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C**Association for Education in Journalism and Mass Communication****AEJMC 2004 Convention
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[E-mail](#)**Wednesday, August 4****10 to 11:30 A.M.**

"How to Help Students Find the Best Ideas and Fresh Angles for Feature Stories" -- Students need encouragement and careful guidance to find the best ideas to pursue. Long-time magazine researchers and former magazine writers, Carol Zuegner, Creighton; Ted Spiker, Florida; and Brian Thornton, Northern Illinois, discuss some brain-storming techniques they have found useful during the years. (MAG)

"Media Polarization of the Masses" -- This panel discusses the impact of conservative and liberal media commentators such as Rush Limbaugh and Al Franken on our society. (MCS, RTVJ, CJIG)

1:30 to 3 p.m.

"Referencing the Past in Documentaries" -- The dynamic narrative qualities of visual media notwithstanding, are they too superficial to communicate history's depth? A panel of historians/documentarians explore this question (HIST, RTVJ)

Quark vs. InDesign: Frustration, Confusion and Tentative Hope in the World of Layout" -- It may not sound sexy, but it's real: finding an industry-standard layout program that is also easy to teach and learn. Instructors have complained of Quark's unresponsiveness to problems -- in particular its incompatibility with OS 10. Many have fled Quark and are testing Adobe's InDesign. What are the results? (NWS, MAG)

"Making Diversity Come Alive in the Journalism Classroom" -- A former journalist, professor Venise Wagner shows how she helped her students better understand race relations through a reporting project. Leonard Witt, Kennesaw State, tells of a student-run, multi-media project centered on the complexity and diversity of community life, and "Buzz" Hoon, Western Illinois, provides ideas for introducing diversity and multiculturalism on a daily basis. (CJIG, MAC)

"Sob Sisters — The Image of the Female Journalist in Popular Culture" -- Experts discuss the ways female journalists have been presented in the media. The panel will include a short film on women journalists in film and television from 1929 through today. (ESIG, CSW)

3:15 to 4:45 p.m.

"Convergence Comes to Canada" — As U.S. media, regulators and educators struggle to successfully resolve new technological, regulatory, ownership and educational issues, our counterparts in Canada are engaging in many of the same debates. What can Americans learn from Canada's progress? How do Canadian media practitioners and scholars evaluate the evolution of their nation's new digital marketplace? Panelists from both the profession and the academy examine these questions. (MME, CTP, INTL, RTVJ)

"Great Ideas for Teachers" -- Get free GIFTs as convention souvenirs by attending the annual Great Ideas For Teachers session. Learn several practical, innovative and creative teaching tips — just in time for the new academic year -- and win door prizes at this poster fair. This session is the ultimate gift for all AEJMC members! GIFT is now in its fifth year. (CCJA, SCHJ, SPIG)

Thursday, August 5**11:45 a.m. to 1:15 p.m.**

"The First Amendment and College Speech Codes" -- explores the growing campus controversy over speech codes aimed at regulating so-called harmful expression, and features, among others, Mark Hiestand of the Student Press Law Center. (LAW)

"Get Commodified: The Academic Job Hunt from Application Through Interview" -- The academic job hunt can appear to be a maze of letters, vitas, airline trips, meetings, presentations, and then agonizing waiting. This panel examines ways to secure the materials the applicant needs in advance of the interview and what to expect before, during, and after the on-campus interviews and meetings. (RTVJ)
"Innovative Outreach to Scholastic Journalism" -- Three winning entries describe an innovative program offered by a college or university targeted to high school, middle school or elementary school students or teachers. (SCHJ, CoA)

"Use and Abuse of Polls" -- This panel explores both the theoretical and normative implications of news coverage of poll and survey results, featuring leading journalists, academic scholars and pollsters. (NWSP, CTM)

"Picturing Class: The Role of News Imagery in Reinforcing or Challenging Perceptions of Social Class" -- As part of established societal institutions, mainstream media play a role in reinforcing or challenging viewers' and readers' perceptions and opinions about social groups. This panel explores newspaper news imagery as a form of artifactual evidence that can be stored in subconscious memory. What kinds of artifacts do news images provide about social class? What is the potential for such "remembered image evidence," to affect the ways people view and behave toward others? (VISC, MAC)

"Nurturing Diversity in Journalism and Mass Communications: Results of Minority Internship and Scholarship Programs" -- Successes and failures of diversity programs in Journalism and Mass Communications are shared by Tiffany Warren, director of the Minority Advertising Internship Program for the AAAA's; a representative of Diversity Hiring Initiatives at Edelman PR Worldwide; and Manny Lopez, an alumni representing the Chips Quinn Journalism Scholarship Program. (ICIG)

3:15 to 4:45 p.m.

"Culture Clash: Challenge for Converging Newsrooms" -- One of the biggest challenges facing converged newsrooms is overcoming culture clashes, but not just between word and visual journalists. Among the distinct cultures represented in the new mix are broadcast, online, photography and print. Within those categories are still more: those who value new technology, those who don't; reporters; editors; publishers. This panel examines these clashes and what can be done to better integrate divergent cultures. (MME)

"Thoroughly Modern Assessment: An Overview of Creative Approaches to Evaluating Student Interns" -- This panel, featuring an outstanding selection of faculty and staff from representative universities throughout the U.S., examine ways to enhance assessment so that student interns are evaluated both for their ability to meet academic demands of an internship as well as demonstrated emerging professionalism. (ICIG, PR)

"File Sharing and the Music Industry: Examining Current Legal and Policy Issues and Dispelling the Myths" -- Internet Service Providers fight Recording Industry Association of America subpoenas to disclose names of those suspected of high-volume downloading of copyrighted music. Underground networks form to create untraceable file-sharing networks. And the Apple Music Store sells millions of songs. Join Constance Davis, Purdue, and her panel of experts. Download knowledge. Free. (CTP, LAW)

"Women Redefining Leadership" -- explores the challenges women face in advancing to leadership positions in business and the academy. What fresh perspectives do women bring to leadership? Are women really that different from men when it comes to leadership qualities and potential? This panel will open up the discussion on this important issue. (CSW, MAC, CTM)

"International Network for Cultural Diversity: A Global NGO" -- The INCD is a global network of cultural groups, from over 60 nations, dedicated to countering the homogenizing effects of globalization on cultures and languages. This PF&R panel focuses on its strategies to limit and/or defuse multinational media/entertainment corporations' ability to commercialize, homogenize global culture. (INTL, MCS)

"Choosing Why and How We Die: A Primer on Covering Assisted Suicide" -- Panelists -- including Patricia Anstett, medical writer for the Detroit Free Press, and assisted suicide researchers Elizabeth Atwood-Gailey and Kimberly Lauffer -- will discuss how the news media do and should report on assisted suicide. They will provide guidelines for providing balanced yet insightful coverage of controversial issues such as assisted suicide and discuss the myriad challenges that reporters covering these issues face. (MDIG, RMIG)

"The Covert Award Anniversary: Celebrating 20 Years of Excellence in Media History Scholarship" -- Award-winning senior scholars discuss the future of media history research and celebrate the legacy of Catherine Covert, the first woman History Division head. (HIST, GEIG)

"A Nationwide Endeavor: Tackling Media Literacy in Canada" -- Canada is a leader in the media literacy movement. The panel presents major players in Canadian media literacy discussing the contributions and challenges of their organizations and the future of media literacy endeavors. (MED, CCS)

5 to 6:30 p.m.

"Media Literacy: Exploring Connections Between Media Literacy and Media Ethics" -- This paper session continues an earlier discussion of Canada's media literacy with winners of the Media Ethics Division's special paper competition. The papers examine relevant links between media literacy initiatives and media ethics scholarship. (MED)

8:30 to 10 p.m.

"Honors Lecture" -- H. L. Hall, executive director of the Middle Tennessee School Press Association, presents the annual Scholastic Journalism Division's Honor Lecture. Hall, immediate past president of the Journalism Education Association, was selected Honors Lecturer by the division membership. (SCHJ)

Friday, August 6

8:15 to 9:45 a.m.

"Journalistic Standards v. Market Demand: The Future of Celebritude" -- It can be argued that the recent journalistic focus has changed the fundamental nature of the profession. What journalistic standards are being adhered to, undermined and/or redefined? David Abrahamson, Northwestern; Janice Hume, Georgia; and Dick Stolley, founding editor of People magazine, explain. (MAG)

"Journalism on the Edge: Can Minidailies Grab Hip Young Readers AND Provide Public Service?" -- As the newspaper industry seeks to remain relevant to young (read: tomorrow's) readers, several have produced sleeker products targeted at the younger cool crowd. What are the trade-offs? What are the choices? Are these young readers getting what they need to become informed citizens? (NWSP)

"You May Be Intellectual, and Your Students May Come from the General Public; but You're Probably Not a Public Intellectual: Perspectives by and for JMC Educators" -- Can/may/should/must journalism and mass communication educators be public intellectuals? This panel tries to deliver an answer. (CCS, MCS)

"Small Towns with Big Time P.R. Action: Creating Experiential Learning Opportunities" -- This panel considers creative solutions for providing applied learning experiences for undergraduate public relations students enrolled in programs located in rural communities that have limited access to metropolitan areas. (PR, ICIG)

"Techniques for Effective Health Communication with Minorities" -- This panel examines the challenges and importance of targeting minority populations with health messages. Strategies and tactics for communicating with these audiences will be discussed. One panelist will discuss communicating with African American women about breast cancer screening, and another will focus on targeting Hispanic groups. The concept of the multicultural marketing maven and how one-to-one marketing can be used in health communication will also be discussed. (SCIG, MAC)

1:30 to 3 p.m.

"Tenure and Motherhood in the Academy: Challenges and Rewards"? -- This panel discusses the challenges and rewards related to the dual role that one may play by going through graduate school -- or being an assistant professor -- as well as being a loving, dedicated, "not-too-frazzled mom." (CSW,

CCS, GEIG, GLBT)

"Will Weblogs Change Journalism and Are They Doing So Already?" -- Jeff Jarvis, founding creative director of Entertainment Weekly and a prolific blogger, helps "journalist" bloggers get started. Jay Rosen, of public journalism fame, is a top speaker on the blog circuit. Rebecca MacKinnon, CNN Tokyo Bureau Chief, started a weblog to help the world learn more about North Korea. They will help answer the question: What influence are webloggers having on journalism? (CJIG, CoA, CTP)

"U.S. and International Coverage of the Iraq War: How the Politics of Fear, Cross-Cultural Biases and Religious Views Construct It" -- New research on Iraq war coverage finds that different countries frame stories according to their perceptions of Iraq, Iraqis, Islam, key events proceeding the war and national/global insecurity. Experts review the current state of Iraq war coverage and discuss how it can be improved. (INTL, MED, NWSP, RMIG)

5 to 6:30 p.m.

"Secrets Revealed! Reinvigorating the Minority Journalism Workshop for High School Students" -- How well is this approach working? Summer Journalism Workshop directors from five states discuss a number of issues surrounding the program. (MAC, SCHJ)

"Trauma, Tragedy, and Terror: A Pedagogy for Protecting Victims, Journalists and Communities" -- This panel offers teaching tools journalism educators can use to prepare their students for covering traumatic incidents. It addresses how journalists can cover terrorism, violent crime, and natural disasters without re-victimizing the victims. It also discusses how journalists can cope with Post-Traumatic Stress Disorder and other possible results of exposure to violence. Panelists share innovative and practical approaches. (RTVJ)

"Mini Me: Design and Research Issues Related to Miniaturized Media Formats" -- This session may revolutionize your ideas about teaching and research. Imagine ways you can leverage: newsgathering at a disaster scene with a remote-controlled hobby helicopter fitted with a small-format video camera; using PDAs as a teaching tool; and graphic design strategies for mini-screen media such as PDAs and cell phones. (CTP, VISC)

"Collaborative Research: Responsibilities in Mentoring and Building Collegial Relationships" -- This panel discusses the logistics and ethical questions of conducting collaborative research with colleagues and graduate students. Topics will include developing co-authorship relationships, when it is appropriate to give and accept credit for co-authorship, and the line between mentoring and collaboration: Where does one end and the other begin? (ICIG, CTM, GEIG)

Saturday, August 7**10 to 11:30 a.m.**

"Multiculturalism in Canadian and U.S. Media" -- Award-winning Canadian journalist and accomplished U.S. researchers on ethnicity will discuss media coverage in a multicultural society. (MAC, CSW)

"Countdown to Athens: Issues in Media Coverage of the Olympics and Paralympics" -- Journalists and researchers discuss issues surrounding media coverage of the 2004 Games in Athens, including those of production, image-making and agenda-setting. (ESIG, MDIG)

"Coping Skills for Journalism Educators" -- Despite notable contributions to higher education, journalism educators often are misunderstood, overlooked and undervalued by administrators and even peers in other teaching fields. Learn how to gain recognition and be valued for your contributions, and how to manage time and minimize stress through this unique session. (CCJA, SPIG)

11:45 a.m. to 3 p.m.

"Polling as New-News Value: Making Claims on Methodologically Shaky Ground" -- This panel examines "poll mania" in use of non-representative, non-scientific survey research and other pseudo-scientific means for gathering "statistics" for news stories. This trend will be examined within the context of traditional "news values" (conflict, prominence, timeliness, impact, proximity, disaster, and human interest). Furthermore, polls often are used as an important ingredient in "entertainment news." Also examined are implications of under-represented groups in poll processes. (SCIG, MDIG, MAC, RTVJ)

1:30 to 3 p.m.

"The Politics of Research: Critical Scholars Face the Implications of Their Choices of Methodology" -- features Robert Huesca, Trinity, "The Role of Reciprocity in Action Ethnography;" Eleanor Novek, Monmouth, "The Role of Dialogue in Research: Still Using the Master's Tools?;" Radhika Parameswaran, Indiana, "Taking on Textual Analysis: An Ethnographic Approach to Intertextuality;" and Heidi Hatfield Edwards, Penn State, "Before, During, and After: Using Multiple Qualitative Methods to Build a Case Study." (CCS, MCS)

5 to 6:30 p.m.

"Libel Law and the Legacy of Sullivan" -- marks the fortieth anniversary of the U.S. Supreme Court's decision in *New York Times v. Sullivan* with a panel that features constitutional law scholar Rodney Smolla as well as prominent scholars from the division. (LAW, CoA)

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