

## 57th Annual Convention | 10th Annual Festival of Media Arts

# BEA2012 CALL FOR PAPERS

DEADLINE: SEPTEMBER 15, 2011

BEA2012, APRIL 15-18, LAS VEGAS HILTON

**The Broadcast Education Association invites scholarly papers from academics, students and professionals for presentation at BEA2012 in Las Vegas. Papers must be submitted by midnight EDT on September 15, 2011.**

### **Do we submit papers online?**

Once again, through an online system by [All Academic, Inc.](#), BEA members can upload papers online for the 2012 paper competitions. In addition, reviewers will be able to go online and blindly judge the entries. Papers can be submitted to the BEA2012 competition site that will be available in July.

### **Are there different categories and competitions?**

Papers are submitted directly to the relevant [BEA interest division](#) as either “Debut” or “Open” papers. The Debut category is open only to those who have never presented a paper at a BEA convention. First and second place winners in Debut categories receive \$200 and \$100 to help defray their costs of attending the convention. If you have previously presented a paper at a BEA convention, your submission category is “Open”.

### **Announcing the BEA2012 Spotlight: Tipping Points**

The BEA2012 convention spotlight is **Tipping Points**. The term “tipping point” was first popularized in the 1970s to describe white flight from urban America to the suburbs. More recently, Malcolm Gladwell has used it to describe how innovative ideas spread to “the moment of critical mass,” to a “threshold” or “boiling point.” According to Gladwell, ideas gain “stickiness” when they are adopted by mavens, then spread through people who act as connectors and salesmen. Like viruses, even small ideas can quickly become big deals. This spotlight will highlight those developments that have now reached or crossed the threshold of “something to consider for the future” to “it’s happening, we have no choice but to deal with it.” Tipping Points can also encourage conferees to consider their roles as—to use Gladwell’s lexicon—mavens, connectors, or salesmen.

Tipping Points serves as a spotlight for the convention, but papers are not limited to this area of research and discussion. All sessions must adhere to the goals and objectives of the interest division(s) to which they are submitted (descriptions are listed on the online paper submission site). Each division selects up to six papers - four for presentation and two as alternates – for presentation at the convention. In addition, a few papers may be selected by divisions for consideration in the Scholar-to-Scholar (poster) session.

## **What is the paper submission process?**

**Login to your account...** All current BEA members have an account on the submission site. If you are a member, you should have received an email with your User Name and Password. Contact [BEAMemberServices@nab.org](mailto:BEAMemberServices@nab.org) if you did not receive an email.

**Submit a paper...** Click on the link for “Submit or a Paper or Program Proposal.”

**Select an Interest Division...** Read the division descriptions and select the division to which you will submit your paper. *Papers may NOT be submitted to more than one division in the same year.*

**Submit the title & abstract...** Follow the guidelines to add a title and abstract

**Adding co-authors...** At the prompt, add any co-authors to the paper (encourage your co-authors to create an All Academic account first so you can search and add them).

**Review & Upload...** Review your information and upload your paper.

**Editing Abilities...** You can edit and/or re-submit papers up until the deadline.

**Length & Style:** The paper is not to exceed 30 double-spaced pages, including references & tables, and use of APA style or a style suited to the discipline is expected.

## **Remember, the BEA2012 paper competition is blindly reviewed!**

Please do **NOT** include a cover page with author and contact information and remove ALL author information from internal pages. Judges need to blindly review your papers. Your paper information will be directly linked to your profile.

## **Do I have to be a member or attend the convention?**

To enter the competition, at least one author **MUST** be a current 2011 individual member. At least one (1) author of an accepted competitive paper **MUST** attend the BEA2012 convention to present the paper. Winners will be notified by **mid-December, 2011**. If you have questions regarding the submission process, please email the appropriate [Interest Division contact person/paper chair](#).