Prepare your students for tomorrow.
Order Media Composer 3.5 today.

Education pricing: just $295 per seat.

From feature films to broadcast news, more media professionals make their living with Media Composer - the fastest, most versatile, reliable editing system in the business.

New Media Composer 3.5 features include:
- Native support for XDCAM & P2
- Stereoscopic editing for 3D footage
- Enhanced real-time effects

Mac or PC, Media Composer is part of a family of award-winning Avid products that power streamlined media education.

Equip your students with the best Media Composer ever - version 3.5 - for just $295 per seat. Buy five or more copies and save. Or upgrade for just $99 each.

"It's game changing to have Avid Media Composer solutions so accessible to students today. Being well-versed in Avid isn't just an option these days - it's critical for success."

Chris Dickens—Editor, Slumdog Millionaire Academy Award® Winner
Convention Program Chair’s

Welcome

Over the almost 10 years that I’ve been part of BEA, I’ve always thought the convention program chair had an interesting and challenging “job” — put an entire convention schedule together, keep everyone happy, ensure that various policies were followed, and then make sure nothing went wrong.

The “pay” and the “perks,” so I thought, had to make up for any and all headaches that came with the gig.

Man, was I naïve. The job is much more than all of those things mentioned above, and I’ve enjoyed every minute of this role that I took on one year ago.

My thanks to the BEA Board of Directors and BEA Staff for their on-going support through this planning process. And thanks to BEA executive director Heather Birks for her advice, encouragement and friendship. Two years ago, we envisioned a new research presentation concept — Rapid-Fire Research, which is now in its second year on the schedule and will be a rich part of BEA’s future. Later, when I approached her about the “Ethics and...” programming idea for the 2009 convention, she embraced it and became its biggest advocate. In the past year, I’ve come to appreciate even more what a fantastic leader she is. BEA is in wonderful hands.

My thanks also to our 17 division leaders for the terrific ideas they shepherded, offered and refined. I’ve said to many people over the past 12 months that the success all of us enjoy over the next three days is a testament to the leaders and members of our 17 divisions.

My thanks also to everyone who is attending the convention in this difficult economic time. Our departments, schools and colleges are making various cutbacks and faculty travel is among the items on the chopping block. However, you have demonstrated the importance that BEA has for you professionally and personally by being here.

Finally, my thanks to my fantastic acting dean, Helen Fallon, and my Point Park colleagues for always being there when I find myself somewhere else! This week is just the latest stretch of days in which I’ve needed them to cover my classes or otherwise be me. I work with a great group of people, and I hope they know how much I appreciate their support.

“Ethics and...” has been interpreted in many ways, and that’s exactly what I was hoping would happen. I strongly encourage you to see how the discussions about “Ethics and...” evolve in many of our panels and papers this week. Some of those ideas you’ll bring back to your classes; other ideas will spur a research project. That’s excellent. Most importantly if we appreciate that ethics underscores what we do as educators and what industry professionals do as communicators, then the 2009 convention will be a success.

Something new in this year’s program you are now holding is your ability to more easily see some of our most interesting sessions. Pay attention to the “spotlight” sessions and paper sessions. And, of course, avail yourself of the division meetings that are relevant to you.

I wish you an enjoyable and successful 2009 BEA convention.

Anthony Moretti
BEA2009 Convention Program Chair
Point Park University
FIELDING GRADUATE UNIVERSITY
School of Psychology

- PhD in Media Psychology
- MA in Media Psychology and Social Change

“The social and ethical issues surrounding the proliferation of media technologies are challenging norms, standards, and values. Media psychology gives me the tools to deal with this complexity by understanding how people experience, use, and produce media on multiple levels: cognitively, emotionally, socially, and as a reflection of themselves and their culture.”

—Pamela Rutledge, PhD, Director Media Psychology Research Center Fielding Alumna

Stop by our exhibit booth for details about an information session/reception.

FIELDING Graduate University  www.fielding.edu  800.340.1099  admission@fielding.edu

Accredited by the Western Association of Schools and Colleges, Fielding is a nonprofit graduate university with programs in Psychology, Human & Organizational Development, and Educational Leadership & Change.
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEA Exhibitors</td>
<td>4</td>
</tr>
<tr>
<td>BEA Leadership</td>
<td>7</td>
</tr>
<tr>
<td>Highlights</td>
<td>9</td>
</tr>
<tr>
<td>Wednesday Schedule</td>
<td>12</td>
</tr>
<tr>
<td>Thursday Schedule</td>
<td>16</td>
</tr>
<tr>
<td>Friday Schedule</td>
<td>55</td>
</tr>
<tr>
<td>Saturday Schedule</td>
<td>85</td>
</tr>
<tr>
<td>Index of Names</td>
<td>92</td>
</tr>
</tbody>
</table>

“Educating for Tomorrow’s Media”

www.beaweb.org
BEA2009 EXHIBIT HALL

KICK OFF THE EXHIBIT HALL OPENING WITH FRIENDS EXHIBITORS AND COLLEAGUES FOR A FREE LUNCH, THURSDAY 12:45-2:15 PM.

APPLE WORKSTATIONS: ONCE AGAIN WE WILL HAVE SEVERAL FULLY LOADED APPLE COMPUTERS TO USE HOWEVER YOUR CREATIVE MIND DESIRES. WHETHER YOU JUST WANT TO GET USE TO A MAC OR EDIT FOOTAGE YOU TOOK OF THE NABSHOW THESE COMPUTERS WILL BE HERE FOR YOUR USE.

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

AJA
AMERICAN SOCIETY OF CINEMATOGRAPHERS
CQ PRESS
EZ NEWS
FIELDING GRADUATE UNIVERSITY
FOCAL PRESS
HOLCOMB HATHAWAY PUBLISHERS
NEILSON
OXFORD UNIVERSITY PRESS
PANASONIC
PEARSON
SONY
TAYLOR & FRANCIS
UNIVERSITY OF NORTH TEXAS
WADSWORTH CENGAGE LEARNING
WILEY-BLACKWELL PUBLISHING

BOOTH 19
BOOTH 20
BOOTH 4
BOOTH 16
BOOTH 14
BOOTH 6-7
BOOTH 5
BOOTH 17
BOOTH 10
BOOTH 18
BOOTH 8
BOOTH 13
BOOTH 1-3
BOOTH 15
BOOTH 11
BOOTH 12
BEA2009 ADVERTISERS
AJA VIDEO SYSTEMS
ALABAMA
ATAS
AVID
CNJO
COLORADO STATE UNIVERSITY
ELON UNIVERSITY
FIELDING GRADUATE UNIVERSITY
THE CHARLES AND LUCILE KING FOUNDATION
OHIO UNIVERSITY
PEARSON PUBLISHERS
POYNTER INSTITUTE
SPJ
TAYLOR & FRANCIS
TEXAS STATE
UNIVERSITY OF MISSOURI - ST. LOUIS
UNIVERSITY OF NORTH TEXAS
UNT-CENTER FOR SPANISH LANGUAGE MEDIA
UNIVERSITY OF UTAH

SPECIAL THANKS TO...

Avid  SONY  K  Panasonic

Taylor & Francis Group

NATPE  PATRICK  E COMMUNICATIONS

AJA  Apple

SVG  mtvU

AND FOR THEIR YEAR IN AND YEAR OUT SUPPORT....

NAB

mtvU is MTV Networks’ Peabody and Emmy Award-winning college television network – the largest and most comprehensive media network just for college students. mtvU programs music videos from emerging artists that can’t be seen anywhere else, news, student life features, and initiatives that give college students the tools to advance positive social change. Broadcast directly to 750 campuses and via top cable distributors in 700 college communities nationwide, mtvU reaches upwards of 9 million U.S. college students. Twenty-four hours a day, seven days a week, mtvU can be seen in the dining areas, fitness centers, student lounges, and dorm rooms of campuses throughout the United States. mtvU is dedicated to every aspect of college life, reaching students everywhere they are. mtvU is always on campus, with more than 250 events per year, including exclusive concerts, giveaways, filming mtvU specials, and more. mtvU also owns and operates the College Media Network, the largest interactive network of online college newspapers in the United States, and RateMyProfessors.com, the internet’s largest listing of collegiate professor ratings.
Congratulations
Glenda Williams
President
Of
The Broadcast Education Association
From the Dean of the College of Communication and Information Sciences and Dr. Williams' departmental colleagues at The University of Alabama

Dean Loy Singleton
BEA 2009
LEADERSHIP

BEA Headquarters
Executive Director
Heather Birks
Director, Sales and Marketing
J-D Boyle
Office Manager
Traci Bailey

Broadcast Education Association
1771 N Street, NW
Washington, DC 20036-2891
Office: 202-429-3935
Fax: 202-775-2981
E-mail: BEAMemberServices@nab.org
Website: www.beaweb.org

2008-2009 Officers and Directors

President
Mark Tolstedt, University of Wisconsin-Stevens Point

Vice President – Academic Relations
Glenda Williams, The University of Alabama

Vice President – Industry Relations
Erica Farber, Radio & Records

Secretary-Treasurer
Max Utsler, University of Kansas

Immediate Past President
Thomas R. Berg, Middle Tennessee State University

District Directors
District 1
Fritz J. Messere, SUNY Oswego

District 2
Augie Grant, University of South Carolina

District 3
Greg Newton, Ohio University

District 4
Barry Umansky, Ball State University

District 5
Max Utsler, University of Kansas

District 6
Mary C. Schaffer, California State University, Northridge

District 7
Gwin Faulconer-Lippert, Oklahoma City Community College

District 8
Sam Sauls, University of North Texas

Electronic Media Professional Representatives
Dex Allen, Commonwealth Communications
Erica Farber, Radio & Records
Ric Harris, BET Networks

Ex-Officio, Publications Committee Chair
Robert K. Avery, University of Utah

Ex-Officio, Festival Committee Chair
Vic Costello, Elon University
The BEA Best of Festival King Foundation Awards
Sponsored by The Charles and Lucille King Family Foundation and Avid Technology

Festival Chair: Vic Costello, Elon University
Festival Awards Ceremony Producer: Scott Hodgson, University of Oklahoma
Festival Awards Ceremony Co-Producer: Ken Fischer, University of Oklahoma

Competition Chairs:

Audio Competition (Radio and Audio Media Division)
Faculty Competition Chair: Melanie Stone, Georgia Southern University
Student Competition Chair: Tony DeMars, Texas A&M University-Commerce

Documentary Competition (Documentary Division)
Faculty Competition Chair: Jay Rosenstein, University of Illinois at Urbana-Champaign
Student Competition Chair: Ralph Beliveau, University of Oklahoma

Interactive Multimedia Competition (Interactive Media and Emerging Technologies Division)
Faculty Competition Chair: Mary Schaffer, California State University-Northridge
Student Competition Chair: Richard Cawood, Loyola Marymount University

News Competition (News Division)
Faculty and Student Competition Chair: Ken Fischer, University of Oklahoma

Scriptwriting Competition (Writing Division)
Faculty Competition Chair: Dennis Conway, Banshee Wail Productions
Student Competition Chair: Michael McAlexander, Frostburg State University

Two-Year/Small Colleges Competition (Two-Year/Small Colleges Division)
Student Competition Chair: Tom McDonnell, Metropolitan Community College

Video Competition (Production Aesthetics & Criticism Division)
Faculty Competition Chair: Lowell Briggs, York College of Pennsylvania
Student Competition Chair: Warren Koch, Azusa Pacific University

Festival Committee
In addition to the Festival Competition Chairs, the Festival Committee includes the following at large members:
Steve Anderson, James Madison University; Robert Avery, University of Utah; Louise Benjamin, Kansas State University; Vic Costello, Elon University; Jan Dates, Howard University; Bill Davie, University of Louisiana; Pam D. Tran, University of Alabama; Todd Evans, Drake University; Joe Foote, University of Oklahoma; Don Godfrey, Arizona State University; Rustin Greene, James Madison University; Ken Harwood, University of Houston; Price Hicks, emeritus, ATAS Foundation; Scott Hodgson, University of Oklahoma; Robert Jacobs, Bradley University; Evan Johnson, Normandale Community College; Andy Lapham, United Kingdom; Thomas McHardy, James Madison University; Patricia Phalen, George Washington University; Gary Wade, Drake University; John Woody, James Madison University.

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

The Review Process
Working with the Festival Chair, Festival Committee and the Competition Chairs, the Review Board serves much like an Editorial Board would for a scholarly, refereed journal. The Review Board constitutes a large group of nationally recognized professionals and professors, who are organized into panels, which assist in judging individual full time faculty entries in specific categories. This blind review focuses on the following criteria: professionalism, the use of aesthetic and/or creative elements, sense of structure and timing, production values, technical merit and overall contributions to the discipline in both form and substance. The Festival Committee targets an award acceptance rate of twenty-percent for full-time faculty submissions.
### BEA 2009 HIGHLIGHTS

#### Wednesday, April 22

- **9:30 AM – 10:45 AM** RTNDA/BEA Supersession: “Lights! Camera! Action… Online and on TV! It’s All About the Content!”, Las Vegas Hilton, Ballroom E and F
- **10:00 AM – 3:30 PM** NABEF/BEA/RTNDA Career Day, Las Vegas Hilton, Ballroom C – Sponsored by Lin Television and Edge Technology Services
- **12:45 PM – 2:00 PM** Career Day Session – Student News Showcase: Winning Entries in BEA’s Student News Competition, Las Vegas Hilton, Ballroom F
- **1:00 PM – 5:00 PM** BEA2009 Convention Registration, Lobby N250
- **1:00 PM – 2:15 PM** BEA Sports Division Workshop Session I: Inside NASCAR, N238/N240
- **2:30 PM – 3:45 PM** BEA Sports Division Workshop Session II: Developing a Sports Broadcasting Curriculum, N238/N240
- **2:15 PM – 3:30 PM** Career Day Session – AIRCHECK: Student Newscasts – How to Maximize Experience and Value, Las Vegas Hilton, Ballroom F
- **3:45 PM – 5:00 PM** Career Day Session – BREAKING NEWS: What Have We JUST Experienced and What Did We Learn From Covering It?, Las Vegas Hilton, Ballroom F
- **5:00 PM – 6:30 PM** Avid Education Cocktail Reception, Las Vegas Hilton, Ballroom A

#### Thursday, April 23

- **7:30 AM – 5:00 PM** BEA2009 Convention Registration, Lobby N250
- **7:45 AM – 8:45 AM** BEA Pre-Convention Chairs’ Meeting, N240
- **7:45 AM – 8:45 AM** Breakfast with Your State Broadcast Associations, N250
- **9:00 AM – 10:15 AM** Documentary Production Workshop I, N242 – Presented by Nancy Schreiber in partnership with the American Society of Cinematographers
- **9:00 AM – 9:30 AM** Jane McGonigal: Game Theory for Real Life, N250 – Presented by NAB
- **9:00 AM – 10:15 AM** BEA 101: The Journey Begins, N254
- **9:00 AM – 10:15 AM** A First Look at Second Life, N252
- **9:30 AM – 10:30 AM** Alternate Reality Games: Telling Stories from the New Frontier, N250 – Presented in association with the Academy of Television Arts & Sciences
- **10:30 AM – 11:45 AM** Coffee With Stephen Davis, Family Entertainment Group, N249 – Presented in partnership with NATPE
- **10:30 AM – 11:45 AM** Documentary Production Workshop II, N242 – Presented by Dave Sperling in partnership with Sony
- **10:45 AM – 12:00 PM** Second Chances in Second Life, N252
- **12:00 PM – 1:15 PM** BEA2009 Exhibit Hall Lunch, Dessert and coffee at Pearson’s booth #8, N255/N257/N259/N261
- **12:45 PM – 5:00 PM** Documentary Research and Pitch Competition, N249

#### Friday, April 24

- **8:00 AM – 5:00 PM** BEA2009 Convention Registration, Lobby N250
- **8:00 AM – 9:00 AM** Breakfast with AJA Video Systems, N252
- **8:00 AM – 9:00 AM** District 7 Business Meeting (scheduled to avoid conflict with regional districts), N242
- **9:00 AM – 4:00 PM** BEA2009 Exhibit Hall Lunch, N255/N257/N259/N261
- **9:00 AM – 4:30 PM** BEA2009 Placement Center, N243
- **9:00 AM – 10:15 AM** BEA Scholarship Workshop, N242
- **9:00 AM – 10:15 AM** Meet the Editors, N252
- **3:00 PM – 4:15 PM** BEA Festival of Media Arts: Faculty and Student Scriptwriting Competition Awards and Showcase and Pitch Me! Session with Agent Pat Quinn, N239 – Presented in partnership with NATPE
- **4:30 PM – 5:45 PM** BEA Festival of Media Arts Rehearsal, N250
- **4:30 PM – 5:45 PM** BEA Regional District 1-6 Meetings (see program for meeting rooms)
- **6:00 PM – 8:00 PM** The BEA Best of Festival King Foundation Awards Ceremony, N250 – Sponsored by: The Charles and Lucille King Family Foundation and Avid Technology

#### Saturday, April 25

- **10:30 AM – 11:45 AM** Writing Division Paper Competition: The TV Writers’ Room—Are 12 Heads Better than One?, N242
- **1:30 PM – 2:45 PM** Post Convention Festival Committee Meeting, N238
- **1:30 PM – 2:45 PM** BEA Post-Convention Chairs’ Meeting, N240
# FESTIVAL OF MEDIA ARTS HIGHLIGHTS

## Wednesday, April 22
- **9:00 AM-1:00 PM**  BEA Festival of Media Arts Committee Meeting, Las Vegas Hilton, Conference Room 7
- **12:45 PM – 2:00 PM**  Student News Showcase: Winning Entries in BEA’s Student News Competition, Las Vegas Hilton, Ballroom F

## Thursday, April 23
- **10:30 AM – 11:45 AM**  BEA Festival of Media Arts: Faculty and Student News Competition Awards, N254
- **2:15 PM – 3:30 PM**  BEA Festival of Media Arts: Faculty Audio Competition Awards and Showcase, N256
- **5:15 PM – 6:30 PM**  BEA Festival of Media Arts: Student Video Competition Awards and Showcase, N237
- **5:15 PM – 6:30 PM**  BEA Festival of Media Arts: Faculty and Student Documentary Competition Awards and Showcase, N249

## Friday, April 24
- **10:30 AM – 11:45 AM**  BEA Festival of Media Arts: Faculty Video Competition Awards and Showcase, N237
- **10:30 AM – 11:45 AM**  BEA Festival of Media Arts: Two-Year and Small Colleges Competition Awards and Showcase, N241
- **12:00 PM – 1:15 PM**  BEA Festival of Media Arts: Faculty and Student Interactive Multimedia Competition Awards and Showcase, N236
- **1:30 PM – 2:45 PM**  BEA Festival of Media Arts: Student Audio Competition Awards and Showcase, N232
- **3:00 PM – 4:15 PM**  BEA Festival of Media Arts: Faculty and Student Scriptwriting Competition Awards and Showcase and Pitch Me!, N239
- **4:30 PM – 5:45 PM**  BEA Festival of Media Arts Rehearsal, N250
- **5:15 PM – 6:30 PM**  BEA Festival of Media Arts: Faculty and Student Documentary Competition Awards and Showcase, N249

## Saturday, April 25
- **Saturday, 1:30 PM-2:45 PM** Post Convention Festival Committee Meeting, N238

# INTEREST DIVISION MEETINGS

## Thursday, April 23
- **2:15 PM – 3:30 PM**  Multicultural Studies Division Meeting, N233
- **2:15 PM – 3:30 PM**  Management, Marketing & Programming Division Meeting, N238
- **3:45 PM – 5:00 PM**  News Division Meeting, N234
- **3:45 PM – 5:00 PM**  Production Aesthetics & Criticism Division Meeting, N237
- **5:15 PM – 6:30 PM**  Law & Policy Division Meeting, N242
- **5:15 PM – 6:30 PM**  Two-Year/Small Colleges Division Meeting, N258

## Friday, April 24
- **9:00 AM – 10:15 AM**  Gender Issues Division Meeting, N234
- **9:00 AM – 10:15 AM**  Courses, Curricula, and Administration Division Meeting, N235
- **10:30 AM – 11:45 AM**  Interactive Media and Emerging Technologies Division Meeting, N236
- **10:30 AM – 11:45 AM**  History Division Meeting, N251
- **12:00 PM – 1:15 PM**  Radio and Audio Media Division Meeting, N232
- **12:00 PM – 1:15 PM**  Sports Division Meeting, N234
- **1:30 PM – 2:45 PM**  Writing Division Meeting, N239
- **1:30 PM – 2:45 PM**  International Division Meeting, N240
- **1:30 PM – 2:45 PM**  Research Division Meeting, N252
- **3:00 PM – 4:15 PM**  Student Media Advisors Division Meeting, N233
- **3:00 PM – 4:15 PM**  Documentary Division Meeting, N253
PAPER COMPETITION AND POSTER SESSION HIGHLIGHTS

**Thursday, April 23**

10:30 AM – 11:45 AM Scholar-to-Scholar Peer-Reviewed Research Session, N258
2:15 PM – 3:30 PM Production Aesthetics & Criticism Division Paper Competition, N237
3:45 PM – 5:00 PM Multicultural Division Paper Competition, N233
3:45 PM – 5:00 PM Management, Marketing and Programming Division Paper Competition, N238
3:45 PM – 5:00 PM Radio and Audio Media Juried Paper Session, N256

**Friday, April 24**

9:00 AM – 10:15 AM Student Media Advisors Division Paper Competition, N232
9:00 AM – 10:15 AM Interactive Media and Emerging Technologies Division Paper Competition, N236
9:00 AM – 10:15 AM Law and Policy Division Paper Competition, N240
9:00 AM – 10:15 AM Research in Progress Paper Competition, N254
10:30 AM – 11:45 AM Gender Division Paper Competition, N234
10:30 AM – 11:45 AM Courses, Curricula and Administration Division Paper Competition, N235
12:00 PM – 1:30 PM International Division Juried Research Paper Session, N249
12:00 PM – 1:15 PM History Division Paper Competition: Competitive Papers in Electronic Media History, N251
1:30 PM – 2:45 PM Documentary Research: Paper Competition and Preproduction Research Competition, N253
1:30 PM – 2:45 PM Rapid-Fire Research Session I, N254
3:00 PM – 4:15 PM Research Division Juried Paper Session, N251
3:00 PM – 4:15 PM Rapid-Fire Research Session II, N254

**Saturday, April 25**

10:30 AM – 11:45 AM Writing Division Paper Competition: The TV Writers’ Room -- Are 12 Heads Better than One?, N242
12:00 PM – 1:15 PM Sports Division Juried Paper Session, N240
6:30 PM – 9:30 PM
BEA Board of Directors Meeting (Session ID: 265)
Las Vegas Hilton, Conf. Room 9-10
[All Convention]
Full BEA Board of Directors, BEA2009 and BEA2010 Convention Program Chairs, Scholarship Committee Chair, Publications Committee Chair and Festival Committee Chair.
Moderator: Glenda Williams, The University of Alabama

9:00 AM – 1:00 PM
BEA Festival of Media Arts Committee Meeting (Session ID: 267)
Las Vegas Hilton, Conf. Room 7
[All Convention]
Annual pre-convention meeting for all Festival Competition Chairs.
Moderator: Vic Costello, BEA Festival Committee Chair

9:00 AM – 1:00 PM
BEA Publications Committee Meeting (Session ID: 266)
Las Vegas Hilton, Conf. Room 8
[All Convention]
Annual pre-convention meeting for the BEA Publications Committee.
Moderator: Robert K. Avery, BEA Publications Committee Chair

9:00 AM – 1:00 PM
BEA Research Committee Meeting (Session ID: 268)
Las Vegas Hilton, Conf. Room 9
[All Convention]
Moderator: Don Godfrey, BEA Research Committee Chair

9:30 AM – 10:45 AM
RTNDA/BEA Supersession: “Lights! Camera! Action... Online and on TV! It’s All About the Content! (Session ID: 301)
Las Vegas Hilton, Ballroom E & F
[All Convention]
Learn how to make your website the “Go To” cyber-spot for your market from one of the leading innovators in interactive and multi-media. Rob Curley is a guru for community journalism online that targets a younger audience. In his current job as head of the new-media division of the Las Vegas Sun and Greenspun Media Group, his team is producing online video programming that’s now migrating to television and turning the market on its head with a completely new approach to news. In this show and tell, interactive workshop Rob will take you behind the scenes of his operation so you can see how you can maximize the potential of your website and send users to your television news programming without breaking the budget.
Moderator: Mary T. Rogus, Ohio University
Panelist: Rob Curley, President and Executive Editor, Greenspun Interactive
10:00 AM – 3:30 PM
NABEF/BEA/RTNDA Career Day (Session ID: 220)
Las Vegas Hilton, Ballroom C
[All Convention]
Recruiters from a wide variety of broadcast companies will meet with industry professionals, students and entry-level job seekers at the NABEF/RTNDA/BEA Career Day. Industry professionals, students, entry-level job seekers and others interested in broadcasting will have an opportunity to meet with CBS News, Edge Communications, Sencore Electronics and many more! Job openings and career opportunities will be available in sales, news, production and engineering. Career Day is part of all the organizations’ commitment to promoting diversity in the broadcast workplace.

Sponsored by: Lin Television and Edge Technology Services

10:00 AM-10:45 AM Your First Job in Broadcast
What should you know about the broadcast industry when you are searching for a job? Learn secrets and tricks for getting your resume noticed.
Presenter: Steve Warren, President, MOR Media

11:00 AM-11:45 AM Utilizing Social Networking Tools in Your Job Search
A panel of social networking experts will discuss ways for job seekers to maximize their job search by utilizing social networking sites.

12:30 PM-1:15 PM Getting Back in the Job Search Game
Career expert Cindy Weiner will provide tips on how to update your resume, improve your interview skills and start your new job search with confidence. Ms. Weiner will help professionals identify their skill sets and match them up to their next job.
Presenter: Cindy Weiner, Certified Coach, Centric Coaching and Consulting

1:30 PM-2:15 PM Standing Out in a Competitive Market
The job market is tight. What can you do to stand out among the thousands of qualified job seekers? Hear from experts in the industry as they give you tips on what will set you apart from the rest.
Moderator: Blanquita Walsh Cullum, Young American Broadcasters
Panelists: Jack Landreth, Program Director, Newsradio 840 KXNT and Sportsradio 1140 KSFN
Russ Hodge, Executive Producer, Three Roads Communication

2:15 PM-3:00 PM Leading the Industry into the Future
Presenter: Tom Zarecki, Senior Marketing Executive, Jetcast, Inc.

12:45 PM – 2:00 PM
Student News Showcase: Winning Entries in BEA’s Student News Competition (Session ID: 302)
Las Vegas Hilton, Ballroom F
[News]
BEA invites news directors and everyone else attending RTNDA, the NAB Show and BEA to see award-winning work created by students from across the country. This showcase highlights those students who have all won awards from BEA’s News Division. The categories, in radio and television, include: hard news and feature news reporting; news, sports and weather anchor; and best newscast. Session attendees will be able to meet the students who produced this outstanding work.
Moderator: Rich Landesberg, Elon University

1:00 PM – 5:00 PM
BEA2009 Convention Registration (Session ID: 272)
Lobby N250
[All Convention]
1:00 PM – 3:45 PM
BEA Sports Division Workshop (Session ID: 286)
LVCC, N238/N240
[Sports]
1:00 PM – 2:15 PM  Inside NASCAR
Go behind the scenes at TV’s largest sports production: NASCAR. Representatives from the TV networks will discuss what it takes to gear up for the big race week in and week out.
2:30 PM – 3:45 PM  Developing a Sports Broadcasting Curriculum
How can university and college broadcasting departments develop a comprehensive sports broadcasting curriculum? What aspects of production should be emphasized? How can regional sports networks, production companies, and leagues and teams play a role in developing the curriculum? Find out what skill sets sports network executives are looking for in college students, what should be included in the curriculum, how they can help with tours of facilities and internships?
Moderator: Michael Bruce, Oklahoma Baptist University
Panelists: Ken Aagaard, EVP Operations and Production Services, CBS Sports
Steve Cozort, Regional Senior Director of Remote Operations, ESPN
Michael Davies, Director of Field Operations, Fox Sports
Steve Hellmuth, EVP, Operations and Technology, NBA
Gregory Martin, St. Cloud State University

1:00 PM – 2:00 PM
BEA Executive Committee Meeting (Session ID: 269)
Las Vegas Hilton, Conf. Room 7
[All Convention]
Moderator: Mark Tolstedt, University of Wisconsin-Stevens Point

2:00 PM – 4:00 PM
BEA Board of Directors Follow-up Meeting (Session ID: 298)
Las Vegas Hilton, Conf. Room 7
[All Convention]

2:15 PM – 3:30 PM
AIRCHECK: Student Newscasts - How to Maximize Experience and Value (Session ID: 9)
Las Vegas Hilton, Ballroom F
[News]
Taking on the responsibility of producing a student-run television newscast can be exhilarating and daunting. The models are many and the successes far-reaching. Hear from faculty who run or advise or sponsor such undertakings and take away their best ideas and the strongest suggestions. This has been a regular and popular part of the BEA convention for years. Come find out why!
Moderator: Dana Rosengard, Suffolk University
Panelists: Marsha Della-Guistina, Emerson College
G. Stuart Smith, Hofstra University
Bradley Weaver, Westminster College

3:45 PM – 5:00 PM
BREAKING NEWS: What Have We JUST Experienced and What Did We Learn From Covering It? (Session ID: 10)
Las Vegas Hilton, Ballroom F
[News]
The root word of news is of course, new. It can be hard enough for the professionals to cover breaking news. How do you cover it with students? With students taking other classes? With students not used to on-demand deadlines? With limited or no live capabilities? Hear how your peers have (recently!) managed this challenge. You might be surprised what you can do ahead of time to prepare to meet your own breaking news event.
Moderator: Dana Rosengard, Suffolk University
Panelists: Tammy Trujillo, KFWB News 980, Los Angeles
Cory Royer, Television News Photographer
Wednesday, 5:00 PM – 6:30 PM
Avid Education Cocktail Reception
Las Vegas Hilton, Ballroom A
[All Convention]  
Sponsored by: Avid

Welcome Remarks: Kirk Arnold, Executive Vice President and General Manager of Customer Operations, Avid

Visit us at www.spanishmedia.unt.edu
7:30 AM – 5:00 PM
BEA2009 Convention Registration (Session ID: 271)
Lobby N250
[All Convention]

7:45 AM – 8:45 AM
BEA Pre-Convention Chairs’ Meeting (Session ID: 282)
N240
[All Convention]
This session is required for all 2009 division heads. Important information about the 2009 convention will be relayed.
Moderator: Anthony Moretti, Point Park University

7:45 AM – 8:45 AM
Breakfast with Your State Broadcast Associations (Session ID: 288)
N250
[All Convention]
Join representatives from your state broadcast associations in this interactive and informative continental breakfast that kicks-off the first day of BEA2009. These days it is more important than ever for faculty and students to get involved with these active state associations. Come find out how people are already working closely with their state associations and how you can too.
Sponsored by: Arizona Association of Broadcasters
Illinois Association of Broadcasters
Missouri Broadcasters Association
Ohio Association of Broadcasters
Oklahoma Association of Broadcasters
South Carolina Association of Broadcasters
Tennessee Association of Broadcasters
Texas Association of Broadcasters
Moderator: Sam Sauls, University of North Texas
Tony DeMars, Texas A&M-Commerce
Dennis Lyle, Illinois Broadcasters Association
Christine H. Merritt, Ohio Association of Broadcasters
Mark Levy, Radio Advertising Bureau

9:00 AM – 9:30 AM
Jane McGonigal: Game Theory for Real Life
Presented by the National Association of Broadcasters
N250
[All Convention]
Future forecaster Jane McGonigal is a world-renowned designer of innovative ways to use mass collaboration to conduct research, build communities, connect with markets and shape our future.
McGonigal is known as the “queen bee of alternate reality games” (ARGs), a leading-edge genre of massively collaborative games that matter using meaningful play to create global collective intelligences. A former lead designer for 42 Entertainment, she has deployed games in more than 20 countries and her I Love Bees game (a viral marketing game for the videogame Halo 2) was honored by the New York Times’ 2004 Year in Review in addition to winning numerous awards. McGonigal’s pioneering work employs massively-collaborative games to build communities to probe the future and solve its problems. Her project World Without Oil is the first such project designed to solve a real-world problem. Catch this eye opening keynote for a look into the world of alternate reality games.
Presenter: Jane McGonigal, Co-Creator, World Without Oil, Affiliate Senior Researcher, Institute for the Future
9:00 AM – 10:15 AM
Multimedia in Your Classroom: Making Sense of the Web and More (Session ID: 87)
N234
[News]
With limited instructional time, many broadcast educators struggle with adding the teaching of online skills into their courses. Others may feel they don’t have the expertise to do it. This workshop is the solution. Participants will walk away with a DVD of course materials, including syllabi, multimedia examples and other resources.
Moderator:  Deb Halpern-Wenger, University of Mississippi
Panelists:  Deborah Potter, NewsLab
Deb Halpern-Wenger, University of Mississippi

9:00 AM – 10:15 AM
Curriculum Swapshop: Service Learning and Media (Session ID: 183)
N235
[Courses, Curricula & Administration]
The “Teaching Swapshop” is a long tradition for the CCA division. This year our focus is on service learning in media courses. The panel will discuss assignments & projects that involve students and clients, followed by discussion on the benefits and challenges of working with clients.
Moderator:  Candace Egan, California State University, Fresno
Panelists:  Chris Strobel, Northern Kentucky University, Digital Cinema As Propaganda: Creative Thinking
Larry Elin, Syracuse University, 40 Students, 5 Professors, 2 Schools, 1 Client, 13 PSAs
William Stanwood, Boston College, Using Outside Clients to Motivate Learning
Kathy Bruner, Taylor University, Producing for Clients
Donald Connelly, Western Carolina University, Public Awareness Radio Campaigns
John Lombardi, Frostburg State University, Music Promotion and Production
Respondent:  Tamyra Pierce, California State University, Fresno

9:00 AM – 10:15 AM
Current Issues in Law and Policy (Session ID: 11)
N236
[Law & Policy]
This long-running BEA session addresses the top communications law and policy issues of the day. Panelists include industry and government representatives. Plenty of time is given at the end of the session for attendee questions to panelists.
Moderator:  Barry Umansky, Ball State University
Panelists:  Peter Doyle, Esq., Chief, Audio Division Media Bureau, Federal Communications Commission
Ann Bobeck, Esq., Associate General Counsel National Association of Broadcasters
Ralph Justus, Technology Programs and Standards Development Consultant
Matt McCormick, Esq., Partner Fletcher, Heald, and Hildreth, P.L.C.
9:00 AM – 10:15 AM
Race/Gender/Media: Bringing Research to the Classroom (Session ID: 106)
N237
[Gender Issues | Multicultural Studies]
Attention to racial/ethnic and gender issues in the media is of vital importance in our society. Besides presenting a wide range of fascinating research on these issues in terms of media content and how it is received, and on the representation of varied racial and ethnic groups, the panelists will discuss how the research can be incorporated into a classroom setting – even a lower-division undergraduate course. Presentations will be interactive and encourage discussion; thus the panel does not include a respondent.
Moderator: Rebecca Lind, University of Illinois at Chicago
Panelists: Patti Brown, Iowa State University, What’s In a Name?: Framing the Immigration Story
Marjorie Kibby, University of Newcastle (Australia), The Gendered Practice of Music Fandom Online
Jody Morrison, Salisbury University, Community Blogging as Relational and Identity Resolution: Gender, Race and the PostSecret Phenomenon
Debbie Owens, Murray State University, Audience Interpretations of Crash
Robert Papper, Hofstra University, Women in TV and Radio News
Donnalyn Pompper, Temple University, Using Feminist Standpoint Theory to Discover Latinas’ Realities in Public Relations Organizations
Lea Popielinski, Ohio State University, Wicked Stepmothers Wear Dior: Hollywood’s Modern Fairy Tales

9:00 AM – 10:15 AM
Innovation And Technology Management (Session ID: 34)
N238
[Management, Marketing & Programming]
Today, innovation is about much more than developing new products. It is about reinventing business and organizational processes and building entirely new markets to meet untapped customer needs. Innovation is also about taking organizations built for efficiency and rewiring them for creativity and growth. Innovation is important because it creates a long-term lasting advantage for an organization. It allows a business to develop and improve on its existing product line as well as preparing the ground work for the future. This panel session will examine the importance of innovation (and innovative thinking) to the long term success of today’s business and nonprofit companies. Specifically, it will address two important questions. First, who are today’s innovative leaders in the field of media and telecommunications. Second, what are some of the best strategies being employed by some of these same companies for initiating and sustaining long term innovation. Special attention will be given to case study analysis.
Moderator: Richard Gershon, Western Michigan University
Panelists: Marianne Barrett, Arizona State University, How Organizational Culture Impacts Innovation: A Look at NBC and Fox
Roger Cooper, Ohio University, Rainbow Media: Broad Success through Niche Content
Richard Gershon, Western Michigan University, Value Innovation: A Case Study Analysis of Apple iTunes and Netflix
Ann Hoag, Penn State University, Media Entrepreneurship: Engine for Innovation
Mike Wirth, University of Tennessee, Scripps Networks: Strategies for Innovation and Reinvention

9:00 AM – 10:15 AM
Research Ethics for Faculty of Broadcasting and Electronic Media (Session ID: 13)
N239
[Research]
The workshop will present a model for ethical decision making related to academic research. Those attending will consider (1) research activity as part of an academic career, (2) the appropriate domain for academic research, (3) the juncture of logic (which guides research undertakings) and ethics. A detailed rationale will be offered for developing research ethics, (including scenaria for addressing such issues as authorship credits, labeling study populations, and for interpreting results).
Moderator: James E. Fletcher, University of Georgia
9:00 AM – 10:15 AM
Pioneering Biographies (Session ID: 68)
N240
[History]
A look at the various pioneers of broadcast history.
Moderator: Don Godfrey, Arizona State University
Panelists: Patrick Parsons, Pennsylvania State University, Irving Kalin, Cable Pioneer: “As I Was Saying…”
Dale Cressman, Brigham Young University, Elmer Lower: Network TV News Pioneer
Bill Silcock, Arizona State University, The Walter Cronkite Legacy: What is Missing in Research
Don Godfrey, Arizona State University, C. Francis Jenkins: Radio Finds its Eyes
Mary Beadle, John Carroll University, Documenting Contributions to Women in the History of Electronic Media
Donna Halper, Lesley University, Reginald Fessenden: Radio’s Controversial Founding Father

9:00 AM – 10:15 AM
Documentary Production Workshop I (Session ID: 32)
N242
[Documentary]
Workshop I will feature a conversation with award-winning filmmaker Nancy Schreiber. Known for both the quality and variety of her work, Ms. Schreiber will share her experience with documentary and narrative projects, give her thoughts on the similarities and differences of film and video production, and talk about where she sees production going in the future. She will show clips from some of her work, and do a Q&A session with the Workshop attendees. (Workshop II follows at 10:15)
Moderator: Tom Mascaro, Bowling Green State University
Guest Speaker: Nancy Schreiber

9:00 AM – 10:15 AM
Weaving a Plan for Webcasting in Higher Education (Session ID: 182)
N251
[Interactive Media and Emerging Technologies | Production Aesthetics & Criticism]
With the development of devices such as wireless Internet radio receivers and the iPhone, webcasting enters a new frontier with the potential for larger audiences and economic models. This panel explores the production aesthetics, content management, business issues, legal ramifications and technical problems that will accompany the growth in webcasting.
Moderator: Andy Curran, University of Cincinnati-Clermont
Panelists: Andy Curran, University of Cincinnati-Clermont, Unraveling the Technical Tangle of Webcasting
Max Grubb, Kent State University, Content Management Issues in the Web 2.0 Environment
Tom Hallaq, Idaho State University, Climbing Aboard the Bandwagon: Using Video Webcasting as a Viable Alternative for Broadcast Education
Curtis Jackson, KIFI-TV, Boise, ID, WiFi News Gathering: A Pioneer’s Perspective
Carol Schwalbe, Arizona State University, Shooting Video for the Web
Craig Stark, Susquehanna University, Obscenity and Indecency in an Online World: How Broadcast Regulations Apply to Webcasting

9:00 AM – 10:15 AM
BEA 101: The Journey Begins (Session ID: 303)
N254
[All Convention]
Designed for first-time attendees, BEA 101 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: Max Utsler, University of Kansas
Panelists: Mark Tolstedt, University of Wisconsin - Stevens Point, Navigating the BEA Conference
Glenda Williams, The University of Alabama, BEA Leadership
Robert K. Avery, University of Utah, BEA Publications
Greg Newton, Ohio University, BEA District Conferences
Anthony Moretti, Point Park University, BEA Interest Divisions
9:00 AM – 10:15 AM
Innovative Pedagogical Approaches for the Sports Communication Course (Session ID: 17)
N258
[Sports]
This panel will provide nuanced and interesting ways of delivering the undergraduate sports media course in a provocative and applied manner. Presentations will explain how innovative projects can aid students in being prepared for various sports media career opportunities.
Moderator: Rob Bellamy, Duquesne University
Panelists: Andrew Billings, Clemson University, Applying Mass Media Marketing, Information and Public Relations: Fantasy Football as Media Organizational Simulation
          Marie Hardin, Penn State University, Writing the Text: Collaborative Class Projects that Inform Students and the Industry
          John McGuire, Oklahoma State University, Bringing Professionals into the Sports Media Curriculum
          John R. Turner, Towson University, Turning Sportscasting Assignments Into Real World Experiences

9:00 AM – 10:15 AM
Podcasting (Session ID: 40)
N256
[Radio and Audio Media]
As podcasting matures, the number of educators adopting it continues to rise. This session will explore who’s using podcasting. The benefits of Podcasting from the perspective of students and the use of podcasting in the classroom to see if the podcasts can improve student performance. Also the panel examines the current practice of podcasting and reveals the direction the new technology might take in mass communication departments.
Moderator: Reginald Miles, Howard University
Panelists: Reginald Miles, Howard University, Podcasting: A Supplemental Learning Aid
          Mary Jackson-Pitts, Arkansas State University, Podcasting Pedagogy: Improving Student Performance?
          Lily Zeng, Arkansas State University, Why do college students use podcasting?: An analysis of perceived benefits
          Jin Yang, University of Memphis, Podcasting in Practice: How Mass Communication Professors Used it in Comparison to Professors of Other Disciplines

9:00 AM – 10:15 AM
A First Look at Second Life (Session ID: 314)
N252
[All Convention]
What do a glowing mermaid, savvy radio show host, two-story transforming robot and a Rock Star journalism student all have in common? They are just a few of the residents living, working and socializing in Second Life. This session will explore the ways a journalism student has turned the virtual environment of Second Life into a real-world profit center and plays live concerts for people all over the world, and he does it from the comfort of his own home.
Presenter: Kerry Lowry, University of Oklahoma

9:30 AM – 10:30 AM
Alternate Reality Games: Telling Stories from the New Frontier (Session ID: 311)
Presented in association with the Academy of Television Arts & Sciences
N250
[All Convention]
Alternate reality games connect audience and characters like never before to create a new form of storytelling. Fast becoming a new collaborative genre, cross-media production is increasingly putting the audience in the producer’s seat. What does this mean for today’s media producer? How do technology, distribution, content and social behavior intersect? This panel of leading producers break it down for you and walk you through this uncharted frontier.
Moderators: Brian Seth Hurst, CEO, The Opportunity Management Company, Second Vice Chair, Academy of Television Arts & Sciences
          Nathan Mayfield, CCO, Hoodlum
          Jane McGonigal, Co-Creator, World Without Oil, Affiliate Senior Researcher, Institute for the Future
          Christopher Sandberg, CEO and Founder, The companyP
          Reuben Steiger, CEO, Millions of Us
10:30 AM – 11:45 AM
Would a Certification or Licensing Program Improve Broadcast Journalism? (Session ID: 60)
N234
[News]
We’ve heard the saying “anyone can be a journalist” because of today’s technology. This reality leads to the question of whether there is such a thing as a “real” journalist, and if there is should he or she be accredited? This panel examines that question.
Moderator: Anthony Moretti, Point Park University
Marty Gonzalez, San Francisco State University
Fredric Kendrick, Howard University
Lee Williams, Rogers State University
Victoria Sama, Humboldt State University

10:30 AM – 11:45 AM
Managing Student Groups Engaged in Creative Activities (Session ID: 58)
N235
[Writing]
This panel will focus on managing student groups engaged in creative activities. The ethical considerations that educators must take into account when evaluating group projects, assigning grades to individual members, upholding high academic standards and integrity, and managing diverse and creative students and student groups will be addressed. As a part of this conversation, strategies and techniques that educators can use when managing student groups will be discussed, immediately followed by question and answer time.
Panelists: Carol Ames, California State University, Fullerton, *Honest Assessment of Individual Effort and Achievement in Group Projects: Whose Grade Is It Anyway?*
Mary Beth O’Connor, Purdue University Calumet, *Managing Student Writing Groups: The Agony and the Ecstasy*
Andi Stein, California State University, Fullerton, *Maintaining Academic Integrity in Group Projects: Who Should Be Accountable?*
Fred Thorne, Creative Communications Company, *The Wall: Assisting Students in Finding Creativity When Writing for the Screen*

10:30 AM – 11:45 AM
Ethical and Legal Dilemmas in Classroom Instruction and Evaluation (Session ID: 152)
N236
[Law & Policy]
This panel focuses on the increasing difficulty in presenting quality instruction and materials while still operating within legal and ethical guidelines of copyright and academic integrity. What are the current standards for Fair Use copyright exemption in the classroom? Is there justification in “bending the rules” in light of the increasing costs of textbooks and instructional materials. How is this impacted by the push to take more courses online? Is YouTube an acceptable classroom tool given the pending court cases against it? Is it okay to tell students to use copyrighted music in their video and audio class assignments? Is it ethical for professors to sidestep some legal constraints in the classroom for the perceived goal of providing better instruction? What impact does this have on students and their ethical worldview?
Moderator: Cynthia Cooper, Salisbury University
Panelists: Edward Carter, Brigham Young University, *The Current State of Copyright in the Classroom*
Rick Shriver, Ohio University, *The Confusing State of Copyright in Distance Learning And Production Courses*
Josh Azriel, Kennesaw State University, *YouTube in the Classroom: Fair Use or Copyright Violation?*
Cynthia Cooper, Salisbury University, *Case Studies in Academic Misconduct and Copyright Violations*
Andrew Utterback, Eastern Connecticut University, *New Approaches to Copyright in the Classroom*
The School of Media Arts and Studies in the Scripps College of Communication congratulates Keith Newman & Casey Hayward for their ‘Best of Festival’ Documentary The Last Dance.

Thanks for your excellent work!
News University

NewsU offers more than 85 focused, interactive courses that appeal to journalists at all levels of experience and in all types of media. Most courses are free and take just an hour or two to complete.

Here are some highlights

**Telling Stories with Sound**
Explore how to create effective narratives by gathering, processing and mixing audio.

**Five Steps to Multimedia Storytelling**
For reporters who want to tell stories in a multimedia format. Discover the simple steps to organize and produce a story.

**The Interview**
Hone your skills to get the most out of your questions. This simulation is your chance to try, and error.

**Introduction to Ethical Decision-Making**
Get the tools and techniques needed to confront complex ethical issues by exploring contemporary case studies and understanding principles and processes.

**Reporting Across Platforms**
Explore the different approaches you need to report for broadcast, online and print stories.

**Online Media Law: The Basics for Bloggers and Other Online Publishers**
Guidelines on copyright, defamation and privacy for anyone who publishes content online.

NewsU is the e-learning home for more than 100,000 journalists, educators and students around the world.

©2009 News University | A project of The Poynter Institute funded by the John S. and James L. Knight Foundation
**THURSDAY**

### 10:30 AM – 11:45 AM

**Muted: Analyzing the Intersections of Hate Crimes and News Ownership through Critical Race Theory (Session ID: 89)**  
**N237**  
[Multicultural Studies]

This panel proposes to discuss the problem of news coverage as it relates to hate crimes. Using critical race theory as the as the nexus of the discussion, the panelists will examine the issue news coverage through a combination of traditional content analysis through the sphere of cultural studies. This panel will be chaired by their faculty adviser.

**Moderator:** William Russell Robinson, Shaw University  
**Panelists:** Marcus Long, Shaw University, *Critical Race Theory: An Introduction to Theory and Praxis*  
Crystal Sanders, Shaw University, *Owning the Means of Production: Ideological Capitalism*  
Carol Johnson, Shaw University, *Hate Nation: Exploring Hate Crime News Coverage*

---

### 10:30 AM – 11:45 AM

**The Long Tail: Fact of Fiction for Broadcasting – Update 2009 (Session ID: 63)**  
**N238**  
[Management, Marketing & Programming]

This panel follows last year’s highly attended panel on Chris Anderson’s blockbuster book The Long Tail. Last year’s panel laid out the basics of The Long Tail and took a beginning look at some topics. This year’s panel is expected to be explosive as more and more The Long Tail seems to be impacting all aspects of the electronic media business and possibly spells doom for at least one major media industry!

**Moderator:** Frank Aycock, Appalachian State University  
**Panelists:** Frank Aycock, Appalachian State University, *The Long Tail and the Death of Local TV as We Know It*  
Brian Pauling, New Zealand Broadcasting School, *Television Is Dead, But It Just Won’t Lie Down!*  
David Spiceland, Appalachian State University

---

### 10:30 AM – 11:45 AM

**Election 2008 - The Social Media Campaign (Session ID: 199)**  
**N239**  
[Research]

This session looks at the impact of social media sites—YouTube, Facebook and MySpace on the 2008 presidential campaign. The panel will present original research on the use of YouTube for political information and the development of social capital in the social networking spaces.

**Moderator:** Jim Gaudino, Kent State University  
**Panelists:** Gary Hanson, Kent State University, *YouTube and Politics*  
Paul Haridakis, Kent State University, *A Theoretical Paradigm for User Generated Content*  
Max Grubb, Kent State University, *Social Networks and Political Capital*  
Tim Brown, University of Central Florida, *The New Face(Book) of American Politics: How Social Networks Influence Younger Voters*

---

### 10:30 AM – 11:45 AM

**SMA 101: How to Do it Right and Wrong (Session ID: 51)**  
**N240**  
[Student Media Advisors]

The job of balancing your staff, station programming, and engineering can be overwhelming. Throw in administration along with sales goals and you may be ready to throw in the towel. Advising the student operated media lab is tough, but it can be rewarding. This panel of experts will be offering tips for campus media advisors. Topics include; ethics, relationships and responsibility, equipment and facilities, audience and formats, and underwriting.

**Moderator:** Sam Lovato, Colorado State University - Pueblo  
**Panelists:** David Nelson, University of Central Oklahoma, *HD radio: College radio’s influence on the adoption of HD radio*  
Marjorie Yambor, Western Kentucky University, *Nurturing the Nexus: Aligning Administrators, Professors, Managers, Staff Members…and College Radio*  
James Jones, Jr., Sam Houston State University, *Feedback: An exploratory review of issues from a media advisor prospective*
10:30 AM – 11:45 AM
Documentary Production Workshop II (Session ID: 33)
N242
[Documentary]
The second session in the documentary workshop features DP/cameraman Dave Sperling. With more than 25 years in the video and film industries, Dave Sperling has worked on a widely varied range of projects. He has served as Director of Photography for more than a dozen independent feature films, his documentary work includes the series ‘Building America’s Home’ and HD specials for Discovery, as well as a series of feature-length music documentaries with filmmaker Robert Mugge. Dave will field questions on components and techniques and manufacture reps will be available to answer additional queries on product specifications and features.
Moderator: Tom Mascaro, Bowling Green University
Presenter: Dave Sperling, Director of Photography

10:30 AM – 11:45 AM
Coffee With Stephen Davis, Family Entertainment Group (Session ID: 304)
N249
[All Convention]
As CEO of Family Entertainment Group, Stephen Davis is engaged in the development, production and revitalization of family entertainment brands for the digital and traditional entertainment space. Prior to FEG, Davis served as President of Mobile and Online Media at NASDAQ listed company InfoSpace, where he had P/L responsibility for its nearly $400M mobile and online businesses worldwide. An international entertainment industry executive, Davis previously served as President of Granada America, one of Europe’s largest producers and distributors of quality television programming. He has also produced a number of highly acclaimed television programs including the two Emmy nominated TV movies “Rudy: The Rudy Giuliani Story” starring James Woods and “Pope John Paul II” starring Jon Voight. Have a cup of coffee and get insight into the industry, where he thinks it’s headed, and how you can help. This session is co-produced with NATPE.
Moderator: Greg Pitts, Bradley University
10:30 AM – 11:45 AM
BEA Festival of Media Arts: Faculty and Student News Competition Awards (Session ID: 224)
N254
[News]
This session honors the winners of the Faculty and Student News competitions. Selected works of this year’s award recipients will be exhibited.

Moderator: Ken Fischer, University of Oklahoma

Faculty Competition
Radio: Hard News Reporting Category
Best of Competition: David Chanatry, Utica College, Kosovo Violence
Award of Excellence: Joseph R. Blaney, Illinois State University, Saints Go Marching In

Radio: Feature News Reporting Category
Best of Competition: Dina Ibrahim, San Francisco State University, What About the Arab-American Vote
Award of Excellence: Pamela Doyle Tran, University of Alabama, Credit Card Debt In Alabama

Television: Hard News Reporting Category
Best of Competition: Kevin Hager, Wichita State University, Yingling Fire: 40 Years Later

Television: Feature News Reporting Category
Best of Competition: Ray Ekness, University of Montana, Farrien Glen Johnshoy
Award of Excellence: Randall King, Indiana Wesleyan University, Parachute Pilots

Student Competition
Radio Newscast Category
First Place: University of Maryland, Terp Weekly Edition
Second Place: Brigham Young University, Classical 89 Newscast
Third Place: Arkansas State University, ASU News

Television Newscast Category
First Place: Elon University, Phoenix 14 News
Second Place: Arizona State University, Cronkite Newswatch 2008
Third Place: Brigham Young University, BYU Daily News Student Newscast

Radio Hard News Reporting Category
First Place: Amanda Gaines, University of Maryland, Election Night
Second Place: Christopher Holmes, Southern Utah University, Vietnam Veterans Memorial (Parts 1 & 2)
Third Place: Ashley Korslien, University of Montana, Missoula Food Bank

Radio Feature Reporting Category
First Place: Adam Cavalier, Marshall University, Whitewater Release
Second Place: Christopher Holmes, Southern Utah University, Steve Hodson Feature (Parts 1 & 2)
Third Place: Kethevane Gorjestani, University of North Carolina-Chapel Hill, The Campus Whistler

Radio Sports Reporting Category
First Place: Christopher Holmes, Southern Utah University, Rolling Rubber Halftime Report—Death of Steve Hodson
Second Place: Dana Granillo, Arizona State University, Ticket Scalping
Third Place: Adam Cavalier, Marshall University, Metal v. Wood

Television Hard News Reporting Category
First Place: Michael Oder, Sam Houston State University, New Voter
Second Place: zachary Nugent, Eastern Illinois University, Ft. Bragg Training
Third Place: Mike Pache, Columbia College Chicago, Chicago Children's Museum

Television Feature Reporting Category
First Place: Zachary Nugent, Eastern Illinois University, Horses For High Gas Prices
Second Place: Ariel Park & George Hanuschak, James Madison University, Post Secret
Third Place: Brian Weiss, Caitlin Roscioli, Josh Short & Timmy Jopling, James Madison University, Tunnels

Television Sports Reporting Category
First Place: Eugene Daniel & Joey Matusek, Elon University, Terrell Hudgins: In His Own Words
Second Place: Dan Boyce & Stacy Gray, University of Montana, Dirt Boarding
Third Place: Jason Kahn, University of North Carolina-Chapel Hill, Ping Pong Phenom
**Television News Anchor Category**

First Place: Adam Rhew, University of North Carolina-Chapel Hill, *Carolina Week*
Second Place: Breanna Roy, University of Montana, *UM News*
Third Place: Phillip Mena, Arizona State University, *Cronkite Newswatch*

**Television Sports Anchor Category**

First Place: Nicholas Hoch, University of Alabama, *WVUA Sports*
Second Place: David DeRurange, Brigham Young University, *BYU Daily News*
Third Place: Matt Pagel, Arizona State University, *Cronkite Newswatch*

**Television Weathercaster Category**

First Place: Eric Snitil, Kent State University, *TV2 Newcast*
Second Place: Joey Picca, University of Oklahoma, *OU Nightly*
Third Place: Kevin Jeanes, Eastern Illinois University, *WEIU Newswatch*

---

**10:30 AM – 11:45 AM**

*Towards a Mobile Television Aesthetic (Session ID: 122)*

N251

*Production Aesthetics & Criticism*

The demand for mobile entertainment has grown at a fast and furious pace, whereas video content, designed specifically for portable media players, has lagged far behind. Thus, if we are to effectively support the needs of our increasingly mobile lives, and, in turn, maximize users’ small-screen viewing experiences, sustainable and academically acceptable rules of composition must be developed. To this effect, this panel examines the aesthetic consequences of media convergence, presents key design factors, and describes current and emerging international trends.

Moderator: Marilyn Terzic, McGill University

Panelists: Herbert Zettl, San Francisco State University, *Lilliput vs. Brobdingnag: The Paradox of TV Screen Sizes*
Manfred Wolfram, University of Cincinnati, *Media Convergence: International Perspectives*
Marilyn Terzic, McGill University, *If Video Killed the Radio Star, Then What Have Mobile Media Done?*

---

**10:30 AM – 11:45 AM**

*Ethics and the Broadcasting Student (Session ID: 93)*

N233

*Two Year/Small Colleges*

Moderator: Chris Johnson, Bethany Lutheran College

Panelists: Evan Wirig, Grossmont Community College, *Ethics and Violence in Student Productions*
Chris Johnson, Bethany Lutheran College, *Ethics and Distribution: The Difference between YouTube and Cable TV*

---

**10:30 AM – 11:45 AM**

*The Benefits and Potential of Internet Radio (Session ID: 21)*

N256

*Radio and Audio Media | Interactive Media and Emerging Technologies*

This panel features professors from different universities who have successfully started and operated Internet radio stations for several years. The panel will offer perspectives on everything from funding to technology to programming. The session is designed to give advice to those who are interested in starting a station, or to encourage those who may have started a station but are looking for new ideas.

Moderator: Andrew Clark, University of Texas - Arlington

Panelists: Pat Turner, Metropolitan State College - Denver
Glenn T. Hubbard, University of Texas - Arlington
Richard H. Tiner, Belmont University
Brenda Jaskulske, University of Texas - Arlington
Julian Rodriguez, University of Texas - Arlington
10:30 AM – 11:45 AM
Scholar-to-Scholar Peer-Reviewed Research Session (Session ID: 295)
N258
[All Convention]
Moderator: Stacey Irwin, Millersville University
Panelists: David Allan, Saint Joseph’s University, *Does 60 Plus 10 Equal Better Recall?*
Amir Hetsroni, Yesrel Valley College, Israel, *Violence on Mainstream TV Advertising: A Comparison of the Representation of Physical Aggression in American and Israeli Commercials*
Joanne M. Lisosky, Pacific Lutheran University, *Making the Global Local: Strategies for International Media Education*
Max Grubb, Kent State University and Theresa Billiot, Texas Tech University, *Women Sportscasters in the Masculine Den*
Rui Qu, Murray State University, *Women in Television News in China: Presence, Story Assignment, and Source Selections*
Brad Rawlins, Tom Robinson, Mark Callister and Chris Near, Brigham Young University, *Deception in Super Bowl Advertisements: An Analysis of Deceptive Storylines*
Sangho Seo, Konkuk University, *An Empirical Examination of Triple Play Strategies in Local Markets*
Serena Carpenter, Arizona State University, *The Iraq War: How Source Type, Frames, and Publication Type are Related to the Inclusion of Anonymous Sources*
Respondent: James Lohrey, Mansfield University
William Dorman, Millersville State University

10:45 AM – 12:00 PM
Second Chances in Second Life (Session ID: 312)
N252
[All Convention]
Second Life may be your second chance at a first impression, if you are looking for a new way to make money or market your brand. After you create your avatar, how can you get out and make an impact either on the large or small scale? Find out how virtual worlds take user engagement to new heights while often providing a cost effective means to build and educate communities of users. Listen to both personal stories and industry trials from Broadcasters and Educators.
Speakers: Jon Alper, Director of Technology, Research and Development, WGBH
Rita J. King, CEO and Creative Director, Dancing Ink Productions

12:00 PM – 1:15 PM
Games: Top 5 Trends Revolutionizing Entertainment Today (Session ID: 316)
N252
[All Convention]
The video game industry is poised to double in sales from $32 billion in 2005 to nearly $70 billion in 2011 by some estimates. New consuls, increased capabilities and widespread acceptance into mainstream culture make this medium a serious contender in the mass market entertainment industry. Learn about the top trends driving this fast growing industry and how to tap into this lucrative medium.
Moderator: Dale Strang, Executive in Residence, Battery Ventures, Former, Managing Editor, International Games Network
Panelists: Reto Bodmer, CEO, Evolved Games
Glen Schofield, Vice President and General Manager, Electronic Arts Redwood Shores Studio

12:00 PM – 12:45 PM
BEA Luncheon Keynote
N250
[All Convention]
Join Avid and Sex & the City’s Assistant Editor Carrie Puchkoff for an engaging discussion on the role of an assistant editor in TV and film, the critical skills needed to exceed in the role, and what an average day on the job looks like.
Sponsored by: Avid
YOUR CREATION CAMPUS

12:00 PM – 6:00 PM
BEA2009 Exhibit Hall (Session ID: 306)
N255/N257/N259/N261
[All Convention]
Come and wander among the exhibits and chat with vendors to get the most up-to-date information and resources available to faculty. BEA exhibitors provide teaching tools, creative software and the latest research.

12:45 PM – 2:15 PM
BEA2009 Exhibit Hall Lunch (Session ID: 310)
N255/N257/N259/N261
[All Convention]
Back by popular demand, BEA again offers lunch in the exhibit hall. Please feel free to talk to the exhibitors until the grand unveiling takes place at 12:45 PM. Please stop by Pearson’s booth #8 for coffee and a special dessert!

2:15 PM – 6:30 PM
BEA2009 Research Symposium
TechnoPolitics: New Technologies, New Voices, New Voters (Session ID: 280)
N254
[All Convention]
Politics and technology are increasingly interdependent in the modern elections. The 2008 campaign is characterized by a convergence of new technologies, new voices, and new voters. The 2009 Research Symposium programs are designed to capitalize on what the convergence of these factors produced in this election. Research reports will focus on the way new technologies are being used by candidates, the media, and by voters, including media and candidate Web sites, blogs, citizen-generated media, YouTube, social networking media like FaceBook and MySpace, and podcasting. Communication in 2008 has also been affected by the historic emergence of new voices, represented not only by historic candidacies of female and minority presidential contenders but also by the new voters, particularly young voters, who have been energized by these new voices and by the new technologies that allow their active participation in the democratic process.

Introduction: Lynda Lee Kaid, University of Florida Research Foundation Professor

2:15 – 3:15 New Technologies
Panelists: Monica Postelnicu, Louisiana State University, From Soundbite to Textbite: Election ’08 Comments on Twitter
Paul Haridakis and Gary Conley, Kent State University, Campaign 2008: Comparing YouTube, Social Networking and other Media Use among First-Time Voters and Multiple-Time Voters
John C. Tedesco, Virginia Tech University, Effects of Candidate Internet Message Strategies
David Perlmutter, University of Kansas, The Blogging of the President: How Online Media Helped Obama Win

3:30 – 4:30 New Voices and New Voters
Panelists: Hyun Jung Yun and Sindy Chapa, Texas State University
Amy Jasperson, University of Texas, San Antonio, New Voices and New Voters: Differences in Reactions to Candidate Messages in the 2008 Campaign
Kendall Sharp, Mandy Miles, and Lynda Lee Kaid, University of Florida, Representations of Sarah Palin: Competing Views on CNN and FOX
Jesper Strömnbäck, MidSweden University
David Painter, Juliana Fernandes, Zheng Xiang, Eisa Al Nashmir, and Ji Young Kim, University of Florida, Coverage of the U.S. Presidential Campaign: Obamamania Around the World

4:45 – 5:45 Techno-Debates
Panelists: Mitchell McKinney, University of Missouri, Not Your Father’s Presidential Debates: Analyzing the Effects of the CNN/YouTube Debates on Young Citizens
Mary Banwart, University of Kansas, Tina Fey Frames the Debate: Viewers’ Reactions to Sarah Palin’s Vice Presidential Debate Performance
Rita Kirk, Southern Methodist University, Creating the Digital Agora: CNN Dial Testing as an Implement of Political Discussion
Dr. Alan B. Albarran, University of North Texas
2009 BEA Distinguished Scholar Award

Congratulations!

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

Jan Banks, Harry Benshoff, Russ Campbell, Scott Cook, Carol Cornsilk, Steve Craig, Mark Dobson, Larry Gregg, Wayne Hassell, Ashley Howard, Tania Khalaf, Mark Lambert, George Larke-Walsh, Melinda Levin, Ben Levin, James Martin, Bob Nagy, Denisse Olivas, Christine Paswan, Sam Sauls, Phyllis Slocum, Fred Watkins, Daryn Williams
2:15 PM – 3:30 PM
Building A Student Media Program (Session ID: 82)
N232
[Student Media Advisors]

Student Media groups require a unique blend of skills from their advisors: part faculty member, part business manager. This panel would present information from programs, both large and small, who have accomplished a level of professionalism that goes beyond the typical student media experience.

Moderator: Phil Hoffman, University of Akron
Panelists: Tom Beck, WZIP-FM, Building Ratings Success
           Tim McCarty, Hoover Schools, Building Award Winning Video Programs
           David McCoy, Kent State University, Building Relationships with Professionals
           Gretchen Dworznik, Ashland University, Re-Building a Sleeping Giant
           John Gallagher, Queens College, Building Financial Support

2:15 PM – 3:30 PM
Multicultural Studies Division Meeting (Session ID: 239)
N233
[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.

Multicultural Studies Chair: Cristina Azocar, San Francisco State University
Vice Chair: Yvonne Prather, Austin Peay State University
Paper Competition Chair: Coreen Jackson, Tennessee State University
Webmaster: Cindie Yanow, Southeast Missouri State University

2:15 PM – 3:30 PM
Creating Powerful Radio News (Session ID: 151)
N234
[News]

In this Creating Powerful Radio News workshop, participants will learn successful methods used by top stations throughout the world. News/Talk Broadcast Consultant and author Valerie Geller works with more than 500 stations in 30 countries, training broadcast journalists and News Directors to engage audiences through powerful, compelling storytelling. In this session, based on three principles, “Tell the truth, make it matter and NEVER BE BORING...” Geller shares techniques and methods for instructors that are currently in use by the BBC, CBS, and NPR among others.

Moderator: Valerie Geller, Geller Media International

2:15 PM – 3:30 PM
More Than Just Skills: Teaching Extended Content in Journalism and Production Courses (Session ID: 140)
N235
[Courses, Curricula & Administration]

In this panel, we discuss both the necessity of and strategies for extending course content in traditional “skills” courses in the fields of Journalism and Media Production. Through interviews with broadcast professionals, we offer a baseline description of what employers are looking for, and then give specific examples and strategies for incorporating these areas of knowledge into traditional journalism and media production courses.

Moderator: Thom Baggerman, Capital University
Panelists: Tim Scully, University of St. Thomas, Expectations: What Professionals Want From Our Grads and How to Prepare Them for Success
           Steve Hill, University of Wisconsin - Stevens Point, All Things To All Students: Critical Thinking and Analysis of News in a Basic Journalism Course
           Kara Gould, Pepperdine University, Creation by Committee: The Challenge of Teaching Creative Collaboration in Media Production Classes
           Thom Baggerman, Capital University, Critical Production: Using Video Production to Teach Critical Thinking
2:15 PM – 3:30 PM
Second Shift: The Ethics of Retooling the Teacher (Session ID: 197)
N236
[Courses, Curricula & Administration | Interactive Media and Emerging Technologies]
University-based media programs struggle with the challenge of giving students seasoned theoretical preparation while also giving them the latest equipment taught by competent professors. This panel explores the challenges professors, administrators and technical staff face as seasoned faculty try to learn new equipment, technicians try to train theoreticians and administrators try to find a way to pay for it all. This panel provides techniques for retooling, paying for it and hearing what the industry has to say about the need.
Moderator: Maria Williams-Hawkins, Ball State University
Panelists: Sybril Bennett, Belmont University, Let's Use What's In Our Heads and Hands
James Black, Mercer University, Tenure, Training and Technology, Oh My!
John Chalfa, Mercer University, We Can Pay For This... Somehow
Philip J. Auter, University of Louisiana, Lafayette, All You Have to Do Is This... 
Joe Misiewicz, Ball State University, It's All About the Content
Jonathan Huer, Ball State University, We are More Than Button Pushers!
Maria Williams-Hawkins, Ball State University, Retool or Administrate

2:15 PM – 3:30 PM
Production Aesthetics & Criticism Division Paper Competition (Session ID: 252)
N237
[Production Aesthetics & Criticism]
Moderator: Robert E. Eubanks, Sam Houston State University
Panelists: Warren Koch, Azusa Pacific University, Ethics and the Documentary: Defining Truth As Process Not Product
Saad Khan, William R. Davie and Lucian F. Dinu, The University of Louisiana at Lafayette, Critical Reviews and Trailer Previews: The Impact of the Internet on the Moviegoers' Decision-making Process
Tommy G. Booras, Western Kentucky University and Leo Chan, University of Houston-Clear Lake, Teaching New Media Techniques in Traditional Media Production Classes

2:15 PM – 3:30 PM
Management, Marketing & Programming Division Meeting (Session ID: 235)
N238
[Management, Marketing & Programming]
The mission of the Management, Marketing and Programming Division is to (1) enhance the teaching and research of electronic media management, sales and programming, (2) Provide a forum for the presentation of juried and non-juried scholarly research in those areas, (3) Enhance networking between faculty and management, sales and programming professionals, and to (4) Provide a forum for the exchange of effective learning and teaching techniques.
Chair: Jerry Condra, State University of New York at Oswego
Vice Chair - Paper Competition Chair: William G. Covington, Jr., Edinboro University
Interim Newsletter Editor: Steven Phipps, Maryville University
2:15 PM – 3:30 PM
Ethics and How to Get Hired—or NOT (Session ID: 136)
N239
[Writing]
As the Baby Boom generation grabs their golden parachutes and floats off into the sunset of retirement, jobs should soon be opening up at universities nationwide like the Wicked Witch’s poppies in THE WIZARD OF OZ... Right? This may be an overstatement of the case. However, aspiring media academics should have some introduction to the arena beyond what their well-intentioned dissertation committees say. This panel aims to provide that intro.

Moderator: Carey Martin, Liberty University
Panelists: Barbara Hines, Howard University, Job Seekers & New Hires
Robert Papper, Hofstra University, Tips & Stats: The RTNDA/Hofstra Survey
Dan Walzer, Art Institute of Tennessee – Nashville, Preparing Our Students for the Global Marketplace, Reflections on the Mission Statement of the Art Institutes and its Impact on the Audio, Music and Broadcasting Industries
Sunny Hughes, University of Maine, Notes from a Newbie
Indira Somani, Washington and Lee University, The Unexpected Opportunity
Mark Banks, Slippery Rock University, Getting Hired After Tenure Denial
Guy Golan, Seton Hall University, When Researchers Don’t Do Their Research

2:15 PM – 3:30 PM
Running With The Big Dogs, Part Two (Session ID: 97)
N240
[Two Year/Small Colleges]
This panel is a follow-up to last year’s extremely popular session where small broadcast programs shared ideas with how they improved their offerings to students with working with other campus departments or local TV stations.

Moderator: Jonas Nissen, Bethany Lutheran College
Panelists: Brian Howard, BYU-Idaho
Donna Gough, East Central University
Mark Scott, University of Central Oklahoma
Chris Johnson, Bethany Lutheran College
Kurt Paulsen, Bethany Lutheran College

2:15 PM – 3:30 PM
Lessons from the Coverage of Wars (Session ID: 179)
N242
[Documentary | History]
This session will analyze documentary and news coverage of three wars: Vietnam, The Gulf War, the War in Iraq. Panelists will summarize key media coverage and analyze missed opportunities, present new historical research, and compare past histories to present-day events.

Moderator: Tom Mascaro, Bowling Green State University
Panelists: James Ettema, Northwestern University, Lessons Learned from the Media Coverage of Vietnam
Lawrence Lichty, Northwestern University, Lessons Learned from the Media Coverage of the Gulf War
Tom Mascaro, Bowling Green State University, Lessons Learned from the Media Coverage of the War in Iraq

2:15 PM – 3:30 PM
Ethics of Voice and Worldview in the ‘Personal Essay’ Documentary: A Case Study of Three Student Documentary Films Shot at the Same Location (Session ID: 150)
N249
[Documentary]
Considering the Michael Moore “personal essay” style of documentary, this panel will explore the ethical challenges which four university students experienced while producing three short documentaries in London, England, in the summer, 2008. Session explores each student’s unique documentary “journey” while visiting and shooting at the famed Speaker’s Corner in Hyde Park, and reveals the ethical challenges that filmmaker “voice/perspective” raises, and how accuracy and fairness can collide with bias and propaganda in documentary filmmaking.

Additionally: A portion of each student’s short documentary will be screened. The working titles include: Our Look into the Eyes of Denial, My Apathy: A Personal Story, and My Confrontation with Islam. The clips will be followed by a summary of pertinent ethical issues, focusing on the values, ethical principles, and loyalties driving the content decisions of each student documentary filmmaker. Audience questions and comments will close out this session.
2:15 PM – 3:30 PM
Images on Screen: How Gender Based Stereotypes on Screen Can Influence Life Decisions (Session ID: 167)
N251
[Gender Issues]
This panel will examine the images and representations of gender found in all forms of media, film, television, advertising, etc., and how those images influence society, in particular women. It will also examine our social responsibility as educators to develop ways to confront these images in ourselves and our students and how we can work with our students to create new images and representations.
Moderator: Patricia Williamson, Central Michigan University
Panelists: Mark Callister, Brigham Young University, *Gender Roles and the Family: A Content Analysis of Teen Films from 1980-2007*
Ashley Donnelly, Ball State University, *What's Wrong With this Picture? Teaching Feminist Film Theory Through Popular Film*
Elizabeth Pike, Ball State University, *That's What She Said! A critical examination of the female lead roles in the hit NBC show The Office*
Debbie Owens, Murray State University, *Media Representations of a Cultural Divide: Gender and Race in the Film "Crash"*
Patricia Williamson, Central Michigan University, *Gender, Sex and the MPAA: Rating Films Through a Gendered Lens*

2:15 PM – 3:30 PM
The Evolution of Media Education in an Emerging Democracy: The Ohio University-Kyiv Mohyla Academy Project (Session ID: 110)
N252
[International]
In a mere five years, the Kyiv Mohyla Academy in the Ukraine advanced from a one-room school to an integrated training ground for future journalism professionals. Initially funded by a $247,000 State Department grant, the OUKMA Project represented a synergistic relationship that enhanced both universities and led to a critical partnership with Ukraine’s leading foundation. This panel will provide insights into the challenges and opportunities of media education and international partnerships.
Moderator: Roger Cooper, Ohio University
Yuvhen Fedchenko, Kyiv Mohyla Academy, *The OUKMA Project: Importance of Media Education in Emerging Democracies*
Eric Williams, Ohio University, *Developing a Curriculum from the Ground Up*
Mary T. Rogus, Ohio University, *Cross-Cultural Communication Strategies for Teaching*
Ruslan Deynychenko, Executive Director, *Digital Future of Journalism Program, The Digital Future of Journalism Program: Convergence of Professionals, Academics, and Foundations*
Svitlana Panyushkina, Co-Director Educational Projects, *Development of Ukraine Foundation, The Importance of Corporate Support for Media Education in an Emerging Democracy*

2:15 PM – 3:30 PM
BEA Festival of Media Arts: Faculty Audio Competition Awards and Showcase (Session ID: 225)
N256
[Radio and Audio Media]
This session honors the winners of the Faculty Audio competition. Selected works of this year’s award recipients will be exhibited.
Moderator: Melanie Stone, Georgia Southern University

**Long Form Production Category**
Best of Competition: Jeff Jacoby, San Francisco State University, *The Traveling Radio Show Goes to San Francisco!*

**Radio Documentary Category**
Best of Competition: David King Dunaway, University of New Mexico/San Francisco State University, *Pete Seeger: How Can I Keep From Singing?*

**Radio Station Promo/PSA/Commercial Category**
Best of Competition: Joseph R. Blaney, Illinois State University, *Copper Top Lounge*
2:15 PM – 3:30 PM

Children, Youth, and Media: New Research (Session ID: 55)

N258
[Research | Law & Policy]

Childhood obesity is a national health concern, prompting new research on television content. New emphases upon uses of media and technology by children who live in cites suggest effective ways in which to reach children. Political fragmentation among those whose views are forming appears to be mediated by their attention to Internet. Television viewing in early childhood points to social reality of adults.

Moderator: Kenneth Harwood, University of Houston
Panelists: Chris McKinley, University of Arizona, Health Related Messages in Children’s Food Advertising on Television
                Ryan Medders, University of California, Santa Barbara, Internet and Political Fragmentation in the United States
                Karyn Riddle, University of Wisconsin, The Impact of Television Viewing During Early Childhood on Social Reality Beliefs in Adulthood: A Retrospective Report
                Michael Robb Grieco, Temple University, A Survey of Urban Children’s Media and Technology Use

Respondent: Cindie Yanow, Southeast Missouri State University

3:45 PM – 5:00 PM

Beyond Listening and Viewing: Policy, Direction and Effectiveness of International Broadcasting Services (Session ID: 190)

N232
[International]

This session will discuss on-going research on the new policies, direction, and effectiveness of government-sponsored broadcasting and other broadcasting services whose purpose is to effect societal change. Some government-sponsored broadcasting services, such as U.S. sponsored Radio Sawa and Alhurra television, seek to influence public opinion. Other radio services designed to facilitate societal change, such as community radio stations in Africa and South America, serve important social functions and target government goals of poverty reduction.

Moderator: Tom Ingram, University of Texas at Arlington
Panelists: Tom Christie, University of Texas at Arlington, public policy research
                Andrew Clark, University of Texas at Arlington, Alhurra TV research
                Eronini Megwa, University of Texas at Arlington, Africa radio
                Julian Rodriguez, University of Texas at Arlington, Venezuela radio

3:45 PM – 5:00 PM

Multicultural Division Paper Competition (Session ID: 254)

N233
[Multicultural Studies]

Moderator: Coreen Jackson, Tennessee State University
Panelists: Animesh Rathore, Ohio University, Influence of Cultural Change on Electronic Media Use among Chinese Graduate Students in a Midwestern University
                Geri Alumit Zeldes and Frederick Fico, Michigan State University, Race and Gender: An Analysis of the Sources and Reporters in the Broadcast and Cable Networks’ Coverage of the Year 2004 Presidential Campaign
                Emily S. Kinsky, Pepperdine University, The Representation of Race and Ethnicity in Maya & Miguel
                Coreen Jackson, Tennessee State University, An Analysis of the Portrayal of African-American Marriages in Television Sitcoms

3:45 PM – 5:00 PM

News Division Meeting (Session ID: 247)

N234
[News]

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

News Division Chair: Rich Landesberg, Elon University
Vice Chair: Nancy McKenzie Dupont, The University of Mississippi
Festival Competition Chair: Ken Fischer, University of Oklahoma
3:45 PM – 5:00 PM
Gotcha! Case Studies in Student Dishonesty (Session ID: 158)
N235
[Courses, Curricula & Administration]

The academic integrity of higher education depends heavily on student honesty and the value of the educational experience is diminished greatly when dishonesty occurs. This panel of educators will present case studies of their experiences with student dishonesty, providing advice on how to protect the academic experience from dishonesty and how to deal with student unethical behavior when it occurs.

Moderator: John MacKerron, Towson University
Panelists: Cynthia Cooper, Salisbury University, Alternative Activities That Help Avoid Student Misconduct and Cheating.
Kara Gould, Pepperdine University, Beyond Student Plagiarism: Ignorance, Time-Management, Motivation and Ethics
Curtis Holsopple, Virginia State University, Improving Academic Honesty in Student Projects for Audio, Video, and Photojournalism
Mike James, Harding University, Skirting Ethics with Blackboard and Other New Technologies
Durinda Robinson, University of Phoenix, Louisiana Campus, A Case Study of Five Students and Plagiarism

3:45 PM – 5:00 PM
The Global Transition to Digital Television (Session ID: 134)
N236
[Interactive Media and Emerging Technologies]

The development of digital television (DTV) technology has been underway for three decades and the next ten years will see the completion of its adoption in technologically advanced countries. The United States completed its digital television transition in February of 2009. This session will review the status of the international transition to DTV with a focus on Japan, New Zealand/ Australia, the nations of the European Union, and the United States. Each speaker will explore unique aspects of the transition in their assigned country or region and review the timeline for adoption.

Moderator: Peter Seel, Colorado State University
Panelists: Tsutomu Kanayama, Sophia University, Japan, The DTV Transition in Japan
Brian Pauling and Paul Norris, New Zealand Broadcasting School, The DTV Transition in New Zealand and Australia
Michel Dupagne, University of Miami, The DTV Transition in the European Union
Peter Seel, Colorado State University, The DTV Transition in the United States

Respondent: Augie Grant, University of South Carolina

3:45 PM – 5:00 PM
Production Aesthetics & Criticism Division Meeting (Session ID: 237)
N237
[Production Aesthetics & Criticism]

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

Production Aesthetics & Criticism Chair: Robert Mott, York College of Pennsylvania
Vice Chair - Paper Competition Chair: Tony DeMars, Texas A&M University - Commerce
Web Manager: Mary Blue, Tulane University
NEW Book Titles from Routledge

Visit the Routledge booth and receive 20% off and free shipping on these and other great titles!

Third Edition
**Electronic Media Criticism**
Applied Perspectives
Peter B. Orlik
978-0-415-99537-5

Third Edition
**MediaWriting**
Print, Broadcast, and Public Relations
W. Richard Whittaker, Janet E. Ramsey, and Ronald D. Smith
978-0-8058-6295-9

**The Essentials of Sports Reporting and Writing**
Scott Reinardy and Wayne Wanta
978-0-8058-6448-9

Third Edition
**Media Effects**
Advances in Theory and Research
Edited by Jennings Bryant and Mary Beth Oliver
978-0-8058-6450-2

**Handbook of Election News Coverage Around the World**
Edited by Jesper Strömblad and Lynda Lee Kaid
978-0-8058-6037-5

Second Edition
**New Media**
A Critical Introduction
Martin Lister, Jon Dovey, Seth Gidings, Iain Grant and Kieran Kelly
978-0-415-43161-3

**Handbook of Journalism Studies**
Edited by Karin Wahl-Jorgensen and Thomas Hanitzsch
978-0-8058-6343-7

**The Handbook of Mass Media Ethics**
Edited by Lee Wilkins and Clifford G. Christians
978-0-8058-6192-1

**Telecommunications and Business Strategy**
Richard A. Gershon
978-0-415-99353-1

**Mixed Media**
Moral Distinctions in Advertising, Public Relations, and Journalism
Tom Bivins
978-0-8058-6321-5

**Gatekeeping Theory**
Pamela J. Shoemaker and Timothy Vos
978-0-415-98139-2

www.routledge.com
1-800-634-7064
JOURNAL PUBLICATIONS FROM ROUTLEDGE

JOURNAL OF BROADCASTING & ELECTRONIC MEDIA
The Official Publication of the Broadcast Education Association

Editor: Susan Brinson, Department of Communication & Journalism, Auburn University, USA,
E-mail: brins@auburn.edu

Published quarterly for the Broadcast Education Association, the Journal of Broadcasting & Electronic Media contains timely articles about new developments, trends, and research in electronic media written by academicians, researchers, and other electronic media professionals. The Journal invites submissions of original research that examine a broad range of issues concerning the electronic media, including the historical, technological, economic, 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 theoretical paradigms and methodologies.

Publication Details:
Volume 53, 2009, 4 issues per year
ISSN Print: 0883-8151
ISSN Online: 1550-6678

2009 Subscription Rates
Institutional print and online: US$207 / £123 / €164
Institutional online-only: US$197 / £117 / €156
Individual print and online: US$56 / £34 / €49

To view an online sample, visit: www.informaworld.com/HBEM

JOURNAL OF RADIO & AUDIO MEDIA
The Official Publication of the Broadcast Education Association

Editor: Michael R. Brown, University of Wyoming, USA, E-mail: mrbrown@uwyo.edu

The Journal of Radio & Audio Media is a semiannual publication designed to promote scholarly dialogues generated by various disciplinary and methodological points of view. The Journal welcomes interdisciplinary inquiries regarding radio’s contemporary and historical subject matter as well as those audio media that have challenged radio’s traditional use. Scholars are invited to submit articles pertaining to any area of radio and audio media. Areas of interest include, but are not limited to, formats and programming, new technology, policy and regulation, ratings 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.

Publication Details:
Volume 16, 2009, 2 issues per year
ISSN Print: 1095-5046
ISSN Online: 1550-6643

2009 Subscription Rates
Institutional print and online: US$157 / £93 / €125
Institutional online-only: US$149 / £89 / €119
Individual print and online: US$99 / £59 / €82

To view an online sample, visit: www.informaworld.com/HJRS

ELECTRONIC NEWS
A Journal of the Radio-Television Journalism Division of the Association for Education in Journalism and Mass Communication

Co-Editors: C.A. Tuggle, University of North Carolina at Chapel Hill, USA, E-mail: catuggle@unc.edu and Robert A. Papper, Hofstra University, USA, E-mail: bob.papper@hofstra.edu

Electronic News is a quarterly journal devoted to advancing knowledge and understanding of news as disseminated through electronic media platforms. This journal promotes and publishes readily accessible research and ideas that have clear relevance to the content, practice, and administration of electronic news, especially radio, television, and the Internet, and related areas, such as station Web sites. The journal also provides articles for those who practice and/or teach broadcast/electronic journalism and related topics. The journal provides both scholars and industry practitioners the opportunity to publish and read applied research, and includes research articles, invited essays, and reviews of books relevant to electronic news as an evolving and dynamic practice.

Publication Details:
Volume 3, 2009, 4 issues per year
ISSN Print: 1931-2431
ISSN Online: 1931-244X

2009 Subscription Rates
Institutional print and online: US$307 / £183 / €244
Institutional online-only: US$292 / £174 / €232
Individual print and online: US$68 / £40 / €54

To view an online sample, visit: www.informaworld.com/HELN

Visit the Routledge Communication Arena at www.communicationarena.com

Routledge
Taylor & Francis Group

Taylor & Francis, Inc. • Attn: Journals Customer Service
325 Chestnut Street, Philadelphia PA 19106
Toll Free: (800) 354-1420, press *4 • Fax: (215) 625-8914
Email: customerservice@taylorandfrancis.com
3:45 PM – 5:00 PM
Management, Marketing and Programming Division Paper Competition (Session ID: 253)
N238
[Management, Marketing & Programming]

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

Debut
First Place: Miao Guo, University of Florida, *The Effects of Triple-Play Bundle Strategy on Financial Performance: Comparison between Cable Television and Telephone Industries*

Second Place: Yan Yang, University of Florida, *The Next Wave: A Case Study of Webcasting Service and Strategy on the Top 20 Cable Networks in the United States*

Open
First Place: Sara Magee, West Virginia University. *Making History: The Creation of the Sales and Distribution Process of ‘Entertainment Tonight’ That Revolutionized the Syndication Industry*

Second Place: Amy Jo Coffey, University of Florida, *Foreign Language Audiences and U.S. Advertisers: Investment Behaviors on Non-Television Platforms*

Respondent: Steven Phipps, Maryville University

3:45 PM – 5:00 PM
Can Student Screenwriters Provide Valuable Criticism To Their Peers? (Session ID: 109)
N239
[Writing]

Should students be allowed to critique fellow classmates’ work, in written format, as part of a screenwriting class? Or are students too timid, unprepared, or inexperienced to provide focused and useful feedback? Our panelists provide a ‘Yes,’ ‘No,’ or ‘Maybe / Sometimes’ response.

Moderator: Dennis Conway, Banshee Wail Productions

Panelists: Dennis Conway, Marywood University
Michael Coutanche, Ryerson University
Eric W. Edson, California State University, Northridge
Rustin Greene, James Madison University
Cynthia Savaglio, University of Tampa
John Smead, University of Central Missouri

3:45 PM – 5:00 PM
Converge on a Dime: Student Media Migration to the Web (Session ID: 77)
N240
[Student Media Advisors]

Our students are currently planning, designing, writing HTML code, and developing content for a new student media Web site called “The Circuit” that launches in September. “The Circuit” is a converged site using news stories, video, and audio from our student TV, radio, and newspaper. It also has places for student organizations to post information as well as being very interactive. We are a small college with limited resources, so we built the site at a minimal cost. It couples our curriculum with experiential learning to achieve department goals.

Moderator: Cliff Brockman, Wartburg College

Panelists: Cliff Brockman, Wartburg College, Assistant Prof./The Circuit Adviser
Spencer Albers, Wartburg College, The Circuit Student Manager

3:45 PM – 5:00 PM
Media Ethics, National Identity and the Olympic Games (Session ID: 46)
N242
[Interactive Media and Emerging Technologies]

International events are hosted and sponsored with an eye toward affecting national identity. What is the message, what is the media’s role in framing topics beyond those targeted by the sponsor and how might emerging technology fight censorship? These topics and others are wrapped around a brand new dissertation, measuring American attitudes toward conflict and China pre and post-Olympic Games. At the moment over a dozen students are capturing media feeds for content analysis. Audio/Visual materials for this session will be originally produced. This panel could be either plenary or interest division.
THURSDAY

3:45 PM – 5:00 PM
Documentary Research and Pitch Competition (Session ID: 31)

N249

[Documentary]

New this year, the Pitch Competition allows the winners of the 2009 Documentary Preproduction Research competition to pitch their ideas to a panel of leading industry professionals at the BEA Conference. After hearing the participant’s pitches, the judges will deliberate and name a winner. They will provide feedback on both the proposals and the pitches, and will do a Q&A session with the session attendees.

Moderator: Bill Deering, University of Wisconsin - Stevens Point

First Place: Mary C. Schaffer, California State University, Northridge, Dakota County One-Room Schoolhouse
Second Place: Jon. M. Smith and Lyman Hafen, Southern Utah University, 8 Seconds Closer to Vegas

Pitch Competition Judges: Nancy Schreiber, Indira S. Somani, Washington and Lee University
Kenn Rabin, Documentary Archivist and Producer of Fulcrum Media

3:45 PM – 5:00 PM
Suds in Cyberspace: How Soap Operas and the Internet are Converging to Tell a New Story (Session ID: 143)

N250

[Research]

Although daytime dramas receive some ridicule, it should be noted that soaps are one of the most enduring and adaptable genres in media. Undoubtedly, their transition from radio to television is due to audience loyalty. Today, soap operas are seeing a new life and new audiences online. This panel addresses how the parasocial relationships inherent in the serials are reflected in character blogs, user input found on message boards, and ethical issues raised by these unique relationships.

Moderator: Naeemah Clark, University of Tennessee

Panelists: Brad Yates, University of West Georgia, Parasocial Relationships: A discussion of the theory using soap operas and online technology
Naeemah Clark, University of Tennessee, Robin's Blog: General Hospital goes online to teach about pregnancy, parenthood, and HIV
Maria Fontenot, Texas Tech University, I can't believe she did that! How viewers discuss controversial issues via message board
Shelley Wiggly, University of Texas-Arlington, I can't believe she did that! How viewers discuss controversial issues via message board
Alysson DeVito, University of Tennessee, The Young and the Reckless: How soap opera journalists handle ethics in an online world

Respondent: Lyn Lepre, Marist College
3:45 PM – 5:00 PM
How (and How Well) Do We Teach Media Ethics? An International Perspective (Session ID: 215)
N251
[International]

For many of us media ethics principles are rooted in old media—broadcast and print. It’s where we learned our trade and developed the ethical principles that likely continue to inform our teaching. But what of the new ethical dilemmas thrown up by new media? And can the approaches to media ethics of our international colleagues show us ways to better media ethics teaching? Four media ethics teachers encompassing new media, the Spanish language press, TV news in New Zealand and radio news in England discuss how, and how well, they teach media ethics.

Moderator: Tony Rimmer, California State University, Fullerton
Panelists: José Luis Benavides, California State University, Northridge, Using Special Projects to Teach Ethical Reporter-Source Relationships to Latino Students
Paul Martin Lester, California State University, Fullerton, Teaching Media Ethics Online: Lessons Digital Gives to Analog Classes
Paul Norris, New Zealand School of Broadcasting, How Do We Teach Media Ethics & Why?
Debbie Wilson, University of Lincoln, UK, Teaching Media Ethics in British Community Radio

3:45 PM – 5:00 PM
Changing The World-One Workshop At A Time: The Impact of International Media Training (Session ID: 131)
N252
[International]

Many broadcast educators have been conducting media workshops in other countries for more than 20 years. These workshops have resulted in the training of thousands of broadcast journalists and managers from all over the world. While some have been conducted in the United States, most workshops have been conducted in countries in Eastern Europe, Africa, the Middle East, Central Asia, Southeast Asia, and Latin America. What impact, if any has these workshops had on the participants and the quality of journalism and broadcasting in these new countries? What impact has the training had on the countries? Experienced international media trainers will discuss the success of international media training in other cultures.

Moderator: Greg Pitts, Bradley University
Panelists: Nuraya Muchtar, University of Tennessee, Assessing the Impact of International Media Training in Indonesia
Greg Pitts, Bradley University, Impact of Sales and Management Training in Albania and Serbia
Bill Silcock, Arizona State University, Media Training in the Balkans
Mary T. Rogus, Ohio University, Media Training at Al Jazeera

3:45 PM – 5:00 PM
Radio and Audio Media Juried Paper Session (Session ID: 281)
N256
[Radio and Audio Media]

This panel features the radio and audio media division research paper competition results. It examines issues pertinent to the radio industry ranging from traditional media delivery to new media delivery.

Moderator: John Allen Hendricks, Southeastern Oklahoma State University
First Place: Glenn T. Hubbard, University of Texas, Arlington, Effects of Localism on Listener Responses to Radio Programs and Stations: An Experimental Study
Second Place: Daniel B. Patterson, William R. Davie and Lucian F. Dinu, University of Louisiana, Lafayette, Diffusion of Gratifications: How Radio and Alternative Audio Media are used by Younger and Older Adults
Richard H. Tiner, Belmont University, Convention & Formula: Why Local Direct Radio Commercials Sound Alike, A Burkean Cluster Analysis
Steven McClung and Kristine Johnson, Florida State University, Examining the Motives of Podcast Users
Respondent: Scott Patterson, San Francisco State University
For Graduating Seniors...

MEDIA SALES INSTITUTE  
@  
The Center for Spanish Language Media  
University of North Texas

Sunday, May 31 through Friday, June 11, 2009

The Media Sales Institute is an intense ten-day workshop designed to introduce 30 graduating seniors to media sales as a career. Students will be immersed in an intense, fast-paced learning environment.

For more details and to apply visit  
www.spanishmedia.unt.edu

Sponsored by:  
National Association of Broadcast Educators Association
Meet the Faculty

Greg Luft, Chair
- Joseph Champ
- Cindy Christen
- Kirk Hallahan
- Pam Jackson
- Jangyul Kim
- Minjeong Kim
- Kris Kodrich
- Jim Landers
- Marilee Long
- Rosa Mikeal Marney
- Garrett O’Keefe
- Jonna Pearson
- Patrick Plaisance
- Donna Rouner
- Pete Seel
- Jamie Switzer
- Craig Trumbo
- Don Zimmerman

Colorado State University

M.S. and Ph.D.
Public Communication and Technology

- Investigate the impacts of traditional and new communication technologies on individuals, organizations and society
- Understand the role of information in public understanding of science, technology, environment and health topics
- Collaborate with faculty with excellent research credentials, having generated over $10 million in federal, state and corporate research grants
- Access to five state-of-the-art computer, video and usability laboratories
- Receive assistantships and other financial aid
- Prepare for careers in university teaching and research, or research and management positions outside academe
- Study and enjoy the outdoors in Fort Collins, Colorado, in the foothills of the Rocky Mountains just north of Denver

Also offered:
MPH, Health Communication Focus, with the Colorado School of Public Health

Variety of Graduate Teaching Assistantships available, in-state tuition reciprocity with western states (except CA)

For more information, contact:
Craig.Trumbo@colostate.edu
or Patrick.Plaisance@colostate.edu
(970) 491-2077
Or visit our Web site at:
www.colostate.edu/Depts/TJ/graduate.html

Colorado State University
3:45 PM – 5:00 PM
Two-Year/Small College Production Showcase (Session ID: 96)
N258
[Two Year/Small Colleges]
A showcase featuring broadcast productions from two-year and small colleges.
Moderator: Evan Wirig, Grossmont Community College
Panelists: Kurt Paulsen, Bethany Lutheran College
Roger Bradesch, Chicago Vocational Career Academy
Jonathan Ash, Midland Lutheran College
Troy Hunt, College of Eastern Utah

5:15 PM – 6:30 PM
Your Student Media Operation: A 24/7 Ethics Practicum for Integrating Ethics into the Curriculum (Session ID: 290)
N232
[Student Media Advisors]
Moderator: Bill Rugg, University of Phoenix
Panelists: Candace Walton, University of South Dakota, Integrating Ethics Into the Campus Radio Station
Dan Garrity, Gonzaga University, Dealing with Ethical Issues in the Student Media News Room
Phyllis Slocum, University of North Texas, Student Management and Ethics: Curriculum, Reality and the Advisor
Dale Hoskins, Northern Arizona University, Ethics: A Pedological Approach to Integrating the Curriculum and the Student Media
Respondent: Bill Rugg, University of Phoenix

5:15 PM – 6:30 PM
Global and Technological Challenges to be Overcome by Educators Seeking to Impart Ethical Standards (Session ID: 36)
N233
[Multicultural Studies]
Educators in the global village have a compelling interest in creating an awareness of ethical considerations in media content, delivery, and operation of facilities. The panelists in this session view these variables from the perspective of myriad perspectives. Some focus on the practitioner’s daily choices, while others approach the subject in an academic setting. Viewpoints from various cultures and included in the discussion.
Moderator: William G. Covington Jr., Edinboro University of Pennsylvania
Panelists: Ahmed Nori Hussain, United Arab Emirates University, Higher Education and Teaching Media Ethics in the Universities of the Arab United Emirates
Steven Phipps, Maryville University, The Demise of the Shortwave Era: Implications for International Broadcasting

5:15 PM – 6:30 PM
From the Classroom to the Newsroom: The “Top 10” Ethical Dilemmas of Student Produced News (Session ID: 168)
N234
[News | Student Media Advisors]
We preach ethics in our media classrooms and give examples of what to do and what not to do when faced with an ethical dilemma in the “real” world. But does it sink in? How do we teach students to take those ethical lessons learned in the classroom and make them stick in an over the air, daily deadline environment? This panel will look at what does and doesn’t work when it comes to teaching and then practicing newsroom ethics.
Moderator: Suzy Smith, Ball State University
Panelists: Janet Kolodzy, Emerson College, Learning the Ropes: Teaching Ethical Lessons
Terry Heifetz, Ball State University, Ethics in the Newsroom
Phil Bremen, Ball State University, Ethical Challenges Faced in the Field
Phil Hoffman, University of Akron, Ethics from Management's View
Mary Spillman, Ball State University, Under Advisement: Student Media Ethics
Some journalism and electronic media professors and administrators advocate the “pervasive method” of incorporating ethics within courses across the journalism curriculum. However, others believe the extent and severity of problems facing media require a separate ethics course to address the variety of issues. This panel addresses how instructors teach media ethics in a variety of educational settings, as well as the similarities, differences and challenges facing instructors at four-year universities, religious institutions, small liberal arts colleges, and international universities.

Moderator: Allyson DeVito, University of Tennessee
Panelists: Allyson DeVito, University of Tennessee, *Is There a Right Answer?: How to Teach Media Ethics at a Four-Year University*
Lyn Lepre, Marist College, *It’s a Private Matter: Teaching Media Ethics at a Small Liberal Arts College*
Jim Miller, Harding University, *Applying the Golden Rule: Teaching Media Ethics at a Religious University*
Katerina Spasovska, University of Tennessee, *An International Educator’s Perspective: Teaching Non-American Students about Media Ethics*
Bernardo Motta, University of Tennessee, *An International Educator’s Perspective: Teaching Non-American Students about Media Ethics*

Respondent: Naeemah Clark, University of Tennessee

---

Social media separates itself from all other forms of media with one simple distinction: it is user driven. Proponents of the technology dote on its ability to facilitate trust and understanding, connect people across space and time, and initiate grass roots initiatives and personal involvement. But is this truly the purpose of social media? What is the outcome when this technology falls into the wrong hands? Our panelists examine the ethical outcomes when psychology, technology, and commercial interests collide.

Moderator: Dan Sewell, Fielding Graduate University
Panelists: Hillary Franklin, Fielding Graduate University, *Little Girl Lost: Identity Creation and the Oversexualization of Adolescent Girls on Myspace*
Cynthia Hagan, Chameleon Health Care, *Along Came a Spider? The Influence of Communal Media on Children’s Social, Cognitive, and Emotional Development*
David Peck, Azusa University, *From Metallica to Miley: The Changing Legal and Ethical Aspects of Social Media Related to the Sharing and use of Music by Adolescents and Young Adults*
Jonny White, City Language Exchange Inc., *Que Sera, Sera? What the Media’s Influence, From Suicide to Marketing to Pornography to Facebook, Tells us About Evolution Beyond Organic User Created Content*

---

This session honors the winners of the Student Video competition. Selected works of this year’s award recipients will be exhibited.

Moderator: Warren Koch, Azusa Pacific University

**Animation/Experimental/Mixed Category**
- First Place: Nathan D. Burns, James Madison University, *Aesthetics*
- Second Place: Samuel A. Ward, Azusa Pacific University, *The Restoration*
- Third Place: Nicole E. Triche, University of North Carolina-Greensboro, *The Bars & Tone Experiment*

**Instructional/Educational Category**
- First Place: Eryn Gradwell, Elon University, *Internet Governance Forum*
- Second Place: Aaron Jones, Edmund Brown, Christopher Hitchinson & Devin Termini, *Alden B. Dow Home & Studio*

**Music Video Category**
- First Place: Kristina Perreault, St. Cloud State University, *The Run - Here It Always Rains Like Hell*
- Second Place: Ryan Holman, James Madison University, *Forgiveness*
Narrative Category
First Place: Michael P. Allore, Wayne State University, *The Next Step*
Second Place: Jesse D. Doland, Azusa Pacific University, *Suicide and Goldfish*
Third Place: Lauren Cray & Anders Lindwall, Azusa Pacific University, *The Reclamation of David Simms*

Promotional Category
First Place: Timothy S. Johnson, Elon University, *What’s Your Reason*
Second Place: Timothy S. Johnson, Elon University, *Elon-Wake Forest Soccer Promotional*
Third Place: Conor Britain, Elon University, *Elon Men's Basketball Commercial*

Studio Category
First Place: Joel Larsen, St. Cloud State University, *Husky Mag*
Second Place: Justin J. Maas, St. Cloud State University, *Husky Productions*
Third Place: Sara E. Hannon, Brendan Bagley, Caroline Carter, & Reed Kackley, James Madison University, *Madison Out Loud Hallowelection Special*

5:15 PM – 6:30 PM
Global Programming Trends (Session ID: 19)
N238
[Management, Marketing & Programming]
This panel will feature presenters with knowledge of programming trends (and events) in television and/or radio, Internet, new media. Each presenter will discuss a portion of the globe not necessarily familiar to most audience members.
Moderator: Norm Medoff, Northern Arizona University
Panelists: Lena Zhang, San Francisco State University, China
Greg Pitts, Bradley University, Eastern European
Denis Vogel, Barry University, Thailand
Alan Lifton, University of Sunderland, United Kingdom
Danielle Sarver, Kent State University, United Kingdom
Dianah Wynter, California State University – Northridge, Trinidad audience
Seung-Hyun Lee, University of North Carolina – Greensboro, South Korea
Respondent: Rebecca Lind, University of Illinois, Chicago

5:15 PM – 6:30 PM
Public Broadcasting and Professional Ethics: Issues in Theory and Practice (Session ID: 103)
N239
[Radio and Audio Media | Law & Policy]
While all U.S. broadcasters are accountable to the rules and regulations of the Federal Communication Commission, only public broadcasters are held to higher standards of objectivity and balance. This panel examines media regulations and policies within an ethical frame of reference, and investigates unique ethical challenges in journalism, technology, finance, and management faced by noncommercial broadcasters.
Moderator: Glenda R. Balas, Sam Houston State University
Panelists: Alan G. Stavitsky, University of Oregon, *A Conceptual History of Objectivity and Balance in U.S. Public Broadcasting*
Philip Thompisen, West Chester University of Pennsylvania, *Ethical Dilemmas in Student Media: When Money Talks, Principles Walk*
Beth C. Fratkin and Robert K. Avery, University of Utah, *The Realities of Public Radio Station Management: When Pragmatics and Ethics Collide*
Michael W. Huntsberger, Furman University, *The Q-EAR: An Ethical Framework for Public Radio News Production*
John Armstrong, Furman University, *Aristotle and the FCC: Why Media Regulation is an Ethical Issue*
Respondent: Robert K. Avery, University of Utah
The Charles & Lucille King Family Foundation is a proud supporter of the Broadcast Education Association.
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.

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

Ms. Diana King, Trustee, President and Chair
Mr. Charles J. Brucia, Trustee, Vice-President and Treasurer
Mr. Eugene V. Kokot, Trustee, Secretary
Mr. M. Graham Coleman, Trustee
Mr. Michael Donovan, Educational Director
Ms. Karen E. Kennedy, Assistant Educational Director

CHARLES & LUCILLE KING FAMILY FOUNDATION

(212) 682-2913 • www.kingfoundation.org
5:15 PM – 6:30 PM
Exporting American Education: US Universities Open Middle Eastern Campuses (Session ID: 66)
N240
[International]
US colleges and universities are broadening their institution’s borders and opening campuses in Middle Eastern countries. Some of these institutions offer journalism programs in countries better known for their overt censorship of the media. Whereas some US schools have gone the more traditional route and established partnerships with existing universities, others have signed agreements with Middle Eastern governments to establish in-country campuses where students can earn equivalent degrees to their US counterparts. This panel will discuss the advantages, challenges, applications and implications of opening US university campuses abroad. Panelists will discuss what it means to the universities involved and to journalism education in general.
Moderator: David Burns, University of Maryland - College Park
Panelists: Philip Seib, University of Southern California
Philip J. Auter, University of Louisiana, Lafayette
Mimi White, Northwestern University (Qatar)
Steve Klein, George Mason University

5:15 PM – 6:30 PM
Law & Policy Division Meeting (Session ID: 238)
N242
[Law & Policy]
The Law and Policy Division’s goals are to foster ownership of the process of educating potential electronic media leaders and teachers about law; to prepare electronic media students for leadership roles by providing meaning to the phrase “the public interest, convenience and necessity”; to instill the notion of the “public interest” among potential users and leaders of the electronic media; and to initiate research into the fields of law and policy.
Law & Policy Chair: Andrew Utterback, Eastern Connecticut State University
Vice Chair - Paper Competition Chair: Cindie Yanow, Southeast Missouri State University
Secretary: John Soares, California Polytechnic State University

5:15 PM – 6:30 PM
BEA Festival of Media Arts: Faculty and Student Documentary Competition Awards and Showcase (Session ID: 30)
N249
[Documentary]
This session honors the winners of the Faculty and Student Documentary competitions. Selected works of this year’s award recipients will be exhibited.
Moderators: Faculty Competition: Jay Rosenstein, University of Illinois at Urbana-Champaign
Student Competition: Ralph Beliveau, University of Oklahoma

Faculty Competition
Faculty Long Form Category
Best of Competition: Bernard R. McCoy, University of Nebraska-Lincoln, They Could Really Play the Game
Award of Excellence: G. Dale Carpenter, University of Arkansas, The Buffalo Flows

Faculty Short Form Category
Best of Competition: William F. Gentile, American University, Afghanistan: The Forgotten War
Award of Excellence: Michael T. Whalen, Santa Clara University, A Christmas In Tent City

Student Competition
Student Long Form Category
First Place: Sid McGregor, Missouri State University, One + One: A Human Network
Second Place: Nina Soriano, San Francisco State University, Amores de Dolores
Third Place: Cindy Lewandowski, Rowan University, Movement X
Honorable Mention: Max Cantor, Elon University, Cinema 93

Honorable Mention: Julie Olds, Pacific Lutheran University, Illicit Exchanges: Canada, the U.S. and Crime
Honorable Mention: Joshua Schnitzer and MEP Documentary Production Unit, Quinnipiac University, Children of South Africa
Student Short Form Category
First Place: Christopher Burt, Christopher Cucci, & Sarah Justine Woodhouse, Ithaca College, Busking the Big Apple
Second Place: Catherine Ciciretto & Sloane Cameron, University of Oregon, Bass Driven
Third Place: Melinda Quesenberry, San Francisco State University, Africa Alive

5:15 PM – 6:30 PM
Getting A Better Publishing Deal: What To Look For In Your Book Contract (Session ID: 92)
N251
[Writing]
You just received a book contact and you’re thrilled. That is, until you read it. Turns out it’s an indecipherable one-sided document that favors the publisher. Now what? In this session, you will learn how to evaluate your book contract and negotiate a better deal for yourself. You will learn what terms you can’t live without and what clauses absolutely must go. Whatever you do, don’t sign on the dotted line before attending this seminar.
Moderator: Paul MacArthur, National Writers Union
Panelist: Paul MacArthur, Assistant National Contract Advisor, National Writers Union

5:15 PM – 6:30 PM
So You Want to Be In Broadcasting?? Well Here’s What We’re Looking For (Session ID: 139)
N256
[Radio and Audio Media]
This session will tap the talent scout side of Valerie Geller and Pat Bryson both highly respected consultants in a session that will give you the ammunition to be a step ahead in your search for employment in the broadcast industry. Through direct audience interaction students and faculty will get direct answers from two major consultants who are actively involved in scouting and hiring industry talent.
Moderator: Michael Taylor, Valdosta State University
Panelists: Valerie Geller, Geller Media International
Pat Bryson, Bryson Broadcasting International
Respondent: Michael Taylor, Valdosta State University

5:15 PM – 6:30 PM
Two-Year/Small Colleges Division Meeting (Session ID: 249)
N258
[Two Year/Small Colleges]
The Two-Year/Small Colleges Division’s goals are to share and propagate teaching strategies; to enhance and promote the teaching of lower division courses in broadcasting; to promote and encourage the transferability of broadcasting courses between institutions; to facilitate the interaction of faculty with broadcasters and media practitioners; to promote the study of broadcasting across academic disciplines; and to promote the use of broadcast facilities to support broadcast education.
Two-Year/Small Colleges Division Chair: Ron Weekes, Brigham Young University-Idaho
Vice Chair: Brian Howard, Brigham Young University-Idaho
Newsletter Editor/Webmanager: Shane Tilton, Ohio University of Zanesville
THURSDAY
SPECIAL EVENT

6:45 PM – 8:00 PM
BEA Awards Ceremony and Reception (Session ID: 289)
N250
[All Convention]
The annual BEA Awards Ceremony recognizes some of the best faculty, and graduate student work in research, as well as our scholarship winners. Leadership and service to BEA is also recognized. Join us after the ceremony to honor this year’s distinguished award recipients.
Host: Glenda Williams, BEA 2009-2010 President

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

BEA Distinguished Education Service Award Recipient: Dr. Michael D. Murray, University of Missouri, St. Louis
BEA Distinguished Scholar Award Recipient: Dr. Alan B. Albarran, University of North Texas
BEA Kenneth Harwood Dissertation Award Recipient: Shawn VanCOUR, Carleton College

BEA 2008-2009 Scholarship Awards:
Abe Voron Scholarships:
Mark Long, Illinois State University
Sponsored by Abe Voron Committee
Raymond Nelson, Central Michigan University
Walter Patterson Scholarships:
Gabrielle Baward, Cedarville University
Sponsored by the National Association of Broadcasters
Michael Houchin, University of Montana
Harold Fellows Scholarships:
Adriana Fletcher, Pacific Lutheran University
Sponsored by the National Association of Broadcasters
Alysha Mendez, Texas State University
Shea Northcut, Elon University
Laura Beth Ward, Elon University
Vincent Wasilewski Scholarship:
James Wallace, California State University, Northridge
Sponsored by Patrick Communications, LLC
Alexander Tanger Scholarship:
Michael Valerio, George Washington University
Sponsored by Alexander M. Tanger
Helen Sioussat/Fay Wells Scholarships:
Colin Greene, James Madison University
Sponsored by the Broadcasters’ Foundation
Suyun Hong, University of Texas/Austin
VISION Scholarship Award:
Christi Ann Mitchell, Oklahoma Baptist University
Sponsored by VCI Solutions
BEA Two Year/Community College Scholarships:
Mary Wilkins, Isothermal Community College
Sponsored by BEA
Yeiber Cano, City College of San Francisco
CONGRATULATIONS, MIKE!

Broadcast Education Association's Distinguished Education Service Award Recipient

The faculty, students, and alumni of the College of Fine Arts and Communication at the University of Missouri-St. Louis congratulate Dr. Mike Murray for exemplary achievement and 25 years of tireless service to electronic media education at our institution. Mike has also provided leadership at Virginia Tech, University of Louisville and University of Nevada-Las Vegas. He published two books on media education and five books on the history of broadcast news. His book about CBS News, The Political Performers, received a Goldsmith Research Award from Harvard University with fellowships at Stanford U, the U of California-San Diego, University of London, and Cambridge University. His book, Media Law and Ethics, with Dr. Roy L. Moore, is further evidence of his scholarly commitment. He received the Missouri Governor's Award for Teaching Excellence, Clevenger Award from American Communication Association, and Kobre Award for Lifetime Contributions from American Journalism Historians Association. He recently served as Review and Criticism Editor of the Journal of Broadcasting and Electronic Media and serves on the Board of Governors for the National Academy of Television Arts & Sciences.

He is the first person in the field to be recognized with an appointment as a University of Missouri Board of Curators' Distinguished Professor. We are proud of Mike and his many accomplishments: inspiring teacher, dedicated scholar, and gifted administrator. He brings exceptional recognition to our College of Fine Arts and Communication and the University of Missouri-St. Louis.

www.umsl.edu | www.umsl.edu/cofac
Master of Fine Arts Degree in Documentary Production and Studies

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

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

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

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

For more information, contact Professor Sam Sauls, Director of Graduate Studies at 940.565.3222 or sauls@unt.edu 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
8:00 AM – 5:00 PM
BEA2009 Convention Registration (Session ID: 270)
Lobby N250
[All Convention]

8:00 AM – 9:00 AM
Breakfast with AJA Video Systems (Session ID: 308)
N252
[All Convention]
AJA Video Systems is a leading manufacturer of professional video interface and conversion solutions—come have breakfast and learn why they are experiencing rapid growth in the educational sector. Space limited.
Sponsored by: AJA Video Systems

8:00 AM – 9:00 AM
District 7 Business Meeting (Session ID: 284)
N242
[All Convention]
Have a cup of coffee with your District 7 Representative, Gwin Faulconer-Lippert! District 7 represents all two-year and small colleges in the USA.
Moderator: Gwin Faulconer-Lippert, Oklahoma City Community College, District 7 Representative

9:00 AM – 4:30 PM
BEA2009 Placement Center
N243
[All Convention]
The 2009 BEA Placement Center is the place to Post A Job or Find A Job. Registered job seekers and employers can review job descriptions, applicant materials and even schedule on-site interviews. This is a free service for 2009 BEA Institutional and Individual members. There is a $100 fee for non-members.
Placement Center Coordinator: Michael Bruce, Oklahoma Baptist University

9:00 AM – 4:00 PM
BEA2009 Exhibit Hall (Session ID: 305)
N255/N257/N259/N261
[All Convention]
Come and wander among the exhibits and chat with vendors to get the most up-to-date information and resources available to faculty. BEA exhibitors provide teaching tools, creative software and the latest research.

9:00 AM – 10:15 AM
Student Media Advisors Division Paper Competition (Session ID: 255)
N232
[Student Media Advisors]
Debut
Moderator: Marjorie Yambor, Western Kentucky University
First Place: Candace Walton, Michelle O’Malley and Michelle Van Maanen, University of South Dakota, Using Facebook to Promote Student News to Undergraduates
Second Place: Jason Anthony Kester, Central Michigan University, Hybrid Digital Radio Stations: A Guide to Start-up and Operations
Amy Graban Crawford, Youngstown State University, Assessing Student Motivation: Some Measures and Methods for Applying Self-Determination Theory to Student Media Recruitment and Retention
Sam Sauls, University of North Texas, Points of Contention Revisited: The Advisor’s Role as Perceived by Administrators
9:00 AM – 10:15 AM
How to Successfully Teach Diversity Through Children’s Television (Session ID: 16)
N233
[Multicultural Studies]
Many television shows for children claim (or don’t even claim) to teach diversity. This is an extremely important area of children’s television...not only domestically but also in the international marketplace. But how does one teach diversity without simply including participants from different races, cultures and backgrounds on the show?
Moderator: Michael Loman, Boston University College of Communication Department of Film/Television
Panelists: Rosemarie Truglio, Sesame Workshop, Sesame Street: Celebrating All Children
Kathy Aplan, Oglala Lakota College, Wojapi Lakota Children’s Program
Anthony Galvez, Texas Tech University, Entertainment Education and Children’s Programming: Successful Worldwide Initiatives
Bradley Gorham, Syracuse University, The Social Psychology of Representation: Concerns for Children’s Television

9:00 AM – 10:15 AM
Gender Issues Division Meeting (Session ID: 245)
N234
[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.
Gender Issues Division Chair: James Lohrey, Mansfield University
Vice Chair: Patty Williamson, Central Michigan University
Newsletter/Website Editor: Jennifer Meadows, California State University, Chico
Paper Competition Chair: Roger Cooper, Ohio University

9:00 AM – 10:15 AM
Courses, Curricula, and Administration Division Meeting (Session ID: 241)
N235
[Courses, Curricula & Administration]
The Courses, Curricula and Administration Division members explore teaching methods and ways to enhance teaching excellence, develop new and stronger curricula, and are interested in the administration of programs and departments. At our meeting, we’ll discuss a variety of ways to further these goals at our respective institutions, and at BEA. If you’re a teacher or administrator, get active in CCA at BEA!
Courses, Curricula and Administration Division Chair: James Jones, Jr., Sam Houston State University
Vice Chair: Christine Buck, Butler University
Webmaster: John MacKerron, Towson University
Membership: Ron Shearer, Hillsborough Community College

9:00 AM – 10:15 AM
Interactive Media and Emerging Technologies Division Paper Competition (Session ID: 257)
N236
[Interactive Media and Emerging Technologies]
Moderator: Joel Beeson, West Virginia University

Debut
First Place: Anne Koester, Jason Kohbrenner, Lucien Jung and Kathleen Miller Syracuse University, Toward a new interactive online TVparadigm: Re-appropriating television content to induce greater program engagement
Second Place: Katie McAuliffe, University of Florida, Gaming Consoles as Home Multimedia Centers

Open
First Place: Dr. Seok Kang and Sherice Gearheart, The University of Texas at San Antonio, Citizens’ Use of City Web Sites and Civic Engagement
Second Place: Tang Tang, University of Wisconsin Oshkosh, The Role of Internet Structure: Understanding Internet Use
9:00 AM – 10:15 AM
Ethics of Off-Campus Production Experience (Session ID: 188)
N237
[Production Aesthetics & Criticism]
There are obvious advantages to providing students off-campus production experiences. However, students and faculty face logistical and, even more daunting, ethical issues in such experiences, whether for a class or a client. This panel focuses on those ethical issues including the challenge of producing work for clients who have their own agendas, subject/interviewee driven issues in student-produced documentaries, and the manipulation of subject matter through student editing.
Moderator: Larry Jurney, Oklahoma Christian University
Panelists: John M. Woody, James Madison University, David Byland, Oklahoma Baptist University, Matt Jenkins, Cameron University

9:00 AM – 10:15 AM
Win, Win, Win: Cause-Related Marketing at Television and Radio Stations (Session ID: 128)
N238
[Management, Marketing & Programming]
Studies show most Americans believe companies should have a positive impact on the environment and our communities. Accordingly, many businesses have turned to cause-related marketing, promising to donate money or other types of support to a nonprofit organization when a customer buys or uses the brand. Today, many broadcast stations are seeking nontraditional revenue (NTR) and goodwill through cause-related marketing, resulting in a potential win-win-win situation for broadcasters, event sponsors, and benefactor organizations.
Moderator: Wenmouth Williams, Ithaca College
Panelists: Scott Hamula, Ithaca College, Wendy Shelton, Local Sales Manager, KVBC-TV, Mary Moran, Sales Services Manager, KVBC-TV, Brandy Newman, Vice President, Market Manager, Clear Channel Radio, Robert McCoy, Director of Public Affairs, EMBARQ Corporation, Karen Iglesias, President, Make-a-Wish Foundation of Southern Nevada

9:00 AM – 10:15 AM
How DO You Teach Directing? A Discussion & Best Practices (Session ID: 293)
N239
[Writing | PAC]
Good directors do not spring full-grown from the head of Hitchcock (or even, Spielberg or Tarantino for that matter!). Still, everyone wants to direct. But too often courses on directing (& textbooks too) delve into the intricacies and “secrets” of the actor’s psyche hoping students will comprehend everything there is to know about acting and actors and somehow be able to direct. Or, still other courses (& their corresponding textbooks) take a technical approach focusing on cameras, lenses, depth of field, framing, sequences, film stock, lighting and other technical issues under the assumption that all this technical information will instantly transform students into directors. Then the “reality” of directing bites. Some students “lock-up,” implode (or explode!) and directing projects are stalled or never get completed and you’re left wondering if directing really can be taught... So, how DO you teach students to become good directors? To develop their voice, to pull the strongest elements together to tell a story, to navigate the shoals of budgets, egos and tempers. The assembled panelists will reflect on their philosophy of directing and discuss some “best practices” for teaching directing in the classroom &/or in the field.
Moderator: Michael R. Ogden, Central Washington University
Panelists: Chandra Clark, University of Alabama, Working with Producers, Budgets and Schedules, Anthony Friedmann, Sam Houston State University, Breaking Down a Scene: The Essence of Teaching Directing Technique, Rustin Greene, James Madison University, Managing the Set and Getting What You Want, Fred G. Thorne, California State University, Creative Communication Company, Screen Dynamics: Seeing and Hearing Like
9:00 AM – 10:15 AM
Law and Policy Division Paper Competition (Session ID: 256)
N240
[Law & Policy]
Moderator: Cindie Yanow, Southeast Missouri State University
Debut
First Place: Chao Wang and Animesh Rathore, Ohio University, Video Streaming Websites and Copyright Protection in China
Second Place: Jennifer C. Smith, University of Georgia, Proliferation and Degradation of Motion Picture Producer Credit
Open
First Place: Hyangsun Lee, Yonsei University & Sokang University, Re-defining the Contributory Liability Standard in Copyright Law: The Status of Sony after Grokster
Second Place: Matthew D. Bunker, University of Alabama, The Song Remains the Same: Transformative Purpose Analysis in Fair Use Law
Respondent: Barbara Moore, University of Tennessee, Knoxville

9:00 AM – 10:15 AM
Creating a Film Festival (Session ID: 45)
N241
[Two Year/Small Colleges]
A look at the how’s and why’s of creating a film festival for a community college. Oxnard College has teamed with the local independent film festival to create a regional festival targeting high school and college students. This panel will look at the challenges and benefits putting on a film festival have for both the community college students and for the institution.
Moderator: Kitty Merrill, Oxnard College
Panelists: Kitty Merrill, Oxnard College, Challenge, Opportunity + Teamwork = Film Festival
Chris Brown, Palomar College, Growing a State-Wide Festival
Nella Citino, Madison Media Institute, 48 Hour Film Festival
Matthew Hanson, Eastern Michigan University, Guiding Student Leaders - Negotiating Film Festival Realities with Student Visions
Hilary Marin, Central Michigan University, Making the List

9:00 AM – 10:15 AM
BEA Scholarship Workshop (Session ID: 264)
N242
[All Convention]
In a discussion format, BEA’s Scholarship Chair provides procedures and suggestions to assist faculty in guiding students to compete for BEA’s prestigious scholarships. Prospective student applicants are also welcome.
Moderator: Pete Orlik, Central Michigan University

9:00 AM – 10:15 AM
Accomplishing the Tough Part: Funding Your Documentary (Session ID: 292)
N249
[Documentary]
Almost everyone interested in producing documentaries has faced the harsh reality of trying to find money to get it produced. That is perhaps one of the most difficult parts of being a documentary filmmaker. Yet, there are many resources available, if people know where to look and how to ask. I propose a panel discussion with filmmakers who have successfully received funding of many different levels, to help faculty find those pockets of money and show them how to go after it in the most effective way. A major portion of this could be a Q and A session from the audience about specific projects they are working on and places they might go.
Moderator: Jerry Renaud, University of Nebraska - Lincoln
Panelists: Joel Geyer, Nebraska Educational Television, Getting the Big One
Hub Brown, Syracuse University, Money for Ethnic Issues
Kathy Lee Heuston, Austin Peay, Don’t Be Afraid to Ask
9:00 AM – 10:15 AM
International Production Collaborations: Learning Across Borders (Session ID: 59)
N251
[International]
Several universities around the world have established exchange programs in which students work in their own countries on video productions with a particular theme. The students and their advisers then travel, with their videos, to a university in another country. Students share their video productions with each other and then take the opportunity to work on a themed video together. Chulankorn University in Thailand has, for several years, collaborated on such an international video production exchange with Universities in Japan and the Philippines. The University of Hawaii’s relatively new Academy for Creative Media has recently begun a similar production exchange with a University in Shanghai. The University of La Verne, in California, is exploring two different video exchange programs with the University of Northampton in the United Kingdom and with Universidad Ibero Americano in Mexico. The first group of Mexican students will be visiting Los Angeles in the upcoming academic year. Universidad Ibero Americano is also beginning production exchanges with Universities in South Korea. Televisa, Mexico’s largest production company is buying ideas for telenovelas from South Korea and Jose Angel Soto, head of the television program at Universidad Ibero Americano, is consulting with South Korean on production of telenovelas in South Korea.

Moderator: Donald Pollock, University of La Verne
Panelists: Nanatthun Wongbadue, Chulangkorn University, The Golden Triangle: Video Collaborations between three Asian Universities
Jose A. Soto, Universidad Ibero Americano, Mexico and South Korea: Working Out the Similarities a World Apart
Hyechung Eun, South Korea University, Mexico and South Korea: Working Out the Similarities a World Apart
George Chun Han Wang, University of Hawaii at Manoa, Interpreting on a Multi-Cultural Set: Bridging the Language Gap
Anne Misawa, University of Hawaii at Manoa, SMART Exchange: Hawaii/Shanghai “Student Production Exchange

9:00 AM – 10:15 AM
Meet the Editors (Session ID: 263)
N252
[All Convention]
Come and meet the editors of your BEA publications: Feedback, the Journal of Radio and Audio Media, and the Journal of Broadcasting and Electronic Media. The editors will discuss the content of the journals and the submission process for each publication. They will also answer any questions you may have about becoming a BEA author.

Moderator: Robert K. Avery, University of Utah, BEA Publications Committee Chair
Panelists: Joe Misiewicz, Ball State University, Feedback
Michael Brown, University of Wyoming, Journal of Radio & Audio Media
Susan Brinson, Auburn University, Journal of Broadcasting & Electronic Media

9:00 AM – 10:15 AM
Riding the Creative Chaos: Mentoring the Documentary Production Process (Session ID: 90)
N253
[Documentary | Production Aesthetics & Criticism]
While documentary filmmakers anchor their work with a solid premise, they expect to navigate waves of uncertainty as they make the authentic discoveries that are essential to producing riveting documentary. We can teach the principles of storytelling, interviewing and production with straightforward guidelines, but how do we guide students to discern between irrelevant digression and storytelling revelation? Our experienced panelists will share their insights and approaches to mentoring students of documentary.

Moderator: Robert Musburger, University of Houston
Panelists: Denise Matthews, Eastern Connecticut State University, Forget your GPS: Guiding Documentary Students to Discover Their Stories
Robin Riley, Northwestern College, Sculpting the Documentary: Sifting, Sorting and Loading the A-Roll
David L. Tucker, Ryerson University, Documenting the Documenters: Strategies For Teaching Documentary
9:00 AM – 10:15 AM
Research in Progress Paper Competition (Session ID: 307)
N254 [Research]
The Research in Progress competition is open to both undergrads and graduate students and is strictly for those works that are still in progress. We encourage attendees to have an open discussion with presenters about methodology, moving the research to publication and other opportunities that exist in the research area. Rather than a presentation to the audience, the research division hopes that this panel is interactive with robust discussion specifically designed to encourage graduate students, the future professoriate and more recent members of the academy.
Moderator: Connie Book, Elon University
Theresa Billiot, Texas Tech University, Corporate Social Responsibility Prevalent in Professional Sports: But is the Media Campaign Persuasive?
Beverly A. Bondad-Brown, University of California, Santa Barbara, Motivations and Sources for Internet Television Use
Chung Joo Chung, State University of New York at Buffalo, Analysis of Experts’ Perception on Broadcasting System Reform in Korea
Jon Greenhoe, Central Michigan University, The Impact on Digital Diffusion from Analogue Cessation: A Survey of Michigan Consumers during the DTV Transition

10:30 AM – 11:45 AM
Gender Division Paper Competition (Session ID: 259)
N234 [Gender Issues]
Moderator: James Lohrey, Mansfield University
Open
First Place: Jennifer J. Fleming, California State University, Long Beach, Satisfying the Majority: An Examination of Gender in Journalism and Mass Communication Programs
Second Place: Geri Alumit Zeldes, Michigan State University, Maverick, Escort, or Style Setter: TV News Framing the Candidates’ Spouses During the 2004 and 2008 Presidential Elections
Debut
First Place: Kelby K. Halone, West Virginia University, The Structuration of Gendered Sports Talk
Second Place: Emil Bakke, Ohio University, Gender and Mobile Phone Use: Measuring Communication Competency

10:30 AM – 11:45 AM
Courses, Curricula and Administration Division Paper Competition (Session ID: 258)
N235 [Courses, Curricula & Administration]
Moderator: Christine Buck, Butler University
Open
First Place: Steve Collins and Tim Brown, University of Central Florida, What “They” Want From “Us”: Industry Expectations of Journalism Graduates
Second Place: Edd Applegate, Robert Kalwinsky and Dennis Oneal, Middle Tennessee State University, Deans of AEJMC-accredited Colleges and Schools: A Demographic Profile
10:30 AM – 11:45 AM
Interactive Media and Emerging Technologies Division Meeting (Session ID: 250)

N236
[Interactive Media and Emerging Technologies]
The Interactive Media and Emerging Technologies Division’s goals are to address needs of BEA members in teaching courses dealing with communication technologies; to help us prepare our graduates and ourselves for changes in the media landscape; to provide a forum for presentation and discussion of theory and research on emerging communication technologies; and to keep members of the organization informed about changes in communication technology and how those changes will affect broadcast education.

Interactive Media and Emerging Technologies Division Chair: Howard Goldbaum, University of Nevada - Reno
Vice Chair/Paper Competition Chair: Joel Beeson, West Virginia University
Secretary/Web Manager: Shane Tilton, Ohio University of Zanesville

10:30 AM – 11:45 AM
BEA Festival of Media Arts: Faculty Video Competition Awards and Showcase (Session ID: 228)

N237
[Production Aesthetics & Criticism]
This session honors the winners of the Faculty Video competition. Selected works of this year’s award recipients will be exhibited.
Moderator: Lowell Briggs, York College of Pennsylvania

Commercial/PSA Category
Best of Competition: Ian S. Feinberg, Chattahoochee Technical College, CTC Fire Science & Criminal Justice Commercials
Award of Excellence: Scott Hodgson, University of Oklahoma, 2008 Banterra Campaign

Educational/Instructional Category
Best of Competition: Aashish Kumar & Aabha Adhiya, Hofstra University, The Community I Serve

Mixed Category
Best of Competition: Kathy and John Bruner, Taylor University, Rooted
Award of Excellence: Jason C. Balas, University of Oklahoma, History: Take 2 (Episode: The Underdogs)
Award of Excellence: Scott Hodgson, University of Oklahoma, 2008 JayMac Alumni Profiles
Award of Excellence: James R. Legg, Jr., University of Tennessee, The Long March: From Selma to Today

Narrative Category
Best of Competition: James Babanikos, University of Florida, Somewhere Beyond
Award of Excellence: Emily D. Edwards, University of North Carolina-Greensboro, Bone Creek
Award of Excellence: Jennifer C. Smith, University of Georgia, Girl Talk
Award of Excellence: George Chun Han Wang, University of Hawaii-Manoa, Sin City, Sincerely

Promotional Category
Best of Competition: John M. Woody, James Madison University, Miller Coors: Shenandoah Brewery

Technical Merit Award: Ian S. Feinberg, Chattahoochee Technical College, CTC Fire Science & Criminal Justice Commercials

10:30 AM – 11:45 AM
Spanish Language Media: Issues in the United States, Mexico and Central America (Session ID: 74)

N238
[Management, Marketing & Programming | International]
Spanish language media is examined in regards to current industry issues from three perspectives: the United States, Mexico, and Central America. Scholars will review preliminary findings from a new reference volume to be published in 2009.
Moderator: Alan Albarran, University of North Texas
Panelists: Amy Jo Coffey, University of Florida, U.S. Hispanic Television Goes Mainstream
Phyllis Slocum, University of North Texas, U. S. Spanish Language News
Maria Elena Gutierrez, Universidad Panamericana, Guadalajara, Mexico, The Media Sector in Mexico: Current Issues
Catherine Salzman, The Media Industries in Central America
Ryan Salzman, University of North Texas, The Media Industries in Central America
10:30 AM – 11:45 AM
The Ethics of Teaching Screenwriting (Session ID: 70)
N239
[Writing]
This panel will investigate the topic of ethics in all aspects of teaching screenwriting. Participants will discuss how they encourage students to deal with moral and ethical issues, how questions of plagiarism and artistic responsibility are handled, how students can be helped to determine whether script elements are essential or gratuitous, and how the positive, ethical use of theme as an essential element in screen story structure can be taught. Open discussion will follow.
Moderator: Eric W. Edson, California State University, Northridge
Panelists: Philippe Perebinossoff, California State Fullerton, The Ethics of Teaching Screenwriting as Art vs. Commerce
Carey Martin, Liberty University, Plagiarism, Influence, Homage and Originality
Jon Stahl, California State University, Northridge, Artistic Responsibility in Screenwriting
Eric Edson, California State University, Northridge, Ethics and Theme in Story Structure

10:30 AM – 11:45 AM
Telcom Update 2009 (Session ID: 207)
N240
[Law & Policy]
Will there be new ownership rules? Will the commission continue to push for ala carte pricing? Has the transition to digital television gone as expected? The Annual Telcom Update will focus on the numerous issues, changes and challenges that face the FCC and industry leaders as the revolution of media continues. As in previous year, the panel will review significant regulatory issues facing broadcasting and cable, look at current privacy laws and review First Amendment cases of importance.
Moderator: Fritz Messere, State University of New York at Oswego
Panelists: Paul MacArthur, Utica College, Current Issues Facing Cable
Kimberly Zarkin, Westminster College, Whither the First Amendment?
Laurie Thomas Lee, University of Nebraska-Lincoln, Current State of Privacy
Mark R. Caramanica, University of Florida, Review of FCC issues

10:30 AM – 11:45 AM
BEA Festival of Media Arts: Two-Year and Small Colleges Competition Awards and Showcase (Session ID: 231)
N241
[Two Year/Small Colleges]
This session honors the winners of the Two-Year and Small Colleges competition. Selected works of this year’s award recipients will be exhibited.
Moderator: Tom McDonnell, Metropolitan Community College
Audio Production Category
First Place: Nathan Marker, Grossmont Community College, “KGFN Sweepers/Charger Commercial”
Video/Broadcast Production Category
First Place: David Kelly, Bethany Lutheran College, Summer Grasses
Second Place: Ray Gauger, Grossmont Community College, Cram Session
Third Place: Cindy Sanabria, Borough of Manhattan Community College, I Got Flowers Today
Honorable Mention: Derek Breitenstine, Bob Jones University, Goal
Honorable Mention: Christin Cadieu, Bob Jones University, WBJU Election Live 2008
Honorable Mention: Jeffrey Hendrix, Bethany Lutheran College, A Time to Fall
Honorable Mention: Christine Moitoso, University of La Verne, From Heaven to Ohio
Honorable Mention: James Nation, Chattahoochee Technical College, Snafu
The Rising Star of Texas

The School of Journalism and Mass Communication at Texas State University-San Marcos is proud to be one of the largest and most innovative programs in the nation.

Our students win top awards. Texas State boasts:

- first place and finalist honors – Mark of Excellence Award, Society of Professional Journalists regional competition
- Finalist – Mark of Excellence Award, Society of Professional Journalists national competition
- first place-awards for Video PSA, News magazine & Video commercial – National Broadcast Society regional competition
- Texas Intercollegiate Press Association top award winners for Documentary, Spot News, Best Sportscast/Play-by-Play
- the only student in Texas chosen by MTV's "Choose or Lose" to cover the 2008 presidential campaign
- first- and third-place honors for journalism in the 2008 AEJMC "Best of the Web" winner, Best Technical Production, finalists for Best Student Web site and Best Feature – College Broadcasters Inc. Production Awards
- finalist honors, Houston Press Club Lone Star Awards

This past year we:
- hosted the American Press Institute's Visual Journalism Workshop
- hosted the Texas Public Relations Association PR 2.0 Boot Camp
- hosted the second International Latino Media Conference, The State of Spanish Language Media
- were named as the new home of the National Press Photographers Association annual Advanced Storytelling Workshop
- hosted the Region V National Association of Hispanic Journalists Conference

Our faculty includes award-winning journalists and communication professionals:
- Professor Ray Nickamp won top paper in the News Division, 2009 Broadcast Education Association
- We are the editorial home of the Southwestern Mass Communication Journal
- Professor and Fulbright Scholar Sandhya Rao created the Center for Media and Marketing Communication Research in Manipal, India
- Professor Cindy Royal won second-place in the 2008 AEJMC Promising Professors teaching competition
- Professor Judy Oskam (with Melinda Goodspeed) won a 2008 Bronze Telly Award
- Professors Tom Grimes and Lori Bergen (with James A. Anderson) authored Media Violence and Aggression: Science and Ideology (Sage)

With campuses in San Marcos and Round Rock, we offer undergraduate and graduate programs across the spectrum, including new media, strategic communication, and Latino media and markets.

At Texas State, we’re on the move. That’s why we’re The Rising Star of Texas.
Convergence in Journalism Education: The Challenges and Opportunities (Session ID: 205)

Emerging technology and new delivery systems are forcing news organizations to change the way they do business and that means that educators must adapt to properly prepare students without compromising basic journalistic principles. It's not an easy task and there is not a one-size-fits-all solution. Panel will discuss the challenges and opportunities.

Moderator: Mark Masse, Ball State University
Panelists: Mary Spillman, Ball State University, Merging Broadcast and Print Curriculum in the Era of Multimedia
Larry Dailey, University of Nevada, Reno, Why Can’t We All Just Get Along?
Joey Hellery, Southern Illinois, Carbondale, A Tale of Two Departments
Scott Reinardy, University of Kansas, Learning by Doing in a Multimedia Newsroom

Respondent: Andrew Leckey, Reynolds National Center for Business Journalism

History Division Meeting (Session ID: 244)

The History Division is concerned with teaching history and conducting scholarship in the field. The goals are to encourage and continually improve teaching in the area; to provide a forum for the presentation of original scholarship; to share ideas and resources in the field; and to encourage preservation of historical materials.

History Division Chair: Ed Youngblood, Auburn University
Vice Chair: Mitchell Shapiro, University of Miami
Newsletter Editor: Gary McIntyre, Mansfield University
Website Editor: Anthony Galvez, Texas Tech University

Recent Advances in Emergency and Risk Communication Research (Session ID: 176)

The session will examine empirical research on the distribution of crisis and emergency messages and responses to these messages. Patric Spence will present research detailing sex differences in psychological reactions to crisis messages. Kenneth Lachlan’s research explores information seeking across diverse subpopulations during emergencies during several recent crises and disasters. Paul Skalski will discuss telepresence and responses to new media crisis messages. Jacqueline Smith’s research explores differences between parents and non-parents in their informational needs.

Moderator: Michael Keith, Boston College
Panelists: Kenneth Lachlan, Boston College, Considering Diversity in the Placement and Content of Emergency Messages
Patric Spence, Calvin College, New Media and Presence: Exploring Gender Involvement and News
Paul Skalski, Cleveland State University, Being There, Being With: Presence Responses to Crisis Communication
Jacqueline Smith, Calvin College, Mothers and New Media: Examining Emotional Responses to Crisis News Reports

Respondent: Michael Keith, Boston College
10:30 AM – 11:45 AM
Defining the Documentary: Documentary and the Audience (Session ID: 42)
N253
[Documentary]
Our goal will be to continue exploring issues concerning the documentary in a participatory fashion through focused conversation. This year’s theme will center on the role of the audience in documentary film. After an introduction by session moderator Evan Johnson, we will break into small groups, each with a “small group moderator,” to discuss, in-depth, various aspects of the theme. We will re-convene at the end for reports on key ideas from each small group.
Moderator: Evan Johnson, Normandale Community College
Panelists: Maria Moore, Illinois State University
Bill Deering, University of Wisconsin - Stevens Point
Michael McElreath, University of Wyoming
Michael R. Ogden, Central Washington University
Jane Chapman, University of Lincoln - UK
Respondent: Evan Johnson, Normandale Community College

10:30 AM – 11:45 AM
Radio’s Demise Has Been Greatly Exaggerated (Session ID: 43)
N254
[Radio and Audio Media]
Are we losing radio, or are the big players simply experiencing falling fortunes due to audience rejection of the commercial radio experience? Understanding the often ignored fact that radio is audio, and the compelling advantages that this form offers in content and venue (both local & international), is the key to its survival as a viable medium. This is what makes radio uniquely powerful, and points the way to a bright future.
Moderator: Jeff Jacoby, San Francisco State University
Panelists: Jeff Jacoby, San Francisco State University, Sonic Space & The Listener Experience
Valerie Geller, Author, Creating Powerful Radio, The Power of Content
Marie Drennan, San Francisco State University, Radio Blogging & The Hypermediated Conversation
Richard Rudin, Liverpool John Moores University, How the BBC Enhanced its Ratings at the Expense of Commercial Rivals
Madeline Bills, Graduate Student, San Francisco State University, The Role of Community Radio
Respondent: Michael W. Huntsberger, Furman University

10:30 AM – 12:00 PM
Public Broadcasting and Objectivity & Balance: Key Issues and Best Practices in Public Media (Session ID: 313)
N233
[All Convention]
Public broadcasting has struggled since it’s inception with balancing the needs of editorial independence on the one hand with a Congressional mandate to ensure complete “balance and objectivity” for the tax-payer supported content on the other hand. The nature of journalistic integrity takes on a new meaning when the government provides support for both the infrastructure and programming. The pressing demands of social & digital media will also be considered.
Moderator: Jeffrey Dvorkin, Ryerson University
Panelists: Alan G. Stavitsky, University of Oregon, Best Practices in Assessing Objectivity and Balance
Joel Kaplan, Newhouse School of Public Communications, Syracuse University, Expectations for Objectivity and Balance in Multi-Platform Distribution – Traditional and New Media
Natalie Stroud, University of Texas, Austin, Objectivity and Balance: How Do Readers and Viewers of News and Information Reach Conclusions Regarding Objectivity and Balance?
MORE THAN JUST AN INSTITUTION!

VIRTUALACADEMY.ORG
Download sessions from our renowned Faculty Seminar with the entertainment industry’s movers and shakers. Get the inside scoop on real-life business issues to share with your students. Post questions, comments and maintain a dialogue with fellow academics and the Television Academy Foundation on this 24/7 resource!

FACULTY SEMINAR
Apply now for Fall 2009 session! Here’s your chance to spend five days in Los Angeles with top executives from major studios, networks and new media companies and discuss the changes and trends in the entertainment industry via panel discussions, presentations and site visits. This year’s application deadline is July 31, 2009.

ARCHIVE OF AMERICAN TELEVISION
This is the story of television you won’t find in textbooks, told from the insightful perspectives of those who built the medium. If you or your students haven’t seen this collection of over 600 video interviews with TV’s legends, you’re missing a key resource. The exclusive interviews are available FREE on the web – emmytvlegends.org.

JOURNEYS BELOW THE LINE
See first-hand how television shows are made! Journeys Below The Line is an educational DVD series capturing the inner workings of craft and technical jobs, essential in producing today’s hit shows. Learn about wonderful career opportunities and what it takes to work in this evolving industry.

For more information on these and other educational programs and opportunities, please visit emmysfoundation.org.
**BEA 2009**

**12:00 PM – 1:15 PM**

**International Division Juried Research Paper Session (Session ID: 285)**

**N249**

[International]

Moderator: Richard C. Vincent, Indiana State University

**Open**

First Place: Dan Teng’o and Max Grubb, Kent State University, *More of the Same: The Flow of African News on the Web*

Second Place: Jared Johnson and Amy West, Brigham Young University, *Local Programming Trends in Chile: Does Programming Meet Audience Demands?*

**Debut**

First Place: Nurhaya Muchtar, University of Tennessee, Understanding Management of International Media Training Overseas

Second Place: Indira S. Somani, Washington and Lee University, Acculturation to Indian Programming

**12:00 PM – 1:15 PM**

**Radio and Audio Media Division Meeting (Session ID: 242)**

**N232**

[Radio and Audio Media]

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

Radio & Audio Media Division Chair: John McGuire, Oklahoma State University

Vice Chair/Paper Competition Chair: John Allen Hendricks, Southeastern Oklahoma State University

Newsletter: John Owens, University of Cincinnati

**12:00 PM – 1:15 PM**

**Media Promotion and Social Networking (Session ID: 125)**

**N233**

[Student Media Advisors | Management, Marketing & Programming]

Social Networks, blogs and YouTube have expedited the way news and entertainment products have infiltrated our society. Industry professionals and educators have to understand the benefits and pitfalls of each of these types of online utilities. This paper shows how the industry uses these utilities and how they can be used in the classroom.

Moderator: Michelle Van Maanen, University of South Dakota

Panelists: Michelle Van Maanen, University of South Dakota, *Social Networking, Blogs & YouTube: Getting Your Message Heard*

Candace Walton, University of South Dakota, *Social Networking, Blogs & YouTube: Getting Your Message Heard*

Michelle O’Malley, University of South Dakota, *Social Networking, Blogs & YouTube: Getting Your Message Heard*

**12:00 PM – 1:15 PM**

**Sports Division Meeting (Session ID: 251)**

**N234**

[Sports]

The Sports Division’s goals are to address needs of BEA members in teaching courses related to sports media. For a long time sports wore the tag of the “toy store.” No serious study of the media could include a look at sports. But, times have changed. Academics as well as non-academics have seen that, for better or worse, sports are an essential element of U.S. and worldwide culture. This has led to a surge in academic organizations that recognize and embrace sports as a legitimate intellectual pursuit. A number of academic journals have been developed all devoted to sports, and schools that have sports-related classes, and even majors, are growing in number as we speak.

Sports Division Chair: Michael Bruce, Oklahoma Baptist University

Vice Chair: Rick Sykes, Central Michigan University

Webmanager & newsletter editor: Steve Hill, University of Wisconsin-Stevens Point

Paper Competition Co-Chair: Rob Bellamy, Duquesne University

Paper Competition Co-Chair: Wayne Hepler, Harford Community College
12:00 PM – 1:15 PM
Financing The Future- How to Keep Pace With the Industry Amid Academic Funding Cuts (Session ID: 218)
N235
[Courses, Curricula & Administration]
With an uncertain economic outlook, it is becoming challenging for academic units to keep up to date with today’s technology. One way to help offset the cost of updated equipment is to generate revenue. While grant writing is helpful, revenue can also be generated through the production of media products for on and off campus organizations. This panel will look at methods used by a variety of schools to help close the revenue gap.
Moderator: John Lombardi, Frostburg State University
Panelists: Tim Pollard, Ball State University, Small, Slow, then Go: Creating a Brand We Can Sell
Donald Pollock, University of LaVerne, Collaborating with City Government as a Means of Generating Revenue
Paul Crandon, Cameron University, Student Organizations as a Source of Revenue: Why It Makes Sense to Ask for More When Money is Tight
Erick Lauber, Indiana University of Pennsylvania, Benefits of Establishing an Off-Campus Organization for Revenue Generation

12:00 PM – 1:15 PM
BEA Festival of Media Arts: Faculty and Student Interactive Multimedia Competition Awards and Showcase (Session ID: 230)
N236
[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.
Moderator: Faculty Competition: Mary C. Schaffer, California State University-Northridge
Student Competition: Howard Goldbaum, University of Nevada

Faculty Competition
Entertainment Category
Best of Competition: Kim Grinfeder, University of Miami, World Press Photo Awards Interviews

Solo Website Category
Best of Competition: John M. Woody, James Madison University, iEDITHD.com

Promotional/Informational Category
Award of Excellence: Scott Hodgson, Christopher R. Krug, Joe S. Foote, & Ken Fischer, University of Oklahoma, World Journalism Education Council
Award of Excellence: Karl Idsvoog and David F. Smeltzer, Kent State University, Media Job Pod

Student Competition
Authorship Project Category
First Place: Jim E. Thompson, James Madison University, The Interactive Beginner’s Guide to the Trumpet
Second Place: Ryan Kost & Jourdan Rassas, Arizona State University, Defining Change
Third Place: CVJ 519 Spring 2008 (Class Project), University of Miami, Fish at Bay

Group Authorship Project Category
First Place: Andrea Ballocchi & Walyce Almeida, University of Miami, Witnessing History
Second Place: Mike Struening, Arizona State University, Divided Families
Third Place: Sarah E. Craig & Shane Harrison, University of Cincinnati, Doooooade.com

12:00 PM – 1:15 PM
Is it Ethical to Graduate More Film Students than the Industry Can Employ? (Session ID: 193)
N237
[Production Aesthetics & Criticism]
As educators, every year we watch students (and their families) invest tens of thousands of dollars to learn to be filmmakers. However, precious few of these students ever realize their dream of making a career in their chosen field. This panel will look at the ethical challenges and approaches to behaving responsibly in this difficult area.
Moderator: Matt Meyer, George Fox University
Panelists: Matt Meyer, George Fox University
Steve Gordon, Ithaca College
The World is Flat: Diversity, Demographics and Newsroom Dynamics (Session ID: 175)
N238
[News | Multicultural Studies]
In Thomas Friedman’s book, The World is Flat it is clear that the US is changing almost as fast as the world is being flattened. Diversity is no longer inevitable, it is here. How have faculty adjusted to the change and how do they prepare their students for to work in an environment with local, national and international employees. This discussion must take place. It isn’t optional, it is imperative that we deliberately seek and foster diversity, eventually the survival of higher education and the news will depend on it.
Moderator: Sybril Bennett, Belmont University
Panelists: Maria Williams-Hawkins, Ball State University, Campus Publications: The Case of Administrative Oversight
Ava Greenwell, Northwestern University, Making Your Syllabus More Inclusive
Cristina Azocar, San Francisco State University

Preparing Students for Careers in Spanish Language Media (Session ID: 210)
N239
[Multicultural Studies | Student Media Advisors]
Spanish language media continues to be an area of growth in the United States, yet students interested in careers in Spanish language media may not have enough Spanish language student media opportunities in college. This panel offers insight into ways that English-speaking (and not necessarily bilingual) faculty can supervise Spanish language media in their department and help students prepare for Spanish language media careers.
Moderator: Tony DeMars, Texas A&M University - Commerce
Panelists: Alan Albarran, University of North Texas, Conducting Research on Spanish-Language Media: Opportunities for Students and Professors
Jose A. Soto, Universidad Ibero Americano, Far Away, So Close: Learning with Neighbors
Maria C. Santana, University of Central Florida, Mi Radio, Su Radio: AM Explosion in Spanish
Tony DeMars, Texas A&M University – Commerce, Can a Spanish Language TV Newscast Be a Part of Your Department?

Papers In Order: Exploring Issues in FCC License Renewal (Session ID: 189)
N240
[Law & Policy | Student Media Advisors]
The renewal cycle for an FCC-licensed station is every eight years. This can cause considerable difficulty for student-run operations that turn over a new staff every four years. This presentation will discuss issues facing student broadcasters as they prepare for license renewal, particularly challenges with the public file’s quarterly issues programs list. We will also explore Alternative Broadcast Inspection Programs like the one sponsored by the Nevada Broadcasters Association as a resource for all broadcasters.
Moderator: Jamie Lynn Gilbert, College Broadcasters, Inc.
Panelists: Adrienne Abbott, Nevada Broadcasters Association
Jamie Lynn Gilbert, College Broadcasters, Inc.
Christine M. Stover, Oakland University

Practical Broadcast Technology: Low Cost Work Solutions (Session ID: 98)
N241
[Two Year/Small Colleges]
Designing and maintaining the small broadcast studio. What would make you state of the art? Entry level HD.
Moderator: John Gallagher, Manhattan Community College
Panelists: Gary Martin, Cosumnes River College
Ron Weekes, BYU-Idaho
Larry Jurney, Oklahoma Christian University
12:00 PM – 1:15 PM
The Good, the Bad, the Ugly... Covering the Presidential Elections on University TV Stations (Session ID: 187)
N242
[News]
Major networks prepare for an election coverage a year before it happens. We don’t have that luxury dealing with students. You never know what will happen during the night of the event. This panel will talk about their experiences from covering the elections.
Moderator: Kathy Lee Heuston, Austin Peay State University
Panelists: Patricia Ferrier, Austin Peay State University, Organizing Print and Broadcast Production
Jerry Renaud, University of Nebraska-Lincoln, How to Deal With Different Media for Election Coverage
Trina Creighton, University of Nebraska-Lincoln, How to Deal With Different Media for Election Coverage
Kathy Lee Heuston, Austin Peay State University, The Ups and Downs of an Election Coverage
Vincent Fitzgerald, College of Mount Saint Vincent, Live! Presidential Election Returns on a Small College TV Station

12:00 PM – 1:15 PM
History Division Paper Competition: Competitive Papers in Electronic Media History (Session ID: 260)
N251
[History]
Debut
First Place: George Chun Han Wang, University of Hawaii, Manoa, King Hu and Run Run Shaw and the Motion Picture That Made Martial Arts History
Second Place: Allyson Beutke DeVito, University of Tennessee, You Can’t Say That on Television: A History of the National Association of Broadcasters’ Code of Ethics
Susan Brinson, Auburn University, CONELRAD on the Front Line of Cold War Defense
Christopher Francis White, Sam Houston State University, When Monologues Were Monologues: Johnny Carson's American Forum 1984-1992
Laurie Thomas Lee, University of Nebraska-Lincoln, Have We Lost Our Privacy?: The History and Evolution of Privacy

12:00 PM – 1:15 PM
Propaganda, Crisis and Rebellion: Global Hollywood and News Wrangle with Ethics (Session ID: 161)
N252
[International | Research]
The panel explores the relationship between ethics and international media content, and ethics and international media businesses. The panel presentations discuss these themes in the context of Hollywood’s global business practices, Hollywood film versions of American counterterrorism, TV journalism at times of terrorist crises, and media's role in a rebellious women’s social movement in Mexico.
Moderator: Tim Hudson, East Carolina University
Panelists: Janet Wasko, University of Oregon, Hollywood’s Global Business Ethics
Helena Vanhala, Robert Morris University, Ethics and Hollywood Counterterrorism: Propaganda for Defining Terrorism as War
Michael Bruce, Oklahoma Baptist University, Crisis, Terrorism and TV Journalism
Gabriela Martinez, University of Oregon, Rebellion in Mexico: The Political Economy of Memory
Respondent: Tim Hudson, East Carolina University

12:00 PM – 1:15 PM
Teaching Media Production in International Contexts (Session ID: 111)
N253
[Documentary]
This session will invite production faculty who have taught at International Universities to share their experiences. In particular themes such as documentary pedagogy (whether universal or culture-specific), production processes, negotiating identity and difference among students, working with colleagues at host institutions will be explored. Samples of student work produced at international institutions and syllabi are welcome additions to the panel presentations. Two of the confirmed panelists are recent Fulbright scholars.
Moderator: Aashish Kumar, Hofstra University
Panelists: Aashish Kumar, Hofstra University, Is there a Universal Language of Documentary: Teaching Documentary in India
Andrew Sharma, Salisbury University, Teaching Media in India
12:00 PM – 1:15 PM
Crowd-Sourcing: Cheap Content for a Media-Manic Age (Session ID: 164)

N254
[Production Aesthetics & Criticism | Management, Marketing & Programming]

This panel will discuss the pros and cons of the growing trend of out-sourcing content creation to non-professional media creators aka “the public.” We will also discuss the opportunities for enriching the university web experience by harnessing the crowd-sourcing potential of students.

Moderator: Michael McAlexander, Frostburg State University
Panelists: John Lombardi, Frostburg State University
Steve Hill, University of Wisconsin-Stevens Point
Cynthia King, California State University, Fullerton

1:30 PM – 2:45 PM
BEA Festival of Media Arts: Student Audio Competition Awards and Showcase (Session ID: 233)

N232
[Radio and Audio Media]

This session honors the winners of the Student Audio competition. Selected works of this year’s award recipients will be exhibited.

Moderator: Tony DeMars, Texas A&M-Commerce

Air Personality Category
First Place: Aaron D’Innocenzi, Western Carolina University, Aaron Michael Audition CD
Second Place: Andrew Pastorek, University of Indianapolis, Slater - Radio Now 100.9
Third Place: Angie Smith, Southern Utah University, Angie’s Regular Airshift

Comedy or Drama Category
First Place: Mark Beanblossom, Rex Coker, & Michael D’Amaro, Millikin University, The War of the Worlds - 70th Anniversary Remake

Educational Program Category
First Place: Chris Yoars, Southern Illinois University, West Frankfort Mine
Second Place: Colin S. Weir, Rowan University, Code Blue: Keeping Our Students Safe
Third Place: Cheryl Langston, Columbia College Chicago, Going Green for Our Future

PSA/Promo/Commercial Category
First Place: Allie McCain, Appalachian State University, Gold Fish
Second Place: John Swengel, Illinois State University, Watercooler Talk Show Promo
Third Place: Benjamin Weber, University of Southern Indiana, Stupid Ideas

Specialty Program Category
First Place: James Herron, University of North Alabama, Jack Voorhies: Voice of the Shoals
Second Place: Shabnam Kunwar, Brigham Young University, Giving Back
Third Place: Katrina Mumford, New England School of Communication, Know Before You Go

Sports Program Category
First Place: Adam Cavalier, Marshall University, Marshall - WVU Football
Second Place: Rusty Brown, Georgia Southern University, GSU Football Play by Play
Third Place: Jeff O’Connor, Rowan University, Rowan University vs. Montclair State: NJAC Playoffs

1:30 PM – 2:45 PM
11 Years and Counting: Celebrating 100 Years of Radio (Session ID: 186)

N233
[Radio and Audio Media]

This inaugural session begins an 11 year journey celebrating 100 years of radio. This showcase features the work of students from a sound design course at Georgia Southern University. The students interpret, create, and perform the story and sound design for a recently published book, “Opa Nobody.” The showcase will feature the finished work, video and photos of the process, and interviews with the students who created the sound design.

Panelists: Melanie Stone, Georgia Southern University
Kelly Berry, Georgia Southern University
Reed Smith, Georgia Southern University
Media production courses usually require a vast amount of teamwork specifically when working as a production crew in Multi-camera studio and remote situations. Colleges and Universities with NCAA division sports teams, inevitably travel in their required “seasons” thus missing many hands-on productions. Even project work is sometimes compromised when extensive shooting, editing, and planning are mandated. In this situation, deadlines are sometimes missed, and participation in group projects and crew rotations are “excused”. But at the end of the day, (or semester), are the athletes learning the same extensive knowledge and able to perform at their highest industry standard? Statistically the majority of Athletes have successful GPA standings, but ethically, we may feel that they are not receiving all of the benefits of the learning and “hands on” opportunities the average student would absorb. How can we be assured that we are fulfilling the obligation to achieve the same consistency and flow of curriculum rubric and grading criteria equal to all?

Moderator: Denise Belafonte-Young, Lynn University
Panelists: Audra Myerchin, Minot State University, *The perceptions & realities of life as a Minot State University student athlete*
Tommy G. Booras, Western Kentucky University, *Different Sports, Different Solutions*
Heather Polinsky, Central Michigan University, *Getting the Experience: Co curricular Activities and Student Athletes*
Respondent: Denise Belafonte-Young, Lynn University

This second installment of the Administrator’s Roundtable features discussion of several of the various challenges that face mass media education programs over the next decade. The focus is on meeting the needs of the rapidly changing broadcast media field including a look at facilities, curriculum and positioning within the university and community settings. The panelists consist of current mass media department/division chairs and associate deans. All are invited to participate and an open discussion is encouraged.

Moderator: Jeffrey Guterman, University of Pittsburgh – Bradford
Panelists: Bill Christ, Trinity University, *Curriculum 2020: Where we are Headed*
Luett Hanson, Kent State University, *Meeting the HD challenge*
Virginia Bachelor, SUNY-Brockport, *Responding to the Needs of the Community*
Jeffrey Guterman, University of Pittsburgh – Bradford, *The Mass Media Curriculum and the University*

This panel discusses an experimental, collaborative, multidisciplinary online project between the P.I. Reed School of Journalism and the Center for Excellence in Disabilities (CED) at West Virginia University. TakingpArt, as the project’s website is known, explores the world of artists with disabilities, from a painter with cerebral palsy to a nature photographer who lost the use of his limbs in an automobile accident. TakingpArt explores the role of multimedia and interactivity in mediating online identity; the challenges, strategy and tactics for developing and managing online communities for journalists, and the technological tools available to journalists for facilitating social networking across freeware/shareware applications.

Moderator: John Temple, West Virginia University
Panelists: Joel Beeson, West Virginia University School of Journalism, *Multimedia Reporting and Civic Journalism*
Helen Panzironi, West Virginia University CED Fine Arts Program, *Artists with Disabilities and Online Identity*
Dana Coester, West Virginia University President’s Office, *Institutional Innovation and the Challenges of New Media*
**Advancing the Dialogue on “Best Practices” (Session ID: 222)**

**N237**

[All Convention]

This panel will explore ways to advance the dialogue on “Best Practices” discussed at the World Journalism Education Congress (WJEC), examining what the next version of initiatives might look like: What definitions are likely to be used to establish “Best Practices” and what approaches and sources might advance them further? What areas should be expanded and what should be left out? What are the key issues in planning subsequent WJEC meetings? How might socio-cultural and politically diverse models be represented and adapted to life in the digital age? What status and role will Journalism Education take in the academy of the future? In terms of content-based approaches to Media Education, what areas are targets for advancement—Internships, Media Law, Media Ethics, or New Technology?

**Moderator:** Joe S. Foote, University of Oklahoma

**Panelists:**
- Pam Johnson, Western Kentucky University
- Ardyth Sohn, University of Nevada at Las Vegas
- Doug Boyd, University of Kentucky
- Leonard Teel, Georgia State University
- Sanjay Asthana, Middle Tennessee State University
- Roy L. Moore, Middle Tennessee State University
- Thomas L. McPhail, University of Missouri-St. Louis
- Mike Murray, University of Missouri-St. Louis

**Writing Division Meeting (Session ID: 248)**

**N239**

[Writing]

The mission of the Writing Division is to provide a forum for discussion of issues pertinent to writing for electronic and other media; to develop understanding of media writing and the teaching of writing through scholarly research to be presented at panels and in an annual competition for scholarly papers at the BEA Business Convention; to encourage student writing through an annual national scriptwriting competition; and to encourage creative writing by faculty through an annual faculty scriptwriting competition.

**Writing Division Chair:** Fred Thorne, Creative Communications Company

**Vice Chair/Faculty Script Competition Chair:** Dennis Conway, Marist College

**Co-Chair, Student Script Competition:** Frederick C. Jones, Southeast Missouri State University

**Co-Chair, Student Script Competition:** Michael McAlexander, Frostburg State University

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

**Newsletter Editor:** Edward J. Fink, California State University, Fullerton

**Webmaster:** Michael J. Havice, Marquette University

**International Division Meeting (Session ID: 243)**

**N240**

[International]

The International Division’s goals/objectives are to provide a forum for research and discussions on international communication; to provide regular opportunities for members to update their information and skills resulting from changes in the field of international communication; and to encourage the international exchange of faculty and students for purposes of research, teaching and consulting.

**International Division Chair:** Grace Provenzano, San Francisco State University

**Vice Chair:** Richard Rudin, Liverpool John Moores University

**Paper Competition Chair:** Richard C. Vincent, Indiana State University

**Newsletter Editor:** Larrie Gale, Brigham Young University

**Scholastic to Collegiate: Blending Facilities and Technology into Practice (Session ID: 119)**

**N241**

[Two Year/Small Colleges]

This session will feature high school teachers, community college instructors and university faculty in a discussion revolving around best practices for new technologies and facilities. Each panel expert will describe the impact that planning and adoption play on methodology and daily teaching.
1:30 PM – 2:45 PM
A ShopTalk/TV Survey – Would you Risk your Job? (Session ID: 126)
N242
[News]
In August ‘08 the daily newsletter for broadcast journalists Shoptalk launched an informal survey asking its readers:
* Would you ever leave a job out of journalistic principle, even if you had no job lined up?
* Have you ever compromised your journalistic standards?
* If so, why?
The results were fascinating and will be a catalyst to explore the state of the BUSINESS of broadcast newsgathering, particularly amid massive media layoffs resulting from the recent economic downturn.
Moderator: Maria Moore, Illinois State University
Panelists: Tom Petner, Temple University, The Survey Said....
Arthur Wood, General Manager, WYCC-TV Chicago, Big Market Big Media Realities
Al Buch, General Manager, Kansas State Network, Mid-Market Realities: Change or Die
Ava Greenwell, Northwestern, Preparing our Journalism Students for a New Media Landscape

1:30 PM – 2:45 PM
New Media Meets Public Media (Session ID: 202)
N251
[Radio and Audio Media]
At the beginning of the twenty-first century, radio again finds itself poised for reinvention. Audience research is beginning to show consistent declines most notably amongst younger listeners. Public radio has been particularly concerned about its aging audience. This panel will discuss experiments by various public radio players that explore in depth the integration of new media and social media technologies in an attempt to create radio for the new millennium.
Moderator: Keith Brand, Rowan University
Panelists: Keith Brand, Rowan University, Lessons from the Bryant Park Project
Lloyd King, Content Director, Vocalo.com, Building a new kind of Radio
John Barth, Managing Director, PRX, Creating a Content Delivery Network for Public Radio
Leena Jayaswal, American University, The Future of Public Media: Dynamic, Engaged Publics

1:30 PM – 2:45 PM
Research Division Meeting (Session ID: 236)
N252
[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.
Research Division Chair: Max Grubb, Kent State University
Vice Chair: Andy Curran, Clermont College
Webmaster: Tracy Standley, McNeese State University
Research in Progress Competition Chair: Connie Book, Elon University
Newsletter Editor: Naemah Clark, University of Tennessee
1:30 PM – 2:45 PM
Documentary Research: Paper Competition and Preproduction Research Competition (Session ID: 29)
N253
[Documentary]
This is a working/strategy session for the Documentary Division focused on ways to increase participation in the division’s Paper Competition and to get feedback on the new Documentary Preproduction Research and Pitch competition.
Moderator: Evan Johnson, Normandale Community College
Respondent: Bill Deering, University of Wisconsin - Stevens Point

1:30 PM – 2:45 PM
Rapid-Fire Research Session I (Session ID: 296)
N254
[All Convention]
Moderator: Stacey Irwin, Millersville University
Panelists: Maria Fontenot, Texas Tech University, Content v. Behavior: Exploring Old and New Legislation Aimed at Protecting Children Online
Kathleen K. Olson, Lehigh University, The Foo Fighters Battle McCain: Copyright, Fair Use and the Moral Rights of Musical Artists
Eric C. Covil, Northwest Missouri State University, Using Guerrilla Radio to Teach Ethics at a Student Radio Station
Larry Collette, Metropolitan State College of Denver and Indra Desilva, Xavier University, If Viewers Ran the Network Asylum: Lessons from tvbigshot.com
Mary Spillman, Ball State University and Larry Dailey, University Of Nevada-Reno, Cautionary Tale: TV News Providing a Model for Newspapers to Follow

3:00 PM – 4:15 PM
Little Pig, Little Pig, Let Me Come In: Opening the Door to the Integrated Media Lab (Session ID: 23)
N232
[Interactive Media and Emerging Technologies]
As new media technology permeates every aspect of journalism and mass communication, no longer is it logical to maintain media labs that are specific to any particular discipline. An integrated lab is (arguably) fiscally responsible, easier to maintain and may even prevent urban (campus) sprawl by using space more efficiently. But, issues always arise when property must be hared. This panel is an open discussion of such labs, their possibilities and their pitfalls.
Moderator: Sandy Henry, Drake University
Panelists: Todd Evans, Drake University, Building the House of Bricks: Designing the Lab
Sandy Henry, Drake University, Not By the Hair of my Chinny Chin Chin: Sharing Space that Once Was Proprietary
Clark Greer, Point Loma Nazarene University, I’ll Huff and I’ll Puff: Coordinating Curriculum Issues Between Multiple Disciplines
Craig Stark, Susquehanna University, Blow My House In: Why Sustaining Labs May Not Be The Best Solution

3:00 PM – 4:15 PM
Student Media Advisors Division Meeting (Session ID: 240)
N233
[Student Media Advisors]
The Student Media Advisors Division’s goals are to stimulate awareness and discussion of existing issues and related problems to student-operated electronic outlets on campuses; to encourage dissemination of information about the impact of student operations to professional colleagues in the field; and to foster and promote the teaching of information connected with the operation of any outlet where students are the primary workforces as a substantive area of the disciplines of broadcasting/media.
Student Media Advisors Division Chair: Randyll Yoder
Vice Chair - Paper Competition: Marjorie Yambor, Western Kentucky University
Newsletter Editor: John Owens, University of Cincinnati
Membership Coordinator: Paul Creasman, Southern Wesleyan University
WHAT ARE YOU WAITING FOR?

Master's in Interactive Media
Visit www.elon.edu/iMedia to learn more

ELON UNIVERSITY
SCHOOL OF COMMUNICATIONS
gradadm@elon.edu  800.334.8448 ext. 3
3:00 PM – 4:15 PM
Ethics, Cheating and Distance Learning (Session ID: 18)
N234
[Courses, Curricula & Administration]
Faculty often raise two issues when the subject of Distance Learning is broached. The first is that it is too easy to cheat. The second is that the student will not get the same quality experience in a DL class as in the traditional face-to-face encounter. Both raise ethical questions about the quality of the educational experience. This panel examines those issues from a variety of perspectives.
Moderator: David Tucker, University of Toledo
Panelists: Jennifer Jacobs Henderson, Trinity University, *Five Strategies for Use in the Virtual Classroom*
Jeffrey Guterman, University of Pittsburgh – Bradford, *Ethical Considerations in Teaching the General Education Class Face-to-Face and Online*
William Dorman, Millersville State University, *Distance Education and Student Isolation*
David Tucker, University of Toledo, *Ethical Considerations in Teaching a Majors Class Face-to-Face or Online*

3:00 PM – 4:15 PM
The Pedagogy of Television Production in the Age of YouTube (Session ID: 57)
N235
[Courses, Curricula & Administration | Production Aesthetics & Criticism]
In this decade of television change, YouTube has democratized the viewing landscape. Today’s viewers increasingly ignore traditional outlets and view television on the Internet and portable platforms. As screen size and viewing habits change, how do we as faculty members best prepare our television production students to create content which combines the quality and authenticity of broadcast with the universal reach of YouTube? This panel addresses pedagogic issues of production and distribution for the web.
Moderator: Peter Gershon, Hofstra University
Panelists: James Cohen, Hofstra University, *Teaching Web Television Technology*
Kirk Mastin, University of Washington, *Lo-Fi, Hi-Style: Quality Content and Social Networking*
Ron Osgood, Indiana University, *Keeping the Story in Today's Production Courses: Can Production Textbooks Be Effective for the YouTube Generation?*
Jamison Tilsner, Tilzy.tv, *Monetizing Web Television*
Respondent: Edward J. Fink, California State University, Fullerton

3:00 PM – 4:15 PM
The Death of Mass Media: Ethical Considerations in Twenty-First Century Broadcast Education (Session ID: 138)
N236
[Interactive Media and Emerging Technologies]
The ever-changing broadcast industry requires an ever-evolving adaptation in broadcast education, often rendering conventional forms of communication obsolete. Therefore, a series of ethical considerations become an important facet in curriculum development. This panel discusses the following: ethical implications of teaching outdated forms of communication, the responsibility to develop curriculum with the latest technologies, providing an immersive educational experience, connecting university with industry, and implementing strategies that keep the classroom experience dynamic.
Moderator: Chris Flook, Ball State University
Panelists: Christopher Flook, Ball State University, *What to Teach: Designing Dynamic Curriculum for the Changing Media Landscape*
Nicholas Geidner, Ohio State University, *The Changing Media Market and the New Necessity for Media Literacy Curriculum*
Elizabeth Pike, Ball State University, *Challenge of Teaching in a Media Saturated Society*
Suzy Smith, Ball State University, *News is News: Technology May Change but Good Storytelling Never Does!*

Respondent: Edward J. Fink, California State University, Fullerton
3:00 PM – 4:15 PM
Inspiring Students Towards Mastery with Course Assignments that Integrate Ethical Considerations (Session ID: 38)
N237  
[Production Aesthetics & Criticism]
Designing solid and demanding projects for our students is paramount as we aspire to propel them toward success. It is also vital to lay a foundation for the ethical tenets that each broadcaster will build on as they progress in their career. On this panel faculty share the procedures and techniques they developed to ensure their assignments offer quality learning experiences, and discuss the integrated ethical issues that help students start a framework of solid ethical standards.
Moderator: Frances Kendall, Salisbury University
Panelists: Martin LoMonaco, Neumann College, *Incorporating Service Learning in an Advertising Course: Procedures and Ethical Concerns*
Darrell Newton, Salisbury University, *Surfing the Net Without Sinking: Student Ethics and Electronic Journalism*
Robert Fordan, Central Washington University, *Professor on Trial: Using Anecdotes from the Instructor’s Previous Professional Record to Teach Journalism Ethics*
Frances Kendall, Salisbury University, *Cheaters Never Prosper: A News Package Enterprise Assignment with an Overt Agenda*
Bryan K. Horikami, Salisbury University, *From the Classroom to Public Domain: Ethical Considerations in Student Projects Shared on Computer-Mediated Social Networks*
Respondent: Michael L. James, Harding University

3:00 PM – 4:15 PM
International & Domestic Ethical Considerations for Media Educators and Producers (Session ID: 22)
N238  
[Management, Marketing & Programming]
Scholars from three continents address the issues confronting educators and producers of media content in the early 21st century. Managers of media organizations have a vested interest in the ramifications of the material disseminated through their organizations. Collectively these panelists discuss what some of the primary ethical issues are in the digital age as more material is more readily available to larger numbers of people than at any other time.
Moderator: Anthony Esposito, Edinboro University of Pennsylvania
Panelists: Jabbar A. Al-Obaidi, Bridgewater State University, *Media Ethics and Reporting on Regional and Global Issues: Lenses of Al-Jazeera and Al-Arabia*
Steven Phipps, Maryville University, *Ethics in Broadcast Licensing*
William G. Covington Jr., Edinboro University of Pennsylvania, *A Look at Ethical Ramifications Faced by Media Managers on Content Issues in the Global Marketplace*
Anthony Esposito, Edinboro University of Pennsylvania, *Ethical Considerations of Instructors in Preparing Managers and Producers of Media Organizations*
BEA 2009

3:00 PM – 4:15 PM
BEA Festival of Media Arts: Faculty and Student Scriptwriting Competition Awards and Showcase
(Session ID: 54)
N239
[Writing]

Don’t miss this session that honors the winners of the Faculty and Student Scriptwriting competitions—and provides a twist. New this year, with special thanks to NATPE, Pat Quinn, Agent & CEO, Quinn Media Management will talk about how the “Pitch Process” works and will offer on the spot critiques to our Festival winners. Selected works of this year’s award recipients will be exhibited.

Moderator: Faculty Competition: Dennis Conway, Banshee Wail Productions
Student Competition, Frederick C. Jones, Southeast Missouri State University and Michael McAlexander, Frostburg State University

Faculty Competition
Feature Category
Best of Competition: Eric W. Edson, California State University-Northridge, Spirit Walker
Awards of Excellence: Kevin J. Corbett, Central Michigan University, Dark Red
Emily D. Edwards, University of North Carolina-Greensboro, The Boathouse

Short Subject Category
Best of Competition: Kevin J. Corbett, Central Michigan University, Crazy
Awards of Excellence: Kenneth J. Calhoun, Elon University, Dizzy
Frederick C. Jones, Southeast Missouri State University, The Ornery Alpaca

Student Competition
Feature Film Category
First Place: Kellie M. Rice, San Jose State University, Andromache
Second Place: Jeremy M. Inman, San Jose State University, Super Hero Party Clown
Third Place: Christine D. Rhee, San Jose State University, A Far Away Country

Short Film Category
First Place: Shane R. Cottle, Missouri State University, Fishing for More Than Fish
Second Place: Brendan B. Schmidt, Missouri State University, Day Dreamer
Third Place: Rob F. Dianora, Southeast Missouri State University, Prelude to Eternity

Television Spec Category
First Place: Mike J. Heyer, University of Wisconsin-Oshkosh, 30 Rock - "Liz Wins Another Emmy"
Second Place (Tie): Carol S. Harris, Missouri State University, Monk - "Mr. Monk and the Tattoo Parlor"
Chase T. Davis & Travis A. Everett, Texas Tech University, The Office - "Fantasy Football"
Honorable Mention: Jason W. Brasier, Missouri State University, Supernatural - "Helloworld"
Jessica P. Dekruif, LaToya D. Alford, Michael A. Daniels, Donald P. Gadberry, & Daniel J. Trzeciak, Purdue University-Calumet, Dexter - "Hang Me Out to Dry"

3:00 PM – 4:15 PM
Integrity Versus ‘Good’ Radio: How Radio Services Deal With Conflicting Demands for Compelling Broadcasting, Versus the Need And Requirement for Honesty, Fairness, Transparency and Quality (Session ID: 91)
N240
[International | Radio and Audio Media]

Radio broadcasters in many countries are faced with increasing competition for listeners and commercial revenues. In addition, audiences demand transparency and interaction, whilst continuing to value long established standards and principles such as trust, honesty, integrity and quality. This panel considers evidence and research from three continents, and from both public and private broadcasters, on how these conflicts and challenges are being resolved.

Moderator: Richard Rudin, Liverpool John Moores University, UK
Panelists: Curtis Holsopple, Virginia State University, Getting and Keeping the Audience…and its Trust
Richard Rudin, Liverpool John Moores University, UK, Winner Fakes All: How the Reputation of One of the World’s Most Trusted Broadcasters Has Been Trashed By A Series of Scandals, Involving Listeners And ‘Celebrities’
Janice Neil, Ryerson University, Canada, How the Canadian Broadcasting Corporation (CBC) Has Negotiated the Challenge of the Increasing Competition for News and Information Audiences
Brian Pauling, New Zealand Broadcasting School, New Zealand, The Only ‘Good’ Radio is Radio That Wins the Ratings! How New Zealand Attempts to Inject Some New ‘Integrity’ and ‘Standards’ into its Totally Deregulated and Market Driven Commercial Radio
3:00 PM – 4:15 PM
Academic Assessment for Broadcast (Session ID: 100)
N241
[Two Year/Small Colleges]
This session focuses on “best practices” in academic assessment for broadcast programs. What do you assess? How do you assess it? What do you do with the data once you’ve collected it? What is the value of this exercise? What hurdles or challenges do you encounter along the way? Join Radio-TV Instructor, Trademaster Newspaper Advisor, School Webmaster AND Speech Team Head Coach of Chicago Vocational Career Academy Roger Badesch and Director, Media Center of BMCC John Gallagher as we answer these questions.
Moderator:  Tom McDonnell, Metropolitan Community College
Roger Badesch, Chicago Vocational Career Academy
John Gallagher, Borough of Manhattan Community College, CUNY

3:00 PM – 4:15 PM
Pretty Girls (and Boys!), or Just How Good Looking Do You Have to Be to Report the News on TV? (Session ID: 88)
N242
[News]
Television executives regularly say: teach your students to write. They don’t say that students must be good-looking in order to get on-air jobs. Television executives and educators have an honest discussion of the importance of beauty in hiring decisions. Should some students who should be discouraged from TV news careers because of their looks? Is a beauty contest title a requirement on a resume? Does the standard apply to both men and women?
Moderator:  Nancy Dupont, University of Mississippi
Panelists:  Mary Blue, Tulane University, What Research Tells us about the Effects of Physical Attractiveness
Al Buch, GM: KSNW-TV, Lessons Learned in 40 Years of Hiring Talent
Gerald Ramalho, Weekend Anchor, KVBC-TV, Talent Attributes that Matter in a Competitive Market
Dana Rosengard, Suffolk University, Training Tomorrow’s Talent

3:00 PM – 4:15 PM
Research Division Juried Paper Session (Session ID: 294)
N251
[Research]
Moderator:  Andy Curran, University of Cincinnati

Open
First Place:  Ven-Hwei Lo, National Chengchi University, Ran Wei, University of South Carolina, and Hsiaomei Wu, National Chengchi University, Examining the First, Second, and Third person Effects of Internet Pornography on Taiwanese Adolescents: Implications for the Restriction of Pornography
Second Place: Danielle Sarver Coombs, Kent State University, Did You Hear about this One?: Politics, News, and Late Night Talk Show Viewers

Debut
First Place:  Amber M.K. Smallwood, University of West Georgia, Defining ‘Alternative’: Five Emergent Ideal Types for Public Television in the U.S.
Second Place: Amir Hetsroni, Ariel University Center of Samaria, Pluralistic Media Ignorance: Presence: and Causes
Asia has more Internet users than any other world region, roughly double that of North America, and eight of the twenty countries with the largest number of Internet users are in Asia. In this region, online media have become significant competitors to broadcasters operating over-the-air or via satellite or cable. This panel examines diverse issues related to online media in Asia, paying particular attention to the influence of national policies and politics on Internet-based outlets.

Moderator: Drew McDaniel, Ohio University

Panelists: Masudul Biswas, Louisiana State University, Online Media as Sites of Democratic Resistance: In the Context of “Free Burma” Movement
Chalisa Magapanthong, Ohio University, The Art of Shadow Puppetry: State Policy and Online Media in Thailand
Drew McDaniel, Ohio University, Malaysian Policy for an Open Internet: Balancing Interests in Politics and International Investment
David Shanks, Louisiana State University, Strategies of the Election Campaign Websites: A Cross-Country Analysis between the U.S. and South Korea
Paul (Xiaopeng) Wang, University of South Florida, The Beijing Olympics, a Bloggers’ Game: A Content Analysis of the Olympics Covered in ohmynews.com

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.

Documentary Division Chair: Evan Johnson, Normandale Community College
Vice Chair: Bill Deering, University of Wisconsin - Stevens Point
Newsletter Editor: Mary C. Schaffer, California State University, Northridge
Website Manager: Jerry Renaud, University of Nebraska, Lincoln

Rapid-Fire Research Session II (Session ID: 297)

Moderator: Stacey Irwin, Millersville University

Panelists: Ray Niekamp, Texas State University, Sharing Ike: Citizen Media Covers a Breaking Story
Roger Cooper, Ohio University and Tang Tang, University of Wisconsin-Oshkosh, Personality Attributes as Predictors for Career Success in the Media Industries: The Impact of Gender, Income, and Career Satisfaction
Reed Smith, Georgia Southern University, Regulating the Regulators: The FCC and Ex Parte Communication Standards
Yousef AlFailakawi, Kuwait University, Children’s Media Use in Kuwait
Tulika Biswas and Sally J. McMillan, University of Tennessee, Examining the Influence of Culture on the Gratifications Sought and Obtained from the Internet by the Migrants
Shuhua Zhou, University of Alabama, Facial Prominence and Perception of News Sources
R. Glenn Cummins, Texas Tech University, Toward a Disposition-Based Theory of Viewers’ Behavioral Engagement with Participatory Reality-Based Television
4:30 PM – 5:15 PM
BEA Festival of Media Arts Awards Ceremony Rehearsal (Session ID: 232)
N250
[All Convention]
This rehearsal session is intended for all presenters and winners participating in the BEA Best of Festival King Foundation Awards Ceremony.
Moderator: Scott Hodgson, University of Oklahoma

4:30 PM – 5:45 PM
District 1 Business Meeting (Session ID: 273)
N241
[All Convention]
Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, Western Europe including Britain
Moderator: Wenmouth Williams, Ithaca College, District 1 Board Representative

4:30 PM – 5:45 PM
District 2 Business Meeting (Session ID: 274)
N242
[All Convention]
Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Caribbean and Africa
Moderator: Augie Grant, University of South Carolina, District 2 Board Representative

4:30 PM – 5:45 PM
District 3 Business Meeting (Session ID: 275)
N249
[All Convention]
Delaware, Maryland, Ohio, Pennsylvania, Virginia, Washington, DC, West Virginia, the Middle East and Eastern Europe including Russia
Moderator: Greg Newton, Ohio University, District 3 Board Representative

4:30 PM – 5:45 PM
District 4 Business Meeting (Session ID: 276)
N251
[All Convention]
Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin, Canada and Scandinavia
Moderator: Barry Umansky, Ball State University, District 4 Board Representative

4:30 PM – 5:45 PM
District 5 Business Meeting (Session ID: 277)
N252
[All Convention]
Arkansas, Kansas, Missouri, Oklahoma, Texas, Mexico, Central America, South America and Australia
Moderator: John Allen Hendricks, Southeastern Oklahoma State University, District 5 Board Representative

4:30 PM – 5:45 PM
District 6 Business Meeting (Session ID: 278)
N253
[All Convention]
Moderator: Mary C. Schaffer, California State University, Northridge, District 6 Board Representative
Tonight we premiere the top juried creative work from faculty and students across the country and the world. See the “best of the best” winning works in video, audio, interactive multimedia, news, scriptwriting, and documentary from BEA members and BEA member schools. The Best of Festival King Foundation Award winners receive a $1,000 award and Avid editing software packages. The evening begins with a reception and is followed by the ceremony with the award winners and clips from each Best of Festival entry.

Sponsored by: The Charles and Lucille King Family Foundation – Mike Donovan, Education Director, The Charles and Lucille King Family Foundation Avid Technology, Inc.

Festival Chair: Vic Costello, Elon University
Reel Producer: Scott Hodgson, University of Oklahoma
Festival Producer: Ken Fischer, University of Oklahoma

**Faculty Audio Competition** (selected by the Radio & Audio Media Division)
- David King Dunaway, University of New Mexico/San Francisco State University, *Pete Seeger: How Can I Keep From Singing?* (Radio Documentary Category)

**Student Audio Competition** (selected by the Radio & Audio Media Division)
- Chris Yoars, Southern Illinois University, *West Frankfort Mine* (Educational Program Category)

**Faculty IMET Competition**
- Kim Grinfeder, University of Miami, *World Press Photo Awards Interviews* (Entertainment Category)

**Student IMET Competition**
First Place: Jim E. Thompson, James Madison University, *The Interactive Beginner's Guide to the Trumpet* (Authorship Project Category)

**Faculty Scriptwriting Competition** (selected by the Writing Division)
- Eric W. Edson, California State University, Northridge, *Spirit Walker* (Feature Category)

**Student Scriptwriting Competition** (selected by the Writing Division)
- Mike J. Heyer, University of Wisconsin-Oshkosh, *30 Rock - Liz Wins Another Emmy* (Television Spec Category)

**Faculty Video Competition** (selected by the Production, Aesthetics and Criticism Division)
- Aashish Kumar & Aabha Adhiya, Hofstra University, *The Community I Serve* (Educational/Instructional Category)

**Student Video Competition** (selected by the Production, Aesthetics and Criticism Division)
- Peter J. Coté & Blake Heal, Azusa Pacific University, *No Love in Berry County* (Educational/Instructional Category)

**Small and Two Year Colleges Competition** (selected by the Two Year/Small Colleges Division)
- David Kelly, Bethany Lutheran College, *Summer Grasses* (Video/Broadcast Production Category)

**Student News – Radio Competition** (selected by the News Division)
- Christopher Holmes, Southern Utah University, *Rolling Rubber Halftime Report - Death of Steve Hodson* (Radio-Sports Reporting Category)

**Student News – Television Competition** (selected by the News Division)
- Zachary Nugent, Eastern Illinois University, *Horses For High Gas Prices* (Television-Feature Reporting Category)

**Student Television Newscast** (selected by the News Division)
- Elon University, *Phoenix 14 News* (Television Newscast Category)

**Faculty Documentary Competition** (selected by the Documentary Division)
- Keith Newman and Casey Hayward, Ohio University, *David Hostetler: The Last Dance* (Radio Documentary Category)

**Student Documentary Competition** (selected by the Documentary Division)
- Jason Hendrickson, Adam Winger, Amanda Harris, & Melanie Overcast, University of Montana, *Dear Mom*
9:00 AM – 10:15 AM
The 2008 Disney/IRTS Digital Summit: Faculty Fellows Report (Session ID: 177)
N232
[Research | Interactive Media and Emerging Technologies | Management, Marketing & Programming]
Session participants will share their experiences in the Digital Media Summit that was produced by the Disney-ABC Television Group (Talent Development and Diversity) in partnership with the International Radio and Television Society Foundation. You’ll hear how a major global media company approaches creativity, technology, globalization, and culture to build and maintain an audience in a digital age. Most importantly, the panel will share Disney’s advice for teaching the next generation of employees.
Moderator: Sybril Bennett, Belmont University
Panelists: Tim Brown, University of Central Florida
Joe Misiewicz, Ball State University
Michael J. Havice, Marquette University
Jan Getz, Point Park University
Joyce Tudryn, IRTS Foundation

9:00 AM – 10:15 AM
Ethics is Diversity in Journalism (Session ID: 61)
N233
[Multicultural Studies]
Seek truth and report it. Minimize Harm. Act Independently. Be Accountable. These are the guiding principles of the Society of Professional Journalists Code of Ethics. Each is also a core component of diversity. In journalism, ethics is diversity. Find out the who, what, why, where, when and how.
Moderator: Cristina Azocar, San Francisco State University
Panelists: Cristina Azocar, San Francisco State University, The Ethics of Diversity
Barbara Calabrese, Columbia College, Ethics and Diversity: Practical Applications in College Radio
Kathleen Wickham, University of Mississippi, The Media Diversity Triangle: Stories, Sources and Staff
Paul T.M. Hemenway, Lamar University, A Meta-analysis of Minorities in the Media Today: How Far We’ve Come

9:00 AM – 10:15 AM
Convergence Flavors (Session ID: 201)
N235
[Courses, Curricula & Administration]
Media convergence is here, but given the wide variations in university and college design, history and politics how convergence is taught and applied is not a one-size-fits-all-phenomenon. The panelists have each guided a media program from a sole emphasis in their specific discipline and broken through the academic “field of silos.” We’ll share war stories, successful insights (and challenging situations) and examine models being used inside and outside the academy in the quickly evolving topography of media convergence.
Moderator: Chris Strobel, Northern Kentucky University
Panelists: Joe Misiewicz, Ball State University
Jim Ferolo, Bradley University
Joel Beeson, West Virginia University
Ron DeMarse, Western Kentucky University

9:00 AM – 10:15 AM
Using Web 2.0 Communication Technology in the University (Session ID: 64)
N236
[Interactive Media and Emerging Technologies]
Web 2.0 is a term that was first introduced in 2004 and generally applied to web sites that are dynamic, interactive and collaborative. Since these terms can also be characteristics of effective teaching, it excuses an investigation of Web 2.0 tools by faculty at the university. This panel provides examples of the use of blogs, wikis, podcasts and other Web 2.0 tools in the academy.
Moderator: Dean Yamada, Biola University
Panelists: Judy Oskam, Texas State University, Integrating Podcasts into Mass Communication Classes
Edmund Brown, Central Michigan University, Teaching and Creating Web 2.0 Content in a Co-Curricular Setting
Steve Hill, University of Wisconsin-Stevens Point, Web 2.0 for Journalists
Gerald Fisher, Biola University, Using Wiki Software to Create a “History of Biola University” Wiki Site
9:00 AM – 10:15 AM
Teaching TV Weather (Session ID: 195)
N237
[News]
A roundtable to share how campus media advisors and teachers are helping students to develop the ad lib and studio skills to “work the weather wall.”
Moderator: Joey Helleny, Southern Illinois University at Carbondale
Panelists: Lee Hood, University of Colorado – Boulder, Making do Without all the Bells and Whistles
Mark Lodato, Arizona State University, Developing Professional Partnerships
Fernando Moreira, TV Univap Director, Sao Jose dos Campos, Brazil, Creating a Dedicated Weather Channel

9:00 AM – 10:15 AM
The Seven Dirty Words of Twenty-first Century Media: Identifying the Rules that Apply to Today’s Changing Media Environment. (Session ID: 166)
N238
[Law & Policy | Interactive Media and Emerging Technologies]
George Carlin’s “Seven Dirty Words”; Janet Jackson’s “wardrobe malfunction”; and Bono’s Golden Globes F-bomb; incidents like these challenge FCC rules for traditional broadcast. Today’s media landscape reaches far beyond this with emerging media like Weblogs, podcasts and live video streaming, operating outside the FCC scope. Which rules apply? Twentieth century law and ethics are guiding twenty-first century media. This panel will explore the way in which ethical and legal parameters should change to keep up with the changing media landscape.
Moderator: Suzy Smith, Ball State University
Panelists: Sandy Malcolm, CNN.com Video Executive Producer, In the Middle: Emerging Media and Self-Regulation
Barry Umansky, Ball State University, How Did We Get Here? The FCC’s Track Record on Indecency and Obscenity
Ken Creech, Butler University, Competition is Tough! The Impact of Alternative Media on the Marketplace

9:00 AM – 10:15 AM
How We Got Here: Some Roots of Contemporary Radio Programming (Session ID: 73)
N239
[Management, Marketing & Programming | History]
Most contemporary programming practices in radio did not spring forth fully grown, but evolved over time. This panel will explore some of the “roots” as it were, of personality radio, talk radio, and the influence of dynamic individuals such as Bill Drake of the famed Drake-Chenault programming team.
Moderator: Lionel Grady, Southern Utah University
Panelists: Bruce Mims, Southeast Missouri State University, Influence of Bill Drake on Voice-Tracking and Other Modern Evils
Michael Taylor, Valdosta State University, The Birth of Cool: When Personality Radio Was
Lionel Grady, Southern Utah University, It Didn’t All Start With Rush: Some Other Pioneers of Talk Radio

9:00 AM – 10:15 AM
Coaching Media Performers (Session ID: 95)
N240
[Two Year/Small Colleges]
Moderator: Jonas Nissen, Bethany Lutheran College
Panelists: Dale Hoskins, Northern Arizona University
Joey Helleny, Southern Illinois University
Matt Jenkins, Cameron University
Ross DeAeth, Fayette County High School District, Kentucky
9:00 AM – 10:15 AM
Truth and/or Truths? Documentary and Ethics in A New Media Context (Session ID: 204)
N241
[Documentary]
This session will offer a round table discussion of ethical issues in documentary conceptualization, development, production, and consumption. Four panelists will offer brief position statements that raise specific ethical dilemmas in documentary, which will be used as starting points for a discussion among all of the attendees to the session. This discussion will pay particular attention to how the new forms of media and distribution are rewriting the rules of documentary. Are the new rules a good thing for the form, or a threat to its value?
Moderator: Ralph Beliveau, University of Oklahoma
Panelists: Jay Rosenstein, University of Illinois, Ethics and Representation (tentative)
        Jan Thompson, Southern Illinois University, Between the Scholarly and the Professional (tentative)
        Ralph Beliveau, University of Oklahoma, New Media and Documentary On Line

9:00 AM – 10:15 AM
Sports Media And The University: How to Represent the University Without Being a Mouthpiece for the Athletic Department (Session ID: 124)
N242
[Sports]
Keeping student media independent is a long-standing concern for universities. Ball State University’s latest immersive-learning experience faced that issue when twelve students and four faculty members embarked on an immersive sports experience. Producing packages and remote productions focusing on university sports teams requires cooperation between the athletic department and student media. But where does that cooperation end? Or, does it? Can these two entities operate independently while still representing the same university? This panel explores these concepts and introduces first-hand knowledge and experience.
Moderator: Tim Pollard, Ball State University
Panelists: Joe Misiewicz, Ball State University, The View from The Chair
        Rich Swingley, Ball State University, New Ways To See What Gets Produced
        Tim Pollard, Ball State University, Getting The Ball Rolling
        Suzy Smith, Ball State University, Sports Journalism

9:00 AM – 10:15 AM
Web Creation and Maintenance for Non-Techies: Using Online Tools to Create and Manage Content-Driven Websites (Session ID: 12)
N234
[Interactive Media and Emerging Technologies]
Funneling content to a web manager, who writes HTML and uploads pages, is time consuming, inefficient and archaic. Today, journalism and corporate sites utilize content management systems where anyone can create and edit pages that don’t need to be uploaded and where no knowledge of HTML or technical proficiency is required. This places proper emphasis on content over technology. Creating and managing web audio and video content is another challenge. Proprietary content management systems are expensive. However, a number of free or low-cost solutions exist using such tools as Drupal, Joomla!, WordPress and Wikis. Many of these tools are in use among journalism sites and in colleges and universities. Panelists will talk about their solutions to the problem of content management and illustrate how they use these low-cost tools to generate and manage collaborative content for the web.
Moderator: Steve Anderson, James Madison University
Panelists: Jenny Tomal Foster, Slippery Rock University, Developing a Client Website Using the Drupal Content Management System
        Larry Gillick, Shenandoah University, Podcasts Made Simple
        Gary Hanson, Kent State University, Web Content Management in a Converged Newsroom
        Andy Robinson, Syracuse University, Adding and Managing Video Content Easily and Seamlessly
10:30 AM – 11:45 AM
International Conflicts in Teaching Electronic Media (Session ID: 35)
N232
[News]
In an emerging global media culture, U.S. traditions and principles may be at odds with host countries and their educational and cultural systems. How to bridge the global divides in terms of freedom, democracy, and legal and ethical responsibility. Professors who have partnered with higher educational systems abroad will discuss the key issues they confronted and how best to resolve them.
Moderator: William R. Davie, University of Louisiana at Lafayette
Panelists: Philip J. Auter, Louisiana at Lafayette, *Western Media Values in the Middle East*
James Black, Mercer University, *Teaching Journalism in China in a Time of Transition*
Ken Fischer, University of Oklahoma, *Junkets Abroad...or Doing Good*
Mary T. Rogus, Ohio University, *When American Ethics and Global Practicality Clash*
Respondent: Bill Silcock, Arizona State University

10:30 AM – 11:45 AM
The Making of the Documentary “Arabs, Jews & the News” (Session ID: 67)
N233
[Multicultural Studies]
The showcase will feature the documentary, which is nearly half an hour in length. It will also feature the methods - some collaborative - used to make the documentary: a Wiki Web site, Google Listserv, Google maps, and archival research. The documentary team will discuss the content and process. Process discussions may include ethical issues involving interviewing subjects, using graphic images and editing out of context.
Moderator: Bob Albers, Michigan State University
Panelists: Geri Alumit Zeldes, Michigan State University
Barbara Skelley, Michigan State University
Jessica Lipowski, Michigan State University
Jennifer Orlando, Michigan State University

10:30 AM – 11:45 AM
Vision and the Student Station: Teaching the Art of Leadership (Session ID: 116)
N235
[Courses, Curricula & Administration | Student Media Advisors]
Student radio operations range from community to educational to student access stations (and include much in between). Even with these differences, however, the most effective stations are those guided by an institutional mission. The purpose of this panel is to explore ways in which radio station advisors and faculty can work effectively with students to help them learn the arts of strategic planning and leadership and craft a vision for their station.
Moderator: Mel Strait, Sam Houston State University
Panelists: Mark Krieger, John Carroll University, *Steady As She Goes: Changing Direction and Culture in an All-Volunteer Station Environment*
James Jones, Jr., Sam Houston State University, Student Radio: ‘It's Our Station-We Can Do What We Want!’
Marjorie Yambor, Western Kentucky University, *Crafting Commendable College Radio: Developing Viable Station Visions*
David Nelson, University of Central Oklahoma, Being a Leader: The Role of the Student PD
Philip Thompsen, West Chester University of Pennsylvania, Mission-Making for Multiple Media: Developing a Vision for Converged Student Media
Respondent: Alan G. Stavitsky, University of Oregon

10:30 AM – 11:45 AM
Transcending the Classroom Experience: Useful Tools for Teaching Media Production (Session ID: 170)
N236
[Interactive Media and Emerging Technologies | Production Aesthetics & Criticism]
Much of our discipline involves teaching our students to use technology as applied to communication in the service of message creation. We serve as models in using all kinds of new technology to educate our students about media production. In this panel we will discuss the use of various hardware and software tools and services that can aid in teaching our students about these technologies.
Moderator: Derek Taylor, Southern Connecticut State University
Panelists: Mike Bay, Southern Connecticut State University, Utilizing Pre-Visualization Software for Production and Non-Production Based Courses to Enhance Visual Storytelling Skills
Rich Glinka, Southern Connecticut State University, Motion Graphics Critiques Using Clip Notes
Derek Taylor, Southern Connecticut State University, Using Web 2.0 Technologies to Engage Students in an ‘Experimental’ Video Production Course

10:30 AM – 11:45 AM
Where the Jobs Are ... and Will You Need to Grab a Backpack in Order to Get One? (Session ID: 169)
N237
[News]
Much has been written in the media about the loss of jobs in TV news (as well as other media). Much of that is wrong. Using the latest research for the industry—along with news directors and academics—we’ll explore exactly what jobs are available, will be available, and where they are ... along with the skills students will need to get them and how they’ll have to market those skills.
Moderator: Robert Papper, Hofstra University
Panelists: Ron Comings, KLAS-TV News Director
Charlie Gee, University of Tennessee
Janet Kolodzy, Emerson College
G. Stuart Smith, Hofstra University

10:30 AM – 11:45 AM
Studies in Radio History & Imagination (Session ID: 62)
N238
[Radio and Audio Media | History]
The panel provides unique perspectives for media educators who include radio as part of the basic Mass Media course. Presentations focus on prison radio stations in the lives of inmates, early studio art production techniques for radio musical programs, new questions about Lee de Forest’s ethics regarding stealing patents, and World War II foreign correspondent Howard Chertoff’s Peabody award winning program, “Is Anybody Here from West Virginia?” This session is a must for those who employ anecdotal teaching materials to stimulate the imagination of students.
Moderator: Frank Chorba, Washburn University
Panelists: Michael Keith, Boston College, The Lost Journal of Norman Corwin
Shawn VanCour, Carleton College, Staging the Unseen: Early Radio Music Production & the Evolution of Broadcasting’s Studio Art, 1920-1930
Mike Adams, San Jose State University, Was He Guilty? Ethics & Lee de Forest Accused of Stealing Patents & Ideas
Corley Dennison, Marshall University, “Is There Anyone Here From West Virginia?” Howard Chertoff World War II Correspondent
Respondent: Karen Buzzard, Missouri State University

10:30 AM – 11:45 AM
Student Media Festivals: What, Why and How (Session ID: 148)
N240
[Production Aesthetics & Criticism]
The session will compare several distinct student media festivals, occurring in at least three separate states. Traditional student showcases will be represented, ranging from the long-established Western Film Festival to the fledgling Valdosta Film Festival. In addition, we’ll explore the production-oriented 48-hour format, including Cincinnati’s week-long College Movie Festival. The panel will provide insight and information for any faculty or advisor interested in starting a festival, or in fostering greater student and community participation.
Moderator: Ron DeMarse, Western Kentucky University
Panelists: Chris Strobel, Northern Kentucky University, College Movie Festival
Pat McGuire, Valdosta State University, Valdosta Film Festival
Cory Lash, Western Kentucky University, Western Film Festival
Steve White, Western Kentucky University, Two-Day Film Challenge
10:30 AM – 11:45 AM
The Emersion Process of the Documentary (Session ID: 75)
N241
[Documentary]
“DisCanto Viene a Pittsburgh” is a 30-minute documentary exploring the heartfelt significance and impact that DisCanto, a traditional folk music group from the Abruzzo region of Italy, had on a community while on their musical tour of North America. A professor of video and crew of undergrad students craft this story of a multi-generational family reunion that transcends ethnic identity over two continents. The production process was an emersion of students into a foreign culture that broke down barriers of language, traditions and identity.
Moderator: Michael DiLauro, Robert Morris University

10:30 AM – 11:45 AM
Writing Division Paper Competition: The TV Writers’ Room -- Are 12 Heads Better than One? (Session ID: 53)
N242
[Writing]
Presentation of the two winning papers, followed by a discussion with television industry professionals, exploring various aspects of the TV Writers’ Room. How is it structured? Does it work well? Under what conditions? When doesn’t it work well? Is it a boys’ club? Is there a better way to create scripts for episodic television?
Moderator: Jon Stahl, California State University, Northridge
First place (shared): Patricia F. Phalen, George Washington University, Writing Hollywood: Rooms With a Point of View
Mary Blue, Tulane University, “It comes from some magic place”: Implications of the Creative Necessity Argument from Lyle v. Warner Bros. Television Productions
Television Industry Discussion Panelists: Dean Batali, Television Writer, Buffy the Vampire Slayer, That 70’s Show
Skye Dent, Television Writer, The Burning Zone, Star Trek: Voyager
Jonathan Prince, Executive Producer and Writer, American Dreams, The Cleaner

10:30 AM – 11:45 AM
“What are They Teaching These Kids?” An Articulation Discussion for Secondary and Post-Secondary Educators (Session ID: 184)
N234
[Student Media Advisors | Two Year/Small Colleges]
A panel of students, high school teachers and college professors lead an articulation discussion about what students learn about media production on the elementary and secondary levels and how that affects their preparedness for learning in a 2 or 4 year college setting. Post-secondary professors will also discuss what students need to know upon entering the college studio for broadcasting or production.
Moderator: Shay Taylor, Montgomery Blair High School
Gary Larson, University of Nevada at Las Vegas
Robin Bond, Executive producer, Citizen Pictures
Jim Kellet, Producer, DC8, Douglas County, CO

12:00 PM – 1:15 PM
The Dilemma of Embedded Promotions in Broadcast News (Session ID: 300)
N237
[News]
Commercial product placement and paid sponsored segments are creating myriad ethical dilemmas in today’s TV/radio newsrooms. News programs also promote themselves as entertainment vehicles. Viral marketing methods are seeping into the news world as well with social media and “push” technologies used to distribute newsworthy information along with cloaked advertiser messages. This panel explores the multiple methods, causes and consequences of this blurring of boundaries between product promotion and news. It addresses how advertisers seek non-traditional promotions to escape the “mute” or “skip” button on the nation’s collective remote control; how shrinking revenue streams influence what and how stories air; and the media mix news consumers now demand. These phenomena are debated against the challenging ethical minefield that is news in the public sphere.
Moderator: Marianne Barrett, Arizona State University
Panelists: Fran Matera, Arizona State University, Marketing/PR practitioners as media gatekeepers?
Dawn Gilpin, Arizona State University, Impact of viral marketing and social media on broadcast news
Bill Silcock, Arizona State University, Ethical consequences of embedded advertising stateside and worldwide
Respondent: Andrew Leckey, Reynolds National Center for Business Journalism
12:00 PM – 1:15 PM
Convergence Newsrooms, Web Sites and Internet Radio (Session ID: 291)
N238
[Student Media Advisors]
Moderator: Dale Hoskins, Northern Arizona University
Panelists: Candace Egan, California State University, Fresno, A Curriculum for Teaching On-Line Media
Charlie Hicks, Northern Arizona University, Getting Started - What Comes First?
Greg Luft, Colorado State University, Student Media Driven Convergence Model
Lillian Williams, Columbia College, Web Site Development as Student Media
Respondent: Don Priest, California State University, Fresno

12:00 PM – 1:15 PM
Sports Division Juried Paper Session (Session ID: 118)
N240
[Sports]
Moderator: Rob Bellamy, Duquesne University
Debut
First Place: Kelly L. Poniatowski, Duquesne University
Legitimizing Women Athletes in Olympic Hockey
Open
First Place: David Sedman, Southern Methodist University, Spiking Reality: The Ethics of Altering Reality in Televised Sports
Second Place: Paul (Xiaopeng) Wang, University of South Florida, St. Petersburg, 30 Years of Research on the Mediated Olympics: A Review
Theresa Billiot, Texas Tech University, Socially Driven? Effective, Yes, But Is It E-Salient in College Sports
Respondent: Wayne Hepler, Hartford Community College

12:00 PM – 1:15 PM
Cross-Cultural Documentary Films (Session ID: 141)
N241
[Documentary]
Cross-cultural documentary films include opportunities for faculty and students to work together to increase their international awareness. The panel encompasses what to include in grant proposals for films that may require international travel, what filmmakers need to do in their host country so they are prepared to start filming once they arrive, a discussion of how cross-cultural films resonate to today’s mainstream audience. In addition, the panel includes the concept of personal documentary filmmaking.
Moderator: Bob DeMaria, Washington and Lee University
Panelists: Indira S. Somani, Washington and Lee University, Assistant Professor of Journalism
Leena Jayaswal, American University, Assistant Professor of Film and Media Arts
Mario Garcia, San Diego State University, Documentary Filmmaker
Ángel Granados, Granados Media, Documentary Filmmaker

12:00 PM – 1:15 PM
Our Movies, Ourselves: The Ethics of Storytelling (Session ID: 72)
N242
[Writing]
From campfire to electronic hearth, storytelling has entertained, challenged and instructed people of all ages and backgrounds. This panel deals with the ethics of this ubiquitous art form by addressing questions like: what does the story “owe” to the viewer? Can a story deliver satisfaction without redemption? Does unbridled vulgarity in entertainment exact a cultural price? What does it mean to have a sense of “essential truth” in a movie about true events in which everything is constructed?
Moderator: Patricia F. Phalen, George Washington University
Panelists: Barbara Nicolosi, Origin Entertainment, Too Rich. Too Thin. Too Much Integrity?
Bobette Buster, busterfilms, But Can We Take Back the Night?
Christopher Riley, John Paul the Great University, The High Price of Ethics
1:30 PM – 2:45 PM
Post Convention Festival Committee Meeting (Session ID: 287)
N238
[All Convention]
All Festival competition chairs for the 2010 BEA Festival should plan to attend this session.
Moderator: Vic Costello, Elon University, BEA Festival of Media Arts Chair

1:30 PM – 2:45 PM
BEA Post-Convention Chairs’ Meeting (Session ID: 283)
N240
[All Convention]
This session is required for outgoing and incoming division chairs. A review of the 2009 program and a discussion of issues relating to the 2010 convention will be held.
Moderator: Anthony Moretti, Point Park University

Index of Names

—A—
Aagaard, Ken .......................... 14
Abbott, Adrienne .................... 70
Adams, Mike .......................... 89
Adhiya, Aabha ......................... 61, 84
Al Nasmith, Eisa ....................... 29
Albarran, Alan ......................... 52, 62, 70
Albers, Bob ............................
Albers, Spencer ....................... 40
AlFaiakawi, Yousef .................... 82
Alford, LaToya D ....................... 80
Allan, David .......................... 28
Allore, Michael P ....................... 47
Almeida, Walyce ....................... 69
Al-Obaidi, Jabbar A ................... 79
Alper, Jon .............................. 28
Ames, Carol ............................ 21
Anderson, Steve ....................... 87
Aplan, Kathy ........................... 56
Applegate, Ed ........................... 61
Armstrong, John ....................... 47
Arnold, Kirk ........................... 15
Ash, Jonathan ......................... 45
Ashana, Sanjay ....................... 74
Auer, Philip J ........................... 33, 50, 88
Avery, Robert K ......................... 12, 19, 47, 59
Aycock, Frank ......................... 24
Azocar, Cristina ....................... 31, 70, 85
Azriel, Josh ............................. 21

—B—
Babanikos, James ..................... 61
Bachelor, Virginia .................... 73
Badesch, Roger ........................ 81
Baggerman, Thom ..................... 31
Bagley, Brendan ....................... 47
Bakke, Emil ............................ 60
Balas, Glenda R ........................ 47
Balas, Jason C .......................... 61
Ballocci, Andrea ....................... 69
Bann, John .............................
Banwart, Mary ........................... 29
Barrett, Marianne ...................... 18, 90
Barth, John ............................ 75
Batali, Dean ........................... 90
Bay, Mike .............................. 89
Beadle, Mary ........................... 19
Beanthan, Mark ........................ 72
Beck, Tom .............................. 31
Beeson, Joel ............................ 56, 61, 73, 85
Belafonte-Young, Denise .......... 73
Beliveau, Ralph ......................... 50, 87
Bellamy, Rob ........................... 20, 68, 91
Benavides, José Luis .................. 42
Bennett, Sybril ......................... 33, 70, 85
Berry, Kelly ............................ 72
Billings, Andrew ....................... 20
Billiot, Theresa ......................... 28, 60, 91
Bills, Madeline ......................... 65
Biswa, Basudul ......................... 82
Biswa, Tulika ........................... 82
Black, James ............................ 33, 88
Blaney, Joseph R ....................... 26, 35
Blue, Mary ............................. 37, 81, 90
Bobek, Ann ............................. 17
Bodmer, Reto ........................... 28
Bond, Robin ............................ 90
Bondad-Brown, Beverly A .......... 60
Book, Connie ........................... 60, 75
Booras, Tommy G ....................... 33, 73
Boward, Gabrielle ...................... 52
Boyce, Dan ............................. 26
Boyd, Doug ............................. 74
Bradesch, Roger ....................... 45
Brand, Keith ........................... 75
Brasier, Jason W ....................... 80
Breitenshtein, Derek ................. 64
Bremen, Phil ........................... 45
Briggs, Lowell ......................... 61
Brinson, Susan ......................... 59, 71
Britain, Conor ........................ 47
Broockman, Cliff ...................... 40
Brown, Chris ........................... 58
Brown, Edmund ......................... 46, 85
Brown, Hub ............................ 58
Brown, Michael ......................... 59
Brown, Patti ............................ 18
Brown, Rusty ........................... 72
Brown, Tim ............................ 24, 37, 61, 85
Bruce, Michael ........................ 14, 55, 68, 71
Brunner, John ........................... 61
Brunner, Kathy .......................... 17, 61
Bryson, Pat ............................. 51
Buc, Al ................................. 75, 81
Buck, Christine ......................... 56, 61
Bunker, Matthew D .................... 58
Burns, David ........................... 50
Burns, Nathan D ......................... 46
Burt, Christopher ...................... 51
Buster, Bobette ......................... 91
Buzzard, Karen ......................... 89
Byland, David ......................... 57
Cadieu, Christin ....................... 64
Calabrese, Barbara .................... 85
Calhoun, Kenneth J .................... 80
Callister, Mark ......................... 28, 35
Cameron, Sloane ....................... 51
Cano, Yeiber ........................... 52
Cantor, Max ........................... 50
Caramanica, Mark R ................... 62
Carpenter, G. Dale ..................... 50
Carpenter, Serena ....................... 28
Carter, Caroline ....................... 47
Carter, Edward ......................... 21
Cavaler, Adam ......................... 26, 72
Chalfa, John ........................... 33
Chan, Leo ............................... 33
Chanatry, David ......................... 26
Chapa, Sindy ........................... 29
Chapman, Jane .......................... 35, 65
Chorba, Frank ........................... 89
Christ, Bill ............................. 73
Christie, Tom ........................... 36
Chung, Chung Joo ....................... 60
Ciciretto, Catherine ................... 51
Citino, Nella ........................... 58
Clark, Andrew .......................... 27, 36
Clark, Chandra ........................ 57
Clark, Naeemah ......................... 41, 46, 75
Coester, Dana ........................... 73
Coffey, Amy Jo ......................... 40, 62
Cohen, James ........................... 78
Coker, Rex .............................. 72
Collette, Larry ........................... 76
Collins, Steve ........................... 61
Comings, Ron ........................... 89
Condra, Jerry ........................... 33
Conley, Gary ........................... 29
Connelly, Donald ....................... 17
Conway, Dennis ......................... 40, 74, 80
Coombs, Danielle Sarver ............. 81
Cooper, Cynthia ......................... 21, 37
Cooper, Roger .......................... 18, 35, 56, 82
What does it take to offer an outstanding graduate program in broadcasting and electronic media?

☐ Nationally ranked graduate faculty
☐ Individually tailored MA, MS and PhD programs
☐ Supportive environment for graduate study
☐ State-of-the-art instructional facilities
☐ Major media market
☑ All of the above

To learn more about what *The Utah Difference* can mean for you, please contact:

Karen L. Ashcraft  
Director of Graduate Studies  
Department of Communication  
University of Utah  
Salt Lake City, UT 84112

THE UNIVERSITY OF UTAH
We call it a train reaction.
From acquisition to delivery, AJA gives you innovation, reliability, and proven solutions for the post-production and broadcast industry. Whether you're working in SD, HD, or 2K, we've got you covered with our line of Mac and Windows I/O products, stand-alone conversion gear, and groundbreaking new solutions for production.

Join AJA for a breakfast and expert presentation outlining our innovative 2009 product releases on Friday, April 24th, at 8am PST in Room N252. To secure your place RSVP to BEAMemberServices@nab.org. Be sure to drop by AJA booth SL2513 in the South Lower Exhibit Hall to chat with one of our industry experts.