BEA2014
New Connections: Mobile and Global

Panel Deadline: September 15, 2013
Paper Deadline: December 1, 2013
Convention Dates April 6-10, 2014
SCHOOL OF COMMUNICATIONS

M.A. in Interactive Media

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Convention Program Chair’s

Welcome

Greetings and welcome to Las Vegas! During this past year as we’ve been planning and putting together the program for this year’s annual BEA conference I have had conversations with many different people about it. Some of those conversations took me back to memories of previous conferences. I remember attending my first BEA conference in 1979, and have attended all but one since that time. I have always loved attending the BEA conference more than any of the other professional and/or academic conferences because it was more like a “community” than any of the others. In addition to being a top-flight academic meeting, it has always been a time to catch up with old friends and colleagues, as well as an opportunity to make new connections. I am grateful for the hundreds of friends and colleagues that I’ve been able to make and keep through the years. For those of you attending your first BEA conference, you will soon discover what I mean.

This year’s program features an excellent mix of scholars, professional communicators, and representatives from business and government, each with a special interest in our field. As we renew our dialogue with one another, let us seek new ways to draw upon the diverse resources present here to expand our awareness, sharpen our thinking, and build new relationships. The theme of this year’s conference is “Social Media in a Mass Media World.” I am pleased that the program will consist of many sessions tied to this theme.

Each day contains a plethora of sessions touching on many different aspects of the broadly defined world of broadcast education. Some highlights...Sunday’s Research Symposium titled “Media & Social Life: The Self, Relationships, and Society;” Monday’s sessions conducted in partnership with PromaxBDA and four of our Interest Divisions (Sports; Management, Marketing & Programming; Writing; and Interactive Media & Emerging Technologies); and the return of BEA Ignite on Tuesday. Also, our Keynote Speaker, Evan Shapiro, President of Participant Media, as well as the Research Boot Camp on Saturday and the Assessment Boot Camp on Wednesday. This is all in addition to a wonderful slate of sessions sponsored by our 17 different Interest Divisions.

Finally, while all of you help to make this conference what it is, I would like to acknowledge a few individuals for their tireless efforts on behalf of all of us – The Chairs and Vice-Chairs of each of the Interest Divisions for their work organizing the panel and paper sessions; The BEA Board of Directors for their assistance and encouragement in helping to facilitate our needs; Traci Bailey and J.D. Boyle for the months they have devoted to this conference. A special thanks goes to Heather Birks, the Executive Director of BEA, not only for all she contributes to our organization and this conference (which is considerable), but for her friendship. She has made my task much easier, and very enjoyable.

Please enjoy the conference, and don’t hesitate to let me know if there is anything I can do to help make your experience a rewarding one.

Mitchell Shapiro, University of Miami (FL)
BEA 2013 Convention Program Chair
BEA2013 Highlights

BEA2013 Keynote Speaker
Evan Shapiro, President Participant Television
Monday, April 8 | 2:30 pm – 3:45 pm | Pavilion 1

2013 Research Symposium:
Media and Social Life: The Self, Relationships, and Society
Sunday, April 7 | 9:00 AM – 4:45 PM
Pavilion 2

Graham Yost,
Writer/Producer for Justified
Sunday, April 7 | 3:00 PM – 4:30 PM
Pavilion 10

BEA Opening Night Awards Ceremony & Reception
Sunday, April 7 | 4:30 PM – 6:30 PM
Pavilion 1

PromaxBDA Creative Educators Forum
Monday, April 8 | 10:00 AM – 5:15 PM
Pavilion 10

The BEA Best of Festival King Foundation Awards Ceremony
Monday, April 8 | 6:00 PM – 8:00 PM
Ballroom C

ATAS Coffee with...
Phil Rosenthal, Creator/Writer
Everybody Loves Raymond
Tuesday, April 9 | 10:30 AM – 11:45 AM
Pavilion 10

Autodesk
Closing Reception
Tuesday, April 9 | 5:30 PM – 7:00 PM
Ballroom C

American Society of Cinematographers Work Shops
Wednesday, April 10 | 9:00 AM – 12:30 PM
Pavilion 10

BEA Assessment Boot Camp
Wednesday, April 10 | 9:00 AM – 12:00 PM
Pavilion 1

NABEF/BEA Career Fair
Wednesday, April 10 | 10:00 AM – 3:00 PM
LVH

This is a small sample of the BEA2013 highlights. As you flip through the program you’ll find all the valuable sessions the convention has to offer.
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**BEA**

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Booth: C11831

At the booth, visitors will be able to obtain copies and subscriptions to American Cinematographer magazine as well as special discounts on books published by us, including the ASC Manual, Reflections, Image Control, Cinematographer Style DVD. Learn about new ASC books and products. Leave a business card at the booth for daily drawings and prizes. The ASC also maintains a web site at www.theasc.com

B&H Photo, Video, Pro Audio
B104

Backbone Networks Corporation
B409

Backbone Radio makes Internet broadcasting simple and mobile. "All you need is a Mac and a mic", and you can operate your own radio station from anywhere. Your portable Macintosh is your broadcast studio for live events, while the powerful cloud-based automation and production control software handles content storage, 24/7 scheduling, program syndication and all types of listener maps and reports. Through our distribution partners your stream can be heard on hundreds of devices around the world. Backbone serves professional sports leagues, public, commercial and satellite broadcasters and operates the IBS Student Radio Network, the largest college and high school Internet radio network. Backbone Networks is Internet Radio Simplified.

Bedford / St Martin
B413

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Bitcentral's open, non-proprietary workflow solutions offer long-term flexibility to meet the needs today's Broadcasters. For 2013 Bitcentral will demonstrate its comprehensive and unified broadcast newsroom workflow that cuts time, increases efficiency and helps newsrooms produce better news stories than ever before.

Elon University in LA
B102

Elon University offers several programs that are open to outside enrollment. Elon in Los Angeles is a hands-on program geared toward students interested in a career in the entertainment industry. This Summer or Spring program facilitates a professional internship while taking a rigorous course load. Elon University also offers a 10 Month Master's program in Interactive Media.

EZNews
B107

EZNews is the leading newsroom computer system for broadcast educators. Fully integrated intuitive features and functions include: show planning, script and rundown management, a live updating teliprompter, live “on-air” show control, and show archiving. Optional interface and automation features are also available for compliant character generators, subscription broadcast newswire feeds, closed captioning encoders, and much more. EZNews runs on Windows and/or Mac workstations to meet your exact production requirements and instructional needs. Contact Information: EZNews Website: www.eznews.com Phone: Toll Free (888) 326-1415 Email: sales@eznews.com
Holcomb Hathaway
B405

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Lippert Media
B106

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MAXON
B407

MAXON Computer, USA (www.maxon.net) is a leader in 3D animation software. Its award-winning CINEMA 4D and BodyPaint 3D solutions are used worldwide to create 3D animation and designs for feature films, television programs and commercials, live theater, music videos, motion graphics show packages, web sites, as well as medical and scientific visualization. Recent notable films leveraging the power of MAXON products include The Golden Compass, Beowulf, all three Spider-Man films, Surf's Up, Fantastic Four: Rise of the Silver Surfer, all three Pirates of the Caribbean films, and the On-Air Packages for Comedy Central, Monday Night Football, NBC, DirecTV, and Fox.

NAB Public Service Booth
B411

Visit the NAB Public Service Booth to meet with representatives from national nonprofits and learn how these organizations share their message nationwide. Representatives are available to discuss their efforts to produce PSAs, create viral campaigns via social media and utilize storytelling techniques to reach their audiences.

The Nielsen Company
B101

Nielsen Academies is a free online learning portal focused exclusively on the needs of students and faculty learning about what consumers WATCH and BUY. The curriculum consists of instructionally sound tutorials, online assessments, data reports, case studies, resource links study aids, facilitators guide, and other useful information. The content provides a variety of individual activities and lessons that can be selected to coordinate with an existing course syllabus and is completed within or outside the classroom. The site provides a solid information foundation on the programs and services offered by Nielsen, the global industry leader in measuring consumer buying behavior, the impact of media and providing global business with insights to successfully manage their business.
Oxford University Press
B401

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Peachpit
B207

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Routledge / Taylor and Francis
B105

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Vericorder
B108

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Wadsworth Cengage
B403

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Add C to beginning of all booth numbers.
South Upper Hall

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Featured Titles

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By James C. Foust, Edward J. Fink & Lynne S. Gross
© 2013 · 300 pages · 8¼ × 10¾
Print book ISBN: 978-1-934432-50-1 · $58.00
Ebook ISBN: 978-1-934432-88-4 · $47.00
Print/ebook bundle ISBN: 978-1-934432-89-1 · $73.00

- Student-friendly price
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- Focus on the disciplines and techniques needed for success in the various functions involved in video production
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By Marie Drennan, Yuri Baranovsky & Vlad Baranovsky
© 2013 · 200 pages · 6 × 9
Print book ISBN: 978-1-934432-42-6 · $23.00
Print/ebook bundle ISBN: 978-1-934432-91-4 · $33.00

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Robert Hilliard

**Broadcast Programming**

Susan Eastman/Douglas Ferguson

**Audio Production**

*Cengage Advantage Books: Audio Basics,* First Edition
Stanley Alten

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*Management of Electronic and Digital Media,* Fifth Edition
Alan Albarran

**Radio Production**

*Modern Radio Production: Production Programming & Performance,* Ninth Edition
Carl Hausman/Frank Messere/Levis O'Donnell/Philip Benoit

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SPOTLIGHT: SOCIAL MEDIA IN A MASS MEDIA WORLD

BEA 2013

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BEA 2013
FESTIVAL OF MEDIA ARTS, Leadership

The BEA Best of Festival King Foundation Awards
Sponsored by The Charles and Lucille King Family Foundation

Festival Chair: Warren Koch, Azusa Pacific University
Festival Creative Director: Jason Balas, University of North Texas
Festival Producer: Joe Brown, University of North Texas
Ex-Officio: Heather Birks, BEA Executive Director

Competition Chairs:
Audio Competition (Radio and Audio Media Division)
Faculty Competition Chair: Clark Greer, Point Loma Nazarene University
Student Competition Chair: Michael Huntsberger, Linfield College

Documentary Competition (Documentary Division)
Faculty Competition Chair: Julie Williamsen, Brigham Young University
Student Competition Chair: Leah B. Mangrum, Angelo State University

Interactive Multimedia Competition (Interactive Media and Emerging Technologies Division)
Faculty Competition Co-Chairs: John Dailey, University of the Ozarks
Samuel H. Edsall, Western Illinois University
Student Competition Co-Chairs: Lakshmi Tirumala, Texas Tech University
Heather Starr Fiedler, Point Park University

News Competition (News Division)
Faculty Competition Chair: Trina T. Creighton, University of Nebraska, Lincoln
Student Competition Chair: Sara Magee, Loyola University Maryland
Student Radio News Competition Chair: Brent M. Foster, California State University, Fullerton
Student Television Feature News Competition Chair: Sara Magee, Loyola University Maryland
Student Television Hard News Competition Chair: Mary T. Rogus, Ohio University
Student Television Talent Competition Chair: Herbert Dunmore, Loyola University
Student Television Newscast Chair (airing 3 days or less per week): Rick Sykes, Central Michigan University
Student Television Newscast Chair (airing 4 or 5 days per week): Rick Ricioppo, Stony Brook University

Scriptwriting Competition (Writing Division)
Faculty Competition Chair: Michael Whalen, Santa Clara University
Student Competition Co-Chairs: Marie Elliott, Co-Chair, Valdosta State University
Antonio Zarro, Palm Beach Atlantic

Sports Competition (Sports Division)
Faculty Competition Chair: Don Moore, Ohio University Southern
Student Competition Chair: Tommy Booras, Western Kentucky University

Two-Year/Small Colleges Competition (Two-Year/Small Colleges Division)
Student Competition Chair: Jim Crandall, Aims Community College

Video Competition (Production, Aesthetics & Criticism Division)
Faculty Competition Chair: Tony DeMars, Texas A&M University - Commerce Campus
Student Competition Co-Chairs: Amy Crawford, Youngstown State University
Stephen Price, Georgia College & State University

At-Large Members:
Steve Anderson, James Madison University
Jason Balas, University of North Texas (Festival Creative Director)
Heather Birks, BEA (Ex-Officio)
Joe Brown, University of North Texas (Festival Producer)
Vic Costello, Elon University
Joe Foote, University of Oklahoma
Evan Johnson, University of Wisconsin-River Falls
BEA 2013

HIGHLIGHTS

Sunday, April 7
7:30 AM – 5:00 PM  BEA2013 Convention Registration
9:00 AM – 4:45 PM  2013 Research Symposium: Media and Social Life: The Self, Relationships, and Society, Pavilion 2 (see all sessions listed on page 23 of the program)
9:00 AM – 10:15 AM  BEA101, Conference Room 1
10:30 AM – 11:45 AM  How Do We Grow the Research Profession?, Conference Room 1
12:00 PM – 1:15 PM  Making Radiolab: A Conversation with Producer Lulu Miller, Pavilion 11
1:30 PM – 2:45 PM  Social Media in the Trenches, Pavilion 3
1:30 PM – 2:45 PM  The PITCH Session, Pavilion 10
3:00 AM – 4:15 PM  Rowan University Presents A Conversation With... Justified Writer & EP, Graham Yost, Pavilion 10
4:30 PM – 6:30 PM  BEA Opening Night Awards Ceremony & Reception, Pavilion 1

Monday, April 8
7:30 AM – 5:00 PM  BEA2013 Convention Registration
9:00 AM – 6:00 PM  Exhibit Hall Hours (Opening Coffee Break Sponsored by Florida State University)
9:00 AM – 6:00 PM  Job Placement “Posting” Center @ the BEA Booth, BEA Exhibit Hall
9:00 AM – 10:15 AM  NAB Show Opening: Featuring the Presentation of the NAB Distinguished Service Award to Bob Schieffer, Las Vegas Hotel, Paradise Room
9:00 AM – 10:15 AM  Meet the Editors @ the BEA Booth, BEA Exhibit Hall
10:00 AM – 11:15 AM  Podium Session: H. Dan O’Hair, Professor and Dean, College of Communication and Information, University of Kentucky; The Evolving Nature of Message Strategy Research, Conference Room 2
10:00 AM – 11:15 AM  PromaxBDA Creative Educators Forum: Sports Networks and the Power of Marketing, Pavilion 10
11:30 AM – 12:45 PM  Podium Session: Donald G. Godfrey, Professor Emeritus, Walter Cronkite School of Journalism and Mass Communication, Arizona State University; The Meaning of History, Conference Room 4
11:30 AM – 12:45 PM  PromaxBDA Creative Educators Forum: Entertainment Marketing 101, Pavilion 10
11:30 AM – 12:45 PM  PromaxBDA Creative Educators Forum: From Long Form to Short Form, Pavilion 10
2:30 PM – 3:45 PM  BEA2013 Keynote: Evan Shapiro, President, Participant Television, Pavilion 1
4:00 PM – 5:15 PM  PromaxBDA Creative Educators Forum – Emerging Media and Technology in Entertainment Marketing, Pavilion 10
5:00 PM – 6:00 PM  Festival of Media Arts Awards Pre-Party Reception, BEA Exhibit Hall
6:00 PM – 8:00 PM  The BEA Best of Festival King Foundation Awards Ceremony, Ballroom C

Tuesday, April 9
7:30 AM – 5:00 PM  BEA2013 Convention Registration
7:45 AM – 9:00 AM  BEA’s Regional District Meetings & Continental Breakfast (see corresponding time in program for meeting room locations)
9:00 AM – 5:30 PM  Exhibit Hall Hours
9:00 AM – 5:00 PM  Job Placement “Posting” Center @ the BEA Booth
10:30 AM – 11:45 AM  ATAS Foundation Presents: Coffee With…. Everybody Loves Raymond Creator & Writer Phil Rosenthal, Pavilion 10
11:45 AM – 1:00 PM  Free Time in the BEA Exhibit Hall
11:45 AM – 12:15 PM  Snack Break with the Exhibitors Sponsored by Taylor & Francis, BEA Exhibit Hall
11:45 AM – 1:00 PM  Applying for BEA Scholarships @ the BEA Booth, BEA Exhibit Hall
11:45 AM – 1:00 PM  Council of Past Presidents, Conference Room 1
1:00 PM – 2:15 PM  A Conversation with Dick Wiley, Pavilion 9
2:30 PM – 3:45 PM  BEA Ignite!, Pavilion 1
5:30 PM – 7:00 PM  Autodesk Closing Reception, Ballroom C

Wednesday, April 10
9:00 AM – 10:15 AM  A Conversation with FCC Chairman Julius Genachowski, Ballroom A
9:00 AM – 12:00 PM  BEA Assessment Boot Camp, Pavilion 1
9:00 AM – 10:15 AM  ASC's Documentary Workshop Part I, with Ironman DP Matthew Libatique, Pavilion 10
10:00 AM – 3:00 PM  NABEF/BEA Career Fair
10:30 AM – 11:45 AM  ASC's Documentary Workshop Part II, Pavilion 10
FESTIVAL OF MEDIA ARTS HIGHLIGHTS

Sunday, April 7
10:30 AM – 11:45 AM Faculty Video Awards and Exhibition, Pavilion 1
12:00 PM – 1:15 PM Student Video Awards and Exhibition, Pavilion 1
12:00 PM – 1:15 PM Faculty and Student Scriptwriting Awards and Exhibition, Pavilion 10
1:30 PM – 2:45 PM Faculty and Student Audio Awards and Exhibition, Pavilion 1
3:00 PM – 4:15 PM Faculty and Student Interactive Multimedia Awards and Exhibition, Pavilion 1

Monday, April 8
10:00 AM – 11:15 AM Faculty and Student News Awards and Exhibition, Pavilion 1
11:30 AM – 12:45 PM Two-Year and Small Colleges Awards and Exhibition, Pavilion 1
1:00 PM – 2:15 PM Faculty and Student Documentary Awards and Exhibition, Pavilion 1
4:00 PM – 5:15 PM Faculty and Student Sports Media Awards and Exhibition, Pavilion 1
5:00 PM – 6:00 PM Festival of Media Arts Awards Pre-Party Reception, BEA Exhibit Hall
6:00 PM – 8:00 PM The BEA Best of Festival King Foundation Awards Ceremony, Ballroom C

PAPER COMPETITION AND POSTER SESSION HIGHLIGHTS

Sunday, April 7
9:00 AM – 10:15 AM Radio & Audio Media Division Paper Competition, Pavilion 9
12:00 PM – 1:15 PM Management, Marketing & Programming Division Paper Competition, Conference Room 2
12:00 PM – 1:15 PM Research Symposium: Media and Social Life: The Self, Relationships, and Society – Paper Competition, Pavilion 2 (Advanced purchase of lunch ticket required.)
12:00 PM – 1:15 PM Joint Paper Competition: Student Media Advisors & Production Aesthetics & Criticism, Conference Room 5
1:30 PM – 2:45 PM Sports Division Paper Competition, Conference Room 4
3:00 PM – 4:15 PM Multicultural Studies Division Paper Competition, Conference Room 5

Monday, April 8
11:30 AM – 12:45 PM BEA2013 Scholar-to-Scholar Poster Session, BEA Exhibit Hall
11:30 AM – 12:45 PM Research Division Paper Competition, Conference Room 1
11:30 AM – 12:45 PM Gender Issues Division Paper Competition, Conference Room 5
4:00 PM – 5:15 PM Interactive Multimedia and Emerging Technologies Paper Competition, Conference Room 4

Tuesday, April 9
9:00 AM – 10:15 AM Curriculum, Assessment and Administration Paper Competition, Conference Room 2
9:00 AM – 10:15 AM Law & Policy Paper Competition, Pavilion 9
10:30 AM – 11:45 AM History Division Paper Competition, Conference Room 1
10:30 AM – 11:45 AM International Division Paper Competition, Conference Room 4
1:00 PM – 2:15 PM Faculty & Student Research-in-Progress Poster Session, BEA Exhibit Hall
2:30 PM – 3:45 PM News Division Paper Competition, Conference Room 3

Wednesday, April 10
12:00 PM – 1:15 PM Research Division Paper Competition Session #2, Conference Room 2
## INTEREST DIVISION MEETINGS

### Sunday, April 7

- **12:00 PM – 1:15 PM** Radio & Audio Media Division Business Meeting, Conference Room 1
- **1:30 PM – 2:45 PM** Multicultural Studies Division Business Meeting, Conference Room 5

### Monday, April 8

- **10:00 AM – 11:15 AM** Research Division Business Meeting, Conference Room 1
- **10:00 AM – 11:15 AM** Interactive Media and Emerging Technologies Division Business Meeting, Conference Room 4
- **10:00 AM – 11:15 AM** Gender Issues Business Meeting, Conference Room 5
- **11:30 AM – 12:45 PM** Sports Division Business Meeting, Conference Room 2
- **1:00 PM – 2:15 PM** Student Media Advisors Business Meeting, Conference Room 3

### Tuesday, April 9

- **9:00 AM – 10:15 AM** History Division Business Meeting, Conference Room 1
- **9:00 AM – 10:15 AM** Two-Year/Small Colleges Business Meeting, Conference Room 4
- **9:00 AM – 10:15 AM** Documentary Business Meeting, Conference Room 5
- **10:30 AM – 11:45 AM** Curriculum, Assessment and Administration Business Meeting, Conference Room 2
- **10:30 AM – 11:45 AM** Writing Division Business Meeting, Conference Room 7
- **1:00 PM – 2:15 PM** Production Aesthetics & Criticism Division Business Meeting, Conference Room 2
- **1:00 PM – 2:15 PM** News Division Business Meeting, Pavilion 2
- **2:30 PM – 3:45 PM** Law and Policy Division Business Meeting, Pavilion 9
- **4:00 PM – 5:15 PM** International Division Business Meeting, Conference Room 1
- **4:00 PM – 5:15 PM** Management, Marketing and Programming Division Business Meeting, Conference Room 5

## Congratulations, Dr. Gregory Newton!

The Ohio Association of Broadcasters congratulates Dr. Gregory Newton of the School of Media Arts and Studies at Ohio University on a successful year as the 2012-2013 President of the Broadcast Education Association.
9:00 AM – 11:00 AM
BEA Executive Committee Meeting (Session ID: 141000)
Conference Room 1
BEA 2012-2013 President: Gregory Newton, Ohio University

10:00 AM – 12:00 PM
BEA Research Committee Meeting (Session ID: 141001)
Conference Room 4
BEA Research Committee Chair: Robert K. Avery, University of Utah

12:00 PM – 5:00 PM
BEA Board of Directors Meeting (Session ID: 141002)
Conference Room 1
BEA 2013-2014 President: Mary Schaffer, California State University, Northridge

1:00 PM – 4:00 PM
BEA Festival of Media Arts Committee Meeting (Session ID: 141003)
Conference Room 2
BEA Festival of Media Arts Committee Chair: Warren Koch, Azusa Pacific University

1:00 PM – 4:00 PM
BEA Publications Committee Meeting (Session ID: 141004)
Conference Room 4
BEA Publications Committee Chair: Paul Haridakis, Kent State University

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**SPOTLIGHT: SOCIAL MEDIA IN A MASS MEDIA WORLD**

**7:30 AM – 5:00 PM**
BEA2013 Convention Registration - Sunday Hours
Las Vegas Hotel, BEA Registration Desk
If you didn’t get your credentials in the mail, pick them up at the BEA registration desk along with your conference bag and “official” BEA2013 convention program.

**7:45 AM – 8:45 AM**
Division Chair Pre-Convention Meeting (Session ID: 141009)
Pavilion 1
This session is required for all 2013 interest division leaders. We’ll be discussing a few things about BEA2013 before the convention “officially” opens the doors.
2013 Convention Program Chair: Mitchell Shapiro, University of Miami
2014 Convention Program Chair: Tony DeMars, Texas A&M University at Commerce
Interest Division Representative: Michael Bruce, University of Alabama

**9:00 AM – 4:45 PM**
2013 Research Symposium: Media and Social Life: The Self, Relationships, and Society (Session ID: 135539)
Pavilion 2
[All Convention]
2013 Research Symposium co-Chairs: Arthur A. Raney, Florida State University and Mary Beth Oliver, Pennsylvania State University
Media content, consumption, and use touch on virtually all aspects of our social lives – including how we think of ourselves and others, and how we understand, create, and maintain relationships. Almost all facets of our lives are affected by media, including our emotional and moral selves, and our lives pertaining to family, romance, friendship, and work. Likewise, changes in the media landscape imply that our social lives may be evolving as well. What do technologies such mobile communication, virtual worlds, and social networking imply about our social lives? This symposium will join leading scholars in efforts to explore the diversity of ways that media intersect with social life. Invited panels and addresses by senior scholars, as well as competitive papers, will set the course for future understanding of these connections. The three broad themes the symposium will address include 1) media and the self; 2) media and relationships; and 3) emerging media and social life.

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

**9:00 AM -10:15 AM | SESSION I: Media and Social Life**
Welcome and Opening Remarks: Sophie H. Janicke, Florida State University, Symposium Chair
Keynote Address: Arthur A. Raney, Florida State University; Morality, Moral Thinking, and Media Entertainment
Keynote Address: Mary Beth Oliver, Pennsylvania State University; Media-Inspired Connectedness with Others

**10:15 AM – 10:30 AM | Break**

**10:30 AM – 11:45 AM | SESSION II: Media and the Self**
Keynote Address: J. Alison Bryant, President & Founder, PlayScience; Media and the Social Learning Ecosystem

**12:00 PM – 1:15 PM | SESSION III: Competitive Poster Session**
Note: Buffet lunch available for purchase, advanced ticket purchase required.

**1:30 PM – 2:45 PM | SESSION IV: Media and Relationships**
Keynote Address: Meghan Sanders, Louisiana State University; Entertainment Media and Meaningful Relationships

**2:45 PM – 3:00 PM | Break**

**3:00 PM – 4:15 PM | SESSION V: Emerging Media and Social Life**
Keynote Address: Sriram Kalyanaraman, University of North Carolina-Chapel Hill; As “I” Like It: The Psychology of Customized Representations

**4:15 PM – 4:45 PM | SESSION VI: Media and Social Life Revisited**
Concluding Thoughts and Roundtable Discussion with Keynote Speakers: Sophie H. Janicke, Florida State University, Symposium Chair
9:00 AM – 10:15 AM
BEA101 (Session ID: 141005)
Conference Room 1
[All Convention]
Designed for first time attendees in particular, BEA101 focuses on all things BEA. Learn how BEA is structured, how to make the most of the conference (including NAB Show), and how you can get involved.
Moderator: Mary Schaffer, California State University, Northridge
Panelists: Gregory Newton, Ohio University; BEA Leadership
Barry Umansky, Ball State University; Navigating the BEA Convention
John Allen Hendricks, Stephen F. Austin State University; BEA Regional Districts
Michael Bruce, University of Alabama; Interest Divisions and Volunteering at BEA
Heather Birks, BEA; BEA Membership

9:00 AM – 10:15 AM
Jack/Jane of All Trades: From Specialist to Generalist (Session ID: 135048)
Conference Room 2
[Two-Year/Small Colleges]
With retirees, strained budgets and media convergence, many of us are being moved from a specialty in either audio, radio, TV, video, journalism and film to teach production courses away from our specialties. What are some programs doing so survive this new paradigm and are we moving from media specialists to generalists?
Moderator: Evan C. Wirig, Grossmont College
Panelists: Kim A. Zarkin, Westminster College
Troy L. Hunt, College of Eastern Utah
Gary Martin, Cosumnes River College

9:00 AM – 10:15 AM
Journalism Pedagogy $\infty$.0 Teaching Perpetual Change While Maintaining the Journalistic Core (Session ID: 135019)
Conference Room 3
[News]
For years broadcast journalism instructors have chased the rabbit…always trying to find the best way to prepare students to enter the professional world of broadcast news. Now, a new reality exists in broadcast journalism pedagogy. Technological changes are rapid and ever-evolving. Our job, as it exists today, is to continue to teach our students the core values of broadcast journalism while also teaching them to embrace and respond to continuous technological and social media change.
Moderator: Kevin Swift, Missouri State University
Panelists: Brian Calfano, Missouri State University
Mark Lodato, Arizona State University
Sue Kopen-Katcef, University of Maryland
Elizabeth Dudash, Missouri State University

9:00 AM – 10:15 AM
Integrating Social Media into Streaming Sports Coverage and Sportscasts (Session ID: 136082)
Conference Room 5
[Sports]
Universities are home to athletes from around the country and the world, and streaming coverage gives families and friends a chance to watch their loved ones play. This panel will explore the integration of social media to connect with these families and players through live streaming events and online sportscasts. These broadcasts give students first-hand experience with production and public relations practices. We will discuss the integration of social media for distributing online sportscasts and opportunities for social media reporting and methods of engaging with the sports audience.
Moderator: Jay Cofield, University of Montevallo
Panelists: Jay Cofield, Executive Producer of streaming sports at the University of Montevallo
Bruce Finklea, Executive Producer of the weekly University of Montevallo online sportscast, Falcon Fever
Paul Oren, Valparaiso University and reporter, The Northwest Indiana Times
Michael Artress, University of Montevallo student and anchor/reporter/social media operator for Falcon Fever
9:00 AM – 10:15 AM
Is Everyone Showing Up Online — A Look at Where Diversity Stands in Social Media and Other Web-Centered Media
(Session ID: 134943)
Conference Room 7
[Multicultural Studies | Gender Issues]
Once again, we’ll look at how diversity is working on the web. As the new media continues its growth into the social realm, who is being seen and heard? Is it dominated by wealthy, white, males like our more traditional media? Or, is the new media opening new and highly utilized outlets for a variety of minority perspectives? The panel will examine these questions from a variety of standpoints—each defining “diversity” a little differently with something new to contribute to the discussion this year.
Moderator: Ginger Loggins, Appalachian State University
Panelists: Sara Netzley, Bradley University; “Dislike:” How the GLBT Community Responded to Chic-Fil-A and Other Controversies
Lori Boyer, Clark Atlanta University; Internet Presence and Historically Black Colleges and Universities: Building Community with Student Populations
Michele Ferrier, Elon University; Hyperlocal News Organizations: Reforming Old News Boundaries?
Anji L. Phillips, Bradley University; Anti-Social: An Examination of the Diversity of Labor Unions Who Utilize Social Media
Christopher S. Josey, University of Illinois at Urbana-Champaign and Travis L. Dixon, UCLA; What’s in an Address: An Examination of Differences in the Framing of Persons of Color Between Traditional and Non-Traditional News Websites

9:00 AM – 10:15 AM
Pavilion 2
[All Convention]
Welcome and Opening Remarks: Sophie H. Janicke, Florida State University, Symposium Chair
Keynote Address: Arthur A. Raney, Florida State University; Morality, Moral Thinking, and Media Entertainment
Keynote Address: Mary Beth Oliver, Pennsylvania State University; Media-Inspired Connectedness with Others

9:00 AM – 10:15 AM
Shooting News, Short Films, Commercials & More on HDSLR (Session ID: 134968)
Pavilion 3
[Production Aesthetics & Criticism | News]
Employers expect our graduates to come to the table with portfolios, online demo reels or even social media connectivity showcasing HD video. Converting to HD video for many institutions, particularly smaller ones, is often cost-prohibitive. The transition involves reshaping our pedagogy for the new format. This panel explores the use of cost-effective DSLR (digital single-lens reflex) cameras such as the Canon Rebel Ti series to shoot news and other student projects in high-definition. Panelists will share their experiences and their recommendations for making the jump to DSLR while addressing the advantages as well as the pitfalls.
Moderator: Brad Weaver, Westminster College
Panelists: Erik Johnson, University of Wisconsin - River Falls; Costs and concerns of DSLRs: Finding Funding for Equipment and Accessories for a variety of Skill Sets and Applications
Thomas J. McHardy, James Madison University; Preparing Students for DSLR Production of Short Films
Joseph Ligo, Westminster College (PA); This Beats Buying Textbooks: The HD Camera Alternative That Spans Semesters in the Curriculum
Brad Weaver, Westminster College; Shooting news with HDSLR: “Test driving the gear covering spring break”
Jonathan Joy, Clarion University of Pennsylvania; Shooting Commercials with HDSLR
Brian Shelton, Rock Valley College; DSLR: Making Students Shoulder the Burden of Buying the Video Gear
Respondent: Jimm Needle, Outside Professional- Always Delightful Productions
9:00 AM – 10:15 AM
Radio & Audio Media Division Paper Competition (Session ID: 139507)
Pavilion 9
[Radio & Audio Media]
Top Open and Debut papers from the 2013 Radio and Audio Media Division Competition.
Vice Chair/Paper Competition Chair: Scott Patterson, San Francisco State University

Debut Paper Competition
1st Place: Lacey A. Kendall, California State University San Bernardino; College Radio Webcasting: Making It Matter

Open Paper Competition
1st Place: Sara Magee, Loyola University of Maryland; Howard Fisher, University of Scranton; Talking to Ourselves: A Content Analysis of NPR’s use of Journalists as Sources
2nd Place (tie): Glenda Cantrell-Williams, University of Alabama; Alan C. Burns, CEO of Media Research and Content Advisor, Alan Burns and Associates; A Local Voice: Women and Terrestrial Radio
2nd Place (tie): August Grant, University of South Carolina; Jeffrey S. Wilkinson, Houston Baptist University; Exploring the Online Revolution in the Voice-Over Industry

9:00 AM – 10:15 AM
Social Media and Politics: An International Perspective on Convergence (Session ID: 134893)
Pavilion 10
[Interactive Media and Emerging Technologies]
Social media are changing the way citizens engage both with political institutions and political media. Through live interaction with mediated political events, engaged citizens turn political media into entertainment. This panel proposes to discuss this phenomenon from an international perspective focusing on four countries with active political campaigns: Pakistan, South Korea, China and the United States. This convergence between traditional and new media offers insight into the way social media are influencing the political process.
Moderator: Jeanette Castillo, Florida State University
Panelists: Young Sun Lee, Florida State University; Satirical Political Podcasts: Do Humor Appeals Attract Young People to Politics?
Qihao Ji, Florida State University; Louisa Ha, Bowling Green State University; Ulla Bunz, Florida State University; Inside The Wall vs. Outside the Wall: A Content Analysis of Chinese Dissidents Online Discourses in Weibo and Twitter
Jeanette Castillo, Florida State University; David Montez, Florida State University; Live Tweeting the Presidential Debates: Convergence, Participation and the Clever Citizen
Mehnaz Gul, Florida State University; Social Media as Politicians Platform for Agenda Setting and Entertainment for Followers: A Case of Imran Khan Political Campaign in Pakistan

9:00 AM – 10:15 AM
My Favorite Documentary Production Assignment (Session ID: 134862)
Pavilion 11
[Documentary | Curriculum, Assessment and Administration]
Producing a documentary is a monumental undertaking for anyone. Faculty members from several institutions share assignments and exercises they created to alert their students to the many facets involved, as well as to ease them through the creative and technical processes. The panelists have had great success with these innovative assignments and will give you all the particulars so you can replicate their successes in your classroom.
Moderator: Frances L. Kendall, Salisbury University
Panelists: Stephen Price, Georgia College & State University; Bringing Students Along for the Ride on a Professional Documentary
Frances L. Kendall, Salisbury University; The Documentary Styles Assignment: Dissecting Documentaries for Form (Not Content)
Denise Matthews, Eastern Connecticut State University; Setting Parameters for Historical Documentary Assignments: Guiding Students and Clients
Gabriela Martinez, University of Oregon; Social-Political Documentary in the 21st Century
10:30 AM – 11:45 AM
SPOTLIGHT: SOCIAL MEDIA IN A MASS MEDIA WORLD

10:30 AM – 11:45 AM
How Do We Grow the Research Profession? (Session ID: 141019)
Conference Room 1
[All Convention]
This panel of professors and industry professionals will discuss changes in entertainment research and the need to expand the size and scope of the research profession. Unlike years ago when Research Departments only “reported the numbers,” management now looks to Research for guidance and insights into the rapid changes happening around us – from multi-platform to multicultural, one-screen to three-screen and paper to display. From the academic point of view, many students are being taught the basics, however, what is needed is a deeper understanding of the consumer and what’s driving their behavior. The employer perspective is that Millennials are entering the workforce with new knowledge-sets and media consumption behaviors that are changing the game in how content is consumed and researched. These knowledge-sets about network TV, advertising, cable, pay cable, digital, syndication or print are valuable. All of these industries are looking to this new addition to the workforce to help “figure it out.” Businesses are taking the future of audience measurement more seriously than ever. In the next five years, how well information to better understand the consumer is collected and analyzed across multiple data-sets (beyond the “Traditional Nielsen Television Currency”), is critical and a key to “growing” as well as increasing the influence of the research profession.
Moderator: Bruce K. Rosenblum, Executive Vice President, Warner Bros. Media Research & Insights
Panelists: Nancy Robinson, Director, Education Programs, Academy of Television Arts & Sciences Foundation
Liz Huszarik, Executive Vice President, Warner Bros. Media Research & Insights
Roger Cooper, School of Media Arts and Studies, Ohio University
Patti Cohen, Vice President, Research, CBS Television Stations
Amy Dreher, Nielsen Academics, Global Learning

10:30 AM – 11:45 AM
Developing Curricular Content in the Age of New Media (Session ID: 134894)
Conference Room 2
[Interactive Media and Emerging Technologies | Curriculum, Assessment and Administration]
Social media and its accompanying new technologies introduce aspects of media and interactivity into every aspect of our device dependent lives. Consequently, communication media and design professors are challenged to develop curricula that meet the demands of an evolving industry while fulfilling student needs and expectations. This panel offers a collective perspective on curricular development that fuses fundamental principles with interactive and social media tools, processes, and strategies that better prepare students for professional careers.
Moderator: Yoshiko Burke, University of Cincinnati
Panelists: Lakshmi N. Tirumala, University of Cincinnati; Teaching in HTML5 Landscape: The Good, the Bad, and the Ugly
Yoshiko Burke, University of Cincinnati; Student Portrait: Communication Design Professional in the Making
Nan Zheng, James Madison University; Multimedia Journalism: Storytelling with New Media Tools
Yvette Shen, James Madison University; Beyond Tools and Technologies: Ideas and Strategies to Teach Critical Thinking
Ed Youngblood, Auburn University; Incorporating Usability and Accessibility into the Interactive Media Curriculum

10:30 AM – 11:45 AM
No Drama Zone: Students Learn to Lead (Session ID: 135041)
Conference Room 3
[Student Media Advisors | News]
Student media advisors may observe some students using poor leadership skills: criticizing in public, gossiping openly about subordinates and more. Tears, distractions and drama ensue; and we don’t have time for that in the newsroom! A leadership seminar for newsroom leaders has created positive results AND students are getting a lesson on management before beginning their first jobs. The panel provides a how-to guide and industry panelists will discuss the value of this training.
Moderator: Desiree N. Hill, University of Central Oklahoma
Panelists: Phyllis R. Slocum, University of North Texas
Desiree N. Hill, University of Central Oklahoma
Nick Dalley, Owner, Intentional Communication, Inc.
Ron Comings, News Director KLAS-TV, Las Vegas
10:30 AM – 11:45 AM
Transitions: Business, Technology, and Regulation: Broadcasting and the Cloud (Session ID: 134912)
Conference Room 4
[Law and Policy]
This new BEA session brings industry and legal experts together to discuss the ways in which new digital distribution platforms have transformed the broadcasting landscape. This year, our panelists will examine the development and deployment of new business models for the digital distribution of television content and describe the legal challenges that producers and distributors are facing in view of the growth of cloud broadcasting. Following the discussion, session attendees will be able to pose questions to the presenters.
Moderator: Marilyn Terzic, McGill University

10:30 AM – 11:45 AM
Through a Glass Darkly: Online Asian Media and the Coverage of “Terrorism” (Session ID: 134885)
Conference Room 7
[International]
This panel studies media’s roles in coverage of and by groups identified as “terrorist” across a range of nations that have been involved in violent conflicts in recent years. Conflicts examined are set in the Taliban struggles in Afghanistan, Muslim communities in China and Taiwan, as well as Thailand and Malaysia. In each of these settings, media have become forces that have redefined the meaning of terror and terrorism.
Moderator: Drew McDaniel, Ohio University
Panelists: Roshan Noorzai, Voice of America; Broadcasting Media and the Use of “War on Terrorism,” Frame in Afghanistan
Quan Xie, Ohio University; A Comparison of How Social Media and Traditional Online News Media Framed the Xinjiang Hijack Attempt in Mainland China
Chalisa Magpanthong, Ohio University; Drew McDaniel, Ohio University; A content analysis of newspaper coverage of terrorism in Thailand and Malaysia
Wei-Chun Victoria Wang, Ohio University; Media Frames of Homegrown Terrorism, Frame Adoption, and Portrayal of the Image of Islamic Community in Taiwan
Martin Hadlow, University of Queensland; From Bullets to Bytes

IEEE Broadcast Technology Society

Come See What IEEE BTS Has to Offer:
Visit Us at Booth L30 at 2013 NAB Show

IEEE BTS Tutorial at NAB: IP for Broadcast
Monday, April 8: 2:00 pm - 5:00 pm
Location: S227
Chairs: Bob Surette, (Shivelly Labs) & Rich Chernock, (Triveri Digital)

“Bridging the Broadcast/IT Gap” Technical Training Seminar: IEEE BTS's Technical training program provides broadcast organizations with a comprehensive two-day, onsite seminar designed to resolve the knowledge gap between engineers and technicians specializing in IT and video technologies. Sessions can be hosted privately by a broadcast organization or can be open to the public; host organizations may be entitled to receive a discount on student tuition. More information about hosting is available at the IEEE BTS Booth (L30).

Membership Discounts for 2013 NAB Show Attendees: IEEE BTS is offering 2013 NAB Show attendees a 50% discount on IEEE membership plus an additional discounted price to join the BT Society. IEEE membership includes attendance to local events and activities, discounted membership to individual societies, and a wide range of educational opportunities including conferences and presentations. Members receive the latest industry news from IEEE, IEEE Spectrum, IEEE Standards News, and The Institute.
10:30 AM – 11:45 AM
Faculty Video Awards and Exhibition (Session ID: 135077)
Pavilion 1
[Production Aesthetics & Criticism]
This session honors the winners of the Faculty Festival of Media Arts Video Competitions. Selected works of this year’s award recipients will be exhibited.
Faculty Competition Chair: Tony DeMars, Texas A&M University at Commerce

**Commercial or PSA Video**
- **Best of Competition:** John Goheen, Loyola University Chicago; *Vietnam Study Abroad Commercial*
- **Award of Excellence:** Marc Ruiz, Wayne State University; *Skip A Year*
- **Award of Excellence:** Cory Byers, Southern Illinois University Edwardsville; *We Are One*

**Educational or Instructional Video**
- **Best of Competition:** Aaron Greer, Loyola University - Chicago; *10 Tips*
- **Award of Excellence:** Rick Ricioppo & Valeri Lantz-Gefroh, Stony Brook University; *Science on Tap*

**Mixed Video (Teacher/Student Co-Production)**
- **Award of Excellence:** Diana Botsford & Dr. Deborah L. Larson, Missouri State University; *Epilogue the Series*
- **Award of Excellence:** Rachel Raimist, Branna Bruns, & Greg Kubik, The University of Alabama; *Art to Life*
- **Award of Excellence:** Kyle Hufford & Daniel Penner, Goshen College; *Goshen College Theater Department: Take 1*

**Narrative Video**
- **Award of Excellence:** Jim Lawrence, Gardner-Webb University; *An Cridhe Cabaireach (The Tell-Tale Heart)*
- **Award of Excellence:** Kevin Reynolds, James Madison University; *The Gone Friend*

**Promotional Video**
- **Best of Competition:** David Reiss, Towson University; *Swirl for a Girl*
- **Award of Excellence:** Jim Jacoby & Melanie Alvarez, Arizona State University; *Bob Costas Tribute Video*
- **Award of Excellence:** Victor Costello, Don Grady, & Staci Saltz, Elon University; *Elon Academy: Preparation, Opportunity, Success*
- **Award of Excellence:** Scott Hodgson, University of Oklahoma; *Bart Conner: Celebrating Excellence*

10:30 AM – 11:45 AM
BEA2013 Research Symposium: Media and Social Life: The Self, Relationships, and Society – SESSION II: Media and the Self (Session ID: 135540)
Pavilion 2
[All Convention]
Keynote Address: J. Alison Bryant, President & Founder, PlayScience; Media and the Social Learning Ecosystem

*Top Competitive Paper on Media and the Self:*
Nicholas David Bowman, West Virginia University; Ryan Rogers, University of North Carolina-Chapel Hill; Brett Sherrick, Pennsylvania State University, and Julia Wooley, California Polytechnic State University-San Luis Obispo; *In Control or In Their Shoes? How Character Attachment Differentially Influences Video Game Enjoyment and Appreciation*

10:30 AM – 11:45 AM
Social TV Viewing: A New Way to Engage with TV Viewers in a Fragmented Environment (Session ID: 134933)
Pavilion 3
[Management, Marketing and Programming]
Television broadcasters, programmers and producers have increasingly utilized social media as an engagement tool to enrich their content and interact with audiences. The objective of integrating social media into the provision of a program is typically to increase audience involvement with a program, thus develop increased viewing loyalty. This panel seeks multiple perspectives from academic scholars and experts, including how to effectively use various social media to interact with programs, and possible outcomes related to the social television viewing experience.

Moderator: Miao Guo, Ball State University
Panelists: Dom Caristi, Ball State University
Sam Sauls, University of North Texas
Roger Cooper, Ohio University
Michael Max Knobbe, Executive Director, Youth Media
10:30 AM – 11:45 AM
What Just Happened?: Ex-presidents, Pundits, Pollsters and Preachers in the 2012 Election (Session ID: 134951)
Pavilion 9
[News]
The 2012 presidential election was the most expensive in history. Some might even call it one of the nastiest elections, with name-calling amplified through the use of social media as well as the traditional media venues for political mud-slinging. This panel takes a critical look at what happened and where we may be headed.
Moderator: Richard Landesberg, Elon University
Panelists: Steven P. Garry, Arizona State University; Romney, Religious Websites, and the Presidential Race 2012
Jeanne Rollberg, University of Arkansas at Little Rock; The Clinton Factor: How An Ex-President’s TV ‘Arithmetic’ Reset the 2012 Election
William R. Davie, University of Louisiana, Lafayette; Pollsters and Pundits in the Presidential Race
Stacey Woelfel, Missouri School of Journalism and KOMU-TV
Respondent: B. William Silcock, Cronkite Global Initiatives, Arizona State University

10:30 AM – 11:45 AM
The State of the Radio Industry 2013 (Session ID: 135020)
Pavilion 10
[Radio & Audio Media]
This will be a roundtable discussion examining the state of the radio industry and radio research as it exists in 2013. This panel consists of professionals in the radio industry and academics who teach and study the radio industry.
Moderator: John Allen Hendricks, Stephen F. Austin State University
Panelists: Joseph R. Blaney, Illinois State University
Michael Brown, University of Wyoming
John Allen Hendricks, Stephen F. Austin State University
Dennis Lyle, Illinois Broadcasters Association
Christine H. Merritt, Ohio Association of Broadcasters
Bruce Mims, Southeast Missouri State University
Steve Harris, Operations Manager, Radio One, Cincinnati

10:30 AM – 11:45 AM
The Green Scene: Sharing Sustainable Media Projects (Session ID: 134851)
Pavilion 11
[Curriculum, Assessment and Administration | Interactive Media and Emerging Technologies]
Sustainability, climate change and green have become buzz words for today’s growing environmental focus. What used to be a fringe topic has now become part of the mainstream media’s daily content. Four faculty share their experiences folding environmental media projects into their media classrooms.
Moderator: Stacey Irwin, Millersville University
Panelists: Scott Aloum, Rider University; Showcasing Sustainability Production Projects Through Campus Wide Contests
Michael Whalen, Santa Clara University; Sustainability project at Santa Clara University
Faith E. Mullen, Liberty University; William LeRoy Mullen, Liberty University; Help Your Community by Going Green: Using a Sustainability Project to Teach Communication Students
Shelly Hokanson, James Madison University; Sustainability Media Project at James Madison University
Stacey Irwin, Millersville University; Project Green Lancaster and Millersville University
12:00 PM – 1:15 PM
Radio & Audio Media Division Business Meeting (Session ID: 134987)
Conference Room 1
[Radio & Audio Media]
The Radio & Audio Media Division is interested in the work of academics and industry professionals who examine and research the role and nature of over-the-air and Internet radio in society and culture. The investigation of other new media distribution systems for radio signals is also a primary objective of the division.

Chair: John W. Owens, University of Cincinnati
Vice Chair/Paper Competition Chair: Scott Patterson, San Francisco State University
Secretary / Communication Coordinator: Andrew M. Clark, University of Texas – Arlington
Festival of Media Arts Faculty Audio Competition Chair: Clark Greer, Point Loma Nazarene University
Festival of Media Arts Student Audio Competition Chair: Michael W. Huntsberger, Linfield College

12:00 PM – 1:15 PM
Management, Marketing & Programming Division Paper Competition (Session ID: 139515)
Conference Room 2
[Management, Marketing and Programming]
This year’s Management, Marketing & Programming Division paper winners present their research.

Vice Chair/Paper Competition Chair: Tang Tang, The University of Akron

Debut Paper Competition
1st Place: Brandon Thomas Sweitzer, The University of Akron; Structurational Twitter: An Examination of Individual and Structural Predictors of Twitter Use
2nd Place: Todd Andrew Holmes, University of Florida; Television Broadcasters’ Adoption of Digital Multicasting: An Analysis of the Core, Supporting, and Environmental Drivers

Open Paper Competition
1st Place: Miao Guo, Ball State University; Predictors of Television Audiences’ Social Engagement with Primetime Network Programming
2nd Place: Glenda Cantrell-Williams, University of Alabama; Daniel Wheatcroft, CEO, Shoot to Thrill Productions; Entertainment Incentives: Succeeding at the State Level

12:00 PM – 1:15 PM
An Outgrown Paradigm: Are the Core News Values of Yesterday Still Applicable in our Digital Age?
(Session ID: 134952)
Conference Room 3
[News | Interactive Media and Emerging Technologies]
For decades, the five core elements of Timeliness, Proximity, Prominence, Consequence, and Human interest have defined what is newsworthy. However, with the proliferation of digital technology, active-audience perspective abounds in both the production and dissemination of “news.” In fact, the definition of news, and classification of newsworthy events are currently polysemic given the ubiquity of user-generated news content. This warrants the question of whether digital evolution has changed the way these core values are currently viewed, applied, and revered in news production. Obviously, it may prove both challenging and exciting to teach our students the professional standards of news in this digital age. Therefore, this panel will address the most effective ways of accomplishing such task. Also, we will address the issue of using newer technologies (rather than people) for news gathering. For example, some news stations are thinking of employing drone aircrafts for news gathering.

Moderator: Bellarmine Ezumah, Murray State University
Panelists: Bellarmine Ezumah, Murray State University; An Outgrown Paradigm: Are the Core News Values of Yesterday Still Applicable in our Digital Age?
Debbie A. Owens, Murray State University; How do We Teach [Broadcast-Electronic] Students Professional Standards of News in this Digital Age?
Kevin Qualls, Murray State University; An Invitation to Libel: User Generated Comments on News Stories
Desrene Vernon, Andrews University; The Medium is the Message
Elizabeth Wright, Murray State University; News is News, No Matter the Method
12:00 PM – 1:15 PM
Media Development in the 21st Century: Ideals and Realities (Session ID: 134886)
Conference Room 4
[International | News]
The fall of the Soviet Union, the evolution of digital technologies, the emergence of the internet with Web 2.0 technologies and Arab spring have increased the need for and challenge media development. This panel examine the issues and challenges that confront media development projects, practitioners and consultants.
Moderator: Max V. Grubb, Consultant
Panelists: Mark Whitehouse, Vice President International Research Exchange (IREX); Media Development in the Digital Age: Content Remains King
B. William Silcock, Director Cronkite Global Initiatives and Curator Hubert H. Humphrey Program Arizona State University; 21st Century Media Development: Opportunities and Obstacles: Case Studies from the Balkans and South Asia
Max V. Grubb, Consultant Global Media Solutions; International Media Development: A Holistic Perspective

12:00 PM – 1:15 PM
Joint Paper Competition: Student Media Advisors & Production Aesthetics & Criticism (Session ID: 140076)
Conference Room 5
[Student Media Advisors | Production, Aesthetics and Production]
This year's Student Media Advisors Division paper winners and the winner from the Production Aesthetics & Criticism Paper Competition present their research.
Student Media Advisors Vice Chair/Paper Competition Chair: Chad J. Roberts, Central Michigan University
Production Aesthetics & Criticism Vice Chair/Paper Competition Chair: Marilyn Terzic, McGill University
Student Media Advisors Debut Paper Competition
1st Place: Benjamin Tigner, Central Michigan University; College Television Operations: Managing Student Media Processes
2nd Place: Chad J. Roberts, Central Michigan University; Jeffrey S. Smith, Central Michigan University; Using Audience Analysis in a Laboratory and Classroom Setting
Production Aesthetics & Criticism Debut Paper Competition
1st Place: Ashley F. Miller, University of South Carolina; Editor as Storyteller: Narrative Theory and Editing Big Brother

12:00 PM – 1:15 PM
The Ins and Outs of Modern Career Education: What Every Student Should Know (Session ID: 134852)
Conference Room 7
[Curriculum, Assessment and Administration]
With unemployment figures rising and the working world looming in students’ futures, students face intense career pressures. This panel discusses the challenges educators face with adhering to traditional pedagogical practices while preparing students for their professions in the real world. Topics range from learning about employment opportunities, to perfecting résumés/cover letters to providing career advice. These discussions are becoming more prevalent in communication programs as they provide students with the necessary tools for career success.
Moderator: Jo O’Connor, Boston University
Panelists: Edward Downes, Boston University
Donna L. Gough, Clafin University
Jennie Donohue, Marist College
Timothy P. White, Chancellor of the California State University, congratulates the faculty and students of the CSU system on their excellence in this year’s BEA Festival of Media Arts.

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SAN FRANCISCO STATE UNIVERSITY
John W. Morin - 1st Specialty Program
Rachel Freeman - 1st Student Interactive Media Large Team
Courtnee Rizzo - 1st Scriptwriting TV Spec
Amy E. Ribar - 3rd Scriptwriting TV Spec
James Defebaugh - 1st Scriptwriting Mobisode/Webisode
Brenda J. Lopez - 2nd Scriptwriting Mobisode/Webisode
Geoffrey K. Norman - 1st Spots
Jeff Jacoby - Best of Festival Audio Promo/PSA/Ad
Jeff Schroeder - 3rd Animation/Experimental/Mixed
Bryan J.H. Gordon - 3rd Animation/Experimental/Mixed

SAN JOSÉ STATE UNIVERSITY
Liam Goulding - Best of Festival Scriptwriting
Darren H. Rae - Honorable Mention Scriptwriting Short Subject
Joshua Klein - 2nd Scriptwriting Feature/TV Hour
Dan Koskie - 3rd Scriptwriting Feature/TV Hour

CALIFORNIA STATE UNIVERSITY LONG BEACH
Jeff McCarthy - 2nd Instructional/Educational

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE
Beneyam Wolde-Yohannes - 3rd Narrative
Jonathan Park - Best of Festival Video production
Blake Gaytan - Best of Festival Video production
Kristina Ivanova - Best of Festival Video production
Cutler Gray - Best of Festival Video production
12:00 PM – 1:15 PM
Student Video Awards and Exhibition (Session ID: 134977)

Pavilion 1
[Production Aesthetics & Criticism]

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

BEA Festival of Media Arts Student Video co-Chairs:  Stephen Price, Georgia College & State University
Amy Crawford, Youngstown State University

Animation/Experimental/Mixed
1st Place:  LaMar R. Ford Jr., University of Southern California; Tailypo
2nd Place:  Blake Hawk, University of Cincinnati; Last Night In Town
3rd Place:  Jeff Schroeder, Bryan J.H. Gordon, San Francisco State University; Kick
Honorable Mention:  Kyle Hobkirk, J. Tyler Shaw & Alex Ring, Azusa Pacific University; We Present: Episode 9
Honorable Mention:  Derek Ellis, Alex Thomas, Zach Russey & Michelle Araque, Northern Arizona University; Retrograde
Honorable Mention:  Zach J. Aker, Bethany Lutheran College; FEM: Female Enhancement Machine
Honorable Mention:  Sam Parker, University of Georgia; Gloomiere

Instructional/Educational
1st Place:  Journalism students of the Faculty of Political Science, Zagreb, Faculty of Political Science/University of Zagreb; Cro ID: Who are we? Tko smo mi?
2nd Place (tie):  Jessica Parham, University of Oklahoma; Routes TV
2nd Place (tie):  Jeff McCarthy, California State University Long Beach; When Disaster Strikes

Music Video
1st Place:  Micah K. Russell, The University of Alabama; Gifted’s “Superstar”
2nd Place:  Joseph M Ligo, Andrea Tice, Westminster College; “Easy”
3rd Place:  Julie Wackerle, Rowan University; Science is a Man - Clockwork
Honorable Mention:  Barrett Dennison, Western Kentucky University; Comin’ Round Again
Honorable Mention:  Max Moore, Western Kentucky University; February

Narrative
1st Place:  Kaleb Tuttle, Zack Evans, and Brian Hartley, Azusa Pacific University; Mama’s Boy
2nd Place (tie):  Eli Hull & Emily Calhoun, University of Oklahoma; One Last Kill
2nd Place (tie):  Ryan Lagerstrom, Azusa Pacific University; Expiration Date
3rd Place:  Beneyam Wolde-Yohannes, California State University, Northridge; Pareto Principle
Honorable Mention:  J. Tyler Shaw, Azusa Pacific University; Eye of the Beholder: A Comedy in Three Parts
Honorable Mention:  Verite, British Columbia Institute of Technology; The Haze
Honorable Mention:  William Christopher Casey, Loyola University Chicago; Fitzgerald In Love
Honorable Mention:  Jared T. Thomas, Loyola University Chicago; Death’s Bench
Honorable Mention:  Micah Blakeslee, Nicholas Cravey & Daniel Jennings, University of Florida; Beyond the Mortal Veil
Honorable Mention:  Max Moore, Western Kentucky University; The Red Box
Honorable Mention:  John Picklap, Olivia Merrión, Brandon Hyman, James Madison University; Tree Hugger

Spots
1st Place:  Geoffrey K. Norman, San Francisco State University; “Refine Your Style and Shop at Goodwill!” - Goodwill TV Spot
2nd Place:  Andrew Maas, Kurt Paulsen, Bethany Lutheran College; Gain
3rd Place:  Josh Rosman and Kim Mas, SUNY New Paltz; Relay for Life Promotion
Honorable Mention:  Steve Celano & Emily Devaney, Loyola University Maryland; Let’s Talk: Loyola University Maryland Counseling Center
Honorable Mention:  Gaylord Hall Productions & Lindsey + Asp, University of Oklahoma; Nissan Commercial

Promotional
1st Place:  Emily Blocher, University of Tennessee - Knoxville; Streetwise: Burn The Night - Trailer
2nd Place:  Christian Armada, Loyola Marymount University; The Learning Community (TLC) Documentary
3rd Place:  Mike Schafermak, Loyola Marymount University; Inside the Mayor’s Office: LA on Track
Honorable Mention:  Alethea Spencer and Maureen Abernathy, James Madison University; The Collins Center
Honorable Mention:  Joshua Shockley, Hannah Foster & Zach Strauss, University of Oklahoma; This is Our Classroom 2012
12:00 PM – 1:15 PM
BEA2013 Research Symposium: Media and Social Life: The Self, Relationships, and Society – SESSION III:
Competitive Poster Session (Session ID: 135541)
Pavilion 2
[All Convention]
The 2013 Research Symposium features a poster session of the best papers submitted to the competition. A buffet lunch will be available, only to advanced ticket holders.

Second Place Student Paper: Sang Yup Lee, Michigan State University; How Do People Compare Themselves with Others on Social Network Sites? The Case of Facebook

Third Place Student Paper: Rachel Adams, College of Charleston & Alaina M. Cordes, College of Charleston; Notification Infatuation: The Association Between Social Media Use and Perceived Anxiety

Yenshen Sam Chen, National Chiao Tung University, Taiwan; Moral Violations in Drama and Moral Values in Mind: The Morality Presented in a Taiwanese Soap Opera

Elizabeth Cohen, West Virginia University & Alexander Lindon Lancaster, West Virginia University; Individual Differences in Connected Viewing: The Role of Emotional Contagion, Need for Belonging, and Coviewing Orientation in Mediated and Non-Mediated Coviewing

Joshua Amaro Dunn, St. Mary’s University & Rick A. Sperling, St. Mary’s University; A Smile for a Favor, a Compliment for Your Self-Esteem: A Comparison of Inauthentic Affection in Children’s and Adults’ Television Programming

Zachary David Goldman, West Virginia University, Nicholas David Bowman, West Virginia University, & David Keith Westerman, West Virginia University; “You Need to Back Off:” Utilizing Communication Privacy Management Theory to Explore Responses to Public and Private Negative Interpersonal Disclosures on Facebook

Ayana Haaruun, Kennedy King College; Original Beauty: Black Hair on YouTube

Amy Janan Johnson, University of Oklahoma, Shawn King, University of Oklahoma, and Jennifer Becker, University of Alabama; How Have New Media Changed Interpersonal Relationships? An Examination of the Impact of Computer-Mediated Communication on Close Friendships

Laurie Thomas Lee, University of Nebraska-Lincoln; The Polarizing Debate Over Social Networking Privacy: Dead or Alive?

Melody Gail Sands, Ohio University; ‘Ho’s, Skanks, Snitches & Cornbread Honkies’ on Topix Website: Influencing Social Capital in Appalachian Communities

12:00 PM – 1:15 PM
Minority Images in Social Media (Session ID: 134944)
Pavilion 3
[Multicultural Studies]
Social media is now considered to be the most common way of reaching audiences across various demographics. However, has the presence of minority images increased or decreased through social media? This panel will examine the impact Social Media has on the images of minorities in media.

Moderator: Phillip Powell, Valparaiso University

Panelists: Paul T.M. Hemenway, Lamar University
Chetachi Egwu, Nova Southeastern University
Coreen Jackson, Tennessee State University
12:00 PM – 1:15 PM
TV Tomorrow – The Big Picture (Session ID: 134895)
Pavilion 9
[Interactive Media and Emerging Technologies | Management, Marketing and Programming]
The television industry stands at the precipice of fundamental change. Will the industry of tomorrow be radically different or will we simply be pouring “old” content into new devices? Does the future lie in Social TV, TV Apps, Cloud TV or Broadband TV? What will be the role of the networks? What does the future hold for local television? This panel might not have all the answers but you will hear ideas from industry insiders
Moderator: Miriam Smith, San Francisco State University
Panelists: Mitchell Berman, Principal at Blend Digital and founder of ZillionTV, has spoked at OTT
Ryan Holmes, Digital Media Director, of, to my best knowledge, the most app-ified TV station in existence, BYUtv (on cable, online, all mobile devices and soon to have apps for all game consoles)
Tricia Mifsud, an executive from Roku

12:00 PM – 1:15 PM
Faculty and Student Scriptwriting Awards and Exhibition (Session ID: 135545)
Pavilion 10
[Writing]
This session honors the winners of the Faculty and Student Festival of Media Arts Scriptwriting Competitions. Selected works of this year’s award recipients will be exhibited.
BEA Festival of Media Arts Faculty Scriptwriting Chair: Michael Whalen, Santa Clara University
BEA Festival of Media Arts Student Scriptwriting co-Chairs: Marie M. Elliott, Valdosta State University
Antonio Zarro, Palm Beach Atlantic University

Faculty Scriptwriting Competition
Short Subject (15-35 pages)
Best of Competition: Fred Jones, Southeast Missouri State University; Disco Parrot
Award of Excellence: James L. Goodman, High Point University; The Ghosts We Know
Feature/TV Hour
Best of Competition: Micheal McAlexander, Frostburg State University; Space Race
Mobisode/Webisode
Best of Competition: Cory Byers, Southern Illinois University Edwardsville; Scare Bear

Student Scriptwriting Competition
Short Subject
1st Place: Adam Wagner Screenwriter, Missouri State University; My Daughters Dragon
2nd Place: Jacob Lutz, Xavier University; 9/11 Trilogy: In Your Heart, Smell the Roses, and One Missed Call
3rd Place: Wesley Walker, Missouri State University; Incinerate
Honorable Mention: Darren H. Rae, San Jose State University; Park Arcadia
Honorable Mention: Anna Almendros, Florida State University; MAGIC BAG

Feature/TV Hour
1st Place: Cody Stauber, Central Michigan University; Shanghaied
2nd Place: Joshua Klein, San Jose State University; Striker
3rd Place: Dan Koskie, San Jose State University; Friend Triangle
Honorable Mention: Estee Chase-Hodge, Kent State University; Clandestine Truth

TV Pilot
1st Place: Lydia Grace Rollins, Liberty University; Quiet, Please
2nd Place: Conner Good, Columbia College Chicago; The End - “Pilot”

TV Spec
1st Place: Courtnee Rizzo, San Francisco State University; Mad Men-“The Blackout”
2nd Place: Vincent Benjamin, Autumn Cueller, Ashley Anne Drzal, Melissa Falgier and Brandon M. Fles, Purdue University Calumet; Get The Picture
3rd Place (tie): William Schlchter, Missouri State University; WALKING DEAD, “What Money Can’t Buy”
3rd Place (tie): Amy E. Ribar, San Francisco State University; Dexter - “Like Me”
Honorable Mention: Paige Pulaski, University of Georgia; 30 Rock - “It’s Not Easy Being Green”

Mobisode/Webisode
1st Place: James Defebaugh, San Francisco State University; Hell, Michigan
2nd Place: Brenda J. Lopez, San Francisco State University; La Bestia
Congratulations to Professor Mary C. Schaffer

2013-2014 President of The Broadcast Education Association

From the faculty, staff and students of the Cal State Northridge Department of Cinema and Television Arts
12:00 PM – 1:15 PM
Making Radiolab: A Conversation with Producer Lulu Miller (Session ID: 136555)
Pavilion 11
[Documentary]
Lulu Miller started with Radiolab in 2006 and won a Peabody Award for her work there in 2011. We’ll talk about Radiolab’s production philosophy and process, hear samples of her work, discuss the resurgence of audio storytelling, and have plenty of time for your questions. Join us to learn how one of public radio’s most interesting shows is made!
Moderator: Evan Johnson, Normandale Community College
Speaker: Lulu Miller, Radiolab Producer and NPR Science Desk Reporter

1:30 PM – 2:45 PM
Teaching the Fine Line between Documentarian and Journalist (Session ID: 134865)
Conference Room 1
[Documentary | News]
When film students and journalism students cross paths in documentary courses, or vise versa, how do instructors clearly and effectively explain the often subtle, yet important, differences between the two disciplines? The panel will discuss strategies for delineating stylistic and structural nuances. In addition, the panel will showcase examples for teaching legal and ethical distinctions between one’s role as journalist and one’s role as documentarian.
Moderator: Michael James Riecke, SUNY - Oswego
Panelists: Y. Jane Winslow, SUNY – Oswego
Lisa Pecot-Hebert, DePaul University
Michael James Riecke, SUNY – Oswego
Melvin Coffee, University of Kentucky

1:30 PM – 2:45 PM
A History of Interactive Broadcasting (Session ID: 134877)
Conference Room 2
[History]
The convergence of computers and television has been prophesied for years. One of the primary benefits of this development is said to be “interactive television” where viewers will have unprecedented abilities to alter on-screen content. This panel explores the long history of interactive broadcasting and examines various phenomena to reveal that, in some form or fashion, broadcasting has always contained elements of interactivity.
Moderator: Noah Arceneaux, San Diego State University
Panelists: Anne F. MacLennan, York University; Radio Live! Performing and Listening to Canadian Radio in the 1930s
Mary E. Beadle, John Carroll University; Winky Dink and You: The Beginnings of Interactive TV
Noah Arceneaux, San Diego State University; QUBE: Interactivity and the Growth of Cable Television

1:30 PM – 2:45 PM
Student Production Showcase (Session ID: 139746)
Conference Room 3
[Two-Year/Small Colleges]
Showcase of Best Practices Assignments of Student Work that was not submitted to the Festival. Includes discussion of the Student Learning Outcome of the exercise, equipment and facilities used.
Moderator: Troy L. Hunt, College of Eastern Utah
Panelist: Evan C. Wirig, Grossmont College
Respondent: Thomas McDonnell, Metropolitan Community College
1:30 PM – 2:45 PM
Sports Division Paper Competition (Session ID: 139686)
Conference Room 4
[Sports]
This year’s Sports Division paper winners present their research.
Vice Chair/Paper Competition Chair: John McGuire, Oklahoma State University

Open Paper Competition
1st Place: Natalie Ann Brown, University of Alabama; Andrew C. Billings, University of Alabama; Kenon A. Brown, University of Alabama; “May No Act of Ours Bring Shame:” Fan-Enacted Crisis Communication Surrounding the Penn State Sex Abuse Scandal
2nd Place: Roger Cooper, Ohio University; Tang Tang, The University of Akron; Gender and Predictors of Multiplatform Media Uses during the 2012 Super Bowl

1:30 PM – 2:45 PM
Multicultural Studies Division Business Meeting (Session ID: 134945)
Conference Room 5
[Multicultural Studies]
The Multicultural Studies Division was founded to provide a specific forum for addressing concerns of the relationship between traditionally underrepresented groups – especially racial and ethnic groups (i.e., African, Hispanic, Asian and Native American (ANANA) – and the electronic media. The division also provides a forum for discussion of issues and presentation of research on issues of portrayal, employment and entrepreneurship and the academy’s response to teaching these issues. Their goals are to increase the level of awareness of the contributions and concerns of AHANA members and other traditionally underrepresented groups; to encourage more research on topics related to AHANA members and other traditionally underrepresented groups; and to encourage electronic media curricular acknowledgment of the contributions and concerns of AHANA members and other traditionally underrepresented groups.
Chair: Maria A. Williams-Hawkins, Ball State University
Vice Chair/Interim Communications Director: Phillip Powell, Valparaiso University
Paper Competition Chair: Chetachi Egwu, Nova Southeastern University

1:30 PM – 2:45 PM
Beyond Borders: Using Grant-Funded Programs to Connect U.S. Universities to the World (Session ID: 134887)
Conference Room 7
[International]
The term “globalization” is everywhere. While it’s commonly used in politics, economics and history, many would not use that word to describe broadcast or journalism education. But many American universities are using grants to connect students and colleagues around the world. Dozens of opportunities, funded internally or externally, exist to help U.S. and international students and faculty understand the global media landscape. This panel will investigate ways to find and execute these international grants.
Moderator: Terry J. Heifetz, Ball State University
Panelists: Susan Smith, Ball State University
Diane Guerrazzi, San Jose State University
Mary Spillman, Ball State University
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Dwight Cammeron
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Jennifer Greer
Lance Kinney
Steven MacCall
John Vincent
Shuhua Zhou

Congratulations

Dwight Cammeron
Best of Festival, Mixed Video

Andrew Billings
Top Paper, Sports Division

Glenda Cantrell Williams
Second Place Paper, MMP Division
Second Place Paper, RAM Division

Rachel Raimist
Award of Excellence, Mixed Video

Pam Tran
BEA Ignite

Michael Bruce
BEA Board of Directors

and all our student Festival winners!

Find our stories

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sportscom.ua.edu
1:30 PM – 2:45 PM
Faculty and Student Audio Awards and Exhibition (Session ID: 134988)
Pavilion 1
[Radio & Audio Media]
This session honors the winners of the Faculty and Student Festival of Media Arts Audio Competitions. Selected works of this year’s award recipients will be exhibited.

BEA Festival of Media Arts Faculty Audio Chair: Clark Greer, Point Loma Nazarene University
BEA Festival of Media Arts Student Audio Chair: Michael W. Huntsberger, Linfield College

Faculty Audio Competition
Promo/PSA/Ad
Best of Competition: Jeff Jacoby, San Francisco State University; Support Public Higher Education

Long-Form Production
Award of Excellence: William Anderson, Central Michigan University; Take your daughter to work day

Student Audio Competition
Air Personality
1st Place: Kayla McCarty, University of Southern Indiana; The Kayla McCarty Show
2nd Place: Matt Koewler, University of Southern Indiana; The Matt Koewler Show
3rd Place: Allie Volpe, Rowan University; The Indie Fix with Allie Volpe

Comedy or Drama
1st Place: Sean Keenehan, Loyola University Chicago; Karen and Sandy
2nd Place: Chris Howard, University of Southern Indiana; Invasion - Episode 1

Educational Program
1st Place: Christian Taylor, Appalachian State University; Love Rain Down: The Evolution of Black Gospel Music
2nd Place: Paul K. Shaver, Appalachian State University; Unfit To Breed: The Eugenics Program of North Carolina
3rd Place: Grant T. Elder, Appalachian State University; New World Tradition: The Story of the Appalachian Ballad

PSA, Promo, or Commercial
1st Place: Chris Howard, University of Southern Indiana; That Rocks
2nd Place: Kenny Douglass, University of Southern Indiana; Thankful Listeners
3rd Place: Loren Coronado, University of La Verne; LeoFM Promo: Scandia
Honorable Mention: Joe Mineo & Allie Volpe, Rowan University; Freedom of Speech Means...

Specialty Program
1st Place: John W. Morin, San Francisco State University; Glossolalia #9
2nd Place: Melissa Ratley, University of North Texas; Acoustic Infusions
3rd Place: Jimmy Cassoday, Goshen College; After Hours!

1:30 PM – 2:45 PM
Pavilion 2 [All Convention]
Keynote Address: Meghan Sanders, Louisiana State University; Entertainment Media and Meaningful Relationships
Top Competitive Paper on Media and Relationships: Glen Cummins, Texas Tech University, and Boni Cui, Texas Tech University; Reconceptualizing Address in Television Programming: The Effect of Address and Affective Empathy on the Experience of Parasocial Interaction
1:30 PM – 2:45 PM
Social Media in the Trenches (Session ID: 139698)
Pavilion 3
[All Convention]
Social media have taken hold in the business offices, newsrooms, and studios of the broadcast industries. This panel will take a look at how social media is used and managed in various broadcast settings, as well as how young professionals are capitalizing on the networking and career planning opportunities facilitated by these new technologies.
Moderator: Terry Adams Bloom, University of Miami
Panelists: Amy Troiano, Vice President for Promotion, Bravo Network
          Tricia Durrant, Talent Executive, E! Entertainment Television
          Lauren Michal, Manager of Research at CBS Television Distribution
          Bri Winkler, Meteorologist, KABC-TV, Los Angeles
          Paul Driscoll, University of Miami

1:30 PM – 2:45 PM
The Framing of Reality: Investigating Reality Television (Session ID: 134969)
Pavilion 9
[Production Aesthetics & Criticism | Research]
This panel will investigate the ways in which reality television programming depicts “reality” through the use of editing, staging, and recreations. Presenters will discuss the implications of these representations on public perception.
Moderator: Patty Williamson, Central Michigan University
Panelists: Carey Martin, Liberty University; MYTHBUSTERS: Real Science for Reality TV
          Patty Williamson, Central Michigan University; House Hunters: Reinforcing the Myth of the American Dream
          Frank Barnas, Valdosta State University; Depicting Crime in Reality Television
          Andy Curran, University of Cincinnati - Clermont College; Formula for Winning: A Comparison of Program Elements in Competition Reality Shows
          Colin Walker, Valdosta State University; The Socioeconomic Impact of the Foodie Adventure

1:30 PM – 2:45 PM
The PITCH Session (Session ID: 135546)
Pavilion 10
[Writing]
Many wonderful stories and scripts go unproduced because the author or originator has not or can not make a convincing oral summary (or “pitch”) of its value, appeal, and marketability to a producer or agent. In this annual panel, we encourage student winners of the Writing Division’s Scriptwriting Competition and others to “pitch” their story to industry professionals, who will evaluate the “pitch” and their script’s merit in the current marketplace.
Moderator: Micheal McAlexander, Frostburg State University
Panelists: Geoff Silverman, Rain Management Group
          Matthew Horwitz, Artist International

1:30 PM – 2:45 PM
The Student Media Backchannel: Exploiting Social Media to Increase Audience Engagement (Session ID: 135042)
Pavilion 11
[Student Media Advisors]
Social Media is the new driver for interacting with the fan base. College radio stations are making enormous inroads with listeners by connecting to them through Facebook, Twitter, Tumblr, Blogger, Instagram, and Pinterest. This panel of advisors will be discussing user generated content, transparency, branding, backchannel, ownership, and which applications work best.
Moderator: Sam Lovato, Colorado State University - Pueblo
Panelists: Justin Bregar, Colorado State University-Pueblo
          Marjorie Yambor, Western Kentucky University
          David Allen Nelson, University of Central Oklahoma
          Tony DeMars, Texas A&M University at Commerce
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3:00 PM – 4:15 PM  
Global Perspectives on Radio and Social Change (Session ID: 134989)  
Conference Room 1  
[Radio & Audio Media]  
This panel focuses on how community is shaped or renewed through local and global processes that affect media development in the global North and South. Specifically, it considers international cases of community radio where notions of culture, community, modernity, and trans-nationality are discussed within broader contexts of race, gender, language and practices. We consider discourses of power, politics, collective and individual identity that demonstrate ways radio is used as a tool for social change.  
Moderator: Sonia De La Cruz, University of Oregon  
Panelists: Estella Porras, California State University Monterey Bay; Embodyment and Aesthetic tools in Colombia’s Community Radio  
Sonia De La Cruz, University of Oregon; Community Radio as a Space for Transnational Cultural Practices  
Gabriela Martinez, University of Oregon; Radio, Democracy and the Catholic Church  
Fatoumata Sow, University of Oregon; Women’s Community Radio in Africa

3:00 PM – 4:15 PM  
Election Coverage 2012; the Converged Way (Session ID: 134954)  
Conference Room 2  
[News | Interactive Media and Emerging Technologies]  
Election 2012 may have proved social media could be the key to a candidate winning or losing. It also gave news outlets the tools to provide better and broader coverage reaching more people than ever before. Several colleges will share how they used social media in their coverage, what they learned and how they would do things differently.  
Moderator: Kathy Heuston, Austin Peay State University  
Panelists: Trina T. Creighton, University of Nebraska @ Lincoln  
Susan Bullard, University of Nebraska Lincoln  
Kathy Heuston, Austin Peay State University  
Robert John Baron, Austin Peay State University

3:00 PM – 4:15 PM  
J-School Journals: Lessons in Connecting the Docs in Curriculum, Public Relations and Design (Session ID: 134866)  
Conference Room 4  
[Documentary | Curriculum, Assessment and Administration]  
Experiential and service learning are all the rage. This panel will showcase how a broadcast documentary class can strengthen experiential and service learning, strengthen curriculum and help create a convergence model in your school. Panelists will cover issues including curriculum management, developing a student public relations firm, student and community engagement, assessment of outcomes, event planning/execution and fundraising.  
Speakers: Kenneth Jones, Florida A&M University  
Gina Kinchlow, Florida A&M University and PRodigy adviser

3:00 PM – 4:15 PM  
Multicultural Studies Division Paper Competition (Session ID: 139516)  
Conference Room 5  
[Multicultural Studies]  
This year’s Multicultural Studies Division paper winners present their research.  
Paper Competition Chair: Chetachi Egwu, Nova Southeastern University  
Debut Paper Competition  
1st Place: Mia Kamal, Louisiana State University; Talking about Muslims without talking to Muslims  
2nd Place: Melissa Sgroi, Misericordia University; The Essence of the College to Career Experience of Media Professionals with Disabilities  
Open Paper Competition  
1st Place: Edward Salsberry, University of Florida; Identifying Key Figures in the Civil Rights Movement Through Documentary Film
The NAB Education Foundation offers programs and initiatives that assist broadcasters at every level to soar higher in their careers.

For more information visit NABEF.org.
3:00 PM – 4:15 PM
**Receiving and Relaying News through Converging Media: Interactive International Broadcasting in a Social Media World (Session ID: 134888)**

Conference Room 7
[International]

A recent survey in Nigeria found a dramatic increase in mobile phone usage – the two most popular uses were text messaging and listening to the radio. As international broadcasters, such as Voice of America, look to remain relevant internationally, they must adapt to this technology. The two-step or multi-step flow of communication describes how radio is used when adapted by mobile phones worldwide. This panel examines what is happening in Nigeria and the implications for international broadcasting in general.

Moderator: Thomas B. Christie, University of Texas - Arlington
Panelists: Andrew M. Clark, University of Texas – Arlington
Tom Ingram, University of Texas – Arlington
Eronini Megwa, University of Texas - Arlington

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3:00 PM – 4:15 PM
**Faculty and Student Interactive Multimedia Awards and Exhibition (Session ID: 134896)**

Pavilion 1
[Interactive Media and Emerging Technologies]

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

BEA Festival of Media Arts Faculty Interactive Multimedia co-Chairs: John C. Dailey, University of the Ozarks
Samuel H. Edsall, Western Illinois University

BEA Festival of Media Arts Student Interactive Multimedia co-Chairs: Lakshmi N. Tirumala, University of Cincinnati
Heather Starr Fiedler, Point Park University

**Faculty Interactive Multimedia Competition**

Entertainment
Award of Excellence: Talley Mulligan & Brent Chapman, Valdosta State University; *Here’s Johnny*

**Student Interactive Media Competition**

Solo
1st Place: Maggie Josey, James Madison University; *Valley Crop Mob Website*

Small Team
1st Place: Jasmine Cannon, Ka’Leah Rodgers and Zack Guiterrez, The University of Alabama; *Forest Lake Tuscaloosa Multimedia Project*

Large Team
1st Place: Rachel Freeman, San Francisco State University; KSFSmedia.net
2nd Place: Matt Latham, Luke C. Hartman, Jody McFarlen, Molly Hedgpeth, Brian Thompson, Lauren Healey, Jesamy Porter, Russell McLaughlin, John Dillbeck, Mike Owens, Brad Kramer, Stephanie Wratney & Katlyn Minard, Missouri State University; *Epilogue the Series Interactive Website*

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3:00 PM – 4:15 PM

Pavilion 2
[All Convention]

Keynote Address: Sriram Kalyanaraman, University of North Carolina-Chapel Hill; *As “I” Like It: The Psychology of Customized Representations*

Top Competitive Paper on Emerging Media and Social Life and Top Student Paper: Chen Yang, Bowling Green State University; *Breaking the Shackles of Filial Piety: The Impact of the Anti-Parents Movement on China’s Xiao Tradition.*
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- **Comprehensive Content**—No other library offers thousands of videos and books by the industry’s top authors from more than 50 different publishers—with more than 20,000 video tutorials and over 3,600 books with exercise files and bonus videos available.

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For more information contact: academic@peachpit.com
3:00 PM – 4:15 PM
The Role of the Liberal Arts in Social Media Pedagogy (Session ID: 134853)

Pavilion 3
[Curriculum, Assessment and Administration]

Social Media pedagogy in a university setting demands more than skills training. It also demands philosophical pause grounded in the liberal arts. Teachers must take time to draw attention to social media as not just a tool but also as an extension of the human spirit in the same way that poetry is not just words and music not just sounds but rather affirmations of the human spirit. This panel presentation focusing on the synthesis of Social Media with the Self is intended to raise the intellectual bar on social media pedagogy beyond simple skill set instruction.

Moderator:  Thomas Alban Nelson, Elon University
Panelists:  Derek Lackaff, Elon University
           Julie Lellis, Elon University
           Staci Saltz, Elon University

3:00 PM – 4:15 PM
S.O.S – Save Our Studios! (Session ID: 139700)

Pavilion 9
[Sports | Production Aesthetics & Criticism]

With small format cameras, backpack journalism and all inclusive switcher units, virtual and portable sets and green screens, how can we preserve the multi-camera studio settings in our institutions and curriculum which in fact still exist today? Panelists will express and share what their institutions have been doing to maintain, upgrade, or change their television curriculum entirely.

Moderator:  Denise Belafonte-Young, Lynn University
Panelists:  Candace Lee Egan, California State University – Fresno
           Deborah L. Larson, Missouri State University
           Denise Belafonte-Young, Lynn University
           Michael Bruce, University of Alabama
           Jeff Spurlock, Troy University
           Tommy G. Booras, Tennessee State University

3:00 PM – 4:15 PM
Rowan University Presents A Conversation With... Graham Yost, creator/writer/executive producer of Justified (Session ID: 141020)

Pavilion 10
[All Convention]

Hosted by:  Mike Donovan, Rowan University
            David Bianculli, NPR’s Fresh Air & Rowan University

Writer and executive producer Graham Yost’s best known works are the hit 1994 film Speed, Broken Arrow, and Hard Rain. He is currently writer, producer for the hit TV show Justified and showrunner for the recently launched The Americans.

Speaker:  Graham Yost, Justified
### Explore How We Inspire, Celebrate and Educate the Next Generation of Broadcast Professionals

#### College Television Awards & Gala
A national, Emmy® Award-style competition recognizing excellence in college student-produced video, digital and film work. Winners are honored in Hollywood, receive cash awards, industry recognition and the opportunity to network with top television executives.

#### Archive of American Television
Hundreds of in-depth interviews with the legends and pioneers of television available free online at EMMYTVLEGENDS.ORG.

#### Faculty Seminar
A five-day “intensive” in Los Angeles for college professors who specialize in media studies. Seminar Fellows learn about current issues facing the industry from top television producers, innovators and executives.

#### Mister Rogers Memorial Scholarship
Scholarships are awarded to support and encourage aspiring upper division or graduate students to pursue a career in children’s media and further the values and principles of Fred Rogers’ work. Presented at the College Television Awards.

#### Student Internship Program
Provides more than 40 industry-wide summer internships to college students from across the country in 30 different areas of television.

#### TV Speaks
Industry professionals from more than twenty-eight disciplines are sent to schools, colleges, and universities to provide lectures, workshops, seminars and other professional guidance to students nationwide.

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For more information, please visit EMMYSFOUNDATION.ORG or email us at INFO@EMMYSFOUNDATION.ORG.
Management's Dilemma In Maintaining Quality Content as Social Media Gains Popularity (Session ID: 134927)

Pavilion 11
[Management, Marketing and Programming [International]]

Media Managers must maintain quality of content if they are to be perceived as operating professionally produced news and information products. In the digital age of audience interaction, consumers want to be part of the production of messages and not passive recipients. User-generated content is expected and widely used across all platforms. In the global village this phenomenon crosses cultural barriers and is found wherever messages are disseminated electronically. This panel explores the ways managers of media organizations are handling the reality of producing quality content as it mixes with input from social media contributors.

Moderator: William G. Covington Jr., Edinboro University
Panelists: William G. Covington Jr., Edinboro University; Media Managers Use of Media Literacy in Adapting to User-Generated Content from Social Media
Jabbar A. Al-Obaidi, Bridgewater State University
Kim Fox, The American University in Cairo
Ronald K. Raymond, Edinboro University of Pennsylvania
R. James Wertz; Edinboro University; The Journalist’s Dilemma: Social Media Literacy and Professional Legitimacy in the New Media Economy

Law and Policy Graduate Student Workshop (Session ID: 136080)

Conference Room 3
[Law and Policy]

The Graduate Student Workshop aims to build intellectual community among future Law and Policy scholars, to facilitate scholarly networks between graduate students and established faculty in the field, to promote constructive dialogue among student and faculty participants about the students’ research projects, and to improve the professional development of emerging scholars.

Moderator: Marilyn Terzic, McGill University
Speakers: Barry D. Umansky, Ball State University
Dom Caristi, Ball State University

With a special appearance by Jane Mago, Executive Vice President and General Counsel, National Association of Broadcasters

Congratulations
Azusa Pacific Cinematic Arts Students on Your Award-Winning Films

Mama’s Boy
Cats
Expiration Date
I Wanna Be A Cowboy!
Steam Vision
Eye of the Beholder: A Comedy In Three Parts
We Present: Episode 9
Forgive Me
4:15 PM – 4:45 PM
Pavilion 2
[All Convention]
Concluding Thoughts and Roundtable Discussion with Keynote Speakers: Sophie H. Janicke, Florida State University, Symposium Chair

4:30 PM – 6:30 PM
BEA Opening Night Awards Ceremony & Reception (Session ID: 141006)
Pavilion 1
[All Convention]
The annual BEA Opening Night Awards Ceremony recognizes some of the best faculty and graduate student work in research, as well as our scholarship winners and the very best leadership and service to BEA. Join us at the ceremony to honor this year’s distinguished award recipients. A reception immediately follows.
Host: Mary Schaffer, BEA 2013-2014 President

BEA Distinguished Education Service Award Recipient: Robert K. Avery, University of Utah

BEA Lifetime Achievement in Scholarship Recipient: H. Dan O’Hair, University of Kentucky

Kenneth Harwood Dissertation Award Recipient: Shane Tilton, Ohio University-Lancaster

Abe Voron Scholarship – Sponsored by the Abe Voron Committee
Payne Horning. Ball State University

Walter Patterson Scholarships – Sponsored by the National Association of Broadcasters
Sarah Beckman, Illinois State University
Michael Gallenberger, Valparaiso University

Vincent Wasilewski Scholarship – Sponsored by Patrick Communications, LLC
Lauren Miller, Kent State University

Alexander Tanger Scholarship – Sponsored by Alexander M. Tanger
Cassandra Medcalf, Ithaca College

BEA Founders Scholarship – Sponsored by BEA
Marcus Harun, Quinnipiac University
Jenna Jaynes, University of Nebraska/Lincoln

Richard Eaton Foundation Scholarship – Sponsored by the Richard Eaton Foundation
Miriam Ward, SUNY/New Paltz

John Bayliss Award – Sponsored by the John Bayliss Foundation
Cade McFadden, University of Nebraska/Lincoln
FORTHCOMING

Media Management and Economics Research in a Transmedia Environment
Edited by Alan B. Albarran
Hb: 978-0-415-81815-5: $150.00 $120.00

The Social Media Industries
Edited by Alan B. Albarran
Pb: 978-0-415-52319-6: $39.95 $31.96

Broadcast Announcing Worktext
By Alan R. Stephenson, David E. Reese, Mary E. Beadle
Pb: 978-0-240-81860-3: $64.95 $51.96

Broadcast News Writing, Reporting, and Producing, 6th Ed.
By Frank Barnas, Ted White
Pb: 978-0-240-82371-3: $49.95 $39.96

Audio Production Worktext
Concepts, Techniques, and Equipment, 7th Ed.
By Samuel Sauls, Craig Stark
Pb: 978-0-12-398331-2: $54.95 $43.96

Tracking the Audience
The Ratings Industry From Analog to Digital
By Karen Buzzard
Pb: 978-0-8058-5852-5: $39.95 $31.96

Media and the Moral Mind
Edited by Ron Tamborini
Hb: 978-0-415-50635-9: $150.00 $120.00

Beyond Powerful Radio
By Valerie Geller
Pb: 978-0-240-52224-1: $44.95 $35.96

The Journal publishes original research that examines a broad range of issues concerning the electronic media, including historical, technological, economic, legal, policy, cultural, social, and psychological dimensions. Scholarship that extends a historiography, tests theory, or that fosters innovative perspectives on topics of importance to the field is particularly encouraged. The Journal of Broadcasting & Electronic Media is open to a diversity of theoretical paradigms and methodologies.

www.tandfonline.com/HBEM

The Journal of Radio & Audio Media is a semiannual publication designed to promote scholarly dialogue 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 regarding audio media that have challenged radio's traditional use.

The Journal publishes 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, rating systems, commercial and noncommercial networks, radio history, management and innovation, personalities, popular cultures, uses and effects, studies, propaganda, social movements, advertising and sales, market concentration, internet and satellite radio, podcasting, alternative formats, diversity, gender, and international radio.

www.tandfonline.com/IJRSA
**Monday, BEA 2013**

### 7:30 AM – 5:00 PM

#### BEA2013 Convention Registration – Monday Hours

Las Vegas Hotel, BEA Registration Desk

If you didn’t get your credentials in the mail, pick them up at the BEA registration desk along with your conference bag and “official” BEA2013 convention program.

### 7:45 AM – 9:00 AM

#### The Objective Journalism Initiative: Redefining Public Service Journalism in the Digital Media Age (Session ID: 134967)

**Conference Room 1**  
[News | Research]

This panel features scholars and industry professionals evaluating the role of the media as moderators of public discourse regarding citizens and their government in a democracy. There is an assumption with 'citizen journalism’ and blogs that digital media has given everyone an equal voice in the American democracy. Yet, at the same time, mainstream media seems to increasingly serve more as public relations voices of their preferred political party than watchdogs of government. This panel argues for a return to an ideal of journalists as moderators, not cheerleaders for particular ideologies, in public debate regarding government and governance.

**Moderator:** Tony DeMars, Texas A&M University at Commerce  
**Panelists:**  
- Maria A. Williams-Hawkins, Ball State University  
- Gary Larson, University of Nevada - Las Vegas  
- Ron Comings, KLAS-TV, Las Vegas  
- Dan Landson, Producer, KLAS-TV, Las Vegas

### 7:45 AM – 9:00 AM

#### A New Canon of Converged Media Education for the Small College (Session ID: 135049)

**Conference Room 2**  
[Two-Year/Small Colleges]

This session will detail the innovative curricular and program approaches employed by faculty from several colleges. Examples will be given that depict integrated media education solutions aimed at producing well-prepared future professionals.

**Moderator:** David McCoy, Ashland University  
**Panelists:**  
- Gretchen Dworznik, Ashland University; *Fully Integrated Focus: Preparing the Multimedia Journalist*  
- Thomas Baggerman, Point Park University; *The Best of Both Worlds: Online and Classroom Hybrid Courses*  
- Matthew Tullis, Ashland University; *Social Media Integration: Incorporating Innovative Web 2.0 Methodologies in Converged Courses*  
- David McCoy, Ashland University; *The Multimedia History Project: Adopting the Techniques of Converged Media*

### 7:45 AM – 9:00 AM

#### Experiences in Digital Radio (Session ID: 135072)

**Conference Room 3**  
[Radio & Audio Media]

This presentation will detail the use of digital technology by six radio stations (5 located in WNY and one in Washington, DC). The stations represent a wide range of operation including a college radio station, small local radio station, mid-market group-owned station, and a large-market station. Interviews were conducted with management at these stations regarding their use of HD digital terrestrial radio, streaming audio, station web sites, and social media. Some stations are heavily involved with new technology and others are not. Conclusions regarding current and future usage of these technologies can also be made.

**Speaker:** Ted Schwalbe, SUNY Fredonia
7:45 AM – 9:00 AM
Reality, Hyperreality, and Spectacle: Reality Shows in Different Genres (Session ID: 135022)
Conference Room 4
[Research | Production Aesthetics & Criticism]
Some claim reality shows to be more real than real life as they capture and reveal the raw emotions and feelings. Others argue otherwise by pointing to how reality show producers create media spectacle. Meanwhile, a number of docudramas and scripted shows have been praised by critics for being more real than reality shows. Our discussion begins at this point as we explore the appearance of hyperreality in reality shows in different genres.
Moderator: Choonghee Han, Hope College
Panelists: Marilyn Terzic, McGill University; As Seen on TV: The Effect of Syndi-Court on Viewers’ Perceptions of Litigation
Sungeun Park, Florida State University; The “Reality” of Health Behaviors from Reality TV Shows
Choonghee Han, Hope College; The Question of Veracity Between Comic Reality Shows and Scripted Docudramas
Hye Jin Lee, University of Iowa; Un-Reality Television: Parodying Reality Television in Animated Cartoons

7:45 AM – 9:00 AM
Operation Online: Moving to a Digital Format and Getting People to View It (Session ID: 135046)
Conference Room 5
[Student Media Advisors]
So you’ve made the move from a printed campus newspaper to an online format; now you have to get people to go to it. This panel will examine how one small, private university and one large, state university have developed their digital news sites and have marketed them to their campus communities. Use of Facebook, Twitter and other social media tools will be reviewed. Panelists will also discuss how local media outlets are changing their online editions to paid subscriptions and the impact this is having.
Moderator: Kristen Perez, Briar Cliff University
Panelists: Jerry Renaud, University of Nebraska @ Lincoln
Michael Crowley, Briar Cliff University
Shannon Beller, Briar Cliff University

7:45 AM – 8:45 AM
So You Want To Do An International Journalism Course? Lessons From China, India and Beyond (Session ID: 134889)
Conference Room 7
[International]
Lots of our universities want students to have a global perspective. This panel will pull together organizers of multimedia journalism courses from Kent State, Penn State, North Carolina and others that take students to tell stories from other continents. This approach lets the students get to know the country as working journalists, not just as tourists. Attendees will have a key takeaway - best practices for those looking to offer courses of their own.
Moderator: Mitch McKenney, Kent State University
Panelist: Gary Hanson, Kent State University
**7:45 AM – 8:45 AM**

**Using Smartphones & Social Media for Production & Distribution (Session ID: 134897)**

Pavilion 1  
[Interactive Media and Emerging Technologies]

Mix traditional, new, and social media to create programming, connect with your community, and garner support for these productions. This panel focuses on original student work from live news and election coverage, to creative works and community service. Overcome institutional and technical barriers. Distribute high stakes experiential learning embedded in curriculum or through student run facilities. Enhance existing facilities with smartphones, Skype, and social media broadening production and distribution possibilities once thought of as impossible.

**Moderator:** JC Barone, Western Connecticut State University

**Panelists:**  
JC Barone, Western Connecticut State University  
Daniel Labbato, SUNY - New Paltz  
Tom Zarecki, Lincoln College of New England  
Brittany Nisco, Western Connecticut State University  
Steve Marucci, Western Connecticut State University  
Billy Smeriglio, Western Connecticut State University

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**7:45 AM – 9:00 AM**

**Instructional Scaffolding in Student-Teacher Productions: How the Web Series Medium can Enhance the Educational Journey (Session ID: 134971)**

Pavilion 2  
[Production Aesthetics & Criticism]

This panel explores successful strategies involving how the web series medium provides a cross-curriculum experiential learning approach through collaboration amongst students, faculty, alumni, and the university-at-large. Instructor and student panelists will discuss how the journey of creating “Epilogue” - a six-part science fiction web series - was enriched by utilizing an instructional scaffolding approach through development, production and multimedia design of a dramatic webseries. The value of curricular enhancements will be shared including the collaborative writing process, applied production aesthetics & coordination, and fostering a creative post production phase. Strategies, examples, experiences and outcomes from epiloguetheseries.com will be discussed by the panel who participated in the journey.

**Moderator:** Deborah L. Larson, Missouri State University

**Panelists:**  
Diana Dru Botsford, Missouri State University  
Erika Brame, Missouri State University  
Garrett Tripp, Missouri State University  
Matt Lathrom, Missouri State University  
Rob Curry, Missouri State University

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**7:45 AM – 9:00 AM**

**Mirror on the Media: Who Creates our Content? (Session ID: 134965)**

Pavilion 3  
[Multicultural Studies | Gender Issues]

We often examine diversity in the media we create, but how often do we examine the diversity of those creating the media. This presentation will look at the content creators and there role in how we look at ourselves.

**Moderator:** Dan Kimbrough, Misericordia University; Is the Internet the Answer to Diversity of Voices?

**Panelist:** Melissa Sgroi, Misericordia University; Mirror on the Media: Who Creates our Content?
7:45 AM – 9:00 AM
The Use of Student Producers in University Productions; The Benefits for You and Your Students
(Session ID: 136084)
Pavilion 9
[Sports]
Students are obviously a vital part of any university media department, however the amount of responsibility given during a production varies greatly by institutions. Recent graduates who are now working in the field will discuss the direct impact being a student producer for a sports broadcasting program had on them and their current career. A faculty member will discuss the advantages and disadvantages to using students for various producing tasks.
Moderator: Troy O. Comeau, Pittsburg State University
Panelists: Trent Kling, Pittsburg State University
Joe Moore, University of Central Missouri
Derek Crisler, City of Ames, Iowa
Tim Spears, Pittsburg State University
Matt Henderson, Pittsburg State University

7:45 AM – 9:00 AM
The New Face of Experiential Learning: Student Engagement with Professional and Community Partners
(Session ID: 134848)
Pavilion 10
[Curriculum, Assessment and Administration]
News internships are just one way students can gain real-world know-how. Universities are creating capstone courses and immersive experiences that boost journalistic skills and produce meaningful content for professional newsrooms and community partners. Learn about the challenges and opportunities, and how you can integrate these courses into your program.
Moderator: Mary Spillman, Ball State University
Panelists: Adam Kuban, Ball State University
Susan Smith, Ball State University
Terry Wimmer, University of Arizona
Craig Wirth, University of Utah

7:45 AM – 9:00 AM
The Collaborative Documentary Project (Session ID: 134867)
Pavilion 11
[Documentary]
Five universities are participating in a unique partnership to produce documentaries and a social media campaign that address the issue of sexual assault on college campuses. The student-produced media will be distributed nationally to hundreds of high schools and colleges.
Moderator: Keith Brand, Rowan University
Panelists: Diana Nicolae, Rowan University
Thelma Vicroy, California State University-Northridge
Robert Johnson, Framingham State University
Jack Lucido, Western State Colorado University
Keith Brand, Rowan University
The Charles & Lucille King Family Foundation was established in 1988 to support individuals, institutions and organizations committed to educational excellence and professional development. To that end, in addition to the Broadcast Education Association, the Foundation has established several other ongoing grant and scholarship programs. These include:

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

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

The Charles & Lucille King Family Foundation is a proud supporter of the Broadcast Education Association.

The Charles & Lucille King Family Foundation is governed by an elected Board of Trustees. Currently serving are:

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What’s Happening in the BEA Exhibit Hall on Monday?

Monday Hours: 9:00 AM – 6:00 PM
Las Vegas Hotel | Pavilions 4-8
For the full details of Exhibit Hall events, please see the listing under the corresponding time in the program.

9:00 AM – 10:15 AM
Meet the Editors @ the BEA Booth
Joe Blaney, editor for BEA’s Journal of Radio & Audio Media (JRAM), and David Byland, editor for BEA’s Journal of Media Education (JoME), will be available to tell you just what it takes to be published in one of BEA journals. They will also be able to answer questions on behalf of Zizi Papacharissi, editor of the Journal of Broadcasting & Electronic Media.

9:00 AM – 6:00 PM
Job Placement “Posting” Center @ the BEA Booth
If you are looking for a job – or to fill a job – stop by BEA’s Booth and post your job, or your resume, on the board provided. Post onsite contact information and meet candidates in the BEA2013 Exhibit Hall Lounge.

11:30 AM – 12:45 PM
Research @ the BEA2013 Exhibit Hall
See this year’s Scholar-to-Scholar Poster Session listed in this program.

5:00 PM – 6:00 PM
Festival of Media Arts Awards Pre-Party Reception
This year we’re celebrating the Festival of Media Arts winners with a “pre-party” reception in the BEA Exhibit Hall. The BEA Best of Festival King Foundation Awards Ceremony starts promptly at 6:00 PM in Ballroom C.

9:00 AM – 10:15 AM
NAB Show Opening: Featuring the Presentation of the NAB Distinguished Service Award to Bob Schieffer
Las Vegas Hotel, Paradise Room
[All Convention]
Speakers: Bob Schieffer, Renowned Broadcast Television Journalist for CBS
Grodon Smith, President & CEO, National Association of Broadcasters

9:00 AM – 10:15 AM
NOW PLAYING IN THE BEA EXHIBIT HALL….Meet the Editors @ the BEA Booth (Session ID: 141008)
BEA Exhibit Hall
[All Convention]
Joe Blaney, editor for BEA’s Journal of Radio & Audio Media (JRAM), and David Byland, editor for BEA’s Journal of Media Education (JoME), will be available to tell you just what it takes to be published in one of BEA journals. They will also be able to answer questions on behalf of Zizi Papacharissi, editor of the Journal of Broadcasting & Electronic Media (JOBEM).

10:00 AM – 11:15 AM
Research Division Business Meeting (Session ID: 135023)
Conference Room 1
[Research]
The Research Division supports the work of BEA members whose interests include telecommunication research, methodology and interests not served by other divisions. No methodology is excluded. Their goals are to encourage all BEA members interested in research to join the division; to provide forums for discussion on issues in broadcast and electronic media research; and to provide leadership roles in shaping the future of broadcast and electronic media research.
Chair: Glenn Cummins, Texas Tech University
Vice Chair: Thomas Baggerman, Point Park University
Communications: Glenda R. Balas, University of New Mexico
Past Chair: Andy Curran, University of Cincinnati
**SPOTLIGHT: SOCIAL MEDIA IN A MASS MEDIA WORLD**

**10:00 AM – 11:15 AM**

*The Evolving Nature of Message Strategy Research: The Prominence of Electronic Media (Session ID: 141011)*

**Podium Session:** H. Dan O’Hair, Professor and Dean, College of Communication and Information, University of Kentucky

Conference Room 2

[All Convention]

In today’s ever increasing mediated environment, the importance of electronic media across the entire spectrum of communication research has never been greater. Within such diverse areas as health communication, risk and crisis communication, business communication, and strategic communication, the utilization and deployment of electronic media has become a central component. Although these subjects lend themselves more suitable to publication outlets beyond BEA’s own publications program, anyone familiar with Professor O’Hair’s research knows of its relevance to BEA’s mission and scope. His work informs the use of electronic media to provide intervention strategies in cancer prevention campaigns, in the improvement of higher education, in public relations and marketing campaigns, and a wide variety of other applications.

H. Dan O’Hair (Ph.D. University of Oklahoma) is Dean and Professor, and Interim Senior Vice Provost, at the University of Kentucky. He is perhaps best known for his extensive and award-winning research in health and risk/crisis communication which situates much of his publication program within such highly regarded and influential journals as Journal of Applied Social Psychology, Health Communication, Journal of Applied Communication Research, Communication Research Reports, Communication Quarterly, Journal of Business Communication, Educational Technology, American Behavioral Scientist, Biomedical Communications, Journal of Health Psychology, Human Communication Research, and Communication Monographs, among others. He is the co-editor of seven scholarly volumes, co-author of nine textbooks, and author or co-author of ninety scholarly articles and book chapters.

Professor O’Hair’s work informs the use of electronic media to provide intervention strategies in cancer prevention campaigns, in the improvement of higher education, and in public relations and marketing campaigns. His national reputation for extremely high quality scholarship is evidenced by the fact that he and his co-investigators have received more than $11 million in grants and contracts, including such vitally important research as weather disaster messaging systems, communicating hurricane information, evaluating website communication, utilizing the instructional benefits of computer technology, and analysis of audience responses to television newscasts.

Introduction by: Robert K. Avery, University of Utah

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**10:00 AM – 11:15 AM**

*My Favorite Screenwriting Assignment (Session ID: 135058)*

Conference Room 3

[Writing]

Panelists will present and discuss a variety of exercises and assignments they use in teaching their screenwriting courses.

**Moderator:** Kevin J. Corbett, Central Michigan University

**Panelists:**

- Kevin J. Corbett, Central Michigan University; *Script-to-Screen Comparisons*
- Ralph R. Donald, Southern Illinois University Edwardsville; *Screenwriting as a Part of a General Broadcast Writing Course*
- Maria E. Sanders, Central Washington University; *The Seuss of Story Structure: Children’s Books in the Screenwriting Classroom*

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**10:00 AM – 11:15 AM**

*Interactive Media and Emerging Technologies Division Business Meeting (Session ID: 134898)*

Conference Room 4

[Interactive Media and Emerging Technologies]

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

**Chair:** Sandy Henry, Drake University

**Vice Chair:** Dana Coester, West Virginia University

**Secretary/Treasurer:** Gerald Fisher, Biola University

**Festival of Media Arts Faculty Interactive Multimedia Competition co-Chairs:** John C. Dailey, University of the Ozarks and Samuel H. Edsall, Western Illinois University

**Festival of Media Arts Student Interactive Multimedia Competition co-Chairs:** Lakshmi N. Tirumala, University of Cincinnati and Heather Starr Fiedler, Point Park University
10:00 AM – 11:15 AM  
**Gender Issues Business Meeting (Session ID: 134875)**

Conference Room 5  
[Gender Issues]

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

**Chair:** Roger Cooper, Ohio University  
**Vice Chair:** Jennifer Meadows, California State University, Chico  
**Paper Competition Chair:** Lisa Pecot-Hebert, DePaul University  
**Newsletter/Website Editor:** Trey Allen Stohlman, Central Michigan University

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10:00 AM – 11:15 AM  
**On the Fringes of the Documentary Film Genre: The Non-Fiction Comedy (Session ID: 134868)**

Conference Room 7  
[Documentary]

With the rise of documentary film production and distribution at the end of the 20th and the beginning of the 21st century, audiences have been exposed to a wider variety of non-fiction films, ranging from the social and political to the campy and quirky. However, the non-fiction film genre continues to be dominated by films which, regardless of their artistic merit, subscribe to strong political or social causes, reducing even the most accomplished non-fiction comedies to a marginalized status. Critically acclaimed and artistically accomplished documentary films of the likes of American Movie and King of Kong, for instance, are unlikely to ever earn a place in the Academy Awards as winners of the Best Documentary category. The non-fiction comedy also faces an uphill battle when it come to funding, as most public and private institutions funding documentaries today seek to finance films that will promote their social or political agenda.

What role do non-fiction comedies play within the documentary genre? Should they be recognized differently than those documentary films that explore more serious subject matter? What effect does the dominance of political/social agenda documentaries have on the non-fiction film genre overall and what is the future of the non-fiction comedy?

**Moderator:** Raul Barcelona Alvarez, Marist College

**Panelists:**  
- Anthony Galvez, Rhode Island College  
- Cam Stone, Texas Tech University  
- Lakshmi N. Tirumala, University of Cincinnati

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10:00 AM – 11:15 AM  
**Faculty and Student News Awards and Exhibition (Session ID: 134956)**

Pavilion 1  
[News]

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

**Faculty News Competition Chair:** Trina T. Creighton, University of Nebraska @ Lincoln  
**Student News Competition Chair:** Sara Magee, Loyola University Maryland  
**Student News Category co-Chairs**

<table>
<thead>
<tr>
<th>News Category</th>
<th>Chair</th>
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<tbody>
<tr>
<td>Student Radio News</td>
<td>Brent M. Foster, California State University, Fullerton</td>
</tr>
<tr>
<td>Student Feature News</td>
<td>Sara Magee, Loyola University Maryland</td>
</tr>
<tr>
<td>Student Hard News</td>
<td>Mary T. Rogus, Ohio University</td>
</tr>
<tr>
<td>Student Talent</td>
<td>Herbert Dunmore, Loyola University Maryland</td>
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</tbody>
</table>

**Student Newscast**

<table>
<thead>
<tr>
<th>Newscast Length</th>
<th>Chair</th>
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<tbody>
<tr>
<td>3 days/less</td>
<td>Rick Sykes, Central Michigan University</td>
</tr>
<tr>
<td>4 days/more</td>
<td>Rick Ricioppo, Stony Brook University</td>
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</tbody>
</table>

**Faculty News Competition**

**Television News Feature Reporting**

Best of Competition: Bradley Weaver, Westminster College; *Deconstruction on Spring Break*
**SPOTLIGHT: SOCIAL MEDIA IN A MASS MEDIA WORLD**

**Student News Competition**

**Radio Feature Reporting**
1st Place: Monica Gokey, University of Montana; *Diwali Coverage, Missoula*
2nd Place: Jacob Mueller, Kansas State University; *Building a Family*
3rd Place: Taylor Crosby, University of Alabama; *Dorm cooking using the microwave*

**Radio Hard News**
1st Place: Ruth Eddy, University of Montana; *Coal Trains*
2nd Place: Allison Mills, University of Montana; *Batteries*
3rd Place: Matt Czizek, University of North Texas; *Emergency Drill Denton*
Honorable Mention: Devon Dewey, Brigham Young University; *Quail Fire Evacuation*

**Radio Newscast**
1st Place: Danielle Kerschhackl and Kelsey Morris, Goshen College; *Globe News*
2nd Place: Meredith Everitt, University of Oklahoma; *In-Depth Reports*
3rd Place: Leamda Carey, Marshall University; *Newscenter88: 2-24-12*
Honorable Mention: WUFT-FM News Student Staff, University of Florida; *WUFT NEWS*

**Television Feature Reporting**
1st Place: Patrick Wright, University of North Carolina-Chapel Hill; *New Towing Law*
2nd Place: Nelson Oliveira, Stony Brook University; *Memories Destroyed by Sandy*
3rd Place: Jack Dodge Highberger, Arizona State University; *Old West tradition survives in Nogales boot shop*
Honorable Mention: Jacob Fisher, University of South Carolina; *Radiiodine Therapy*
Honorable Mention: Alexis Flake, Brigham Young University; *Sushi Challenge*

**Television Hard News Reporting**
1st Place: Nathan O’Neal, Arizona State University; *Navajo HIV*
2nd Place: Alexis Flake, Brigham Young University; *Trampoline Park Dangers*
3rd Place: Bill Melugin, Arizona State University; *Scottsdale City Council Campaign Finance Reports Show*
Honorable Mention: Ryan Haarer, Arizona State University; *Buffalo Invasion*
Honorable Mention: Jack Dodge Highberger, Arizona State University; *For crime reporter on streets of Ciudad Juarez, change comes slowly*

**Television News Anchor**
1st Place: Cat Janisko, College of Communications/Penn State University
2nd Place: Ryan Haarer, Arizona State University
3rd Place: Krista Baker, West Virginia University
Honorable Mention: Alex Giles, University of North Carolina-Chapel Hill

**Television Weathercaster**
1st Place: Drew Day, University of North Carolina-Chapel Hill
2nd Place: Ryan Hoke, Mississippi State University
3rd Place: Elisabeth D’Amore, Mississippi State University
Honorable Mention: Jon Haverfield, University of Oklahoma; *Haverfield OU Weather*

**Television Newscast (airing 3 days per week or less)**
1st Place: Fast Track Best of Fall 2012, Purdue University; *Fast Track Best of Fall 2012*
2nd Place: UTVS News en Español, SCSU; *UTVS News en Español*
3rd Place: Carolina Week - April 18, 2012, University of North Carolina - Chapel Hill; *Carolina Week - April 18, 2012*
Honorable Mention: Focal Point Newscast 12/8/12, Michigan State University; *Focal Point Newscast 12/8/12*

**Television Newscast (airing 4 or 5 days per week)**
1st Place: NewsWatch Staff, Arizona State University; *Cronkite NewsWatch 10/02/2012*
2nd Place: Devon Dewey, Brigham Young University; *ElevenNEWS at Noon*
3rd Place: Lindsey Branwall and Leah Carr, St. Cloud State University; *UTVS News November 30, 2012*
Honorable Mention: Erik Ugartechea, University of Florida; *WUFT NEWS First at Five*
CONGRATULATES GREG NEWTON, OUTGOING PRESIDENT OF BEA.
ALSO CONGRATULATIONS TO OUR STUDENT AND FACULTY BEA AWARD WINNERS!

DR. ROGER COOPER
SPORTS DIVISION
2ND PLACE

SHANE TILTON, KENNETH HARWOOD
OUTSTANDING DISSERTATION
AWARD WINNER

QUAN XIE
INTERNATIONAL DIVISION
1ST PLACE

LILY ACEVEDO CALLEJAS,
CO-AUTHOR OF A GENDER DIVISION
PAPER WINNER

JT ESTERKAMP & TAEHOON KIM
SHORT FORM DOCUMENTARY
1ST PLACE

MA IN MEDIA ARTS & STUDIES
SPECIALIZATIONS INCLUDE:
INTERNATIONAL COMMUNICATION
MEDIA MANAGEMENT
MEDIA STUDIES
PUBLIC MEDIA

THIS IS A ONE-YEAR PROGRAM THAT EMPHASIZES THE NON-TECHNICAL STUDY OF MEDIA, FOCUSING ON RESEARCH, THEORY, AND THE APPLICATIONS OF THEORY. COURSEWORK IS GEARED TOWARDS PREPARING STUDENTS TO ENTER OR CONTINUE WORKING IN THE MEDIA INDUSTRIES, RELATED FIELDS, AND FOR DOCTORAL STUDIES.

PHD IN MASS COMMUNICATION
SPECIALIZATIONS INCLUDE:
INTERNATIONAL COMMUNICATION
MEDIA MANAGEMENT
NEW MEDIA STUDIES
MEDIA AND SOCIAL CHANGE

THIS PROGRAM IS OFFERED JOINTLY WITH THE E. W. SCRIPPS SCHOOL OF JOURNALISM AND EMPHASIZES DEVELOPMENT OF THEORY BUILDING AND RESEARCH SKILLS.

BS IN MEDIA ARTS & STUDIES
EMPHASIS AREAS INCLUDE:
MEDIA & SOCIAL CHANGE
GAMES & ANIMATION
MUSIC PRODUCTION & RECORDING INDUSTRY
SCREENWRITING & PRODUCING
AND INTEGRATED MEDIA

THE UNDERGRADUATE PROGRAM IS A PROFESSIONAL DEGREE PROGRAM DESIGNED TO PREPARE STUDENTS FOR CAREERS IN ALL ASPECTS OF MEDIA, INCLUDING PRODUCTION, MEDIA MANAGEMENT, ENTERTAINMENT LAW, POLITICAL COMMUNICATIONS, OR GRADUATE STUDY. STUDENTS ARE ENCOURAGED TO TAILOR COURSE REQUIREMENTS TO MATCH THEIR OWN INTERESTS AND TALENTS.
10:00 AM – 11:15 AM
Opportunities and Challenges Producing Student Movies With DSLR Technology (Session ID: 135031)
Pavilion 2
[Production Aesthetics & Criticism]

The DSLR is fundamentally transforming video production and video production education. Students’ storytelling ambitions and quality expectations have expanded exponentially with these new tools. So have production requirements. This panel will address creative challenges, technology, and project management issues that DSLR cameras have introduced into the production of short movies.

Moderator: Rustin Greene, James Madison University
Panelists: Michael R. Ogden, Central Washington University; DSLR Cinematography: Workflow Lessons From the Production Trenches
Rustin Greene, James Madison University; How DSLRs Expand and Enrich Directors’ Vision
Kevin J. Reynolds, James Madison University; DSLR Story Design and Production Concerns
Shaun Wright, James Madison University; DSLR Video Post-Production: Workflow Challenges and Color Correction Strategies

10:00 AM – 11:15 AM
Using Social Media to Market Broadcast Stations (Session ID: 134934)
Pavilion 3
[Management, Marketing and Programming | Interactive Media and Emerging Technologies]

An exploration of the uses of social media and networking for marketing communication of broadcast stations.

Moderator: Frank E. Parcells, Austin Peay State University
Panelist: Robert John Baron, Austin Peay State University

10:00 AM – 11:15 AM
I’ve Got An App for That!: Exploring the Impact of Mobile Applications for Radio Stations (Session ID: 134990)
Pavilion 9
[Radio & Audio Media]

With the explosion of mobile applications used by terrestrial, satellite, and online stations, questions arise about their feasibility, worth, reach, and popularity among target audiences. This panel examines the impact of mobile radio applications like iHeart Radio and TuneIn for terrestrial and online stations as well SiriusXM’s dedicated application and other apps that allow for live streaming. Additionally, the panel will discuss the various apps available for newsgathering and reporting. Topics will include programming innovations, technological challenges, regulatory obstacles, budgetary issues, and the mobilization of target audiences.

Moderator: Andrew M. Clark, University of Texas - Arlington
Panelists: Joe Carter, University of Texas-Arlington
Scott Fleischer, TuneIn
Bradford L. Yates, University of West Georgia
Shawn Isaacs, University of West Georgia
Lance Liguez, University of Texas - Arlington
10:00 AM – 11:15 AM
Creative Educators Forum: Sports Networks and the Power of Marketing (Session ID: 135032)
Pavilion 10
[Sports]
PromaxBDA Creative Educators Forum

With sports being one of the last bastions of live appointment viewing in television, marketing and all the components of marketing, plays a critical role in the success of any sports media brand from emerging media and digital platforms to innovative approaches to publicity and social marketing.

- Learn the critical marketing and promotions strategies used by the biggest players in sports to build their brands and extend their audience bases.
- Be exposed to some of the best creative in sports media marketing.
- Explore power of storytelling in its short form to drive audiences to tune in and build loyal fan bases.

Speaker: Aaron Taylor, VP of Marketing, ESPN

10:00 AM – 11:15 AM
Curriculum Swapshop: My favorite storytelling exercise – Ideas for Teaching Students How to Tell Stories Across Media (Session ID: 134847)
Pavilion 11
[Curriculum, Assessment and Administration | Production Aesthetics & Criticism]

Storytelling is a core aspect of being a media professional and is expressed not only in scripts, but also in imagery and sound. The ability to tell a story no matter the medium or delivery mechanism is a key skill to be developed in our students. If you’re looking for some new ideas or different perspectives on teaching storytelling, then join our session as panelists share their favorite storytelling exercises and approaches.

Moderator: Candace Lee Egan, California State University - Fresno
Panelists: Denise Belafonte-Young, Lynn University; Composition and In-Camera Editing Storytelling
Peter B. Orlik, Central Michigan University; Finding and Sculpting the Story for Your Spot
Joe Champ, Colorado State University; Cemetery Tales: Silent Stories with Help From the Dead
Chris Strobel, Northern Kentucky University; My Life in Three Photos
Betsy Pike, Capital University (Ohio); Storytelling Games – How to Have Fun with Basic Building Blocks of Stories

Respondent: Jes Therkelsen, Cal State - Fresno

11:30 AM – 12:45 PM
BEA2013 Scholar-to-Scholar Poster Session (Session ID: 141007)
BEA Exhibit Hall
[All Convention]

Moderator: Tony DeMars, Texas A&M University at Commerce
Accepted by the Law & Policy Division
Kuo-Ting Huang, Florida State University; Whose right is protected? The legitimacy of shutting down MegaUpload.com

Accepted by the Management, Marketing & Programming Division
Douglas Ferguson, College of Charleston & Clark Greer, Point Loma Nazarene University; Pinning and promotion: How local television stations are using Pinterest for branding and audience connectivity
Xiao Hu, Bowling Green State University & Louisa Ha, Bowling Green State University; Credibility of Electronic Word-of-Mouth: A Comparison Between Online Customer Reviews and Social Network Sites
Kelly Davis, Appalachian State University; Gender, racial, and ethnic diversity on PBS: A content analysis of national public television programming

Accepted by the Interactive Media & Emerging Technologies Division
Benjamin Tigner, Central Michigan University; Compressing HD: Codecs and the Devil

Accepted by the Production Aesthetics & Criticism Division
Dennis Conway, Valdosta State University; Are Incentives Given by U.S. State Film Offices to Media Productions Worth The Money?

Accepted by the Production Aesthetics & Criticism Division
Robert Mott, York College of Pennsylvania; How will it End? Modern Apocalypse in The Truman Show
Accepted by the Radio & Audio Media Division
Julius Miller & William R. Davie, University of Louisiana, Lafayette; Sports Talk and the Impact of the Attack
Christopher Swindell, Marshall University; The Effects of a Web Presence on Sportscasting audiences

Accepted by the Research Division
Evan Kropp, University of Georgia; Examining Social Television as a Social Practice: User Agency and the Creation and Transmission of Knowledge
Andrew Selepak, University of Florida & Jason Cain, University of Florida; Who you calling a criminal?: Depictions of criminality and violence on Law & Order

11:30 AM – 12:45 PM
Research Division Paper Competition (Session ID: 139508)
Conference Room 1
[Research]
This year’s Research Division paper winners present their research.
Vice Chair/Paper Competition Chair: Thomas Baggerman, Point Park University
Debut Paper Competition
1st Place: Noah Jerome Springer, University of Colorado, Boulder; Kathleen M. Ryan, University of Colorado Boulder; Joy Chavez Mapaye, University of Alaska Anchorage; Jenny Johanna Dean, University of Oregon; Revisiting Content Analysis: Complications and Mixed Methods
2nd Place: Qihao Ji, Florida State University; Louisa Ha, Bowling Green State University; Ulla Bunz, Florida State University; Information Overload Susceptibility - The Role of News Media Use and Demographic Characteristics
Open Paper Competition
1st Place: Will Kinnally, University of Central Florida; Kristen Van Vonderen, University of Central Florida; Media Effects and Body Image: Clarifying the Cultivation Effect on Body Dissatisfaction
2nd Place: L. Meghan Peirce, West Chester University of PA; Tang Tang, The University of Akron; The Digital Distribution of Public Health News Surrounding the HPV Vaccination: A Comparative Study between Twitter and Google

11:30 AM – 12:45 PM
Sports Division Business Meeting (Session ID: 135033)
Conference Room 2
[Sports]
Welcome to BEA’s Sports Division, established in April 2008. 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. All of those things helped spur BEA to begin a Sports Division.
Chair: Denise Belafonte-Young, Lynn University
Vice Chair: Don Moore, Ohio University Southern
Web Manager/Newsletter Editor: David Schreindl, Dickinson State University
Paper Competition Chair: John McGuire, Oklahoma State University
Festival of Media Arts Student Sports Competition Chair: Tommy G. Booras, Tennessee State University
Festival of Media Arts Faculty Sports Competition Chair: Don Moore, Ohio University Southern

11:30 AM – 12:45 PM
Getting A Better Publishing Deal: What To Look For In Your Book Contract (Session ID: 136085)
Conference Room 3
[Law and Policy]
You just received a book contact and you’re thrilled. That is, until you read it. Turns out it’s an indecipherable one-sided jargon filled document favoring the publisher. Now what? In this session, you will learn how to evaluate your book contract and negotiate a better deal. 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 you attend this seminar.
Speaker: Paul J. MacArthur, Assistant National Contract Advisor, National Writers Union
The #1 text takes the digital turn

**Media & Culture**
Mass Communication in a Digital Age
Ninth Edition
Richard Campbell, Miami University of Ohio
Christopher R. Martin, University of Northern Iowa
Bettina Fabos, University of Northern Iowa

The new edition of *Media & Culture* enhances students’ understanding of the media, how we arrived at this point, and where the digital turn may take us in the future. Using its signature critical process, cultural perspective, up-to-the-minute examples, and integrated videos, the ninth edition opens students’ eyes and shows them how the media really work.

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All the big ideas about media in a compact, affordable package

**Media Essentials**
A Brief Introduction
Second Edition
Richard Campbell, Miami University of Ohio
Christopher R. Martin, University of Northern Iowa
Bettina Fabos, University of Northern Iowa

Best-selling authors Richard Campbell, Christopher R. Martin, and Bettina Fabos distill the essential information on media industries and major concepts, incorporate their accessible critical approach, and give students all the study tools they need to succeed in the course and be savvy media consumers. The second edition of *Media Essentials* includes new and enriched coverage of videogames, convergence, media literacy, streaming music, online journalism, and more. This all comes together in a brief, attractive format for a very attractive price, about 50% less than competing texts.

bedfordstmartins.com/mediaessentials/catalog

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A Bedford/St. Martin’s Online Course Space

Get into *MassCommClass* and get all our premium content and tools in one fully customizable course space; then assign, rearrange, and mix our resources with yours. Take a tour. Visit yourmasscommclass.com.
**SPOTLIGHT: SOCIAL MEDIA IN A MASS MEDIA WORLD**

**11:30 AM – 12:45 PM**

**The Meaning of History (Session ID: 141012)**

**Podium Session:** Donald G. Godfrey, Professor Emeritus, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

Conference Room 4

[All Convention]

The subject of history takes a minority position in many of our higher education mass communication course offerings. It might be given passing mention in our introductory classes. There might be one history course, if any, at the upper division course levels. The topic of historical research methodology gets almost no attention at all. For many years our historical research was little more than description. We sought to provide understanding of our accepted foundation. We found ‘firsts’, a plethora of technological achievements, programming and regulation topics. Surprising we know little of the impact of some of our major pioneers, even less about corporations and their leadership, we know little of how the audience itself has changed and is changing. The historical research method and the rigor of historiography have grown, yet there is more needed in the study of the historical research process, the analysis, discovery, and especially evaluation. The evolution of new media only adds to the importance of our challenges in teaching, research and understanding history.

Donald G. Godfrey (Ph.D. University of Washington) is a Professor Emeritus and founding Director of the Walter Cronkite School’s Ph.D program. For more than 40-years he has studied, taught and researched broadcast history. He is the author of more than a dozen books including his favorites: Jenkins: American Visionary Inventor (just finished and in search of a publisher); Methods of Historical Analysis in Electronic Media; and Philo T. Farnsworth: The Father of Television. He has published in every major journal of our discipline. He is a Past President of the national Broadcast Education Association (BEA); served as President of the National Council of Communication Associations (CCA); and former editor of the Journal of Broadcasting & Electronic Media. He was founding Chair for the BEA Festival of Media Arts and the BEA Research & Symposium Committees. He was Curator of the CBS-KIRO Milo Ryan Phonoarchive, a CBS Radio News World War II archive, today at the National Archive, Washington, D.C. He has received BEA’s Distinguished Education Service Award and is a NATAS Silver Circle Society Inductee. He has worked in commercial radio, television, and corporate communications.

Introduction by: Robert K. Avery, University of Utah

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**11:30 AM – 12:45 PM**

**Gender Issues Division Paper Competition (Session ID: 139512)**

Conference Room 5

[Gender Issues]

This year’s Gender Issues Division paper winners present their research.

Vice Chair/Paper Competition Chair: Lisa Pecot-Hebert, DePaul University

*Open Paper Competition*

1st Place: Bruce William Finklea, University of Alabama; *The Quandary of Ken in “Toy Story 3.” Thinking Outside the (Toy) Box about Masculinity*

Casey Hart, Stephen F. Austin State University; *A Heroine Worth Her Salt? A Semiotic Analysis of the Role of Women in Action Films Through the Movie Salt*

Marta M. Barrios Correa, Universidad del Norte, Barranquilla-Colombia; Jesus A. Arroyave Cabrera, Universidad del Norte, Barranquilla-Colombia; Rafael P. Acevedo Obregon, Ohio University- Faculty; Liliana P. Acevedo Callejas, University of Ohio- Student; *Colombia’s Prime Time TV on Women: Stories of Violence and Inequality from Male Dominated Society*

Lorene Marie Wales, Regent University; *Deliberate Cultural Curriculum a Case Study in Online Discourse for Race and Gender Issues in Media*

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**11:30 AM – 12:45 PM**

**Yeah...but can you shoot it? Strategies for Assisting Student Screenwriters and Producers Attempting to Create Longer-Form Projects (Session ID: 135061)**

Conference Room 7

[Writing]

As you provide avenues for students to write and produce features and longer-form projects, the benefits are obvious. However, these types of productions often involve a large number of students with little or no budget. While the reward might be great, so is the risk of failure. This panel will discuss strategies for mentoring student screenwriters and producers as they attempt to develop stories that can actually be produced with their available resources and budgets.

Moderator: Rich Swingley, Ball State University;

Panelists: Matt Mullins, Dept. of English – Ball State University

Traci Easley Williams, Dept. of Journalism & Mass Communications/Pan-African Studies

David Smeltzer, Kent State University
Congratulations
Dr. David Reiss

Winner, Promotional Video
Faculty Video Competition:
“Swirl for a Girl”

Award of Excellence,
Faculty Documentary Competition:
“HOPE: Then and Now”
11:30 AM – 12:45 PM
Two-Year and Small Colleges Awards and Exhibition (Session ID: 139696)

Pavilion 1
[Two-Year/Small Colleges]
This session honors the winners of the Student Festival of Media Arts Two-Year and Small Colleges Competitions. Selected works of this year’s award recipients will be exhibited.

Competition Chair: James Crandall, Aims Community College

Audio Production
1st Place: Alan Bailey, Mt San Antonio College; Titanic’s Untold Stories

Video/Broadcast Production
1st Place: Peter Hall, Phillip Hall & Whitnee Sherman, Azusa Pacific University; Cats
2nd Place: Josy Roman, Berry College; Roll Call
3rd Place: Stephanie Silliman, Azusa Pacific University; I Wanna Be a Cowboy!
Honorable Mention: Adrianne Cole, Chattahoochee Technical College; Julius
Honorable Mention: Carlos Ivan Solorzano & Leon James Bosket, Azusa Pacific University; Forgive Me

11:30 AM – 12:45 PM
News Directors Sound Off: “How to Win Me Over With Your Resume Video” (Session ID: 134957)

Pavilion 2
[News]
“So I’ve gotten your attention with my on-camera round robin. What now?” The popular news director roundtable returns this year with a look beyond the opening standups. Students and their professors get the chance to ask several news directors, from large and small markets, what they are looking for after they decide to watch beyond the first few seconds of a resume video. Attendees will walk away with tools to use in the classroom to assure job-hunting success.

Moderator: Nancy M. Dupont, University of Mississippi
Panelists: Mary Blue, Tulane University
          Dana Rosengard, Suffolk University
          Keith Esparros, KNBC, Los Angeles
          Bob Noonan, WPMI, Mobile/Pensacola
          Jeff Houston, WTVA, Tupelo, MS

11:30 AM – 12:45 PM
Using Emerging Social Media and Technology in the Classroom v. 1 (Session ID: 134846)

Pavilion 3
[Curriculum, Assessment and Administration | Interactive Media and Emerging Technologies]
This panel will discuss how social media and technology can be used separately, or even combined, in the classroom to enhance student learning and student engagement. We specifically want to focus on social media and technology that is new and emerging, such as iPad/ iPhone apps, Prezi, Jing, WordPress, etc., rather than the more popular ones that are so commonly used. Panelists will lead a discussion and share examples of how they have used such social media and technology within their classrooms.

Moderator: Victor D Evans, Thiel College
Panelists: Laurie Moroco, Thiel College
          Keith Corso, Westminster College
          Dana Coester, West Virginia University
          Eleni Konstats, Misericordia University
**11:30 AM – 12:45 PM**

**The Big T: Assessing the Use of Theory to Guide Production Practice in the Era of Social Media (Session ID: 134973)**

Pavilion 9

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

How helpful are traditional media theories when they are applied to the praxis of production and the analysis of social media? Have our theories evolved and adapted to the social media environment? Panelists will evaluate the application of different traditional media and aesthetic theories to their work in the production and analysis of blogs, podcasts, documentaries, soundscapes, video games and virtual worlds. Strategies for teaching the value of theory to production students will be discussed.

**Moderator:** Nancy Reist, San Francisco State University

**Panelists:**
- Tiffany Nelson, Green Throttle Games; *Applying Media Theory to Online Video Games and Virtual Worlds*
- Julia Bernstein, KRON; BECA @ San Francisco State University; *Mass Communication Theory for Making Podcasts*
- Gabriel Panell, San Francisco State University; *mFollow me: Parasocial Relationships and the Online Music Blog*
- John Morin, San Francisco State University; *Autonomous Auditory Space or Movable Isolation Booth?: The iPod as Urban Sensory Experience*
- Peter Rollins, Academy of Art University; San Francisco State University; *Adopting Adorno’s Critical Theory For Artistic Production*

**Respondent:** Vinay Shrivastava, San Francisco State University

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**11:30 AM – 12:45 PM**

**Creative Educators Forum: Entertainment Marketing 101 (Session ID: 134935)**

Pavilion 10

[Management, Marketing and Programming]

PromaxBDA Creative Educators Forum

Top marketing executives chart the changing landscape of the television marketing and promotion industry from local station news to traditional broadcasters to the niche networks of cable television. Learn the latest in what it takes to brand and launch a network, promote its shows and engage audiences across media platforms. Gain key insights into evolving trends that are challenging how executives look at their companies, their teams and the audiences they engage. Hear what skills are in high demand, what types of experiences hiring managers value and where the real opportunities are for emerging talent.

**Speaker:** Nick Belperio, SVP, Marketing, Fox Broadcasting Company

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**11:30 AM – 12:45 PM**

**A Conversation with Jon Alpert (Session ID: 139721)**

Pavilion 11

[Documentary]

Join Jon Alpert, co-Founder of Downtown Community Television Center (DCTV), America’s largest and most honored non-profit community media center, which is located in a landmark firehouse in New York City’s Chinatown, during this highlight of BEA2013. Jon Alpert has distinguished himself as an award-winning journalist. He has won three Primetime Emmy Awards, eleven News & Documentary Emmy Awards, one National Emmy for Sports Programming, four Columbia DuPont Awards and a Peabody Award.

**Moderator:** Ryoya Terao, New York City College of Technology

**Speaker:** Jon Alpert, co-Founder of Downtown Community Television Center (DCTV)
1:00 PM – 2:15 PM
New Approaches to Broadcast History: Beneath the Surface of WWII Records (Session ID: 134878)

Conference Room 1
[History | Documentary]

This panel introduces new avenues of historical research and interpretations of World War II records from the perspective of broadcast history. It is intended to enlighten broadcast historians and educators as well as documentary filmmakers interested in fresh perspectives on World War II. It will also awaken attendees to alternative readings on the roles of government agencies during radio’s hey day and at the dawn of television.

Moderator:  Thomas Mascaro, Bowling Green State University
Panelists:  Thomas Mascaro, Bowling Green State University; Stuart Schulberg and the Migration of WWII Values into Network News
            Susan L. Brinson, Auburn University; Espionage, Surrender, and the FCC’s Role in WWII
            Grace Provenzano, San Francisco State University; Searching for Visuals and Visualizations in the Stories of WWII

1:00 PM – 2:15 PM
The Motivation of Sports Fans: How Video Boards Have Impacted the Game-Day Experience (Session ID: 136083)

Conference Room 2
[Sports]

This panel will discuss current research involving sports fan motivations. New research will be presented that discusses how the addition of video boards and video production techniques have impacted the game-day experience for fans. Presenters will discuss current research and experience involving fan motivations and fandom with relevance to video boards.

Moderator:  Troy O. Comeau, Pittsburg State University
Panelists:  Art Challis, Southern Utah University
            Mark Mattheis, Western Carolina University
            Sydney Ward, Pittsburg State University
            Tom Hallaq, Idaho State University

1:00 PM – 2:15 PM
Student Media Advisors Business Meeting (Session ID: 135045)

Conference Room 3
[Student Media Advisors]

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

Chair:  Phil Hoffman, University of Akron
Vice Chair:  Chad J. Roberts, Central Michigan University
Communications:  Stephen Austin Merrill, Bowling Green State University
Membership Coordinator:  Marjorie Yambor, Western Kentucky University
Rick Allen Lippert has proven to be an outstanding resource for professional development of our faculty at The University of Oklahoma. Twice we have brought him in to conduct a multi-day workshop to help get our faculty and GA’s up to speed. These sessions have proved invaluable by helping keep us up-to-date with changing technology.

Scott Hodgson, University of Oklahoma

Rick Allen Lippert combines his professional chops with teaching experience to make his Final Cut Pro workshops user-friendly. I’ve had the pleasure of attending two of Lippert’s workshops (FCP 7 & FCP X) and afterwards felt ready to begin my adventure with Final Cut Pro.

Ken Fischer, University of Oklahoma

Rick Allen Lippert has a commanding knowledge of Final Cut Pro present and past. He is recognized as the foremost expert in Oklahoma and one of the top pros in the southwest. The faculty of Rogers State University near Tulsa benefited greatly from two days of training. Not only did he show us new editing techniques, he solved computer and camera setting problems that had plagued us for months.

Lee Williams, Rogers State University

Our entire communication department is now using FCPX thanks to Rick. His lesson plan is clear, easy to follow, and he had us editing in just a few minutes.

Brian Shipman, Drury University

Rick Allen Lippert
- Production professional for over 35 years
- Adjunct Instructor:
  - OCCC: Video Production & Camera Acting
  - OU: Electronic Media Writing
  - OCU: Film Editing
- BEA Festival of Media Arts award winner

On-site Faculty Development
for both sides of the camera
Final Cut Pro X and
On-Camera Presentation

Author & Presenter
“On Camera” series
- Develop Your Video Presence
- Makeup Techniques for Video
- Video Lighting for the Web

Rick Allen Lippert
◘ Production professional for over 35 years
◘ Adjunct Instructor:
  - OCCC: Video Production & Camera Acting
  - OU: Electronic Media Writing
  - OCU: Film Editing
◘ BEA Festival of Media Arts award winner

405.751.2733
rick@lippertmedia.com
The Freedom of Speech contest is back! All entries must be submitted April 1-30, 2013.

Each year, the NAB Education Foundation, in partnership with the Broadcast Education Association (BEA), offers communication students a chance to express what Freedom of Speech means to them.

To enter the contest, students must create a 30-second public service announcement Freedom of Speech for radio or television broadcast or create an interactive multimedia piece to win scholarship money. More details are available on the contest website.

Each entry should creatively address the question, “What does freedom of speech mean to you?” or stress the importance of the First Amendment.

Winning entries will receive the following prizes in scholarship money:

<table>
<thead>
<tr>
<th>Place</th>
<th>TV</th>
<th>Radio</th>
<th>Interactive Multimedia</th>
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<tr>
<td>First place</td>
<td>$3,000</td>
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<td>Second place</td>
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<tr>
<td>Third place</td>
<td>$1,000</td>
<td>$1,000</td>
<td>X</td>
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</table>

Winning PSAs will be distributed to stations nationwide and will also be featured on the NAB Spot Center and the “First Amendment Center’s One For All” website.

If you have any questions, please contact Isabelle Tilghman at itilghman@nab.org.

This PSA competition is presented by the National Association of Broadcasters Education Foundation (NABEF) and the Broadcast Education Foundation (BEA).
### 1:00 PM – 2:15 PM
**Social Media Promotion: An Effective Tool or the Lure of Lore (Session ID: 134936)**
Conference Room 4  
[Management, Marketing and Programming]

In the past decades, cross-media promotion has proved a successful promotional strategy in media industry. It is mainly implemented by broadcast/cable networks, local stations, and even public media outlets. The first decade of the 21st century witnessed social media gradually entering the mainstream and reaching a broad demographic spectrum. Therefore, it is not surprising that social media have become a vital component for the current cross-media promotion in practice. This panel seeks diverse perspectives of social media promotion from academic scholars and experts.

**Moderator:** Miao Guo, Ball State University  
**Panelists:**  
- Alan B. Albarran, University of North Texas  
- Raluca Cozma, Iowa State University  
- Curtis Holsopple, Virginia State University  
- Tang Tang, The University of Akron  
- Barbara Calabrese, Columbia College Chicago

### 1:00 PM – 2:15 PM
**Nothing New Under the Sun? Local Radio; the Original Social Medium (Session ID: 134991)**
Conference Room 5  
[Radio & Audio Media | International]

Interaction with the listener is the essence of radio. This panel will navigate through decades of mediated and non-mediated on-air communication from the interview, through phone-ins, to the integration of listener/presenter in community radio. Using illustration from contemporary and archive radio broadcasts it will be demonstrated how dialogue between broadcaster and listener has developed and how local radio provided an analogue platform for social media long before its migration to the digital domain.

**Moderator:** Deborah Wilson, University of Lincoln  
**Panelists:**  
- Lawrie Hallett, University of Bedfordshire, UK; *Community Radio: Social Media in Context*  
- Brian T. Pauling, Christchurch Polytechnic Institute; *How Many is Too Many ... Is New Zealand Over-Radioed?*  
- Deborah Wilson, University of Lincoln; *The BBC ‘listens’ to the People: The Launch of BBC Local Radio in the UK*  
- Richard Rudin, Liverpool John Moores University; *Talking Back to the Night and the Day: Mediated Speech in UK Talkback Shows*

### 1:00 PM – 2:15 PM
**Faculty Making Features: Tales from the Trenches (Session ID: 134974)**
Conference Room 7  
[Production Aesthetics & Criticism]

Shooting feature films can be a vital form of scholarship, a great learning opportunity (for student and teacher alike) and a major nightmare. This panel recounts the trials and tribulations of shooting features with a student crew during summer breaks, and suggests pointers for those considering taking on this type of project.

**Moderator:** Matt Meyer, George Fox University  
**Panelists:**  
- Dean Yamada, Biola University  
- Traci Easley Williams, Kent State University  
- David Smeltzer, Kent State University
SPOTLIGHT: SOCIAL MEDIA IN A MASS MEDIA WORLD

1:00 PM – 2:15 PM
Faculty and Student Documentary Awards and Exhibition (Session ID: 139695)

Pavilion 1

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

Student Documentary Competition Chair: Leah B. Mangrum, Angelo State University
Faculty Documentary Competition Chair: Julie Williamsen, Brigham Young University

Faculty Documentary Competition

Short Form Category
Award of Excellence: Ryoya Terao, New York City College of Technology & Vinit Parmar, Brooklyn College; Quest for Energy
Award of Excellence: Shawn Kildea, Rider University; Children of Terror
Award of Excellence: David Reiss, Towson University; HOPE: Then & Now

Long Form
Best of Competition: Jan Thompson, Southern Illinois University; NEVER THE SAME: The Prisoner-of-War-Experience
Award of Excellence: John Goheen, Loyola University Chicago; V-DAY 11.11.11
Award of Excellence: H. James Gilmore & Carolyn Kraus, University of Michigan-Dearborn; Men at Work: Voices from Detroit’s Underground Economy

Student Documentary Competition

Short Form Documentary
1st Place: JT Esterkamp & Taehoon Kim, Ohio University; The War Within
2nd Place: Michael Bahnmiller, Brigham Young University; A Story About The Garifuna
3rd Place: Jon Kasbe, The University of North Carolina at Chapel Hill; A Beautiful Waste

Award of Excellence for Research & Producing: Shelby Hadden, The University of Alabama; Never Got a Dime
Award of Excellence for Editing: E.R. Womelsduff, Azusa Pacific University; Steam Vision
Award of Excellence for Character Development: Hanny Lee, University of North Texas; Vermillion Cliffs
Honorable Mention: Daniel Neligh, Arizona State University; The Incidents at Church Rock
Honorable Mention: Jon Kasbe, Joshua Davis, Spencer Bakalar, Jon Kasbe, Kelly McHugh & Keith Kenniff, The University of North Carolina at Chapel Hill; Life Reflected

Long Form Documentary
1st Place: Kelsy Franklin, James Heasley & Kylene Planer, Ithaca College; Overlooked: Autumn’s Job Search
2nd Place: Alex Lancial, Tara Molina, Jake Stein, Arizona State University; Scholarslip
3rd Place: University of Montana, School of Journalism, Department of Radio-Television Student Documentary, University of Montana; Boom! Behind the Bakken

Honorable Mention: Katie Baroody, Kyle Fredrick, Alice Nelson & Dan Wheldon, James Madison University; A Mother’s Walk
Honorable Mention: Greg Kubik, University of Alabama; Alabama Art Seen, Episode 102
Honorable Mention: Morgan Cox, Nicole Shumate, Erin Collins and Mary-Catherine Parent, Arizona State University; Paying the Price
Honorable Mention: Tyler Lee, Florida State University; Peace, Love, & Sneakers: Art For Haiti

1:00 PM – 2:15 PM
Building the Ideal TV News Internship (Session ID: 136040)

Pavilion 2

We know it won’t pay money, but with TV newsrooms expanding their news and reach well beyond the expansion of their staff, there’s a real opportunity for educators to demand that students get meaningful training and a more useful educational experience. With a mixture of station executives and educators, we’ll try to arrive at the ideal TV news internship – and how to keep it that way.

Moderator: Bob Papper, Hofstra University
Panelists: Adam Bradshaw, News Director, Fox 5, Las Vegas
Debora Wenger, University of Mississippi
Joe Misiewicz, President, Indiana Broadcasters Association
Chrissy Ammer, Producer, KLAS-TV, Las Vegas
1:00 PM – 2:15 PM
Using Emerging Social Media and Technology in the Classroom v. 2 (Session ID: 136041)
Pavilion 3
[Curriculum, Assessment and Administration]
This panel is the second of a two panel series that will discuss how social media and technology can be used separately, or even combined, in the classroom to enhance student learning and student engagement. The ubiquity of social media and technology makes it imperative for aspiring communication professionals to understand how to use it on the job. But how does one effectively teach it? How can educators connect social media and technology, like Storify and Blackboard, to predetermined curricular objectives without it seeming coerced? How can they implement it in a way that engages their students? Panelists will discuss how they surmounted these pedagogical challenges.
Moderator: Adam Kuban, Ball State University
Panelists: Michelle O’Malley, Ball State University
Stephanie Bor, University of Utah
Kim Fox, The American University in Cairo

1:00 PM – 2:15 PM
Telcom Update 2013 (Session ID: 134914)
Pavilion 9
[Law and Policy]
The FCC continues to look for spectrum to meet growing demands. Fights over retransmission rights, net neutrality and ad-skipping continue unabated and with more than 45% of internet users posting on social media, issues of privacy and currency become more important. Anti-religious postings, copyright and twitter legal battles all point to another jam-packed Telcom Update.
Moderator: Fritz J. Messere, SUNY - Oswego
Panelists: Dom Caristi, Ball State University
Kim A. Zarkin, Westminster College
Laurie Thomas Lee, University of Nebraska @ Lincoln
Paul MacArthur, Utica College

1:00 PM – 2:15 PM
Creative Educators Forum: From Long Form to Short Form: A New Storytelling Landscape for Writers (Session ID: 135057)
Pavilion 10
[Writing]
PromaxBDA Creative Educators Forum
Storytelling is at the core of television marketing and audience engagement – it’s about entertainment. Now more than ever, writers must understand and feel at ease working in the short-form landscape. From concept writing to digital storytelling, those trained as long-form writers have an incredible opportunity to build successful careers in marketing and promotion departments. If you love the challenge of storytelling or if you teach writing, this session is a must-attend.
• Learn how to build a thriving career as a short-form writer from the best creative executives who worked their way up the media pipeline as engaging storytellers.
• Faculty and students will walk away with industry-tested tools and approaches needed to become a successful short-form writer, producer and editor.
• Faculty will receive sample curriculum, lesson plans and projects that they may seamlessly integrate into their courses.
Speaker: Linda Button, Brand Personality Expert, Tooth+Nail
1:00 PM – 2:15 PM
ENG Goes Mobile: Teaching Mobile Technologies in the Classroom (Session ID: 134899)

Pavilion 11
[Interactive Media and Emerging Technologies | News]

Mobile hotspots and other wireless technology are transforming electronic news gathering. Smartphones, mobile apps, SD ENG cameras with laptops, and even wearable cameras are being used for news-gathering, editing, broadcast and publication in and beyond every newsroom. This panel will show and share practical ideas while examining the possibilities and the pitfalls of incorporating mobile news-gathering technologies in the journalism classroom.

Moderator: Sandy Henry, Drake University
Panelists: Samuel H. Edsall, Western Illinois University; Reporting Goes Mobile: SDHC Cameras and the Laptop Initiative
         Jill Van Wyke, Drake University; Back-Pocket Journalism: What an Experiment in “Mobile-Only” News Gathering Taught My Students — and Me
         Todd D. Evans, Drake University; Live News From a Different Perspective: Using the GoPro Hero Camera
         Dana Coester, West Virginia University; Mobile We: Tell the Story of Your Community with All-Mobile Multimedia Training
         William Hoon, Western Illinois University; Blogging from Live Collegiate Sporting Events: Training Sports Broadcasters to Communicate to an Immediate Audience

2:30 PM – 3:45 PM
BEA2013 Keynote: Evan Shapiro, President Participant Television (Session ID: 141015)

Pavilion 1
[All Convention]

Evan Shapiro joined Participant Media in May 2012 as President of Participant Television. Evan is responsible for the conception, development, and production of original television programming that will follow the company’s model of commercial and socially relevant entertainment. Participant Media just announced the Summer 2013 launch of a TV network targeting “the next greatest generation” of viewers.

Prior to Participant, Evan served as President of IFC TV and Sundance Channel, where he steered both networks to new business and programming models that garnered each network its first Primetime Emmy nominations, as well as its first Golden Globe Award. Additionally, he has executive produced numerous acclaimed original documentaries and series, including This Film Is Not Yet Rated, which challenged the MPAA for its ratings practices; the Peabody Award-winning Brick City, which chronicled a year in the life of Newark’s Mayor, Cory Booker; At the Death House Door, Steve James’ provoking documentary on the death penalty; R. Kelly’s one-of-a-kind ‘hip-hopera,’ Trapped in the Closet; and most recently, the two-time Peabody Award-winning hit series Portlandia.

Evan has dedicated much of his life to public service and education. He has served on the Board of Directors at The Ghetto Film School for the past eight years (including three years as Board Chair) and helped open the Cinema School, the nation’s first public high school for film and video. He is Chair of the 25th Anniversary Gala of the Social Venture Network; a Board member of Women in Cable Telecommunications New York; Chair of the Cable Center’s Cable Mavericks Masters Program; and is an Adjunct Professor of Television Management at NYU’s Stern School of Business. Evan is also a regular contributor to The Huffington Post.

4:00 PM – 5:15 PM
New Directions in Radio (Session ID: 134992)

Conference Room 1
[Radio & Audio Media]

Radio’s demise is greatly exaggerated. Originally, the model for broadcast education was tripartite: R-T-F. Then, film studies branched off, TV grew very large, and Radio was left with the last seat at the banquet. This panel will survey new directions in college, community, and HD radio to provide a critical update for broadcast educators.

Moderator: David Dunaway, San Francisco State University
Panelists: Jeff Jacoby, San Francisco State University; New Directions in College Radio
         Heather Polinsky, Central Michigan University; New Directions in HD/Secondary-Stream Radio
         David Dunaway, San Francisco State University; New Directions in Community Radio
4:00 PM – 5:15 PM  
Methods and Considerations for Measuring Media Responses (Session ID: 135024)  
Conference Room 2  
[Research]

More scholars are recognizing the need for methods to assess the interplay of many factors at different levels of analysis across specialized audiences. This panel as a whole addresses methodological considerations for conducting empirical research in this changing theoretical landscape.

Moderator: Rachel Bailey, Indiana University  
Panelists: Teresa Lynch, Indiana University; Assessing Individual Differences: An Analysis of Females in Male Dominated Online Video Games  
Sean Connolly, Indiana University; Dynamic Systems Approaches to Studying Human-Media Interactions  
Amber Westcott-Baker, University of California- Santa Barbara; Content Analysis Over Time: Benefits and Considerations  
Justin Keene, Indiana University; Using Continuous Response Measures for Input in Time Series Analysis  
Nicole Lewis, Indiana University; Who’s Playing? Accessing and Analyzing Specialized Audiences  
Nicholas Matthews, Indiana University; Defining and Measuring Construal Level

4:00 PM – 5:15 PM  
Research in the Wikipedia Era (Session ID: 134879)  
Conference Room 3  
[History]  
This panel will offer participants an update on sources for classroom projects and papers in broadcasting and telecommunications history in the United States and Great Britain. Increasingly, online materials are available that include documents, oral histories, and images, descriptions of individuals and technical artifacts, as well as contemporaneous popular and trade reports and old radio and television programs. Sources presented and gathered at the session will be organized and made available to all BEA members.

Moderator: Patrick Parsons, Pennsylvania State University  
Panelists: Susan Brinson, Auburn University; Accessing National Archival Sources for Classroom Use  
Richard Rubin, Liverpool John Moores University; Hear It Now,’ As It Was Then: Audio Archives of BBC and Commercial Radio in the UK  
Patrick Parsons, Penn State; Off The Beaten path: Non-Traditional, Local and Regional Opportunities  
Laura Linder, Marist College; Using Archives in a Broadcast History Class  
Mike Adams, San Jose State University; Sifting Through: Critical Thinking and Assessment Skills for Undergrads and Grads

4:00 PM – 5:15 PM  
Interactive Multimedia and Emerging Technologies Paper Competition (Session ID: 139510)  
Conference Room 4  
[Interactive Media and Emerging Technologies]  
This year’s Interactive Multimedia and Emerging Technologies Division paper winners present their research.

Vice Chair/Paper Competition Chair: Dana Coester, West Virginia University  
Debut Paper Competition

1st Place: Jason Anthony Cain, University of Florida; The Political Fringe: Group Dynamics and the Political Status Quo in Internet Media

2nd Place: Heidi D. Campbell, Bob Jones University; The Relationship between Facebook use and Identity Explorations of Emerging Adults

Open Paper Competition

1st Place: Sherice Gearhart, Texas Tech University; Seok Kang, University of Texas at San Antonio; How do Social Media Comments in Television News Work?: Audience Responses to Journalistic Quality and Credibility

2nd Place: Ed Youngblood, Auburn University; Revisiting Alabama State Website Accessibility
**4:00 PM – 5:15 PM**  
**Top Teaching Tips: Getting to the First News Package (Session ID: 134955)**  
Conference Room 5  
[News]

This session looks at best practices for teaching students how to produce the 90-second news package, which is still the bread-and-butter of what TV journalists need to do.

The world has changed, or certainly expanded, in the in terms of Web, mobile and social media. But in the middle of it all, our students will still need to deliver a basic storytelling unit: the package in a course where students lean to mold words, sounds and video into a coherent, clear story.

What we want to do to share some of the best exercises and examples from some of our Top Teachers to jump start the process.

**Moderator:** Gary Hanson, Kent State University  
**Panelists:** Dana Rosengard, Suffolk University  
Mary T. Rogus, Ohio University  
Denise J. Dowling, University of Montana  
Anthony Moretti, Point Park University

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**4:00 PM – 5:15 PM**  
**Social Media Law 101: Think Twice Before You Blog, Tweet or Flickr (Session ID: 134975)**  
Conference Room 7  
[Law and Policy]

As social media continues to prove ever-important to mass communication, many participants remain woefully uneducated about the ramifications of their participation. This panel will explore in-depth the issues related to social media use, including intellectual property, privacy and defamation. Essential for anyone who uses Twitter, Facebook and more -- or supervises students and professionals who do so.

**Moderator:** Amy Kristin Sanders, University of Minnesota  
**Panelists:** Jasmine McNealy, Syracuse University  
Amy Kristin Sanders, University of Minnesota  
David Deeley, University of North Florida  
Daxton “Chip” Stewart, Texas Christian University  
Holly Miller, University of Minnesota

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**Kent State University School of Journalism and Mass Communication**

**College Media Association Pinnacle Award Winners:**  
- **TV Station of the Year:** Kent State’s TV2  
- **Best Sportscast:** Kent State’s TV2

Gain hands-on experience starting freshman year with these student media opportunities:  
- All-digital, all high-definition TV station  
- Web radio station  
- Daily newspaper  
- Five magazines  
- Entertainment, sports and fashion websites and blogs

Learn more at [http://www.jmc.kent.edu](http://www.jmc.kent.edu)
4:00 PM – 5:15 PM
Faculty and Student Sports Media Awards and Exhibition (Session ID: 135034)
Pavilion 1
[Sports]
This session honors the winners of the Faculty and Student Festival of Media Arts Sports Media Competitions. Selected works of this year’s award recipients will be exhibited.

Student Sports Competition Chair: Tommy G. Booras, Tennessee State University
Faculty Sports Competition Chair: Don Moore, Ohio University Southern

Faculty Sports Competition
Sports Radio
Award of Excellence: Terry Likes, Tennessee State University; Headache to Heartache

Student Sports Competition
Radio Sports Story / Feature / News
1st Place: Hayden Packwood, Arizona State University; Halloween Baseball
2nd Place: Mitch Mullis, University of Southern Indiana; The Edge Sportscast
3rd Place: Josh Overholser, Otterbein University; Otterbein Football Year in Review
Honorable Mention: Mike Rodriguez, University of North Carolina-Chapel Hill; UNC uniform palette now includes more than Carolina Blue

Radio/TV Sports Event, Play-by-Play Talent
1st Place: Ball State Sports Link, Ball State University; Sports Link Radio vs. Ohio
2nd Place: Chris Britle, Oklahoma State University; Cowboys vs. Cyclones CB
3rd Place: Benjamin Kelly, Goshen College; WGCS-FM, Goshen College Volleyball v. Bethel College
Honorable Mention: James Phillip, Aaron Payne, Marshall University; Marshall Football v. Houston

TV Sports Story / Feature / Show Element/Segment or News Program
1st Place: Rachel Polansky, College of Communications/Penn State University; Jake Schrom - Power Lifter
2nd Place: Andrew Kelleher, Michigan State University; Help a Willing Kid at Crown Boxing Club
3rd Place (tie): Chris Renkel, Chris Kosinski & Emily Barker, Ball State University; Ball State Sports Link: The Jake Brehmer Story
3rd Place (tie): Jamie McCracken, West Virginia University; Tailgating
Honorable Mention: Kimberly Pestalozzi, Arizona State University; The Price of Playing

Award of Excellence for Videography: Lisa-Charisse Blanco, Arizona State University; Sun Devils 101: Todd Graham All-Access Show
Award of Excellence for Storytelling: Fahim Rasul, Arizona State University; Annie Lockwood

Award of Excellence for Interviewing: Rachel Polansky, College of Communications/Penn State University; Special Olympian Austin Bowen

TV Sports Talent (Anchor / Host)
1st Place: Rich Pierce, Kent State University; Sports Reel
2nd Place: Shaun Gordon, Brigham Young University; Shaun Gordon
3rd Place: Alec Ausmus, St. Cloud State University; Alec Ausmus Sports Anchor
Honorable Mention: Amber Harding, Arizona State University; Amber Harding - Anchor, Cronkite NewsWatch and SportsWatch 101

TV Sports Event Production
1st Place: Andrew Asp, Reid Anderson, Anthony Miller & Isaac Rice, Bethany Lutheran College; Maverick Hockey Weekend, UAA @ MSU
4:00 PM – 5:15 PM

We're Mobile, We're Ready, We're Live! Challenges of Operating a Student Mobile Live Event Production Unit
(Session ID: 136081)

Pavilion 2
[Production Aesthetics & Criticism | Documentary]

Live event production is a growing career choice for students. A production team or class helps develop skills while also serving the diverse needs of campus constituents. There are many challenges for educators to consider including equipment, personnel, budgets, curriculum integration, and re-purposing program content into documentary/archive resources. This road is filled with expensive detours and dead-ends and these panelists have valuable experience and insight for others considering the journey.

Moderator: Steven Weiss, Colorado State University
Panelists: Jamie Litty, University of North Carolina @ Pembroke
           Troy O. Comeau, Pittsburg State University
           John Mills, British Columbia Institute of Technology

4:00 PM – 5:15 PM

Media Economics and Audience Dynamics: The Fight for Eyeballs, Clicks, and Comments at the Dawn of Web 3.0
(Session ID: 134947)

Pavilion 3
[Multicultural Studies | Management, Marketing and Programming]

At the dawn of Web 3.0, media companies continue to search and test strategic ways to approach our fragmented audience. Content is delivered in diverse channels today, from terrestrial to Long Term Evolution (LTE), but captivating eyeballs, engaging followers in conversations and content-sharing practices, and successfully becoming part the audience’s media DNA requires a high level of content personalization. Educational institutions and media companies need to continue to adjust to the changing forces brought forward by consumer demands in an era of revolutionary advances in wireless technology.

Moderator: Julian Rodriguez, The University of Texas at Arlington
Panelists: Alan B. Albarran, University of North Texas
           Maria Santana, University of Central Florida
           Amy Jo Coffey, University of Florida
           German Arango, University of La Sabana

4:00 PM – 5:15 PM

Getting Your Gig So You Can Play With Social Media In Your Career (Session ID: 134937)

Pavilion 9
[Management, Marketing and Programming | Student Media Advisors]

This panel will bring together the combined experience of two international consultants (50+ years) and a 30 year broadcast veteran (with 18 years of teaching experience) to counsel about to be graduates on how to land their first gig... and build a career on top of that first gig... This panel builds on five (or is it six) years of successful presentations at BEA leading into the BEA/NAB Job Fair.

Moderator: Michael Taylor, Valdosta State University
Panelists: Pat Bryson, Bryson Broadcasting International
           Valerie Geller, Geller Media International; Getting Your Presentation
4:00 PM – 5:15 PM
Creative Educator's Forum – Emerging Media and Technology in Entertainment Marketing (Session ID: 134906)
Pavilion 10
[Interactive Media and Emerging Technologies]

promaxbda Creative Educators Forum

Today, marketers are content creators, leveraging emerging technologies to drive audience engagement with a television show, between tune-in and seasons. The constantly changing landscape of media and technology demands in marketers the agility to disrupt, innovate and extend strategies, tactics and creative processes to connect audiences to content in compelling and sustainable ways.

- Hear how television marketers use technologies to move content and engross audiences with network brands.
- Learn what technologies and trends keep executives up at night.
- Identify what skills are in high demand.
- Hear case studies that spotlight innovations in interactive media and emerging technologies.

Speaker: Gordon Ho, CEO, GKH Media & President of MyMovieDeals.Com

4:00 PM – 5:15 PM
Where Do We Draw the Line? Interacting (or Not) with Students on Twitter (Session ID: 134855)
Pavilion 11
[Curriculum, Assessment and Administration]

The members of this panel will discuss the pedagogical opportunities and practical challenges of interacting with students via Twitter. Students need to be conversant in social media tools, and instructors are increasingly requiring students to use these tools for class assignments. Four instructors will share their experiences and thoughts on engaging with students using Twitter. A fifth panelist will share some thoughts on the privacy implications of student-instructor interaction on Twitter, from both the legal (FERPA) and ethical perspectives.

Moderator: Jessalynn Strauss, Xavier University
Panelists: Denae Lynn D’Arcy, University of Tennessee Knoxville
          Glenn Hubbard, East Carolina University
          Natalie Tindall, Georgia State University
          Richard Waters, University of San Francisco
          Michael Hawes, U.S. Department of Education

5:00 PM – 6:00 PM
Festival of Media Arts Awards Pre-Party Reception
BEA Exhibit Hall
[All Convention]

This year we’re celebrating the Festival of Media Arts winners with a “pre-party” reception in the BEA Exhibit Hall. The BEA Best of Festival King Foundation Awards Ceremony starts promptly at 6:00 PM in Ballroom C.
6:00 PM – 8:00 PM
The BEA Best of Festival King Foundation Awards Ceremony (Session ID: 164745)
Ballroom C
[All Convention]

An exhibition of the top juried creative works of faculty and students in the 2012 BEA Festival of Media Arts. Come and see the 'best of the best' as we honor the overall winners in the following competitions: audio, video, documentary, interactive multimedia, news, scriptwriting, two-year and small colleges, and sports. The evening begins with a light food and beverage pre-party reception in BEA Exhibit Hall, followed by the ceremony. Each recipient will be honored with the presentation of a specially produced tribute video and a $1,000 cash award from the Charles and Lucille King Family and student winners will receive a copy of Sony's Vegas Pro 12 Academic software.

Sponsored by: The Charles and Lucille King Family Foundation and Sony

Festival Chair: Warren Koch, Azusa Pacific University
Festival Creative Director: Jason Balas, University of North Texas
Festival Producer: Joe Brown, University of North Texas

Faculty Audio Competition
Don Connelly & Dr. Bruce H. Frazier, Western Carolina University; Dracula (Long Form Production Category)

Student Audio Competition
Jessica E. Paratore, Appalachian State University; Clogging: History of an Appalachian Dance Form (Educational Program Category)

Faculty Documentary Competition
Larry Foley, Hayot Tuychiev, & Dale Carpenter, University of Arkansas; The Art of Crystal Bridges (Short Form Video or Film Documentary Category)

Student Documentary Competition
Sam Smartt & Chris Zaluski, Documentary Film Program of Wake Forest University; Wagonmasters (Long Form Video Category)

Faculty Interactive Media Competition
Dana Coester, West Virginia University; Mobile Main Street (Entertainment & Emerging Technologies Category)

Student Interactive Multimedia Competition
102 Powering a Nation Team: Jon Kasbe, Kelly Izlar, Joshua Davis, Dylan Gilroy, Stephanie Bullins, Kelly McHugh, Spencer Bakalar, Cyrus Huneycutt & Vanessa Patchett, The University of North Carolina at Chapel Hill; 102gallons.org (Large Team Category)

Faculty News Competition
Ray Fanning, University of Montana; Preventing Wrongful Convictions - False Eyewitness Identification (Radio Hard News Reporting Category)

Student News Competition
The Spring 2012 Centre County Report Staff, Penn State University; The Centre County Report - 11/02/12 (Television Newscast - airing 3 days per week or less - Category)
Grace Joyal, University of North Carolina-Chapel Hill; Cats find refuge with Pittsboro artist (Radio Feature Reporting Category)
Dan Neligh, Arizona State University; More Arizonans Traveling to Mexico For Dental Work (Television Feature Reporting Category)

Student 2-Year/Small College Competition
Brian Roma, Christopher Rhoden, Kathleen Kelly, David M. Weiss, Jim Christensen & Heather Roma, Metropolitan Community College; She's Cool (Video/Broadcast Production Category)

Faculty Scriptwriting Competition
Micheal McAlexander, Frostburg State University; Space Race (Feature/TV Hour Category)

Student Scriptwriting Competition
Liam Goulding, San Jose State University; Rasputin's Resurrection (Feature Category)

Student Sports Competition
Matt Szymanski, Ally Weck & Justin Haugesag, St. Cloud State University; Husky Productions: St. Cloud State vs. Nebraska Omaha (TV Sports Event Production Category)

Faculty Video Competition
Dwight Cammeron & Shelby Hadden, University of Alabama; April’s Hero (Mixed Video -Teacher/Student Co-Production Category)

Student Video Competition
Jonathan Park, Blake Gaytan, Kristina Ivanova, & Cutler Gray, California State University, Northridge; CSUN Notable Alumni - Mark Langill (Instructional/Educational Video Category)
Brook Linder, Tim Saville, Lauren Legate, Nick Balla, Keith Kennedy & Gregory Shultz Missouri State University; Ghoul School (Narrative Video Category)
**BEA 2013 Convention Registration – Tuesday Hours**

Las Vegas Hotel, BEA Registration Desk

If you didn’t get your credentials in the mail, pick them up at the BEA registration desk along with your conference bag and “official” BEA2013 convention program.

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**7:45 AM – 8:45 AM  
BEA’s District Meetings & Breakfast**

Start your day by having coffee and bagels with your District Representative and find out what’s happening in your district and at BEA. Breakfast will be available outside the LVH Conference Rooms starting at 7:45 AM.

### District 1 Meeting (Session ID: 135549)

- **Conference Room 1**
- Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island and Vermont
- District 1 Representative: Gregory Bray, SUNY – New Paltz

### District 2 Meeting (Session ID: 135550)

- **Conference Room 2**
- Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- District 2 Representative: August Grant, University of South Carolina

### District 3 Meeting (Session ID: 135551)

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

### District 4 Meeting (Session ID: 135552)

- **Pavilion 1**
- Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin
- District 4 Representative: Patty Williamson, Central Michigan University

### District 5 Meeting (Session ID: 135553)

- **Conference Room 5**
- Arkansas, Kansas, Missouri, Oklahoma and Texas
- District 5 Representative: Tony DeMars, Texas A&M University - Commerce Campus

### District 6 Meeting (Session ID: 135554)

- **Conference Room 7**
- Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming
- District 6 Representative: Gregory N. Luft, Colorado State University

### District 7 Meeting (Session ID: 135555)

- **Conference Room 4**
- All two-year schools in the United States
- District 7 Representative: James Crandall, Aims Community College

### District 8 Meeting (Session ID: 135556)

- **Pavilion 2**
- All international members
- District 8 Representatives: Deborah Wilson, University of Lincoln
What’s Happening in the BEA Exhibit Hall on Tuesday?
Tuesday Hours: 9:00 AM – 5:30 PM
Las Vegas Hotel | Pavilions 4-8
For the full details of Exhibit Hall events, please see the listing under the corresponding time in the program.

9:00 AM – 5:30 PM
Job Placement “Posting” Center @ the BEA Booth – If you are looking for a job – or to fill a job – stop by BEA’s Booth and post your job, or your resume, on the board provided. Post onsite contact information and meet candidates in the BEA2013 Exhibit Hall Lounge.

11:45 AM – 1:00 PM
FREE TIME!!!!!!
Take advantage of the unopposed time and a snack break in the exhibit hall! Sponsored by Taylor & Francis

11:45 AM – 1:00 PM
Applying for BEA Scholarships @ the BEA Booth
Come to the BEA Booth to meet with Scholarship Committee Chair, Pete Orlik and learn about the new BEA administered scholarships.

1:00 PM – 2:15 PM
Research @ the BEA2013 Exhibit Hall – Faculty and Student Research-in-Progress Poster Sessions

9:00 AM – 10:15 AM
History Division Business Meeting (Session ID: 134880)
Conference Room 1
[History]
The History division is concerned with teaching history and conducting scholarship in the field. Members are involved in classroom teaching and in the recording and analysis of historical events relating to the electronic media. Their goals are to encourage and continually improve teaching in the area; to provide a forum for the presentation of original scholarship; to share ideas and resources in the field; and to encourage preservation of historical materials.
Chair: Mary E. Beadle, John Carroll University
Vice Chair: Susan L. Brinson, Auburn University
Newsletter Editor: Gary McIntyre, Mansfield University
Webmaster: Ed Youngblood, Auburn University

9:00 AM – 10:15 AM
Curriculum, Assessment and Administration Paper Competition (Session ID: 139509)
Conference Room 2
[Curriculum, Assessment and Administration]
This year’s Curriculum, Assessment and Administration Division paper winners present their research.
Vice Chair/Paper Competition Chair: William G. Covington Jr, Edinboro University

Debut Paper Competition
1st Place: Adam Kuban, Ball State University; A Case Study Exploration of the Triangulation Among Journalism Educators, Their Students, and the Local Media Practitioners Who Hire Them

Open Paper Competition
1st Place: Jamie S. Switzer, Colorado State University; Ralph V. Switzer, Colorado State University; The Myth of the Tech-Savvy Student: The Role of Media Educators in a Web 2.0 World
9:00 AM – 10:15 AM
The Tribal Fire: Student Media Leaders 'Converge' Around Multimedia Story-Telling (Session ID: 135270)
Conference Room 3
[Student Media Advisors | Interactive Media and Emerging Technologies]
Just as the campfire was the gathering place for Native Americans to tell stories, the Web is our glowing fire. Our student media have truly converged as students from TV, radio and newspaper together determine the best treatments for news coverage. Students have reinvented The Circuit, our Online Pacemaker Award winning website. It is now the hub of our Web-first reporting philosophy while we continue to maintain our traditional media. The effort meets departmental goals of our new multimedia communications track.
Moderator: Cliff Brockman, Wartburg College
Panelists: Pam Ohrt, Wartburg College
Travis Bockenstedt, Wartburg College
Torie Jochims, Wartburg College
Jacqueline Schutte, Wartburg College
Brandon Hosch, Wartburg College

9:00 AM – 10:15 AM
Two-Year/Small Colleges Business Meeting (Session ID: 135051)
Conference Room 4
[Two-Year/Small Colleges]
The Two-Year/Small Colleges Division’s mission is to provide a forum for issues unique to the teaching and operation of a program of broadcast education at a community college, a small college or in a small broadcasting program. Their goals are to share and propagate teaching strategies; to enhance and promote the teaching of lower division courses in broadcasting; to promote and encourage the transferability of broadcasting courses between institutions; to facilitate the interaction of faculty with broadcasters and media practitioners; to promote the study of broadcasting across academic disciplines; and to promote the use of broadcast facilities to support broadcast education. The 2-year/small college division member faculty, staff and students are employed by or matriculated in a community college or a small college that offers a broadcast related major (such as broadcasting, video production, mass media and communications.) A small college is defined as a college with a broadcast related major/division with an enrollment of fewer than 200 students.
Chair: Shane Tilton, Ohio University Lancaster
Vice Chair: Troy L. Hunt, College of Eastern Utah
Secretary/Webmaster: Roger Badesch, Chicago Public School
Membership Chair: Dan Kimbrough, Misericordia University
Festival of Media Arts Two-Year/Small College Festival Competition Chair: James Crandall, Aims Community College

9:00 AM – 10:15 AM
Documentary Business Meeting (Session ID: 134870)
Conference Room 5
[Documentary]
The Documentary Division focuses on scholarship, teaching, and creation of documentaries, and radio-TV-Internet delivery of documentary film/video. We seek to expand international documentary literature and illuminate genres, methods, creators, and interpretative/analytical approaches to documentary. Our members share an appreciation for methods of teaching and producing documentaries, including exhibition. Our goal is to be a nexus for media scholars and critics, faculty, and professionals in documentary fields, as well as other associations, festivals, and broadcast organizations that research, produce, and archive documentaries at international, national, regional, and local levels.
Chair: Michael R. Ogden, Central Washington University
Vice Chair: Gregory N. Luft, Colorado State University
Website Manager: Maria Moore, Illinois State University
Festival of Media Arts Student Documentary Competition Chair: Leah B. Mangrum, Angelo State University
Festival of Media Arts Faculty Documentary Competition Chair: Julie Williamsen, Brigham Young University
9:00 AM – 10:15 AM
Post-Revolution Media Landscape Changes in the Arab World (Session ID: 134890)
Conference Room 7
[International]
The world first experienced the Arab Spring, followed by government changes in Tunisia, Egypt, Libya, and Yemen along with continued unrest in Bahrain and violence in Syria. This panel, with that in mind, explores how both traditional and social media have evolved in the post-revolutionary Middle East. The session also explores contemporary Arab media with an eye to future media and political developments.
Moderator: Douglas A. Boyd, University of Kentucky
Panelists: Yousef Al-Failakawi, Kuwait University; Social Media in Kuwait: Conflict and Control
Hussein Amin, The American University in Cairo; Post Revolution Media Laws, Polices, and Regulations in the Arab World
Mohammed el-Nawawy, Queens University of Charlotte; Al-Arabiya Journalists’ Job Satisfaction: Bridging the Journalism-Business Dichotomy
Naila Hamdy, The American University in Cairo, Egypt; Media Credibility and Political Participation in Post-Revolution Egypt

9:00 AM – 10:15 AM
Doing it All: Living & Teaching the Ever-Changing Job of Today’s News Producer (Session ID: 134958)
Pavilion 2
[News|Curriculum | Assessment and Administration]
The current job of a television news producer doesn’t look much like it used to. Along with traditionally producing newscasts, many are creating web content and editing their shows. To that end, teaching news production in college classes also has to reflect these changes. This panel brings together professional news producers and broadcast educators to discuss the current job atmosphere and how colleges’ are or should be teaching news production.
Moderator: Sara Magee, Loyola University of Maryland
Panelists: Mary T. Rogus, Ohio University
Dana Rosengard, Suffolk University
Dan Landson, Producer, KLAS-TV, Las Vegas
Natalie Pitcher-Cullen, Web Producer, KLAS-TV, Las Vegas

9:00 AM – 10:15 AM
New Technologies to Enhance Student Learning – 2013 (Session ID: 134900)
Pavilion 3
[Interactive Media and Emerging Technologies]
Our student market has grown up with technology and instructors need to adapt to today’s mobile, tech savvy student. The purpose of this panel is to highlight new or perhaps overlooked technologies that enhance the learning environment. Panelists will share innovative tools they are currently using in their classroom.
Moderator: Samuel H. Edsall, Western Illinois University
Panelists: Peter DePietro, University of Cincinnati; Experiential Education with Social Media
David McCoy, Ashland University; Creating and Managing the Global Social Media Project
Paul T.M. Hemenway, Lamar University; Addressing the Lack of Sufficient TV, Cable, and Premium Cable Programming in America Today: The Explosion of TV ON the Web, JUST for the Web
William Hanff, University of District of Columbia; Inverted Classrooms
Len Clark, VeriCorder Technologies, Inc.; Mobile Journalism Applications for Hyper Local Networks and Online Multimedia
Respondent: Frank A. Barnhart, Columbus State Community College
9:00 AM – 10:15 AM
Law & Policy Paper Competition (Session ID: 139689)
Pavilion 9
[Law and Policy]
This year’s Law & Policy Division paper winners present their research.
Paper Competition Chair: David Deelley, University of North Florida
Debut Paper Competition
1st Place: Denae Lynn D’Arcy, University of Tennessee Knoxville; Michael T. Martinez, University of Tennessee, Knoxville; Setting the Record Straight: Citizens’ First Amendment Right to Video Police in Public
Open Paper Competition
1st Place: Amy Kristin Sanders, University of Minnesota; Holly Miller, University of Minnesota; Revitalizing Rosenbloom: The Matter of Public Concern Standard in the Age of the Internet

9:00 AM – 10:15 AM
Over the Top Television: Is This the Future? (Session ID: 135025)
Pavilion 10
[Research | Interactive Media and Emerging Technologies]
More and more television viewers are “cutting the cord” and turning to the Internet for their television. This panel examines the current state of Over the Top Television and the implications it has for the broadcast and multi-channel television industries. And don’t forget the audience! What does all this choice mean for viewers?
Moderator: Jennifer Meadows, California State University, Chico
Panelists: David Stinson, Chico State University; Streaming on Demand: How Companies like Netflix and Hulu Changed the World of Television
Erin Cooper, Chico State University; Dual Screen Play: How the Television Industry is Keeping up With a Generation of Multitasking
Bert Minton, Chico State University; How the Third Screen has Become America’s Next Big Network
William Stanwood, Boston College; Cutting the Cord: The Good, The Bad, and the Ugly
Peter B. Seel, Colorado State University; Hybrid O-T-T Television: Blending Broadcast and Internet-Delivered Television Content

9:00 AM – 10:15 AM
Our Favorite Film/TV Directing Exercise: Director as Auteur Story-Show’er--The Power of Camera, Staging, and Production Design to Manipulate and Create Meaning in Short Films/TV Stories (Session ID: 134978)
Pavilion 11
[Production Aesthetics & Criticism | Curriculum, Assessment and Administration]
Four instructors present their favorite single-camera, film-style directing exercise to reveal the power of the director as auteur. Will include descriptions and short clips of student projects: directing a montage; the differences of directing for the theatrical stage versus the screen; film/TV genre and appropriate production design and directing style; and “one script, two interpretations” – how one (1) short, one-scene script can be directed in two different ways – each conveying two completely different meanings.
Moderator: Alan C. Hueth, Point Loma Nazarene University
Panelists: Phillip Powell, Valparaiso University
Marie M. Elliott, Valdosta State University
Warren Koch, Azusa Pacific University
Alan C. Hueth, Point Loma Nazarene University
**SPOTLIGHT: SOCIAL MEDIA IN A MASS MEDIA WORLD**

**10:30 AM – 11:45 AM**

**History Division Paper Competition (Session ID: 139513)**

Conference Room 1

[History]

This year’s History Division paper winners present their research.

Paper Competition Chair: Susan L. Brinson, Auburn University

Debut Paper Competition

1st Place: Bala Baptiste, Miles College; The Rise of Black Voices on Radio in New Orleans: The O.C.W. Taylor Effect, 1946-1949

Open Paper Competition

1st Place: Jeffrey Layne Blevins, University of Cincinnati; Historical Amnesia in First Amendment Jurisprudence on Corporate Power and Electronic Media

2nd Place: Patrick Parsons, Pennsylvania State University; The “Most Thrilling Invention Since the Radio Itself!” The Evolution of the Radio Remote Control in the 1920s and 1930s

Jared Bahir Browsh, Temple University; What Makes the 90s ’All That?’ Nostalgia and Success in TeenNick’s 1990s Block

**10:30 AM – 11:45 AM**

**Curriculum, Assessment and Administration Business Meeting (Session ID: 134854)**

Conference Room 2

[Curriculum, Assessment and Administration]

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

Chair: Kim Fox, The American University in Cairo

Vice Chair/Paper Competition Chair: William G. Covington Jr., Edinboro University

Membership: Lillian Williams, Columbia Collge Chicago

Webmaster: William Hanff, University of District of Columbia

**10:30 AM – 11:45 AM**

**Your College Radio Station: Launching, Programming, Promoting and Recruiting! (Session ID: 134940)**

Conference Room 3

[Management, Marketing and Programming | Two-Year/Small Colleges]

So now you’re in charge of your college’s radio station. The equipment is in place, your engineer has given you the green light to begin broadcasting, and you’re ready to “throw the switch.” What’s next? If you have recently started a college radio station, are now in charge of a college radio station, need recruitment tips, looking to make a splash in your community with a killer promotion, or you want to make some changes to your programming, this panel will address several questions.

Moderator: Al Kim, Manchester Community College

Panelist: Tom Vesci, Asnuntuck Community College

**10:30 AM – 11:45 AM**

**International Division Paper Competition (Session ID: 139747)**

Conference Room 4

[International]

Winning papers are presented from the International Division paper competition.

Vice Chair/Paper Competition Chair: Deborah Wilson, University of Lincoln

Open Paper Competition

1st Place (tie): Quan Xie, Ohio University; So Apparently ‘Gangnam Style’: How Korean Pop Music Industry Frame Idol Imageries to Engage a Global Audience

1st Place (tie): Andrew M. Clark, University of Texas - Arlington; Thomas B. Christie, University of Texas - Arlington; Influencing Audiences at Home and Abroad: The Use of Cartoons as a Tool of Propaganda During World War II
BEA National Scholarships in Broadcasting
for Academic Year 2014-2015

WALTER S. PATTERSON AWARD
Two scholarships; $1,750 each
Study toward a career in RADIO - Sponsored by the National Association of Broadcasters

ALEXANDER M. TANGER AWARD
One scholarship; $5,000
Study any area of broadcasting - Sponsored by Alexander M. Tanger

BEA FOUNDERS AWARD
Two scholarships; $1,500 each
Study any area of broadcasting. Preference given to students enrolled in a BEA 2-Year/Small College Member Institution or graduates of these programs now enrolled in a BEA 4-Year Institution – Sponsored by BEA

ABE VORON AWARD
One scholarship; $5,000
Study toward a career in RADIO- Sponsored by the Abe Voron Committee

VINCENT T. WASILEWSKI AWARD
One scholarship; $2,500
Graduate students only. Study any area of broadcasting
Sponsored by Patrick Communications, LLC

JOHN BAYLISS SCHOLARSHIP AWARD
One scholarship; $1,500
Study toward a career in RADIO - Sponsored by The John BayliSS Foundation

RICHARD EATON FOUNDATION AWARD
One scholarship; $1,500
Study any area of broadcasting - Sponsored by The Richard Eaton Foundation

DEADLINE FOR SUBMITTING ALL APPLICATION MATERIALS:
BY CLOSE OF BUSINESS ON
OCTOBER 10, 2013

For Full Information Visit
http://www.beaweb.org/scholarships.htm
SPOTLIGHT: SOCIAL MEDIA IN A MASS MEDIA WORLD

10:30 AM - 11:45 AM
Documentary Division Pitch Competition (Session ID: 150044)
Conference Room 5
[Documentary]
The Pitch Competition allows the finalists of the 2013 Documentary Preproduction Research Competition to pitch their ideas to a panel of leading industry professionals at the BEA Conference. This year's finalist will pitch their work and judges will provide feedback on the proposal and pitch, as well as lead a Q&A session with the session attendees.
Moderator: Dan Kimbrough, Misericordia University
Finalist: Benjamin Tigner, Central Michigan University; *Idlewild*

10:30 AM – 11:45 AM
Writing Division Business Meeting (Session ID: 135271)
Conference Room 7
[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; to encourage creative writing by faculty through an annual, faculty scriptwriting competition; and to maintain a web page with a collection of media writing resources such as syllabi, scripts, grants, competitions and links to other writing resources on the web.
Chair: Micheal McAlexander, Frostburg State University
Academic Research & Scholarly Paper Competition Chair: Kevin J. Corbett, Central Michigan University
Newsletter Editor: Edward J. Fink, California State University, Fullerton
Webmaster: Michael Havice, Marquette University
Mary Beth O’Connor, Purdue University Calumet
Festival of Media Arts Faculty Scriptwriting Competition Chair: Michael Whalen, Santa Clara University
Festival of Media Arts Student Scriptwriting Competition co-Chairs: Marie M. Elliott, Valdosta State University
Antonio Zarro, Palm Beach Atlantic University

10:30 AM – 11:45 AM
Interactive Haunted Hotel: Teaching Interdisciplinary & Cutting-Edge Skills in Live Entertainment (Session ID: 134901)
Pavilion 1
[Interactive Media and Emerging Technologies]
This presentation will focus on the interactive, high-tech “Haunted Hotel,” an interdisciplinary faculty/student production by the unique Department of Entertainment Technology at New York City Tech. Student teams (led by student crew heads) work with faculty to learn cutting-edge skills in show control, video system, audio, lighting, scenery, props, and production management. The final product is a popular Halloween attraction for the public. The presenters will share design and video footage of the project.
Presenters: Ryoya Terao, New York City College of Technology
Sue Brandt, New York City College of Technology

10:30 AM - 11:45 AM
New Sports Production Technologies: A Primer (Session ID: 135613)
Pavilion 2
[Sports]
New developments in instant replay, the use of 4K, and cloud-based services will change the way your students will work once they graduate. A panel of industry professionals will discuss these technologies in a basic way, how they are being used today, and why your students need to learn about them before they graduate.
Moderators: Michael Bruce, University of Alabama
Ken Kerschbaumer, Sports Video Group
10:30 AM – 11:45 AM
Mobile Newsgathering: Making the most of your (and your students’) smartphones (Session ID: 139710)
Pavilion 3
[News | Interactive Media and Emerging Technologies]
You’ll learn the basics of how to use hand-held devices as a journalistic tool. With the help of social media, apps and some gear, you’ll immerse yourself in the best practices for reporting, editing and sharing stories to any media platform with your smartphone. Go back to your classroom with the skills and the strategies you need to teach your students about mobile.
Presenter: Debora Wenger, University of Mississippi

10:30 AM – 11:45 AM
Current Issues in Law and Policy (Session ID: 139687)
Pavilion 9
[Law and Policy]
This longest continuously-offered convention session in BEA history again this year addresses a wide range of important legal and policy issues being addressed by Congress, the Administration, the FCC and other agencies, as well as in the courts, the states and in academia. Representatives of the federal government and industry trade associations, plus leading communications law and technical experts, will provide attendees with insights and answers on a wide range of topics relating to electronic communications and media.
Moderator: Barry D. Umansky, Ball State University
Panelists: Barbara Kreisman, Chief, Video Services Division, Media Bureau, FCC
Ann West Bobeck, Senior Vice President and Deputy General Counsel, NAB
Kelly Williams, Senior Director, Engineering and Technology Policy, NAB
Howard M. Liberman, Partner, Drinker Biddle & Reath LLP

10:30 AM – 11:45 PM
ATAS Foundation Presents: Coffee With…. Everybody Loves Raymond Creator & Writer
Phil Rosenthal (Session ID: 141014)
Pavilion 10
[All Convention]
What's the secret to creating a hit television comedy series that lasts nine seasons, garners 15 Emmy® awards, and has been "exported" around the globe? If there is one, Phil Rosenthal, the creator, writer and executive producer of Everybody Loves Raymond, must know it. Rosenthal, also the author of You're Lucky You're Funny: How Life Becomes a Sitcom and the writer and director behind the documentary Exporting Raymond, will discuss his extraordinary career in television with Karen Herman, director of the Foundation's Archive of American Television.
Introduction by: Norma Provencio Pichardo, ATAS Foundation Executive Director

10:30 AM – 11:45 AM
Using Social Media to Expand Experiential Learning in Collaborative Media Production Projects (Session ID: 134979)
Pavilion 11
[Production Aesthetics & Criticism]
Social media has changed the way television and films can be produced. Producers in New York interactively discuss scripts, storyboards and rough cuts with their contacts in Los Angeles on-line or via mobile devices. At the University of Cincinnati, an interdisciplinary group of senior students are using a variety of social media applications to work with a professional director/producer (and UC alumni) in New York on a two-hour documentary series for national distribution.
Moderator: Kevin Burke, University of Cincinnati
Panelists: Kevin Burke, University of Cincinnati; UC Forward Postproduction Master Course: Expanding Experiential Learning and Interdisciplinary Collaboration
Brian Leitten, VEVO; Professional Production Experts Working with Students to Enhance Experiential Learning
Christopher Deutsch, Oncam; ONcam: A New Channel For Learning Through Interactive Video Conferencing
NOW PLAYING IN THE BEA EXHIBIT HALL.....
BEA Exhibit Hall
[All Convention]
11:45 AM – 1:00 PM
Free Time in the BEA Exhibit Hall!
We created an opportunity for you to visit BEA’s Exhibit Hall with some unopposed and dedicated exhibit hall time! Don’t forget to take time for each and every exhibitor.

11:45 AM – 1:00 PM
Snack Break with the Exhibitors Sponsored by: Taylor & Francis
Special thanks to our friends at Taylor & Francis…. You can get a snack while you meet with vendors before you head to afternoon sessions.

11:45 AM – 1:00 PM
Applying for BEA Scholarships @ the BEA Booth (Session ID: 141013)
Come to the BEA Booth to meet with Scholarship Committee Chair, Pete Orlik and learn about the new BEA administered scholarships.

11:45 AM – 1:00 PM
Council of Past Presidents (Session ID: 141016)
Conference Room 1
BEA’s past president get together each year to brain-storm ideas and opportunities for the association. All past presidents are welcomed, and encouraged, to attend.
Moderator: Gregory Newton, BEA President 2012-2013

1:00 PM – 2:15 PM
Faculty & Student Research-in-Progress Poster Session (Session ID: 199008)
BEA Exhibit Hall
[All Convention]
Moderator: Glenn Cummins, Texas Tech University and Connie Book; Elon University

Faculty Research-in-Progress
Jong G. Kang, Illinois State University and Seok Kang, University of Texas at San Antonio; Electronic Media Curricula of Colleges and Universities in Six Countries from Six Continents: Are the Curricula Mirroring the Media Convergence Trend?
Mary Tucker-McLaughlin, East Carolina University, Kenneth Campbell, University of South Carolina and Glenn Hubbard, Eastern Carolina University; An Analysis of Network Television’s News Frames of President Barack Obama’s Healthcare Reform
Paula Whatley Matabane, Howard University; Impacting the Real World of HBCU’s: Gender Differences Associated with The Cosby Show and A Different World
Amy Crawford, Youngstown State University; The Effectiveness of Televised Math Assistance on Middle School Student Performance

Young Researchers on Fire: Student Research-in-Progress
Respondents: Constance L. Book, Elon University
Don A. Grady, Elon University
Glenn Hubbard, Eastern Carolina University
Mark Mattheis, Western Carolina University
Chen Yang, Bowling Green State University; A Study of Chinese Students’ Acculturation and Adaptation in America: Using Facebook and Twitter as Predictors
Daniel Christopher Walsh, Appalachian State University; Assessing the Value of Television Practicums Qihao Ji, Florida State University; Between Facts and Fantasies: An Exploratory Study of How Audiences Enjoy Mockumentaries
Lakshmi N. Tirumala, University of Cincinnati, Rebecca Mefarland & Brittany Eales, Wright State University; Facebook and Professionalism
Taryn Ocko, Syracuse University; From Smartphones to Big Screens: Does Screen Size Affect the Television Viewing Experience?
Jennifer Matthews, University of Oklahoma; Gatekeeping and Agenda Setting in the Digital Age
Qihao Ji, Florida State University; Inside the wall VS. Outside the wall: A content analysis of Chinese dissidents Weibo and Twitter posts
Tyler S. Johnson, San Francisco State University; Online Anonymity: An Exploration of Tor Users and Anonymous Internet Communities
Audra Jane Streetman & Derek Kessinger, University of Colorado at Boulder; Teases in Television: The Use and Implication of Promotional Content in Network Television News
Sungeun Park, Florida State University; The Effects of Reality TV Shows on Intention to Exercise and Purchase Dietary Products
Mary-Elizabeth Brooks & Sherice Gearhart, Texas Tech University; The Face Phone is Ringing: Communication between Adult Children and their Parents
Michael Devlin & Natalie Ann Brown, The University of Alabama; The Mere Exposure Effect of Sports Sponsorships in Highly Identified Fans
Supermen, Wonder Women, and the Lycra that Loves Them: Gender and Body Image in Superhero Films (Session ID: 134874)

Conference Room 1
[Gender Issues]
Superhero films in the modern age are more popular than ever. The Avengers was the highest grossing film of 2012, and many other recent blockbusters mine the comic books for their intriguing stories. But how does gender and body image factor into this appeal? This presentation will examine how superhero films utilize gender roles, stereotypes, and sexualized physicality, and will explore how audiences may cultivate messages, either intentional or unintentional, from their narratives.

Moderator: Roger Allman, Adrian College

Production Aesthetics & Criticism Division Business Meeting (Session ID: 135544)

Conference Room 2
[Production Aesthetics & Criticism]
The Production Aesthetics & Criticism Division’s purpose is the improvement of teaching and the fostering of research and innovations in audio and video production, aesthetics and criticism. The division provides a forum for the exchange of teaching techniques and material; the presentation of juried and non-juried scholarly research; the presentation of faculty and student productions; the demonstration and discussion of innovations in production equipment and techniques; and as a means of evaluation through juried competition of scholarly research and faculty production. Members are involved in the supervision of the only collegiate, association-wide, peer review faculty production competition, that provides valuable feedback and credibility often needed in promotion and tenure reviews.

Chair: Amy Crawford, Youngstown State University
Vice Chair: Marilyn Terzic, McGill University
Newsletter Editor/Website Manager: Kara Jolliff Gould, John Brown University
Festival of Media Arts Student Video Competition co-Chairs: Stephen Price, Georgia College & State University; Amy Crawford, Youngstown State University
Festival of Media Arts Faculty Video Competition Chair: Tony DeMars, Texas A&M University at Commerce

Building a Digital Newsroom (Session ID: 134902)

Conference Room 3
[Interactive Media and Emerging Technologies | News]
Students preparing to enter the world of journalism can no longer study just print, photography or broadcast. The graduate of tomorrow will need to be fluent in all of these areas. Online has converged each of these silos. In order for colleges and universities to accomplish this immersion into a multi-dimensional journalistic world, they will need to create new a new learning space. They will need to build a Digital Newsroom.

Moderator: Dick Taylor, Western Kentucky University
Panelists: Julian Rodriguez, The University of Texas at Arlington; Terry J. Heifetz, Ball State University; John W. Shrader, California State University, Long Beach; Brad Weaver, Westminster College
Respondent: Valerie Geller, Geller Media International
1:00 PM – 2:15 PM
From Public Information Dialogue to Participatory Behavior Change: Understanding the Role of the Social Media Revolution (Session ID: 135026)
Conference Room 4
[Research]
The social media revolution has sparked unlimited “how-to” guides on how to utilize new technologies towards a desired outcome. However, the perceived desired outcome is rarely grounded in traditional communication theory and literature. This panel explores social media uses in various contexts, including marketing, social change and health communication, to provide a theoretical perspective on social media’s role towards behavior change. Specifically, this panel will explore the opportunities and challenges of participatory user engagement.
Moderator: Philip A. Thompsen, West Chester University
Panelists:
- Raluca Cozma, Iowa State University; The Quality of Political Communication on Social Media
- Tang Tang, The University of Akron; Qingling Geng, The Fifth Affiliated Hospital of Xinjiang Medical University; Exploring the Role of Microblogging in Cancer Prevention and Control: A Comparative Study of the United States and China
- Edward Lordan, West Chester University of Pennsylvania; Twitter and Sports: Strategies for Avoiding Disaster
- Rebecca Ivic, The University of Akron; Innovative Practices of Health-Based Social Support: Using Social Media to Understand Users’ Communication Efforts
- L. Meghan Peirce, West Chester University of PA; Diffusion, Community & Mobilizing Business through Social Media

1:00 PM – 2:15 PM
Show Me the Math: How did Your Students Create that Video? (Session ID: 135052)
Conference Room 5
[Two-Year/Small Colleges | Documentary]
We often see the end products at BEA in showcases and award ceremonies, but how are we actually teaching our students. This panel will present different projects each panelist uses to teach students production and the outcomes of these projects.
Moderator: Dan Kimbrough, Misericordia University; So You’ve Never Touched a Camera...
Panelists:
- Robert Mugge, Ball State University; Good Stuff In, Good Stuff Out
- Barth Cox, Fort Lewis College

1:00 PM – 2:15 PM
Green Film: The Effect of Teaching Them Environmental Media (Session ID: 134871)
Conference Room 7
[Documentary]
This panel will bring together panelists to explore methods and learning outcomes for teaching environmental media. The moderator, Mitch Kenney brings three years of experience coordinating a grant-funded, co-taught Biology/Journalism course at KSU where students made 5-to-7-minute documentaries about the local watershed, and the other panelists bring a variety of approaches.
Moderator: Mitch McKenney, Kent State University
Panelists:
- David Smeltzer, Kent State University
- C. Melinda Levin, University of North Texas
- Jes Therkelsen, Cal State – Fresno
- David Poulson, Michigan State - Knight Center Enviro Journalism

1:00 PM – 2:15 PM
Civility: A Case Study (Session ID: 135062)
Pavilion 1
[Writing | Curriculum, Assessment and Administration]
This follow-up to last year’s “The Dark Side of Teaching: Whatever Happened to Classroom Civility?” continues our examination of this issue in a new format. Experienced teachers and administrators will lead the audience in an interactive, directed analysis of real-life classroom cases of incivility run amok, with the aim of identifying causes, suggesting solutions, and proposing preventatives. Not a vent session; come prepared to contribute to positive outcomes!
Moderator: Carey Martin, Liberty University
Panelists:
- Mary Beth O’Connor, Purdue University Calumet
- William LeRoy Mullen, Liberty University
- Faith E. Mullen, Liberty University
The News Division’s goals are to provide the scholar, the media practitioner and the citizen with a better understanding of the role and functions of the broadcast journalist in a free society. They seek to improve communication and understanding among working professionals, scholars and the public concerning broadcast journalism. These goals are achieved through sponsorship and encouragement of scholarly teaching and inquiry in the areas of radio and television journalism and through support of teaching and public service activities supporting free expression as stated by the First Amendment of the U.S. Constitution.

Chair: Tim F. Brown, University of Central Florida
1st Vice Chair: Mary Blue, Tulane University
Paper Competition Vice Chair: Nancy M. Dupont, University of Mississippi
Communications Vice Chair: Adam Kuban, Ball State University
Festival of Media Arts Vice Chair and Student Feature News Competition Chair: Sara Magee, Loyola University of Maryland
Festival of Media Arts Faculty News Competition Chair: Trina T. Creighton, University of Nebraska @ Lincoln
Festival of Media Arts Student Radio News Competition Chair: Brent M. Foster, California State University, Fullerton
Festival of Media Arts Student Hard News Competition Chair: Mary T. Rogus, Ohio University
Festival of Media Arts Student News Talent Competition Chair: Herbert Dunmore, Loyola University Maryland
Festival of Media Arts Student Newscast (3 Days or Less) Competition Chair: Rick Sykes, Central Michigan University
Festival of Media Arts Student Newscast (4/5 Days) Competition Chair: Rick Ricioppo, Stony Brook University

1:00 PM – 2:15 PM
Fighting to Stay Relevant: How Radio Must Change in Order to Thrive (Session ID: 135021)
Pavilion 3
[Radio & Audio Media | Research]
Broadcast radio is a mature medium that is often criticized for being “stuck in its ways” and slow to innovate in both its programming and business practices. How should stations change to more effectively compete in today’s participatory media environment? Come hear two prominent industry insiders discuss their research and outline what they believe must happen in order for this medium to prosper in the future.

Moderator: John W. Owens, University of Cincinnati
Panelists: Carolyn Gilbert, NuVoodoo Media Services
Mark Ramsey, Mark Ramsey Media

1:00 PM – 2:15 PM
A Conversation with Dick Wiley (Session ID: 134920)
Pavilion 9
[Law and Policy]
This new BEA session features Richard E. Wiley, who last year received the Law and Policy Division’s inaugural “Lifetime Achievement Award.” Wiley, a long-time supporter of BEA, and particularly its Law and Policy Division, heads the Wiley Rein LLP communications law practice in Washington, DC. His more than forty-year career in public service and private law practice included his chairing the FCC and also serving as head of the FCC’s Advisory Committee on Advanced Television Service, which played a key role in the development of digital television in the United States.

Barry Umansky, BEA’s Vice President for Academic Relations, who also is a veteran communications attorney, will seek Wiley’s views on a wide range of communications law and policy issues. Following that one-on-one dialogue, session attendees will be able to pose their questions to the presenters.

Moderator: Barry D. Umansky, Ball State University
Guest Speaker: Richard E. Wiley, Esq., Wiley Rein, LLP
1:00 PM – 2:15 PM
Sports Broadcasting Showcase (Session ID: 135036)
Pavilion 10
[Sports]
This session will feature panelists from several university programs that produce sports programing. The programs may come in the forms of sports segments in radio or television newscasts, weekly shows or specials. The program carriers vary from campus closed circuit to community cable to public broadcasting stations. Some universities have full fledged sports majors while other colleges include sports activities as part of a general broadcast major. The panelists will highlight their programs including how students, staff and faculty are involved in the process. The balancing act of how to both produce quality programing and provide students a positive learning experience at the same time will be discussed. Excerpts will be shared with the audience.

Moderator: Kenneth A. Fischer, University of Oklahoma
Panelists: Max Utsler, University of Kansas
Thor Wasbotten, Kent State University
Glenn Cummins, Texas Tech University

1:00 PM – 2:15 PM
Offering Multimedia Storytelling Across Multiple Contexts: Advice from Administrators and Instructors (Session ID: 134849)
Pavilion 11
[Curriculum, Assessment and Administration | Interactive Media and Emerging Technologies]
This session will discuss some of the administrative and pedagogical challenges both instructors and administrators have faced, as well as how they have handled them, in integrating Multimedia Storytelling courses into curricula. Syracuse University’s Newhouse School, for example, requires a Multimedia Storytelling course for all of its majors, and offers 17 sections of the class each year. Given that faculty training is an issue, this panel will also feature those who instruct faculty.

Moderator: Brad Gorham, Syracuse University
Panelists: Amy Falkner, Syracuse University
Tula Goenka, Syracuse University
Katy Culver, University of Wisconsin – Madison
Chris Roush, University of North Carolina - Chapel Hill

2:30 PM – 3:45 PM
Real World Right Now: Implementing a Multimedia Collaborative News Service (Session ID: 135547)
Conference Room 2
[Curriculum, Assessment and Administration | News]
This panel will discuss developing a working news service by fostering multi-class collaboration and outside professional media partnerships. A news service model can provide students with valuable real world publishing experience in reporting, photography, videography, audio, graphic design, as well as social media and marketing. Opportunities and challenges will be discussed. This panel will present concrete strategies for launching a collaborative multimedia news service.

Moderator: Thomas Baggerman, Point Park University
Panelists: Robin Cecala, Point Park University
Heather Fiedler, Point Park University
Gerald Gibson, Elon University
Hagit Limor, University of Cincinnati Electronic Media Division, CCM
2:30 PM – 3:45 PM

**News Division Paper Competition (Session ID: 139514)**

Conference Room 3  
[News]

This year’s News Division paper winners present their research.

**Vice Chair/Paper Competition Chair:** Nancy M. Dupont, University of Mississippi

**Debut Paper Competition**

1st Place: Michel M. Haigh, Penn State; *Examining How T.V. News and Late-Night Comedy Impact Attitudes, Involvement, and Knowledge Differently*

2nd Place: Ivanka Radovic, University of Tennessee; Iveta Imre, University of Tennessee; *Believing the News: The Effects of Type of Journalist and Type of Sources on Reporter Credibility, Article Credibility, and Organizational Credibility*

**Open Paper Competition**

1st Place: Mary Spillman, Ball State University; *When Are Blogs Really Blogs? An Exploratory Study of Four Legacy News Websites*

Desiree N. Hill, University of Central Oklahoma; *Twitter: Journalism Chases the Greased Pig*

Seaira Christian-Daniels, Ohio University; Mary T. Rogus, Ohio University; *A Comparison of Spanish and English-language Broadcast Network News Content and Production Style*

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**2:30 PM – 3:45 PM**

**Best Practices for Audio Production (Session ID: 134994)**

Conference Room 4  
[Radio & Audio Media]

Veteran teachers will describe audio assignments that teach fundamentals, ignite creativity, and deliver great sound.

**Moderator:** Keith Brand, Rowan University

**Panelists:**

Keith Brand, Rowan University; *The Personal Audio Doc: Using Personal Storytelling as an Introductory Production Experience*

David Berner, Columbia College Chicago; *The Shifting “Digital Experience:” Including Creative Aesthetics to Stay Ahead of the Ever-Changing Delivery Systems*

Kim Fox, The American University in Cairo; *Finding an Audience for Student Work: The Best Blogging and Audio-Only Platforms for Distribution*

Matt Meyer, George Fox University; *Sound Design for Film: Unorthodox Approaches to Sound Effects Creation*

Deborah Wilson, University of Lincoln; *Student Journalism – Getting Them Out of the Newsroom to Find Good Stories*

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**2:30 PM – 3:45 PM**

**Festival Chair POST-Convention Meeting (Session ID: 141021)**

Conference Room 7

This session is required for all Festival competition chairs. We’ll be discussing interest division business with the chairs as well as going over BEA2014 deadlines.

**BEA Festival of Media Arts Committee Chair:** Warren Koch, Azusa Pacific University

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**2:30 PM – 3:45 PM**

**BEA Ignite! (Session ID: 135548)**

Pavilion 1  
[All Convention]

BEA Ignite shares the best enterprise ideas for the classroom. Presenters will have 5 minutes, and 20 slides, to share their top teaching tip. Following the traditional IGNITE format, attendees should come prepared to take home these passionate teaching ideas. The ten best IGNITE ideas have been peer reviewed, and are ready to make their presentations live during this BEA2013 session.

**Moderator:** B. William Silcock, Cronkite School/Arizona State University

**Producer:** Ken Fischer, University of Oklahoma

Heidi D. Campbell, Bob Jones University; *Video Blog Assignment*

This is a simple and fun assignment that provides students with experience with video recording, as well as writing in a converged environment.
Kim Fox, School: The American University in Cairo (AUC); Storify for Young Journalists
Many people are using Storify to share stories but how can you use this curation tool in the classroom.

Anthony Adornato, Syracuse University; Too Good to be True? Verifying Info on Social Media
When cobras tweet, how do you know what to believe?! Group exercise helps students determine credibility of info on social media platforms.

Cynara M. Medina, Trinity University; 20x20 Project: Using Pecha Kuchas to Teach Graphic Design
Teaching graphic design principles using the Pecha Kucha 20X20 presentation format.

Max Utsler, University of Kansas School of Journalism; Twitter Dee Big Guys
Twitter Dee, Twitter Dumb is an end-of-semester group tracking project where students track groups, teams, individuals of their choice in their social media use.

Scott Winter, University of Nebraska-Lincoln; Start a Movement
This Prezi explores four folks who started movements through storytelling. Telling stories of storytellers inspires students to go big.

Leigh L. Wright, Murray State (KY) University; Storytelling 3.0: Using Social Media Curation Tools to Craft Multimedia Stories
Journalism educators are constantly looking for new tools to enhance the traditional news values and story structures that we teach in all our classes.

Robert Anthony Galvez, Rhode Island College; Multimedia Scrapbook
Challenging first year media students to use multimedia to present topics covered extensively in traditional and social media.

Pamela Doyle Tran, University of Alabama; Ignite Through Interaction – (Not your mother’s fishbowl exercise!)
Ignite your students’ electronic reporting skills! Vote on the top story using Facebook. Crowd source grads for an ethics debate and more.

Nick Taylor, University of Texas Pan American; Creating Non-Linear PowerPoint Games to Create Interesting, Educational and Fun Online/Distance Learning Modules
Linear PowerPoints draw a direct line to boredom. Bring adventure to distance learning by creating a PowerPoint game.

2:30 PM – 3:45 PM
Importance of Sports in the Academic World (Session ID: 135037)
Pavilion 2
[Sports]
Sports and the athletic field has been a big part of society for so long on many different levels yet is still a newer field in the collegiate and academic world. As an area that encompasses several disciplines ranging from sociology to history and business to communication, it will have an important place moving forward as it continues to carve out its niche in academia.
Moderator: Matthew Harmon, Monmouth University
Panelists: Richard H. Tiner, Belmont University
Max Roy Utsler, University of Kansas
Barry Gresham, Austin Peay State University

2:30 PM – 3:45 PM
Media Salon Workshop: Shining, Streaming, Gleaming, Flaxen, Waxed: Online Media Makes Money with Hair (Session ID: 134948)
Pavilion 3
[Multicultural Studies]
Participants present approaches various ethnic groups use online to meet audience needs while also selling products. The panelists combine discussion of media sales and marketing techniques for selling beauty products online with production approaches used and actual audience response to these programs. They examine elements that make audience members come back to the sites over and over again.
Moderator: Phillip Powell, Valparaiso University
Panelists: Chetachi Egwu, Nova Southeastern University
Miao Guo, Ball State University
2:30 PM – 3:45 PM
Law and Policy Division Business Meeting (Session ID: 139688)
Pavilion 9
[Law and Policy]
The Law and Policy Division’s mission is to assist fellow teachers, researchers and practitioners in electronic media law and policy. Their goals and objectives are to foster ownership of the process of educating potential electronic media leaders and teachers about law; to prepare electronic media students for leadership roles by providing meaning to the phrase “the public interest, convenience and necessity;” to instill the notion of the “public interest” among potential users and leaders of the electronic media; to help new teachers of L & P by initiating and continuing a dialogue about the process of teaching in this area; to foster discussion about the nature of the Curriculum of law and policy; to educate potential users about their responsibilities to use the mass media as mechanisms for social change and improvement; and to initiate research into the fields of law and policy.
Chair: Marilyn Terzic, McGill University
Vice Chair/Paper Competition Chair: David Deeley, University of North Florida
Communications Director: Heather Polinsky, Central Michigan University

2:30 PM – 3:45 PM
Cellular Phone as Primary Media Distribution Devices: What Are the Implications? (Session ID: 134909)
Pavilion 10
[Interactive Media and Emerging Technologies | Two-Year/Small Colleges]
Recent studies have shown that cellular phones are emerging as the primary communications devices for a large segment of the population. Cell phones have also replaced personal computers in some areas as the first choice for consumers to access the internet. Further, multiple predications have mobile devices serving as the top choice for entertainment in the not too distant future. In a discussion of the prevalence of mobile communications, the implications for the future are considered. How will current communicators adapt? Will new entertainment content develop to feed the phones? What are the societal implications? And, as educators, how can we prepare ourselves and our students?
Moderator: William Clark, Claflin University
Panelists: Michael Fairwell, Claflin University
Patrick Stearns, Claflin University
Kyle Williams, Claflin University

2:30 PM – 3:45 PM
Defining the Documentary: Scene by Scene (Session ID: 134861)
Pavilion 11
[Documentary]
‘Defining the Documentary’ is an ongoing series exploring issues concerning the documentary. This year we will use clips from a variety of films to spark conversations about what does, and doesn’t, make something a ’documentary.’ Following a brief session introduction by Evan Johnson, we will break into small groups, each with its own moderator, and discuss our reaction to the clips – allowing all attendees to participate in the conversation.
Moderator: Evan Johnson, Normandale Community College
Panelists: Chris Shofner, UW - Stevens Point; Small Group Moderator
William A. Deering, University of Wisconsin - Stevens Point; Small Group Moderator
Dan Kimbrough, Misericordia University; Small Group Moderator
Michael R. Ogden, Central Washington University; Small Group Moderator
Thomas Mascaro, Bowling Green State University; Small Group Moderator

4:00 PM – 5:15 PM
International Division Business Meeting (Session ID: 134891)
Conference Room 1
[International]
The International Division members are involved in areas such as Telecommunications Business Practices, Comparative Systems of Broadcasting & Journalism, and International Regulatory Practices to name just a few. The division’s goals/objectives are to provide a forum for research and discussions on international communication; to provide regular opportunities for members to update their information and skills resulting from changes in the field of international communication; and to encourage the international exchange of faculty and students for purposes of research, teaching and consulting.
Chair: Richard C. Vincent, Indiana State University
Vice Chair: Helena Vanhala, Robert Morris University
Research Chair: Deborah Wilson, University of Lincoln
Newsletter Editor/Webmaster: Craig A. Stark, Susquehanna University
4:00 PM – 5:15 PM
“Birds of a Feather” (Session ID: 135073)
Conference Room 2
[Two-Year/Small Colleges]
“Birds-of-a-Feather” (BOF) sessions are moderated, open discussions on technology-related topics proposed by BEA2013 attendees. A topic may be related to BEA2013 content, or any other technology topic that would be of interest to conference attendees. BOF sessions are not formal presentations with slides or software demonstrations. Instead, the format is casual and open. The BOF sessions are a great opportunity to meet with other attendees that have common interests and exchange ideas. You do not have to be a subject matter expert in order to host a session, although you need to have a genuine interest in the topic. There will be a sign-up sheet near the registration desk if you wish to propose a BOF session.
Moderator: Shane Tilton, Ohio University Lancaster
Panelist: Gwin Faulconer-Lippert, Oklahoma City Community College; Using Smart Phones to Enhance Student Engagement in Lecture Classes

4:00 PM – 5:15 PM
AIRCHECK: Student Newscasts - How to Maximize Experience and Value (Session ID: 134962)
Conference Room 3
[News]
Weekly or daily, student newscasts are a big part of many of our academic programs. Live or live-to-tape, they present a tremendous challenge to our resources, facilities and patience. Broadcast, podcast or simulcast, many of us have learned lessons the hard way. Now you can pick up pointers from colleagues who have already recovered from breaks and bruises. This is always an action-packed session with examples and advice and immediate take-aways. Great for students!
Moderator: Dana Rosengard, Suffolk University
Panelists: Terry Adams Bloom, University of Miami
Tim F. Brown, University of Central Florida
Mary Tucker-McLaughlin, East Carolina University

4:00 PM – 5:15 PM
Public Media as Social Media: How’s That Working for You? (Session ID: 134996)
Conference Room 4
[Radio & Audio Media | Law and Policy]
This panel will investigate historic and contemporary uses of social media by noncommercial broadcasters, and examine how social media technologies and channels are re-shaping the goals and objectives of public media organizations. The panelists will consider whether the integration of social media into public media represents an enhancement of localism and service to citizens, or a diversion from public broadcasting’s historic mission to promote democracy and foster understanding across diverse audiences.
Moderator: Robert K. Avery, University of Utah
Panelists: Michael Marcotte, University of Nevada, Reno; A Window on Change: Emerging Attributes of Local NPR Newsrooms
Philip A. Thompsen, West Chester University; CWEIS plus 20: Reflections on One of Public Broadcasting’s First Forays into Social Media
Glenda R. Balas, University of New Mexico; Public TV And Social Media: Negotiating Institutional Identity and New Technologies
Michael W. Huntsberger, Linfield College; That’s What We Do: Community Media on Social Platforms
Respondent: Alan G. Stavitsky, University of Nevada, Reno

4:00 PM – 5:15 PM
Management, Marketing and Programming Division Business Meeting (Session ID: 134941)
Conference Room 5
[Management, Marketing and 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: Bruce Mims, Southeast Missouri State University
Vice Chair: Tang Tang, The University of Akron
Newsletter Editor/Webmaster: L. Meghan Peirce, West Chester University of PA
4:00 PM – 5:15 PM
Script to Commencement – The Structure of a Media Degree (Session ID: 134857)
Conference Room 7
[Curriculum, Assessment and Administration]

This panel will look at different ideas for structuring media degrees. The panelists represent institutions with a variety of philosophies for guiding their students to graduation, and we’ll compare, contrast and discuss the details.

Moderator: Chris Strobel, Northern Kentucky University
Panelists: John Douglass, American University
Jim Ferolo, Bradley University
Kristiina Hackel, California State University, LA

4:00 PM – 5:15 PM
Cinematic Journalism (Session ID: 134981)
Pavilion 1
[Production Aesthetics & Criticism | Documentary]

What does it mean to engage cinematic techniques in journalism? With the release of DSLRs and other large-sensor video cameras, many shooters are given the opportunity to use such cinematic tools and lens choices, shallow and deep focus, and low-light shooting. The panelists will discuss how they utilize cinematic forms of journalism in their work.

Moderator: Norm Medoff, Northern Arizona University
Panelists: Kurt Lancaster, Northern Arizona University
Hank Bargine, Hank Bargine Productions
Wes Pope, University of Oregon

4:00 PM – 5:15 PM
Fairness, Freedom, and Finesse: Crafting a Post-Fairness Doctrine World (Session ID: 134922)
Pavilion 2
[Law and Policy | History]

Last year a panel commemorated the 25th anniversary of the FCC announcement that the Fairness Doctrine would no longer be enforced. There was a spirited discussion by attendees discussing the merits of the Fairness Doctrine and its possible future. Although FCC has declared an official end to the Fairness Doctrine, it still raises important and current issues concerning scarcity, access and the future of electronic media.

Moderator: David Spiceland, Appalachian State University
Panelists: Frank A. Aycock, Appalachian State University
Lionel Grady, Southern Utah University
Rick Vogel, William Penn University

4:00 PM – 5:15 PM
Immersive, Multimedia Journalism Project: Symphony in the Flint Hills (Session ID: 134904)
Pavilion 3
[Interactive Media and Emerging Technologies | Curriculum, Assessment and Administration]

In this summer project, students covered the transformation of a 900-acre pasture into a concert site and documented the surrounding small towns. A multimedia experience, the students created a 140-page magazine, a website and 20 video packages, as well as using social media to share their experiences. Their work also was featured in 10 professional media outlets. This panel of project faculty and students will share the results and discuss the successes and challenges.

Moderator: Amy DeVault, Wichita State University
Panelists: Kevin Hager, Wichita State University
Courtney Looney, Student, Wichita State University
Adrian Fox, Student, Wichita State University
Hali Rowland, Recent Graduate, Wichita State University
Alex Nguyen, Recent Graduate, Wichita State University
Kelly Johnson, Recent Graduate, Wichita State University
4:00 PM – 5:15 PM
Television Documentary: A Perspective Over the Decades (Session ID: 134881)
Pavilion 9
[History | Documentary]
This panel will discuss the importance of television documentary during the 1950s and 1960s. The panel will also include a discussion of the importance of documentary as an historical resource and as an important program format, most recently demonstrated by Ken Burns.
Moderator: Mary E. Beadle, John Carroll University
Panelists: Gary R. Edgerton, Butler University; Ken Burns Reconsidered: Mainstreaming History for Millions on PBS
Mary Ann Watson, Eastern Michigan University; Adventures in Reporting: Documentary Chronicles of the 1960s
Mike Conway, Indiana University; Reuven Frank and NBC’s “The Tunnel”
Tim P. Vos, University of Missouri; The FCC, Positive Liberty and the Golden Age of Network Documentaries

4:00 PM – 5:15 PM
“The Feminine Mystique: Integrating and Encouraging Female Production Students In Live Student Sports Broadcasts” (Session ID: 135038)
Pavilion 10
[Sports | Gender Issues]
Traditionally, female students were not encouraged to be technicians or sports enthusiasts by their parents, teachers, or peers. But times change, and so do our students’ needs. How do we encourage and train female production students to take leadership roles in live sports productions, if they wish it? And, for that matter, do they need any special attention at all?
Moderator: Dennis Patrick Conway, Valdosta State University
Panelists: Dennis Patrick Conway, Valdosta State University
Bobby Chastain, Purdue University
Mark Mattheis, Western Carolina University; Perceptions of Purple Vision Experiential Learning
Glen Okonoski, Ferris State University
Paul Oren, Valparaiso University

4:00 PM – 5:15 PM
The Question of Documentary Film (Session ID: 134872)
Pavilion 11
[Documentary]
With reality television in abundance, what is fiction and what is non-fiction? What constitutes documentary filmmaking? Students from CSU - Chico will explore this question from a number of perspectives.
Moderator: Cara Deleon, California State University, Chico
Panelists: Wyatt Culbert, California State University, Chico; Blurred Edges: Examining the Claim to the Documentary Genre
Alyssa Kjar, California State University, Chico; Docudrama: The Converging Point Between Two Genres
Samantha Probey, California State University, Chico; The Truth in Film
Stephen Ramirez, California State University, Chico; Documentaries: As Real as They Wanna Be
Louis Zahorak, California State University, Chico; Documentaries: It’s All Fact

5:30 PM – 7:00 PM
BEA2013 Closing Autodesk Reception (Session ID: 141017)
Ballroom C
[All Convention]
Celebrate your final evening in Las Vegas with Autodesk. Have food and drinks with your fellow attendees before that final day of BEA2013.
Each year we partner with the NAB Education Foundation to host the annual spring Career Fair. This career event provides media companies with an excellent opportunity to network with more than 1,000 experienced professionals, college students and entry-level job seekers interested in a broadcast career. Job seekers looking to work in media sales, broadcast technology and radio/TV on-air should attend. Admission is free for job seekers.

10:00 AM – 3:00 PM  
Career Coaching

Industry professionals will be available throughout the day to provide valuable advice on how to get ahead in the job search through efficient networking, resume development and more.

10:45 AM - 11:45 AM  
Social Media in the Job Hunt

12:00 PM – 1:00 PM  
Dressing for Success “Fashion Show” by Laura Rubeli

1:15 PM – 2:15 PM  
Negotiating Your Best Salary

1:30 PM - 3:30 PM  
Mock Networking Reception, Pavilion 9

Need brushing up on your networking skills? Want to know how to make a good impression and avoid awkward encounters? Attend this session to receive tips from professionals, practice them during the one-hour mock reception and receive feedback immediately after.

9:00 AM – 10:15 AM  
A Conversation with FCC Chairman Julius Genachowski (Session ID: 141018)

Federal Communications Commission Chairman Julius Genachowski will participate in a question-and-answer session at the 2013 NAB Show. Genachowski will sit down for a conversation with NAB Joint Board Chair Paul Karpowicz, president of Meredith Corporation - Local Media Group.

9:00 AM – 10:15 AM  
The Importance of Developing “Soft Skills” for “Hard” Professions: Research, Assessment, and Application for Media Education (Session ID: 134858)

Cognitive measures have demonstrated low predictive value to get a job and attain career success in the media industries, while so-called “hard skills” (i.e., specific skills needed to complete a task) will continue to change with technology and innovation. This environmental reality has elevated the importance of more elusive “soft skills”—e.g., communication ability, problem-solving skills, and relationship-building—as a key to navigate current and future media professions. However, little attention has been given to these important attributes. What do we know about “soft skills” as they apply to media and creative industries? How can we best elevate the importance of acquiring soft skills to students preparing to navigate unpredictable, ever-evolving media professions? How do we assess these less-tangible qualities? This panel will offer insights from research, application, and assessment as a pathway to develop professionals for the media industries.

Moderator: Roger Cooper, Ohio University

Panelists: Shanshan Lou, Ohio University; Put Your Skills on the Scale: Assessment of Soft Skills for Convergent Media Environments
Chris Flook, Ball State University; Gender and Leadership: Developing Soft Skills Through Experiential Projects
Tang Tang, The University of Akron; Linking ‘Business’ to ‘Creative’ in Media Education: An Analysis of the Attributes for Career Success
Betsy Pike, Capital University (Ohio); Gender Acknowledgement and Emotional Intelligence: Insights from Student-Led Production Environments
Roger Cooper, Ohio University; Proactive Personality: Research, Value, and Application for Media Education
9:00 AM – 10:15 AM
Making Radio Relevant to the iTunes Generation (Session ID: 135055)
Conference Room 2
[Radio & Audio Media]
Radio has not played the same role in students’ lives as it has in past generations. As a result, students perceptions about the relevance of radio and audio production for the masses has changed. At many institutions, student interest and participation in student radio stations has declined. This panel explores students’ relationships with radio, podcasting, satellite, iTunes and social media and ways to keep students engaged in learning the craft of effectively producing audio for the masses.

Moderator: Brenda Jaskulske, University of North Texas
Panelists: Valerie Geller, Geller Media Interational; Content and COMBO is King; Using Multiple Platform Delivery Systems to Attract the Next Generation to Radio
Glenn Hubbard, East Carolina University; True Believers: Working with Students who Still Love Radio in 2013
Chad Smith, University of North Texas; What’s In It for Me? Perspectives from the Other Side of the Radio

9:00 AM – 10:15 AM
The Creative/Fun/Social Side of Your Student Media Operation: Some Ideas & Suggestions (Session ID: 135047)
Conference Room 3
[Student Media Advisors]
This panel examines the fun and social side of a successful student media operation ranging from on-air contests, creative remotes and celebrations, to implementing that end of the year award ceremony or banquet/party.

Moderator: W. Dale Hoskins, Northern Arizona University
Panelists: Chad J. Roberts, Central Michigan University; The Annual BEA Banquet & Other Fun Outings/Activities
Michael Taylor, Valdosta State University; From Mayhem to Blazefest: The Student Station’s Campus-wide Music Festival
Phil Hoffman, University of Akron; That End-of-the-Year Award Banquet/Party
Mark Tolstedt, University of Wisconsin - Stevens Point; John Gosz, University of Wisconsin-Stevens Point; Mason Meulemans, Central Michigan University; Programming the World’s Largest Trivia Contest: Involving the Campus & Community
Bruce Mims, Southeast Missouri State University; The Joke’s on Us: An April First Anniversary Celebration

Respondent: Paul Creasman, Arizona Christian University

9:00 AM – 10:15 AM
The Imploding Big Bang Family (Session ID: 135076)
Conference Room 4
[History | Research]
This panel will examine the history and present articulation of the development of traditional American family characteristics in an untraditional world as portrayed in situation comedies in general and “The Big Bang Theory” specifically. The panel will also explore the evolution of nuclear family structures reflected through sitcom and societies manifestation of traditional family roles developing a new nuclear family for the 21st century.

Moderator: Laura Wilson, Indiana University of Pennsylvania
Panelists: Susan McManimon, Rider University
Mary Beth Leidman, Indiana University of Pennsylvania
Jay Start, Indiana University of Pennsylvania
Laura Wilson, Indiana University of Pennsylvania
9:00 AM – 10:15 AM
Swift Justice (Session ID: 134966)
Conference Room 5
[Multicultural Studies]
The panel would discuss the intersection between the ethnicity of the judges and the way they handle the cases brought before them. Because they are all produced TV shows, this examination will allow media criticism professors to examine how culture is portrayed in the various productions whether looking at dialogical or discourse analysis or other critical approaches. The changes in the way the various litigants try to win their cases affects the production values.
Moderator: Maria A. Williams-Hawkins, Ball State University
Panelists: Phillip Powell, Valparaiso University
Chetachi Egwu, Nova Southeastern University
Maria A. Williams-Hawkins, Ball State University
Cindy Yanow, Southeast Missouri State University
Coreen Jackson, Tennessee State University

9:00AM – 12:00 PM
BEA Assessment Boot Camp (Session ID: 135511)
Pavilion 1
[Curriculum, Assessment and Administration]
The workshop is geared to faculty and administrators who are interested in both course and programmatic assessment. The Boot Camp can be added to registration for an additional $25 and covers breakfast and materials. The session begins at 8:30 am and runs until noon.
Moderator: Bill Christ, Trinity University
Panelists: Kim Fox, The American University in Cairo; Welcome Remarks
PART I: Everything you wanted to know about assessment but were afraid to ask
William Christ, Trinity University
PART II: How do you develop an assessment plan?
Glenda Cantrell-Williams, University of Alabama
PART III: How do you develop learning outcomes and rubrics?
Stacey Irwin, Millersville University
PART IV: How can e-portfolios be used as part of assessment?
Don A. Grady, Elon University
PART V: Electronic Portfolios and Rubrics as Measures of Direct Assessment
Mark Tolstedt, University of Wisconsin - Stevens Point

9:00 AM – 10:15 AM
Recruiting and Retaining Students in Tough Economic Times and a Consantly Changing Broadcast Industry (Session ID: 134942)
Pavilion 2
[Management, Marketing and Programming]
In a lethargic economic time and a confused journalism and broadcasting job climate, mass communications programs must get creative in how they recruit and retain students. This panel will explore some traditional and non-traditional ideas for getting and keeping students in your program.
Moderator: Jerry Renaud, University of Nebraska @ Lincoln
Panelists: Debora Wenger, University of Mississippi
Kristen Perez, Briar Cliff University
Scott Winter, University of Nebraska @ Lincoln
Jenna Jaynes, University of Nebraska @ Lincoln
9:00 AM – 10:15 AM

**Taking London by Storm: Stories from the Olympics (Session ID: 135039)**

Pavilion 3
[Sports]

BSU@theGames, an immersive learning project at Ball State University, provided students from eight majors the opportunity to cover the Games of the XXX Olympiad. Their task, to produce multi-media content for several professional media partners as well as their own website. This panel will discuss the execution of this complex and successful immersive learning experience and also explore the future role projects like this could play with professional media as those organizations see their numbers decline.

**Moderator:** Susan Smith, Ball State University

**Panelists:**
- Ryan Sparrow, Ball State University
- Chris Taylor, Ball State University
- Alex Bordens, Chicago Tribune

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9:00 AM – 10:15 AM

**How to Use a Doorknob to Enhance Learning; Some of our favorite exercises to teach writing and media production (Session ID: 134982)**

Pavilion 9
[Production Aesthetics & Criticism]

The Golden Doorknobs are 40-year tradition at Ithaca College. The exercise requires students to create a short (under 5 minutes) digital presentation on the topic of: “How one might meet their end by a doorknob”—in other words: “death by doorknob”. This simple premise is one example of an assignment that provides the framework for a unique story-telling opportunity and can encourage students to develop viable beginning-middle-end projects. Other unique exercises designed to maximize learning and creativity are discussed in this panel of media writing and production professors.

**Moderator:** Jack Powers, Ithaca College

**Panelists:**
- Steve Gordon, Ithaca College
- Ryoya Terao, New York City College of Technology
- Marisa White, Youth Media Coordinator, BronxNet Television & Lecturer, Lehman College
- Lena Zhang, San Francisco State University

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9:00 AM – 10:15 AM

**ASC’s Documentary Workshop Part I (Session ID: 135536)**

Pavilion 10
[Documentary]

The first part of ASC’s annual Documentary Workshop will explore the opportunities of filmmaking with today's hottest technology. In conjunction with the American Society of Cinematographers, this workshop will introduce you to a professional filmmaker currently working with new technology to provide a real world perspective on the equipment, workflow, and technique. This year we will be joined by Matthew Libatique, ASC, Director of Photography who produced such hits as Iron Man, Iron Man 2, and Black Swan. Part II will follow after a short break.

**Speaker:** Matthew Libatique, ASC

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9:00 AM – 10:15 AM

**What is TV News Doing on All Those Screens? (Session ID: 134963)**

Pavilion 11
[News]

Over 80% of TV news directors say they have a 3-screen approach to news (TV, computer and mobile) ... and half consider the tablet a fourth screen. But what are they doing with each of those screens? Is it just the same stuff in more places, or are stations really using the different venues to complement -- or even compete -- with each other. With a mixture of news directors and educators, we’ll look at what stations are doing ... and where they think we’re headed.

**Moderator:** Bob Papper, Hofstra University

**Panelists:**
- Donn Jersey, Publisher, Digital, LasVegasSun.com
- Ron Comings, News Director, KLAS-TV, Las Vegas
- Chris Kline, Director of New Media for ABC15, Phoenix
- Suzanne Lysak, Syracuse University
- Bob Papper, Hofstra University
**10:30 AM – 11:45 AM**  
**Digital Natives Tell All! There’s more to Social Networking than Facebook and Twitter (Session ID: 135027)**  
Conference Room 1  
[Research | Interactive Media and Emerging Technologies]

Not everyone is using Facebook and Twitter. Young people are increasingly turning away as the "older generation" gets on. How cool is Facebook if your grandmother is poking you? This panel presents research conducted by a group of digital natives on other social networking platforms and their use for conversations about television. It also explores how gender and race/ethnicity relate to social media use.

Moderator: Jennifer Meadows, California State University, Chico

Panelists: Lindsay Smith, Chico State University; *TV programming Putting a Pin in Marketing - How Pinterest Appeals to Select Target Audiences*  
Kelsey Bond, Chico State University; *Instagram: Instanews or Newsgram?*  
Shelby Malta, Chico State University; *Between TV and Tumblr Lies Obsession*  
Maurice Conner, Chico State University; *Log In Where You Fit In: An In-Depth Look at Social Networking and Its Ties to Other Facets of Society*  
Meaghan Silva, Chico State University; *Myspace has Passed and Facebook and Twitter Should Follow*

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**10:30 AM – 11:45 AM**  
**Senior Media Thesis Project: Making your Student Competitive (Session ID: 135054)**  
Conference Room 2  
[Two-Year/Small Colleges]

Film and Media students enrolled at smaller colleges and universities have a challenge when seeking employment after graduation. They are competing with media students at larger institutions that have greater resources including facilities and equipment. Dr. Michael Gonzales will showcase the approach and demonstrate samples of work used in his Senior Media Project course at Biola University in La Mirada, California.

Moderator: Michael Gonzales, Biola University

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**10:30 AM – 11:45 AM**  
**Successful Models for Faculty Involvement in International Education (Session ID: 134985)**  
Conference Room 3  
[International | Curriculum, Assessment and Administration]

Many faculty are searching for opportunities to participate in study abroad or bring foreign students to the U.S., all in an effort to acquire a greater international perspective. There are several models for faculty participation in international education, including the university run model (run completely by a university with students from only that university), the 3rd party provider model (companies that provide a range of services), host university model (where faculty serve as guests who lecture or do program review), exchange programs and the Fulbright Scholar model and short-term summer multimedia programs (foreign students at a U.S. university). These models vary greatly as to faculty involvement, expectations and workload. Panelists have participated in these models and will discuss how to get involved, how to work with your university, how these programs function, and the pros and cons of each model.

Moderator: Steven D. Anderson, James Madison University

Panelists: Steven D. Anderson, James Madison University; *Teaching and Program Review at a Host Institution: MISR University, Egypt*  
Dom Caristi, Ball State University; *Keys to a Successful Fulbright Proposal*  
Rustin Greene, James Madison University; *Wherever You Go in the World, It's Still Your University: Teaching Abroad with Your Own University (London)*  
Gregory N. Luft, Colorado State University; *How to Build an International Teaching Opportunity through your University*  
Peter B. Seel, Colorado State University; *Hosting Multimedia Training Programs in the U.S. for Foreign Students*
10:30 AM – 11:45 AM
The Spanish Language TV Revolution (Session ID: 134984)
Conference Room 4

Academic and professional experts will discuss the development which most begs educators' attention. It is not the Internet. It is the tens of millions of Americans who have swollen Spanish TV. Topics will help educators better understand the media of a nation whose every third person will speak Spanish in the years ahead.

Moderator: Craig Allen, Arizona State University
Panelists: Maggie Rivas-Rodriguez, University of Texas Austin; The Dawn of Spanish-language Broadcasting: Cultural Preservation in an Era of 'Americanization'
Chiqui Cartagena, Vice President Univision; Understanding the Cultural Connections of Hispanic Millennials & Media
Juan Villa, Univision News; Black Hole and Void in Journalism Knowledge and Teaching: The Unique Tradition and Process of Spanish Language TV News
Craig Allen, Arizona State University, Why Scholars Need to Consider Spanish-language Television

10:30 AM – 11:45 AM
The Savs and the Sav-nots: Empowering Media Students to Become Savvy Users of Digital Media
(Session ID: 134905)
Conference Room 5

In today’s media landscape, most users simply use digital media to convey communication, passively consume video content, and share with social media applications. Students studying media, especially that of film or video, are graduating into an industry in flux and evolution. In order to responsibly serve our students, we as educators must create savvy and empowered content creators. This is done through the considering new media like social tv, teaching the aesthetic of memes, programming and code, and web-based television in communication and media programs. This panel explains how to motivate a new media minor into a communications curriculum and how digital media initiatives like adding social media to television programs can benefit a traditional program. The panelists have successfully integrated digital media curricular changes and have seen the results of savvy graduates.

Moderator: Nicole Stevens, New York Institute of Technology and Molloy College
Panelists: James Nicholas Cohen, Hofstra University
Thomas Kenny, Molloy College

10:30 AM – 11:45 AM
Cheating and Plagiarism in Non-traditional and Experiential courses (Session ID: 134859)
Pavilion 2

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 academic dishonesty and how to deal with student unethical behavior when it occurs. The focus of the panel will be non-traditional (online) and experiential (internship) courses.

Moderator: John MacKerron, Towson University
Panelists: Hubert Brown, Syracuse University; Academic Integrity and Online Content in Skills Courses
Lydia Timmins, University of Delaware; Academic Honesty and the Real World: Making Comparisons that Students Understand
Jody Morrison, Salisbury University; Internships and Practica for Credit: Maintaining Academic Integrity from Application to Evaluation
Cynthia A. Cooper, Towson University; The Academic and Legal Considerations of Non-traditional and Experiential Courses: A Primer for Protecting Your Students and Your Department

Respondent: John R. Turner, Towson University
**10:30 AM – 11:45 AM**  
**Farewell Final Cut Pro, Hello Adobe Premiere (Session ID: 134983)**  
Pavilion 9  
[Production Aesthetics & Criticism]  
Over the past year, media professionals, students and educators have made the transition from Apple Final Cut Pro to Adobe Premiere Pro video editing software. While some may argue of the software percentage of use, the presence and impact cannot be disputed. In this session, you will learn to harness the tools and features within the Adobe Creative Suite to create visual masterpieces. Topics to be covered: Integration with Adobe Photoshop, importing from and to Avid and Final Cut Pro, exploring the world of metadata and file management. This session is for academia and students alike that want to know more about the program and how to teach and make the transition to the software. Time will be allocated for extra tips and tricks for current users to become more aware of the program's functionality. Instructors can bring their computers as well.  
Moderator: Herbert Dunmore, Loyola University Maryland

**10:30 AM – 11:45 AM**  
**ASC's Documentary Workshop Part II (Session ID: 135537)**  
Pavilion 10  
[Documentary]  
This session will continue the discussion with filmmakers using the latest technology for their productions. Once again, we are partnering with the American Society of Cinematographers to produce this event.

**10:30 AM – 11:45 AM**  
**HD Radio 10 Years Later: What are Colleges and Universities Doing? (Session ID: 135017)**  
Pavilion 11  
[Radio & Audio Media]  
It's been 10 years since the FCC approved HD Radio as the DAB standard in the United States. College radios' traditional role as an innovator and early adapter of new technologies makes it a natural fit for furthering its growth. Has this happened? This panel looks at the current state of HD Radio at college stations, and invites participants who are active with HD Radio to share their stories, with a look toward the future.  
Moderator: Craig A. Stark, Susquehanna University  
Panelist: Heather Polinsky, Central Michigan University; The Challenges and Opportunities of Running Two HD Radio Signals

**12:00 PM – 1:15 PM**  
**Research Division Paper Competition Session #2 (Session ID: 134986)**  
Conference Room 2  
[Research]  
The panel highlights the research from the Research Division's paper competition.  
Moderator: Thomas Baggerman, Point Park University  
Panelists: Angelita Faller, Ohio University; Communicating about Cancer Online: Utilizing Communication for Information and Support in an Online Environment  
Chen Yang, Bowling Green State University; An Overview of Research Related to the Spiral of Silence in the Context of New Media  
Michael Friedman, Michigan State University; Picture This: Employing the Principles of Social Proof to Identify a Media Outlet's Support or Rejection of the Occupy Wall Street Protests  
Benjamin A. Lyons, Southern Illinois University Carbondale; Cliquetivism: Reading Ritual in Online Activist Communication
12:00 PM – 1:15 PM

“What do you mean I didn’t win?!”: Raising Awareness (but Not Blood Pressures) with a Successful Media Festival (Session ID: 134486)

Conference Room 3
[Production Aesthetics & Criticism | Student Media Advisors]

This panel shares hard-earned lessons from veterans of three diverse media festivals, including: an alumni oriented event centered at one university in Colorado; a student focused festival involving 23 campuses in the California State system; and a completely on-line festival featuring short films from around the world. Each approach presents special challenges while providing significant levels of awareness for the sponsoring institutions. In times of shrinking budgets, such awareness is critical for our continued survival.

Moderator: Joe Champ, Colorado State University
Panelists: Gregory N. Luft, Colorado State University
Joanna Sharp, California State University
Leanna Bonamici, Shorts Showcase--Desert Cities Network
Carole Sumner Krechman, Shorts Showcase--Desert Cities Network

12:00 PM – 1:15 PM

Tweet it: Music Promotion, Radio and Social Media (Session ID: 135018)

Conference Room 4
[Radio & Audio Media]

For decades the hottest pop songs appearing in radio magazines such as Billboard and the former Radio and Records depended on heavy radio airplay and label promotional campaigns to reach their targeted audience; however, with social media outlets YouTube, Facebook and Twitter, the recent success of such artists as Gotye, Justin Bieber and Canadian sensation Carley Rae Jepsen may have never occurred. This panel will examine how social media has changed label promotional campaigns, program director’s decisions on "adding" an artists and whether social media is replacing college radio stations as the new outlet for "unknown" artists.

Moderator: David Allen Nelson, University of Central Oklahoma
Panelists: Sam Lovato, Colorado State University
Charese Furge, Program Director, Sophie 103.7, San Diego & 94.1, Las Vegas
Tom "Grover" Biery, The Collective, Los Angeles

12:00 PM – 1:15 PM

Creative Numbers???: Developing Rubrics That Make Sense Of Creative Projects (Session ID: 134860)

Pavilion 2
[Curriculum, Assessment and Administration]

This panel will examine the difficulty and offer suggestions to overcome the difficulties in finding ways to turn subjective (creative) evaluation into something that gives students a clear (concrete) grade they can understand. Opening the avenue for more subjective critiques of our students’ work. The panel will discuss the creation of rubrics for grading/evaluating creative endeavors in commercial writing, script writing, audio production, and video production. Our respondent will offer a "view from the chair" and look at the strategies from the perspective of a department chair responsible for evaluating instructional effectiveness.

Moderator: Michael Taylor, Valdosta State University
Panelists: Ron DeMarse, Western Kentucky University
Michael Taylor, Valdosta State University
Marie M. Elliott, Valdosta State University
Marjorie Yambor, Western Kentucky University; Rubrics in Creative Projects
Respondent: Glenda Cantrell-Williams, University of Alabama
12:00 PM – 1:15 PM
Representing Disability in Documentary Production: A People-First Approach (Session ID: 134873)

Pavilion 11
[Documentary, Multicultural Studies]

This panel, made up of documentary filmmakers and educators, will discuss the people-first approach to representing disability. Each presenter will introduce clips from his or her films and discuss the challenges and obstacles of representing disability through a focus on empowerment. By bringing more of these stories into the mainstream, we might begin to view people who have a disability in terms of what we have in common, over and above the ways that we are different?

Moderator: Jesslynn Strauss, Xavier University
Panelists: Blis DeVault, Xavier University; Content and Style: Representing What We Can Do
Laurie Little, Columbia College Chicago
Wendy Maxian, Xavier University; People with Acceptance and Curiosity: Student Reception of People First Language
Robert Mugge, Ball State University; Empowering Disabled Students to Document Their Lives

1:30 PM – 2:45 PM
Division Chair POST-Convention Meeting (Session ID: 141010)

Conference Room 1

This session is required for all interest division chairs. We’ll be discussing interest division business with the chairs as well as going over BEA2014 deadlines.

2014 Convention Program Chair: Tony DeMars, Texas A&M University at Commerce
Interest Division Representative: Michael Bruce, University of Alabama

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