, Southern University and A&M College; *Double Standards and Stereotypes: African-Americans and Televised Sports*Mahmoud Braima, Southern University; *The Influence of Television News Coverage of President Barack Obama on Viewers' Political Realities*Lona Cobb & Soncerey Montgomery, Winston-Salem State University; *You've Come a Long Way Baby, Or Have You? Television's Portrayal of Historically Black Colleges and Universities*Lorraine Fuller, Southern University and A&M College; *What's Wrong with this Picture? Female Images in the Films of Tyler Perry*

Respondent: Lona Cobb, Winston-Salem State University

9:15 AM AM – 10:30 AM**Who Holds the Clipboard: Gender and Learning in the Production Process (Session ID: 98397)**

Conference Room 4

[Gender Issues | Production Aesthetics & Criticism]

Women are represented in only 27% of the behind the scenes jobs in broadcast television (Lauzen, 2010). Yet when high school girls participate in production workshops they are enthusiastic and creative professionals. What is the cause of this disparity? In part, we argue, this discrepancy is the consequence of college production courses that reinforce social norms. This panel offers a conversation on expectations that maintain and reinforce particular norms of women and technology.

Moderator: Norma Pecora, Ohio University

Panelists: Norma Pecora, Ohio University; *When Girls Hold the Clipboard: High School Girls in After School Programs*Melissa Hendricks, Frostburg State University; *Who Does Hold the Clipboard: Young Women in a College Media Program*Elizabeth G. Pike, Ohio University; *When the Instructor Holds the Clipboard: A Woman Teaching Production in the College Classroom*Roger Cooper, Ohio University; *The Majority Report: Attributes of Women Leaders in Production*

9:15 AM – 10:30 AM**Podium Session 3: Dale Kunkel, Ph.D., University of Arizona (Session ID: 98401)**

Conference Room 5

[All Convention]

Dale Kunkel, Ph.D., University of Arizona; *Shaping Public Policy with Children and Media Research: Reflections on the Road of Scholarly Activism*

SPECIAL EVENT

The traditional model of the scholar who generates knowledge for its own sake has now been complemented by activist scholars who seek evidence to address pressing social problems. The field of media effects research offers many opportunities to inform and influence public policy-makers, but to do so effectively requires more than simply publishing findings in scientific journals. This presentation distills lessons from a career devoted to evidence-based advocacy to improve the children's media environment.

Introduction by: W. James Potter, University of California, Santa Barbara

Dale Kunkel earned his Ph.D. from the Annenberg School of Communication at the University of Southern California, with a minor in Child Development. He served as a Congressional Science Fellow in 1984-85, and then held faculty positions at Indiana University and the University of California, Santa Barbara before moving to the University of Arizona in 2004. His studies examine children and media content and effects issues in such areas as media violence and sex, advertising to children, and educational programming. He has received more than \$5 million in research funding from such organizations as the National Cable Television Association, the National Institute of Child Health and Human Development, the Kaiser Family Foundation, and the Robert Wood Johnson Foundation. He has delivered invited testimony at hearings before the U.S. Senate, House of Representatives, Federal Communications Commission and Federal Trade Commission on roughly two dozen occasions over the past 25 years.

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TUESDAY

9:15 AM – 10:30 AM**Soundman: A Conversation with Documentary & Film Soundman Chris Newman (Session ID: 99094)**

Conference Room 6

[Documentary | Radio & Audio Media]

Chris Newman got his start as a documentary soundman for NBC News on a trilogy of reports entitled *The Battle for Asia*, produced by Ted Yates. After a few other documentary projects, he found himself working with Haskell Wexler on *Medium Cool* in Chicago '68. This opened the door to a sensational career as a film sound engineer. Newman has more than 80 films to his credit. He is a three-time Academy Award winner and five-time nominee. His films include *The Godfather*, *Amadeus*, *The English Patient*, *The Exorcist*, and *Silence of the Lambs*. He teaches at the School of Visual Arts, New York. Through clips, questions, and amazing stories, Chris Newman will share with BEA faculty, students, and professionals, his amazing career recording and creating sound.

Moderator: Tom Mascaro, Bowling Green State University

9:15 AM – 10:30 AM**Competing with Pandora: Radio in the Age of Self-Programming (Session ID: 98398)**

Pavilion 1

[Radio & Audio Media | Management, Marketing and Programming]

How does radio, especially college radio, compete with Pandora and similar online audio services?

Moderator: Norm Medoff, Northern Arizona University

Panelists: Frank Chorba, Washburn University

Stephen Merrill, Bowling Green State University

Norm Medoff, Northern Arizona University

John Owens, University of Cincinnati

9:15 AM – 10:30 AM**News Division Business Meeting (Session ID: 96652)**

Pavilion 2

[News]

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

Chair: Sybril Bennett, Belmont University

Vice Chair: Jared Johnson, Brigham Young University

Paper Competition Chair: Lurene Cachola Kelley, University of Memphis

Newsletter Editor/Webmaster: Tom Hallaq, Idaho State University

Festival Competition Co-Chair: Mary Blue, Tulane University

Peter Casella, University of North Florida

Kathy Heuston, Austin Peay State University

Dina Ibrahim, San Francisco State University

9:15 AM – 10:30 AM**Interactive Media and Emerging Technologies Business Meeting (Session ID: 96656)**

Pavilion 3

[Interactive Media and Emerging Technologies]

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

Chair: Joel Beeson, West Virginia University

Vice Chair: James Ferolo, Bradley University

Secretary: Gary Hale, Illinois Central College

Webmaster: John C. Dailey, Ball State University

Faculty Festival Competition Chair: Mary C. Schaffer, California State University, Northridge

Student Festival Competition Chair: Sandy Henry, Drake University

9:15 AM – 10:30 AM**Sports Division Paper Session (Session ID: 99093)**

Pavilion 9

[Sports]

Paper Competition Chair: Robert Bellamy, Duquesne University

*Open Category*1st Place (tie): Tang Tang, The University of Akron; Roger Cooper, Ohio University; *Gender, Sports, and New Media: Predictors of Viewing during the 2008 Beijing Olympics*Susie Epp, and Max Utsler, University of Kansas; *Image Repair Through TV: The Strategies of McGwire, Rodriguez and Bonds*William Kinnally, University of Central Florida; *Examining the Roles of Anticipation and Outcome Expectations in Enjoyment of Televised Sports Contests: A Longitudinal Perspective of Affective Disposition Theories*Jon Cassat, and Max Roy Utsler, University of Kansas; *Will Advertising on the SuperBowl Take You From Zero to Hero?*

Respondent: James Walker, Saint Xavier University

9:15 AM – 10:30 AM**Two-Year/Small Colleges Business Meeting (Session ID: 98906)**

Pavilion 10

[Two-Year/Small Colleges]

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

Chair: Brian Howard, Brigham Young University-Idaho

Vice Chair: Shane Tilton, Ohio University Lancaster

Newsletter Editor/Webmaster: Roger Badesch, Chicago Public Schools

Festival Competition Chair: Jim Crandall, Aims Community College

Tuesday, 9:15 AM – 10:30 AM**Teaching Mobile Media Production: Developing Cutting-Edge Digital Curricula (Session ID: 98400)**

Pavilion 11

[Courses, Curricula and Administration]

Mobile devices are revolutionizing media consumption, production and classroom instruction. Forrester Research projects that tablet devices will outsell netbook computers by 2012 and desktops by 2013. Smartphone adoption among broadband households jumped 28% in 2009, compared to 9% in 2007, before the iPhone's launch. What pedagogical challenges surface when introducing mobile media courses into existing curricula? Case studies reveal how faculty can best prepare to teach these new technologies.

Moderator: Ed Madison, University of Oregon

Panelists: Mark S. Luckie, Washington Post Innovations Editor; publisher 10,000Words.net blog

Mark Briggs, Digital Media Director, King 5 TV, Seattle

Deborah Morrison, University of Oregon

David Nicholas, Project Manager Omedia

Esther Wojcicki, Palo Alto High School

10:45 AM – 12:00 PM**Showcase Theatre @ BEA****File Based Workflow from Camera to Editorial**

BEA Exhibit Hall Showcase Theatre

[All Convention]

Join AJA for an exciting exploration of the workflows that make the KiPro Mini and IO Express your choice for 10-bit, full raster acquisition directly from virtually any camera into Apple, Avid and Adobe editing solutions. **KiPro Mini:** Extreme portability for any shooting environment with 10-bit full raster recording to Edit-Ready Apple ProRes 422 SD and HD formats. **IO Express:** Today's most versatile and affordable IO device available delivers the ability to ingest and output in an SD or HD file based environment.

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10:45 AM – 12:00 PM**Scholar-to-Scholar (S2S) Poster Session (Session ID: 99992)**

BEA Exhibit Hall

[All Convention]

Moderator: Dale Cressman, Brigham Young University, 2012 Convention Program Chair

Usage Patterns of Old and New Video Platforms: Exploring Differences between College Students and General Internet Users

Jiyoung Cha, University of North Texas

Radio Station Management: Internet Strategies and Online Practices

Edward Salsberry, University of Florida

High Documentary Brought Low: Documentary Ethics Propose Humble Dialogue

Warren Glenn Koch, Azusa Pacific University

Between Two Worlds: Experimentalism in BBC Drama (Sound) in the mid-1950's

Richard Hollingum, University of Northampton, UK

The Differential Effect of Surprise and Liking in Anti-Smoking Public Service Announcements

Amy Graban Crawford, Youngstown State University

An Analysis of the Radio Programming in the State of Tamil Nadu, India and its Role in Community Development

David Allen Nelson, University of Central Oklahoma

An Online Approach to Uses & Gratifications

Alice Cade Ferguson, University of Southern Mississippi; William Richardson Davie, Lucian F. Dinu and Steve J. Dick, University of Louisiana at Lafayette

The public's right over the ether roads: Herbert Hoover and the Public Interest, Convenience and Necessity

John Mark Dempsey and Eric Gruver, Texas A&M University-Commerce

Fear Appeals, Reality, and Children: A Content Analysis of Environmental Public Service Announcements

Charles William Meadows, University of Alabama; Cynthia Nichols, Oklahoma State University

Who's Really Converging, Anyway? A Survey of Broadcast and Print Journalism Student and Faculty Attitudes on Cross-Platform Journalism and University Education

Glenn T. Hubbard, East Carolina University; Elizabeth Crawford, North Dakota State University

Mobile Education: Pedagogy, Technology and Collaboration

Bob Kalwinsky, Middle Tennessee State University

Internet Experience and Time Displacement of Traditional News Media Use

Louisa S. Ha and Ling Fang, Bowling Green State University

Social Networks, Psychological Sense of Community, and Interpersonal Communication Motives: A Study of Facebook Users

Max V. Grubb, Kent State University

The Search for Evidence of Excitation Transfer within Mediated Sports

Glenn Cummins, Texas Tech University

The Administrator's Perspective on Electronic Media on Campus: A National Study

Samuel J. Sauls, University of North Texas

College Students' Perceptions, Intention, and Use of Video Platforms in the Multiplatform Environments

Jiyoung Cha, University of North Texas

High(ly Un)Def(ined): Re-conceptualizing Independent Cinema

Kevin Corbett, Central Michigan University

Managerial Perception of the FCC's Role in the Digital Television Conversion

Brad Schultz, University of Mississippi; Mary Lou Sheffer, University of Southern Mississippi

POSTER SESSION

TUESDAY

10:45 AM – 12:00 PM**Follow Me; Friend Me: The Interaction between Social Networking, Gender, Television and Radio (Session ID: 98402)**

Conference Room 1

[Gender Issues | Research]

It seems almost every show on radio and television now employs social networking technologies to connect with, maintain and build their audience. This panel examines the use of social networking technologies to connect viewers and listeners with television and radio programs and the role of gender in this connection.

Moderator: Jennifer Meadows, California State University, Chico

Panelists: Shari Blair, California State University, Chico; *Women, Facebook and the Oprah Winfrey Show*Rachel A Sauerbier, California State University, Chico; *Technologic Androgyny: Gendered Representations on Social Networking Sites*Rory Short, California State University, Chico; *Men, Twitter, and Tosh.0*Josh Smith, California State University, Chico; *Men, Facebook, and The Howard Stern Show*Justin Canter, California State University, Chico; *Men, Twitter, and Fox News' Red Eye*Ashe Lewis, California State University, Chico; *Women, Facebook and Glee***10:45 AM – 12:00 PM****Experiential Learning: The Value of Practicum as Real World Experience (Session ID: 98403)**

Conference Room 2

[Student Media Advisors | Production Aesthetics & Criticism]

A practicum is more than a lab or extension of the classroom; it is an experiential opportunity that allows students to integrate and practice all they have been learning in their different classes. Intense learning occurs through doing as students move from novice status to become potential entry level professionals. Some program curricula are heavy on practica, while others are suspicious of the idea of granting credit for such work. This panel begins by exploring ideas concerning the proper role of the practicum in the media curriculum, and then continues with presentations by faculty who are experienced supervisors of practica in broadcast journalism, online journalism and sports broadcasting.

Moderator: Kara Jolliff Gould, John Brown University

Panelists: Kara Jolliff Gould, John Brown University; *Credit or Non-Credit? The Place of the Student Practicum in a Media Curriculum*Marquita Smith, John Brown University; *Moving Journalism Students Online: The Online News Bureau*Darren T. Gould, John Brown University; *Fast Break: Sports Broadcasting as Experiential Learning*Brad Weaver, Westminster College; *From the Classroom to the Newsroom: Using Practicum for Experiential Learning***10:45 AM – 12:00 PM****LPFM in a HD World: How the 100-Watt "Blowtorches" Spread the Word Beyond The Four-Mile Coverage Pattern (Session ID: 98404)**

Conference Room 3

[Radio & Audio Media]

Low power FM radio stations (LPFM) have unique challenges, which include promoting themselves with a limited budget and coverage area. This panel interviewed management personnel at LPFM stations in different regions of the country to find out how they promote their stations on and off the air. The information can be used in media curricula to give students insight on how these relatively new media properties can succeed in today's crowded media landscape.

Moderator: Andy Curran, University of Cincinnati

Panelists: Clark Greer, Point Loma Nazarene University

Craig Stark, Susquehanna University

Andy Curran, University of Cincinnati

Barbara Calabrese, Columbia College Chicago; *LPFM in a HD World: How the 100-Watt "Blowtorches" Spread the Word Beyond The Four-Mile Coverage Pattern*

10:45 AM – 12:00 PM**Radio and Audio Documentary in the Era of This American Life (Session ID: 99407)**

Conference Room 4

[Documentary]

There is a new era in place, one steeped in traditions but daring enough to forge new approaches to an older genre. Radio/audio documentary is being revived and redefined, and it's essential to embrace the emerging new styles and models, and, most importantly, to teach them in our classrooms. National Public Radio's *This American Life* is partially responsible for extending the definition of what a radio/audio documentary is and can be. The fundamentals are there: facts and intelligent opinion based on fact, strong research, and impeccable observation. But the new-era documentary has a broader definition one born out of storytelling models and reflections on the human condition.

Moderator: David W. Berner, Columbia College Chicago


10:45 AM – 12:00 PM**The Origins of Broadcast News in America (Session ID: 98406)**

Conference Room 5

[History | News]

The foundations and history of broadcast news as we know it today. The panel will feature discussion and presentations from senior scholars regarding the latest research into electronic media news history.

Moderator: Donald George Godfrey, Arizona State University

Panelists: Donald George Godfrey, Arizona State University; *Television In America: Local Station History*Douglas Gomery, Library of American Broadcasting; *A History of Broadcasting in the United States*Mike Conway, Indiana University School of Journalism; *Origins of Television News In America: The Visualizers of CBS In the 1940s*Craig M. Allen, Arizona State University; *News Is People: The Rise of Local TV News*


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Produced in association with Emerson College and the School of Journalism and Communication, University of Oregon

10:45 AM – 12:00 PM**An Interdisciplinary Approach to Teaching Video Gaming (Session ID: 98407)**

Conference Room 6

[Courses, Curricula and Administration]

Video gaming is an academic area that combines many disciplines--communication, media arts, information technology and computer science. A class at Marist College entitled "Video Gaming Seminar" acknowledges this by drawing upon faculty from these different disciplines to give students the broad knowledge base they will need for success in this field.

Moderator: Alan Labouseur, Marist College

Panelists: Brett Phares, Marist College
Ron Coleman, Marist College
Jeffrey Bass, Marist College

10:45 AM – 12:00 PM**Indecent Proposals: The FCC's Struggle to Regulate Violence on Television (Session ID: 98408)**

Pavilion 1

[Law and Policy]

This panel addresses the FCC's apparent inability or unwillingness to regulate television violence, while it has given much attention to sexual content and profanity through its indecency rules. After the 2010 federal court decision that the FCC policy on fleeting expletives cannot be sustained, the agency's broader effort to regulate content has come into question. This panel addresses the possibility of regulating television violence in a manner similar to indecency, and relevant legal issues.

Moderator: Jeffrey Layne Blevins, Iowa State University

Panelists: Richard Vogel, William Penn University; *Regulating Violence as Indecency: A Constitutional Perspective*
Heather Polinsky, Central Michigan University; *Television Violence and Parental Control: An Industry Perspective*
Cynthia Cooper, Towson University; *A Brief History of Congressional and FCC Efforts to Regulate Television Violence*
Jeffrey Layne Blevins, Iowa State University; *A Safe Harbor for TV Violence?*

10:45 AM – 12:00 PM**News Division Paper Session (Session ID: 96653)**

Pavilion 2

[News]

Paper Competition Chair: Lurene Cachola Kelley, University of Memphis

Debut Category

1st Place: G. Stuart Smith, Hofstra University; *A Rose By Any Other Name*
2nd Place: Josh Compton, Dartmouth College; *The Inoculated News Consumer: Attitudinal Inoculation Theory, Information Processing, and Attitudes*

Open Category

1st Place: Clark Greer, Point Loma Nazarene University; Douglas Ferguson, College of Charleston; *Following Local Television News Personalities on Twitter: A Uses and Gratifications Approach to Social Networking*
2nd Place: Shuhua Zhou, Skye Cooley, Jon Ezell, and Jeffrey Naidoo, University of Alabama; *Victimization and Drama in News Coverage of Kidnapped Victims*
3rd Place: Charlie Gee, Duquesne University; *Prior Exposure to Media Coursework as a Factor in Determining A Preference to Backpack Journalism*

10:45 AM – 12:00 PM**The New Neighborhood: Creating Interactive Entertainment (Session ID: 99989)**

Pavilion 3

[All Convention]

The Generation Gap has never been larger. For the over-40 group, "going out to play" meant outdoor activities with the kids next door. For the 18-24 group (and younger!) the neighborhood has expanded to kids across town, across the United States, or even around the world through the technology of interactive entertainment. Viewing patterns have changed so dramatically that traditional filmmaking is fading into the past. The narrative voice continues through storyline and effects, but the addition of live interactivity has forced producers to re-examine how we create entertainment. At the same time, however, digital quality has impacted delivery. As viewing platforms become more sophisticated, viewers have become more demanding—and more discriminating. The changes from film to HD, or from stereo to 5.1 sound, have dramatically altered the production process.

Join this group of current Hollywood production professionals as they demonstrate the future of entertainment. Representing some of the most popular interactive creations in the U.S., they will provide examples of their work, focusing on changes in colorizing, video posting, audio posting, and the narrative component of interactivity. The future has already begun; discover the production values needed in the New Neighborhood of experiential entertainment.

Moderator: Daniel Wheatcroft, Shoot to Thrill Productions
 Panelists: Daniel Wheatcroft, Executive Producer/Producer
 Jamey Scott, Creative Sound Designer
 Keith Roush, Online Editing/Colorist
 Lynette McNeill, Acting Coach/Director

10:45 AM – 12:00 PM

Sports Division Business Meeting (Session ID: 96660)

Pavilion 9
 [Sports]

Welcome to the BEA Sports Division. Academics and non-academics have seen that sports are an essential element of U.S. and world culture, and a legitimate intellectual pursuit. Academic publishers have developed journals devoted to sports, schools have added or updated sports curriculum, and sports media degrees are on the rise. These developments--and the promise of a healthy, active membership--led to the creation of the BEA Sports Division in 2008. Our goals are to contribute to the professional development of both our members and BEA as a whole, with worthwhile input for curriculum and conference content competitive with our professional counterparts.

Chair: Ken Fischer, University of Oklahoma
 Vice Chair: Wayne Hepler, Harford Community College
 Newsletter Editor/Webmaster: Steve Hill, University of Wisconsin-Stevens Point
 Paper Competition Chair: Robert Bellamy, Duquesne University
 Student Festival Competition Chair: Tommy Booras, Western Kentucky University
 Faculty Festival Competition Chair: Denise Belafonte-Young, Lynn University

10:45 AM – 12:00 PM

Management, Marketing & Programming Business Meeting (Session ID: 96663)

Pavilion 10
 [Management, Marketing and Programming Division]

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

Chair: William G. Covington Jr., Edinboro University of Pennsylvania
 Vice Chair: Bruce Mims, Southeast Missouri State University
 Newsletter Editor: Steven Phipps, Maryville University

10:45 AM – 12:00 PM

New Broadcast Media Trends in the World (Session ID: 98409)

Pavilion 11
 [International]

New trends in broadcasting started to take place in different parts of the world and in related fields of broadcasting. The panel will discuss some important developments being introduced and evaluate their impact on target and general audiences as well as on the industry.

Moderator: Doug Boyd, University of Kentucky
 Panelists: Leonard Ray Teel, Georgia State University; *New Media as Journalism's Hyper Research Tool*
 Shahira Fahmy, University of Arizona; *Judging Graphic Images of War & Terrorism by Viewers of the English Version of Al-Jazeera Website*
 Leo A. Gher, Avery Media International, Ltd.; *The Founding of The Azerbaijan-American Academy of Media*
 Hussein Y. Amin, American University in Cairo; *Arab Communication Commission: Opportunities and Concerns*
 Yousef M. Al-Failakawi, Kuwait University; *Media Education in the Arabian Gulf Countries*
 Respondent: Hussein Y. Amin, *The American University in Cairo*

12:00 PM – 1:15 PM**Applying for BEA Scholarships (Session ID: 98881)**

BEA Exhibit Hall Booth
[All Convention]

Visit BEA's Booth in the Exhibit Hall to meet with Scholarship Committee Chair and find out how students at BEA member institutions can apply for BEA Scholarships.

Scholarship Committee Chair: Peter B. Orlik, Central Michigan University

1:15 PM – 2:30 PM**Showcase Theatre @ BEA****Northern Arizona State University AND Baylor University**

BEA Exhibit Hall Showcase Theatre
[All Convention]

Northern Arizona State University – TV Sports Production

NAU is responsible for live NAU Lumberjack Sports on 2 NAU cable channels, Dish 9411 and FOX College Sports and Fox Sports Arizona. Cynthia and her team will discuss the use of Sony's HSC-300 cameras for their Sports Production Program, give a program overview, types of productions the all student crew produces and show samples of their work.

Cynthia Catizone: Senior Producer/Director

Larry Cegles: Broadcast ENG

Darryl Jacobsen Student

Eric Rodriguez – Technical Graphics Producer/Director

Baylor University – Film and Digital Media Program

Andru Anderson will provide an overview of his programs and the NAB internships with Sony

1:15 PM – 2:30 PM**Two-Year Small College Production Showcase (Session ID: 98582)**

Conference Room 1
[Two-Year/Small Colleges]

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

Moderator: Troy Hunt, College of Eastern Utah

Panelists: Evan Wirig, Grossmont College

William Snead, Grossmont College

Bob Maass, Metropolitan Community College

1:15 PM – 2:30 PM**Evolution of the Supernatural Role of Women in TV (Session ID: 99073)**

Conference Room 2
[Gender Issues]

The role of women in television has changed from submissive supernatural to powerful supernatural. We see this in children's shows, new dramas and science fiction cable channels. How does changing women's role in television make a difference in the rest of programming? Panelists who examine television as their area of research will present their research findings and explore the role of the powerful supernatural woman.

Moderator: Jack Powers, Ithaca College

Panelists: Jack Powers, Ithaca College; *From Wonder Woman to Sookie: A Content Analysis of Supernatural Female Characters from the 1970s Through the 2000s*

Jeffrey Smith, Central Michigan University; *Charm and Attitude Versus the Monsters: The New Mythic Heroine in HBO's "True Blood"*

Jennifer Jacobs Henderson, Trinity University; *The Increase of Portrayals of Women with Cognitive Enhancements in Television Programming*

Roger Allman, Central Michigan University; *Damsels No More: The Role of the 'Warrior Woman' in Science Fiction, Fantasy, and the Supernatural*

Trey Stohlman, Central Michigan University; *Domestic to Dominate: The Evolution of Witches on Television*

1:15 PM – 2:30 PM**Industry Insights into Audience Measurement in the Classroom (Session ID: 99997)**

Conference Room 3

[All Convention]

New media has had a serious impact on day-to-day jobs. Media research tools, techniques and practice is in a constant state of change. This panel will provide insights into important elements faculty can add to their current classroom. Find out what the industry is looking for in students, what traditional research practices should be kept in the current classroom, how, if at all, are companies using social media metrics, and how we can attract students to this ever changing profession. Panelists will address multi-cultural studies and multi-screen aspects as well.

Moderator: Bruce K. Rosenblum, Media Research and Insights, Warner Bros.

Panelists: David Gunzerath, Media Research Council

Liz Huszarik, Senior Vice Vice President, Media Research and Insights, Warner Bros.

Keith Friedenberg, Senior Vice President, WME Entertainment

Dave Smith, Smith-Geiger Research, Inc.

1:15 PM – 2:30 PM**How to Keep Small Broadcasting Programs Afloat when the Economy Tanks (Session ID: 98412)**

Conference Room 4

[Student Media Advisors]

Since the economy turned sour in 2008, universities have been forced to slash budgets. Broadcasting programs are inherently expensive, so radio and TV programs were hit hard. For large universities, cuts were painful. But for small programs with limited budgets, the economic downturn was nearly disastrous. In this session, learn how three faculty advisors used creative thinking to salvage the finances of their small programs. From partnering with athletic programs to working with neighboring junior colleges to targeted fundraising initiatives, learn about the unique strategies these advisers used to weather the economic storm.

Moderator: Joe Watson, Baker University

Panelists: Troy Comeau, Pittsburg State University

Cathy Coomer, Rogers State University

Joe Watson, Baker University

1:15 PM – 2:30 PM**New Responses by Adolescents and Young Adults to Media in Six Cultures (Session ID: 98413)**

Conference Room 5

[Research | Law and Policy]

Young adults in Australia and the U. S. found content in traditional television and online sites in various ways; and they used the content in both similar and different ways. Ninth graders in Philadelphia responded well to hip hop music as a medium for learning critical thinking and creativity. Adolescents in Hong Kong, Taipei, and Singapore responded to online political talk with positive results for their community engagement.

Moderator: Kenneth Harwood, University of Houston

Panelists: Nuala Cabral, Temple University; *Beyond the Beat: Hip Hop Music and Media Literacy*Lin Wan-ying & Zhang Xinzhi, City University of Hong Kong; *Effects of Political Talk on Youths' Civic Participation: Comparing Hong Kong, Taipei, and Singapore*Beverly Bondad-Brown, University of California, Santa Barbara; *Now That's Entertainment: Young Adults' Use of Television, Online Television, and YouTube Content*

Respondent: Cindie Yanow, Southeast Missouri State University

1:15 PM – 2:30 PM**Last Stand in the Desert: Gannett's Pioneering News Convergence Model in Phoenix (Session ID: 98414)**

Conference Room 6

[News | Management, Marketing and Programming]

In the fall of 2010, amidst a harsh economic climate, two of the most prominent news companies in Phoenix, Arizona embarked on what was the biggest and some say bravest media adventures: Gannett's KPNX (NBC) Channel 12 and the Pulitzer awarding winning The Arizona Republic are converging their newsrooms into a single operation. The complete re-organization of the two established news outlets including the online service azcentral.com portends a change in the way the staff worked, thought, and felt about their new roles. What makes this panel unique is that it comprises of two foreign journalists who have experienced media transformation and transition in Asia and Europe first hand and two academics who have published on convergence models. The panelists will combine together to witness the merger from blueprint to the inaugural broadcast.

Moderator: B. William Silcock, Arizona State University

Panelists: Chev Daniel, CEO, News 1st, Colombo, Sri Lanka

Daria Marjanovic, Executive Producer Croatian Radio Television and University of Zagreb Department of Journalism

Leslie-Jean Thornton, Arizona State University

1:15 PM – 4:00 PM**Fair-Use Guidelines Workshop (Session ID: 98415)**

Pavilion 1

[Documentary | Law and Policy]

This is a continuation of last year's informative and well-attended workshop on Copyright and Fair Use issues for documentary and other media productions. A two-part workshop to train participants in the basics of defining Fair Use, Fair-Use practices, new literature on Fair Use, new legal rulings on Fair Use, and practical exercises to help media producers determine when they need legal consults and when they can rely on established best practices.

Moderator: Tom Mascaro, Bowling Green State University

Panelists: Claire Darby, American University

Kenn Rabin, Fulcrum Media Services

1:15 PM – 2:30 PM**Multicultural Studies Business Meeting (Session ID: 96654)**

Pavilion 2

[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. Their goals are to increase the level of awareness of the contributions and concerns of AHANA members and other traditionally underrepresented groups; to encourage more research on topics related to AHANA members and other traditionally underrepresented groups; and to encourage electronic media curricular acknowledgment of the contributions and concerns of AHANA members and other traditionally underrepresented groups.

Chair: Coreen D. Jackson, Tennessee State University

Vice Chair: Yvonne Prather, Austin Peay State University

Paper Competition Chair: Maria Antoinette Williams-Hawkins, Ball State University

Webmaster: Cindie Yanow, Southeast Missouri State University

1:15 PM – 2:30 PM**Radio and Audio Media Business Meeting (Session ID: 96658)**

Pavilion 3

[Radio & Audio Media]

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

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

Vice Chair: John Owens, University of Cincinnati

Newsletter Editor: Scott Patterson, San Francisco State University

Membership: John McGuire, Oklahoma State University

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

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

1:15 PM – 2:30 PM**Development of “Global Campus” HD over IP Broadcast Network (Session ID: 99999)**

Pavilion 9

[All Convention]

This presentation will discuss and demonstrate innovative technologies and collaborative productions forums, which have many applications for student broadcasters and researchers. Ryerson’s adaptation of Haivision© technology allows high definition signals (including bidirectional 1080 HD video, intercom, IFB, and audio, all with imperceptible delay) to be sent via the Internet, circumventing prohibitively expensive, delay prone, and complex satellite feeds. The prospective “Global Campus Network” (GCN), will present the first truly collaborative international student perspective of worldwide events and creative endeavors. Successful tests have been carried out between Ryerson and broadcaster TFO within Ontario, and Ryerson University and the Auckland University of Technology in New Zealand. This technology will be used in a pilot project called “The Global City”, in which students from around the world will be able to collaborate in producing live, high definition newscasts, interviews and debates about current and globally relevant issues. Technology, uses, and results will be shown and discussed in this session. We are actively seeking additional interested educational and research collaborators around the globe.

Moderator: Charles Falzon, Ryerson University

Panelists: Richard Grunberg, Ryerson University

Marion Coomey, Ryerson University

1:15 PM – 2:30 PM**Post-Production for DSLR HD Video: Methods, Techniques and Solutions (Session ID: 98417)**

Pavilion 10

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

Affordable Digital Single Lens Reflex (DSLR) cameras with High Definition video capturing capabilities have quickly risen to become one of the most popular acquisition formats among college students. However, many DSLR shooters do not understand the proper steps in post-production necessary to assure the best potential outcomes, hence their finished edits suffer from quality-flaws inherent of this highly-compressed format. This workshop examines techniques, methods and production workflows specifically developed for DSLR-generated contents, addressing issues and solutions from capture, finish to delivery.

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

Panelists: Gregg Ambrosius, University of Hawaii at Manoa

Don Kozono, University of Hawaii at Manoa

George Chun Han Wang, University of Hawaii at Manoa

1:15 PM – 2:30 PM**Online Journalism: Embedded Course Content to the FRONT LINES! (Session ID: 98418)**

Pavilion 11

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

Most of us embed Web journalism into traditional courses, but because of the growing importance of the Web (sixty percent of Americans get some news online each day, according to Pew Research) journalism programs are offering entire courses devoted to online or multi-media Web journalism. Each of our panelists teaches a self-contained multimedia Web journalism or production course and will share their practical ideas for teaching these courses. Attendees will leave with a list of teaching and learning resources from each panelist’s institution.

Moderator: Cliff Brockman, Wartburg College

Panelists: Serena Carpenter, Arizona State University

Suzy Smith, Ball State University

Sybril Bennett, Belmont University

Candace Egan, California State University, Fresno

2:45 PM – 4:00 PM**Showcase Theatre @ BEA (Session ID:)****Filmmaker in a Box**

BEA Exhibit Hall Showcase Theatre

[All Convention]

In the summer of 2005, frustrated by navigating the murky waters of independent film production without a solid guide, producer Ryan Harper met with producer Jay Holben and discussed the idea of creating a resource that offered all of the nitty-gritty details about feature film production; the stuff you couldn’t get in books or find online. He wanted to create a place where people could go to find answers to the most esoteric questions about indie film production. After that meeting, the two began to formulate a plan to create FILMMAKER IN A BOX. Come learn how to do anything you ever wanted to do in film (and do it inexpensively).

2:45 PM – 4:00 PM

Student Research-in-Progress Poster Session (Session ID: 99993)

BEA Exhibit Hall

[Student Research in Progress Paper Competition]

Student Research-in-Progress Chair: Constance Book, Elon University

A Comparison of Network News Coverage of Obesity in Two Time Frames: An Analysis of Issues, Sources, and Episodic-Thematic Frames

Sherice Gearhart, Texas Tech University; Clay Craig, Texas Tech University; Chaille Steed, Texas Tech University

A Pedagogical Approach to Developing Journalistic Best Practices Through Wikis

Brian J. Bowe, Grand Valley State University; Jennifer Hoewe, Michigan State University; Geri Alunit Zeldes, Michigan State University

Can Green TV make us Greener: The Appeal and Effectiveness of Environmental TV Programs at Promoting Pro-Environmental Behaviors Among Individuals with Different Attitudes

Jason Hamidi, Syracuse University; Katie Kirnan, Syracuse University; Griffith Honsinger, Syracuse University; Yao Deng, Syracuse University

Korean and Chinese Webpage content: Who are talking about what and how?

Ting Wang, WCU Webometrics Institute, YeungNam University; Chien-leng Hsu, WCU Webometrics Institute, YeungNam University; Han Woo Park, Dept of Media & Communication, YeungNam University

Public Interest Standards and HD Multicasting of Noncommercial Educational Radio

Michele Ferm Gothard, University of Nevada Las Vegas

Reflections on the Rise of Twitter in Political Participation and Deliberation: An Exploratory Study of Korean Politicians' Twitter Use

Jiyoung Park, Yeungnam University; Minjeong Kim, Colorado State University; Han Woo Park, Yeungnam University



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

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

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

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

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

The Department also houses:
The Center for Spanish Language Media
KNTU-FM 88.1
NTTV Television
Visit our website at www.rtvf.unt.edu

2:45 PM – 4:00 PM**HD Me! (Hard Decisions Made Easy) Parenting, Promotion, & the Ph.D. (Session ID: 98419)**

Conference Room 1

[Gender Issues]

Balancing personal and professional life is always a challenge. This panel features women in different stages of academia who balance children, scholarship, creative activities, and promotion. They will share their experiences, along with lessons they have learned along the way and tips for survival.

Moderator: Glenda C. Williams, The University of Alabama

Panelists: Stacey O. Irwin, Millersville University; *It's Always Something*Rachel Raimist, The University of Alabama; *Beginnings*Pamela Tran, The University of Alabama; *The Long & Winding Road***2:45 PM – 4:00 PM****Beyond U-tube (Session ID: 98382)**

Conference Room 2

[Two-Year/Small Colleges]

How do you create quality work if you're under funded and staffed? This panel will discuss how 2-year and small schools can create compelling and professional media without the luxury of plentiful funding and crew. Our institutions need quality student work to attract potential students and our graduates need quality portfolio pieces to compete with graduates of larger institutions....So, how do get there?

Discussion Facilitators: Dan Kimbrough, Misericordia University and Jo O'Connor, Boston University

2:45 PM – 4:00 PM**Utilizing Professional Equipment and Service Vendors for Your Sports and Production Programs (Session ID: 98429)**

Conference Room 3

[Sports]

With vast changes in technology, educators in media production constantly assess the tools of the trade for their students. With that in mind, what input does a production educator have to keep equipment current? In this panel, we will discuss forming relationships with vendors that help keep us abreast of the latest trends and fads in the industry. We will also address ways to maintain relationships with the powers that budget for our equipment needs. Attending technology summits, conferences and conventions are a great way to start the process.

Moderator: Denise Belafonte-Young, Lynn University

Panelists: Philip Nelson, NewTek Senior Vice President for Strategic Development

Craig Yanagi, Manager, Marketing and Brand Strategy, JVC Professional Video Products Group, JVC U.S.A.

Ken Kerschbaumer, Sports Video Group; *Beyond Tech: Building Educational Bridges with Vendors*Rick Sykes, University of Central Michigan; *Working with a Weather Forecasting Vendor to Support the Training of Student Weather Forecasters***2:45 PM – 4:00 PM****Entrepreneurship in the Media Management Curriculum (Session ID: 99994)**

Conference Room 4

[Management, Marketing and Programming Division]

In the 21st century, the electronic media environment has dramatically changed. Today's students face a more exciting and dynamic media environment than the one that existed in the last century. The barriers for entry have dramatically come down as technology evolves and permits almost anyone to start up a media business. With this comes the challenge of preparing our students and stirring the entrepreneurial passions and possibilities in this new media world. This panel discusses the approaches and challenges of incorporating an entrepreneurial approach into the media management curriculum.

Moderator: Max V. Grubb, Kent State University

Panelists: Kenneth Creech, Butler University; *Teaching Entrepreneurship Across the Communication Curriculum?*James Wall, Southern Illinois University Carbondale; *Yes, You to Can be an Entrepreneur!*Larry Elin, Syracuse University; *Teaching Students the Art of Trend Watching: Shaping the New Media Strategist*Anne Hoag, The Pennsylvania State University; *Participant-Centered Learning for Media Entrepreneurship Education*Max V. Grubb, Kent State University; *Entrepreneurship: Welcome to a New Variable in the 21st Century Media Environment*

2:45 PM – 4:00 PM**Advising Journalism Students Facing Unique Challenges (Session ID: 99996)**

Conference Room 5

[All Convention]

We are all aware of problems like bullying and suicide in high schools that have been heavily reported over the last year. College students, in particular gay and lesbian students, have some of these same challenges and unique concerns as they prepare to enter their professional lives. The importance of student groups that offer support, education and networking can only help bridge their transition into professional life. This panel offers a chance to sit down and talk about what some of these challenges are, especially as more and more colleges and universities across the country begin to start NLGJA, National Lesbian Gay Journalist Association chapters. It opens the door for advisors and faculty to ask questions about some of the unique challenges their GLBT students might face as they prepare for a life in newsrooms across the country.

Discussion Facilitators: Susan C. Green, Assistant News Director at the Walter Cronkite School of Journalism, Arizona State University
Anthony Dewitt, President, Student Chapter of NLGJA, Arizona State University

2:45 PM – 4:00 PM**The Story You Write, the Story You Shoot, the Story You Edit: Lessons Learned from a University-based Feature Film Production (Session ID: 98423)**

Conference Room 6

[Writing | Production Aesthetics & Criticism]

During the spring and summer of 2010 the moderator produced and directed a feature film from an original screenplay at his university. The story and production were designed to make maximum use of all resources available at the university and surrounding community including classrooms for sets, dorm housing for cast and crew, donated food from local businesses, students filling crew positions, and talent chosen from Hollywood, the university drama department, and even the university president in a cameo role! The panel will discuss how to write, shoot, and edit a feature in a university environment as well as discuss what you can and cannot do given limited resources and a small budget.

Moderator: Micheal McAlexander, Frostburg State University

Panelists: James Goodman, High Point University

Dennis Patrick Conway, Valdosta State University

Dean Yamada, Biola University

2:45 PM – 4:00 PM**Multicultural Studies Paper Session (Session ID: 96655)**

Pavilion 2

[Multicultural Studies]

Paper Competition Chair: Maria Antoinette Williams-Hawkins, Ball State University

Debut Category

1st Place: Michael Nevradakis, University of Texas at Austin; *From Assimilation to Kalomoira: Satellite TV and the Rejuvenation of New York City's Greek Community*

Open Category

1st Place: Cynthia Cooper, Towson University; *Race on Trial: The Relevance of Race in the Lionel Tate TV Wrestling Murder Trial*

2nd Place: Geri Alunit Zeldes and Frederick Fico, Michigan State University; *Arvind Diddi, Suny Oswego, Reporter and Source Race and Gender during the 2008 Presidential Campaign across Broadcast, Cable and Public News Networks*

2:45 PM – 4:00 PM**Radio & Audio Media Paper Session (Session ID: 96659)**

Pavilion 3

[Radio & Audio Media]

Vice Chair/Paper Competition Chair: John Owens, University of Cincinnati

Debut Category

1st Place: Deborah Wilson, University of Lincoln; Lawrie Hallett, University of Westminster; *Community Radio in the UK, Collaboration and Regulation*

Open Category

1st Place: David Crider, Temple University; *A Public Sphere in Decline: The State of Localism in Talk Radio*

2nd Place: Augie Grant, University of South Carolina; *Disruptive Audio: An Exploration of Online Voice-Over Marketplaces*

2:45 PM – 4:00 PM**Production Aesthetics & Criticism Business Meeting (Session ID: 96662)**

Pavilion 9

[Production Aesthetics & Criticism]

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

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

Vice Chair: Warren Glenn Koch, Azusa Pacific University

Webmaster: Mary Blue, Tulane University

Faculty Festival Competition Co-Chairs: Lowell Briggs, York College of Pennsylvania

George Chun Han Wang, University of Hawaii

Student Festival Competition Chair: Warren Glenn Koch, Azusa Pacific University

2:45 PM – 4:00 PM**New Technologies to Enhance Student Learning (Session ID: 98581)**

Pavilion 10

[Interactive Media and Emerging Technologies]

Our student market has grown up with technology and instructors need to adapt to today's mobile, tech-savvy student. The purpose of this panel is to highlight new or perhaps overlooked technologies that enhance the learning environment. Panelists will share innovative tools they are currently using in their classroom.

Moderator: Samuel H. Edsall, Western Illinois University

Panelists: Nancy C. Cornwell, Ithaca College; *Teaching Digital Media Law in the Digital World*Sandy Henry, Drake University; *Drake University's Multimedia Lab: Applying Lessons Learned in the Digital Sandbox to the Rest of the Playground*William Hoon, Western Illinois University; *Developing Multimedia Sports Journalists*Sunny Skye Hughes, University of Maine; *WordPress as a Distribution System for Student-citizen Collaboration***2:45 PM – 4:00 PM****Facebook & Twitter: The New Journalism? Let's Debate (Session ID: 98424)**

Pavilion 11

[News]

Today's digital age has revolutionized how people get their news and information. To be successful broadcasters today, it's essential to understand how to use all the new distribution outlets, including Facebook, Twitter, and blogs. But how are news organizations using them and how effective are they? Who is using twitter and Facebook, and are viewers responding? What are the challenges of teaching social media and relaying information and news to your publics?

Moderator: Jerry R. Renaud, University of Nebraska-Lincoln

Panelists: Kristen Maria Perez, Briar Cliff University; *Is There An App for That?*Hubert Brown, Syracuse University; *I Tweet. How About You?*Anthony Moretti, Point Park University; *How Media Managers Ask Anchors and Newsroom Managers to Use Social Media*

4:15 PM – 5:30 PM**Sports Broadcasting Programs Showcase (Session ID: 99484)**

Conference Room 1

[Sports]

This session will feature panelists from several university programs that produce sports programming. The programs may come in the forms of sports segments in radio or television newscasts, weekly shows or specials. The program carriers vary from campus closed circuit to community cable to public broadcasting stations. Some universities have full fledged sports majors while other colleges include sports activities as part of a general broadcast major. The panelists will highlight their programs including how students, staff and faculty are involved in the process. The balancing act of how to both produce quality programming and provide students a positive learning experience at the same time will be discussed. Excerpts will be shared with the audience.

Moderator: Ken Fischer, University of Oklahoma

Panelists: Joey Helleny, Southern Illinois University at Carbondale; *Expanding our Sports Offerings Into a Full-Fledged Specialization*
 Thor Wasbotten, The Pennsylvania State University; *Working with the Athletic Department and the Big Ten Network*
 Phyllis Slocum, University of North Texas; *You Can Do it Without a Major*
 John McGuire, Oklahoma State University; *Orange Nation Radio: Sports Performance for Beginners*

4:15 PM – 5:30 PM**HD = Heightened Depth: Bringing 3-D Cinematography to the Classroom (Session ID: 98425)**

Conference Room 2

[Production Aesthetics & Criticism]

Media gurus predict that 3D is the next natural step in media, like the adoption of sound or color film in previous generations. But in this era of tightly-stretched budgets and quickly-changing technology, most film schools are hesitant to try to integrate 3D stereoscopy into their programs. This panel looks at the current state of the art, examines the logistical challenges of 3D video production, and presents low-budget options to introduce 3D on a shoestring.

Moderator: Matt Meyer, George Fox University

Panelists: Buzz Hays, Executive Stereoscopic 3D Producer, Sony Corporation
 Jill Smolin, Director of Education at 3ality Digital
 Bernie Mitchell, President of Silver Platter Productions and AVCHD Evangelist, Panasonic
 Mason Morris, film student at George Fox University

4:15 PM – 5:30 PM**Is Media Diversity at Risk? (Session ID: 98426)**

Conference Room 3

[Multicultural Studies]

Since the passage of the Telecommunications Act of 1996 the American media have experienced dramatic changes in media ownership; in the protection of the public's interest in competition and diversity of viewpoints; in the "programming oligopoly" (coined by Tom Wolzien) that can be found in the production and distribution of programming; in the reach and persuasive power of media corporations. How have the rules changed media diversity? Is media diversity a reality or a myth? With the new media platforms is there a difference in media makers attitudes about race/gender representations when in broadcast media vs. Youtube etc?

Moderator: Coreen D. Jackson, Tennessee State University

Panelists: Beau Basel Beaudoin, Columbia College Chicago; *Media Diversity: All Rules Changed for Participatory/User-Generated Sites*
 Stanley Tickton, Norfolk State University; *Media Ownership & Diversity in Media Employment*
 James M. Stephens, Tennessee State University; *The Myth of Media Diversity*

4:15 PM – 5:30 PM**Digital Landscape of Student Publications (A Beta Test From WTAMU): The Revolutionary Approach to New Media Technology and Convergence (Session ID: 98466)**

Conference Room 4

[Student Media Advisors | Courses, Curricula and Administration]

From iPhone apps to Facebook accounts; the landscape of new media technology can be a challenging one for student media advisors. WTAMU has embarked on a robust campaign involving three different and unique publications in an effort to blaze a trail in areas such as student talent contracts, hearty social media policies, customizable facebook pages, iPhone apps, new digital publication platforms, podcasting, webcasting, broadcasting, multi-platform delivering, and sound legal footing strategies in this new media world. Student publications face funding challenges and technology challenges. We have to model responsible social media and convergent technology branding to our students. Simply tweeting and posting is not enough today. We cannot expect our students to know how to navigate these waters in a corporate world unless we give them the necessary skills and lab practice. This strategy involves all forms of media (new and

traditional) across many platforms. We believe it is a new way to approach new media. All three advisors will be present to present this campaign and research findings. Research is based on reports by Nielsen, Pew, Poynter, Forrester, Parks, Marshall, NATPE, NAB, and other advocacy and research agencies.

Moderator: Leigh Browning, West Texas A&M University

Panelists: Nicholas Gerlich, West Texas A&M University

Kimberly Bruce, West Texas A&M University

4:15 PM – 5:30 PM

Where's The On Switch?: Meeting the Needs of the Workforce Community (Session ID: 98431)

Conference Room 5

[Two-Year/Small Colleges]

Student Learning Outcomes are the watchword of education and this panel will discuss how to set up advisory boards, use their input to develop, refine, and adjust curriculum to attain student learning outcomes that meet workforce needs--not just for broadcasting, but for all workplace skills. This panel will focus on internships as well.

Moderator: Roger Badesch, Chicago Public Schools

4:15 PM – 5:30 PM

Festival of Media Arts Post-Convention Meeting (Session ID: 98334)

Conference Room 6

[All Convention]

This session is required for outgoing and incoming competition chairs in the Festival of Media Arts.

Festival Committee Chair: Vic Costello, Elon University

4:15 PM – 5:30 PM

New Tools 2011: Enhancing Broadcast Stories Online (Session ID: 98435)

Pavilion 1

[Interactive Media and Emerging Technologies | News]

News directors say our students have to do it all, but how do you teach it? Educators and newsroom trainers Deborah Potter and Debora Wenger demonstrate new, free technologies that you and your students can use to tell stories more effectively across platforms. Participants will also receive a DVD of instructional materials based on the presentation.

Moderator: Debora Wenger, University of Mississippi

Panelists: Deborah Potter, Newslab

Debora Wenger, University of Mississippi

4:15 PM – 5:30 PM

Documentary Research & Pitch Competition (Session ID: 98436)

Pavilion 2

[Documentary]

The Pitch Competition allows the finalist of the 2011 Documentary Preproduction Research Competition to pitch their proposal to a panel of leading industry professionals at the BEA Conference. After hearing the pitch, the judges will deliberate and provide "on the spot" feedback.

Following the pitch session, the judges and presenter will be convened into a panel to discuss the "dos & don'ts," "ins & outs" of pitching proposals, the purpose of a pitch, what to do with the feedback from a pitch, and the different pitch competitions that exist and how they work for the participants.

Moderator: Michael R. Ogden, Central Washington University

Judges: Chris Newman, School of Visual Arts, New York (Sound Engineer credits include: *The Godfather*, *Amadeus*, *The English Patient*, *The Exorcist*, and *Silence of the Lambs*)

Kenn Rabin, Fulcrum Media Services

2011 Documentary Pitch Finalist and Pitch Presenter: Jon M. Smith, Ph. D., Southern Utah University; *National Park Neighbors in Different Worlds*America and Africa*

4:15 PM – 5:30 PM**Let's Open the Doors (Session ID: 98433)**

Pavilion 3

[Student Media Advisors]

This panel will address all the elements of the job search for attendees who are graduating or approaching their senior year in college. The need to continue to inform and enlighten student attendees about their impending job search is even more relevant in our current tough economic climate. The panel features two international broadcast consultants, a television executive and a faculty member with 25-years of commercial broadcasting experience.

Moderator: Michael Taylor, Valdosta State University

Panelists: Valerie Geller, Geller Media International; *Through the Third Door: What You Say is Vital*Pat Bryson, Bryson Broadcasting International; *Through the Second Door: What They See is Critical*Michael Taylor, Valdosta State University; *Through the Mail Box: Your Cover Letter and Resume are the Keys to Opening the Front Door***4:15 PM – 5:30 PM****Being in High Demand (Session ID: 98448)**

Pavilion 10

[Two-Year/Small Colleges]

Given the economic restraints at most schools, having the broadcast or communications department churn out professional work for the school is in big demand. This panel will look out how we handle growing class sizes, decreased funding and increased demand from our institutions to help in media creation.

Session Facilitators: Dan Kimbrough, Misericordia University

Jo O'Connor, Boston University

4:15 PM – 5:30 PM**Pedagogical Development of Multimedia Distance Learning (Session ID: 99415)**

Pavilion 11

[Courses, Curricula and Administration]

In 2009, Ball State University began developing the Emerging Media Journalism Certificate with the New York Times' Knowledge Network. The 18-hour certificate provides online, distance learning instruction that covers multimedia storytelling and newsgathering. The project brings together several disciplines that work on both storytelling instruction and the processes in which to collect materials for new methods of distribution. This panel discusses the collaborative processes involved with the creation of lessons, course development, and industry/academic partnerships.

Moderator: Chris Alan Flook, Ball State University

Panelists: Mary Spillman, Ball State University

Suzy Smith, Ball State University

John Strauss, Ball State University

Felice Nudelman, The New York Times

5:30 PM – 7:00 PM**Autodesk Reception**

Ballroom C

[All Convention]

As a guest of Autodesk, please come celebrate the last evening in Las Vegas and enjoy drinks, food and conversation with colleagues before the final day of BEA2011. This is the perfect spot to finally grab that special person you have been targeting all convention long.

Remarks: Stig Gruman, Vice President of Digital Entertainment, Autodesk

Autodesk

OFF-SITE EVENT

6:30 PM – 8:00 PM

Media in the Fast Lane: BEA's Sports Division Goes on Location (Session ID: 100173)

Las Vegas Motor Speedway
[Sports]

The Las Vegas Motor Speedway will host a panel on “How new technology has changed the face of the racing business.” The session will include a tour of one of the most diverse racing facilities in the United States. Boasting more than 10 racing venues, its centerpiece is the 1.5-mile superspeedway, which plays host to the Kobalt Tools 400 NASCAR Sprint Cup Series race on March 6 and the Sam’s Town 300 on March 5. The 142,000-seat venue opened in 1996 and the annual NASCAR event is the largest sports event west of Texas each year.

Moderator: Don Moore, Ohio University Southern

Panelists: Jeff Motley, Vice President of Public Relations, Las Vegas Motor Speedway
John Kilroy, Editor and Vice President, Performance Racing Industry

Architect Peter Bloomfield has worked both sides of the “town and gown” aisle having completed media and communications projects across the country. Long a student of the issue, his panel: *Design Trends for the Mirroring of Media and Education Facilities: How Students are Being Prepared for Careers in Communications.* (Wednesday at 10:30, Las Vegas Hilton/ Conference Room 6) will look at how the campus physical plant supports (or does not support) intended educational programs and contrast them to some recent projects in the private sector.



In addition to Peter Bloomfield, the panel currently includes:

- Augie Grant, PhD University of South Carolina
- Harry Haines, PhD Montclair State University
- Donald Helder, PhD Loyola University
- Mark Neuman, PhD Northern Arizona State University



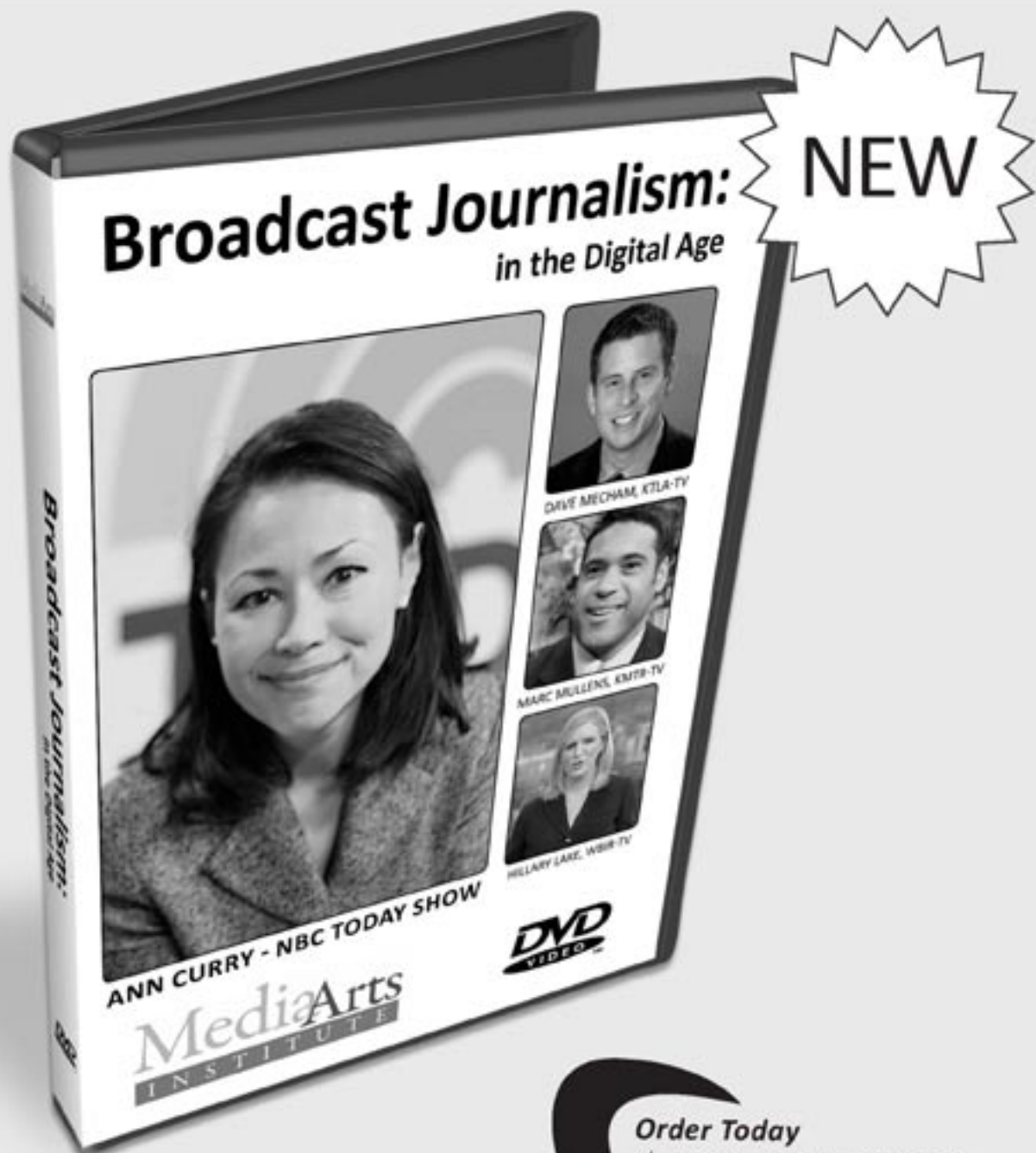
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TUESDAY



Prepare students for the rapidly changing pace of television news reporting and new technologies redefining broadcast journalism. We go behind the scenes at networks and local television stations to talk with: Today Show Anchor Ann Curry; Dave Mecham, a street reporter for KTLA news in Los Angeles; Hillary Lake, a multimedia journalist in Knoxville, Tennessee; and Marc Mullins, a morning anchor in Eugene, Oregon.

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9:00 AM – 3:00 PM**NABEF/BEA Career Fair**

BEA Exhibit Hall

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

All sessions listed below will take place on the stage in the Exhibit Hall.

9:45 AM – 10:45 AM Reaching New Heights: Beginning Your Career in Broadcast

Whether you are a recent college grad or an experienced professional looking to transition into the world of broadcast media, this session will give you expert advice on getting your foot in the door in radio and television.

11:00 AM -12:00 PM Personal Branding: Effectively Selling Yourself

Recruiters are always looking for the best of the best, and with today's economy, they have an even larger pool of candidates to choose from. Learn how to sell yourself to recruiters by creating a "personal brand."

1:00 PM – 2:00 PM The "Social Network" of the Job Search: Using the Latest Social Media Tactics in Your Search

More and more, recruiters are using social media to find and research potential candidates. Discover the latest social media trends and learn how to utilize them to enhance your job search.

2:15 PM – 3:15 PM Ahead of the Times: Where Future Broadcast Jobs Lie

Looking to be ahead of the curve in Broadcast Media? Our panel of recruiters will talk about the hottest new and upcoming jobs in the industry. Find out where the future of the industry lies and how to be one step ahead of it all.

9:00 AM – 10:15 AM**Mea Minima Culpa: How Professional Talkers Deal with the Taste of Shoe Leather (Session ID: 98394)**

Conference Room 1

[Management, Marketing and Programming Division]

Talking for a living sometimes get the talker in trouble. Some of these errant talkers have survived their faux pas better than others. What can we learn from their mistakes? What problems does this create for programmers and managers?

Moderator: Lionel Grady, Southern Utah University

Panelists: Lionel Grady, Southern Utah University; *From the Greasepit into the Fire, Greaseman and the Fall of a Big Market Shock Jock*
David Spiceland, Appalachian State University; *The I-Man Cometh: Don Imus and PC Pitfalls*
Art Challis, Southern Utah University; *The Purification of Jimmy Swaggart*

Respondent: David Spiceland, Appalachian State University

9:00 AM – 10:15 AM**The Total Package: Integrating Outside Departments and Agencies Into Your Program (Session ID: 98437)**

Conference Room 2

[Two-Year/Small Colleges]

This session offers step-by-step information on how to integrate different departments into your program and vice versa. Find out how you get other departments on your campus or other businesses, professional organizations, cable or TV stations to come on board and be a part of your curriculum—while giving students professional experience.

Moderator: Troy Hunt, College of Eastern Utah

9:00 AM – 10:15 AM**Native American Radio: Building Connections for Native Peoples (Session ID: 98438)**

Conference Room 3

[Multicultural Studies | Radio & Audio Media]

Throughout the United States, Native Americans are using radio as a way to build a sense of "community" and serve populations that are often separated by vast distances and cultural differences. This panel will discuss some of the programs that are servicing the needs of these indigenous peoples on both a national, regional and local level.

Moderator: Pam Gray, Austin Peay State University

Panelists: Wayne Rinks, University of Southern Indiana
Caroline Sawyer, University of Memphis

9:00 AM – 10:15 AM**Teaching and Assessing Media Writing (Session ID: 99072)**

Conference Room 4

[Courses, Curricula and Administration | Writing]

Exceptional writing is the foundation for any media project. With so many media platforms, what area are you addressing in your media writing course? What types of assignments are issued? How are students assessed? Do you incorporate social media in your course? Does your school offer multiple sections of this course? If so, are all of the instructors teaching the course the same way? Have you done anything innovative with the way you teach the course? These are some of the questions that should be addressed in this session.

Moderator: Sunny Skye Hughes, University of Maine

Panelists: Kim Fox, The American University in Cairo; *Writing for Multiple Media*Trevor Hall, Boise State University; *Collaboration and Composition Online: Strategies and e-tools for Teaching Media Writing*Terry Anzur, Terry Anzur Coaching Services; *The Role of the Storyteller in Media Writing*Curtis R. Holsopple, Virginia State University; *The Medium is only Part of the Message: Reinforcing Basic Writing Skills***9:00 AM – 10:15 AM****Highly Deleterious?: In Intro Screenwriting classes, are Mandatory Page Requirements a Wise Strategy? (Session ID: 99411)**

Conference Room 6

[Writing]

Should Intro. Screenwriting classes emphasize Quantity (meeting page count requirements) over Quality (improving student understanding of screenwriting, its processes and techniques) to create meaningful stories? For that matter, what is the proper number of mandatory screenplay pages for an Intro class? Or does that always depend on a particular class's makeup?

Moderator: Dennis Patrick Conway, Valdosta State University

Panelists: John Stephen Douglass, American University, and Skye Dent, University of North Carolina - Fayetteville State University; *Bite Size*Michael Gonzales, Biola University; *The Writer's Journey: To Infinity and Beyond! What Beginning Screenwriters Need to Know Before Launching Into Outer Space*Dennis Patrick Conway, Valdosta State University; *Which Number of Pages is Just Right?***9:00 AM – 11:45 AM****HDSLR and Filmmaking Documentary Workshop (Session ID: 99412)**

Pavilion 1

[Documentary]

This workshop will explore the opportunities and challenges of filmmaking with today's HDSLRs. In conjunction with the American Society of Cinematographers, this workshop will introduce you to a professional filmmaker currently working with this technology to give a real world perspective on the equipment, workflow, and technique that have made HDSLR production such an attractive and successful option. The speaker will also screen and discuss clips from recent HDSLR productions.

Moderator: Evan Johnson, Normandale Community College

Please check the status of this session on-site. The speaker was not confirmed when the program went to print.

This is a two-part session.

Part I – Sponsored by the American Cinematographer

Part II – Sponsored by Panasonic

BEA:HD

WORKSHOP

WEDNESDAY

9:00 AM – 10:15 AM**3-D Television Update: Production, Transmission & Consumer Reception (Session ID: 98445)**

Pavilion 10

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

This panel session will explore 3-D television production from image acquisition, through the editing process, to program distribution. Industry speakers will explain the 3-D production process with both high-end, dual-camera rigs and lower-cost single-camera systems. A speaker will address the evolution of 3-D visualization from stereoscopes in the 1860s to high-end 3-D electronic programs produced today. In conclusion, a speaker from Nielsen will address their recent research concerning consumer attitudes and experience with 3-D television presentations in the home. The discussant will address topics and issues with 3-D television production that will be part of the broadcast education curriculum in the future.

Moderator: Augie Grant, University of South Carolina

Panelists: Jill Smolin, 3ALITY Digital; *High-End, Twin-Camera 3-D Program Production*Frank Stagliano, The Nielsen Company; *Consumer Response to 3-D Television in a Simulated Home Environment*Peter B. Seel, Colorado State University; *Live 3-D Sports Production: The Learning Curve from 85 Telecasts in 2010*Peter B. Seel, Colorado State University; *3-D Visualization from the Stereoscope to the Super Bowl*Neil (Noriaki) Ugo, AVCCAM Group, Panasonic Corporation; *Single-Camera 3-D Television Production and Editing***9:00 AM – 10:15 AM****Outsourcing the News (Session ID: 99410)**

Pavilion 11

[International | News]

U.S. news organizations have severely cut resources as their business models crumble in the face of online competition and the worst recession since the Great Depression. To fill the vacuum created by layoffs that have decimated newsrooms, several journalism programs have begun partnerships with commercial media in which student journalists report and create news content. Some, such as the Berkeley Graduate School of Journalism at the University of California Berkeley, produce local newspapers or hyperlocal websites. Others, such as an investigative reporting seminar at Northeastern University, are producing page 1 stories for their local newspapers. Several j-schools are hubs for ABC News on Campus. None, however, has ventured down the path being explored by ABC and the University of Oklahoma Gaylord College of Journalism. In a unique partnership, Gaylord College has assumed responsibility for producing the Afghanistan website for ABCNews.com. Students in the college's advanced multimedia course, working with ABC war correspondent and visiting Gaylord professor Mike Boettcher, will provide content. Boettcher, who previously covered military conflicts for CNN and NBC, is taking the classroom to Afghanistan via Skype calls while covering the war for ABC.

Moderator: Katerina Tsetsura, University of Oklahoma Gaylord College of Journalism

Panelists: Tom Nagorski, ABC News

Mike Boettcher, ABC News/University of Oklahoma

John Schmeltzer, University of Oklahoma Gaylord College of Journalism

Tara Buehner, University of Oklahoma

10:30 AM – 11:45 AM**Finding Success in the Industry: Extraordinary Changes in the Status and Stature of Women Today (Session ID: 98450)**

Conference Room 3

[Gender Issues | Multicultural Studies]

This program documents the extraordinary sea-change in the presence and visibility of women in the broadcast industry (over the last century), as well as increased enrollments in and graduations of women from Comm bachelors and masters programs (over the past two centuries). Diverse panelists from across the USA will provide context through their own experiences and a perspective on what these changes portend for our students, and for the future of women in broadcast education.

Moderator: Paul T. M. Hemenway, Lamar University

Panelists: Patricia A. Williamson, Central Michigan University; *The Trials and Tribulations of a Woman in Radio*Marjorie L. Yambor, Western Kentucky University; *Chics, Tech, and Respect: Juggling Gender Dynamics in College Media*Paul T. M. Hemenway, Lamar University; *Women Outnumber Men in the Academy and Out-Earn Men in the Field! Film @ 11!*Craig Stark, Susquehanna University; *Success is Relative: Early Career Paths of Recent Communications Graduates*

10:30 AM – 11:45 AM**Highly Dynamic!: My Favorite Screen Writing Class Assignment (Session ID: 98464)**

Conference Room 4

[Writing]

Besides the script writing homework that all Screen Writing classes entail, it is sometimes the in-class or take-home exercises that fire students' imaginations. Here teachers present their most effective exercises and tell how and why they aid the writing process.

Moderator: Dennis Patrick Conway, Valdosta State University

Panelists: Alan Hueth, Point Loma Nazarene University; *SHOW!...Rather Than Tell: Scriptwriting Techniques for Envisioning & Revealing Character & Story w/o Dialogue*

Andrew Baddish and Julia Peterson, Bergen Community College; *Mix It Up: Combining Ingredients to Create a Story*

Dustin Morrow, Temple University; *The Human Data Recorder: Using Observational Tools To Write for Visual Media*

Frank Barnas, Valdosta State University; *Writing Tight Action Sequences: An Exercise in Using Less Dialogue To Advance the Story*

10:30 AM – 11:45 AM**Design Trends for the Mirroring of Media and Education Facilities: How Students are Being Prepared for Careers in Communications (Session ID: 98458)**

Conference Room 6

[Radio & Audio Media]

The facilities that schools are building have begun to correspond directly with the environments that their students will eventually be working in. Recent design trends have shown that as media outlets begin to converge, so too do the branches and concentrations found in the schools of Communication across campuses in the United States. Cox Media Group is bringing together their Radio, Newspaper, Television, and Web outlets and consolidating them in Dayton OH. Similarly American University in Washington DC is drawing together the facets of its Communications curriculum so that all the concentrations are able to overlap and fuel one another. These parallels are happening all over the country and are positively affecting the way that the students transition from school to career.

Moderator: Peter Bloomfield, Bloomfield and Associates Architects

Panelists: Augie Grant, University of South Carolina

Harry Haines, Montclair State University

Donald Heider, Loyola University

Mark Neuman, Northern Arizona State

10:30 AM – 11:45 AM**The Ethics of Showcasing Student Work (Session ID: 98452)**

Pavilion 11

[Courses, Curricula and Administration]

How can we best represent student video and audio productions on campus? To prepare students for competitively showcasing their work, faculty on this panel are coordinating campus media festivals to encourage students to submit their work for evaluation, and they will address challenging ethical issues that arise during the process. For example, should the festival include peer review, allowing students across campus to select their favorite productions? Should the entire entry be available to a general audience by making video and audio entries accessible online, or do faculty coordinators continue to edit excerpts of the entry for the festival?

Moderator: Scott Hodgson, University of Oklahoma

Panelists: Jeff Jacoby, San Francisco State University

Hun Yul Lee, San Francisco State University

12:00 PM – 1:15 PM**Reach Out, I'll Be There – 2+2+2 (Session ID: 98583)**

Conference Room 1

[Two-Year/Small Colleges]

This panel focuses on a new outreach to high schools. Panelists will specifically address how to set up an articulation program between high school broadcasting programs and colleges and/or junior colleges.

Moderator: Tom McDonnell, Metropolitan Community College

Panelists: Bob Maass, Metropolitan Community College

Roger Badesch, Chicago Public Schools

Evan Wirig, Grossmont College

12:00 PM – 1:15 PM**Producing Powerful Content – What always WORKS – Beyond Radio – To Get, Keep and Serve Audiences Worldwide! (Session ID: 98459)**

Conference Room 2

[International | Radio & Audio Media]

Led by International Broadcast Consultant Valerie Geller—this session’s focus will be BOTH on new ideas professionals and students are working with, along with proven ideas—from broadcasters throughout the world. Both experimental and proven examples from producers of broadcast content—across multiple platforms—working to create compelling content and to grow audiences, based on the core principles of “Tell the truth; Make it Matter and NEVER BE BORING.”

Moderator: Valerie Geller, Geller Media International

12:00 PM – 1:15 PM**Caught Looking: Fox Baseball Coverage, Husky Hockey and...Cheerleading? The Social & Cultural Impact of Media and Sports (Session ID: 98463)**

Conference Room 3

[Sports]

From the Executive Producer for Fox Sports North, to college hockey coverage, to the cheerleaders who draw eyes and insults, mediated sports have had a proven impact on world culture for most of the last century. Three different experts present fresh insights into the social impact of American baseball, North American hockey, and those cheerleaders, via the media.

Moderator: Wayne Hepler, Harford Community College

Panelists: Jeff Byle, Executive Producer, Fox Sports North and FSN

Gregory Martin, St. Cloud State University

Steven Albritton, Masters Candidate, Ball State University

12:00 PM – 1:15 PM**3, 2, 1...Tweet: Synchronous Social Media Use During Class Time (Session ID: 98455)**

Conference Room 4

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

Our students now spend their waking hours interacting via social media. The traditional college classroom is increasing the only place in their lives where they are expected to switch off these connections, focus on a linear presentation, and participate only via invitation from the instructor. Careful integration of planned and student contributed content can be a very successful way for students to interact while meeting instructional goals.

Moderator: John C. Dailey, Ball State University

Panelists: Robin O’Callaghan, Winona State University; *Facebook Is Your Friend: Professional Mentoring Through Social Networks*Choonghee Han, Hope College; *Micro-media in Mass Media Education: Building Learning Communities*Chetachi A. Egwu, Nova Southeastern University; *Tweeting From Where I’m From: First Generation Learners and their use of Social Media*Mary Rogus, Ohio University; *Tricks of the Tweets: Missteps and Milestones of Using Twitter in the Classroom*John C. Dailey, Ball State University; *Pause the Prezi: Here Come the Tweets***12:00 PM – 1:15 PM****The Curriculum Question – Professional Products for the Classroom (Session ID: 98460)**

Conference Room 6

[Courses, Curricula and Administration]

Bringing professional material into the classroom only helps in the learning process, and three professional organizations have curriculum available for college instructors. Arbitron, Nielsen and the Radio Advertising Bureau all have free and fee-based material for college classes. Hear what is available and how to use the products that the professionals use.

Moderator: John Morris, University of Southern Indiana

Panelists: Michelle Kocsis, Nielsen Scholastic

John Potter, Radio Advertising Bureau

Rochelle Sandberg, Arbitron

12:00 PM – 1:15 PM**Leaked Secrets: The Opportunities & Threats of Leaked Documents in a Digital World (Session ID: 98462)**

Pavilion 1

[Law and Policy | Interactive Media and Emerging Technologies]

This panel will explore the topic of the modern digital news leak. Issues will include anonymous sources, shield laws in a digital world, impact on governance and public policy, federal crackdown and punishing of leakers, and the role of secret leaks through time. We will explore recent, notable cases of digital news leaks and their consequences for the leaker, the reporter and on public policy.

Moderator: Maria A. Moore, Illinois State University

Panelists: Peter Casella, University of North Florida
 Michael Niederman, Columbia College Chicago
 Arthur Wood, WYCC-TV20, City Colleges of Chicago
 Stephen Perry, Illinois State University
 Melvin Coffee, University of Kentucky

12:00 PM – 1:15 PM**From Secondary HD Signal to FM Translator: A Case Study (Session ID: 98454)**

Pavilion 10

[Student Media Advisors]

In early 2009, WMHW-FM in Mt. Pleasant, Michigan (Central Michigan University's student-run radio operation) began the process of launching an FM translator for their secondary HD signal. Mountain 101.1 FM went live on-air in April, 2010. This panel will relay the experiences of the faculty and student advisors of WMHW during this transitional time. Panelists will take a case study approach, with each discussing different aspects of the process, including legal, financial, programmatic, promotional and underwriting challenges that were faced. This panel is meant to be an opportunity to share one college station's experiences with other radio advisors at BEA, allowing them to weigh the pros and cons of undertaking such a project themselves with their HD radio operations.

Moderator: Patricia A. Williamson, Central Michigan University

Panelists: Heather Polinsky, Central Michigan University
 Chad Jason Roberts, Central Michigan University
 Brandon Pack, Central Michigan University

12:00 PM – 1:15 PM**Producing Domestic and International Documentaries That Tell the Truth and Still Get on the Air (Session ID: 98461)**

Pavilion 11

[Multicultural Studies]

Documentaries with projects that are complete and in process discuss the challenges of telling another cultures story when conflicts exist that might defame the producer or the culture. While all groups interviewed reflect African descent, not all the producers do. Panelists present their work on Ghanaian repatriation, working with Haitian education, mixing music with history of freed slaves and making an Underground Railroad documentary that is relevant to a younger generation.

Moderator: Maria Antoinette Williams-Hawkins, Ball State University

Panelists: Sybril Bennett, Belmont University
 Kyle Hufford, Marion College
 Cindy Ball, Ball State University

1:30 PM – 2:45 PM**Division Chair Post-Convention Meeting (Session ID: 98333)**

Conference Room 1

[All Convention]

This session is required for all interest division chairs. We'll be discussing important interest division business as well as a few things about BEA2012.

Moderator: Michael Bruce, Oklahoma Baptist University

What does it take to offer an outstanding graduate program in broadcasting and electronic media?

- Nationally ranked graduate faculty
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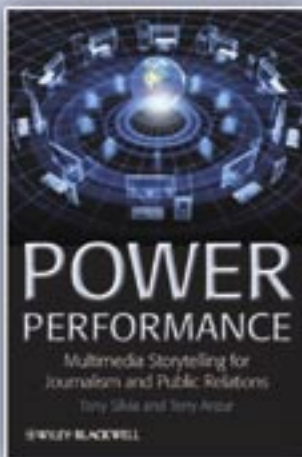
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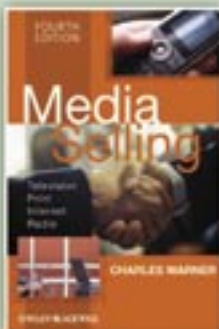
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