

Educating for Tomorrow's Media



BEA 2014

April 6-9 | Las Vegas Hotel & Casino

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Convention Program Chair's

Welcome

Welcome to BEA2014! Welcome back to everyone who has been to BEA before and a special welcome to newcomers—we hope this will be the first of many more BEA conventions to come for you. BEA is, as we say, “Educating for Tomorrow’s Media,” and I think you’ll find our spotlight this year, New Connections: Mobile and Global, is on target with issues we all need to be addressing in our scholarship and pedagogy.

Have you experienced the reaction when you tell someone you’re going to a convention in Las Vegas? “Oh really? I bet you’ll have a lot of fun there.” Well, I bet you will too—but not because, in your spare time, you might enjoy some of what this unique place has to offer, but because we have lined up for you another great BEA conference.

Great sessions start us off on Sunday, including the 2014 Research Symposium: Digital Technology and the Future of Broadcasting: A Global Perspective, sessions presented by Magid Generational Strategies and PromaxBDA, and our Opening Night Awards Ceremony and Reception. Monday, don’t miss the Division MegaMeeting and breakfast, a unique Scholar to Scholar poster session—where you can interact with posters with your mobile device—and the BEA Best of Festival King Foundation Awards Ceremony. Tuesday’s highlights include District Meetings and ‘newcomers welcome’ breakfast, The Academy of Television Arts & Sciences Foundation Presents: Coffee With....Mike Schur (Co-Creator and Executive Producer of Parks and Recreation and Brooklyn Nine-Nine), and a special two-part documentary workshop. Wednesday includes the NABEF/BEA Career Fair and ‘BEA2014 Tours the NAB Show Floor. There are so many more great sessions, and of course a good variety of panels and research presentations related to our convention spotlight and other contemporary issues of our discipline. So pull out your mobile device, look through the program, and get your choices scheduled using the SCHED app.

BEA is the preeminent society addressing issues of higher education in electronic media and connecting to the electronic media industry for the benefit of our students. Special thanks for giving us that status go to Heather Birks and her extraordinary leadership as Executive Director along with her staff Traci Bailey and J-D Boyle, but also to each of the individuals who take on volunteer roles as your board members, division chairs and vice-chairs, research chairs, festival chairs and all the other roles filled by your peers to make BEA an invaluable resource to all of us.

Finally, of course, also be sure to walk through the exhibits and look at some books for your courses. You’ll have a chance there to catch up with old friends, or to stop by the BEA Registration Desk with any questions you may have. So, click ‘like’ ... and get to interacting. I have no doubt you’ll go home with great experiences to share, about BEA2014.

Tony DeMars, Texas A&M University-Commerce
BEA2014 Program Chair



The College of Communication, Information, and Media
and
the Department of Telecommunications
Congratulate
BEA President Barry Umansky
2014-2015

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1771 N Street, NW
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"Educating for Tomorrow's Media"

www.beaweb.org

BEA2014 Highlights



2014 Research Symposium:
Digital Technology And The Future of
Broadcasting: A Global Perspective

Sunday, April 6 | 9:00 AM – 1:15 PM
Conference Room 2/3



The Intersection of TV and Technology
Sunday, April 7 | 12:00pm - 1:15pm Pavilion 3

The Plurals' the Next 'Big' Generation
Sunday, April 7 | 1:30 AM - 2:45 AM Pavilion 3
Magid Generational Strategies™

A Curation of Television's Best Sizzle
Presented by **promaxbda**

Sunday, April 6 | 4:30 PM-6:00 PM
Pavilion 10



BEA Opening Night Awards
Ceremony & Reception

Sunday, April 6 | 6:00 PM – 7:30 PM
Pavilion 9



The BEA Best of Festival King
Foundation Awards Ceremony

Monday, April 7 | 6:00 PM – 8:00 PM
Ballroom C



ATAS Coffee with... Mike Schur
Co-creator & Executive Producer | *Parks and Recreation* & *Brooklyn Nine-Nine*

Tuesday, April 8 | 10:30 AM – 11:45 AM
Pavilion 3

ACADEMY OF TELEVISION
ARTS & SCIENCES



ASC Meet & Greet
Beer Garden Reception

Tuesday, April 8 | 5:30 PM – 7:00 PM
Ballroom C



Cinematography Workshops
with Dean Cundey, ASC

Wednesday, April 9 | 9:00 AM – 11:45 AM
Pavilion 10



BEA Assessment Boot Camp

Wednesday, April 9 | 9:00 AM – 12:00 PM
Conference Room 2/3



NABEF/BEA Career Fair



Wednesday, April 9 | 10:00 AM – 3:00 PM
LVH Pavillions

This is a small sample of the BEA2014 highlights. As you flip through the program you'll find all the valuable sessions the convention has to offer.



BEA 2014

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BEA2014

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24/7 News Source	104
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Backbone Networks	103
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EZ News	102
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24/7 News Source #B104

24/7 News Source delivers national, state, local and political news; also includes weather, sports, business; entertainment and format-oriented show prep. 24/7 News Source affiliates also have access to hundreds of audio cuts daily; serving 1,200+ stations across the country, including college radio stations; all available via the Internet. (Formerly Metro Source News) Contact Roger Piña, 210.501.5215.

B&H Video Booth #B101

B&H is the worlds leading supplier, with over 250,000 different professional imaging products available in inventory. Our inventory includes cameras from the "point and shoot" level, to the broadcast level. Every accessory is kept in inventory and ready for immediate shipment to anywhere in the world. Our highly-trained and knowledgeable team is ready to answer and help you with even your toughest technical product questions. Our experienced installation team has worked with a diverse list of clients including educational institutions and government agencies. Inventory, Service, Support and Price make up the foundation of what B&H can offer every facility.

Backbone Networks Corporation Booth #B103

College and High School Radio -- Backbone Radio makes online radio broadcasting simple and mobile. "All you need is a Mac and a mic" to operate your station anywhere. 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 makes Internet Radio Simplified.

Bedford / St. Martin #B402

Communication disciplines are exciting—from speech communication to journalism, mass communication, and film. At Bedford/St. Martin's, we believe that the books and media you use in your classrooms should reflect the energy and currency of the courses you teach. From the fundamentals to the most current thinking, our books and media facilitate student learning in a digital age.



LTN Collegiate Communications #B602

LTN Collegiate Communications, a division of LTN Global Communications, provides the newest and best IP transport technology for broadcast quality video. LTN Global offers colleges and universities the chance to connect to a network that connects their content to TV networks world-wide; at a lower cost than satellite or fiber, with less than 200 milliseconds of end to end latency, for 5-9's of reliability while meeting all the professional broadcast standards.

Maxon #B601

MAXON Computer, USA is a leader in 3D animation software. Award-winning CINEMA 4D and BodyPaint 3D are used worldwide to create 3D animation and designs for films, television and commercials, live events, music videos, medical and scientific animation, apps, motion graphics packages and websites. Recent notable films leveraging the power of MAXON products include: Oblivion, all three Iron Man films, Life of Pi, The Avengers, Tron: Legacy, Jack the Giant Slayer and Prometheus. CINEMA 4D has also been used to create on-air packages for Discovery Channel, TMZ T.V., Comedy Central, Monday Night Football, Jeopardy, Wheel of Fortune, ESPN, NFL Network, NBC, DirecTV, CBS NFL, Fox and TMZ T.V.

Oxford University Press #B302

Oxford University Press publishes some of the most respected books and journals in the world. Visit us at our booth (#B302) or online at www.oup.com for more information.

Ross Video - Inception News / EZNews #B102

Ross Video's Inception News offers an intuitive, effective & modern newsroom computer system specifically designed to create broadcast, web & social media content. Full MOS support is offered and, for BEA members, a post-secondary educational version is offered. EZNews clients current under their EZNews Software Maintenance Agreement (SMA) coverage are also eligible for an attractive transition package to Inception News. Visit us at BEA and at our NAB Booth # N3806 locate in the LVCC North Hall.

Routledge/Taylor and Francis #B201

Routledge, a division of Taylor & Francis, is a leading, international publisher of scholarly research. Visit the Routledge booth to learn about our products and services, and for free sample copies of our journals.

Temple University #B603

Temple University's School of Media and Communication ranks among the largest, most comprehensive schools of communication in the country, and is considered the Philadelphia region's leading provider of media employees. More than 200 graduate students pursue professional and scholarly opportunities through five graduate programs:

- PhD in Media and Communication
- Master of Arts in Media Studies and Production
- Master of Journalism
- Master of Science in Communication Management
- Master of Science in Globalization and Development Communication



Educating for Tomorrow's Media

BEA National Scholarships in Broadcasting for Academic Year 2015-2016

WALTER S. PATTERSON AWARD

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Study toward a career in RADIO - Sponsored by the National Association of Broadcasters

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One scholarship; \$5,000

Study any area of broadcasting - Sponsored by Alexander M. Tanger

BEA FOUNDERS AWARD

Two scholarships; \$1,500 each

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ABE VORON AWARD

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RICHARD EATON FOUNDATION AWARD

One scholarship; \$2,000

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For Full Information Visit

<http://www.beaweb.org/scholarships.htm>

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S. Seth Bordner

Kenon Brown

Michael Bruce

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George Daniels

Jennifer Greer

Robert Imbody

Lance Kinney

Steven MacCall

Michael Parker

John Vincent

Shuhua Zhou



Congratulations

Andrew Billings

Top Open Paper, Gender Division

Michael Bruce

Top Open Paper, International Division

Paper, Research Symposium

Best of Festival, Sports Division

BEA Board of Directors

Chandra Clark

Award of Excellence, Promotional Video

Presenter, BEA Ignite

Yonghwan Kim

Top Debut Paper, Research Division

Paper, IMET Division

and to all our student Festival winners.



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BEA 2015 RESEARCH SYMPOSIUM

CALL FOR PAPERS

Race and Gender in Electronic Media: Challenges and Opportunities

Issues of race and gender have been hardy perennials throughout the history of electronic media, remaining on the forefront during the period of rapid evolution we currently experience. This symposium will feature research examining the consequences, implications, and opportunities associated with issues of diversity in the electronic media. The symposium will consider race and gender issues in both historical and contemporary (including newly emerging) electronic media (see focal points below). Papers may reflect the intersection of race and gender, or intersections of either race or gender with other types of difference such as class, religion, and physical abilities or qualities.

SYMPOSIUM CHAIR: Rebecca Ann Lind, University of Illinois at Chicago

Paper Competition Information...

The BEA 2015 Research Symposium will begin accepting faculty and student submissions for its paper competition in July 2014.

All methods and paradigms are welcome – social scientific, humanistic, historical, critical/cultural, etc. You will be asked to indicate which of the three focal points the paper best reflects:

- MEDIA CONTENT (focusing most closely on texts created by media organizations)
- MEDIA AUDIENCES (including media usage, effects of media, audience interpretations of media content, and studies of user-generated content)
- MEDIA PRODUCTION (including studies of media organizations and the creation of content, as well as media activism, access, policy, and regulation).

Student Paper Competition prizes...

- First place: \$300
- Second place: \$200
- Third place: \$100

Authors of selected papers are expected to register for and attend BEA to present their paper; in the case of multiple authors, at least one must attend. Student papers must be authored solely by students.

Submission Deadline: December 1, 2014

For more information: <http://www.beaweb.org/symposium.html>

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Festival Committee Chair: Warren Koch, Azusa Pacific University

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Research Committee Chair: Robert K. Avery, University of Utah

Scholarship Committee Chair: Pete Orlik, Central Michigan University

BEA2014

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



2014 Competition Chairs:

Audio Competition (Radio and Audio Media Division)

Faculty Competition Chair: John McGuire, Oklahoma State University
 Student Competition Chair: Michael Huntsberger, Linfield College

Documentary Competition (Documentary Division)

Faculty Competition Chair: Julie Williamsen, Brigham Young University
 Student Competition Chair: Jes Therkelsen, California State University-Fresno

Interactive Multimedia Competition (Interactive Media and Emerging Technologies Division)

Faculty Competition co-Chairs: Sandy Henry, Drake University
 Angele Anderfuren, Northern Arizona University
 Lakshmi N. Tirumala, University of Cincinnati
 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: Michael Riecke, SUNY – Oswego
 Student Television Feature News Competition Chair: Sara Magee, Loyola University Maryland
 Student Television Hard News Competition Chair: Brent M. Foster, California State University, Fullerton
 Student Television Talent Competition Chair: Herbert Dunmore, Loyola University
 Student Television Newscast Chair (airing 3 days or less per week): Mary T. Rogus, Ohio University
 Student Television Newscast Chair (airing 4 or 5 days per week): Bob Gould, Michigan State University

Scriptwriting Competition (Writing Division)

Faculty Competition Chair: Michael Whalen, Santa Clara University
 Student Competition co-Chairs: Marie M. Elliott, Co-Chair, Valdosta State University
 Antonio Zarro, Palm Beach Atlantic University

Sports Competition (Sports Division)

Faculty Competition Chair: Denise Belafonte-Young, Lynn University
 Student Competition Chair: Bobby Chastain, Purdue University – West Lafayette

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

Student Competition co-Chairs: Jim Crandall, Aims Community College
 Thomas McDonnell, Metropolitan 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, Marquette University (Festival Producer)
 Vic Costello, Elon University
 Joe Foote, University of Oklahoma
 Evan Johnson, University of Wisconsin-River Falls

BEA2014 HIGHLIGHTS

Sunday, April 6

7:30 AM – 5:00 PM	BEA2014 Convention Registration
9:00 AM – 1:15 PM	2014 Research Symposium: Digital Technology and the Future of Broadcasting: A Global Perspective, Conference Room 2/3 (See all sessions listed on page 19 of the program.)
9:00 AM – 10:15 AM	BEA101, Pavilion 2
12:00 PM – 1:15 PM	The Intersection of TV and Technology, Presented by Warner Bros., Media Research & Insights, Pavilion 3
1:30 PM – 2:45 PM	The PITCH Session: Tell Your Story Idea to an Industry Professional, Pavilion 10
1:30 PM – 2:45 PM	"The Plurals" the Next "Big" Generation, Presented by Magid Generational Strategies, Pavilion 3
4:30 PM – 6:00 PM	A Curation of Television's Best Sizzle - Presented by PromaxBDA, Pavilion 10
6:00 PM – 7:30 PM	BEA Opening Night Awards Ceremony & Reception, Pavilion 9

Monday, April 7

7:30 AM – 5:00 PM	BEA2014 Convention Registration
8:00 AM – 9:45 AM	BEA Division Business MEGA Meeting & Continental Breakfast, Pavilion 9 (See full description on page 48)
9:00 AM – 6:00 PM	BEA2014 Exhibit Hall Hours
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 Gordon Smith, NAB President & CEO, the Presentation of the NAB Distinguished Service Award and a Conversation with Haim Saban, Las Vegas Hotel, Paradise Room
10:00 AM – 11:15 AM	Meet the Editors @ the BEA Booth, BEA Exhibit Hall
10:00 AM – 11:15 AM	Scholar-to-Scholar Poster Session, BEA Exhibit Hall
10:00 AM – 11:15 AM	BEA2014 Podium Session: Dennis K. Davis, Penn State University, From the Black Box to the World Wide Web: A Lifetime in Media Research, Conference Room 2/3
2:30 PM – 3:45 PM	BEA2014 Podium Session: James A. Anderson, Professor of Communication, University of Utah -- Communication Theory: Fifty Years a Critic, Conference Room 2/3
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 8

7:30 AM – 5:00 PM	BEA2014 Convention Registration
7:30 AM – 8:45 AM	BEA's "Collective" Regional District Meetings & Newcomers Breakfast, Pavilion 9 (see program for locations)
9:00 AM – 6:00 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...Mike Schur, Pavilion 3
10:30 AM – 11:45 AM	Another Conversation with Dick Wiley, Pavilion 11 – Coffee break sponsored by the Digital Policy Institute
11:45 AM – 1:15 PM	Free Time in the BEA Exhibit Hall
11:45 AM – 1:15 PM	Take a Break with the University of Maryland Libraries in the BEA2014 Exhibit Hall Lounge, BEA Exhibit Hall
11:45 AM – 1:15 PM	Applying for BEA Scholarships @ the BEA Booth, BEA Exhibit Hall
1:15 PM – 2:30 PM	Q&A with the University of Maryland Libraries @ the BEA Booth, BEA Exhibit Hall
1:15 PM – 2:30 PM	BEA2014 Faculty and Student Research-in-Progress, BEA Exhibit Hall
1:15 PM – 2:30 PM	Council of Past Presidents, Conference Room 1
1:15 PM – 2:30 PM	BEA Ignite!, Pavilion 3
2:45 PM – 4:00 PM	Documentary Workshop Part I - The Art of Documentary Storytelling, by Sheila Curran Bernard, Pavilion 10
4:15 PM – 5:30 PM	Documentary Workshop Part II – PBS's Slavery by Another Name: A Case Study, with Sheila Curran Bernard, Pavilion 10
5:30 PM – 7:00 PM	ASC Meet and Greet Beer Garden Reception, Ballroom C

Wednesday, April 9

9:00 AM – 12:00 PM	BEA Assessment Boot Camp, Conference Room 2/3
9:00 AM - 10:15 AM	ASC's Cinematography Workshop Part I, Pavilion 10
10:00 AM – 3:00 PM	NABEF/BEA Career Fair, BEA Exhibit Hall
10:30 AM - 11:45 AM	ASC's Cinematography Workshop Part II, Pavilion 10
10:30 AM – 5:00 PM	Television News Director Seminar (co-produced with NAB, RTDNA & TV NewsCheck), LVCC, N235
1:30 PM – 3:30 PM	BEA2014 Tours the NAB Show Floor (See page 122 for more information)

FESTIVAL OF MEDIA ARTS HIGHLIGHTS

Sunday, April 6

10:30 AM – 11:45 AM	Faculty Video Awards and Exhibition, Pavilion 9
12:00 PM – 1:15 PM	Student Video Awards and Exhibition, Pavilion 9
12:00 PM – 1:15 PM	Faculty and Student Scriptwriting Awards and Exhibition, Pavilion 10
1:30 PM – 2:45 PM	Faculty and Student Interactive Multimedia Awards and Exhibition, Pavilion 9
3:00 PM – 4:15 PM	Two-Year and Small Colleges Awards and Exhibition, Pavilion 9
4:30 PM – 5:45 PM	Faculty and Student Audio Awards and Exhibition, Pavilion 9

Monday, April 7

10:00 AM – 11:15 AM	Faculty and Student News Awards and Exhibition, Pavilion 9
11:30 AM – 12:45 PM	Faculty and Student Documentary Awards and Exhibition, Pavilion 9
1:00 PM – 2:15 PM	Student Sports Media Awards and Exhibition, Pavilion 9
5:00 PM – 6:00 PM	The BEA Best of Festival King Foundation 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 6

9:00 AM – 10:15 AM	BEA2014 Research Symposium - Digital Technology and the Future of Broadcasting: A Global Perspective - Introduction & Paper Competition -Session I, Conference Room 2/3
10:30 AM – 11:45 AM	BEA2014 Research Symposium - Digital Technology and the Future of Broadcasting: A Global Perspective - Paper Competition - Session II, Conference Room 2/3
3:00 PM – 4:15 PM	News Division Paper Competition, Conference Room 5/6
4:30 PM – 5:45 PM	Top Paper Session - International Division, Conference Room 4

Monday, April 7

10:00 AM – 11:15 AM	BEA2014 Scholar-to-Scholar Poster Session, BEA Exhibit Hall
11:30 AM – 12:45 PM	BEA Top Paper Session – News Division, Pavilion 11
1:00 PM – 2:15 PM	BEA Top Paper Session - Production Aesthetics & Criticism and Multicultural Studies Divisions, Conference Room 2/3
2:30 PM – 3:45 PM	BEA Top Paper Session - Documentary and Radio & Audio Media Divisions, Pavilion 11
4:00 PM – 5:15 PM	Interactive Multimedia and Emerging Technologies Paper Competition, Conference Room 5/6
4:00 PM – 5:15 PM	BEA Top Paper Session - Curriculum, Assessment and Administration Division, Pavilion 10
4:00 PM – 5:15 PM	BEA Top Paper Session - Gender Issues Division, Pavilion 11

Tuesday, April 8

9:00 AM – 10:15 AM	BEA Top Paper Session - Law & Policy Division, Conference Room 2/3
9:00 AM – 10:15 AM	BEA Top Paper Session - Management, Marketing & Programming and History Divisions, Pavilion 3
1:00 PM – 2:30 PM	BEA Top Paper Session - Sports and Student Media Advisors Divisions, Pavilion 2
2:45 PM – 4:00 PM	BEA Top Paper Session - Interactive Multimedia and Emerging Technologies Division, Conference Room 2/3
2:45 PM – 4:00 PM	BEA Top Paper Session - Research Division, Pavilion 1

INTEREST DIVISION MEETINGS

Sunday, April 6

12:00 PM - 1:15 PM

Radio & Audio Media Division Business Meeting, Conference Room 1

4:30 PM - 5:45 PM

News Division Business Meeting, Pavilion 1

Monday, April 7

8:00 AM - 8:30 AM

BEA Division Business MEGA Meeting & Breakfast, Pavilion 9 – After a collective meeting the divisions will move to break-out rooms

8:30 AM - 9:45 PM

Gender Issues Business Meeting, Conference Room 1

8:30 AM - 9:45 PM

History Business Meeting Business Meeting, Conference Room 2/3

8:30 AM - 9:45 PM

International Business Meeting Business Meeting, Conference Room 4

8:30 AM - 9:45 PM

Interactive Media & Emerging Technologies Business Meeting, Conference Room 5/6

8:30 AM - 9:45 PM

Law & Policy Business Meeting, Pavilion 1

8:30 AM - 9:45 PM

Management, Marketing & Programming Business Meeting, Pavilion 2

8:30 AM - 9:45 PM

Multicultural Studies Business Meeting, Pavilion 3

8:30 AM - 9:45 PM

Production Aesthetics & Criticism Business Meeting, Pavilion 9

8:30 AM - 9:45 PM

Research Business Meeting, Pavilion 10

8:30 AM - 9:45 PM

Writing Business Meeting, Pavilion 11

11:30 AM - 12:45 PM

Sports Division Business Meeting, Conference Room 2/3

2:30 PM - 3:45 PM

Student Media Advisors Business Meeting, Conference Room 1

Tuesday, April 8

9:00 AM - 10:15 AM

Documentary Division Business Meeting, Conference Room 1

9:00 AM - 10:15 AM

Two-Year/Small Colleges Business Meeting, Pavilion 2

10:30 AM - 11:45 AM

Curriculum, Assessment and Administration Business Meeting, Conference Room 1

St. Cloud State University Department of Mass Communications

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9:00 AM – 11:00 AM**BEA Executive Committee Meeting [Session ID: 220254]**

Conference Room 2/3

BEA President 2013-2014: Mary C. Schaffer, California State University @ Northridge

10:00 AM – 12:00 PM**BEA Research Committee Meeting [Session ID: 220255]**

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: 220256]**

Conference Room 2/3

BEA President 2014-2015: Barry Umansky, Ball State University

1:00 PM – 4:00 PM**BEA Festival of Media Arts Committee Meeting [Session ID: 220257]**

Conference Room 1

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

1:00 PM – 4:00 PM**BEA Publications Committee Meeting [Session ID: 220307]**

Conference Room 4

BEA Publications Committee Chair: Paul Haridakis, Kent State University

2:00 PM – 5:00 PM**BEA2014 Convention Registration – Saturday Hours [Session ID: 255000]**

BEA Exhibit Hall

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" BEA2014 convention program.



The Ohio Association of Broadcasters Congratulates Our Ohio Faculty and Student Winners

2014 BEA Festival of Media Arts

Best of Festival – Faculty News	Hagit Limor	University of Cincinnati
Best of Festival – Faculty Video	Kevin Burke & Steve Dickman	University of Cincinnati
Student Documentary	Scott O'Lone & Kieren Astall	Ohio University
Student Video	Joe Battaglia, Lindsay Hatcher, Mike Rhoa & Greg Mezey	Ohio University
Student Video	Kathryn Coduto, Allie Johnson & David Hrvatin	Kent State University

7:30 AM – 5:00 PM**BEA2014 Convention Registration – Sunday Hours [Session ID: 255005]**

BEA Exhibit Hall

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" BEA2014 convention program.

7:45 AM – 9:00 AM**Division Chair Pre-Convention Meeting and Continental Breakfast [Session ID: 220253]**

Pavilion 10

This session is required for all 2014 interest division leaders. We'll be discussing a few things about BEA2014 before the convention "officially" opens the doors.

2014 Convention Program Chair: Tony DeMars, Texas A&M University at Commerce

2015 Convention Program Chair: Denise Belafonte-Young, Lynn University

Interest Division Representative: Michael Bruce, University of Alabama

9:00 AM – 1:15 PM**2014 Research Symposium: Digital Technology and the Future of Broadcasting: A Global Perspective**

Conference Room 2/3

[All Convention]

2014 Research Symposium Chair: John V. Pavlik, Rutgers University

Digital technology is fundamentally reshaping broadcasting in the U.S. and around the world. This symposium features both domestic and international research examining the consequences and implications of technological change for broadcasting. Questions to be considered include what is the impact of digital technology on: 1) the structure of broadcasting organizations and regulation, 2) the nature of broadcast content or programming and how it is delivered at home and abroad, 3) engagement and interaction of the public with broadcasting and social and mobile media, and 4) the reshaping of revenue models for broadcasters in the U.S. and globally. Winners present their research from the Symposium's paper competition during this session.

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: Introduction and Symposium Paper Competition

The session addresses research challenges in a changing broadcast environment: Social media, eye tracking and audience measurement.

Welcome and Opening Remarks: John V. Pavlik, Rutgers University

10:15 AM – 10:30 AM | Coffee Break**10:30 AM – 11:45 AM | SESSION II: Symposium Paper Competition**

The second panel in the Symposium focuses on issues and advances in global broadcasting: International, visual structure and digital displays.

11:45 AM – 12:00 PM | Coffee Break**12:00 PM – 1:15 PM | SESSION III: Closing Research Symposium Distinguished Panel**

Digital Technology and the Future of Broadcasting: A Global Perspective

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**Past as Prologue. Media content. Government, Market Forces or Media. Who do you trust? [Session ID: 212181]**

Conference Room 1

[Law & Policy | History]

The Federal Communications Commission is prohibited from determining broadcast content before the fact (prior restraint). However, beginning with the 1927 Radio Act broadcasters were held responsible for content due to the scarcity of frequencies and past abuses by broadcasters. How do past and present cases serve to guide future efforts by the government to influence electronic media content? Who can and should best determine content: Government, market forces or the media?

Moderator: Frank Aycock, Appalachian State University

Panelists: Lionel Grady, Southern Utah University; *A History of Section 315 and the Fight of the Daly/Daley's*

David Spiceland, Appalachian State University; *The Mayflower Doctrine and the Acceleration of Government Content Regulation*

Frank Aycock, Appalachian State University; *A History of Mobile Media, Smartphones and Evolving Technologies*

Richard Vogel, William Penn University; *The 1934 Com Act and the Intentions of the Communication Forefathers*

9:00 AM – 10:15 AM**BEA2014 Research Symposium - Digital Technology and the Future of Broadcasting: A Global Perspective - Introduction & Paper Competition -Session I [Session ID: 223152]**

Conference Room 2/3

[2014 Research Symposium: Digital Technology and the Future of Broadcasting: A Global Perspective]

In this first of two Symposium paper sessions, scholars will address research challenges in a changing broadcast environment: social media, eye tracking and audience measurement.

Research Symposium Chair: John V. Pavlik, Rutgers University

Top Student Paper Winner: YoungChan Hwang, SBS (Seoul Broadcasting System); Joon Soo Lim, Syracuse University; YongMan Kim, Department of Sport Management/DanKook University; Soyoung Jung, Syracuse University; *Being Connected with Others Through Backchannel Communication: Social TV Engagement Motives and Sports Channel Commitment During the Televised Olympic Games*

Miao Guo, Ball State University; Michael Holmes, Ball State University; *Double Vision: An Eye Tracking Analysis of Visual Attention between Television and Second Screens*

Michael Brouder, Ball State University; Robert Brookey, Ball State University; *Twitter and Television: Broadcast Ratings in the Web 2.0 Era*

Respondent: Tim Hudson, Point Park University

9:00 AM – 10:15 AM**Top Teaching Tips: The Good "MoJo" (Mobile Journalists) [Session ID: 212079]**

Conference Room 4

[News]

This session offers innovative tips for teaching social media and mobile strategies inside the traditional television reporting courses. In today's broadcast newsrooms, reporters not only shoot and edit their own material, they also need to keep up a steady stream of Twitter feeds and Facebook posts. The Top Teaching Tips panel provides a showcase for some of the top broadcast news instructors as they share their best assignments and teaching exercises to help student "go mobile."

Moderator: Gary Hanson, Kent State University

Panelists: Mary T. Rogus, Ohio University

Kelly Kaufhold, Texas Tech University

Charlie Gee, Duquesne University

Rick Brunson, University of Central Florida

9:00 AM – 10:15 AM**New Media's Impact on the Social Television Experience: Community Responses to News Involving Cancellations and Firings [Session ID: 210286]**

Conference Room 5/6

[Interactive Media & Emerging Technologies]

Social television has become prominent in the field of entertainment media, with practitioners and researchers alike endeavoring to learn how producers can make new connections with viewers by harnessing the power of social media and the "third screen" to increase viewer support and engagement. This panel adds to this discussion by considering audience engagement that was not sought out by the content creators: fan reactions to show cancellations or the re-casting of key characters.

Moderator: Richard D. Waters, University of San Francisco

Panelists: Jessalynn Strauss, Elon University

Lauren Bratslavsky, University of Oregon

Natie T. J. Tindall, Georgia State University

Kathleen S. Stansberry, University of Akron

Naeemah Clark, Elon University

9:00 AM – 10:15 AM**Radio- The First Modern Mobile Medium: Making Connections and Staying Alive [Session ID: 212171]**

Pavilion 1

[Radio & Audio Media | Student Media Advisors]

Before smartphones and tablets, there was radio. The first electronic mobile medium has evolved as technology has progressed. This panel, featuring industry professionals, offers real solutions to problems facing today's programmers- utilizing multiple platforms to grow an audience, keep radio listeners engaged and help radio remain relevant.

Moderator: Brenda Jaskulske, University of North Texas

Panelists: Brenda Jaskulske, University of North Texas

Valerie Geller, Geller Media International

Lori Lewis, Director, Digital and Social Strategies, Jacobs Media

Daniel Anstandig, CEO, LDR Interactive

9:00 AM – 10:15 AM**BEA101 [Session ID: 220250]**

Pavilion 2

[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, and how you can get involved.

Moderator: Barry Umansky, Ball State University, BEA President 2014-2015

Panelists: Mary C. Schaffer, California State University, Northridge; *BEA Leadership*John Allen Hendricks, Stephen F. Austin State University; *Navigating the BEA Convention*Augie Grant, University of South Carolina; *BEA Districts*Michael Bruce, University of Alabama; *Interest Divisions and Volunteering at BEA*Heather Birks, Broadcast Education Association; *BEA Membership***9:00 AM – 10:15 AM****Sports Journalism and Production: Models for Providing Sports Focused Experiential Learning [Session ID: 212153]**

Pavilion 3

[Sports]

Students interested in producing and covering sports have been a strong subset of students in mass communication and journalism programs. Faculty have developed strategies to provide experiential opportunities for sports-minded students in their programs. Immersion approaches within the classroom, co-curricular partnerships inside the university and partnerships with external sports organizations have all been successful. The panel will discuss the sports initiatives that provide experiential learning for students at their institutions.

Moderator: Ken Creech, Professor, Butler University

Panelists: Christine Taylor, Butler University; *Sports Initiatives Within the College of Communication and Through External Partnerships in Indianapolis*Suzy Smith, Ball State University; *Immersion initiatives Which Allow Students to cover events like Spring Training and the Olympics as Part of their class experience*Dennis Kirkpatrick, University of Arkansas; *Experiences with Students and Razorvision Academy***9:00 AM – 10:15 AM****Welcome to the Club! BEA Student Clubs Pilot Program [Session ID: 212052]**

Pavilion 9

[Student Media Advisors]

In September 2013 the BEA approved a pilot proposal for a BEA sponsored student club. This panel will present the results of this initiative, which focuses on service learning—event planning and coordination, media and marketing support for other scholastic organizations, field trips, faculty-led workshops, and other activities. This will serve to promote student initiatives through the BEA, while also generating ideas for the attendees for methods to get their students involved in BEA.

Moderator: Zameena Mejia, SUNY New Paltz

Panelists: Jenna Ely, SUNY New Paltz

Sasha Ribowsky, SUNY New Paltz

Respondent: Gregory Bray, SUNY New Paltz

9:00 AM – 10:15 AM**The Eliminate Hate at FLC Project: Using Interactive, Transmedia to Encourage Change and Create a Dialogue through Civic Engagement [Session ID: 212133]**

Pavilion 10

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

Over the past few years, Fort Lewis College has seen an increase in the number and intensity of hate speech incidents. During the 2012-2013 school year, there were at least eight documented incidents that advocated violence toward minorities. The ENGL308 - Interactive Media Production class has taken The Eliminate Hate @FLC project as their class project, using interactive media and transmedia with interdisciplinary and cooperative collaboration to open lines of communications and promote civic engagement.

Moderator: Stacye Heaton, Fort Lewis College

Panelists: Jourdan Bennett-Begay, Fort Lewis College

Gardere Aimee, Fort Lewis College

Chloe Eckerman, Fort Lewis College

Jesse Martinez, Fort Lewis College

Ayla Quinn, Fort Lewis College

9:00 AM – 10:15 AM**Taking Production Classes on the Road: Using International Trips to Break Students Out of Their Comfort Zone [Session ID: 212167]**

Pavilion 11

[Production Aesthetics & Criticism | Curriculum, Assessment & Administration]

International experiences in college are essential for students to become better global citizens. The panelists will discuss tips and techniques to build off classroom learning and take those fundamentals on the road with international production class trips. The panel will look at course structure, how to organize large production projects with multiple students, and incorporating cross cultural and interdisciplinary experiences.

Moderator: Kyle Hufford, Goshen College

Panelists: Seth Conley, Goshen College

Terry Heifetz, Ball State University

Shaun Wright, James Madison University

10:30 AM – 11:45 AM**Advancing the Impact of Women in Media: Educating and Mentoring the Next Generation [Session ID: 212036]**

Conference Room 1

[Gender Issues]

Women have historically been underrepresented in the broadcast and film industries. Panelists will discuss professional and academic organizations that are dedicated to promoting the advancement of women in our discipline. Panelists will also discuss how such organizations can be established on any college campus, the benefits for students of both genders, and typical student experiences and activities related to the organizations.

Moderator: Patricia Williamson, Central Michigan

Panelists: Curt Sutterfield, Central Michigan University

Kay Olin, National Chair of the Alliance for Women in Media (AWM)

10:30 AM – 11:45 AM**BEA2014 Research Symposium – Digital Technology and the Future of Broadcasting: A Global Perspective – Paper Competition – Session II [Session ID: 223153]**

Conference Room 2/3

[2014 Research Symposium: Digital Technology and the Future of Broadcasting: A Global Perspective]

Winners from the BEA2014 Research Symposium paper competition present their research during this panel, focusing on issues and advances in global broadcasting: international, visual structure and digital displays.

Research Symposium Chair: John V. Pavlik, Rutgers University

Michael Bruce, University of Alabama; *Sensational Pictures: An Analysis of Visual Structure on Five Transnational Arab News Channels*

Fei Shen, City University of Hong Kong; Zhian Zhang, Sun Yat-sen University; Mike Zhengyu Yao, City University of Hong Kong; *Broadcast and New Media Use in China: Findings from a National Survey*

Peter Seel, Colorado State University; *Telepresence and Immersion with High-Definition Digital Displays: Background and Future Directions for Research*

Respondent: Mitchell Shapiro, University of Miami

10:30 AM – 11:45 AM**How Broadcast Media Stays Relevant in a Changing Global Environment [Session ID: 212196]**

Conference Room 4

[News]

Academic media professionals must stay relevant in our ever-changing broadcast environment. We must ensure we not so enamored with today's technology that we diminish the foundational skills and professional values that prepare students for the world beyond traditional and "new" media. What we teach lays a foundation for making students relevant across all disciplines whether or not they hold a camera, microphone, punch a switcher or write a web story.

Moderators: Phyllis Slocum, University of North Texas

Thor Wasbotten, Kent State University

Elizabeth Z. Bartz, State and Federal Communications

Evan Rosenblum, TMZ & TMZ Sports

Heather Zimmer, Parchment, Inc.

10:30 AM – 11:45 AM**Adjunct Faculty: Showcasing their Work and Importance to the Small College Curriculum [Session ID: 212109]**

Conference Room 5/6

[Two-Year/Small Colleges]

This purpose of this panel is to highlight the work of adjunct faculty which has become a vital part of many of our Small College institutions. Through sharing their work, the panel's goal is to bring to light how the interaction between the student and these broadcast/media practitioners benefit both the student and institution. Too, the forum will address issues faced by program directors/coordinators in the utilization of these media professionals.

Moderator: Don Moore, Ohio University Southern

Panelists: Brad Bear, Ohio University

Marisa White, Lehman College

10:30 AM – 11:45 AM**Best Practices for Audio Production [Session ID: 212045]**

Pavilion 1

[Radio & Audio Media | International]

Veteran college professors will share their insights on teaching audio production. Each panelist will also present sample work from their students for a mini-listening session.

Moderator: Kim Fox, American University in Cairo

Panelists: Jennifer Williamson, Virginia State University

Keith Brand, Rowan University

Lawrie Hallett, University of Bedfordshire

Nancy Salem, The American University in Cairo

Nazly Abaza, The American University in Cairo

10:30 AM – 11:45 AM**Professional Organizations & Comm: What Everyone (Else!) Is Doing [Session ID: 211925]**

Pavilion 2

[Curriculum, Assessment & Administration]

All of us in Communication are split as a discipline among several major professional organizations. Unfortunately, few of us can afford to belong to more than one org, attend more than one annual conference, or stay active in any more than one org. This session will inform everyone of the other, key Communication professional associations, and update all of us on what they are currently doing.

Moderator: Paul Hemenway, Lamar University

10:30 AM – 11:45 AM**Faculty Video Awards and Exhibition [Session ID: 219432]**

Pavilion 9

[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.

Festival of Media Arts Faculty Video Competition Chair: Tony DeMars, Texas A&M University at Commerce

Commercial or PSA VideoBest of Competition: Jason Balas, University of North Texas; *Game of LIFE Spec Spot*Award of Excellence: Andy Opel & Ian Edward Weir, Florida State University; *Bus Ride Zero***Educational or Instructional Video**Best of Competition: Paul Daugherty, University of Colorado at Boulder; *CU Science Update - The Observatory*Award of Excellence: Babak Sarrafan, San Jose State University; *The Green Ninja Episode 4 Styrofoam Man***Mixed Video (Teacher/Student Co-Production)**Best of Competition: Scott Hodgson, Janelle Barrick, Joshua Shockley & Zachary Strauss, University of Oklahoma; *Tornado Emergency: Moore*Award of Excellence: Donald Pollock, Raven Freret, Ashley Rozatti, Carissa Miranda & Claudia Gonzalez, University of La Verne; *Spotlight #3*Award of Excellence: Cory Byers & Ashley Seering, Southern Illinois University Edwardsville; *Everything Will Be Forgotten Narrative Video*Best of Competition: James Babanikos, University of Florida; *Coming Home*Award of Excellence: Lorene M. Wales & Booker T. Mattison, Regent University; *Habeas Corpus***Promotional Video**Best of Competition: John C.P. Goheen, Loyola University Chicago; *Chile Study Abroad*Award of Excellence: Barney McCoy, University of Nebraska-Lincoln; *Black Jack: the John J. Pershing Story*Award of Excellence: Scott Hodgson, University of Oklahoma & Chandra Clark, University of Alabama; *Communicating Superstorm Sandy*

10:30 AM – 11:45 AM**State Broadcast Education Associations: Opportunities Abound [Session ID: 212105]**

Pavilion 10

[Student Media Advisors]

Creating a state educational broadcast association can pay dividends for all involved. Such organizations increase communications between schools in the state, offer opportunities for contests, conferences and even connection between high schools and universities. Hear from two organizations that have been successful in running and maintaining associations that have led to incredible success. Learn what they are doing and get tips on what you can do to form such a group in your state.

Moderator: Scott Uecker, University of Indianapolis

Panelists: Gwin Faulconer-Lippert, Oklahoma City Community College

Jack Hodgson, Oklahoma State University

Eric Meyer, Martinsville High School

Respondent: John Morris, University of Southern Indiana

10:30 AM – 11:45 AM**From the Octagon to Mainstream: The Emergence of the UFC in Traditional and Mobile Media [Session ID: 212192]**

Pavilion 11

[Sports]

Over the past decade, the UFC (based in Las Vegas) has gone from a fringe sport to one of the most popular pay-per-view sports events in the world and a place on the American network schedule, both cable and over-the-air. This panel will discuss how the UFC has used traditional and new media to vault itself into a place on the American sports scene.

Moderator: John McGuire, Oklahoma State University

Panelist: Jackie Poriadjian, UFC Senior Vice-President, Strategic Marketing, Public Relations & Distribution

12:00 PM – 1:15 PM**Radio & Audio Media Division Business Meeting [Session ID: 219394]**

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 Clark, University of Texas – Arlington

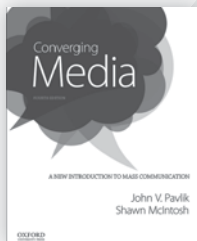
Festival of Media Arts Faculty Audio Competition Chair: John McGuire, Oklahoma State University

Festival of Media Arts Student Audio Competition Chair: Michael W. Huntsberger, Linfield College

Special Guest Speaker:

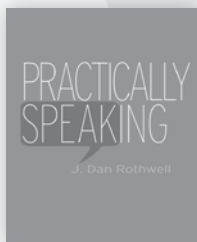
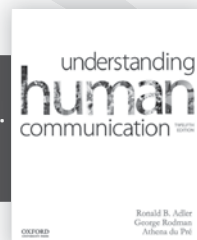
John Potter, Radio Advertising Bureau

The Best Books for Courses from Oxford University Press



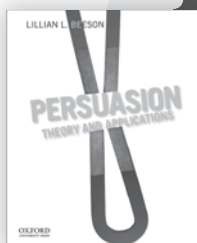
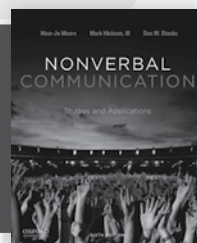
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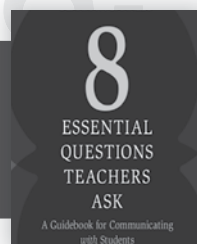
Tradition Meets Innovation

An innovative “sensory”
approach to nonverbal
communication that uses the
latest research and practice to
capture all of the senses

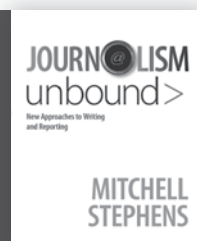


A comprehensive and
engaging introduction
that prepares students to
understand, analyze, and
appreciate the complexity of
persuasive discourse
from multiple perspectives

Addresses the essential
questions and concerns that
emerge for teachers in all stages
of development



Explores the ways journalism
might take advantage of the
current digital revolution
to become more engaging,
searching, diverse in its
concerns, and relevant



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12:00 PM – 1:15 PM**BEA2014 Research Symposium Distinguished Panel – Digital Technology and the Future of Broadcasting:
A Global Perspective [Session ID: 220235]**

Conference Room 2/3

[2014 Research Symposium: Digital Technology and the Future of Broadcasting: A Global Perspective]

Digital technology is fundamentally reshaping broadcasting and the media in the U.S. and around the world. This symposium panel will feature distinguished scholars whose research spans domestic and international issues of technological change and the implications for broadcasting and beyond. Questions to be considered include what is the impact of digital technology on: 1) the structure of broadcasting organizations and regulation, 2) the nature of broadcast content or media programming and how it is delivered at home and abroad, 3) engagement and interaction of the public with broadcasting and social and mobile media, and 4) the reshaping of revenue models for broadcasters and media organizations in the U.S. and globally. Panelists will help set an agenda for research on the implications of digital technology for broadcasting and broadcasting education in the U.S. and internationally.

Moderator and Research Symposium Chair: John V. Pavlik, Rutgers University

Panelists: Joe Khalil, Northwestern University in Qatar; *Digital Broadcasting in the Middle East and Beyond*Stuart Brotman, Harvard University; *Innovation in Broadcasting and Policy*Jeffrey Cole, University of Southern California; *Authority on Trends in Digital Technology and founder of the World Internet Project*Randy Kluver, Texas A&M University; *digital broadcast and developer of the Media Monitoring System, “a real time international broadcast transcription and translation system,” an innovative new system for research and education in broadcasting*Naeemah Clark, Elon University; *Diversity in Digital Media***12:00 PM – 1:15 PM****The Key to the Future or Free Labor: The State of Internships in 2014 [Session ID: 212148]**

Conference Room 4

[News | Student Media Advisors]

We encourage our students to have one...or more. We recognize their value. But when does an internship become nothing more than free labor for a broadcast company? This panel looks at the best...and worst...internship practices. Audience participation will be encouraged in this session and everyone should walk away with ideas on how to help students and companies improve the internship experience.

Moderator: Richard Landesberg, Elon University

Panelists: Jim Hefner, University of North Carolina at Chapel Hill

Nagatha Tonkins, Elon University; Industry Internship Coordinator

12:00 PM – 1:15 PM**Carnegie-Knight News21: A Multi-University Interactive Media Collaboration [Session ID: 212143]**

Conference Room 5/6

[Interactive Media & Emerging Technologies | News]

News21, a program of the John S. and James L. Knight Foundation and the Carnegie Corporation, has been changing the way journalism is taught at the nation's top journalism schools. The program has expanded to include paid summer fellowships for top journalism students nationally. At BEA2014 we'll break down the student experience and the multiplatform commercial success of the 2013 project, "Back Home: The Enduring Battles Facing Post 9/11 Veterans." (<http://backhome.news21.com/>) We'll also look at how top journalism schools and students can get involved in future projects.

Moderator: Mark Lodato, Arizona State University

Panelists: Jacquee Petchel, Executive Editor, News21, Arizona State University

Jerry Renaud, University of Nebraska-Lincoln

Caitlin Cruz, News21 Fellow and Student, Arizona State University

12:00 PM – 1:15 PM**Constructing Identities: Examining How the Media Builds, Shapes, and Reinforces our Perceptions of Minorities**
[Session ID: 212164]

Pavilion 1

[Multicultural Studies | Gender Issues]

The panel will focus on how current programming continues to either portray stereotypes or to completely ignore characters' racial, sexual, gender, identities. Panelists will be focusing on numerous areas of interest, including how the Disney "princess" concept affects the self-identity of young girls, how characters with dual identities are portrayed on television, constructing identities of race and gender in cyberspace, how race and ethnicity are represented in TV court shows, and Asian-American stereotypes on television.

Moderator: Victor Evans, Thiel College

Panelists: Phillip Powell, Valparaiso University

Laurie Moroco, Thiel College

Phylis Johnson, Southern Illinois University-Carbondale

George Chun Han Wang, University of Hawaii at Manoa

SUNDAY
SPECIAL EVENT**12:00 PM – 1:15 PM****The Intersection of TV and Technology** [Session ID: 220721]

Pavilion 3

[All Convention]



As technology and consumer media behaviors continue to evolve, what keeps industry executives up at night? This presentation will focus on key trends that change the game and how your students play a major role in: 1) Content Consumption, 2) Disruptive Forces and 3) Empowering Video-On-Demand. Liz will share the results of five years of tracking on "what is taking the entertainment industry by storm?" and "what is around the corner?" The findings should be a key topic of discussion in every classroom!

Speaker: Liz Huszarik, Executive Vice President, Warner Bros., Media Research & Insights

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AUDIO COMEDY OR DRAMA

CALEB FORBES

"ALL IN"

First Place

TV STUDIO (MULTI-CAMERA LIVE-TO-TAPE)

ERIK MACIAS & KARL MACIAS

"THE SET"

Second Place Tie

TV SPORTS TALENT (ANCHOR/HOST)

MATTHEW FRESQUEZ

Second Place

TV SPOTS (15-90 SECONDS)

JOSHUA SHOCKLEY

TORNADO PSA

Third Place

TV WEATHER ANCHOR

KATIE WESTERN

Honorable Mention

TV NEWSCAST (4 DAYS)

LAUREN KING, MADELINE STEBBINS,

KENZIE CLARK

OU NIGHTLY

Honorable Mention

TV SPORTS / STORY / FEATURE

CARTER BAUM, AMANDA YATES

SOONER SPORTS PAD

Honorable Mention

TV PROMOTIONAL (90 SECONDS OR LONGER)

JANELLE BARRICK, ZACHARY STRAUSS,

JOSHUA SHOCKLEY

THIS IS OUR CLASSROOM

Best of Competition

FACULTY/STUDENT CO-PRODUCTION - MIXED VIDEO

SCOTT HODGSON, JANELLE BARRICK,

JOSHUA SHOCKLEY & ZACHARY STRAUSS

TORNADO EMERGENCY: MOORE

Award of Excellence

FACULTY PROMOTIONAL VIDEO

SCOTT HODGSON WITH CHANDRA CLARK (UA)

COMMUNICATING SANDY

12:00 PM – 1:15 PM**Student Video Awards and Exhibition [Session ID: 219433]**

Pavilion 9

[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.

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

Animation/Experimental/Mixed

1st Place: Samuel Neff, George Fox University; *Hourglass*
2nd Place: Landon Stahmer, University of Nebraska–Lincoln; *Phyllis*
3rd Place: Kidron Cannon, Harding University; *What Drives You?*
Honorable Mention: Victor Pierce & Dalton Robbins, Missouri State University; *Go Fish, Go Forever*

Instructional/Educational

1st Place: Catherine Harrington, Julia Weaver, Louie Dane, Christine Lien, & Jessica Wilde, University of Maryland; *Viewfinder: Overcoming Obstacles*
2nd Place: Zach Briggs, Dan Doran, David Lillienstein & Dan Masciari, Ithaca College; *Bird-feeding-Adaptations*
3rd Place (tie): Edda Zabala, California State University Northridge; *CSUN's Brown Center*
3rd Place (tie): Shaune Killough, Daniel Frohm & Joseph Salvatore, SUNY Oswego; *C.N.Y. I.C.C.*

Music Video

1st Place: Bradley Michael Wong, University of Arizona; *Ready For The World*
2nd Place: Derek Scully, Mei Bess & Sean Magee, Elon University; *A Little Bit Different*
3rd Place: Konstantinos Davaros, Jenna Ely & Brendan O'Keefe, SUNY New Paltz; *Stompin'*

Narrative Video

1st Place: Zack Evans, Kaleb Tuttle, Zach Cieszynski & Brian Hartley, Azusa Pacific University; *Where Are They Now*
2nd Place: Joe Battaglia, Lindsay Hatcher, Mike Rhoads & Greg Mezey, Ohio University; *Monhegan Light*
3rd Place (tie): Adam Wagner, Travis Niedergerke & April Clore, Missouri State University; *My Daughter's Dragon*
Lucas Eubank & Jacob Holliman, Missouri State University; *Common Cents*

Award of Excellence

in Sound Design:

Nick Shaw, Matt Maupin, Austin Huelsbeck, Jason Wilson & Pax Magaway, George Fox University; *Timothy Truelove's Date With Destiny*

in Comedic Editing:

Conner McCabe, Becky Train & Quinten Reiff, Azusa Pacific University; *The 25th Hour*

in Directing Actors:

Kyle Hobkirk, Ryan Lagerstrom & Yunji Johannning, Azusa Pacific University; *Rhotocromium*

in Visual Storytelling:

Logan Bean, Daniel Ard & Aaron Allsop, Brigham Young University - Idaho; *Yarrow's Boy*

Honorable Mention:

Graeme Wilson, Christen Whitney, Tremaine Taylor-Tillery & Tyler Engle, Ball State University; *Last Word, The*

Honorable Mention:

Julia Dills, Meghan Wheeler & Berenice Macias, California State University, Northridge; *The Sharecropper's Wife*

Honorable Mention:

Melanie Rodriguez, Jeff Clarke, Matthew Martin-Hall & Carissa Miranda, University of La Verne; *Day One*

Spots (15-90 seconds)

1st Place: Stacey Lee, Bryan Gordon, Amy Ribar & Jeff Schroeder, San Francisco State University; *Sustainability*
2nd Place: Joshua Shockley, University of Oklahoma; *Tornado PSA*
3rd Place (tie): Katie Bowns, Cameron Bullock & Daniel Ard, Brigham Young University - Idaho; *Food Science Promo*

Xinyi Huang, Purdue University; *ReStore Lafayette Commercial*

Honorable Mention:

Lucius Patenaude, Abilene Christian University; *Frontier Texas*

Honorable Mention:

Ashley Seering, Southern Illinois University Edwardsville; *Freedom to Dream*

Promotional (90 seconds and longer)

1st Place: Leah Castile & Nicole Shackelford, Central Michigan University; *Mountain Town Brewing Company*
2nd Place: Grant Pichla & Dana Kuntzler, Central Michigan University; *High and Tight Promotional Video*
3rd Place: Janelle Barrick, Zachary Strauss, & Joshua Shockley, University of Oklahoma; *This is Our Classroom*

Award of Excellence

in Production Quality:

James Earl, Nathan Krauss, & Gautam Singhani, Ithaca College; *ithaca-in-action*

in Cinematography:

Antonio Ayala, Rynne Griggs, & Julian Faras, San Francisco State University; *Why we Design*

in Editing:

Kimberly Pestalozzi, Arizona State University; *Experience Cronkite*

in Visual Storytelling:

Gavin Dunham, Northern Arizona University; *Local Works*

Studio (multi-camera live-to-tape)

- 1st Place: Erik Macias & Karl Macias, University of Oklahoma; *The Set*
 2nd Place: Viri Diaz & One Sessions Crew, West Texas A&M University; *One Sessions - Zac Wilkerson*
 3rd Place: Kathryn Coduto, Allie Johnson & David Hrvatin, Kent State University; *TV2 Election 2013*

2:00 PM – 1:15 PM**Faculty and Student Scriptwriting Awards and Exhibition [Session ID: 219438]**

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/TV Half-Hour**

- Best of Competition: Fred Jones, Southeast Missouri State University; *The Cow Suit Thief*

Feature/TV Hour

- Best of Competition: Richard Amberg, Missouri State University; *The Last Semester*
 Award of Excellence: Scott David Russell, Westwood College; *The Offshore Pirate*

Student Scriptwriting Competition**Short Subject**

- 1st Place: Amber Clack, Palm Beach Atlantic University; *Mirror*
 2nd Place: Michael Quintana, San Jose State University; *The Blind Date*
 3rd Place: Samantha Sweet, Missouri State University; *Point of Contact*
 Honorable Mention: Anthony Rose, Palm Beach Atlantic University; *Three Years Strong*
 Honorable Mention: Alex Srednoselac, Purdue University Calumet; *Double Down*

Feature

- 1st Place (tie): Kellye Nelson, Missouri State University; *Can You Stand The Rain*
 1st Place (tie): Rachel Bartolotta, Palm Beach Atlantic University; *Callie O'Shay's Name in Lights*
 2nd Place: Kamran Sohrabi, San Jose State University; *I DIVORCE YOU, I DIVORCE YOU*
 3rd Place: Jarred Hodgdon, San Jose State University; *Things are Gonna Change Around Here*
 Honorable Mention: Zachary Strauss, California State University of Northridge; *Meeting Mila*

Original TV Series Pilot

- 1st Place: Audrey Wilson, Columbia College Chicago; *The Artists*
 2nd Place: Sam Osborn, San Francisco State University; *Gonzalez Family Detective Agency - 'Bike Thief'*
 3rd Place: Rachael L. Perry, Rhode Island College; *Out of Work, Working Actors*

Television Spec

- 1st Place (tie): Sharon Bearss, Ashley Calarie, Jazsmin Kuhner, Jeff Scott & Bre'Shaunda Patikas, Purdue University Calumet; *Suits: The Choice*
 Travis Harris, The University of Georgia; *New Girl - "Foot Sweat"*
 2nd Place: Lyneice Harris, Christopher Spedus & Tyler Walk, Purdue University Calumet; *Piece by Piece*
 3rd Place: Taylor Berglund, University of Wisconsin Oshkosh; *Community: "Advanced Interpersonal Dynamics"*

Mobisode/Webisode

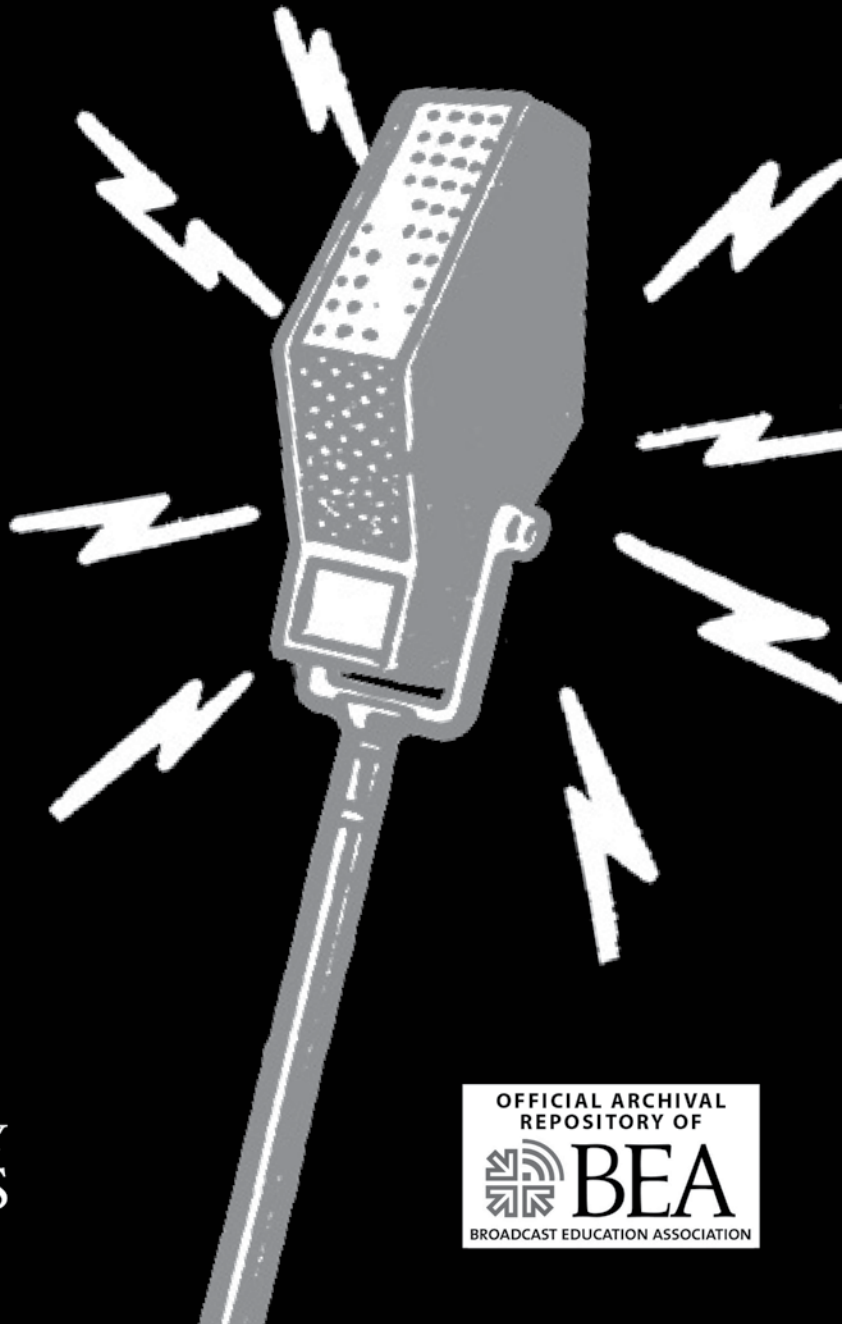
- 1st Place: Andrew Porteous, California State University of Northridge; *THE GATHERERS*
 2nd Place: Scott Peterson, San Francisco State University; *The Counts*
 3rd Place: Benjamin Perez Gonzalez & Briana Brunn, Columbia College Chicago; *Rae*

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BEA Exhibit Hall



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12:00 PM – 1:15 PM**A Peer-Reviewed Assessment System For Faculty Led Sports Productions: A Proposal [Session ID: 211990]**

Pavilion 11

[Sports]

This panel explore a proposal for the establishment of a peer-reviewed system for faculty led sports productions. The goal of the panel is to explain the specifics of the proposal, seek suggestions for additional elements that may be needed in the proposal and secure volunteers to serve as possible reviewers for faculty led sports productions.

Moderator: Rick Sykes, Central Michigan University

Panelist: Denise Belafonte Young, Lynn University

1:30 PM – 2:45 PM**Out and On-Air: Openly Gay TV News Professionals with Real World Advice [Session ID: 212190]**

Conference Room 1

[News | Multicultural Studies]

What does it mean to be openly gay and on-air in television news today? A panel of professional anchors and reporters will pull from their experiences to offer helpful advice to gay and lesbian student journalists and their teachers. The panelists will discuss how they maintain balance and credibility when covering issues that impact the gay and lesbian community. In addition, they'll explore strategies for coping with disapproving viewers.

Moderator: Michael Riecke, SUNY – Oswego

Panelists: Michael Benny, WTVH-TV

Brandon Jacobsen, CBS News

Anthony Adornato, Ithaca College

1:30 PM – 2:45 PM**Researching the Fantasy Sports User [Session ID: 212159]**

Conference Room 2/3

[Research | Sports]

Scholarly interest in fantasy sports continues to grow, as evidenced by the increased number of journal articles, books, and conference presentations aimed at understanding this form of mediated sports. This panel will examine how traditional and not-so-traditional methods and research techniques have been brought to bear in studying this media consumer. Moreover, panelists will also discuss unique challenges of employing surveys, interviews, eye-tracking and other methods to understand this online behavior.

Moderator: Andrew Billings, University of Alabama

Panelists: Glenn Cummins, Texas Tech University

Brody Ruibley, University of Cincinnati

1:30 PM – 2:45 PM**Curriculum Swapshop: New Textbook Forms and Alternatives [Session ID: 212179]**

Conference Room 4

[Curriculum, Assessment & Administration]

In a global and connected world, the written word is still a powerful teaching and learning tool, but how is the nature and form of the textbook changing given the proliferation of laptops, tablets and smart phones in the classroom? This year's Curriculum Swapshop focuses on new textbook forms and alternatives to the traditional textbook. Panelists will share their experiences with course packs, custom workbooks, online readings, instructor created material, ebooks and more.

Moderator: Jes Therikelsen, California State University, Fresno

Panelists: Paul Hemenway, Lamar University; *Custom Workbook, Take 1: Publish A Course Workbook Yourself, and Save (Time, Money, Effort)!*Melissa Richie, Tennessee State University; *The Class Website, Take 1: Everything Goes Online*Wes Akers, Northern Kentucky University; *The Class Website, Take 2: Easy Access to Learning Materials*Stacey Irwin, Millersville University; *"Searching" for Balance with an "ebook"*Jes Therikelsen, California State University, Fresno; *Ditching the Textbook: Assigning Video Lectures from Curated Sources*

1:30 PM – 2:45 PM**How Utah Journalists Helped Create New Access Rules for Video Cameras and Other Digital Tools Inside State Trial Courts [Session ID: 212193]**

Pavilion 1

[Law & Policy | Interactive Media & Emerging Technologies]

Utah has been stuck in the dark ages when it comes to camera access to Utah's trial courts. For decades, only still cameras were allowed in trials, even high-profile ones. Utah courtrooms were consistently ranked among the least accessible in the United States. That all changed dramatically in April 2013 when new rules began to allow television cameras, radio recording equipment and personal electronic devices—laptops, smartphones, tablets and so on—in trial court proceedings. That is unless a judge has a good reason to ban any or all of those devices beforehand. The story of how journalists and First Amendment attorneys convinced the Utah Judiciary to become a leader on access and also how Utah broadcast journalists are providing self-governing rules and implementation is an important one. It also provides a model to help convince other state court administrators that moving to access-friendly policies benefits the public and court operation. It would also review how the courts and news organizations are using technology to coordinate coverage.

Moderator: Edward Carter, Brigham Young University

Panelists: Joel Jay Campbell, Brigham Young University

Chad Curtis, Brigham Young University

Jeffrey J. Hunt, Utah Media Attorney, Parr Brown Gee & Loveless

Nancy Volmer, Public Information Office, Utah State Courts

1:30 PM – 2:45 PM**International Voices: The Past, Present and Future of State-Sponsored Broadcasting [Session ID: 212117]**

Pavilion 2

[History | International]

The panel examines state-sponsored broadcasting operations like Voice of America, Radio Free Europe and Radio Marti. Did these operations effectively communicate to foreign audiences? If so, are the characteristics that made them effective still relevant today? Are there any lessons we learned from broadcasting that can be transferred to today's environment?

Moderator: Thomas Christie, University of Texas – Arlington

Panelists: Thomas Christie, University of Texas – Arlington

Daniel Christopher Walsh, Appalachian State University

Andrew Clark, University of Texas – Arlington

Richard Vincent, Indiana State University

1:30 PM – 2:45 PM**"The Plurals" the Next "Big" Generation [Session ID: 220722]**

Magid Generational Strategies™

Pavilion 3

[All Convention]

A major change is headed to your campus next year. Are you ready? The 2014-2015 academic year will hold your last Millennial freshman class, which means recruiting and admissions will be working with a very different generation of youth. Meet the Plurals, members of the Pluralist Generation, and learn how their distinct mindsets and relationship with their parents will impact your university.

Presenters: Jack MacKenzie, President of Magid Generational Strategies

Sharilyn Hartwell, Director of Magid Generational Strategies

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SPECIALIZATIONS INCLUDE:

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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.

**1:30 PM – 2:45 PM****Faculty and Student Interactive Multimedia Awards and Exhibition [Session ID: 219435]**

Pavilion 9

[Interactive Media & 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.

Festival of Media Arts Faculty Interactive Multimedia Competition Co-Chairs: Sandy Henry, Drake University
 Angele Anderfuren, Northern Arizona University

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

Faculty Interactive Multimedia Competition**Solo**

Award of Excellence: Howard Goldbaum, University of Nevada, Reno; *Voices from the Dawn*

Documentary/Promotional/Informational

Award of Excellence: Shaun Wright & Shelly Hokanson, James Madison University & Talley Mulligan, Valdosta State University,
 James Madison University, Valdosta State University; *Valley Immigration Stories Project*

Student Interactive Media Competition**Solo**

1st Place: Zach Ayers, James Madison University; *CUMC Upward Website*

2nd Place: Matthew J. Bonde, University of Wisconsin - Stevens Point; *Beware The Dark*

Small Team

1st Place: Miller Coop & Anne Tyler Bushman, The University of Alabama; *Miracle League*

Large Team

1st Place: G. Ligaiya Romero, University of North Carolina (Chapel Hill); *Over Water Under Fire*

1:30 PM – 2:45 PM**The PITCH Session: Tell Your Story Idea to an Industry Professional! [Session ID: 209627]**

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: Matthew Horwitz, Echo Lake Entertainment
 Geoff Silverman, Cartel Management
 Adam Perry, APA Talent and Literary Agency

3:00 PM – 4:15 PM**"Please Quote Me!" [Session ID: 212037]**

Conference Room 1

[Research | News]

Many small and medium colleges can't seem to get placement in national publications. That billing usually goes to the bigger ones with national reputations. The small ones desire national visibility but advertising is too expensive so all they can hope for is to get recognized in the press by either placing a news story, which is very difficult, or to have its professors quoted. The panel will explore and explain how these opportunities are put together. There are marketing communications firms that work closely with small/medium colleges to get their professors quoted (as experts) in their specialty areas.

Moderator: Kenneth Fischer, University of Oklahoma

Panelists: Doug Spero, Meredith College

Scott Willyerd, Dick Jones Communications

Valerie Alhart, University of Rochester

3:00 PM – 4:15 PM**Management & Programming: How to Face the Challenges Posed by the New Media Environment in Acquiring and Maintaining Audiences [Session ID: 210941]**

Conference Room 2/3

[Management, Marketing & Programming]

This panel examines how the new media environment (i.e., DVR's, mobile viewing platforms, internet services, remotes, etc.) are creating serious challenges to the traditional broadcast and cable entities, in terms of acquiring and keeping audiences and, hence, advertisers and revenue. Panelists will also present ways that such entities are reacting and successfully dealing with such challenges.

Moderator: Mitchell Shapiro, University of Miami

Panelists: Patricia Williamson, Central Michigan University; *Teaching the Next Generation of Radio Programmers: Current and Future Challenges*Alan Albarran, University of North Texas; *Network Programming & Distribution: Managerial and Economic Considerations*Mitchell Shapiro, University of Miami; *Patterns of Network Program Scheduling in the Era of the DVR and Remote Control*Amber Robertson, United Stations Radio Networks; *Challenges Posed To Network Radio Sales***3:00 PM – 4:15 PM****Don't Wait for Them to Come to You, You Can Go to Them: International Travel and Study Abroad [Session ID: 212104]**

Conference Room 4

[International | Multicultural Studies]

This session will discuss and explore the benefits of studying abroad - with attention paid to both faculty and student participation. Panelists share destinations, how they amassed the number of students needed to make the trip, their field experiences, and the model their universities use to offer financial support for faculty and students. There is a saying, "If you build it, they will come." Don't wait for the international community to come to American students, send American students to their communities.

Moderator: Patricia F. Sanders, University of North Alabama

Panelists: Twange Kasoma, Radford University; *Coming to Africa: A case of Zambia as a study abroad destination for journalism students in America*B. William Silcock, Arizona State University; *Social Media as a Study Abroad Marketing and Teaching Tool*Butler Cain, West Texas A&M University; *Building a Travel Writing Program from Scratch*Patricia F. Sanders, University of North Alabama; *Journey to China: Communications Students Experience the Far East*Denise Belafonte-Young, Lynn University; *Comparative Media of the U.S. and Caribbean and Honoring a Day of Caring, the 2010 Haiti Earthquake*

3:00 PM – 4:15 PM**News Division Paper Competition [Session ID: 212198]**

Conference Room 5/6

[News]

News Division paper presenters discuss their BEA2014 research.

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

Melody Borchardt, KSNV News 3 and Todd Chambers, Texas Tech University; *Audience Engagement with Local Television News via Social Media*Seok Kang, University of Texas, San Antonio; Kwanmin Lee, University of South California and Yomali de Cerda, University of Texas, San Antonio; *U.S. Television News about the Smartphone: A Framing Analysis of Issues, Sources, and Aspects***3:00 PM – 4:15 PM****Which Is More Vital To Production Classes: Teaching Content or Technology? [Session ID: 211984]**

Pavilion 1

[Production Aesthetics & Criticism | Writing]

Our digital production students can't create quality projects without a firm grasp of camera and editing technology. And yet without a solid background in quality videos to emulate, they can't create meaningful films, documentaries, or news reports. As modern technology becomes more complex, what's the right ratio in teaching historical and theoretical content versus teaching technology in a classroom?

Moderator: Dennis Conway, Valdosta State University

Panelists: Dennis Conway, Valdosta State University

Gregory Brown, Valdosta State University

Rustin Greene, James Madison University

Carey Martin, Liberty University

Julia Peterson, Bergen Community College

3:00 PM – 4:15 PM**Thinking Outside the Box: A Look Back at Significant Broadcast Programming Events [Session ID: 212119]**

Pavilion 2

[History | Management Marketing & Programming]

Radio and TV programming has always changed with the times. This panel will look at some significant events that brought about programming changes. Sometimes change was implemented because of an emerging technology or a legal decision. Other times, it was simply an awareness of available audience demographic. In one case, a simple executive decision saved a medium from extinction. Each panel member will review an event that occurred because of one of those reasons.

Moderator: Andy Curran, University of Cincinnati - Clermont College

Panelists: Max Grubb, Youngstown State University

Louise Benjamin, Kansas State University

Tom Hallaq, Idaho State University

Andy Curran, University of Cincinnati - Clermont College

3:00 PM - 4:15 PM**Shopping, Bidding, Buying and Installing: Electronic Gear Guide for Educators [Session ID: 299395]**

Pavilion 3

[All Convention]

This panel will cover a lot of ground related to the acquisition of equipment for educators. Get first hand equipment information, purchase and installation resources and how to build a production system that suits the needs of educators.

Moderator: Gregory N. Luft, Colorado State University

Panelists: Gregory N. Luft, Colorado State University; *Educator Projects and Requirements*Shannon Shearer, President, Peak Media, Inc.; *Developing Facilities for Audio and Video*Zane Condren, Senior Video Specialist, New Tek Inc.; *Building a Production System Based on Educator Needs*

**3:00 PM – 4:15 PM****Two-Year and Small Colleges Awards and Exhibition [Session ID: 219595]**

Pavilion 9

[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.

Student Competition Co-Chairs: James Crandall, Aims Community College
Thomas McDonnell, Metropolitan Community College

Video / Broadcast Production

1st Place: Tanner Morrison, Corban Aspegren & Tom Scott, Azusa Pacific University; *Wildblume*
2nd Place: Michael Baldvins & Josy Roman, Berry College; *The Calculus Priority Dispute*
Honorable Mention: Lori Valentine, Oklahoma City Community College; *Wrong Lane*

Audio Production

1st Place: Joseph Cross & Brittany Pigg, Aims Community College; *Radio Interview with Local Song Writers*

3:00 PM – 4:15 PM**The State of the Radio Industry 2014 [Session ID: 208489]**

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 2014. This panel consists of professionals in the radio industry and academics who teach and research the radio industry.

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

Panelists: Michael Brown, University of Wyoming
Dennis Lyle, Illinois Broadcasters Association
Christine H. Merritt, Ohio Association of Broadcasters
Bruce Mims, Southeast Missouri State University
Dick Taylor, Western Kentucky University

3:00 PM – 4:15 PM**Challenges for Trans-Media Education: Exploring Student Projects in Communication and Visual-Aural Design [Session ID: 212012]**

Pavilion 11

[Interactive Media & Emerging Technologies | Curriculum, Assessment & Administration]

How is communication/visual/aural design education impacted by the current conditions of our trans-media state? This panel – composed of presenters from a range of disciplines – will present diverse pedagogic methodologies and examples of projects that demonstrate the transition from a conventional to connected trans-media paradigm. Panelists will discuss their experience within this context and highlight their role as exploratory facilitators between the traditional and new or expanded model.

Moderator: Yoshiko Burke, University of Cincinnati

Panelists: Yvette Shen, University of Utah; *From Data to Graphics: Methods and Resources – Teaching Infographics to Communication Students*
John Hebbeler, Electronic Media Division, University of Cincinnati; *From the Conventional Classroom to the Online Environment: Online Experience and Engagement of the User*
Nan Zheng, James Madison University; *From Reporters to Web Designers: Convergence in Classroom – Streamlining Multimedia News Storytelling*
Yoshiko Burke, University of Cincinnati; *From Static to Motion Design: On-Screen Methodologies for Visual Communication Design Students*
Shelly Hokanson, James Madison University; *From Desktop to Mobile: Moving Beyond User Demographics to User Experience – Exploring Mobile Contexts and User Stories*

4:30 PM – 5:45 PM**Following The Roman Road: How Two Classes Produced an International Documentary [Session ID: 212173]**

Conference Room 1

[Production Aesthetics & Criticism | Documentary]

"Breaking Down Barriers: Journeys of the Apostle Paul", a thirty minute documentary produced by two different Goshen College classes and a co-curricular. Hear how students, led by Goshen College faculty, traveled to Greece & Italy to follow in the footsteps of the Apostle Paul in order to produce a documentary. This panel will discuss how over the course of a year multiple classes coordinated to write, film and edit this project.

Moderator: Kyle Hufford, Goshen College

Panelists: Seth Conley, Goshen College

Katelyn Yoder, Goshen College

4:30 PM – 5:45 PM**Closing the Loop: What Our Program Learned and Changed because of Assessment [Session ID: 209737]**

Conference Room 2/3

[Curriculum, Assessment & Administration]

For programmatic assessment to be worthwhile, schools need to use the data they have gathered and "close the loop"; that is, apply what they have learned to make their programs better. The participants on this panel come from ACEJMC accredited programs and are Institutional Members of BEA. They have used assessment to their advantage and improved their programs because of it.

Moderator: William Christ, Trinity University

Panelists: Glenda Cantrell Williams, University of Alabama

Marie Hardin, Penn State University

Judith Oskam, Texas State University

Don Grady, Elon University

4:30 PM – 5:45 PM**Top Paper Session - International [Session ID: 223547]**

Conference Room 4

[International]

Please join us as we hear the top papers presented from the International Division.

Vice Chair/Paper Competition Chair: Anne MacLennan, York University

Debut Paper Competition

1st Place: Soobum Lee, Incheon National University; Hyungkoo Khang, University of Alabama; Yeojin Kim, University of Alabama; *A Cross-Cultural Perspective on Televised Political Advertising in the Presidential Election between the U.S. and South Korea: 1992-201*

Open Paper Competition

1st Place: Michel M. Haigh, Pennsylvania State University; Michael Bruce, University of Alabama; *A Comparison of the Visual and Story Frames Al Jazeera English and CNN Employed During the 2011 Egyptian Revolution*

4:30 PM – 5:45 PM**News Division Business Meeting [Session ID: 219382]**

Pavilion 1

[News]

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

Chair:

Tim F. Brown, University of Central Florida

Vice Chair, Programming:

Mary Blue, Tulane University

Vice Chair, Research Competition:

Nancy Mackenzie- Dupont, University of Mississippi

Co-Vice Chair, Communication:

Lydia Timmins, University of Delaware

Co-Vice Chair, Communication:

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:

Michael Riecke, SUNY – Oswego

Festival of Media Arts Student Hard News Competition Chair:

Brent M. Foster, California State University, Fullerton

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:

Mary T. Rogus, Ohio University

Festival of Media Arts Student Newscast (4/5 Days) Competition Chair:

Bob Gould, Michigan State University

4:30 PM – 5:45 PM**Best Practices in Teaching Media Research [Session ID: 212155]**

Pavilion 2

[Research | Curriculum Assessment & Administration]

This panel will spotlight a number of techniques designed to generate student interest, enthusiasm, and engagement with media research. Breathing life into (often dreaded) research methods courses is a perennial challenge. Yet, knowledge of media research topics, methods, and career opportunities is an essential part of the mission of electronic media programs. Panelists will share exercises, syllabi, and projects that BEA members can take back to their own classrooms to improve student learning.

Moderator: Glenn Cummins, Texas Tech University

Panelists: Roger Cooper, Ohio University

William Evans, University of Alabama

Miao Guo, Ball State University

John Morris, University of Southern Indiana

4:30 PM – 5:45 PM**Diversity in the Screenwriting Industry: Who is Telling Our Stories? [Session ID: 212180]**

Pavilion 3

[Writing]

Recent reports on the WGA-West and WGC (Canada) reveal a lack of gender and ethnic diversity in the screenwriting industry across North America. Studies being undertaken European countries show similar results. Screenwriting is a vital form of cultural expression, yet visible minorities, women and older screenwriters continue to be underrepresented. The panel will discuss why there is a disconnect between those who are hired to tell our stories and the diverse populations they represent.

Moderator: Michael Coutanche, Ryerson University

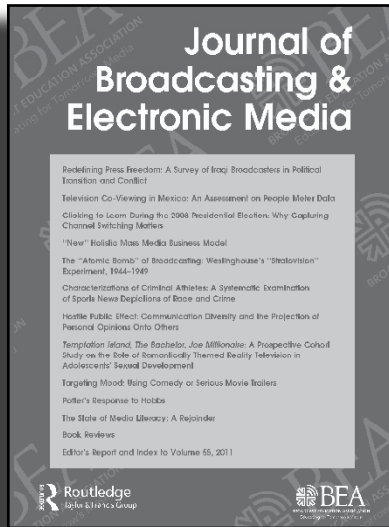
Panelists: Darnell Hunt, UCLA

Diog O'Connell, Dun Laoghaire Institute of Art Design & Technology

Charles Davis, Ryerson University

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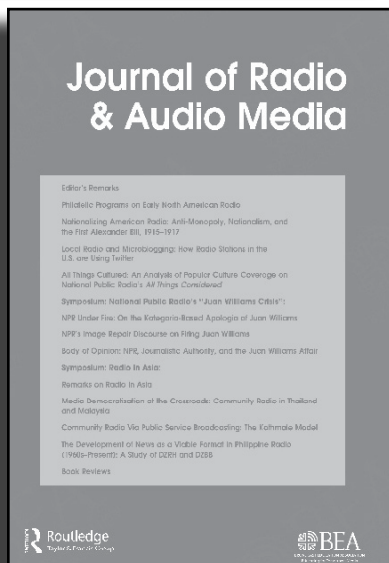
Journal of Broadcasting & Electronic Media

Editor: Zizi Papacharissi, University of Illinois at Chicago

The *Journal of Broadcasting & Electronic Media*, published quarterly for the BEA, contains timely articles about new developments, trends, and research in electronic media written by academicians, researchers, and other electronic media professionals.

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



Journal of Radio & Audio Media

Editor: Phylis Johnson, Southern Illinois University

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.

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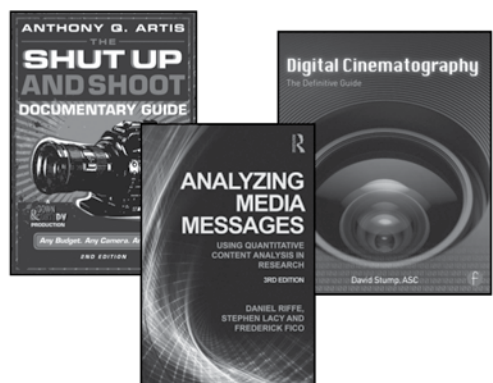
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Skip Pizzi and Graham A. Jones
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**4:30 PM – 5:45 PM****Faculty and Student Audio Awards and Exhibition [Session ID: 219434]**

Pavilion 9

[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: John McGuire, Oklahoma State University

BEA Festival of Media Arts Student Audio Chair: Michael W. Huntsberger, Linfield College

Faculty Audio Competition**Radio Documentary**

Best of Competition: Terry Likes, Tennessee State University; *The Beatles: It was 50 years ago...*

Long-Form Production

Best of Competition: Don Connelly & Dr. Bruce H. Frazer, Western Carolina University; *Tarzan of the Apes*

Student Audio Competition**Air Personality**

1st Place: Matthias Jeske, University of Nebraska at Omaha; *Mister 1960*

2nd Place: Kayla McCarty, University of Southern Indiana; *Kayla McCarty Show*

3rd Place: Tiye Sheppard, University of San Francisco; *WORD - A Hip Hop & Spoken Word Podcast*

Comedy or Drama

1st Place: Caleb Forbes, University of Oklahoma; *All In*

2nd Place: Daniel Barker, SUNY New Paltz; *The Mind of an Addict*

3rd Place: Students of the New England School of Communications, New England School of Communications; *Edgar Allan Poe's Tales of Mystery and Imagination 2013*

Educational

1st Place: Radio and Audio Documentary, Spring 2013, Columbia College Chicago; *I.O.U.: Stories of Student Debt*

2nd Place: Joe Mineo, Allie Volpe, Robert Zettlemoyer, Rowan University; *Heroin High*

3rd Place: Ora DeKornfeld, University of North Carolina; *Ban the Box*

PSA, Promo or Commercial

1st Place: Paige Hale, Harding University; *Harding University Promo*

2nd Place: Katelyn Bially, Appalachian State University; *Which Wich Sandwiches*

3rd Place: Ashley Evans, Goshen College; *Breakfast Blend Halloween Promo*

Specialty

1st Place: Nazly Abaza, American University in Cairo; *28 and Single*

2nd Place: Alex Hall, Colorado State University; *What is AMSR?*

3rd Place: Theodora Lederer, University of San Francisco; *Queens Tell Their Own Story*



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**INDIANA UNIVERSITY OF
PENNSYLVANIA**

4:30 PM – 6:00 PM**A Curation of Television's Best Sizzle Presented by PromaxBDA [Session ID: 219434]****promaxbda**

Pavilion 10

[All Convention]

SPECIAL EVENT

In a world of instant everything and instant everywhere, content marketers are at the center of change. Today, any creator of content must have the capacity to market that content and drive audiences to engage. Join us and see award-winning creative from across the television industry from promos to trailers to brand campaigns. Join PromaxBDA as they present this session and learn from media leaders who use great creative to captivate and drive audiences to tune in with brands across platforms.



Heather Porter
Creative Director, On-Air Promotions
FOX Broadcasting Company



Henry Vazquez
Creative Services Director
8 News Now (KLAS-TV)

SUNDAY**4:30 PM – 5:45 PM****A Qualitative Analysis of the Impacts of Digital Tools in the Life of Digital Citizens: A Cross-Cultural Comparison of College Students in Nigeria and the United States. [Session ID: 212093]**

Pavilion 11

[Multicultural Studies]

The participation in the use of digital tools has grown rapidly in the 21st century especially among college students; unusual cravings in the use of technological devices is becoming rampant globally. Employing qualitative approach, this panel discussion will attempt to uncover the cross-cultural differences in motivations and behavioral patterns for using digital tools among the Nigerian and American youngsters.

Moderator: Lawrence Tomei, Robert Morris University

Panelists: Blessing F. Adeoye, University of Lagos

Daniel Shelley, Robert Morris University

Florence F. Folami, Millikin University

6:00 PM – 7:30 PM**BEA Opening Night Awards Ceremony & Reception [Session ID: 223539]**

Pavilion 9

[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.

Host: Barry Umansky, BEA2014-2015 President

Honoring the Best of BEA:

**BEA Distinguished Education Service Award Recipient**

Douglas A. Boyd, University of Kentucky

**BEA Lifetime Achievement in Scholarship Recipient**

Dennis K. Davis, Penn State University

SPECIAL EVENT

Kenneth Harwood Dissertation Award Recipient:

Lauren Bratslavsky, University of Oregon

New Faculty Research Grant Recipient:

Dr. Bridget Rubenking, University of Central Florida

BEA2014-2015 Scholarship Recipients:**Abe Voron Scholarship – Sponsored by the Abe Voron Committee**

Sarah McGriff, Texas State/San Marcos

Walter Patterson Scholarships – Sponsored by the National Association of Broadcasters

Teisha Bagwell, Arkansas State

Kayla Rausch, Muskingum University

Vincent Wasilewski Scholarship – Sponsored by Patrick Communications, LLC

Wade Hilligoss, University of Nebraska/Lincoln

Alexander Tanger Scholarship – Sponsored by Alexander M. Tanger

Chelsea Grochocki, Illinois State

BEA Founders Scholarship – Sponsored by BEA

Molly Grant-Leanna, Metropolitan Community College

Brett Hall, University of Maryland

Richard Eaton Foundation Scholarship – Sponsored by the Richard Eaton Foundation

Chris Highland, Illinois State

John Bayliss Award – Sponsored by the John Bayliss Foundation

Danielle Kerschhacki, Goshen College

SUNDAY

7:30 AM – 5:00 PM**BEA2014 Convention Registration – Monday Hours [Session ID: 255010]**

BEA Exhibit Hall

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" BEA2014 convention program.

8:00 AM – 9:45 AM**BEA Division Business MEGA Meeting [Session ID: 255025]**

Pavilion 9

[Gender Issues | History | International | Interactive Media & Emerging Technologies | Law & Policy | Management, Marketing & Programming | Multicultural Studies | Production Aesthetics & Criticism | Research | Writing]

BEA is only as strong as its interest divisions and their unprecedented involvement in making the organization run. Come have breakfast and learn more about BEA and 10 of BEA's 17 specialized interest divisions. Discover how you can participate and be a part of BEA's planning process. After a short general session, participants will break out into rooms hosted by division leadership.

Speakers: Michael Bruce, University of Alabama

Gender Issues Division Business Meeting [Session ID: 219336] – 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: Jennifer Meadows, California State University, Chico

Vice Chair: Lisa Pecot-Hebert, DePaul University

Paper Competition Chair: Casey Hart, Stephen F. Austin State University

Communications Manager: Lily Acevado-Callejas

History Division Business Meeting [Session ID: 219337] – 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: Stephen Perry, Illinois State University

Newsletter Editor: Gary McIntyre, Mansfield University

Webmaster: Ed Youngblood, Auburn University

International Division Business Meeting [Session ID: 219341] – 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: Helena Vanhala, Robert Morris University

Vice Chair: Deborah Wilson, University of Lincoln

Research Paper Chair: Anne MacLennan, York University

Newsletter Editor/Webmaster: Quan Xie, Bradley University

Interactive Media & Emerging Technologies Division Business Meeting [Session ID: 219357] – The Interactive Media & 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 & 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: Dana Coester, West Virginia University

Vice Chair: Jacob Enfield, California State University-Northridge

Secretary/Treasurer: Gerald Fisher, Biola University

Co-Webmaster: Leigh Wright, Murray State University

Co-Webmaster: Anthony Galvez, Rhode Island University

Festival of Media Arts Faculty Interactive Multimedia Competition co-Chair:

Sandy Henry, Drake University

Angele Anderfuren, Northern Arizona University

Festival of Media Arts Student Interactive Multimedia Competition co-Chairs:

Lakshmi N. Tirumala, University of Cincinnati

Heather Starr Fiedler, Point Park University

Law & Policy Division Business Meeting [Session ID: 219374] – The Law & Policy Division's mission is to assist fellow teachers, researchers and practitioners in electronic media Law & 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 & 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 & Policy.

Chair: Marilyn Terzic, Université du Québec à Montréal

Vice Chair/Paper Competition Chair: David Deeley, University of North Florida

Communications Director: Heather Polinsky, Central Michigan University

Management, Marketing and Programming Division Business Meeting [Session ID: 219376] – 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: Tang Tang, The University of Akron

Vice Chair: L. Meghan Mahoney, West Chester University of Pennsylvania

Communication Manager: Miao Guo, Ball State University

Multicultural Studies Division Business Meeting [Session ID: 219378] – 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: Phillip Powell, Valparaiso University

Vice Chair: Chetachi Egwu, Nova Southeastern University

Paper Chair: Victor Evans, Thiel College

Secretary: Mia Kamal, Louisiana State University

Production Aesthetics & Criticism Division Business Meeting [Session ID: 219388] – 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, Université du Québec à Montréal

Newsletter Editor/Website Manager: Kara Joliff 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

Research Division Business Meeting [Session ID: 219396] – 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

Writing Division Business Meeting [Session ID: 219407] – 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 & Webmaster: Edward J. Fink, California State University, Fullerton

Recording Secretary: 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



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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 – 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.**10:00 AM – 11:15 AM****Meet the Editors @ the BEA Booth** – Phylis Johnson, 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.**10:00 AM – 11:15 PM****Research @ the BEA2014 Exhibit Hall** – See this year’s Scholar-to-Scholar Poster Session listing 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 and A Conversation with Haim Saban**

Las Vegas Hotel, Paradise

[All Convention]

Gordon Smith, President & CEO, National Association of Broadcasters



Haim Saban, Chairman, Univision and Chairman and CEO, Saban Capital Group, Inc.

10:00 AM – 11:15 AM**Meet the Editors @ the BEA Booth (Session ID: 141008)**

BEA Exhibit Hall

[All Convention]

Phylis Johnson, 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**BEA2014 Scholar-to-Scholar Poster Session [Session ID: 2120601]**

BEA Exhibit Hall

[All Convention]

Curriculum, Assessment and Administration Paper CompetitionBob Kalwinsky, Middle Tennessee State University; *Deans and Chairs of ACEJMC-Accredited Colleges and Schools: A Demographic and Qualitative Analysis*Nick Taylor, University of Texas Pan American; *The Search For Innovative Ideas: How To Save Today's Mass Communication Department***Documentary Paper Competition**John McHale, Illinois State University; *The Recursive Documentary Writing Process: The Case of Pontiac's Rebellion*Daniel Labbato, SUNY - New Paltz; *Reading Identity in Everyday Images***International Paper Competition**Shuhua Zhou, University of Alabama; Fei Qiao, University of Alabama; Hongzhong Zhang, Beijing Normal University; Yang Lin, Xi'an Jiaotong University; *Declining Credibility? A Comparison Study of Perceived Media Credibility in China*

Eungjun Min, Rhode Island College; *Hollywood Dream of Korean Entertainment Industry (Hallyu: Korean Wave) and Its Textual Significance*
 Qingqing Hu, Arizona State University; *Re-Construction of Wu Xia Culture On Screen: A study of China's Jinyong TV Serials*
 Abdul-Karim Ziani, University of Bahrain; Shahira Fahmy, University of Arizona; Mokhtar Elareshi, University of Tripoli; *Young Bahrainis' Use of and Perception of Satellite TV News Services*

Interactive Media and Emerging Technologies Paper Competition

Ed Youngblood, Auburn University; Robert Galvez, Rhode Island College; *E-government in Rhode Island: What effects do templates have on usability, accessibility, and mobile readiness?*

L. Meghan Mahoney, West Chester University of Pennsylvania; Bessie Lawton, West Chester University of Pennsylvania; Lukas Pelliccio, Denver University; *Social Media Health Communication: A Cross-Cultural Investigation on the Motivations and Challenges of Using Participatory Technology to Communicate with Patients*

Jonathon K. Frost, Auburn University; *Online Religion and Religion Online: Reform Judaism and Web-based Communication*

Hyungmin Kim, Temple University; *Mobile Technology and Popular Mobile Games*

Management, Marketing and Programming Paper Competition

Carol Ames, California State University, Fullerton; *The Audience-Hyphenate Spiral: A Theory of the Expanding Influence of the Audience in Entertainment*

Patrick John Kirnan, Syracuse University; *Split-Season Scheduling: Does it Increase the Number of Viewers?*

Multicultural Studies Paper Competition

Avriel C. Epps, University of California, Los Angeles and Travis Dixon, University of California, Los Angeles (UCLA); *(Un)Conscious Rhymes & Choice Online: A Comparative Content Analysis of Anti- and Pro-social Rap Lyrical Themes Found on Traditional and New Media Outlets*

Jennifer Woodard, Middle Tennessee State University; *Race, Gender and Class Online: The Web as Digital Divide and Digital Bridge*

Eungjun Min; Rhode Island College; *Racial and Class Disparities Between Black and Korean: Another American Tragedy and Dream*

Imani M. Cheers, The George Washington University; *Social Media as a Marketing Tool: African American Women Watching "Scandal"*

Jodi L. Rightler-McDaniels, University of Tennessee, Knoxville and Catherine Luther, University of Tennessee, Knoxville; *White People Wednesday: A Forum for Resisting or Consenting?*

News Paper Competition

Serena Carpenter, Michigan State University; Anne Hoag, Penn State University; Augie Grant, University of South Carolina; *Convergence or Divergence? An Examination of Print and Broadcast Individuals' Personality Traits*

Seok Kang; UTSA; Kwanmin Lee; USC; Yomali de Cerda; UTSA; *U.S. Television News about the Smartphone: A Framing Analysis of Issues, Sources, and Aspects*

Christine Eschenfelder; University of Florida; Nataliya Dmytrochenko; University of Florida; *First Impressions: How Women Working in their First Television News Jobs Experience the Demands of the Industry*

Melody Borchardt; KSNV News 3; Todd Chambers; Texas Tech University; *Audience Engagement with Local Television News via Social Media*

Shuhua Zhou; University of Alabama; Bin Shen; University of Alabama; Hongzhong Zhang; Beijing Normal University; Yang Lin; Xi'an Jiaotong University; *Comparison & Magnitude Credibility: Whom to Trust When Reports Are Conflicting?*

Soo Jung Moon; University of West Georgia; *Enhancing Predictability of Vote Choice: Effects of Issue Salience of TV News on the Proximity and Directional Models*

10:00 AM – 11:15 AM

Rethinking the "Facility" in an Era of Mobile Media [Session ID: 212060]

Conference Room 1

[Curriculum, Assessment & Administration]

This panel will focus on the numerous challenges educators in production programs face when attempting to keep both the curriculum and studio space relevant in an age of mobile media. We will examine the process and need for justifying equipment and studio costs as well as the curricular evolution which must occur.

Moderator: Tracy Halcomb, Flagler College

Panelists: Jennifer Proctor, University of Michigan-Dearborn

H. Gilmore, University of Michigan-Dearborn



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TV on Wheels, the 2nd edition of the definitive book about the television production industry on location. This segment of the television industry is known as Remote TV in the U.S., and Outside Broadcasts in most of the rest of the world. The book covers the history, planning, logistics, operations, and technology that comprise this industry and contains over 358 pages and 1200 photos and graphics that provide a detailed tour through this segment of television that is helping to define how media will operate in the future. HD 4K, virtual graphics, and a myriad of other technologies grew to critical mass because of the pioneering work that took place by television done on location.

www.remotetruckbook.com

TV on Wheels co-author George Hoover moderates "Alternate Careers in Broadcasting: Beyond the director and talent" panel
Monday, April 7th, 2:30–3:45pm at BEA2014

10:00 AM – 11:15 AM**From the Black Box to the World Wide Web: A Lifetime in Media Research [Session ID: 220238]****BEA2014 Podium Session: Dennis K. Davis, Penn State University**

Conference Room 2/3

[All Convention]



BEA's Lifetime Achievement in Scholarship recipient Dennis Davis, will consider the myriad changes in media theory and research that have occurred over the 40 years of his career. His review will center around examples drawn from his own research and colleagues with whom he have worked. Davis is Professor Emeritus of Communications in the College of Communications at the Pennsylvania State University. He is currently serving as a Visiting Professor in the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. He holds a B.A. degree from St. Olaf College (1967) and a Ph.D. from the School of Journalism and Mass Communication at the University of Minnesota (1973). He has held administrative positions and served on the faculty at Cleveland State University, Southern Illinois University, the University of North Dakota and the University of Otago in New Zealand. He was editor of the Journal of Broadcasting and Electronic Media from 1994-1997. He was an Associate Editor of the Journal of Communication, a Review and Criticism Editor for Critical Studies in Mass Communication and has served on Editorial Boards for Journal of Communication, Journal of Broadcasting and Electronic Media, Political Communication, and Communication Quarterly. He was a Fulbright Senior Lecturer in the Netherlands and Belgium 1979-1980. His research and teaching interests include new media, political communication, international communication, media theory and research methods. He coauthored Mass Communication Theory: Foundations, Ferment, and Future with Stanley Baran. His research has won the Donald McGannon Award for Social and Ethical Relevance in Communication Policy Research from Fordham University and the Broadcasting Preceptor Award from San Francisco State University. In 2010, he received the Distinguished Educator Award from the Mass Communication and Society Division of Association for Education in Journalism and Mass Communication.

Introduction by: Paul Haridakis, Kent State University

10:00 AM – 11:15 AM**Bringing Sports to Life in the Classroom [Session ID: 212187]**

Conference Room 4

[Sports]

As sports and academics become more common as a form of learning at the collegiate level, it is important to balance out current type events with events from the past. The idea of this panel is for those that teach a sports class to discuss the issues and examples they have found to be the most successful in engaging the student population of their institution.

Moderator: Matthew Harmon, Monmouth University

Panelists: Max Utsler, University of Kansas

Paul Oren, Valparaiso University

Kevin Hager, Wichita State University

Chris Bacon, University of Kansas

10:00 AM – 11:15 AM**Content Connecting: Using Mobile Media To Engage The Audience [Session ID: 212157]**

Conference Room 5/6

[Student Media Advisors]

Using the radio station studio phone line to connect with listeners doesn't work anymore. Campus media labs have recently found Facebook, Twitter, Instagram, and Tumblr to be the number one means of interacting with P1's. Panelists will discuss the new paradigm for audience interconnectivity, being driven by user generated content and instant delivery channels.

Moderator: Sam Lovato, Colorado State University – Pueblo

Panelists: Marjorie Yambor, Western Kentucky University

David Nelson, University of Central Oklahoma

Sam Lovato, Colorado State University - Pueblo

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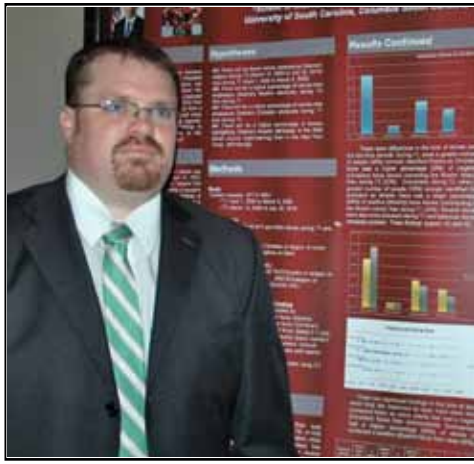
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10:00 AM – 11:15 AM**Student Production Showcase [Session ID: 212107]**

Pavilion 1

[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 Hunt, Northwest College

10:00 AM – 11:15 AM**Ohio University's Collaborative Student Productions with Universities in Malaysia and Nashville, Tennessee [Session ID: 212163]**

Pavilion 2

[Production Aesthetics & Criticism]

During 2012-13 Ohio University's School of Media Arts & Studies completed a pair of collaborative student film projects, one in Nashville, TN, with Tennessee State University, a historically black university over 400 miles away, and the other in Shah Alam, Malaysia, with Universiti Teknologi MARA which is more than 9,000 miles away. The ways in which each of these short narrative projects were produced is very appropriate for the conference theme. Ohio University did indeed forge "New Connections" that were both "Mobile and Global." Portions of the 2 films will be screened and panelists will discuss how they and students from their respective universities worked together on these two 20 minute narratives, one with an all African American cast, the other with an all-Malay cast. The Showcase will include a presentation on how students used Skype, Facebook, and other social media during pre-production to develop scripts, find locations, do casting and raise funds, and will also focus on how these projects addressed cross cultural collaboration and ethnic diversity.

Moderator: Frederick Lewis, Ohio University

Panelists: Habibah Ashari, Ohio University/Universiti Teknologi MARA
Melissa Richie, Tennessee State University

10:00 AM – 11:15 AM**Understanding The Complicated World Of Online Advertising [Session ID: 212197]**

Pavilion 3

[Management, Marketing & Programming | Research]

Online advertising presents unique opportunities and challenges. How is online advertising performance measured? How can businesses develop effective advertising strategies in the online environment? How can Internet sales people communicate their message to potential clients? How should clients use standard banner ads, rich media banner ads, pre-roll video, homepage takeovers, and peel downs? Join Dennis Prechtel, a media research veteran with more than 25 years of experience, as he helps makes sense of the online advertising environment.

Moderator: Paul MacArthur, Utica College

Panelist: Dennis Prechtel, Manager of Digital Research Strategies, NCC Media; *Understanding The Complicated World Of Online Advertising*



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10:00 AM – 11:15 AM**Faculty and Student News Awards and Exhibition [Session ID: 219440]**

Pavilion 9

[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.

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: Michael Riecke, SUNY – Oswego
 Festival of Media Arts Student Hard News Competition Chair: Brent M. Foster, California State University, Fullerton
 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: Mary T. Rogus, Ohio University
 Festival of Media Arts Student Newscast (4/5 Days) Competition Chair: Bob Gould, Michigan State University

Faculty News Competition**Radio Feature News Reporting**

Best of Competition: Barney McCoy, University of Nebraska-Lincoln; *Turkey's Free Press Battle*

TV Feature News Reporting

Best of Competition: Bethany Swain, University of Maryland; *Inside WTOP Traffic Center*

Student News Competition**Radio Feature Reporting**

1st Place: Jessica Murri, University of Montana; *Taxidermy Bootcamp*
 2nd Place: Dan Lane, University of North Carolina - Chapel Hill; *Bird-cams Aim to Explain Peacocking*
 3rd Place: Brianna Sacks, University of Southern California; *Leimert Park's World Stage Fights Extinction*
 Honorable Mention: Caiti Currey, Arizona State University; *YouTube Guru*

Radio Hard News Reporting

1st Place: Mark Haywood, University of North Carolina - Chapel Hill; *North Carolina leading state Human Trafficking*
 2nd Place: Brandon Kinnard, University of Wisconsin-Oshkosh; *UW-Oshkosh Coach in Boston Marathon*
 3rd Place: Caiti Currey, Arizona State University; *Playworks*
 Honorable Mention: Patrick T. Malowski, State University of New York, College at Oswego; *Harlem Shake Translation Controversial*

Radio Newscast

1st Place: James Kaminsky & Andrew Tie, University of North Carolina - Chapel Hill; *Carolina Connection*
 2nd Place: Jackson Baird, Rowan University; *A Community Affair*
 3rd Place: Katherine Davis, Jerome Campbell, Denise Guerra & Graham Clark, University of Southern California; *Annenberg Radio News*
 Honorable Mention: Maddie West, University of Southern Indiana; *The Edge Radio News Update*

Television Feature Reporting

1st Place: Meghan Reistad & Emilio Ramos De Jesus, St. Cloud State University; *Giving By the Gallon*
 2nd Place: Meredith Dean, The University of Georgia; *America's Stonehenge*
 3rd Place: Dustin Askim & Max Barnum, University of Montana; *PEAS Farm*
 Honorable Mention: Jenna Jaynes, University of Nebraska-Lincoln; *Nebraska's First Male Color Guard Lives his Dream*
 Honorable Mention: Nick Minock & Vicki Ikeogu, St. Cloud State University; *Rocori High School*

Television Hard News Reporting

1st Place: Kristina Zverjako, Arizona State University; *Immigration Partner*
 2nd Place: Ali Monsen, Brigham Young University; *Paraglider's Predicament*
 3rd Place: Julian Glover, University of Miami; *Tracking Florida's Promise*
 Honorable Mention: Vivian Padilla, Arizona State University; *Online Sex Demand*
 Honorable Mention: Tommy Townsend, University of Alabama; *Drownings on the River*

Television News Anchor

- 1st Place: Johanna Rojas, The Pennsylvania State University; *Johanna Rojas Anchor Reel*
 2nd Place: Caiti Currey, Arizona State University; *Caiti Currey*
 3rd Place: Natalie Davis, St. Cloud State University; *Natalie Davis*
 Honorable Mention: Gabriela Rodiles, Arizona State University; *Gabriela Rodiles News Anchor*

Television Weathercaster

- 1st Place: Shelby Latino, Mississippi State University; *December 12, 2013 – WCBI*
 2nd Place: Hayden Nix, Mississippi State University; *Campus Connect November 18th, 2013*
 3rd Place: Katie Western, University of Oklahoma; *Katie Western – Weathercaster*
 Honorable Mention: Marissa Scott, Arizona State University; *Cronkite News Weathercaster Marissa Scott*

Television Newscast (airing 3 days per week or less)

- 1st Place: Emilio Ramos De Jesus, Emily Haeg & Alyssa Tryggeseth, St. Cloud State University; *UTVS News en Espanol*
 2nd Place: Brenna Cukier, Madison Morgan, Kiara Palmer & Landon Dowdy, University of North Carolina - Chapel Hill; *Carolina Week*
 3rd Place: Zoya Popova, Palomar College; *North County News Show 5/7/13*
 Honorable Mention: Emily Dick, West Virginia University; *WVU News Special Edition-College Campus*
 Honorable Mention: Ezra Van Den Einde, Minnesota State University Moorhead; *Campus News*

Television Newscast (airing 4/5 days per week)

- 1st Place: Leah Carr & Josh Nguyen, St. Cloud State University; *UTVS News*
 2nd Place: Aaron Greene, Blane Skiles, Brianna Whaley & Katelyn Murray, University of North Texas; *ntTV Nightly News*
 3rd Place: WUFT NEWS Student Staff, University of Florida; *WUFT News First*
 Honorable Mention: Ed Horan, Sean Siciliano & the News 7 production team, Lyndon State College; *News 7 at 5:30*
 Honorable Mention: Lauren King, Madeline Stebbins & Kenzie Clark, University of Oklahoma; *OU Nightly*

10:00 AM – 11:15 AM**Teaching Students to Produce in the Digital Age [Session ID: 212081]**

Pavilion 10

[Interactive Media & Emerging Technologies]

Today's media producer must make "new connections" with their audience in ways not imagined in the traditional role of a film or television producer. Techniques including: crowd funding; trans-media strategy; search-engine and social marketing engagement; and metric evaluation could make the difference between success and failure for a producer's project. This panel will explore a variety of practices currently being used to educate students about some of the tools necessary to succeed as producers in the world of emerging media.

Moderator: Jack Powers, Ithaca College

Panelists: Steve Gordon, Ithaca College
 Ryoya Terao, New York City College of Technology
 Nick Martinez, San Jose State University
 Mary C. Schaffer, California State University @ Northridge

10:00 AM – 11:15 AM**Defining the Documentary: Can a Website Be a Documentary? [Session ID: 212083]**

Pavilion 11

[Documentary]

'Defining the Documentary' is an ongoing series exploring issues concerning the documentary. This year we will ask, "If everything's a documentary, is anything a documentary?" Websites, books, museums? Does a broader definition help us keep up with changes, or does it take away from some 'true' meaning? Following a brief introduction, we will break into small groups, each with its own moderator, and discuss a variety of scenarios – allowing all attendees to participate in the conversation.

Moderator: Evan Johnson, Normandale Community College

Panelists: Thomas Mascaro, Bowling Green State University
 Dan Kimbrough, Misericordia University
 Michael Ogden, Central Washington University
 Christopher Shofner, University of Wisconsin - Stevens Point



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- The King Family Foundation/NYU Heinemann Award, an annual \$10,000 award given to an outstanding film/video senior undergraduate at New York University.
- The King Family Foundation/USC Post Production Award, an annual \$10,000 award toward the completion of an outstanding film/video project by a graduate student in the MFA program at the University of Southern California.

- The King Family Foundation/UCLA Post Production Award, an annual \$10,000 award toward the completion of an outstanding film/video project by a graduate student in the MFA program at the University of California, Los Angeles.
- The Michael Collyer Memorial Fellowship in Screenwriting in association with the Writers Guild of America East.
- The King Family Foundation/NYU Post Production Award in honor of the late Roger King, an annual \$10,000 award toward the completion of an outstanding film/video project by a graduate student in the MFA program at New York University.

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



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11:30 AM – 12:45 PM**Addressing the Call for a Better Journalism Education [Session ID: 211908]**

Conference Room 1

[Curriculum, Assessment & Administration | Interactive Media & Emerging Technologies]

Critics, educators, and journalists have criticized and challenged whether journalism programs can adequately prepare and secure future graduates a job. On April 15, 2013, Tom Rosenstiel provided a framework in which journalism educators could teach both skills and critical thinking to help students understand the extent journalists' behavior influences society while evolving technologically as well (<http://bit.ly/16N4qtC>). To best prepare students for the present media landscape, Rosenstiel argued that journalism curriculum should reflect four pillars: 1) the teaching of technological skills, 2) journalism responsibility, 3) the business side of journalism, and 4) the discipline of verification. One year later, each member of the panel including Tom Rosenstiel will address each individual component of Rosenstiel's new curriculum, which includes how educators can make it happen within their present structure.

Moderator: Serena Carpenter, Michigan State University

Panelists: Serena Carpenter, Michigan State University

Tom Rosenstiel, American Press Institute

Debora Wenger, University of Mississippi

Victoria Lim, Society of Professional Journalists, Journalism Trainer

11:30 AM – 12:45 PM**Sports Division Business Meeting [Session ID: 219399]**

Conference Room 2/3

[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.

Chair: Don Moore, Ohio University Southern

Vice Chair: John McGuire, Oklahoma State University

Media Coordinator: Joe Moore, University of Central Missouri

Paper Competition Chair: Troy Comeau, Pittsburg State University

Festival of Media Arts Student Sports Competition Chair: Bobby Chastain, Purdue University – West Lafayette

Festival of Media Arts Faculty Sports Competition Chair: Denise Belafonte-Young, Lynn University

11:30 AM – 12:45 PM**Mobile Communications 2014: What's After What's Next [Session ID: 212080]**

Conference Room 4

[Interactive Media & Emerging Technologies]

You are cordially invited to attend and immerse yourself in what's happening now in mobile apps, cloud, big data, and even wearable. This class will be in continual development up until the first day of class and beyond, as I'll ask you to dig into your own mobile experiences for an interactive class about our most interactive interfaces to date.

Speaker: Jill Bronfman, San Francisco State University

11:30 AM – 12:45 PM**Broadcasting Identity Through Music [Session ID: 212076]**

Conference Room 5/6

[Radio & Audio Media]

This panel presents three different perspectives on the implicit and explicit uses of broadcast music to shape identity. The first is a historical study of efforts to break German morale through broadcasts of sad music during World War II. The second investigates the disparity of gender in current music radio formats. The last is a study of how Korean pop music promotes Asian popular culture.

Moderator: Michael W. Huntsberger, Linfield College

Panelists: Juoak Jade Kim, Temple University; *Branding Korean Pop: Cultural Hybridity and the Construction of Asian Identity*David Crider, Temple University; *Missing the Target? A Breakdown of Gender in Music Radio Formats*Jennifer Billinson, Christopher Newport University; *Sad Songs Sink Ships: Marlene Dietrich, the MUZAK Project, and the Geopolitics of Combat in the Air(waves)*



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Documentary-Short Form Video

1st Place: Brian Favorite,
San Francisco State University

Documentary-Long Form Video

Honorary Mention: Dee Thao,
California State University Chico

Scriptwriting- Short Subject

2nd Place: Michael Quintana,
San José State University

Scriptwriting- Feature

2nd Place: Kamran Sohrabi,
San José State University

3rd Place: Jarred Hodgdon,
San José State University

Honorable Mention: Zachary Strauss,
California State University of Northridge

Scriptwriting: Original TV Series Pilot

2nd Place: Sam Osborn,
San Francisco State University

Scriptwriting: Mobisode/Webisode

1st Place: Andrew Porteous, \,
California State University of Northridge

2nd Place: Scott Peterson,
San Francisco State University

Student Video: Best of Festival

Robert Krakower & Jon Magram,
San José State University

Student Video: Instructional/Educational

3rd Place: Edda Zabala,
California State University Northridge

Student Video: Narrative

Honorable Mention: Julia Dills, Meghan Wheeler & Berenice Macias, California State University, Northridge

Student Video: Spots

1st Place: Stacey Lee, Bryan Gordon, Amy Ribar & Jeff Schroeder, San Francisco State University

Student Video: Promotional:

Award of Excellence in Cinematography:
Antonio Ayala, Rynne Griggs, & Julian Faras,
San Francisco State University

Faculty Video: Educational or Instructional

Award of Excellence: Babak Sarrafan,
San José State University

Top Paper: Curriculum and Instruction

2nd Place: Ashley Larson & Scott J. Patterson
San Francisco State University

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11:30 AM – 12:45 PM**College TV & Radio: The Challenges & Triumphs of Smaller Programs [Session ID: 212101]**

Pavilion 1

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

College stations are a great way for students to get that all important hands-on experience in their fields of study. While all student media face challenges, organizations associated with smaller colleges/universities tend to face different issues than their counterparts from larger schools. Faculty/staff often struggle with maintaining student participation, producing consistent content, shortages of resources as well as challenges from administrators. Panelists from smaller programs will share their experiences and offer strategies for overcoming challenges.

Moderator: Rebecca Taylor, Siena College

Panelists: Robin Cecala, Point Park University
Casey Hart, Stephen F. Austin State University
John MacKerron, Towson University
Vincent Ciammaichelli, Delaware State University

Respondent: Keith Corso, Westminster College

11:30 AM – 12:45 PM**The 168 Film Project: A Unique Opportunity for Faculty and Students [Session ID: 212125]**

Pavilion 2

[Production Aesthetics & Criticism | Student Media Advisors]

The 168 Film Project invites participants to compete for cash and prizes by producing a narrative or documentary film, based on a theme and a Judeo-Christian scripture. Starting in 2013, the winner receives a production budget of up to \$1 million dollars from sponsor Echolight Studios. Films are produced in one week's time (168 hours), offering a crash course in real-world experience for both student and faculty competitors. In this panel, 168 Film Project Founder John David Ware and 168 Board Member Brian Bird (Evening Shade, Touched by An Angel, Gametime) explain the outstanding opportunities offered to competitors in the 168 Film Project. Recent 168 filmmakers and staff members will share their stories of struggle and miracles from the "168" trenches and show some of their outstanding work. Learn all you need to get your students involved in this competitive storytelling opportunity, and to become involved yourself! Panel includes a special appearance by the 2013 168 Film Project grand prize winners.

Moderator: Kara Jolliff Gould, John Brown University

Panelists: John Ware, Director, 168 Film Project
Wes Llewellyn, 168 Filmmaker
Amanda Llewellyn, 168 Filmmaker
Brian Bird, 168 Film Project/Believe Pictures

Respondent: Darren Gould, John Brown University

11:30 AM – 12:45 PM**Telcom Update 2014 [Session ID: 212006]**

Pavilion 3

[Law & Policy | History]

Does the Time Warner - CBS deal signal a new era in retransmission consent? Will Google and the government continue to read your emails? Are net neutrality rules still important? Is Aereo a viable and innovative technology? Is cable worried as viewers unplug? This panel will look at current issues in the regulatory, economic, judicial and commercial media landscape.

Moderator: Fritz Messere, SUNY – Oswego

Panelists: Dom Caristi, Ball State University
Paul MacArthur, Utica College
Laurie Thomas Lee, University of Nebraska @ Lincoln
Kim Zarkin, Westminster College, Salt Lake City



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**11:30 AM – 12:45 PM****Faculty and Student Documentary Awards and Exhibition [Session ID: 219436]**

Pavilion 9

[Documentary]

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 Festival Competition Chair: Jes Therkelsen, California State University-Fresno

Faculty Documentary Competition Chair: Julie Williamsen, Brigham Young University

Faculty Documentary Competition**Short Form**

Best of Competition: Kari Barber, University of Nevada, Reno; *Baking Alaska*

Award of Excellence: Larry Foley & Hayot Tuychiev, University of Arkansas; *After the Tsunami*

Award of Excellence: Kathy Lee Heuston & Joseph Mendes, Austin Peay State University; *An American Journalist – Dorothy Dix*

Long Form

Award of Excellence: Kathleen M. Ryan, University of Colorado Boulder; *Homefront Heroines: The WAVES of World War II*

Award of Excellence: William Gentile, Esther Gentile & Betsy Dufault, American University; *Through Their Eyes*

Student Documentary Competition**Short Form Video**

1st Place: Brian Favorite, San Francisco State University; *Heklina*

2nd Place: Kaleigh Griffin, Claudia Gallo, Lindsay Nimphius & Keri Sheheen, SUNY New Paltz; *First Name: Jogger, Last Name: John*

3rd Place: Will Anderson, Hannah Cohan & David Gwynn, Elon University; *Solo on Snare*

Excellence in Cinematography: Scott O'Lone & Kieren Astall, Ohio University; *Found*

Excellence in Research: Alex Lancial, Tara Molina & Perla Farias, Arizona State University; *Two Borders*

Excellence in Sound Design: Jon Kasbe, The University of North Carolina at Chapel Hill; *Heartbeats of Fiji*

Honorary Mention: Lauren Stroz, John Breitling & Eric Cheavers, Rowan University; *Slutwalk: A Mile in Her Heels*

Honorary Mention: Mari Elizabeth Cleven, Northern Arizona University; *Waste Water*

Long Form Video

1st Place: Clint Fullen, The University of Arkansas; *The Jim Lindsey Story*

2nd Place: Sam Geneser, Bret Hoy, Kaitlyn Manlove & David Mudd, Missouri State University; *Dither: The DIY Story*

3rd Place: Shelby Hadden, University of Alabama; *Not A Statistic*

Excellence in Cinematography: Joseph Ligo, Westminster College; *The Unfortunate History of the AMC Pacer*

Excellence in Editing: Bryan Campbell & Bobbie Foster, University of Arkansas; *Stuff About Stuff*

Excellence in Research: Terrence Woods, Su Hong, Doris Molenaar & Anahita Namaki, University of Maryland; *Between Bars*

Honorary Mention: Gabrielle Bizzarro & Bailey Frasier, Arizona State University; *Blisters of a Butterfly*

Honorary Mention: Dee Thao, California State University Chico; *Searching for Answers*

11:30 AM – 12:45 PM**Wonder Woman Doesn't Twerk: Gender Depiction and Body Image in Electronic Visual Media [Session ID: 212131]**

Pavilion 10

[Gender Issues | Multicultural Studies]

This panel seeks to promote discussion of prevalent and controversial issues related to the way gender is depicted in films, television, advertising, and other forms of visual media. Do content producers feature constructive depictions of female or male gender roles? Are physically unattainable images of beauty perpetuated? Why do producers continue to create such fare? What are the effects, intended or unintended, upon their audiences? This panel will delve into such issues and more.

Moderator: Roger Allman, Central Michigan University

Panelists: Roger Allman, Central Michigan University; *Wonder Woman Doesn't Twerk: Gender Depiction and Body Image in Electronic Visual Media*

Nikki Grams, Central Michigan University; *Across the Cos-Mos: Cosplay, Fan Fiction and User Generated Content*

Jeffrey Smith, Central Michigan University and Lesley Withers, Central Michigan University; *Call Me a Princess...One More Time: Female Protagonists in Video Games*

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First, Television Hard News Reporting: **Kristina Zverjako**

First, TV Sports Talent Anchor/Host: **Nicholas Marek**

Second, Television News Anchor: **Caiti Currey**

Second, TV Sports Talent Anchor/Host: **Robby Baker**

Third, Radio Hard News Reporting: **Caiti Currey**

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and the entire Fall 2013 Converged Media Lab class

Jessica Bagby, Chase Brewer, Zachary Bruce, Andrew Geraci,
Ivan Guadarrama, Jasmine Jones, Ellen LoManto, Maria Micallizi,
Daniel Moon, Kyle O'Connor and Jessica Savoie



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11:30 AM – 12:45 PM**BEA Top Paper Session - News [Session ID: 219587]**

Pavilion 11

[News]

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

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

Debut Paper Competition1st Place: Peter Casella, University of North Florida; *Rethinking Failure: A New Perspective of The Ten O'Clock News Reported by Carol Marin*2nd Place: Julian M. Rodriguez, University of Texas - Arlington; *Unauthorized Immigrant Population of Texas: Technology Adoption and News Media Consumption***Open Paper Competition**1st Place: Sara Magee, Loyola University of Maryland; Mary T. Rogus, Ohio University; Janice Collins, University of Illinois, Urbana-Champaign; *Diversity from Duopolies?: An Exploratory Analysis of Broadcast News Content in Small Television Markets with Virtual Duopolies*2nd Place: Tanner R. Cooke, The Pennsylvania State University; Patrick Parsons, Pennsylvania State University; Dunja Antunovic, Penn State University; *Television News and Repertoire Maintenance: The Dynamics of Generational Change***1:00 PM – 2:15 PM****Implementing Transmedia Education Across the Curriculum: Changing the Way we Teach Theory, Production, and Management [Session ID: 212026]**

Conference Room 1

[Curriculum, Assessment & Administration]

Transmedia is the process of telling a story across multiple platforms while developing a universe that maximizes revenue through core fan base. As the television, film, video game, and print industries find themselves in a time of reinvention, the transmedia model is one that industry is rapidly adopting. This panel includes discussions from the Rhode Island College faculty along with industry insiders from Yoshi-Carr entertainment and Synchronous Media about rethinking curriculum in mass media programs.

Moderator: Robert Galvez, Rhode Island College

Panelists: Eungjun Min, Rhode Island College; *Transmedia's global and cultural implication: Helping students wade through the theoretical implications*Robin Haislett, Texas Tech University; *Playing by the Rules to Write New Rules: Games in Transmedia Storytelling*Robert Galvez, Rhode Island College; *The Transmedia Universe: Developing curriculum that that addresses all 3 screens*Lakshmi N. Tirumala, University of Cincinnati; *Creating a Transmedia Storytelling Framework in a Collaborative Classroom Experience***1:00 PM – 2:15 PM****BEA Top Paper Session - Production Aesthetics & Criticism and Multicultural Studies [Session ID: 223451]**

Conference Room 2/3

[Production Aesthetics & Criticism | Multicultural Studies]

Please join us as we hear the top papers presented from the Production Aesthetics & Criticism and Multicultural Studies Divisions.

Production Aesthetics & Criticism Division Vice Chair/Paper Competition Chair: Marilyn Terzic, Université du Québec à Montréal

Multicultural Studies Vice Chair/Paper Competition Chair: Victor Evans, Thiel College

Production Aesthetics & Criticism Paper Competition1st Place Debut: Joseph Fortunato, Arizona State University; *Truth, Torture and the Political "Chilling" of Zero Dark Thirty*Open Paper: Mary Blue, Tulane University; *The Hero's "Calling" in Prime Time Network Television Drama, 2011-2013***Multicultural Studies Paper Competition**1st Place Debut: Tina Burt, University Louisiana Lafayette; *Hidden by Omission: The Absence of Racial, Ethnic and Cultural Distinctions in End-of-Life Issues Portrayed in NBC's ER*2nd Place Debut: Fatimah Nadiyah Muhammad, Chicago State University; *It's Tricky - Theorizing 21st Century Black Female Subjectivity*

1:00 PM – 2:15 PM**Social Media: Destroy or Enhance your Credibility as a Journalist in 140 Characters or Less [Session ID: 212166]**

Conference Room 4

[News | Interactive Media & Emerging Technologies]

I'm sure you all remember the rookie reporter who dropped the F-bomb on the air in April of 2013 on his very first night of anchoring? Well that reporter, A.J. Clemente, was my former student at West Virginia University. Because of social media, his "blunder" went viral with nearly two million hits on YouTube alone. This panel explores how social media can make or break careers in the journalism field. Panelists will share tips and techniques of incorporating social media into their syllabi, classrooms and broadcasts; how to verify sources and information posted on social media sites and how to utilize social media tools to enhance reporting in this emerging new media paradigm.

Moderator: Gina Dahlia, West Virginia University

Panelists: Gina Dahlia, West Virginia University
 Bob Gould, Michigan State University
 Lance Liguez, University of Texas at Arlington
 Jeanette Castillo, Ball State University
 Gina Baleria, San Francisco State University

1:00 PM – 2:15 PM**The Core of Radio Listening: Making The "Perfect" Station in an Imperfect Market [Session ID: 212038]**

Conference Room 5/6

[Radio & Audio Media | Multicultural Studies]

From case studies to retrospectives to re-imagining radio via new technologies, panelists contribute pieces to the larger puzzle: what is core to radio listening? What would the ideal radio station sound like, and how is success determined at the audience and market level? Discussions transition from traditional elements that historically define listening to recent considerations (i.e., increased fragmentation, mobility, rapid technological change, shifts in audience composition and reach) encompassing radio art, innovative practice and emerging communities.

Moderator: Phylis Johnson, Southern Illinois University-Carbondale

Panelists: Honna Veerkamp, Southern Illinois University-Carbondale; *Feminist Frequencies: Traditional and New Models*
 Jonathan Pluskota, Northwest Missouri State University; *The Perfect Technology: Radio Thrives On Mobility*
 Taehyun Kim, Washington State University; *Perfection Re-Imagined: Radio Korea's Next Generation; A Case Study of Cross-ethnic Radio Programming*
 Zhuojun Chen, University of Northern Iowa; *Perfecting The Station Mix: Adaptation of Radio Stations to the Rapid Change of Media Technologies and Society*
 Dhyana Ziegler, Florida A&M University; *Telling The Perfect Story: What We Can Learn From The Motown Years*

1:00 PM – 2:15 PM**College Radio Formats: Mixing Music with Talk [Session ID: 212074]**

Pavilion 1

[Student Media Advisors | Radio & Audio Media]

The two primary formats of American radio are music and talk. A college/university station (student managed and operated) with a music format can incorporate a talk show format element to highlight localism, increase listenership, and enhance underwriting while providing additional experiences for the station's staff in producing programming driven by current events, campus, and community interests.

Moderator: Regis Tucci, Colorado Mesa University

Panelists: Osa Amenyi, Arkansas State University

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1:00 PM – 2:15 PM**Video Production and the "Film Thing": Can We Do it All? [Session ID: 212154]**

Pavilion 2

[Two-Year/Small Colleges | Production Aesthetics & Criticism]

Sure, it's all storytelling, but experienced media educators know there is a world of cultural and aesthetic difference between a traditional approach to video production and film-type classes and activities. The demand from students for "film" seems higher than ever, but should smaller programs even try to cater to the market, or should they focus on the niche that best fits their operation, faculty and mission?

Moderator: Randall King, Indiana Wesleyan University

Panelists: Randall King, Indiana Wesleyan University; *Do We Market More Than We Can Deliver?*Raymond Anderson, Sterling College; *Writing Comes First: Storytelling Follows*Troy Hunt, Northwest College; *Trying To Be All Things to All Students*Jon Smith, Southern Utah University; *Documentary: The Bridge Between News and Film*Joshua Overbay, Asbury University; *A View from Across the Divide***1:00 PM – 2:15 PM****The Road to an "All-Internet Protocol" Telecommunications World [Session ID: 212128]**

Pavilion 3

[Law & Policy]

The United States is a 21st century country, with an economy of trillions of dollars powered by amazing technologies and innovations – think computers, high-speed Internet, software and apps and wireless devices. But, despite these technical advances, our nation's telecommunications system still overly relies on an outdated 20th century technology, consisting largely of copper wiring that harkens back to the days of Alexander Graham Bell and rotary telephone dials. Similar to the transformation of American television to digital, the FCC and the Congress now are looking at transitioning telecommunications to an all-IP system. The potential benefits of the IP transition would be tremendous, in terms of economic development, job creation/growth, and consumer welfare. But, how do we get there? AT&T and others have proposed IP transition trials to ensure that consumers and businesses are not negatively affected by the transition. The FCC has set up government advisory committee working group to study and make recommendations on the transition. Barry Umansky and Steve Pociask, the two co-chairs of that working group will join other experts in reviewing the legal, economic, technical and policy issues.

Moderator: Barry Umansky, Ball State University

Panelists: Tim Stelzig, Deputy Chief, Competition Policy Division, Wireline Competition Bureau, Federal Communications Commission

Hank Hultquist, Vice President – Federal Regulatory, AT&T

Steve Pociask, The American Consumer Institute Center for Citizen Research

1:00 PM – 2:15 PM**Student Sports Media Awards and Exhibition [Session ID: 219437]**

Pavilion 9

[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: Bobby Chastain, Purdue University - West Lafayette

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

Radio Sports Story/Feature1st Place: Jon Bozeka, Otterbein University; *Fight: The Otterbein 2013 Football Year in Review*2nd Place (tie): Sean Pelletier, University of Maryland; *Terps Got Talent*Louis Fernandez & Zach Mayo, University of North Carolina - Chapel Hill; *Dean Smith Awarded the Presidential Medal of Freedom***Radio Sports Story/Feature**Honorable Mention: Kerry Crowley, Arizona State University; *Men's Senior Baseball World Series***Radio/TV Sports Play-by-Play**1st Place: Tyler Bradfield, Ball State University; *SportsLink Radio vs. Miami*2nd Place: Josh Overholser, Otterbein University; *Otterbein Basketball vs. Muskingum*3rd Place: Chris Brintle & Jase Chilcoat, Oklahoma State University; *Kansas State vs. Oklahoma State football*Honorable mention: Alexander Crowe, Tony Bettack & Greg Peterson, University of Wisconsin-Oshkosh; *UW-Whitewater vs. UW-Oshkosh football*

TV Sports / Story / Feature

- 1st place: Aaron Van Auken & Zach Hughes, Ball State University; *Ball State Sports Link: Wenning*
- 2nd place: Jason Ludlow & CoogTube Staff, Brigham Young University; *CoogTube 12/6/13*
- Honorable Mention: Mike Ploger, West Virginia University; *Mike Ploger - Abdullah Brothers*
- Honorable Mention: Carter Baum & Amanda Yates, University of Oklahoma; *Sooner Sports Pad*
- Honorable Mention: Chris Kosinski, Luke Martin & Brad Dailey, Ball State University; *Ball State Sports Link: Snead the Fourth*

TV Sports Talent (Anchor/Host)

- 1st Place: Nicholas Marek, Arizona State University; *Nick Marek Sports Reel*
- 2nd Place (TIE): Robby Baker, Arizona State University; *Sports Reel*
- 2nd Place (TIE): Matthew Fresquez, University of Oklahoma; *Matthew Fresquez - Sports Talent*
- Honorable Mention: Jake Edmonds, Brigham Young University; *Jake Edmonds*
- Honorable Mention: Mia O'Brien, Ithaca College; *Mia O'Brien*
- Honorable Mention: Willie Jungels, The Pennsylvania State University; *Willie Jungels Sports*

TV Sports Event Production

- 1st Place (tie): Alex Clysdale, Nicki Cunningham & Mitch McDermott, St. Cloud State University; *Husky Productions SCSU vs UC*
Anthony Miller, Logan Hoppe, Brian Christensen & Preston Schultz, Bethany Lutheran College; *Maverick Hockey Weekend*
- 2nd Place: Seth Becker, Oklahoma State University; *Baseball Broadcast*

1:00 PM – 2:15 PM**Females at Flashpoints: A Conversation with Pakistani documentary filmmaker Hina Ali [Session ID: 212257]**

Pavilion 10
[International]

Pakistan is one of the most dangerous countries in the world for journalists. Covering news on any platform – online, broadcast, print can be a true challenge. The competitive news market includes around 100 TV News channels. This panel features Hina Ali a journalist from Pakistan. Ali works for Oscar winning documentary filmmaker. She will share her stories of news coverage under the most challenging circumstance and why her passion to tell stories of truth remains so strong.

Moderator: B. William Silcock, Arizona State University

Presenter: Hina Ali, Sharmeen Obaid-Chinoy Films

1:00 PM – 2:15 PM**An Agent and a Couple of Writers Walk Into a Bar... [Session ID: 212098]**

Pavilion 11
[Writing]

In this panel we'll focus on Hollywood writing careers from the perspectives of a veteran agent, a showrunner and a freelance television writer. We'll talk about the agent-writer relationship in Hollywood, whether and how that relationship might be changing, the importance of networking, and what lies ahead for writers seeking careers in television.

Moderator: Patricia Frances Phalen, The George Washington University

Panelists: Robb Rothman, Rothman Brecher Agency

Pang-ni Landrum, Freelance Writer

Don Todd, Writer, *Samatha Who?*

Carolyn Omine, Writer, *The Simpsons*

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Visual Storytelling: Videography and Post Production in the Digital Age



SMAD

Steve Anderson
Director of the School of Media Arts and Design

2:30 PM – 3:45 PM**Student Media Advisors Business Meeting [Session ID: 219400]**

Conference Room 1
[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 Merrill, Bowling Green State University
Membership Coordinator: Marjorie Yambor, Western Kentucky University

2:30 PM – 3:45 PM**Communication Theory: Fifty Years a Critic [Session ID: 220239]****BEA2014 Podium Session: James A. Anderson, Professor of Communication, University of Utah**

Conference Room 2/3
[All Convention]



Recent work by Professor James Anderson and his coauthor Michael Middleton has documented the explosive growth in theory development within the field of communication, particularly in the last three decades. A closer look at the character of this growth reveals that most of the theories are short-lived, perhaps averaging a five-year life span and most fading within a decade. This presentation considers the economic forces that drive theory development and the epistemological weaknesses that lead to the cyclical extinction of the theories developed. Dr. Anderson is the author/co-author/editor of seventeen books, including *The Organizational Self and Ethical Conduct*, *Media Violence and Aggression*, and *Media Research Methods*. His more than a hundred book chapters, journal articles, and research monographs are in the areas of family studies, cultural studies, media literacy, organizational studies, communicative ethics, methodology, and epistemology. He is a Fellow and past president of the International Communication Association and was a recipient of the Broadcast Education Association's 2007 Distinguished Scholar Award. He has been the editor of *Communication Yearbook* and *Communication Theory*, associate editor of *Human Communication Research*, guest editor of *Communication Studies* and *American Behavioral Scientist* and an editorial board member of seven other scholarly journals. He has been recognized in the Western States Communication Association as a "Master Teacher" and served a senior Fulbright Fellowship in Austria. He is Director of the Center for Communication and Community at the University of Utah, which is currently conducting studies in health communication, emergency medical processes, social services for the citizen soldier, contemporary public library design, rehabilitation of youth offenders, and technological literacy training for the retired person.

Introduction by: Robert K. Avery, Professor of Communication, University of Utah

2:30 PM – 3:45 PM**Paid, Unpaid or Credit: How do we handle internships? [Session ID: 212175]**

Conference Room 4
[Curriculum Assessment & Administration]

Internships have been critical in broadcast education for many years. But recent events are creating problems. Key issues include internships for pay, for no pay and for academic credit. Should we only give credit for internships when the company follows the strict wage and hour guidelines definition of an internship? Should we change our policies to make it easier for students to pay for internship credit hours? Our panel wishes to explore these questions and more and find out how other universities are handling this critical issue.

Moderator: Jerry Renaud, University of Nebraska @ Lincoln
Panelists: Hubert Brown, Syracuse University
Barney McCoy, University of Nebraska-Lincoln
Kristen Perez, Briar Cliff University

2:30 PM – 3:45 PM**AIRCHECK: Making the Most of Your Student Newscast [Session ID: 210470]**

Conference Room 5/6

[News]

Many of us are producing newscasts with students. The variables may be different (live/taped, daily/weekly, volunteer/for credit) but the challenge is likely the same. Some of us have found unique or clever ways to work around the problems and get the most for our efforts. In AIRCHECK, we'll show examples, share experiences and solutions, and hopefully send you on your way toward a new and improved news product on your campus.

Moderator: Dana Rosengard, Suffolk University

Panelists: Nancy Dupont, University of Mississippi

Donna Smith, Lyndon State College

Tim Bajkiewicz, Virginia Commonwealth

2:30 PM – 3:45 PM**Cloud Computing in Media Production [Session ID: 212186]**

Pavilion 1

[Interactive Media & Emerging Technologies]

Scalability and collaboration are traditional characteristics of media production. Projects scale up or down to meet the demands of artists, budget and audience. Projects are only created through significant collaboration. Scalability and collaboration are also key features of Cloud Computing. This panel explores examples of cloud computing in pre-production, production and postproduction.

Moderator: Dean Yamada, Biola University

Panelists: Gerald Fisher, Biola University; *A Brief History of the Cloud: From Napkins to Netflix*Ed Youngblood, Auburn University; *Collaborative Writing in the Cloud*Lakshmi N. Tirumala, University of Cincinnati; *Assessing Cloud Based Video Production Technology: A Detailed Look*Steven Keeler, Cayuga Community College; *Cloud and the Evolution of Post-Production*

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2:30 PM – 3:45 PM**Alternate Careers in Broadcasting: Beyond the director and talent [Session ID: 210541]**

Pavilion 2

[Sports]

Many of our sports broadcasting students are focused on careers behind the mic. However there is a growing need for well-trained behind-the-scenes personnel in sports and entertainment media. Sports broadcasting professionals will talk about these exciting career and apprentice opportunities.

Moderator: George Hoover, Chief Technical Officer, NEP

Panelists: Eddie Okuno, Technical Manager ESPN Monday Night Football and The NBA on NBC

Dan Turk, Senior Engineering Support Manager, NEP U.S. Mobile Units

Erin Walker, Associate Producer, NBC Olympics Primetime

2:30 PM – 3:45 PM**New Uses for Social Media: The Asian Face of Facebook [Session ID: 212103]**

Pavilion 3

[International]

This panel studies the use of Facebook in Asia where it has rapidly gained popularity and spawned huge online communities. In most nations, this is the most popular social networking site, and in some countries it attains a penetration of more than 75 percent. Each paper presents a separate view of Facebook in the region—its use as a commercial tool, a political tool, and even its potential dangers as a too-encompassing social tool.

Moderator: Drew McDaniel, Ohio University

Panelists: Nadiah Mukhiar, Ohio University; *The Use of Facebook as a Marketing Tool for Small and Medium Enterprises in Malaysia*
Chalisa Magpanthong, Bangkok University; Drew McDaniel, Ohio University; *Facebook Culture among Thai and US Youth: A Comparative Study of Well-being and Expression of Personal Views and Emotions*

Quan Xie, Bradley University; *Branding Pop Culture on Facebook: A content analysis of K-pop entertainment company pages*
Angelita Faller, Ohio University; Quan Xie, Bradley University; Nadiah Mukhiar, Ohio University; Drew McDaniel, Ohio University; *A Study of the Determinants of Heavy Facebook Usage*

Roshan Noorzai, Voice of America; *Afghan and Iranian Diasporic Communities and Their Use of Facebook for Political Engagement*

2:30 PM – 3:45 PM**Building Connections for Career Success [Session ID: 212156]**

Pavilion 9

[Management, Marketing & Programming | Student Media Advisors]

This panel brings together the experience of international consultants and a broadcaster turned social media strategist with combined experience (50+ years) 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 six years of successful presentations at BEA leading into the BEA/NABEF Job Fair.

Presenters: Valerie Geller, Geller Media International; *Expanding Your Connections: Going Mobile*

Pat Bryson, Bryson Broadcasting International; *Make Your Connections So You Know The Person Who Can Make Your Hiring Decision*

Julie Spira, Social Media and More; *How to Connect Through Social Media to Create Your Personal Brand*

2:30 PM – 3:45 PM**Group Me: Texting and Mobile User groups and the sense of community [Session ID: 212205]**

Pavilion 10

[Multicultural Studies]

This panel explores the growing popularity of mobile user groups such as Group Me among various communities and how they use this technology to enhance their sense of community.

Moderator: Phillip Powell, Valparaiso University

Panelists: Chetachi Egwu, Nova Southeastern University

Reynaldo Anderson, Harris-Stowe State University

Kandace Harris, Clark Atlanta University

Zak Kizer, Ball State University

Aidan Hall, Ball State University

2:30 PM – 3:45 PM**BEA Top Paper Session - Documentary and Radio & Audio Media [Session ID: 223156]**

Pavilion 11

[Documentary | Radio & Audio Media]

Please join us as we hear the top papers presented from the Documentary and Radio & Audio Media divisions.

Documentary Vice Chair/Paper Competition Chair: Leah B. Mangrum, Angelo State University

Radio & Audio Media Vice Chair/Paper Competition Chair: Scott Patterson, San Francisco State University

Documentary Paper Competition

1st Place Debut: Jes Therkelsen, California State University, Fresno and Alexander Prokhorov, The College of William and Mary; *Visualizing St. Petersburg*; *Using Documentary Production in a Short Term Study Abroad Program to Enhance Oral Proficiency, Media Literacy, and Research Skills*

Radio & Audio Media Paper Competition

1st Place Open: Howard Fisher, The University of Scranton; Sara Magee, Loyola University of Maryland; Sufyan Mohammed-Baksh, The University of Scranton; *Do they Care? Millennials' Perception of Journalists' Credibility in Radio Broadcast News*

4:00 PM – 5:15 PM**Is Terrestrial College Radio Viable in a Mobile Media Age? [Session ID: 208267]**

Conference Room 1

[Student Media Advisors]

This panel will offer a variety of perspectives on the viability of terrestrial college radio today, given the new landscape of mobile media, internet radio, and satellite radio, and given the budget deficits that university nationwide are facing (leading some to sell off their terrestrial radio licenses).

Moderator: Robert McKenzie, East Stroudsburg University

Panelists: Will Robedee, General Manager, KTRU/Adviser RTV-5 Executive Director, College Broadcasters Incorporated, Rice University; *The Viability of Terrestrial College Radio in a Resource-Reallocation Environment*
 Robert McKenzie, East Stroudsburg University; *The Viability of Terrestrial College Radio in a Mobile Media Environment*
 Aaron Read, IT/Engineering Director/ Rhode Island Public Radio; *The Viability of Terrestrial College Radio When Your College Doesn't Want Radio*

Respondent: Sam Sauls, Susquehanna University

4:00 PM – 5:15 PM**Sports Broadcasting Showcase [Session ID: 212039]**

Conference Room 2/3

[Sports]

This session will feature panelists from several university programs that produce sports programming. The programs may come in the forms of sports segments in radio or television newscasts, weekly shows or specials. The program carriers vary from campus closed circuit to community cable to public broadcasting stations. Some universities have full fledged sports majors while other colleges include sports activities as part of a general broadcast major. The panelists will highlight their programs including how students, staff and faculty are involved in the process. The balancing act of how to both produce quality programing and provide students a positive learning experience at the same time will be discussed. Excerpts will be shared with the audience. The relationship between academics and the Athletic Department will also be considered.

Moderator: Kenneth Fischer, University of Oklahoma

Panelists: Mark Mattheis, Western Carolina University
 Suzy Smith, Ball State University
 Bobby Chastain, Purdue University - West Lafayette
 Colin Walker, Valdosta State University
 Todd Evans, Drake University

4:00 PM – 5:15 PM**Preferences and Utilization of Mobile Media by Minority Audiences [Session ID: 211964]**

Conference Room 4

[Multicultural Studies]

Changes in technology and viewing/listening habits have effected the way in which audiences prefer to receive programming. This panel will discuss the use of mobile media by young adult minorities and how their habits have changed the process of content delivery.

Moderator: Phillip Powell, Valparaiso University

Panelists: Victor Evans, Thiel College

Reynaldo Anderson, Harris-Stowe University

Maria Williams-Hawkins, Ball State University

4:00 PM – 5:15 PM**Interactive Multimedia and Emerging Technologies Paper Competition Session [Session ID: 218588]**

Conference Room 5/6

[Interactive Media & Emerging Technologies]

This year's Interactive Multimedia and Emerging Technologies Division paper winners present their research.

Vice Chair/Paper Competition Chair: Jacob Enfield, California State University @ Northridge

Youngju Kim, University of Alabama; Yonghwan Kim, University of Alabama; Yuan Wang, The University of Alabama; *Selective Exposure to Podcasts, Emotions, and Political Participation: The Mediating Role of Emotions*

Sherice Gearhart, University of Nebraska at Omaha; *Posting a comment or speaking out?: Testing the spiral of silence in Facebook*

Barney McCoy, University of Nebraska-Lincoln; *Digital Distractions in the Classroom: Student Classroom Use of Digital Devices for Non-Class Related Purposes*

Bob Kalwinsky, Middle Tennessee State University and Rebecca Donaway, Middle Tennessee State University; *The Flipped Classroom in Three Mass Communication Courses, Using Lynda.com*

4:00 PM – 5:15 PM**It's Helping & Hurting Breaking News, But It's Not Going Anywhere: Twitter's Staying Power and How to Teach Your Students to be Responsible Using It [Session ID: 211962]**

Pavilion 1

[News]

Twitter has become a powerful force for reporters (and the public) when reporting the news, specifically breaking news. Our panel has been researching some of the biggest recent news stories that have been positively and negatively impacted by the use of Twitter. Stories include the Boston bombings, Sandy Hook shooting in CT and Hurricane Sandy. We'll discuss legal ramifications of misreporting and also offer exercises for educators to teach students how to use twitter responsibly.

Moderator: Darren Sweeney, Central Connecticut State University

Panelists: Rebecca Taylor, Siena College

Chandra Clark, University of Alabama

Anthony Adornato, Ithaca College

4:00 PM – 5:15 PM**New Connections: Growing Campus and Community Relationships Through Documentary Film [Session ID: 212022]**

Pavilion 3

[Documentary]

This panel will examine the use of documentary film in campus and community outreach. Panelists will share experiences in building and executing an annual documentary film festival, from planning and logistics, to student involvement, to traditional and new media marketing, to impact assessment. Panelists will also share strategies on creating documentary films for outreach purposes.

Moderator: Shelly Hokanson, James Madison University

Panelists: Shaun Wright, James Madison University; *Documentary Film Festival Planning and Execution*
 Steven Anderson, James Madison University; *Building Community Partnerships Through Documentary Film*
 Sabrena Deal, James Madison University; *Promoting a Documentary Film Festival Through Traditional and New Media*
 Shelly Hokanson, James Madison University; *Assessing the Impact of a Film Festival Event*
 Steven Weiss, Colorado State University; *Producing a Documentary Film for Purposes of Community Outreach*

4:00 PM – 5:15 PM**Beyond the Book: New Approaches to Teaching Media Research [Session ID: 212084]**

Pavilion 9

[Research | Curriculum, Assessment & Administration]

This panel will focus on innovative approaches to teaching research methods or media research, with a particular focus on graduate curricula. Research methods courses are often core requirements for both undergraduate and graduate communication programs. However, instructors often struggle with cultivating student engagement with relatively dry course topics. The panel will profile ideas for combating this issue, as well as provide a forum to discuss how media research fit into contemporary curricula.

Moderator: Glenn Cummins, Texas Tech University

Panelists: Bruce K. Rosenblum, Media Research & Insights, Warner Bros.
 Alison Bryant, PlayScience Labs
 Coy Callison, Texas Tech University
 Shuhua Zhou, University of Alabama

4:00 PM – 5:15 PM**BEA Top Paper Session - Curriculum, Assessment and Administration [Session ID: 223553]**

Pavilion 10

[Curriculum, Assessment & Administration]

Please join us as we hear the top papers presented from the Curriculum, Assessment and Administration division.

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

Debut Paper Competition

1st Place: John Broholm, University of Kansas; *Assessing Journalism Ethics Education: A Content Analysis of Assessment Plans*

Open Paper Competition

1st Place: Jennifer Henderson, Trinity University; William Christ, Trinity University; *Can We Talk? Surveying Administrators about the ACEJMC Professional Values and Competencies and What it Means for Assessment*
 2nd Place: Ashley L. Larson, San Francisco State University; Scott Patterson, San Francisco State University; *Curricular Pipelines for the Entertainment Industry*

4:00 PM – 5:15 PM**BEA Top Paper Session - Gender Issues [Session ID: 223555]**

Pavilion 11

[Gender Issues]

Please join us as we hear the top papers presented from the Gender Issues division.

Vice Chair/Paper Competition Chair: Casey Hart, Stephen F. Austin State University

Debut Paper Competition

- 1st Place: Hailey Lynn Mills, The University of Akron; *Avatar Creation: The Social Construction of "Beauty" in Second Life*
- 2nd Place: Ibrahim Saleh, Convenor of Political Communication, University of Cape Town; *Weaving the Dreams of Gender Empowerment in Egypt*

Open Paper Competition

- 1st Place: Paul MacArthur, Utica College; James Angelini, University of Delaware; Andrew Billings, University of Alabama; Alexis March, Utica College; *Parallel Lines of Commentary? The NBC Broadcast Network's Primetime Depiction of Male Gymnasts at the 2012 Olympic Games*
- 2nd Place: Roger Cooper, Ohio University; Tang Tang, University of Akron; *Gender and the Attributes for Career Success Among News Professionals*

TOP PAPER SESSION

5:00 PM – 6:00 PM**The BEA Best of Festival King Foundation Awards Pre-Party Reception [Session ID: 223540]**

BEA Exhibit Hall

[All Convention]

Celebrate the winners of the 2014 Festival of Media Arts at this "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.



SPECIAL EVENT

MONDAY

The University of Akron School of Communication
 Congratulations on Akron's BEA presence this year!

AWARDS

Rebecca Britt, Connecting Social Cognitive Theory and Affordances in Mobile-Mediated Navigation: A Qualitative Study on Mobile Device Exploration, Top 2 Paper (Open Paper Competition, Research Division)

Hailey Mills, The Social Construction of "Beauty" in Second Life, Top Paper (Debut Paper Competition, Gender Issues Division)

Roger Cooper, & Tang Tang, Predictors of Simultaneous New Media Use during the 2012 Olympics, Top Paper (Open Paper Competition, Sports Division)

Roger Cooper, & Tang Tang, Gender and the Attributes for Career Success among News Professionals, Top 2 Paper (Open Paper Competition, Gender Issues Division)

DIVISION LEADERSHIP

Phil Hoffman
Chair of Student Media Advisors Division

Tang Tang
Chair of Management, Marketing & Programming Division

UNIVERSITY OF AKRON PRESENTERS

Phil Hoffman
Student Media, Transmedia Studios

Kathleen Stansberry
Social Television

Brandon Sweitzer
Social Media

Tang Tang
Social Media Structures

Visit us at:
uakron.edu/schlcomm

6:00 PM – 8:00 PM**The BEA Best of Festival King Foundation Awards Ceremony [Session ID: 223540]**

Ballroom C

[All Convention]



An exhibition of the top juried creative works of faculty and students in the 2014 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.



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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, Marquette University

Faculty Audio Competition

Emily Hughes Corio, West Virginia University; *Fish Return to a Mining Country River* (Short-Form Production Category)

Student Audio Competition

Nancy Salem, The American University in Cairo; *Intricate Design: The Life and Times of an Egyptian Fashion Designer* (Educational Category)

Faculty Documentary Competition

H.D. Motyl, Southern Illinois University; *Cowboy Christmas* (Long Form Category)

Student Documentary Competition

Jaclyn Edmonson, Middle Tennessee State University; *Sbocciare* (Short Form Video Category)

Faculty Interactive Multimedia Competition

Helen Jackson & Adrian Hickey, University of Ulster; *History Space* (Entertainment & Emerging Technologies Category)

Student Interactive Multimedia Competition

Kaitlyn Hammack, Robert Mathis & Zack Owen, James Madison University; *Harrisonburg Downtown Renaissance* (Large Team Category)

Faculty News Competition

Hagit Limor, University of Cincinnati; *Ford Spark Plug Investigation* (Television Hard News Reporting Category)

Student News Competition

Matt Rascon, Brigham Young University; *The Road* (Television Feature Reporting Category)

Cooper Rummell, Arizona State University; *Maricopa County Jail Flags* (Radio Hard News Reporting Category)

Spring 2013 Staff, The Pennsylvania State University; *Centre County Report* (Television Newscast Category)

Faculty Scriptwriting Competition

Kevin J. Corbett, Central Michigan University; *Cooper's Passage* (Feature/TV Hour Category)

Student Scriptwriting Competition

Evan Simmons, University of Georgia; *Rogues* (Original TV Series Pilot Category)

Faculty Sports Competition

Michael Bruce, University of Alabama; *Houndstooth: Tradition. Community. Loyalty* (Short Form Sports Video Category)

Student Sports Competition

Josh Birch, University of Maryland; *Maryland Bike Safety* (TV Sports / Story / Feature Category)

Student 2-Year/Small College Competition

Thomas M. Doherty, Rock Valley College; *The White Room* (Video / Broadcast Production Category)

Faculty Video Competition

Kevin Burke, University of Cincinnati; *The 2012 Gold Rush Expedition Race Documentary* (Mixed Video - Teacher/Student Co-Production Category)

Student Video Competition

Jenna Lyter & Javeon Butler, Northern Arizona University; *The Campaign for NAU* (Promotional Video Category)

Robert Krakower & Jon Magram, San Jose State University; *Always Learning* (Narrative Video Category)



BEA2015 Spotlight: Digital Evolution in Revolutionary Times

BEA2015 | April 12-15 | LVH Hotel + Casino

7:30 AM – 5:00 PM**BEA2014 Convention Registration – Tuesday Hours [Session ID: 255015]**

BEA Exhibit Hall

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" BEA2014 convention program.

7:30 AM – 8:45 AM**BEA's "Collective" District Meetings and Newcomers Welcome Breakfast**

Pavilion 9

[All Convention]

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 starts at 7:30 AM in Pavilion 9 where BEA leadership will talk about what happened in 2013, and what's ahead for 2014 (and 2015). This is a great place for new BEA members to find out more about the association. Geographic districts will breakout following a brief presentation and Q&A. Sponsored by:

**District 1 Meeting [Session ID: 220259]**

Pavilion 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: 220301]

Conference Room 2/3

Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee

District 2 Representative: Vic Costello, Elon University

District 3 Meeting [Session ID: 220302]

Pavilion 3

Delaware, Maryland, Ohio, Pennsylvania, Virginia, Washington, DC and West Virginia

District 3 Representative: Mary T. Rogus, Ohio University

District 4 Meeting [Session ID: 220303]

Pavilion 9

Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin

District 4 Representative: Joe Blaney, Illinois State University

District 5 Meeting [Session ID: 220304]

Pavilion 10

Arkansas, Kansas, Missouri, Oklahoma and Texas

District 5 Representative: Tony DeMars, Texas A&M University - Commerce Campus

District 6 Meeting [Session ID: 220305]

Pavilion 11

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: 220306]

Pavilion 2

All two-year schools in the United States

District 7 Representative: James Crandall, Aims Community College

District 8 Meeting [Session ID: 220310]

Conference Room 5/6

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 BEA2014 Exhibit Hall Lounge.**11:45 AM – 1:15 PM****Take a Break with the University of Maryland Libraries in the BEA2014 Exhibit Hall Lounge**

Take advantage of the unopposed time in the exhibit hall and find out how the University of Maryland Libraries can help your research and teaching needs.

11:45 AM – 1:15 PM**Applying for BEA Scholarships @ the BEA Booth**

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

1:15 PM – 2:30 PM**Research @ the BEA2014 Exhibit Hall** – Faculty and Student Research-in-Progress Poster Sessions**9:00 AM – 10:15 AM****Documentary Division Business Meeting [Session ID: 219329]**

Conference Room 1

[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:

Dan Kimbrough, Misericordia University

Vice Chair:

Leah B. Mangrum, Angelo State University

Website Manager:

Dan Kimbrough, Misericordia University

Festival of Media Arts Student Documentary Competition Chair: Jes Therkelsen, California State University, Fresno

Festival of Media Arts Faculty Documentary Competition Chair: Julie Williamsen, Brigham Young University

9:00 AM – 10:15 AM**BEA Top Paper Session - Law & Policy [Session ID: 223592]**

Conference Room 2/3

[Law & Policy]

Please join us as we hear the top papers presented from the Law & Policy Division.

Vice Chair/Paper Competition Chair: David Deeley, University of North Florida

Debut Paper Competition1st Place & Winner of the David Eschelman Award: Yearry Panji Setianto, Ohio University; *Dealing with Media Piracy and the Emerge of Creative Commons: The Case of Media Regulation in Indonesia*2nd Place: Paul Torre, University of Northern Iowa; *Leveling the Playing Field for Broadband: Government Intervention and Competition on the Internet***Open Paper Competition**1st Place: Kimberlianne Podlas, University of North Carolina - Greensboro; *Off the Campaign Trail and Into the Courthouse: Can a Political Campaign's Use of a Song Infringe on a Musical Artist's Trademark?*2nd Place: Laurie Thomas Lee, University of Nebraska @ Lincoln; *Civil Liability Up in the Air? Privacy Implications of Drones in the Private Sector*

9:00 AM – 10:15 AM**Jumping the Digital Divide: Moving Broadcasting Courses To Online Instruction [Session ID: 212132]**

Conference Room 4

[Curriculum, Assessment & Administration]

As online learning increases in popularity, more professors in broadcasting are expected to teach production, theory, writing and performance through distance education. This panel examines techniques to deliver individual courses, develop entire programs of study, and work with administrators to create effective online instruction.

Moderator: Frank Barnas, Valdosta State University

Panelists: Frank Barnas, Valdosta State University; *Emergent Media and Communication: A Comprehensive Mass Media Degree*
 Marie M. Elliott, Valdosta State University; *Teaching Production Courses Online: Successful Exercises to Ensure Academic Integrity*
 Augie Grant, University of South Carolina; *The Challenge of Advanced Courses: Teaching a Graduate Communication Course Online*
 Terry Heifetz, Ball State University; *Can You Hear Me Now? Teaching Audio Production When You're Thousands of Miles (and Many Time Zones) Away*

9:00 AM – 10:15 AM**Student News Aircheck: Espanol [Session ID: 212172]**

Conference Room 5/6

[News]

Spanish language media continues to grow in the United States, and the growth is mirrored in many college news curriculum. This panel showcases how four different universities, with four very different programs, are providing opportunities to bi-lingual students to showcase their skills.

Moderator: Laura K. Smith, Huston-Tillotson University

Panelists: Amy Coffey, University of Florida
 Julian M. Rodriguez, University of Texas – Arlington
 Katie Coronado, University of Central Florida
 Rick Rodriguez, Arizona State University

9:00 AM – 10:15 AM**Strengthening Communities Through Interactive, Participatory Web Projects [Session ID: 212014]**

Pavilion 1

[Interactive Media & Emerging Technologies | Documentary]

Media makers are using interactivity and participation on the web to help build a stronger sense of community around issues on the ground. How is history being preserved (or at times rewritten!) through community-based interactive web projects? Our panelists have created such projects and will lead a discussion about how online engagement can translate into on-the-ground action, and how interactive historical web projects can help build bridges from the past to the future.

Moderator: Joe Brown, Marquette University

Panelists: Brigid Maher, American University
 Nick Ray, American University
 Kari Barber, University of Nevada, Reno
 Keith Corso, Westminster College
 Mary C. Schaffer, California State University @ Northridge;

9:00 AM – 10:15 AM**Two-Year/Small Colleges Business Meeting [Session ID: 219402]**

Pavilion 2

[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:

Troy Hunt, Northwest College

Vice Chair:

Thomas McDonnell, Metropolitan Community College

Secretary/Webmaster:

Roger Badesch, Chicago Public School

Festival of Media Arts Two-Year/Small College Festival Competition Co-Chairs:

James Crandall, Aims Community College

Thomas McDonnell, Metropolitan Community College

Membership Chair:

Shane Tilton, Ohio University, Lancaster

INTEREST DIVISION MEETING

9:00 AM – 10:15 AM**BEA Top Paper Session – Management, Marketing & Programming and History [Session ID: 223551]**

Pavilion 3

[Management, Marketing & Programming | History]

Please join us as we hear the top papers presented from the Management, Marketing & Programming and the History Divisions.

Management, Marketing & Programming Paper Competition Chair: L. Meghan Mahoney, West Chester University of Pennsylvania

History Division Paper Chair:

Stephen Perry, Illinois State University

Management, Marketing & Programming Paper Competition1st Place Debut (tie): Gillian Wheat; University of Florida; *Broadcast Television and Twitter: An Analysis of Program-Based Twitter Activity*

Liu Yang, Bowling Green State University; Fang Wang, Bowling Green State University; Mohammad Hatim Abuljadail; Bowling Green State University; *Who Pays for Online Media Contents: Generation Y or Older Generation?*

History Paper Competition1st Place Open: Craig Allen; Arizona State University; *The Origin of Spanish Language Nightly Network News*

TOP PAPER SESSION

9:00 AM – 10:15 AM**Beyond the Classroom: Running a media club, field experiences and internship opportunities! [Session ID: 211907]**

Pavilion 9

[Sports | Production Aesthetics & Criticism]

This panel will look into opportunities for students in a variety of media majors to experience projects and relationships with professional media outlets outside of the classroom. Advising and starting a club is a good way to initiate experiential learning through field experiences, field trips, and tours of professional environments & events.

Moderator: Denise Belafonte Young, Lynn University

Panelists: Jeff Spurlock, Troy University; *The Broadcasting Club at Troy University: Doing More with Less*Linda Thorsen Bond, Stephen F. Austin State University; *Cross-Campus Collaboration*Maryjo Cochran, Troy University; *Catalysts for Communication: Troy's Communication Club Members Learn Valuable Career Skills through Community Service, Event Planning, Guest Speakers and Communication Workshops*Tony DeMars, Texas A&M University-Commerce; *Testing the Efficacy of Student Media in Today's University Program*Patricia F. Sanders, University of North Alabama; *We See You: One University Chapter's View of Professionals Through A National Organization's Travel Lens*Traci Easley Williams, Kent State University; *Creating and Maintaining an Environment of Diversity and Inclusion within your Student Media Organization*

TUESDAY

9:00 AM – 10:15 AM**Live, Local and Every Day: How to Do More Student News [Session ID: 212199]**

Pavilion 10

[Student Media Advisors]

Many universities have excellent newscasts that are done weekly, and sometimes monthly. But students can become better producers, anchors, reporters and directors if they can practice their skills every day with the same kinds of deadlines they will face in the real world. The panel will include student advisors who execute daily live newscasts. The session will include practical advice for students and faculty ready to take their news product to the next level.

Moderator: Desiree Hill, University of Central Oklahoma

Panelists: Phyllis Slocum, University of North Texas

Harvie Nachlinger, University of South Carolina

Todd Spessard, News Director, KWTU, Oklahoma City

9:00 AM – 10:15 AM**Television Production at the Intersection of Portlandia and Vine [Session ID: 212188]**

Pavilion 11

[Production Aesthetics & Criticism]

We are all challenged by the changing nature of communication and the difficulties in teaching television production in an environment includes the traditional hour-long scripted network program, webisodic content, and six-second Vine videos. How do we determine what course content and techniques are important and viable, and what are the best practices for teaching them? This panel will discuss the challenges they've encountered in this new world, one where our students will soon be working, and share how we have addressed them.

Moderator: William Stanwood, Boston College

Panelists: Staci Saltz, Elon University

Gerald Gibson, Elon University

Tim Sorel, University of Florida

10:30 AM – 11:45 AM**Curriculum, Assessment and Administration Business Meeting [Session ID: 219326]**

Conference Room 1

[Curriculum Assessment & 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 C, A & A division has something to offer all members of BEA.

Chair: Kim Fox, The American University in Cairo

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

Membership: Lillian Williams, Columbia College Chicago

Webmaster: William Hanff, University of District of Columbia

10:30 AM – 11:45 AM**The Last Three Hires [Session ID: 212149]**

Conference Room 2/3

[News]

Whenever a reporter or a producer is hired, many other applicants are not. What is the secret to a successful job hunt? Is it the resume, the reel, the interview? News Directors will talk about the last three hires they have made and they'll show us why these three people made the cut. A panel of faculty members will add to the discussion by telling us about their last three hired graduates and what they had that maybe other students lacked.

Moderator: Mary Blue, Tulane University

Panelists: Nancy Dupont, University of Mississippi

Dana Rosengard, Suffolk University;

10:30 AM – 11:45 AM**Teaching Television in the Age of Thumb-based Cinema [Session ID: 212082]**

Conference Room 4

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

The record button is the screen; the viewfinder is the touchpad. In the past year, mobile video recording applications have become increasingly popular among students and users alike. The thousands of short-form video uploads have created a new storytelling artform. This panel explores the use and application of mobile video apps like Vine, Instagram, MixBit, Videolicious, and YouTube Capture and how they can be successfully utilized in the classroom.

Moderator: Nicole Stevens, New York Institute of Technology

Panelists: Jason McMerty, Elon University

Thomas Kenny, LIU Post - Information Studies

Jamie Cohen, Molloy College

10:30 AM – 11:45 AM**Keith's "The Radio Station" Reinvented [Session ID: 208458]**

Conference Room 5/6

[Radio & Audio Media]

The classic book undergoes an overhaul by two new authors. Keith's Radio Station is the new name for the 9th edition of Michael C. Keith's seminal textbook about radio station structure, operations, and converged-media initiatives. New co-authors John Allen Hendricks and Bruce Mims join Keith and Focal Press Associate Acquisitions Editor Kathryn Morrissey to discuss the history of eight editions of The Radio Station and its evolution into the eponymous, next-generation Keith's Radio Station, to be published in July, 2014.

Moderator: Michael C. Keith, Boston College

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

Bruce Mims, Southeast Missouri State University

Kathryn Morrissey, Associate Acquisitions Editor, Focal Press

10:30 AM – 11:45 AM**Educated Uncertainty: Four Perspectives on Teaching the Physics and Romance of TV Technology to Non-Technical Learners [Session ID: 209669]**

Pavilion 1

[Management, Marketing & Programming]

The future TV professionals we teach should enter the industry with more than a perfunctory understanding of the technology on which their careers will be based. They should be introduced as early and as often as possible to the "romance" and challenge of moving signals from point A to point B. That romantic vision drove early pioneers to create radio and television at a time when everything had to be built from scratch. It is that vision of the physics and romance behind the technology that motivates today's engineering and technical personnel with whom our students will someday collaborate, a job they will do better if they have shared, even to some small degree, the challenges of operating and in some cases building a technical apparatus. This panel will address the novel strategies four educators employ to overcome the barrier to learning we are calling "educated uncertainty," so common among non-technical students.

Moderator: Albert Tedesco, Drexel University

Panelists: Lydia Timmins, University of Delaware

Panelists: Derrick Savage, Career and Technical Education Teacher, School District of Philadelphia

Rich Paleski, Director of Broadcast Operations and Engineering, WCBS/WLNY New York

Dave S. Culver, Drexel University

10:30 AM – 11:45 AM**Production Companies, Entertainment and Transmedia Studios in Academic Programs: Models, Experiences, Outcomes [Session ID: 212095]**

Pavilion 2

[Student Media Advisors | Interactive Media & Emerging Technologies]

Many colleges and universities are experimenting with new models for student media organizations involved in creating and distributing content. Traditionally, student media organizations provide opportunities for professional practice, elevate a school's public profile, and engage alumni. As the media and entertainment industries evolve, and embrace developments like transmedia, what new organizational models and partnerships have emerged to benefit students and departments? Advisors of several leading programs discuss their experiences.

Moderator: Phil Hoffman, University of Akron

Panelists: Carol Jennings, Ithaca College

Barbara Doyle, Chapman University, Dodge College of Film and Media Arts

Kyle Henry, Northwestern University School of Communication

Matthew Irvine, School of Cinema and Interactive Media, DePaul University

10:30 AM – 11:45 AM**ATAS Coffee With...Mike Schur [Session ID: 212097]**

Pavilion 3

[All Convention]



Michael Schur is co-creator and executive producer of both the critically-acclaimed NBC comedy "Parks and Recreation" and the new Fox comedy "Brooklyn Nine-Nine." Prior to "Parks" he spent four years as a writer-producer on the Emmy Award-winning NBC hit "The Office," where he was individually nominated twice, for writing the episodes "Christmas Party" and "The Negotiation." His first TV writing job was at "Saturday Night Live," where he spent seven seasons, including three as the producer of "Weekend Update" with Tina Fey and Jimmy Fallon. Join Mike as he discusses the trials and tribulations of bringing a comedy series to life in an in-depth conversation with Karen L. Herman, VP of the Television Academy Foundation's Archive of American Television.

10:30 AM – 11:45 AM**Multimedia Storytelling: Local and Global Experiences [Session ID: 212097]**

Pavilion 9

[Two-Year/Small Colleges]

This panel will examine the storytelling qualities of several social media and multimedia technologies. Panelists will share innovative techniques and useful experiences to convey how new forms of mediated communication can be used as effective storytelling components of both local and international interest. Presenters will outline examples of collaborative projects as templates for those who wish to employ multimedia and social media storytelling projects in collegiate courses.

Moderator: David McCoy, Ashland University

Panelists: David McCoy, Ashland University; *The Context of Multimedia Storytelling*Gretchen Dworzniak, Ashland University and Matthew Tullis, Ashland University; *Social Media as Storytelling Tools: The Ashland Experience*Gary Hanson, Kent State University; Mitch McKenney, Kent State University; *Multimedia as Storytelling Tools: The Kent International Experience***10:30 AM – 11:45 AM****Historical Perspectives on Asian Broadcasting [Session ID: 212134]**

Pavilion 10

[History | International]

The reality of the "global village" and Fareed Zakaria's perspective on the "post-American world" motivates this panel, which focuses on an historical overview of broadcasting in Afghanistan, China and Vietnam.

Moderator: Daniel Chirstopher Walsh, Appalachian State University

Panelists: Michael Adams, San Jose State University

Mary Beadle, John Carroll University

Diane Guerrazzi, San Jose State University

10:30 AM – 11:45 AM**Another Conversation with Dick Wiley [Session ID: 212127]**

Pavilion 11

[Law & Policy]



The Honorable Richard E. Wiley – renowned communications attorney, former FCC Chairman and former head of the government-industry advisory committee that developed the digital television standard for the United States – joins us again at BEA2014. His conversation with Barry Umansky, former Deputy General Counsel of the NAB and now BEA's President, will run the gamut of key legal and policy issues for the Congress, FCC regulators, communications industries and the public. Among the timely topics for the conversation are spectrum auctions, the "IP Transition," retransmission consent, media ownership, content regulation and the relationship among the FCC, the Congress and the courts in shaping and reshaping communications law and policy. Wiley, the recipient of the BEA Law & Policy Division's inaugural "Lifetime Achievement Award" in 2012, also will answer questions from the audience and also join in conferring the second BEA Law and Policy Division "Lifetime Achievement Award" to Stuart Brotman.

Moderator: Barry Umansky, Ball State University

Featured Guest: The Honorable Richard E. Wiley, Wiley Rein, LLP

Coffee break sponsored by the Digital Policy Institute immediately following the session.

**11:45 AM – 1:00 PM****Current Issues in Law & Policy [Session ID: 212126]**

Pavilion 11

[Law & Policy]

This longest continuously-offered convention session in BEA history again this year looks at a wide range of important legal and policy issues. These are 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 key topics relating to electronic communications and media. Barry Umansky, BEA's Vice President for Academic Relations and former Deputy General Counsel of the NAB, will moderate the session and pose questions to panelists. We'll cover issues relevant to the "mobile and global" convention theme, such as broadband spectrum auctions/reallocation, the wireless and wired internet protocol transition, net neutrality and global approaches to privacy, copyright and security. The session also will look at the "new" FCC and other important communications law and media law issues confronting legal practitioners and policymakers. Following commentary by the expert panel, session attendees will be able to pose their own questions to the presenters.

Moderator: Barry Umansky, Ball State University

Panelists: Barbara Kreisman, Chief, Media Services Division, Media Bureau, FCC

Peter Doyle, Chief, Audio Services Division, Media Bureau, FCC

Ann Bobeck, National Association of Broadcasters

Howard M. Liberman, Partner, Drinker Biddle & Reath LLP

Kelly Williams, National Association of Broadcasters

11:45 AM – 1:15 PM**Applying for BEA Scholarships @ the BEA Booth [Session ID: 141013]**

BEA Exhibit Hall - BEA Booth

[All Convention]

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

1:00 PM – 2:30 PM**BEA Top Paper Session - Sports and Student Media Advisors [Session ID: 223552]**

Pavilion 2

[Sports | Student Media Advisors]

Please join us as we hear the top papers presented from the Sports and Student Media Advisors Divisions.

Sports Division Paper Competition Chair: Troy Comeau, Pittsburg State University

Student Media Advisors Paper Competition Chair: Chad J. Roberts, Central Michigan University

Sports Paper Competition1st Place Open: Roger Cooper, Ohio University and Tang Tang, University of Akron; *Predictors of Simultaneous New Media Use During the 2012 Olympics*2nd Place Open: Shuhua Zhou, University of Alabama; Yeojin Kim, University of Alabama; Cui Zhang, The University of Texas-Pan American; Charles Meadows, St. Andrews University; *Showcasing Tebowmania and Linsanity: Prevalent Narrative Elements in Tebow and Lin Stories***Student Media Advisors Paper Competition:**

1st Place Debut: David Reiss, Towson University; 10 ways for Successful Creative Service-Learning Projects

1st Place Open: Stephen Merrill, Bowling Green State University; Louisa Ha, Bowling Green State University; *Funding Models and Staffing of Student Media in the United States: A National College Student Media Advisor Survey*2nd Place Open: Rick Sykes, Central Michigan University; Heather Polinsky, Central Michigan University; *An Investigation of Social Media Use in Student News Operations***1:15 PM – 2:30 PM****Q&A with the University of Maryland Libraries [Session ID: 2204000]**

BEA Exhibit Hall @ the BEA Booth

[All Convention]

If you missed the opportunity to talk with Heather Foss and Mike Henry with the University of Maryland Libraries to find out what research opportunities they have for BEA members, now is your chance. They will answer questions about how their world-class resources for the study of public and commercial media are ready to serve your research and teaching needs. Collections in mass media and culture, including the National Public Broadcasting Archives and the Library of American Broadcasting, document the history of radio and television broadcasting. Located conveniently close to Washington, D.C., the materials serve a community far beyond the university campus.

UNIVERSITY
LIBRARIES

1:15 PM – 2:30 PM**BEA2014 Faculty and Student Research-in-Progress [Session ID: 2203121]**

BEA Exhibit Hall

[All Convention]

Vote for your favorite student poster and faculty poster. See signs located in the exhibit hall for information on voting for the best in show.

Student Research-in-Progress

Adeniyi W. K. Bello, Texas Tech University; *Community Radio in Africa: Catalyst or Enabler*

Angelita Faller, Ohio University; *An Exploratory Study of the Determinants of Internet Addiction*

Donna Guidry, University of Louisiana at Lafayette; Lucian F. Dinu, University of Louisiana at Lafayette; David Kobetz, University of Louisiana at Lafayette; *Are Positive Online Consumer Reviews Beneficial? Effects of Review Valence on Perceived Authenticity, Site and Brand Attitudes, and Purchase Intentions*

Jason Anthony Cain, University of Florida; *Bonding Online: The Role of Bonding Social Capital in Social Network Site Use*

Christine Eschenfelder, University of Florida; *College Curriculum in Broadcast Journalism Programs: Is Work-life Balance Part of the Lesson and Should it be?*

Lindsey Erin Blumell, Texas Tech University; *Exploring Benghazi: Where the 2012 U.S. Compound Attacks Place in International News Reporting*

Alexandra M. Mercer, University of Connecticut; *Exploring the Uses, Gratifications & Effects of Social TV Viewing*

Lori Lawrence, University of South Carolina; *Factors of Success in American Films*

Priyanka Khandelwal, Texas Tech University; Erik P Bucy, Texas Tech University; *Graphication of the Evening News: Evidence from Two Decades of Presidential Campaign Coverage*

Arijit Basu, Texas Tech University; *Mash-up Advertising: Its Potential, Effects, and Relevance in the 21st Century as a Viable Advertising Tool for Advertising Campaigns*

Coral Rae, University of Alabama; Andrew Billings, University of Alabama; *Perceptions of Teen Pregnancy: The Impact of MTV's 16 and Pregnant and Teen Mom*

Dunja Antunovic, Penn State University; Patrick Parsons, Penn State University; Tanner R. Cooke, Penn State University; *Read, Watch, and Click: A Generational Analysis of Routine News Media Repertoires*

Zijian Gong, Texas Tech University; *Redefining Rational and Emotional Advertising Appeals as Available Processing Resources: Toward an Information Processing Perspective*

Miles Romney, Arizona State University; Rich Johnson, Arizona State University; *Setting the Agenda Through Hybrid Messages: A Study of SportsCenter and Fox Sports Live*

Nathian Shae Rodriguez, Texas Tech University; *Texas Country: A Tale of A Successful Nice in the Tall City*

Shaohai Jiang, Texas A&M University; *The Effects of Extraversion and Bridging Social Capital on Opinion Expression in Sina Weibo*

Jennifer Green, Texas Tech University; Ann Rodriguez, Texas Tech University; Coy Callison, Texas Tech University; *The Effects of Media Multitasking on Memory for TV Program Content and Advertisements*

Ying Xu, Bowling Green State University; Louisa Ha, Bowling Green State University; Xiao Hu, Bowling Green State University; *The Study on Lurkers of Facebook Fan Pages*

Jessica E. Wendorf, University of Miami; Fan Yang, University of Miami; *Use of Facebook to Mitigate Negative Feelings*

Faculty Research-in-Progress

Kelly Davis, Appalachian State University; *A Fantasy Theme Analysis of Downton Abbey, Season One*

Rebecca Taylor, Siena College; *Breaking News in 140 Characters: An Analysis of Twitter's Impact and Legal Liability in National News Coverage*

Mark C. Lashley, La Salle University; *Renovating, Spoofing, Shattering the Talk Show Form: Late Night Talkers in the Post-Television Era*

Marilyn Terzic, Université du Québec à Montréal; *Rethinking Regulation: The Netflix Effect and the Canadian Broadcasting System*

William Evans, University of Alabama; *Sensationalism in Electronic News Explicated and Considered in its Bio-Cultural Context*

Curtis Blaine Matthews, Kansas State University; Wes Wise, Kansas State University; *The Relationship of Character Portrayals in Advertising Stereotypes*

Sadaf Rashid Ali, Eastern Michigan University; Shahira Fahmy, University of Arizona; *Visualizing victims of disaster: A comparison of Associated Press images of Hurricane Katrina and Pakistan*

DEPARTMENT OF TELECOMMUNICATIONS



5 FOCUS AREAS:

Media Business • Media Culture • Radio • Social and Interactive Media • Television/Video

- **A New Minor in Documentary**

- Proud coffee break sponsor of BEA Documentary Workshops with Emmy and Peabody award winner **Sheila Curran Bernard** organized by BGSU TCOM faculty Tom Mascaro on April 8 from 2:45-4:00 p.m. and 4:15-5:30 p.m. in Pavilion 10.

Congratulations to 1st place BEA paper winners

- Stephen Merrill and Louisa Ha: *"Funding Models of Student Media in the United States."* Student Media Division, Open Category.
- Ph.D. students Liu Yang, Mohammad Abuljadail, and Fang Wang: *"Who Pays for Online Media Content: Generation Y or Older Generation?"* Management, Marketing and Programming Division, Debut Category.

School of Media and Communication Graduate Programs

- Graduate Certificates in Social and Interactive Media and International/Intercultural Communication
- M.A. and Ph.D. Programs in Global Communication, Public Communication and Health Communication
- Peace Corps Paul D. Coverdell Fellows Program (M.A. & Ph.D.)
- Top 10 Communication Research Program in North America in Cultural Studies, Ethics, Intercultural Communication, Asian Media, & Popular Culture (CIOS)
- Top Doctoral Program in the U.S. for Mass Communication and Critical-Cultural Communication (National Communication Association)

www.bgsu.edu/smc

1:15 PM – 2:30 PM**Council of Past Presidents [Session ID: 220312]**

Conference Room 1

[All Convention]

BEA's past presidents get together each year to brain-storm ideas and opportunities for the association. All past presidents are welcome, and encouraged, to attend.

Moderator: Mary C. Schaffer, California State University @ Northridge, BEA President 2013-2014

1:15 PM – 2:30 PM**A Tenure Roundtable: I Wish I Knew Then What I Know Now [Session ID: 212067]**

Conference Room 2/3

[Curriculum Assessment & Administration]

You know your requirements for tenure. You're collecting publications, great course evaluations, and service activities. But how do you keep it organized and put it all together in a way that sells you to your faculty? Join a roundtable discussion featuring newly tenured faculty from a variety of institutions discussing their trials and errors, and the successes that eventually led to their successful tenure and promotion. The administrative point of view will also be represented.

Moderator: Todd Evans, Drake University

Panelists: Susan Westfall, Georgia Perimeter College

Sandy Henry, Drake University

Terry Likes, Tennessee State University

Todd Evans, Drake University

Gregory Newton, Ohio University

Chris Strobel, Northern Kentucky University

1:15 PM – 2:30 PM**Producing Producers 5: Preparing Students for Breaking News [Session ID: 212174]**

Conference Room 4

[News]

This panel revives a series of sessions on teaching television news producing to meet the ever-growing demand for producers. This year's panelists all spent years in the producing chair during breaking news coverage. They will share their tools and tricks for teaching the unteachable—dealing with breaking news and real-time live television producing.

Moderator: Mary T. Rogus, Ohio University

Panelists: Sally Ann Cruikshank, Auburn University

Sara Magee, Loyola University of Maryland

Lydia Timmins, University of Delaware

1:15 PM – 2:30 PM**Who Owns Story in the Future: Why journalists need to experiment in Google Glass, augmented reality and wearable technology....now [Session ID: 212102]**

Conference Room 5/6

[Interactive Media & Emerging Technologies]

While journalists continue to struggle to adapt to new forms in tablet and mobile, another disruption looms on the horizon. “Immersive Mobile” — in the form of Google Glass, Wearable Technology and Augmented Reality Devices — is changing the nature of story in motion. Hear from media artists, technologists and journalists on the cutting edge of device-based storytelling who may be defining a new form of “story” in personalized, contextualized data.

Modertor: Joel Beeson, West Virginia University

Panelists: Dana Coester, West Virginia University

Marykay McFarland, West Virginia University

Christine Martin, The Poynter Institute

Shaun Vendryes, West Virginia University

David Leonard, University of California Los Angeles

1:15 PM – 2:30 PM**Radio 2020 [Session ID: 211737]**

Pavilion 1

[Radio & Audio Media | Research]

The results of survey research on the future of radio in the State of Kentucky will be presented and discussed. Could the trends we're seeing in the Blue Grass State be a harbinger for radio in America? Radio turns "100" in 2020. Hear about the trends taking place, so you can better position your program to leverage the opportunities ahead.

Moderator: Michael Bowlds, Western Kentucky University

Panelists: Dick Taylor, Western Kentucky University

Gary White, Kentucky Broadcasters Association

Dan Vallie, National Radio Talent Systems

Valerie Geller, Geller Media International

1:15 PM – 2:30 PM**BEA Ignite! [Session ID: 220240]**

Pavilion 3

[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. BEA Ignite shares the best enterprise ideas for the classroom. Presenters will have 5 minutes, and 20 slides, to share their top teaching tipping points. Following the traditional IGNITE format, attendees should come prepared to take home these passionate teaching ideas. The ELEVEN best IGNITE ideas have been peer reviewed, and are ready to make their presentations live during this BEA2014 session.

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

Creative Producer: Michael Bruce, University of Alabama

Creative Director: Kenneth Fischer, University of Oklahoma

Respondent: Deborah Wilson, University of Lincoln

Anthony Adornato, Ithaca College; *Using Vine to Teach Video Sequencing*

Use the Vine app to reinforce video sequencing concepts in a fun and creative way!

Joe Champ, Colorado State University; *Icebreaker: A Semester's Most Important Lesson From the First Minute of Class*

Don't bore! Practice what you preach! Kick off your com class with a bang by asking students to share a Near Death Experience. The Lessons will be felt their entire career.

Chandra Clark, University of Alabama; *Producing Cross Country*

Producing hundreds of miles apart sounds like an impossible task but industry experts do it daily. Teaching collaboration and high tech skills to students is doable.

Jamie Cohen, Molloy College; *Conflict/Conflict Resolution...in 6 Seconds...Explained in 5 Minutes...*

How to teach writing for the screen and conflict resolution in 6 seconds in media classrooms... Using the @vineapp of course!

Keith Corso, Westminster College; *Myth as a Framework for Social Video Creation*

Students will learn how to create compelling social video using a classic mythic storytelling technique of the hero's journey.

Barth Cox, Fort Lewis College; *Make Your Own "Cover Story"! Using Gamestorming in the Video Production Classroom*

"Cover Story" is an innovative gamestorming exercise that helps media production teams visualize final product and work toward their goals.

Gwin Faulconer-Lippert & Rick Allen Lippert, Oklahoma City Community College; *SMARTer MoJo*

This timed observational game introduces students to mobile journalism. By using or misusing the 5 MoJo principles, students learn through the discovery method.

Kim Fox, The American University in Cairo; *Taking SoundCloud for a Ride*

The flipped classroom is all the rage but you can flip the flipped classroom by adding audio; seamless solutions w/@SoundCloud.

Alan Goldenbach, Utica College; *Sharpening News Judgment Through Twitter*

Twitter has become a chief gateway for news producers and consumers to stay abreast of information. The ease of use, however, opens the door for audiences to be manipulated, if not misinformed altogether, by this medium. Twitter users, meantime, need to learn how to execute news judgment when using this medium.

Jennifer Meadows, California State University – Chico; *Showing Deconstructions: Breaking Down a Studio Production*

Help your production students understand show construction with deconstructions.

Rebecca Taylor, Siena College; *Sued or Not Sued? Limiting Liability on Social Media: Identifying Legal Exposure in Gathering and Disseminating Information on Social Media*

This session is designed to identify the risk of liability for users of social media and to enhance broadcast educators' understanding and appreciation of communications law in a digital age.

1:15 PM – 2:30 PM

Embracing mobile technologies: Alternative shooting methodologies using personal technologies

[Session ID: 212110]

Pavilion 9

[Two-Year/Small Colleges]

A presentation and discussion regarding the use of "non-professional" (i.e. cell phones, compact video cameras, etc.) video tools in the creation of broadcast content.

Moderator: Erik L. Johnson, University of Wisconsin-River Falls

Panelists: Evan Wirig, Grossmont College

Barth Louis Cox, Fort Lewis College

Brian L. Shelton, Rock Valley College

1:15 PM – 2:30 PM

Social Media Use in the Arab World [Session ID: 211983]

Pavilion 10

[International]

In the past few years social media have been used in a wide variety of ways in the Arab region, whether to rally people around social causes and political campaigns, boost citizen journalism and civic participation, create a forum for debate and interaction between governments and their communities, or to enhance innovation and collaboration within government. For example, The Dubai School of Government's July 2012 report entitled "Social Media in the Arab World: Influencing Societal and Cultural Change" provides a comprehensive review of social media use in the Middle East. The document includes several charts reflecting survey results. One chart notes that 75 percent of Saudi Arabs and 71 percent of Emiratis believe that their contribution to society has increased through using social networking tools. This panel explores how social media are being used in some Arab world countries and what impact they have on the people and institutions.

Moderator: Douglas A. Boyd, University of Kentucky

Panelists: Hussein Y. Amin, The American University in Cairo; *Development of Satirical News Programs and their Impact on Arab Audiences*

Hesham Mesbah, Rollins College; *Goals and Obstacles for Independent Arab YouTube Broadcasters: In-Depth Interviews*

Naila Hamdy, The American University in Cairo, Egypt; *Social Media Content Flow to Television in Egypt*

Yousef Al-Failakawi, Kuwait University; *Instagram Usage among Young Kuwaitis*

1:15 PM – 2:30 PM

The Retransmission Consent Wars – Any Peace Signs, or Just Escalation? [Session ID: 212160]

Pavilion 11

[Law & Policy]

TV broadcasters' retransmission consent option for cable carriage has been in the law for over two decades. But, in recent years we've seen highly publicized "games of chicken" waged between station owners and multichannel video providers. The frequent result has been a standoff lasting as long as a month, resulting in viewers being unable to access broadcast programming from one warring party over the multichannel system of another in the battle. Broadcasters, cable operators and satellite providers are adopting strategies and arguments to help advance their respective interests, with government regulators and the public giving close attention to the wars and the skirmishes. Now many in Congress want to enact retransmission consent reform. Some proposals would give the FCC the power to end the blackouts. Other proposals are more far-reaching. Hear all sides in an informative session featuring policy experts and representatives of those in the battles.

Moderator: Dom Caristi, Ball State University

Panelists: Patrick Parsons, Pennsylvania State University

Peter Tannenwald, Esq., Fletcher, Heald & Hildreth, PLC

Marci Burdick, Senior Vice President, Schurz Communications, Inc.

Rebecca Duke, Lin Media

2:45 PM – 4:00 PM**Festival Chair POST-Convention Meeting [Session ID: 220252]**

Conference Room 1

This session is required for all Festival competition chairs. We'll be discussing interest division business with the chairs as well as going over BEA2015 deadlines.

BEA Festival of Media Arts Committee Chair 2012-2014: Warren Koch, Azusa Pacific University

BEA Festival of Media Arts Committee Chair 2015-2017: Lowell Briggs, York College of Pennsylvania

2:45 PM – 4:00 PM**BEA Top Paper Session - Interactive Multimedia and Emerging Technologies [Session ID: 219588]**

Conference Room 2/3

[Interactive Media & Emerging Technologies]

This year's Interactive Multimedia and Emerging Technologies Division paper winners present their research.

Vice Chair/Paper Competition Chair: Jacob Enfield, California State University @ Northridge

Debut Paper Competition

1st Place: Hyoungkoo Khang, University of Alabama; Yeojin Kim, University of Alabama; *Linkage of Public Salience between Sentiments of Twitter Messages and Public Opinion Polls: A Case of the 2012 U.S. Presidential Election*

2nd Place: Xun Liu, California State University, Stanislaus; *Can Smartphones Help the Poor? Examining the Usage and Impacts of Smartphones among Low-income Women*

Open Paper Competition

1st Place: Daniel Shafer, Baylor University; Corey Carbonara, Baylor University; Lucy Popova, University of California, San Francisco; *Controller Required? A Study of the Impact of Natural Mapping on Interactivity, Realism, Presence and Enjoyment in Motion-Based Video Games*

2nd Place: Daniel Shafer, Baylor University; Corey Carbonara, Baylor University; *Examining Enjoyment of Casual Videogames*

2:45 PM – 4:00 PM**Creating Interdisciplinary Programs: Having the Fun While Avoiding the Games [Session ID: 212161]**

Conference Room 4

[Curriculum Assessment & Administration]

Collaboration is an important part of creation and media is definitely a field that calls for diverse talents and skills. However, creating academic programs across departments and colleges can increase communication and bureaucratic challenges exponentially. In this session, panelists share their experiences on how interdisciplinary initiatives can expand your department's reach and offer advice on avoiding common pitfalls.

Moderator: Amy Crawford, Youngstown State University

Panelists: Mary Spillman, Ball State University; *Interdisciplinary, Immersive Curriculum: Making it Work for Students and Faculty*

Steve Harvey, Kansas State University; *The Dangers of Celebrity Influence on Educational Curriculum*

William Hanff, University of District of Columbia; *A Department by Any Other Name....*

Peter Orlik, Central Michigan University; *Seeding My Turf and Our Turf: Co-Nuturing Disciplinary and Interdisciplinary Programs*

Melissa Richie, Tennessee State University; *I Think, Therefore I iAMM: The Integration of Art, Media, and Music*

2:45 PM–4:00 PM**Can You Deliver? Coaching On-Air Performance [Session ID: 208392]**

Conference Room 5/6

[News]

On-air presentation skills are critical for today's multimedia journalists, but it's a rare person who is a "natural" on camera. We'll help you help your students improve their delivery with tips and tools from experienced coaches. Plus, we'll ask students to share their performance challenges and give them instant feedback from our experts.

Moderator: Debora Wenger, University of Mississippi

Panelists: Nancy Dupont, University of Mississippi

Victoria Lim, Society of Professional Journalists, Journalism Trainer

Marty Gonzalez, San Francisco State University & Weekend Morning Anchor - KRON-TV

2:45 PM – 4:00 PM**BEA Top Paper Session - Research Division [Session ID: 223570]**

Pavilion 1
[Research]

Please join us as we hear the top papers presented from the Research Division.

Vice Chair/Paper Competition Chair: Thomas Baggerman, Point Park University

Debut Paper Competition

- 1st Place: Yonghwan Kim, The University of Alabama; *Likeminded Media Use and Stereotypic Perceptions: Exploring the Connection between Exposure to Likeminded Media and Stereotypical Perceptions*
- 2nd Place: Geoffrey Graybeal, Texas Tech University; *Too Much Television at Once?*

Open Paper Competition

- 1st Place: T. Phillip Madison, Stephen F. Austin State University; Lance Porter, Louisiana State University; *Heisenberg, Tony Soprano and Me: Characteristics of Parasocial Relationships*
- 2nd Place: Rebecca Katherine Britt, The University of Akron; *Connecting Social Cognitive Theory and Affordances in Mobile-Mediated Navigation: A Qualitative Study on Mobile Device Exploration*

2:45 PM – 4:00 PM**The Global Campus Network & Global City-Breaking Barriers: International student co-productions, collaborative media creation, and unique multinational live broadcast experiences**

[Session ID: 220242]

Pavilion 2
[All Convention]

The Global Campus Network (GCN) and its flagship program, the Global City have developed a unique collaborative and interactive method of bringing students, researchers, educators and community partners together from around the world. We share our diverse perspectives in real-time productions that range from current affairs, entertainment, news and live performing arts. As well we distribute our content world wide through all our internal (University wide campus stations, web, and mediacasters) and external networks (public broadcast and cable).

Moderator: Marion Coomey, Ryerson University

Panelists: Rick Grunberg, Ryerson University

Charles Falzon, Ryerson University

Tasha Y. Coleman-Tharrington, Rutgers University

Inger K. Larsen, Danish School of Media and Journalism

Padma Kasturirangan, Annapurna International School of Film and Media

Geetika Tondon, Annapurna International School of Film and Media

Eran Shapira, Tel Aviv University

Phyllis Dannhauser, University of Johannesburg

Tony Murray, Dublin Institute of Technology

2:45 PM – 4:00 PM**Connections in Public Sphere: Public Media Then and now [Session ID: 212112]**

Pavilion 3
[Radio & Audio Media | Law & Policy]

This panel takes a variety of approaches to some of the connections made by public media – with each other, with their audiences, and with the societies they serve. The presentations examine issues involved in the establishment of communication networks, the development and distribution of content, and some of the public policy issues that confront public media enterprises. The panel will explore the implications of these issues for the future of public media providers and audiences.

Moderator: Robert K. Avery, University of Utah

John Armstrong, Furman University; *Public Broadcasting and Tax Dollars: An Endangered Connection?*

Alison Perlman, University of California-Irvine; *Speech Rights, Politics, and Public Media: The Case of Alabama Public Television*

Josh Shepperd, The Catholic University of America; *The University Broadcasting Council of Chicago: The First 'Public' Broadcasting Network, 1935-1939*

Michael Marcotte, University of Nevada, Reno and Sandra K. Evans, University of Southern California/Annenberg School for Communication & Journalism; *Fostering Innovation and Collaboration Through Connections Among Public Media Organizations*

Michael W. Huntsberger, Linfield College; *Community Media on Twitter: Global Connections for Local Channels*

2:45 PM – 4:00 PM**Connecting Interdisciplinary Learning: Team Teaching Broadcast Multimedia Commercial Production for Integrated Marketing Communication [Session ID: 212035]**

Pavilion 9

[Management, Marketing & Programming]

The focus of this session is on cross-disciplinary team teaching broadcast production. Presentation and discussion will be based the collaboration of a documentary film production instructor and an advertising and public relations assistant professor to team teach courses. Panelists will discuss syllabus development, leadership style, assignment planning, in-class management, evaluation procedures, office hours and other coordination that is never a consideration when teaching alone. Efforts will highlight the team teaching design, experiential learning characteristics and unique teaching practices and how these attempted to improve student learning outcomes. Student productions, including several that received awards in national and regional contests, will be showcased, and will illustrate the variety of video/digital platforms used in marketing communication, including :30 and :60 commercials, invitation videos and longer format trade show videos supporting profit and nonprofit organizations. Learning and insights from student surveys will be part of the presentation and instructors will offer reflections for how experiences improved their teaching, helped them connect with colleagues and how helps students to bridge the gap between the academy and industry.

Presenter: Pamela Kay Morris, Loyola University Chicago

2:45 PM – 4:00 PM**Documentary Workshop Part I - The Art of Documentary Storytelling, by Sheila Curran Bernard [Session ID: 212009]**

Pavilion 10

[Documentary | Interactive Media & Emerging Technologies]



Sheila Curran Bernard is an Emmy and George Foster Peabody Award-winning writer, filmmaker, and educator with expertise in both drama and documentary, especially work that uses the tools of creative writing to enhance the rigor as well as the appeal of nonfiction media. She has played a leading role in creating and overseeing projects for national and international broadcast, theatrical release, and museum and classroom use—work that is often strategically leveraged to enhance impact through the development of components for education and outreach/public engagement. She is the author of *Documentary Storytelling*, now in its third edition and widely translated; co-author with Kenn Rabin of *Archival Storytelling*; and a consultant and collaborator on documentary companion publications. Ms. Bernard has worked with major networks and production companies, among them Discovery, IMAX, Lifetime, Maysles Films, and PBS. Her works are a testament to diversity and social justice.

Ms. Bernard will present and discuss clips of her works to explain her approach to documentary, nonfiction storytelling in *Slavery by Another Name* (PBS, 2012); *Bad Blood: A Cautionary Tale* (theatrical release, 2010; PBS, 2011); and several signature collaborations with Henry Hampton's *Blackside Inc.*, including *Eyes on the Prize II*, *This Far by Faith: African-American Spiritual Journeys*, and *I'll Make Me a World: A Century of African-American Art*, and her strategies for teaching documentary storytelling as a means of enhancing media literacy.

Moderators: Thomas Mascaro, Bowling Green State University

Evan Johnson, Normandale Community College

Sponsored in part by the School of Media and Communication of Bowling Green State University

**2:45 PM – 4:00 PM****Teaching Media History Online: Best Practices & Worst Case Scenarios [Session ID: 212141]**

Pavilion 11

[History | Curriculum, Assessment & Administration]

Teaching a history course online offers a variety of wonderful tools to the instructor. One can integrate photos, video, and audio in ways that would be difficult in the classroom. The panelists will examine best online teaching experiences and share what worked for them, as well as explain challenges they faced and how they will change the course the next time they teach it.

Moderator: Ed Youngblood, Auburn University

Panelists: James Forsher, Forsher Productions

Kathleen M. Ryan, University of Colorado Boulder

Tim England, Texas State University - San Marcos

James Forsher, Forsher Productions

Scott Alboum, Rider University

4:15 PM – 5:30 PM**Visual Media and Critical Pedagogy: Classroom Strategies, Student Learning, and Assessment [Session ID: 212151]**

Conference Room 1

[Curriculum, Assessment & Administration]

Lectures and term papers are not the only way to teach. In fact, a growing body of research suggests that asking students to produce visual documents (e.g., infographics, concept maps, comic strips, photographic memes) is an effective way to encourage mastery complex concepts and critical thinking skills. Inviting students to articulate new ideas visually can foreground relationships between new and pre-existing knowledge. Research supports the development of teaching and assessment strategies that incorporate the visual. This is consistent with a critical pedagogy that addresses the student as more than an empty receptacle for authoritative and unchallengeable knowledge.

Moderator: Jennifer Henderson, Trinity University

Panelists: Cynara Medina, Trinity University; Concept Mapping in the Media Classroom

Kristine Weglarz, University of West Florida; Engaging Students through Meme Production

Aaron Delwiche, Trinity University; “But I can’t draw!” Making Comics in the College Classroom

4:15 PM – 5:30 PM**Mobile and Global Connections in Modern Pedagogy [Session ID: 212195]**

Conference Room 2/3

[Interactive Media & Emerging Technologies]

The purpose of this panel is to highlight how mobile and global technologies are used to facilitate and enhance student learning. Discussions include the use of mobile and global technologies in research, long distance education and extending student understanding of mobile media beyond personal interests to its incorporation in today’s media market.

Moderator: Samuel H. Edsall, Western Illinois University

Panelists: Chandra Clark, University of Alabama; *Social Media, Mobile Applications and Modern Journalism*Kevin Burke, University of Cincinnati; *Social Media: Expanding Pedagogic Opportunities in Film and Television Production*Peter DePietro, University of Cincinnati; *Education On The Move: Mobile Technologies, Online Platforms, and Pedagogy*David McCoy, Ashland University; *Mobile Technologies as Course Research Tools***4:15 PM – 5:30 PM****Spectrum Auctions – Dollars, Decisions and Dilemmas [Session ID: 212162]**

Conference Room 4

[Law & Policy]

What’s at stake for broadcasters, telecommunications carriers, the government and the public as we get closer to the FCC’s “forward and reverse” auctions for current broadcast spectrum? Will the timetables hold? What levels of monetary reimbursement are expected – and needed – for a successful process? What about spectrum “repacking” and the service areas of individual TV broadcast stations, regardless of whether they participate at all in the auction process? Will broadcasters and wireless carriers be able to agree on contour prediction software? Who will be the winners and losers? And by how much? Can this auction process really work and yield the government’s desired result? These and more questions will be answered by a panel comprised of communications law and policy experts.

Moderator: Robert Yadon, Ball State University

Panelists: Fred Campbell, Competitive Enterprise Institute

Jennifer Richter, Patton Boggs, LLP

Davina Sashkin, Fletcher, Heald and Hildreth, PLC

4:15 PM – 5:30 PM**Synergistically Combining Legacy Media and Emerging Media in Expanding Interpersonal Connectivity****[Session ID: 212013]**

Conference Room 5/6

[International]

Options continually emerge for enhanced communication possibilities for both individuals and organizations. Legacy media increasingly encourages user-generated content (UGC). Professionals networking and the dissemination of content are perpetually changing. This panel looks at how various media professionals and organizations are utilizing those options. Content produced for traditional platforms is frequently delivered by newer technology as well. How this is playing out in various nations is presented.

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

Panelists: Kim Fox, American University in Cairo

Jabbar Al-Obaidi, Bridgewater State University; *Aljazeera America, Combining Legacy Media and Social Media: Programming, Marketing, and Information Literacy*

Ronald K. Raymond, Edinboro University of Pennsylvania

William Covington, Jr., Edinboro University of Pennsylvania; *Media Managers' Use of Media Literacy in Digital Interconnectivity*

4:15 PM – 5:30 PM**Hot Button Issues: New Data and Perspectives on Controversial Media Influences [Session ID: 212191]**

Pavilion 1

[Research]

As media became mass produced and distributed, concerns developed regarding how they would affect their viewers as well as society at large. These concerns have waxed and waned and become more specialized, especially as new technology and media production practices have taken hold. This panel addresses current hot button issues related to media use and its effects.

Moderator: Rachel L. Bailey, Washington State University

Panelists: Rachel L. Bailey, Washington State University; *Food Advertising and the Obesity Epidemic*

Anthony Almond, Indiana University; *Texting-and-Driving: Creating Messages that Ensure Safe Practices*

Glenna Read, Indiana University; *The Influence of Media Violence*

4:15 PM – 5:30 PM**From the Newsroom to the Classroom [Session ID: 210879]**

Pavilion 2

[News]

It's a whole new world, shifting from the professional newsroom to academia. What can you do to best prepare you for success? Which portions of your news career transfer and which do not? Professors who have made the leap share their stories, best practices, challenges and solutions.

Moderator: Hagit Limor, University of Cincinnati

Panelists: Lydia Timmins, University of Delaware

Leigh Wright, Murray State University

Trina T. Creighton, University of Nebraska @ Lincoln

4:15 PM – 5:30 PM**Broadcasting from the Antarctic: The Second Byrd Expedition [Session ID: 212136]**

Pavilion 3

[History]

Early Arctic and Antarctic explorers took along film and photography professionals to document their expeditions. In the mid-1920s, the effort to communicate by radio or shortwave with Arctic explorers began. Then in 1933, the first full-scale effort to broadcast for the public began from the Antarctic. The Second Byrd Antarctic Expedition transmitted via Shortwave radio over 10,000 miles to CBS in New York who then aired a 30-minute program once per week to their listening audience. The broadcast was both a vehicle through which the expedition was supported and a public relations blitz to ensure public support for Byrd's Antarctic Exploits. General Foods, through their Grape Nuts Cereal product sponsored the broadcasts and provided large quantities of the cereal for the expedition. They benefited through the use of in-store displays connecting their product with the program and urging listeners to mail in box tops for premium gifts. A newspaper was printed in four editions during the expedition called the South Pole Radio News, and was used to encourage listening and to supplement the information heard on the program.

Moderator: Grace Provenzano, San Francisco State University

Panelists: Stephen Perry, Illinois State University

4:15 PM – 5:30 PM**Trading Places: What Happens when M.F.A.'s Publish? When Ph.D.'s do Creative Activity? What are the Benefits and Drawbacks? [Session ID: 211985]**

Pavilion 9

[Writing | Production Aesthetics & Criticism]

M.F.A.'s who publish in academic journals can be perceived differently as academics. Ph.D.'s who do creative activity (screenplays, videos, etc.) can be perceived differently, also. Sometimes the reaction is positive, and sometimes not. This panel explores the concept of our expected academic roles, and the possible rewards and consequences of stepping outside our "tribe."

Moderator: Dennis Conway, Valdosta State University

Panelists: Dennis Conway, Valdosta State University

Michael Whalen, Santa Clara University

Scott Hodgson, University of Oklahoma

Respondent: David Byland, University of Alabama

4:15 PM – 5:30 PM**Documentary Workshop Part II – PBS's Slavery by Another Name: A Case Study, with Sheila Curran Bernard [Session ID: 212011]**

Pavilion 10

[Documentary | Interactive Media & Emerging Technologies]

In this session, Sheila Curran Bernard will focus on Slavery by Another Name (PBS 2012; streamed online at www.pbs.org/sban) and her process for writing a 90-minute, theatrical documentary based on a 400-page, Pulitzer Prize-winning book, working in collaboration with the film's executive producers and producer/director to ensure the film's value not only for broadcast but also for classroom and community use, such as inclusion in Created Equal: America's Civil Rights Struggle, a nationwide initiative of the National Endowment for the Humanities and the Gilder-Lehrman Institute of American History.

Moderators: Thomas Mascaro, Bowling Green State University

Evan Johnson, Normandale Community College

Sponsored in part by the School of Media and Communication of Bowling Green State University



4:15 PM – 5:30 PM**Your College Radio Station: Launching, Programming, Promoting and Recruiting! – PART II [Session ID: 212200]**

Pavilion 11

[Radio & Audio Media]

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: Where do you begin with determining programming? How do you recruit your students and maintain a staff? How can you utilize technology to assist you in running your radio station while recruiting/training students? What are some of your basic policies and procedures for radio station staff? (Feel to bring copies of your own station's handbooks, training documents or policy manuals!) What are some promotions (both on- and off-air) that have worked for you? We'll share some cost-effective ones that have worked amazingly at scores of other radio stations across the country! Panelists will answer these questions and discuss their own experiences. Bring your questions, ideas, and best practices to share! You'll walk away with a notebook full of practical ideas ready to implement at your station as soon as you get home!

Moderator: Albert Kim, Manchester Community College

Panelists: Thomas J. Vesci, Asnuntuck Community College

Nick Martinez, San Jose State University

SPECIAL EVENT**5:30 PM – 7:00 PM****ASC Meet and Greet Beer Garden Reception [Session ID: 223541]**

Ballroom C

[All Convention]

Meet and greet with friends and colleagues at BEA's annual Tuesday evening reception. As a "twist" this year, enjoy an event you can only find at BEA2014 -- interact with members of the American Society of Cinematographers! Ask questions, get tips and start building a relationship with some of the top cinematographers in the world -- while you share a beer....and pretzels!



Come Enjoy Boone in Fall Bloom

Appalachian State University would love to host this year's BEA District II Regional Conference. We invite you to visit our beautiful campus and enjoy one of the Southeast's premier vacation destinations, all nestled within some of America's most scenic views.



Appalachian
STATE UNIVERSITY
BOONE, NORTH CAROLINA

8:30 AM – 12:00 PM**BEA Assessment Boot Camp [Session ID: 220315]**

Conference Room 2/3

[Curriculum Assessment & Administration]

The workshop is geared to faculty and administrators who are interested in learning about, discussing, and developing rubrics for both course and programmatic assessment.

8:30–9:00 AM Breakfast**9:00–9:05 AM Welcome and Introduction**

Kim Fox, The American University in Cairo

9:05–9:20 AM So What Exactly is a Model Rubric?

William Christ, Trinity University

9:20–10:05 AM Using Rubrics for Course Assessments

Ginger Loggins, Appalachian St. University; TV News Package Script

Chandra Clark, University of Alabama; TV News Package

Samuel H. Edsall, Western Illinois University; Long-form Video News Package

10:15–11:00 AM Using Rubrics for Papers and Projects

Cynara Medina, Trinity University; Literature Review

Mary C. Schaffer, CSU-Northridge; Final Research Paper

Barth Louis Cox, Fort Lewis College; Production and Post-Production Reflection

11:10–11:40 AM Using Rubrics for Programmatic Assessment

John R. Turner, Towson University; Demonstrating Departmental Outcomes

Trey Stohlman, Central Michigan University; Using Digital Portfolios (website)

11:40 – Noon Final Questions, Wrap-Up and What's Next?

William Christ, Trinity University

Kim Fox, American University in Cairo

9:00 AM – 10:15 AM**Pitfalls and Pratfalls [Session ID: 212007]**

Conference Room 1

[Curriculum Assessment & Administration]

This panel of experienced administrators from R/TV/Film/Communication departments and schools will speak about their experiences in dealing with the dynamic field of electronic media and the challenges it presents to college and university programs. Topics addressed will include faculty evaluation, assessment, rapid curricular change, economic and budgetary shortfalls and successes, fundraising, technological changes and the resulting need for hardware, software, cameras, TV Studios, etc. This is a “must attend” panel for any past, current or future department chairs, school directors, or deans. The topics covered by panelists will be the kinds of issues that arise every year that must be dealt with by the unit administrators.

Moderator: Norm Medoff, Northern Arizona University

Panelists: Edward J. Fink, California State University, Fullerton

Alan Albarran, University of North Texas

Jon Stahl, California State University @ Northridge

Peter Gershon, Hofstra University

9:00 AM – 10:15 AM**From Competition to Collaboration: Cultivating convergence in student news media [Session ID: 211626]**

Conference Room 4

[News]

In collegiate journalism as in the professional news media, cultural obstacles as well as physical barriers have impeded convergence. Now, led by a blended curriculum, students and faculty alike are on board at Ball State University. The student-run newspaper and television newscast have moved into the same newsroom. They are collaborating on coverage, sharing resources and pooling efforts on a single website. I'll explore how we managed to get here and what comes next.

Moderator: Phil Bremen, Ball State University

Panelists: Michael Spillman, Ball State University

Eric Schumacher, Eastern Illinois University

9:00 AM – 10:15 AM**New Connections: Using Your Internet Radio Station to Create Local Content for a Global Audience****[Session ID: 211975]**

Conference Room 5/6

[Radio & Audio Media | International]

This panel explores how university Internet radio stations are creating connections between their immediate community and around the world. Topics include a partnership where an exchange student hosted a show that aired on stations in the U.S. and England; how a station is showcasing international artists receiving little or no airplay in the US; the use of a station as a tool for service learning.

Moderator: Andrew Clark, University of Texas – Arlington

Panelists: Tom Ingram, University of Texas - Arlington; *Using your Internet Radio Station as a Tool to Aid Service Learning*Lance Liguez, University of Texas - Arlington; *Giving International Artists Exposure to the U.S. on Internet Radio*Bradford Yates, University of West Georgia; Andrew David, University of Lincoln; Shawn Isaacs, University of West Georgia; *Creating a Global Partnership Between Stations in the the USA and England***9:00 AM – 10:15 AM****Structuring a Participatory Audience: Locating Synthesis and Integration in Communication and Technology Research [Session ID: 212165]**

Pavilion 1

[Interactive Media & Emerging Technologies | Research]

Emerging technologies transform increasing power to media users. However, individuals continue to function within structures of time, cost, and resources. This panel aims to bring scholars' attention to an often-overlooked aspect in communication and technology research – structure. This panel will examine interactive media use and impacts from a structural view. Panelists argue that structures are not fixed, but active and multidimensional. Different conceptualizations of structure will be addressed.

Moderator: Philip Thompson, West Chester University

Panelists: Roger Cooper, Ohio University; *Conceptualizing "Group" in Multi-Platform Structures: Findings from Big-Event Sports*L. Meghan Mahoney, West Chester University of Pennsylvania; *Opportunities and Challenges of Emergency Medical Records: An Investigation of Usability, Infrastructure and Impact*Kathryn E. Cooper, The Ohio State University; *Seeking Balance between "Old" and "New": Empowering New Media Persuasion through Traditional Message Structures*Tang Tang, University of Akron and Brandon T. Sweitzer, University of Akron; *Guiding a Participatory Audience: Understanding the Role of Social Media Structures***9:00 AM – 10:15 AM****Your Student Media Operation and the Job Market [Session ID: 212090]**

Pavilion 2

[Student Media Advisors | Curriculum Assessment & Administration]

This panel examines the role a school's student media operation can play, in conjunction with its academic program, in job placement in a communication profession or the media industry. This panel considers the student media's impact on the student in job training, professional contacts, exposure to professional standards and methods for getting that internship or first job through participation in a campus student media operation.

Moderator: W. Dale Hoskins, Northern Arizona University

Panelists: Paul A. Creasman, Arizona Christian University; *The Student Media Operation and Internship Placement*Dan Garrity, Gonzaga University; *Your Student Media Operation as the Student's First Professional Experience*Phyllis Slocum, University of North Texas; *The Student Media Operation's Role in Job Placement*Evan Wirig, Grossmont College; *Your Student Media Operation: The Resume and Audition Tape*

Respondent: Chad J. Roberts, Central Michigan University

9:00 AM – 11:45 AM**ASC's Cinematography Workshop [Session ID: 220314]**

Pavilion 10

[Documentary]

The ASC's annual Cinematography Workshop will explore the opportunities of filmmaking with today's ground-breaking technology. In conjunction with the American Society of Cinematographers, this workshop provides an intimate setting to introduce you to this year's guest, Dean Cundey, ASC. Cundey's work includes such films as: *Apollo 13*, *Jurassic Park*, *Hook*, *Halloween*, *Escape from New York* and the *Back to The Future* trilogy.



9:00 AM – 10:15 AM**The Framing of Black and Brown childhood in the mobile Twittersphere [Session ID: 212206]**

Pavilion 11

[Multicultural Studies]

As mobile technology plays a larger role in everyday life, web applications have adapted. As such one can tweet from their mobile device from anywhere, and say anything. As such the attacks on black and brown children that were once reserved for snide commentary behind backs have gained a permanent place in modern culture, e.g. Twitter and Facebook comments about Quavanzhane Wallis, Trayvon Martin and the Hunger Games movie.

Moderator: Maria Williams-Hawkins, Ball State University

Panelists: Rockell Brown Burton, Texas Southern University

10:00 AM – 3:00 PM**NABEF/BEA Annual Career Day**

BEA Exhibit Hall

[All Convention]

Each year we partner with the NAB Education Foundation (NABEF) to host the spring NAB Show Career Fair. Don't miss the largest career fair in the broadcast industry! Our goal is to match high-quality candidates to potential employers from major broadcasting companies such as CBS News, Cumulus Media, CNN/Turner Broadcasting, NBC, Star Radio Group, ESPN, Beasley Broadcasting, and more.

Those that should attend are experienced professionals looking to advance their broadcasting career, college students, entry-level job seekers interested in a career in the broadcast industry, or faculty looking to make connections for their students. In addition to a variety of media recruiters, Career Day includes a series of informative sessions and one-on-one career coaching.

10:30 AM – 11:45 AM**Flipped, Blended or Hybrid: The Use of Emerging Technologies in Large and Small Classrooms [Session ID: 212086]**

Conference Room 1

[Curriculum Assessment & Administration]

Online materials for blended learning require technological skills and different strategic views than those normally used for lectures. Ideally, these materials should offer engaging and interactive learning experiences. All of this comes with the requirements of increased preparation time and a new set of resources to help faculty create this content. Panelists will discuss their classroom strategies and discuss whether all courses are suitable for blended learning content.

Moderator: Dana Lee, Ryerson University

Panelists: Dana Lee, Ryerson University

Thomas McHardy, James Madison University

Philip Thompson, West Chester University

Max Utsler, University of Kansas

10:30 AM – 11:45 AM**Platform Diving: Springboarding Students towards a Multimedia Model [Session ID: 212077]**

Conference Room 4

[Two-Year/Small Colleges]

After Florida Southern College went through three different web sites in three years, building readership for its college news website - even motivating student media staff to participate - has been a challenge. Learn what's worked (getting staff buy-in and giving them a sense of ownership), what didn't (limited CMS access) and how you can apply these lessons to get your staff and readers involved and excited.

Moderator: William Allen, Florida Southern College

Panelists: Mike Trice, Florida Southern College

William Allen, Florida Southern College

10:30 AM – 11:45 AM**Censorship Around the World [Session ID: 211900]**

Conference Room 5/6

[Law & Policy]

In terms of the public interest, censorship is constantly changing, and in order to prepare students, educators need to know current standards and practices. Censorship changes have occurred in both broadcast and cable; advocacy groups have changed their tactics; the audience has become more involved in censorship issues; and the international market makes requires people to be increasingly aware of different standards for censorship in different parts of the world.

Moderator: Andi Stein, California State University, Fullerton

Panelists: Carol Ames, California State University, Fullerton

David Grannis, California Lutheran University

Dave Collins, Woodbury University

Philippe Perebinosoff, California State University, Fullerton

10:30 AM – 11:45 AM**The Sports and Radio Love Affair in the 21st Century: How Internet Radio Is Keeping the Spark Alive [Session ID: 212091]**

Pavilion 1

[Radio & Audio Media]

It was not very long after Frank Conrad's KDKA began broadcasting on November 2, 1920, that sports and radio fell in love with one another. Listening to blow-by-blow accounts of heavyweight prize fights and hearing the scores of the World Series were just the start of an ongoing relationship that has sustained itself for nearly a century. Internet radio and other online content providers are the latest chaperones for sports and radio. This panel will discuss how colleges and universities can capitalize on the long-term commitment between sports and radio through Internet-only radio stations and other online outlets.

Moderator: Bradford Yates, University of West Georgia

Panelists: Shawn Isaacs, University of West Georgia

Lance Liguez, University of Texas – Arlington

Joe Carter, University of Texas – Arlington

John Wright, University of Florida

10:30 AM – 11:45 AM**Advancing Sports Media Research: Trends in Publishing and Areas for Future Investigation [Session ID: 209545]**

Pavilion 2

[Sports | Research]

This panel brings together a wealth of collective experience publishing in the area of sports media. The panelists will first explore the current status of sports media research before articulating (a) current trends in publishing [journal articles, books, and beyond] and (b) avenues for future scholarly investigation [with an eye toward new, social, mobile, and convergence media.]

Moderator: John McGuire, Oklahoma State University

Panelists: Lawrence Wenner, Loyola Marymount University

Walter Gantz, Indiana University

Andrew Billings, University of Alabama

Respondent: Marie Hardin, Penn State University

10:30 AM – 11:45 AM**Get me a job! Integrating professional training initiatives into your academic program. [Session ID: 210050]**

Pavilion 11

[Production Aesthetics & Criticism]

Even with a college degree, many graduates struggle to find their first job in television, film, or radio. The problem? No professional experience. This panel discusses unique ways [beyond typical internships] to integrate professional experiences into your academic program. Hear how other colleges and universities have implemented unique approaches to training broadcast students to give them professional experience before leaving the institution. This panel includes insight from Goshen College professors and professionals who have incorporated an award-winning professional video production company named 'FiveCore Media' and an award-winning FCC licensed radio station [91.1 The Globe] into the broadcasting program. Both programs open students to professional work while in college and have led to increased graduate success and to a number of state and national awards.

Moderator: Seth Conley, Goshen College

Panelists: Kyle Hufford, Goshen College

Jason Samuel, Goshen College

Tim Underhill, Ball State University

12:00 PM – 1:15 PM**The Give and Go: The Ohio Valley Conference's Attempt to Establish New Connections and How It Can Benefit Curricula and/or Students [Session ID: 212092]**

Conference Room 1

[Curriculum Assessment & Administration | Sports]

College athletic conferences attempt to make new connections for self-promotion. The Ohio Valley Conference established the OVC Digital Network to make mobile and global connections for conference-promotions. Some of the universities in the OVC have used this as an opportunity to enhance their curricula and students' experiences in and/or out of the classroom. This panel will share the methods and challenges in this pursuit.

Moderator: Sheryl Morris, Tennessee State University

Panelists: John W. Taylor, Eastern Kentucky University

Joseph Richie, Tennessee State University

12:00 PM – 1:15 PM**Modern Family: Mediated Depictions of Family Structures and Gender Roles [Session ID: 212152]**

Conference Room 4

[Gender Issues]

This panel examines the evolving way the American family is depicted in the media. This includes television dramas, sitcoms, reality television shows and advertisements. Specific topics include changing family structure and definition (e.g. depiction of polygamist families and same-sex couples in television programs) as well as evolving gender roles and expectations (e.g. the domesticated dad and modern mom). Ultimately, the panel will explore the interconnected relationship between the American family and its mediated depiction.

Moderator: Casey Hart, Stephen F. Austin State University

Panelists: Casey Hart, Stephen F. Austin State University; *Depictions of Dads in Advertisements*Catherine Luther, University of Tennessee @ Knoxville and Renee Smith, University of Tennessee; *Representations of Same-Sex Parenting*T. Phillip Madison, Stephen F. Austin State University; *Depictions of Polygamist Families in Television*Lyn Lepre, Marist College; *Depictions of the 'Modern Mom'***12:00 PM – 1:15 PM****When Disaster Strikes, We Keep Teaching - A Case Study of Surviving Fire in the TV Studio and What to Expect if it Happens to You [Session ID: 212129]**

Conference Room 5/6

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

After final studio productions on December 8, 2012 smoke was discovered in the TV control room at Tarrant County College. Fire consumed the studio and the building was a total loss. Thirty days later faculty and staff nearly had temporary studios ready for spring classes but they were still undergoing fire, insurance and criminal investigations. Learn what to expect and how to better prepare your facilities, records, program and yourself for disaster.

Moderator: Adrian Neely, Tarrant County College

Panelist: Jerry Zumwalt, Tarrant County College

12:00 PM – 1:15 PM**The Dark Side of Teaching: A Case Study of Violence in the Classroom [Session ID: 212100]**

Pavilion 1

[Writing | Curriculum, Assessment & Administration]

This follow-up to the past two year's "The Dark Side of Teaching: Whatever Happened to Classroom Civility?" theme will continue our examination of this issue, focusing on violence in the classroom. 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: Mary Beth O'Connor, Purdue University Calumet

Panelists: Carey Martin, Liberty University

Yueqi Zhang, Purdue University Calumet

12:00 PM – 1:15 PM**Social Media and Global News Coverage: Incorporating International Stories into Campus Newscasts Using Research Skills at Your Fingertips [Session ID: 212111]**

Pavilion 2

[International | News]

Students need to realize the importance of incorporating international stories into their campus newscasts. This panel discusses several ways of doing this while utilizing social media to hunt down leads and investigate details on global stories. College students can turn their Twitter accounts into a research tool along with other key sites like MuckRack and Storify. They can learn to keep their fingers on the pulse of world news using social media to complement traditional sources

Moderator: Grace Provenzano, San Francisco State University

Panelists: Wanda Johnson-Stokes, Clemson University; *Where in the World Did That Story Come From? Merging International News into Newscasts*Grace Provenzano, San Francisco State University; *Raising News Awareness through Social Platforms: Helping Students Discover Political Stories that Matter Using Mobile Media*Vera Walker Hawkins, Texas Southern University; *Student Coverage of Everyday Life in Global Communities: How Three Texas Southern University Students Frame Events and Share them With Their Campus Community While Traveling Abroad in Africa and Asia*Teresa Puente, Columbia College Chicago; *Using Social Media to Connect to the World: One-Credit Course Modules Connect Students to Communities at Home and Abroad***1:30 PM – 2:45 PM****Division Chair POST-Convention Meeting [Session ID: 220251]**

Conference Room 2/3

[All Convention]

This session is required for all interest division chairs. We'll be discussing interest division business with the chairs as well as going over BEA2015 deadlines.

2015 Convention Program Chair: Denise Belafonte-Young

Interest Division Representative: Michael Bruce, University of Alabama

1:30 PM -3:30 PM**BEA2014 Specialized NAB Show Floor Tours**

[All Convention]

This year, BEA is partnering with top industry professionals to offer BEA2014 attendees exclusive group tours of the NAB Show floor. BEA2014 registrants will receive personalized attention as they are introduced to education contacts that will offer demos and talk about the hottest, and most useful, equipment trending at the NAB Show. This year's tour tracks are:

TOUR 1 – Cameras and Equipment: *Led by the American Society of Cinematographers***TOUR 2 – Video Production/Sports:** *Led by Sports Video Group*

For the full tour schedule and meeting locations, visit the online program or grab a flier at BEA2014's registration desk. Check with the BEA2014 onsite registration desk for space availability.

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