



Educating for Tomorrow's Media

# BEA2016

April 17-20 | Las Vegas Westgate



CONTENT IS KING  
STORYTELLING ACROSS PLATFORMS



# FACULTY SEMINAR

NOVEMBER 7–11, 2016

**CONNECTING THE CLASSROOM  
WITH THE TELEVISION INDUSTRY**



## CALL FOR APPLICATIONS

- ✦ 25 professors selected from universities nationwide by Television Academy members
- ✦ Attend a week-long seminar in Los Angeles
- ✦ Meet showrunners, directors, production teams, executives, and other professionals in the industry
- ✦ Visit studios, television shows and sets
- ✦ Travel and lodging included

**APPLY BY JUNE 30, 2016**

[TelevisionAcademy.com/FacultySeminar](http://TelevisionAcademy.com/FacultySeminar)

## Convention Program Chair's

# Welcome

---

A very warm welcome to BEA 2016 from your 2016 Program Chair! Whether you're a first timer or a seasoned BEA veteran, I know you'll find much of interest in the numerous panels, programs and sessions we've crafted for you over the next few days. Our spotlight theme "Content is King: Storytelling Across Platforms" is extremely relevant in a world where we get and convey information across many different platforms...but sometimes can forget that we are still at heart, storytellers. Bringing the focus back to content allows us to explore the many different ways stories can be told across genres and platforms as well as in the classroom.

To that end, we've recruited a myriad of great storytellers...all of whom are crafting stories across different platforms in unique ways. Our keynote speaker is one such person. Bruce Rosenblum is CEO of the Academy of Television Arts where he is constantly focused on finding and telling compelling stories in new ways all while adjusting to a constantly changing media system. Rowan University brings you a conversation with Frank Spotnitz, the creative force behind Amazon's recent miniseries 'The Man in the High Castle' and countless classic episodes of FOX's "The X-Files." The Television Academy Foundation takes you into the world of 'reality TV' with the man widely credited for creating today's modern reality genre, Jonathan Murray. And learn more about women leading media today in one of our many special sessions throughout the convention.

There's plenty on the academic side as well, including our 2016 Research Symposium that tackles the issues of Risk and Health Communication in an Evolving Media Environment. Check out our 'non-poster' poster sessions, where you can learn about many interesting research topics—on a big screen. You won't want to miss the always entertaining "pitch session" where you might hear the next great idea for a hit program, then visit "BEA Ignite" to learn new tips and tricks for engaged classroom teaching. You can even learn how to fly a drone (legally) in a Tuesday session this year! And don't forget, we have more than 100 panelists presenting cutting edge academic research on themes that stretch across all 17 of our research divisions (and you could even be a part of helping us create an 18th). You'll also want to make sure you view some of our award winning entries in this year's Festival of Media Arts. With a record number of entries (more than 1500) you're sure to be amazed at the creativity of faculty and students from universities around the globe. And students, don't forget to get going on your job hunt with the annual BEA/NAB Career Fair Wednesday!

Putting this convention together was an honor and a privilege and I have to thank the three people that make all this possible every year, our rock star BEA team of Heather Birks, JD Boyle and Traci Bailey. I could not have done this without their tireless support and encouragement. Thanks also to 2017 Program Chair Christine Taylor for leading the charge for our non-poster poster sessions and Festival of Media Arts Chair Lowell Briggs for guiding a cast of hundreds through a very complicated process.

As a former television news producer and reporter, associate professor and proud BEA member of ten years and counting, I can tell you that tackling a convention of this size and reputation has been one of the most challenging yet rewarding things I have done in my career. I thank everyone who submitted panels and sessions, offered ideas and suggestions when in desperate need of them, and in general helped create what you are about to experience over the next four days. My final piece of advice for having a great BEA convention: explore everything, attend as many things as you can, make connections and contacts and most importantly, be amazed and enthralled by the kinds of storytelling that is happening all around you. Enjoy!

Sara Magee, BEA 2016 Program Chair, Associate Professor of Communication, Loyola University Maryland

# BEA2016 Highlights

SUNDAY



2016 Research Symposium -  
Risk and Health Communication  
in an Evolving Media Environment  
9:00 AM - 4:15 PM | Ballroom F

SUNDAY



Media Analytics: Tracking  
Audiences in an Evolving Media  
Landscape  
10:30 AM - 11:45 AM | Pavilion 3

SUNDAY



Rowan University Presents...  
A Conversation with Frank Spotnitz  
12:00 PM - 1:15 PM | Pavilion 3

SUNDAY

BEA Opening  
Night Awards  
Ceremony  
6:00 PM - 7:00 PM  
Pavilion 9



BEA Opening  
Night Reception  
7:00 PM-8:00 PM



MONDAY



ALLIANCE FOR  
WOMEN IN MEDIA

Women Leading in Media  
(this is a 2 part program)

10:00 AM - 12:45 PM | Ballroom F

MONDAY

Library of  
American Broadcasting



A Word from Our Sponsor:  
Recipient of the 2016 LABF  
Broadcast Historian Award  
11:30 AM - 12:45 PM | Ballroom F

MONDAY

Television  
Academy



A Conversation with  
Bruce Rosenblum

2:30 PM - 3:45 PM | Pavilion 3

MONDAY



The BEA Best of Festival King  
Foundation Awards Ceremony

5:30 PM - 7:30 PM | Ballroom C

TUESDAY

Television  
Academy  
Foundation



Television Academy Presents  
Coffee with... Jonathan Murray

10:30 AM - 11:45 AM | Pavilion 3

MONDAY - TUESDAY

Special Podium Sessions

Stuart N. Brotman  
Monday | Pavilion 1  
1:00 PM - 2:15 PM



Dwight E. Brooks  
Tuesday | Ballroom F  
10:30 AM - 11:45 AM



TUESDAY



BEA

Tuesday Evening Happy Hour

6:30 PM - 8:00 PM | Westgate

WEDNESDAY

ASSESSMENT



BEA Assessment Boot Camp:  
Writing your Assessment Story

8:30 AM - 12:00 PM | Ballroom F

WEDNESDAY



NABEF/BEA Annual Career Day

10:00 AM - 3:00 PM | Ballroom C

WEDNESDAY



ASC Cinematography Masterclass  
with Dejan Georgevich, ASC  
10:30 AM - 11:45 AM | Pavilion 2



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## Table of

# Contents



1771 N Street, NW  
Washington, DC  
20036-2891

email:  
help@BEAweb.org

|                          |     |
|--------------------------|-----|
| BEA Exhibitors .....     | 7   |
| BEA Leadership .....     | 13  |
| Highlights .....         | 15  |
| Saturday Schedule .....  | 18  |
| Sunday Schedule .....    | 20  |
| Monday Schedule .....    | 59  |
| Tuesday Schedule .....   | 88  |
| Wednesday Schedule ..... | 113 |
| Index of Names .....     | 123 |

### Icon Key



Teaching Techniques/Tips & Educational Programs



Research/Theory



Industry Issues & Updates



Demonstration/Workshop

*"Educating for Tomorrow's Media since 1955"*

[www.beaweb.org](http://www.beaweb.org)

# BEA2017 Research Symposium

## Video Games: A Medium that Demands Our Attention

Sunday, April 23, 2017, Las Vegas Westgate

Chair: Nicholas David Bowman, West Virginia University

Email: [Nicholas.Bowman@mail.wvu.edu](mailto:Nicholas.Bowman@mail.wvu.edu)

**Paper Deadline: December 1, 2016**

From the first “interactive computer demonstrations” at MIT in the 1950s to the blockbuster Grand Theft Auto V in 2013 (the highest-selling packaged media product of all-time), video games have continually captured the public’s imagination and interest. Video games are credited with improving the skills of pilots and surgeons and encouraging murder and mayhem. The gaming industry’s revenues have continually exceeded the film industry, while debates rage as to whether games are toys or more serious forms of art. Games are celebrated for their ability to spark children’s emotions, and chided for corrupting their morals. Finally, games are regarded as social media technologies that encourage interaction, while also regarded as distractions from reality that result in social isolation.

Scholars are invited to submit research reports or theoretical syntheses (4000-word limit, inclusive) focused on one of the four conference tracks:

- **Gaming as Cognitive Demand**

Chaired by: C. Shawn Green, University of Wisconsin-Madison

- **Gaming as Emotional Demand**

Chaired by: Matthew Grizzard, University of Buffalo

- **Gaming as Behavioral Demand**

Chaired by Allison Eden, Michigan State University

- **Gaming as Social Demand**

Chaired by: Jorge Peña, University of California - Davis

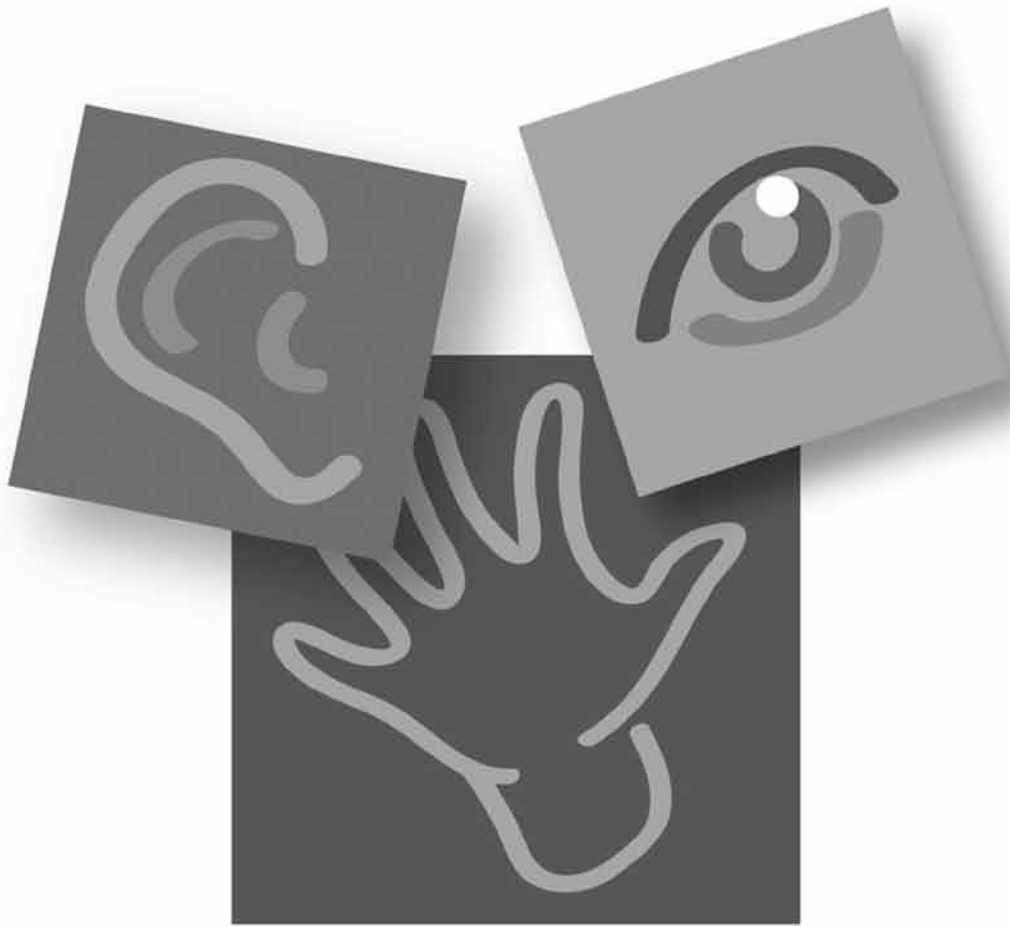
Faculty & Student Paper Competition | Undergraduate & Graduate Poster Competition

*Note: The Student Paper Competition offers monetary awards for 1st, 2nd & 3rd place.*

For more information visit: [www.BEAweb.org](http://www.BEAweb.org)

 **BEA2016 Advertisers**

| <b>Page</b>    | <b>Advertiser</b>                                   |
|----------------|-----------------------------------------------------|
| <b>C-2</b>     | <b>Television Academy Foundation</b>                |
| <b>C-3</b>     | <b>NBC 10 / Telemundo 62</b>                        |
| <b>C-4</b>     | <b>Elon University</b>                              |
| <b>2</b>       | <b>BEA2016 Highlights</b>                           |
| <b>4</b>       | <b>2017 Research Symposium</b>                      |
| <b>6</b>       | <b>BEA Festival of Media Arts</b>                   |
| <b>11</b>      | <b>University of North Texas</b>                    |
| <b>19</b>      | <b>Bedford / St. Martin's</b>                       |
| <b>22</b>      | <b>University of Alabama</b>                        |
| <b>25</b>      | <b>B&amp;H Photo &amp; Video</b>                    |
| <b>27</b>      | <b>Stephen F. Austin State University</b>           |
| <b>29</b>      | <b>Maxon</b>                                        |
| <b>30-31</b>   | <b>BEA Super Regional Conference</b>                |
| <b>32</b>      | <b>Regent University</b>                            |
| <b>34-35</b>   | <b>Routledge/Taylor &amp; Francis</b>               |
| <b>37</b>      | <b>Oklahoma University</b>                          |
| <b>46</b>      | <b>BEA Classifieds</b>                              |
| <b>48</b>      | <b>University of Utah</b>                           |
| <b>50</b>      | <b>University of South Carolina</b>                 |
| <b>52</b>      | <b>BEA Scholarships</b>                             |
| <b>53</b>      | <b>University of Georgia</b>                        |
| <b>56</b>      | <b>Freedom of Speech PSA Contest</b>                |
| <b>58</b>      | <b>EDITSTOCK</b>                                    |
| <b>61</b>      | <b>Ohio Association of Broadcasters</b>             |
| <b>62-63</b>   | <b>Charles &amp; Lucille King Family Foundation</b> |
| <b>64</b>      | <b>Ohio University</b>                              |
| <b>117</b>     | <b>Journal of Media Education (JoME)</b>            |
| <b>118-119</b> | <b>Arizona State University</b>                     |
| <b>120</b>     | <b>Boom Media</b>                                   |
| <b>122</b>     | <b>Colorado State University</b>                    |
| <b>126</b>     | <b>NAB New York</b>                                 |
| <b>130</b>     | <b>Radio Show Student Scholars Program</b>          |
| <b>132</b>     | <b>BEA2017</b>                                      |



# FESTIVAL OF **MEDIA** ARTS

Entry Window 11/15 - 12/15

[www.BEAfestival.org](http://www.BEAfestival.org)



Educating for Tomorrow's Media



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**axle Video****B102**

axle Video is the leader in making it easy to find and collaborate with media files. We make radically simple software that lets educators, students and production teams search, subclip, annotate and archive their media - no training required! Many universities are already using our system, including MIT, UC Fullerton and Berklee College of Music. Our axle Gear system gives you browser access from any laptop (Macs and PCs), inside Adobe Premiere Pro CC, or on a mobile device (iOS and Android) - with powerful Google-style search, review and approval. Subclips and bins can be exported to FCP 7, X, Premiere Pro and Avid Media Composer. Call us at 415-225-1926, or visit our NAB booth at SL15416 (South Lower hall)

Website: [www.axlevideo.com](http://www.axlevideo.com)

**B&H Photo Video Pro Audio****B103**

B&H Photo Video Pro Audio, the world's number one source for gear, provides a free exclusive membership for students and educators that offers discounted prices on thousands of products. This customized service is for educators and students of accredited fine art, photography, film, video, animation, graphic design, audio, new media and other approved curricula. As a member of B&H's EDU Advantage Discount Program, you will be eligible to make purchases through either the EDU Website ([bhphotovideo.com/edu](http://bhphotovideo.com/edu)) or the EDU Hotline (866-276-1435) at a discounted rate. With one application you will receive the benefit of educational discounts and quick delivery. We've designed this program with the hope that it will be a unique advantage to you.

Website: [www.bhphotovideo.com/edu](http://www.bhphotovideo.com/edu)

**Bedford/St. Martin's****B104**

Communication disciplines are exciting—from speech communication to journalism, mass communication, and film. At Bedford/St. Martin's, part of Macmillan Learning, 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.

Website: [www.macmillanlearning.com/Catalog/](http://www.macmillanlearning.com/Catalog/)

**EditStock****B100**

EditStock provides inspiring, high quality raw footage from films to help students master the craft of video editing.

Website: <http://editstock.com>

**MAXON****B101**

Description: MAXON Computer 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.

Website: [www.maxon.net/](http://www.maxon.net/)



**National Radio Talent System****B301**

The National Radio Talent System is a system of Radio Talent Institutes on college campuses across America, designed to discover and prepare young broadcasters who can be hired today and be leaders in the industry tomorrow.

This is the campus to career connection most students need. An intensive and fun ten day long Institute, all sessions are led by professional broadcasters in their own area of expertise, whether on-air in music radio, sports, news, promotions, production, digital and social media, sales and practically all areas of the business.

Former students of the Institute are now working professionally for CBS, iHeart, Entercom, Cumulus, Beasley Broadcast Group, CNN and others. Visit our booth to learn how you can apply to the Hubbard Radio Talent Institute at Central Washington University; GAB Radio Talent Institute at University of Georgia; Confer Radio Talent Institute at Bloomsburg University of Pennsylvania; KBA WKU Radio Talent Institute at Western Kentucky University and Kellar Radio Talent Institute at Appalachian State University in North Carolina.

Get your broadcast career started, go to <http://www.nationalradiotalentsystem.com>.

**NBS-AERho****B202**

The National Broadcasting Society-Alpha Epsilon Rho helps college students and early professionals to prepare for careers in the electronic media industries. NBS-AERho connects students with practicing professionals; emphasizes industry ethics, diversity, and inclusiveness; and promotes opportunities for excellence in leadership, community service, and production. The sixty-four chapters, located on college campuses, participate in activities that supplement classroom and extra-curricular learning at those institutions. Recognized by the Association of College Honor Societies, Alpha Epsilon Rho is the national honor society for electronic media students. This May, NBS-AERho begins its 75<sup>th</sup> year of service. Website: [www.nbs-aerho.org](http://www.nbs-aerho.org)

**Ross Video****NAB Exhibit Hall N3705**

Passionate about live production, Ross Video designs, manufactures and delivers dependable technology and services that power exceptional live video productions seen by billions of viewers around the world every day. Ross Video's goal is to make it easy for customers to create compelling news, weather and sports broadcasts, engaging material for sports stadium screens, legislative assemblies, entertainment shows and rock concerts, and inspiring content for houses of worship.

Relentlessly innovating, Ross Video delivers the world's widest range of products and services for augmented reality and virtual sets, mobile live-event solutions, real-time motion graphics, robotic camera systems, social-media management, production switchers, routers, infrastructure products, video servers, newsroom systems, terminal equipment and more.

Ross Video: The Production Technology Experts.

**Routledge/Taylor & Francis****B302**

Routledge, a division of Taylor & Francis, is a leading international publisher of scholarly research. Our catalogue includes the official journals of the BEA—the *Journal of Broadcasting & Electronic Media*, and the *Journal of Radio & Audio Media*.

Visit the Routledge booth to learn about our products and services, and for free sample copies of our journals."

## **BEA2016 Exhibitors**

### **UNISSET Company**

**B201**

UNISSET is an industry leader in the design and manufacturer of television and video set and studio systems. Core product lines include *News/Interview Desks*, *Wall/Column Systems* (background systems), *Rolling Panel Systems* (fully modular scenic backgrounds), *Cycloramas* (Green and Blue Screens), *UNI-PRO Studio System*, *Custom Studio Systems*, *Floor Risers*, *Custom Fabrication and Editing and Control Room Desks and Consoles*. All of our products are freestanding, ship fully manufactured and are pre-finished for easy assembly and immediate use. The quality, durable, long lasting and cost effective UNISSET product lines provide the audio experience and production environment that each studio demands and expects.

Website: [www.unisetcorp.com](http://www.unisetcorp.com)

### **University of Oklahoma Gaylord College**

**B105**

Come to Gaylord College at the University of Oklahoma and join a winning tradition! Each year Gaylord College of Journalism and Mass Communication accepts an elite group of students into its graduate programs. The program allows students from various professional and academic backgrounds to collaborate with leading faculty – and each other. Whether you are looking to advance in professional communications fields or in academia, Gaylord Graduate Studies provides support and flexibility for achieving your individual goals. The Master's has tracks for Creative Media Production, Professional Writing, Media Management, Journalism, and Strategic Communication. Our Master's students are national award winners. The Ph.D. program has 100% placement before graduation in some of the best universities in the nation. Assistantships and fellowships are available for both masters and doctoral students.

Website: <http://www.ou.edu/gaylord>



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## **2017-2018 BEA Student Scholarships**

*Over \$25,000 awarded to graduates and undergraduates each year.*

*Deadline: 10/04/16*

[www.BEAweb.org/Scholarships](http://www.BEAweb.org/Scholarships)

Heather & Traci --  
Congratulations and thank you for  
10 YEARS of service to BEA!



BEA Board of Directors & Membership



# UNIVERSITY OF NORTH TEXAS

## DEPARTMENT OF MEDIA ARTS

### CONGRATULATIONS!

**UNT Media Arts students and faculty  
bring home 12 BEA Awards!**

Radio, television, film, and digital media platforms hold a significant place in society providing both entertainment and information in a constantly changing world.

The department offers two undergraduate degrees:

a Bachelor of Arts with a major in radio, television and film (RTVF), and  
a Bachelor of Arts with a major in converged broadcast media (CBCM)

and two graduate degrees:

a Master of Arts in either Critical-Cultural Studies or Industry Studies, and  
a Master of Fine Arts in Documentary Production and Studies

The department's faculty includes top scholars along with current and former media practitioners with many years of experience.



<http://mediaarts.unt.edu> ♦ [MediaArts@unt.edu](mailto:MediaArts@unt.edu) ♦ 940.565.2537  
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**EST. 1890**

DEPARTMENT OF MEDIA ARTS  
College of Arts & Sciences



# Imagining Tomorrow's Media

## BEA2017

April 23-26 | Las Vegas Westgate

## BEA2016 LEADERSHIP

### BEA Headquarters

#### Executive Director

Heather Birks

#### Director, Sales and Marketing

J-D Boyle

#### Manager, Business Operations

Traci Bailey

### Broadcast Education Association

1771 N Street, NW

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Fax: 202-609-9940

E-mail: [help@beaweb.org](mailto:help@beaweb.org)

Website: [www.beaweb.org](http://www.beaweb.org)

### 2015-2016 Board of Directors

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Vic Costello, Elon University

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Stacey O. Irwin, Millersville University of Pennsylvania

##### District 4 Representative (Illinois, Indiana, Iowa, Minnesota, Nebraska, North Dakota, South Dakota & Wisconsin)

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##### District 5 Representative (Arkansas, Kansas, Louisiana, Missouri, New Mexico, Oklahoma & Texas)

Tony DeMars, Texas A&M University - Commerce Campus

##### District 6 Representative (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming)

Gregory N. Luft, Colorado State University

##### District 7 Representative (All two-year schools in the USA)

James Crandall, Aims Community College

##### District 8 Representative (International Programs)

Deborah Wilson David, University of Lincoln

##### Interest Division Representative (BEA Interest Divisions)

Micheal McAlexander, California State University - Fullerton

##### Electronic Media Professional Representatives

Ric Harris, NBC Universal

Dennis Lyle, Illinois Broadcasters Association

Bruce K. Rosenblum, Media Research & Insights, Warner Bros.

##### Ex-Officio Members

Festival Committee Chair: Lowell A. Briggs, York College of Pennsylvania

Publications Committee Chair: Susan Brinson, Auburn University

Research Committee Chair: Louise Benjamin, Kansas State University

Scholarship Committee Chair: Pete Orlik, Central Michigan University



## BEA2016

## FESTIVAL OF MEDIA ARTS, Leadership

The BEA Best of Festival King Foundation Awards

Sponsored by The Charles and Lucille King Family Foundation



**Festival Chair:** Lowell A. Briggs, York College of Pennsylvania  
**Festival Creative Director:** Glenn Hubbard, East Carolina University  
**Festival Producer:** Iveta Imre, Western Carolina University  
**Ex-Officio:** Heather Birks, BEA Executive Director

#### 2016 Competition Chairs:

##### Audio Competition (Radio and Audio Media Division)

Faculty Competition Chair: Andy Curran, University of Cincinnati - Clermont College  
 Student Competition Chair: Jonathan P. Pluskota, University of Southern Mississippi

##### Documentary Competition (Documentary Division)

Faculty Competition Chair: Chris Shofner, University of Wisconsin – Stevens Point  
 Student Competition Chair: Choonghee Han, Hope College

##### Interactive Multimedia Competition (Interactive Media and Emerging Technologies Division)

Faculty Competition Chair: Lakshmi Tirumala, University of Cincinnati  
 Faculty Competition Vice Chair: Sandy Henry, Drake University  
 Student Competition Chair: Gina Baleria, California State University - San Francisco  
 Student Competition Vice Chair: Chandra Clark, University of Alabama

##### News Competition (News Division)

Competition Vice Chair: Sara Magee, Loyola University Maryland  
 Faculty Competition Chair: Kathy Hughes, Elizabethtown College  
 Student Hard News Co-Chair: Donna Smith, Lyndon State College  
 Student Hard News Co-Chair: Tom Hallaq, Kansas State University  
 Student Feature News Chair: Michael Riecke, SUNY- Oswego  
 Student Newscast Chair (3 days/less): Mary T. Rogus, Ohio University  
 Student Newscast Chair (4/5 days): Bob Gould, Michigan State University  
 TV Newsmagazine Chair: Iveta Imre, Western Carolina University  
 Student News Talent Chair: Herbert Dunmore, Loyola University Maryland  
 Student Radio News Chair: Gina Baleria, California State University – San Francisco

##### Scriptwriting Competition (Writing Division)

Faculty Competition Chair: Marie Elliott, Valdosta State University  
 Student Competition Chair: Antonio Zarro, Palm Beach Atlantic University  
 Student Competition Co-Chair: John McHale, Illinois State University

##### Sports Competition (Sports Division)

Faculty Competition Chair: Denise Belafonte Young, Lynn University  
 Student Competition co-Chair: Jared Johnson, Oklahoma State University  
 Student Competition co-Chair: Lowery Woodall, Millersville University of PA

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

Student Competition co-Chair: Brian Shelton, Harper College  
 Student Competition co-Chair: Robert Mott, York College of Pennsylvania

##### Video Competition (Production, Aesthetics & Criticism Division)

|                                                                             |                                                        |
|-----------------------------------------------------------------------------|--------------------------------------------------------|
| Faculty Video Chair:                                                        | Jamie Litty, University of North Carolina at Pembroke  |
| Student Video Festival Uber Chair:                                          | Stephen Price, University of Central Missouri          |
| Student Video Vice Chair (SV1-Animation/Experimental/Mixed):                | Marilyn Terzic, Université du Québec à Montréal        |
| Student Video Vice Chair (SV2-Instructional and SV7-Studio):                | Nick Taylor, The University of Texas Rio Grande Valley |
| Student Video Vice Chair (SV3 -Music Video and SV5-Spots up to 60 seconds): | Don Piper, Palm Beach Atlantic University              |
| Student Video Vice Chair (SV4-Narrative):                                   | Andrew Ray, Palm Beach Atlantic University             |
| Student Video Vice Chair (SV6-Promotional longer than 60 seconds):          | Shawn Montano, Emily Griffith Technical College        |

##### Festival Advisory Committee:

Chair: Scott Hodgson, University of Oklahoma  
 Steve Anderson, James Madison University  
 Lou Benjamin, Kansas State University  
 Vic Costello, Elon University  
 Nancy MacKenzie Dupont, University of Mississippi  
 Warren Koch, Azusa Pacific University



# BEA2016 HIGHLIGHTS

## Sunday, April 17

|                     |                                                                                                                                                          |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:30 AM – 6:00 PM   | BEA2016 Convention Registration                                                                                                                          |
| 9:00 AM – 10:15 AM  | BEA101, Pavilion 1                                                                                                                                       |
| 9:00 AM – 4:15 PM   | 2016 Research Symposium - Risk and Health Communication in an Evolving Media Environment, Ballroom F (see all sessions listed on page 24 of the program) |
| 10:30 AM – 11:45 AM | Campus to Career: Rising to the Top, Ballroom G                                                                                                          |
| 10:30 AM – 11:45 AM | Media Analytics: Tracking Audiences in an Evolving Media Landscape, Pavilion 3                                                                           |
| 12:00 PM – 1:15 PM  | Meet the Editor: Journal of Broadcasting & Electronic Media, Content Lounge                                                                              |
| 12:00 PM – 1:15 PM  | Rowan University Presents...A Conversation with.....Frank Spotnitz, The Man in the High Castle, Pavilion 3                                               |
| 3:00 PM – 4:15 PM   | The PITCH Session: Tell Your Story Idea to an Industry Professional!, Pavilion 3                                                                         |
| 3:00 PM – 4:15 PM   | Meet the Editor: Journal of Media Education, Content Lounge                                                                                              |
| 3:00 PM – 4:15 PM   | Production Technology Choices for your School, Pavilion 10                                                                                               |
| 4:30 PM – 5:45 PM   | BEA and its Urban Face, Ballroom G                                                                                                                       |
| 6:00 PM – 7:00 PM   | BEA Opening Night Awards Ceremony, Pavilion 9                                                                                                            |
| 7:00 PM – 8:00 PM   | Opening Night Awards Reception, sponsored by Ross Video, Westgate                                                                                        |

## Monday, April 18

|                     |                                                                                                                                                             |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:30 AM – 6:00 PM   | BEA2016 Convention Registration                                                                                                                             |
| 8:00 AM – 9:45 AM   | BEA Division Business MEGA Meeting, Pavilion 9 (See description on page 59 of the program)                                                                  |
| 9:00 AM – 5:30 PM   | BEA Exhibit Hall Hours                                                                                                                                      |
| 9:00 AM – 5:00 PM   | Job Placement “Posting” Center @ the BEA Booth                                                                                                              |
| 9:00 AM – 9:45 AM   | Campus to Career: Ready, Set, Go!, Pavilion 9                                                                                                               |
| 9:45 AM – 3:30 PM   | Scholar-to-Scholar Research Presentations (see program for details), BEA Exhibit Hall                                                                       |
| 9:00 AM – 10:15 AM  | NAB Show Opening                                                                                                                                            |
| 10:00 AM – 11:15 AM | Women Leading in Media Part I: Room at the Top: Empowering Women in Broadcast News Leadership, Ballroom F                                                   |
| 11:30 AM – 12:45 PM | Women Leading in Media Part II: Roles and Respect for Women in Popular Prime-time Broadcast Television: Professional or Personal?, Ballroom F               |
| 11:30 AM – 12:45 PM | <i>A Word from Our Sponsor</i> - Cynthia B. Meyers, Recipient of the 2016 Library of American Broadcasting Foundation Broadcast Historian Award, Ballroom G |
| 1:00 PM – 2:15 PM   | Research Podium Session: Stuart N. Brotman, University of Tennessee, Knoxville; Creating Policy-Relevant Communications Scholarship, Pavilion 1             |
| 1:00 PM – 2:15 PM   | Master Class with Hollywood Experts: The Scenes Behind the Scenes, Pavilion 3                                                                               |
| 2:30 PM – 3:45 PM   | A Conversation with Bruce Rosenblum, President & CEO, TV Academy, Pavilion 3                                                                                |
| 5:30 PM – 7:30 PM   | The BEA Best of Festival King Foundation Awards Ceremony, Ballroom C (doors open at 5:00 PM)                                                                |

## Tuesday, April 19

|                     |                                                                                                                                                                                              |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7:30 AM – 5:30 PM   | BEA2016 Convention Registration                                                                                                                                                              |
| 7:30 AM – 8:45 AM   | BEA’s “Collective” District Meetings & Newcomers Welcome Breakfast, Pavilion 9 (see program for locations)                                                                                   |
| 8:45 AM – 2:45 PM   | Faculty & Student Research-in-Progress - Poster Presentations (see program for details), BEA Exhibit Hall                                                                                    |
| 9:00 AM – 6:30 PM   | Exhibit Hall Hours                                                                                                                                                                           |
| 9:00 AM – 5:00 PM   | Job Placement “Posting” Center @ the BEA Booth                                                                                                                                               |
| 9:00 AM – 10:15 AM  | Council of Past Presidents, Conference Room 3                                                                                                                                                |
| 10:30 AM – 11:45 AM | TV Academy Foundation Presents: Coffee With...Jonathan Murray, Pavilion 3                                                                                                                    |
| 10:30 AM – 11:45 AM | BEA2016 Podium Session: Dwight E. Brooks, Hofstra University, That’s the Way of the World: Fifty years after the Kerner Report and the continued dominance of whiteness in media, Ballroom F |
| 11:45 AM – 1:00 PM  | Applying for BEA Scholarships @ the BEA Booth                                                                                                                                                |
| 12:15 PM – 1:30 PM  | The Conversation with Dick Wiley, Pavilion 2                                                                                                                                                 |
| 12:15 PM – 1:30 PM  | BEA2016 Ignite, Pavilion 9                                                                                                                                                                   |
| 1:45 PM – 3:00 PM   | Outstanding <i>Journal of Radio and Audio Media</i> Article, Pavilion 1                                                                                                                      |
| 1:45 PM – 3:30 PM   | BEA introduces five Super Sessions in: News, Sports, Writing, International, Law & Policy and Interactive Multimedia (check program for listings)                                            |
| 6:30 PM - 8:00 PM   | Tuesday Evening Happy Hour, Westgate                                                                                                                                                         |

## Wednesday, April 20

|                     |                                                                       |
|---------------------|-----------------------------------------------------------------------|
| 8:30 AM – 11:30 AM  | BEA2016 Convention Registration                                       |
| 8:30 AM – 12:00 PM  | BEA Assessment Boot Camp: Writing your Assessment Story, Ballroom F   |
| 10:00 AM – 3:00 PM  | NABEF/BEA Annual Career Day, Ballroom C                               |
| 10:30 AM – 11:45 AM | ASC Cinematography Masterclass with Dejan Georgevich, ASC, Pavilion 2 |

## FESTIVAL OF MEDIA ARTS HIGHLIGHTS

### Sunday, April 17

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



### Monday, April 18

|                     |                                                                                                                                                                                |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10:00 AM – 11:15 AM | Faculty and Student News Awards and Exhibition, Pavilion 9                                                                                                                     |
| 11:30 AM – 12:45 PM | Student Video Awards and Exhibition, Pavilion 9                                                                                                                                |
| 1:00 PM – 2:15 PM   | Faculty and Student Interactive Multimedia Awards and Exhibition, Pavilion 9                                                                                                   |
| 3:30 PM – 4:30 PM   | “Best of” Festival of Media Arts Rehearsal (for presenters and winners participating in the BEA Best of Festival King Foundation Awards Ceremony), Ballroom C                  |
| 5:30 PM – 7:30 PM   | The BEA Best of Festival King Foundation Awards Ceremony, Ballroom C (light refreshments and cocktail snacks will be served during the awards ceremony, doors open at 5:00 PM) |

## INTEREST DIVISION MEETINGS

### Sunday, April 17

|                   |                                                                         |
|-------------------|-------------------------------------------------------------------------|
| 3:00 PM – 4:15 PM | Media and Religion Organizational Meeting, Conference Room 3            |
| 3:00 PM – 4:15 PM | Production Aesthetics & Criticism Division Business Meeting, Pavilion 2 |
| 4:30 PM – 5:45 PM | Student Media Advisors Business Meeting, Conference Room 4/5            |
| 4:30 PM – 5:45 PM | Sports Division Business Meeting, Pavilion 2                            |

### Monday, April 18

|                     |                                                                                                                                            |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| 8:00 AM – 8:30 AM   | BEA Division Business MEGA Meeting & Breakfast, Pavilion 9 (After a joint collective meeting, the divisions will move to break-out rooms.) |
| 8:30 AM – 9:45 AM   | Gender & Sexuality Division Business Meeting, Ballroom F                                                                                   |
| 8:30 AM – 9:45 AM   | History Division Business Meeting, Pavilion 1                                                                                              |
| 8:30 AM – 9:45 AM   | Interactive Media & Emerging Technologies Division Business Meeting, Pavilion 10                                                           |
| 8:30 AM – 9:45 AM   | International Division Business Meeting, Conference Room 1/2                                                                               |
| 8:30 AM – 9:45 AM   | Law & Policy Division Business Meeting, Pavilion 11                                                                                        |
| 8:30 AM – 9:45 AM   | Management, Marketing & Programming Division Business Meeting, Pavilion 2                                                                  |
| 8:30 AM – 9:45 AM   | Multicultural Studies Division Business Meeting, Conference Room 4/5                                                                       |
| 8:30 AM – 9:45 AM   | Research Division Business Meeting, Ballroom G                                                                                             |
| 8:30 AM – 9:45 AM   | Writing Division Business Meeting, Pavilion 3                                                                                              |
| 10:00 AM – 11:15 AM | Curriculum, Assessment & Administration Division Business Meeting, Pavilion 1                                                              |
| 2:30 PM – 3:45 PM   | Two-Year/Small Colleges Business Meeting, Pavilion 9                                                                                       |
| 4:00 PM – 5:15 PM   | Radio & Audio Media Division Business Meeting, Conference Room 4/5                                                                         |

### Tuesday, April 19

|                    |                                                            |
|--------------------|------------------------------------------------------------|
| 9:00 AM – 10:15 AM | News Division Business Meeting, Pavilion 10                |
| 1:45 PM – 3:00 PM  | Documentary Division Business Meeting, Conference Room 4/5 |

# RESEARCH COMPETITIONS, PRESENTATIONS & POSTER SESSION HIGHLIGHTS

## Sunday, April 17

|                     |                                                                                                          |
|---------------------|----------------------------------------------------------------------------------------------------------|
| 9:00 AM – 10:15 AM  | Research Symposium - Advances in Health Communication Research, Ballroom F                               |
| 9:00 AM - 10:15 AM  | Management, Marketing & Programming Top Paper Presentations, Ballroom G                                  |
| 10:30 AM – 11:45 AM | Research Symposium - Communicating and Educating the Public and Media about Risk and Science, Ballroom F |
| 10:30 AM - 11:45 AM | Production Aesthetics and Criticism Division - Top Paper Presentations, Conference Room 1/2              |
| 1:30 PM – 2:45 PM   | Research Symposium - Exploring Messages and Media during Extreme Events, Ballroom F                      |
| 3:00 PM – 4:15 PM   | Research Symposium - Situating Theory in Risk and Health Communication Contexts, Ballroom F              |
| 4:30 PM – 5:45 PM   | News Division - Top Paper Presentations, Pavilion 1                                                      |

## Monday, April 18

|                     |                                                                                                                                               |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 8:30 AM – 9:45 AM   | Writing Division Business Meeting & Top Writing Paper Presentations, Pavilion 3                                                               |
| 9:45 AM – 11:00 AM  | Scholar-to-Scholar Research Presentations (Part I), BEA Exhibit Hall                                                                          |
| 10:00 AM – 11:15 AM | International Division - Top Paper Presentations, Conference Room 1/2                                                                         |
| 10:00 AM – 11:15 AM | Women Leading in Media Part I: Room at the Top: Empowering Women in Broadcast News Leadership, Ballroom F                                     |
| 11:15 AM – 12:30 PM | Scholar-to-Scholar Research Presentations (Part II), BEA Exhibit Hall                                                                         |
| 11:30 AM – 12:45 PM | Curriculum, Assessment and Administration - Top Paper Presentations, Pavilion 1                                                               |
| 11:30 AM - 12:45 PM | Women Leading in Media Part II: Roles and Respect for Women in Popular Prime-time Broadcast Television: Professional or Personal?, Ballroom F |
| 12:45 PM – 2:00 PM  | Scholar-to-Scholar Research Presentations (Part III), BEA Exhibit Hall                                                                        |
| 2:15 PM – 3:30 PM   | Scholar-to-Scholar Research Presentations (Part IV), BEA Exhibit Hall                                                                         |
| 2:30 PM – 3:45 PM   | Sports Division - Top Paper Presentations, Conference Room 1/2                                                                                |

## Tuesday, April 19

|                     |                                                                                                |
|---------------------|------------------------------------------------------------------------------------------------|
| 8:45 AM – 10:00 AM  | Faculty Research-in-Progress - Poster Presentations I, BEA Exhibit Hall                        |
| 9:00 AM – 10:15 AM  | Multicultural Studies and Radio & Audio Media Divisions - Top Paper Presentations, Pavilion 11 |
| 10:15 AM – 11:30 AM | Student Research-in-Progress - Poster Presentations I, BEA Exhibit Hall                        |
| 10:30 AM – 11:45 AM | Interactive Media & Emerging Technologies Division - Top Paper Presentations, Pavilion 9       |
| 11:45 AM – 1:00 PM  | Faculty Research-in-Progress - Poster Presentations II, BEA Exhibit Hall                       |
| 12:15 PM – 1:30 PM  | Research Division - Top Paper Presentations, Pavilion 1                                        |
| 1:30 PM – 2:45 PM   | Student Research-in-Progress - Poster Presentations II, BEA Exhibit Hall                       |
| 3:45 PM – 5:00 PM   | History Division - Top Paper Presentations, Conference Room 1/2                                |
| 3:45 PM – 5:00 PM   | Law & Policy Division - Top Paper Presentations, Pavilion 10                                   |
| 5:15 PM – 6:30 PM   | Gender & Sexuality Division - Top Paper Presentations, Conference Room 1/2                     |

**9:00 AM – 12:00 PM****BEA Executive Committee Meeting [Session ID: 1138000]**

Conference Room 1/2

BEA President 2015-2016: John Allen Hendricks, Stephen F. Austin State University

**10:00 AM – 12:00 PM****BEA Research Committee Meeting [Session ID: 1138001]**

Conference Room 3

BEA Research Committee Chair: Louise Benjamin, Kansas State University

**12:00 PM – 5:00 PM****BEA Board of Directors [Session ID: 1138002]**

Conference Room 1/2

BEA President 2016-2017: Augie Grant, University of South Carolina

**12:00 PM – 4:00 PM****BEA Publications Committee Meeting [Session ID: 1138003]**

Conference Room 3

BEA Publications Committee Chair: Susan Brinson, Auburn University

**1:00 PM – 4:00 PM****BEA Festival Committee Meeting [Session ID: 1138004]**

Conference Room 4/5

BEA Festival of Media Arts Committee Chair: Lowell A. Briggs, York College of Pennsylvania

**3:30 PM – 5:00 PM****Preparing for Academic Book Publishing [Session ID: 1138500]**

Ballroom F

[All Convention]



Both seasoned and new faculty members interested in getting books published need to know key information before they begin to write. Linda Bathgate, Publisher, Communication & Media Studies for Routledge/Taylor & Francis will take you on a step by step journey to get you started. Learn what publisher would be the best fit for your work and how your book would fit within the marketplace. Linda will share approaches and considerations while writing (for example: is this a collaboration or solo project) and editing. Finally, after learning how to put a prospectus together and contact publishers she'll provide tips on formalizing the relationship and the contract before you sign on the dotted line.

Presenter: Linda Bathgate, Routledge

**2:00 PM – 5:00 PM****BEA2016 Convention Registration [Session ID: 1138006]**

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 BEA convention program.

**5:00 PM – 6:00 PM****President's Welcome Happy Hour [Session ID: 1138060]**

Las Vegas Westgate

After you pick up your convention program, head over to the Tempo Lounge and meet up with colleagues before the convention kicks off on Sunday.

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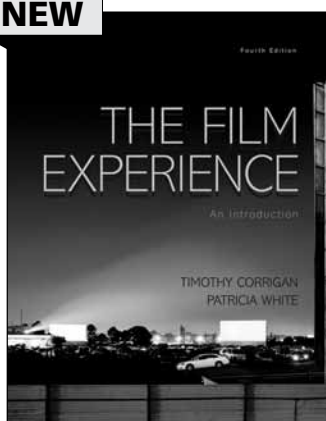
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**7:30 AM – 6:00 PM****BEA2016 Convention Registration [Session ID: 1138007]**

BEA Exhibit Hall

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**8:00 AM – 8:45 AM****Division Chair Pre-Convention Meeting [Session ID: 1130239]**

Pavilion 9

This session is required for all 2016 interest division leaders. We'll be discussing a few things about BEA2016 before the convention "officially" opens the doors.

Moderators: Sara Magee, Loyola University Maryland

Micheal McAlexander, California State University - Fullerton

**9:00 AM – 10:15 AM****Minority Workshops for High School Students [Session ID: 1093588]**

Conference Room 1/2

[Multicultural Studies | News]

Attracting minority students to broadcast and communication programs is an important initiative for colleges, universities, and eventually, newsrooms. Broadcast workshops for minority communities can be one of the best tools to nurture diverse, future media-makers. But these programs aren't without their obstacles; fundraising, recruitment, productions, and partnerships take time to nurture. This panel will examine the challenges of these educational workshop programs in broadcast journalism, and the importance of these efforts.

Moderator: Norm Medoff, Northern Arizona University

Panelists: Toni DeAztlan-Smith, Northern Arizona University; Award-winning journalist and television news producer, former field producer, videographer and editor for NBC News and CBS News

Anna Marie Romero, Executive Director, Missouri Interscholastic Press Association & Director, Missouri Urban Journalism Workshop

Melanie Wilderman, Associate Professor & Executive Director of Oklahoma Scholastic Media

**9:00 AM – 10:15 AM****Content creation and copyright in the global over-the-Top Television Media Landscape [Session ID: 1093947]**

Conference Room 4/5

[International | Management, Marketing and Programming]

This panel examines the reach and global impact of over-the-top (OTT) television, effects of altered viewing habits on content creation, and intellectual property rights in a global multi-platform environment. OTT TV services cross international borders, for example, Netflix aims to expand its services to 200 countries by 2017 from its current some 50 countries. When OTT service providers cross international borders to reach larger audiences, content creators must re-examine intellectual property rights.

Moderator: Helena Vanhala, Robert Morris University

Panelists: Bill Loving, California Polytechnic State University; *Copyright in a Multi-Platform Environment*

Helena Vanhala, Robert Morris University; *Content Creation in the Age of Binge-Viewing*

Tim Hudson, Point Park University; *Over-the-Top Television: An International Perspective*



## 9:00 AM – 10:15 AM

### BEA101 [Session ID: 1130248]

Pavilion 1

[All Convention]

Designed for first-time attendees in particular, BEA101 focuses on all things BEA. Learn how BEA is structured, how to make the most of the conference, and how you can get involved.

Moderator: Augie Grant, University of South Carolina, BEA President 2016-2017

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

Michael Bruce, University of Alabama; BEA Districts & Membership

Greg Luft, Colorado State University; Interest Divisions and Volunteering at BEA

Heather Birks, Broadcast Education Association; Navigating the BEA Convention

David Byland, University of Alabama, Journal of Media Education

Phylis Johnson, University of Southern Illinois, Journal of Radio & Audio Media

Zizi Papacharissi, University of Illinois at Chicago; Journal of Broadcasting & Electronic Media

## 9:00 AM – 10:15 AM

### Responsible Journalism: Broadcast News Coverage During and After Mass Shootings [Session ID: 1093962]



Pavilion 2

[News]

A discussion centering on the rules and ethics broadcast journalists should follow in the direct aftermath of a mass shooting. Specifically, the panel will focus on best practices for covering the perpetrator and the victims of these attacks.

Moderator: Steven D. Anderson, James Madison University

Panelists: Ryan Parkhurst, James Madison University

Jenn Burleson Mackay, Virginia Tech

## 9:00 AM – 10:15 AM

### Taking the Classroom on the Road: A Hitchhiker's Guide to the Industry [Session ID: 1093738]



Pavilion 3

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

Success in production relies on what you know and “who you know”. Travel courses create opportunities for students to connect with alumni, industry, and each other. Panelists will discuss best practices for creating mobile classrooms in sites of media industry through courses taught in Los Angeles and New York City. This session will address course structure, networking, establishing mentors, travel financing, industry partnerships, and the use of blogs and social media assignments to assess reflective learning.

Moderator: Christine Guest, Ithaca College

Panelists: Rachel A. Raimist, University of Alabama

Michael James Riecke, SUNY - Oswego

Kyle J. Carr, Tompkins Cortland Community College

Caroline Gilmore, ABC/Disney - American Crime TV Show

Andrew Inglin, Camera Department - Independent

Mark Wolicki, New Wave Entertainment



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### FACULTY RECOGNITION

**Andrew Billings** : 2<sup>nd</sup> Place Paper, GENDER & SEXUALITY DIVISION;  
2<sup>nd</sup> Place Paper, SPORTS DIVISION

**Michael Bruce** : Best of Festival, SPORTS DIVISION;  
Presenter, RESEARCH SYMPOSIUM

**Matthew Bunker** : Top Paper, LAW & POLICY DIVISION;  
2<sup>nd</sup> Place Paper, LAW & POLICY DIVISION

**Chandra Clark** : Presenter, BEA IGNITE; Paper, RESEARCH SYMPOSIUM

### STUDENT RECOGNITION:

**Kimberly Baker** : 2<sup>nd</sup> Place Paper, RESEARCH SYMPOSIUM

**Jack Royer** : Honorable Mention, TELEVISION HARD NEWS REPORTING

**Shanrica Evans** : Honorable Mention, FESTIVAL SCRIPTWRITING

**TCF444 Spring 2015** : Honorable Mention, STUDENT NARRATIVE VIDEO

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**9:00 AM – 10:15 AM**

**Putting the Community in Community Engaged Learning: The Positives and the Pitfalls [Session ID: 1093992]**



Pavilion 9

[Curriculum, Assessment and Administration | Student Media Advisors]

Community engaged learning gives students professional work experience solving real world problems while working for actual professional partners. The rewards seem to outweigh the risks. But these partnerships can sometimes create challenges, no matter the discipline in which you work. This panel will explore the best practices and the pitfalls of working with and creating content for partners in your community. You'll leave with guidelines for creating and working with these types of projects.

Moderator: Susan Smith, Ball State University

Panelists: Chandra Clark, University of Alabama  
 Kyle Hufford, Goshen College  
 Sandy Henry, Drake University  
 Heather Starr Fiedler, Point Park University

SPOTLIGHT: CONTENT IS KING

**9:00 AM – 10:15 AM**

**Secret Codes of Storytelling Across Platforms [Session ID: 1093626]**

Pavilion 10

[Writing | Production Aesthetics & Criticism]

Even the shortest of stories usually have a character, environment, set-up, and pay-off. But what are the essential story elements that best serve a documentary compared to a webisode compared to Vine? The panelists, including the authors of a forthcoming book on this subject, will discuss how writers, producers, and directors can break the code of these formats as well as news stories, Youtube videos, sketches, commercials, and more.

Moderator: Michael C. Smith, Pepperdine University

Panelists: John Bucher, Los Angeles Film Studies Center  
 Jeremy Casper, Los Angeles Film Studies Center  
 Chris Krebsbach, Los Angeles Film Studies Center

SUNDAY

**9:00 AM – 10:15 AM**

**Service Learning in the Classroom: Partnering, Creating and Impacting [Session ID: 1093681]**



Pavilion 11

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

The incorporation of service learning in the classroom provides tangible and meaningful content creation projects enriching the educational experience. Communication through storytelling matches students with community clients to solve multimedia content needs.

Moderator: Lance Liguez, University of Texas - Arlington

Panelists: Tom Ingram, University of Texas - Arlington  
 Julian Rodriguez, University of Texas - Arlington  
 LaDonna Aiken, University of Texas - Arlington

**9:00 AM – 4:15 PM****2016 Research Symposium - Risk and Health Communication in an Evolving Media Environment**  
**[Session ID: 1121231]**Ballroom F  
[Research]

Symposium Chair: H. Dan O'Hair, University of Kentucky

Disease outbreaks, terrorist acts, and natural disasters are obvious examples of contexts in which risk and health communication play a critical role. Broadcasting media have found risk and health crisis events to be particularly seductive as stories that fascinate their audiences. Moreover, with digital media evolving at such a rapid rate, many members of the audience have taken on the role of newsmaker or reporter—we are not entirely certain to what effect. Many in the risk and health communication research communities find extreme events and hazardous contexts to be on the increase, and an evolving media landscape introduces both challenges and opportunities for using communication to manage these situations.

This symposium will address these issues as well as the research implications inherent in risk and health communication contexts. For example, how are these contexts best approached—inductively or deductively? How do researchers balance scientific finding with social and cultural issues? To what extent can media (legacy and digital) play a role in mitigating the effects of risk and adverse health events? How are potential ethical repercussions of communication disentangled from the unfolding and unpredictable events? How do we study an increasingly media-savvy society with traditional research methods?

**9:00 AM – 10:15 AM | Advances in Health Communication Research**

Moderator: Michel M. Haigh, Pennsylvania State University

***There and Back Again: An Overview and History of Health Communication***

Teresa Thompson, University of Dayton

***Media Literacy and Parent-Adolescent Communication about Alcohol in Media: Effects on Adolescent Alcohol Use***

YoungJu Shin, Indiana University Purdue University Indianapolis; Michael Hecht, Pennsylvania State University &amp; Michelle Miller-Day, Chapman University

***College Students and Legalized Marijuana: Knowledge Gaps and Belief Gaps Regarding the Law and Health Effects***

Douglas Blanks Hindman, Washington State University

***Out of Sight, Out of Mind? Addressing Unconscious Brand Awareness in Healthcare Communication***

Kari Barber, University of Nevada (Presenter); Laura Crosswell, University of Nevada; Lance Porter, Louisiana State University &amp; Meghan Sanders, Louisiana State University

*For the full details of each Research Symposium session, please see the listing under the corresponding time in this program.***10:30 AM – 11:45 AM | Communicating and Educating the Public and Media about Risk and Science**

Moderator: Mary John O'Hair, University of Kentucky

**12:00 PM – 1:15 PM | Research Symposium Keynote Address - Bradford Hesse, Chief, Health Communication and Informatics Research Branch, National Cancer Institute**

Moderator: Gary Kreps, George Mason University

**1:30 PM – 2:45 PM | Exploring Messages and Media during Extreme Events**

Moderator: Megan Sizemore, University of Kentucky

**3:00 PM – 4:15 PM | Situating Theory in Risk and Health Communication Contexts**

Moderator: Michael Bruce, University of Alabama





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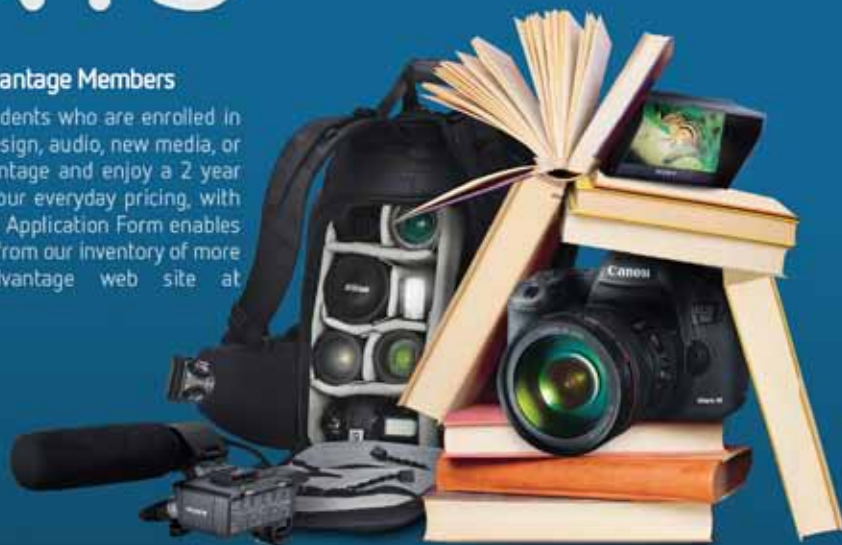
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**9:00 AM – 10:15 AM****Management, Marketing & Programming Top Paper Presentations [Session ID: 1114319]**

Ballroom G

[Management, Marketing and Programming]

Please join us as we hear the top papers presented from the Management, Marketing &amp; Programming Division.

Vice Chair/Paper Competition Chair: Miao Guo, Ball State University

**Debut Paper Competition**1st Place: Gregory J. Hoplamazian, Loyola University Maryland; *The Effects of "Seeing Yourself" in Advertising: A Moderated Mediation Model of Cultural Cue Dynamics in Advertising*2nd Place: Max Murray Andrews, Oklahoma State University; *A La Carte Cable Pricing and the Future of Local Broadcast Television***Open Paper Competition**1st Place: Todd Andrew Holmes, State University of New York at New Paltz; *The Influence of Self-Brand Congruity and Ad Position on the Effectiveness of Online Video Advertising*2nd Place: Tang Tang, University of Akron; *Managing Old and New in Local Newsrooms: An Analysis of Multiplatform Local News Repertoires*

Respondent: Rajvee Subramanian, West Chester University of Pennsylvania

**10:30 AM – 11:45 AM****Production Aesthetics and Criticism Division - Top Paper Presentations [Session ID: 1114323]**

Conference Room 1/2

[Production Aesthetics &amp; Criticism]

Please join us as we hear the top papers presented from the Production Aesthetics and Criticism Division.

Vice Chair/Paper Competition Chair: Stephen Price, University of Central Missouri

**Debut Paper Competition**1st Place: Joseph Kraemer, Towson University; *Abbas Kiarostami's Poetics of Automobility*2nd Place: Michael C. Smith, Pepperdine University; *Finding Athens in Hollywood: Production Programs as Liberal Education***Open Paper Competition**1st Place: Joe Fortunato, Arizona State University; *California (No, India) is the Place You Ought to Be: Representations of Capitalist Ideology and The American Dream in "The Beverly Hillbillies" and "Outsourced"*2nd Place: Mark Lashley, La Salle University; *Post-Television Culture and Spreadable Marketing: Marketing Initiatives for Three Streaming TV Entertainment Series*

Respondent: Stephen Price, University of Central Missouri

**10:30 AM – 11:45 AM****Reflexive Micro Stories: Using Mobile Media and Personal Artifacts in Production Pedagogy [Session ID: 1073048]**

Conference Room 4/5

[Documentary | Interactive Media and Emerging Technologies]

This panel will focus on non-fiction assignments that require students to use new and emerging platforms to engage in storytelling. Such projects use media production as a tool in assessing competency in writing, research, and creative/critical thinking. Examples may include (but are not limited to) the personal essay, historical and found footage documentaries.

Moderator: Tracy Halcomb, Flagler College

Panelists: H. James Gilmore, University of Michigan-Dearborn

Nadia Ramoutar, Art Institute of Jacksonville

Kevin Burke, University of Cincinnati

Brian Sheridan, Mercyhurst University

# Congratulations to Dr. John Allen Hendricks

**For his service as  
2015-2016 President  
of the Broadcast  
Education Association**

**From the faculty, staff  
and students of  
Stephen F. Austin State University  
Department of Mass Communication**



**[sfasu.edu/masscomm](http://sfasu.edu/masscomm)**



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STATE UNIVERSITY**  

---

**NACOGDOCHES, TEXAS**



**10:30 AM – 11:45 AM****Academic Gymnastics: Techniques for Flipping Your Classroom [Session ID: 1093883]**

Pavilion 2

[Curriculum, Assessment and Administration]

The goal of this panel is to provide practical tips for those interested in “Flipping” their classes. The panelists will discuss their experiences with the process and share techniques and tools used so that those attending the session can hit the ground running. The discussion will be applicable to all types of courses, production, theory and research. There will be time for Q & A so panelists can answer questions.

Moderator: Robin Cecala, Point Park University

Panelists: Robin Cecala, Point Park University

Barth Cox, University of Louisiana in Monroe

Bridget Rubenking, University of Central Florida

James Schiffman, Georgia College &amp; State University

Respondent: Thomas Baggerman, Point Park University

**10:30 AM – 11:45 AM****Media Analytics: Tracking Audiences in an Evolving Media Landscape [Session ID: 1114720]**

Pavilion 3

[Research]

Tracking media audiences is a major challenge for content providers in a rapidly changing media environment. Media analytics is the practice of understanding audience consumption patterns in traditional media distribution systems and a broad range of online and mobile applications, including: social media, streaming, and on-demand. Today, media analytics help determine the success of content and drive business decision-making in all media companies. The study of media analytics requires a conceptual knowledge of the role of the broad range of media, skills in research and writing, understanding the tools of technology that make analytics possible, and a strategic mindset to provide insights and apply findings. This roundtable will consider how academic programs in communications should best prepare students with the knowledge and skills to understand today's media audiences.

Convener: Bruce Rosenblum, Former Senior Advisor and Executive Vice President, Warner Bros. Media Research &amp; Insights

Moderator: Liz Huszarik, Executive Vice President, Warner Bros. Media Research &amp; Insights

Panelists: Stacey Schulman, Executive Vice President of Strategy, Analytics and Research, Katz Media Group; *Analytics Research Methods*Dave Smith, President, Smith-Geiger Research; *Traditional Media Analytics*Keith Friedenberg, Partner and Executive Vice President, Global Insights Group, WME/IMG; *Consumer, Sports and Talent*Howard Shimmel, CRO, Turner Broadcasting; *Cable Television Audiences and Programming*Don A. Grady, Associate Dean, School of Communications, Elon University; *Media Analytics Curriculum***10:30 AM – 11:45 AM****Two-Year and Small Colleges Awards and Exhibition [Session ID: 1114357]**

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-Chair: Brian Shelton, Harper College

Student Competition co-Chair: Robert Mott, York College of Pennsylvania

**Audio Production Category**1st Place: Brett Wonders, Ohio Northern University; *The OAC Show Week 4*2nd Place: Brady Bersano, California Baptist University; *The Good Man*3rd Place: Eric Lohmeier, Grossmont College; *News broadcast from November 20th, 2015*Honorable Mention: Lauren Koski & Randy Plavajka, California Baptist University; *Through the Fence: Hazardous Opinions in the Arlanza Neighborhood***Narrative Video/Broadcast Production Category**1st Place: Ethan Burch & Cassie Kasicki, Huntington University; *Flowers of the Fall*2nd Place: Luke Myers & Mathis Glover, Huntington University; *Brother*3rd Place: Rachel Hunter, Jonathon Kane, Eric Luce & Ryan Burson, Huntington University; *Standardized*Honorable Mention: Darin Valdez, Emily Griffith Technical College; *An EGTC Student Video Production - Still Crazy After All These Years*



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**Broadcast Education Association's**  
**Fall Super-Regional Conference**  
at the University of South Carolina!

**October 13-15, 2016**



# Broadcast Education Association's Fall Super-Regional Conference October 13 – 15, 2016



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**School of Journalism and Mass Communications ♦ University of South Carolina  
Columbia, South Carolina**

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The Broadcast Education Association announces a call for papers, productions, and panel submissions for the 2016 BEA Super-Regional Conference. Submissions may be made in four categories:

1. Paper submissions (completed papers)
2. Research in progress (abstracts and partial papers)
3. Panel proposals related to any area of media or media education, with particular emphasis on broadcasting or multi-platform.
4. Faculty and Student creative works (see categories below)



All submissions will be refereed by at least two reviewers.

Creative works are welcome in the following categories: audio, documentary, interactive multimedia, news, and sports. An Open category will also be included for entries that do not fit into one of these categories (such as narrative film and multi-cam). The creative works competition is open to faculty and students who completed their entry while employed or enrolled full-time at a college or university. You do not need to be a BEA member to enter. Faculty winners are expected to attend the conference for the public screening of their work. Submission fee: \$25 per entry.

In addition to the paper and production competitions, this conference will include training sessions on Apple Final Cut X as well as Adobe After Effects, Audition, Dreamweaver, InDesign, Photoshop, Premiere Pro, and Avid Pro Tools. All conference attendees will receive admission to one 2.5 hour training session at no charge, with additional sessions available for a \$25 fee each. More details on the conference and the training are available on the conference website.

The conference begins with a full day of training sessions, opening reception and keynote speech Thursday, October 13. Paper presentations, panels and screenings of creative work take place October 14 and 15. Registration fees include the Thursday reception, Friday lunch, one training session and all snack breaks. Registration categories are as follows:

- BEA Members: \$100
- Non-Members: \$150
- Students: \$50

**Papers and panel proposals should be submitted electronically.** Submission Deadline: June 15, 2016. Notification of acceptance on or before July 15, 2016.

**All Creative productions should be submitted electronically.** Submission Deadline: August 1, 2016. Notification of acceptance on or before September 1, 2016.

**Registration forms, submission links and training schedules/reservations will be available online on or before September 1, 2016.**

**For more information, see conference website: [bit.ly/bea-fall2016](http://bit.ly/bea-fall2016)**



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# 10:30 AM – 11:45 AM

## News & Storytelling: There's an App for That! [Session ID: 1093704]



Pavilion 11

[News | Student Media Advisors]

Faculty & professionals share assessments of smartphone apps they use for news and storytelling. Each panelist quickly offers examples of content posted; addresses how they have integrated it in the workplace or classroom; offers a review of the app (is it free or paid; IOS or Android); identifies the benefits/features and the shortcomings; and responds to each other and the audience on the functionality, limits and how the content is received by the storytellers and online users. This panel showcases a diverse group of professionals, faculty and experts putting various apps through the paces.

Moderator: Bradley L. Weaver, Westminster College, Pennsylvania

Panelists: Choonghee Han, Hope College; Amy Marcinkiewicz, WPXI-TV

Gina Baleria, San Francisco State University

Brian Rackham, Arizona State University

Leigh Wright, Murray State University

William Hanff, University of District of Columbia

Anthony Adornato, Ithaca College; *Covering the 2016 Presidential Campaign with Snapchat*

John W. Shrader, California State University - Long Beach

# 10:30 AM – 11:45 AM

## 2016 Research Symposium - Risk and Health Communication in an Evolving Media Environment: Communicating and Educating the Public and Media about Risk and Science [Session ID: 1121232]



Ballroom F

[Research]

The second session of this year's Research Symposium: Risk and Health Communication in an Evolving Media Environment.

Moderator: Mary John O'Hair, University of Kentucky

***Occupational Safety and Health Communication: Reaching Diverse Audiences with Complex Messages***

Donna Van Bogaert, National Institute for Occupational Safety and Health

***Explaining Local Impacts of Climate Change: TV Meteorologists as Climate Science Educators***

Katherine Rowan, George Mason University

***Communicating Uncertain Science to the Public: How Amount and Source of Uncertainty Impact Fatalism, Backlash, and Overload***

Jakob D. Jensen, University of Utah (Presenter); Manusheela Pokharel, University of Utah; Courtney Scherr, Moffitt Cancer Center; Andy J. King, Texas Tech University; Natasha Brown, Indiana University - Northwest & Christina Jones, University of Wisconsin - Whitewater

***Non-Scientists' Knowledge Sharing Expectations in Citizen Science***

Kevin (Fitz) Duffy, Michigan State University; Anthony Cepak, Michigan State University; Zhao Peng, Michigan State University & Serena Carpenter, Michigan State University

# 10:30 AM – 11:45 AM

## Campus to Career: Rising to the Top [Session ID: 1135873]



Ballroom G

[All Convention]

BEA and NAB's Radio Department welcome a series of sessions for students interested in careers in radio. Students and faculty are welcome to attend. In this session, learn the secrets of succeeding in the broadcast industry from a veteran broadcast executive and from one of the youngest superstars at Cox Media.

Moderator: Melek Demir, National Association of Broadcasters



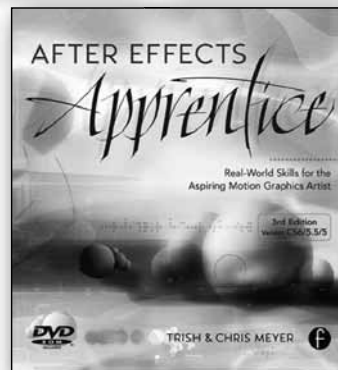
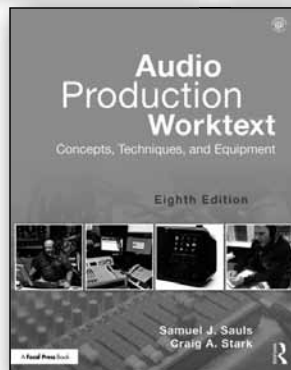
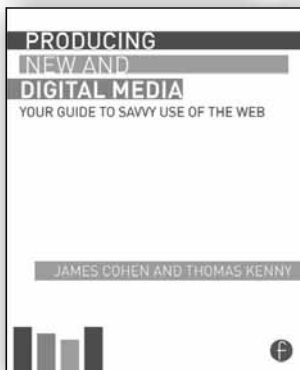
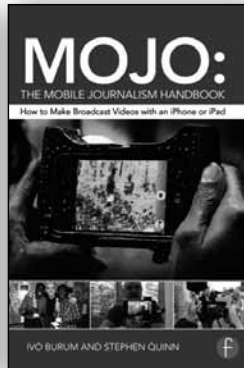
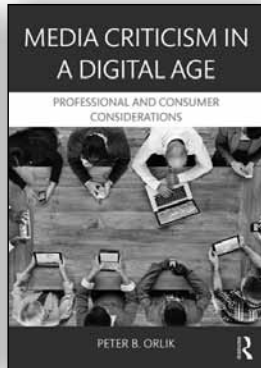
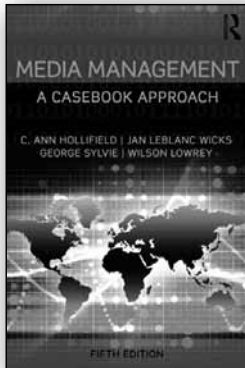
Jose Valle, President, Political and Advocacy Sales Univision Communication and former President of Univision Radio



Tim Clarke, Senior Director, Digital Audience - Radio, Cox Media Group

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## Journal of Broadcasting & Electronic Media

Published quarterly, the *Journal of Broadcasting & Electronic Media* contains timely articles about new developments, trends, and research in electronic media written by academicians, researchers, and other electronic media professionals. **Authors are encouraged to submit manuscripts using ScholarOne's Manuscript Central submission website at:**

<http://mc.manuscriptcentral.com/hbem>

**2014 Impact Factor: 1.352 - Five-Year Impact Factor: 1.440**  
**Ranked 19/76 in Communication**

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### EDITOR:

Zizi Papacharissi  
University of Illinois  
at Chicago

### Free Access Article

**TV and the iPad: How the Tablet is Redefining the Way We Watch**  
*Stephen P. McCreery & Dean M. Krugman*

Access at [tandfonline.com/HBEM](http://tandfonline.com/HBEM) - click on the "News & offers" tab

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## Journal of Radio & Audio Media

The *Journal of Radio & Audio Media* is a semiannual publication designed to promote scholarly dialogues generated by various disciplinary and methodological points of view. The Journal welcomes interdisciplinary inquiries regarding radio's contemporary and historical subject matter as well as those audio media that have challenged radio's traditional use. **Authors are encouraged to submit manuscripts using ScholarOne's Manuscript Central submission website at <http://mc.manuscriptcentral.com/hjrs>.**



### EDITOR:

Phylis Johnson  
Southern Illinois University  
Carbondale

### Free Access Article

**Podcasting, Welcome to Night Vale, and the Revival of Radio Drama**  
*Andrew J. Bottomley*

**2015 BEA Radio and Audio Media Division Article of the Year**  
Access at [tandfonline.com/HJRS](http://tandfonline.com/HJRS) - click on the "News & offers" tab

### Recent Special Issues

- **Golden Years of Audio**, Volume 22 Issue 2: [tandfonline.com/toc/hjrs20/22/2](http://tandfonline.com/toc/hjrs20/22/2)
- **Sound Matters**, Volume 22 Issue 1: [tandfonline.com/toc/hjrs20/22/1](http://tandfonline.com/toc/hjrs20/22/1)
- **Shock and Hate—The Legal, Economic, and Social**, Volume 21 Issue 2: [tandfonline.com/toc/hjrs20/21/2](http://tandfonline.com/toc/hjrs20/21/2)

**CONTENT LOUNGE 12:00 PM – 1:15 PM****Meet the Editor: Journal of Broadcasting & Electronic Media [Session ID: 1185015]**

BEA Exhibit Hall, Content Lounge

[All Convention]

The Journal of Broadcasting & Electronic Media (JoBEM) is the scholarly journal published quarterly by the Broadcast Education Association. Considered one of the leading publications in the Communication field, the Journal contains timely articles about new developments, trends and research in electronic media written by academicians, researchers and other electronic media professionals. Meet with JoBEM editor Zizi Papacharissi, University of Illinois at Chicago to discuss getting your research published.

**12:00 PM – 1:15 PM****The Changing Face of Television: New Diversity in TV Programming [Session ID: 1093596]**

Conference Room 4/5

[Multicultural Studies | Gender &amp; Sexuality]

This panel will focus on the changing face of television with shows featuring predominantly minority casts, like Empire, Blackish, I am Kate and Fresh off the Boat. Do the shows really represent the diversity with in their communities or do they adhere to the same stereotypes? Is this a positive or negative in terms of representation for the various communities? All of this will be discussed.

Moderator: Victor D. Evans, Walden University

Panelists: Victor D. Evans, Walden University

Frank A. Aycock, Appalachian State University

Lisa Pecot-Hebert, University of Southern California

Kevin P. Swift, Methodist University

**12:00 PM – 1:15 PM****The State of the Radio Industry 2016 [Session ID: 1079382]**

Pavilion 1

[Radio &amp; Audio Media | Management, Marketing and Programming]

This will be a round table discussion examining the state of the radio industry, focusing on radio research and its implications for management, sales, and programming. This panel features leading, prominent professionals who are at the forefront of radio trends and research.

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

Bruce Mims, Southeast Missouri State University

Panelists: Erica Farber, Radio Advertising Bureau

Mark Fratrik, BIA/Kelsey

Geoff Steadman, The Telos Alliance

Christine Merritt, Ohio Association of Broadcasters

Dennis Lyle, Illinois Broadcasters Association

**12:00 PM – 1:15 PM****Two-Year/Small College Production Showcase [Session ID: 1077289]**

Pavilion 2

[Two-Year/Small Colleges]

This session offers two-year and small college faculty an opportunity to showcase student production work and describe the parameters of the assignments that led to the work being showcased.

Moderator: Donna L. Gough, Clafin University

Panelists: Denise Belafonte Young, Lynn University; Teaching Students How to Tell Stories in the Multimedia Platform Age

Patrick Stearns, Clafin University; Voicing Believability: Teaching The Art of Voice Acting without Acting

David McCoy, Ashland University; Multimedia Storytelling: The Ashland Experience

Carrie Beth Swanay, Milligan College; Getting to Know You: Using Storytelling to Connect Incoming Freshman Class



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**7** Student Winners at BEA

**2** "Best in Competition" in Faculty/Student Mixed Categories

**1** Emmy Nomination

## **Gaylord College: More than Just a Classroom!**



**12:00 PM – 1:15 PM****Rowan University Presents...A Conversation with.....Frank Spotnitz [Session ID: 1131835]**

Pavilion 3

[All Convention]

Every year BEA is fortunate to partner with Rowan University on this one of kind session. Join Rowan University's Mike Donovan and David Bianculli, also of NPR's Fresh Air fame, for this year's conversation with Frank Spotnitz.



Frank Spotnitz is currently writing and executive producing the first-season Amazon drama series *The Man in the High Castle*, based on the classic alternative history novel by Philip K. Dick. It is a co-production between Big Light, Scott Free Productions, Headline Pictures and Electric Shepherd Productions and became available to stream in November 2015. The series pilot episode became available in January 2015 to strong support from audiences, and it became the most viewed pilot in Amazon's history. The Los Angeles Times described the pilot as "provocative" and "smartly adapted by The X-Files' Frank Spotnitz." The Daily Telegraph said it was "absorbing" and Wired called it "must-see viewing." Entertainment Weekly said it was "engrossing" and "a triumph in world-building," cheering, "The Man in the High Castle is king."

Previously Spotnitz directed two episodes and wrote or co-wrote more than 40 episodes of *The X-Files* television series. He served as a producer and co-writer of both *X-Files* feature films, "Fight the Future" (1998) and "I Want to Believe" (2008). Spotnitz shares three Golden Globes for Best Dramatic Series and a Peabody Award for his work on *The X-Files*. He was also nominated for an Emmy Award for writing and three times for Outstanding Drama Series.

Hosts: Mike Donovan, Rowan University

David Bianculli, Rowan University & NPR's *Fresh Air*

**12:00 PM – 1:15 PM****Faculty and Student Documentary Awards and Exhibition [Session ID: 1114333]**

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.

Faculty Competition Chair: Chris Shofner, University of Wisconsin – Stevens Point

Student Competition Chair: Choonghee Han, Hope College

**Faculty Documentary Competition****Short Form Video or Film Documentary Category**

Best of Competition: Elizabeth Wuerffel, Saddam Al-Zubaidi & Sarhang Sherwany, Valparaiso University; *Kawergosk: Home Made of Cloth*

Award of Excellence: Valerie K. Cummings, University of La Verne; *Women at Risk, Black Women and the HIV/AIDS Epidemic*

Award of Excellence: Nicholas Geidner, Clinton Elmore, Hannah Marley & Maxwell Baker, *The University of Tennessee; Teach a Man to Fish*

Award of Excellence: Jack Lucido & Clery Center for Security on Campus, Western State Colorado University; *We Don't Haze*

**Long Form Video or Film Documentary Category**

Best of Competition: Larry Foley & Dale Carpenter, University of Arkansas; *The First Boys of Spring*

Award of Excellence: Steven Weiss, Colorado State University; *Hollywood's Last Real Cowboy*

**Student Documentary Competition****Short Form Video or Film Documentary Category**

1st Place: Brian Georgeson, Michael Cianiolo & Peter Basch, Marquette University; *Doomsday Warrior: The Story of George Andrie*

2nd Place: Brad Hinkle, Hal Rhorer & Connor Whitaker, Elon University; *Flightless: The Art of Mark Strucko*

3rd Place: Jennifer Swope & Elliot Swope, Missouri Western State University; *Knowing Goode Food*

4th Place: Alyssa DeRosa, Meagan Sullivan, Alec Cafaro & Catherine Kaczor, SUNY New Paltz; *Serendipity: The Genius Behind Electric Lady*

Honorary Mention: Tirrea Billings, Western Michigan University; *Painting Dreams: The Story of Johnson Simon*

Honorary Mention: Carolina Marquez, Mauricio Casillas & Cammeron Neely, Arizona State University; *OTMs: Layover in Nogales*

Honorary Mention: Alexandra Huff, Benjamin Ward & William Baker, Colorado State University; *Subdermal*

Honorary Mention: Kevin O'Connor, Shyah Miller, Dante Corrocher & Lauren Hoffmann, SUNY New Paltz; *Noisemakers*

Honorary Mention: Zac Tillman & Tanner DiGirolamo, California State University, Northridge; *Slabbers*

Honorary Mention: Brad Hinkle, Elon University; *Love & Respect In Bentwood Park*

Honorary Mention: Joshua Leedham, Sara Daily, Reid Miller & Joseph Dempsey, Middle Tennessee State University; *Break the Jump*

- Honorary Mention: Bailey Netsch, Kiegan Stewart & Kyle Jameison, Arizona State University; *Speak*  
 Honorary Mention: Ron Lechler, University of North Texas; *The Bottom Rung*  
 Honorary Mention: Kimberly Blum, Anthony Reyes, Kaitlyn Pearce & David Talbott, San Francisco State University; *Player 2*  
 Honorary Mention: Alexander Sharon, Loyola University Chicago; *Unsung Hero*  
 Honorary Mention: Erica Ramsey Pulley, Wayne Bonilla & Xavier Galindo, San Francisco State University; *Mother Brown's Kitchen*

**Long Form Video or Film Documentary Category**

- 1st Place: Blake Sutton, Logan Jung & Anna Murta, University of Arkansas; *Maker: The Art of Terry Borman*  
 2nd Place: Dakota Johnston, Gabriela Saldivia, Lindsay Benson & Caitlin Parks, Michigan State University; *Unchecking the Box*  
 3rd Place: Garrett Guinn, Sutton Raphael, Dana Bredeweg & Amanda Butt, University of Oregon; *NW Stories*  
 4th Place: Mark VanZevenBergen, Bianca Beck, Matthew Torres & Joseph Savin, Rowan University; *After Tragedy*  
 Honorary Mention: Derek Loucks, Kristen Keefer, Beverly Nwokoye & Jason Clarke, University of Central Florida; *Filthy Dreamers*  
 Honorary Mention: Emily L. Mahoney, Stephan Blake Harvey & Kristy Westgard, Arizona State University; *Fresh Out*  
 Honorary Mention: Bryan Campbell & Caroline Cuny, Wake Forest University; *Looking for Trouble*  
 Honorary Mention: David Goodman, University of North Texas; *Texas Paranormalists*

**12:00 PM – 1:15 PM**

**Multiple Mediums, Multiple Narratives: Teaching Students How to Create Stories for a Screen-Saturated Society [Session ID: 1087584]**



Pavilion 10

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

The world is becoming more fragmented, but advertisers and journalists understand that a good story can unite people despite people's relationship with media shifting to multiple screens and diverse devices. The medium, however, is not neutral. As a result, broadcast educators need to help their students develop a literacy on how to court viewers participating on these distinct platforms and channels. The participants of the proposed panel will focus on sharing with educators innovative assignment ideas, creative messaging and storytelling strategies, and tools that can encourage immersion to transport viewers through the emotional and psychological journey of a good story.

Moderators: Serena Carpenter, Michigan State University

Bob Gould, Michigan State University

Panelists: Debora Wenger, University of Mississippi

Mike Reilley, Arizona State University

Nicholas Whitaker, Media Outreach Manager on the News Lab at Google

**12:00 PM – 1:15 PM**

**My Favorite Intermediate Video Production Assignment [Session ID: 1079975]**



Pavilion 11

[Production Aesthetics & Criticism]

In beginning filmmaking/video production classes we try and teach students the basics of writing, camera operation, audio recording, lighting and editing. Usually, we have less time to devote to the creative side of filmmaking. As students move on in their filmmaking education there are many other skills we want them to master in writing, storytelling, shooting, lighting, editing and sound. In this panel four filmmaking professors each share one of their favorite video production activities from their intermediate video/film production classes to enhance student creativity.

Moderator: Donald Pollock, University of La Verne

Panelists: Jose AngelSoto, DePaul University; One on One

Donald Pollock, University of La Verne; Writing a script for visuals based on what images and story the sound design suggests

George Chun Han Wang, University of Hawaii at Manoa; ADR & Foley Assignment

Suzanne Chandler, University of Oklahoma; Using light to contribute to the story

**12:00 PM – 1:15 PM****2016 Research Symposium: Risk and Health Communication in an Evolving Media Environment: Keynote Address [Session ID: 1121253]**

Ballroom F  
[Research]

The third session of this year's Research Symposium: Risk and Health Communication in an Evolving Media Environment.

Moderator: Gary Kreps, George Mason University

Keynote: Bradford Hesse, Chief, Health Communication and Informatics Research Branch, National Cancer Institute

**12:00 PM – 1:15 PM****Producing Producers: Dealing with Automation, and Movable, Graphic Heavy Newsets [Session ID: 1093954]**

Ballroom G  
[News | Student Media Advisors]

Producing television news now requires more than just good writing, creative story selection and placement, and juggling lots of balls at the same time. Producers now have to deal with automated production systems such as Ignite, and news sets that have multiple anchor and reporter locations, graphic walls and monitors, or even sets that aren't really there--they're virtual. This panel will provide advice on teaching these skills from professors and professionals doing it.

Moderator: Mary T. Rogus, Ohio University

Panelists: Las Vegas Producer, Las Vegas TV Professional  
Las Vegas Production Director, Professional Director  
News Set Designer, Designer from Professional News Set company

**1:30 PM – 2:45 PM****Tell Your Story Compellingly to Get the Chance to Tell the Stories You Want to Tell Professionally [Session ID: 1093993]**

Conference Room 1/2  
[Student Media Advisors]

Two international consultants and a 30 year broadcast veteran will offer guidance to students getting ready to enter the professional world (and the faculty who advise them) to help them clear that first important hurdle to start their career.

Moderator: Michael Taylor, Valdosta State University

Panelists: Valerie Geller, Geller Media International  
Pat Bryson, Bryson Broadcasting International  
Michael Taylor, Valdosta State University

**1:30 PM – 2:45 PM****Industry Advisory Council [Session ID: 1185003]**

Conference Room 3  
Moderator: Christine Merritt, Ohio Association of Broadcasters

**1:30 PM – 2:45 PM**

**Teaching Media Industries Courses in a Converged World [Session ID: 1093987]**



Conference Room 4/5

[Management, Marketing and Programming]

As Silicon Valley and Hollywood continue to integrate, how do we teach our students about today's media industries? How are they distinct from other industrial sectors? Which trends are mere flashes-in-the-pan, and which have staying power? This workshop brings together prominent media industry professors with several decades of experience teaching courses in media industries to discuss the challenges and opportunities we face teaching students in various kinds of institutional settings and at various levels.

Moderator: Timothy Havens, University of Iowa

Panelists: Amanda Lotz, University of Michigan; *Making Media Industries Lectures Interactive*

Paul Torre, University of Northern Iowa; *Constructing a Media Industries Final Project*

Kevin Sandler, Arizona State University; *The Media Industries Essay*

Timothy Havens, University of Iowa; *Teaching Theory in Upper-Division Undergraduate and Graduate-Level Media Industry Course*

**1:30 PM – 2:45 PM**

**Painting by Numbers: Writing a Program Review [Session ID: 1093643]**



Pavilion 1

[Curriculum, Assessment and Administration]

In the program review, content is king. A program review will identify strengths, weaknesses and areas of growth. It can develop strategies and tactics to better prepare your students to enter the field. A program review can also end your degree program. This panel will cover: preparing for a program review, the content needed, the gathering of data, analysis needed, ways to deal with the results, and how to tell the story.

Moderator: Amy Crawford, Youngstown State University

Panelists: John MacKerron, Towson University

John Taylor, Eastern Kentucky University

Tameka Winston, Tennessee State University

**1:30 PM – 2:45 PM**

**Reimagining Student Media in the Digital Age [Session ID: 1093771]**



Pavilion 2

[Student Media Advisors | Radio & Audio Media]

The classic discussion about the electronic sandbox for student media now extends to digital distribution. But if Content is King, and we have the digital platform to go along with traditional audio and video, are we making the best use of the tools? Panelists from different student media environments will demonstrate what works in their department and provide creative insights that you can take back to your department.

Moderator: Tony DeMars, Texas A&M University at Commerce

Panelists: Debbi Hatton, Sam Houston State University

Adrian Lopez Neely, Tarrant County College

Jason Balas, University of North Texas

Lance Liguez, University of Texas - Arlington

Tony DeMars, Texas A&M University at Commerce

**1:30 PM – 2:45 PM****Faculty and Student Scriptwriting Awards and Exhibition [Session ID: 1114355]**

Pavilion 3

[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.

Faculty Competition Chair: Marie Elliott, Valdosta State University

Student Competition Chair: Antonio Zarro, Palm Beach Atlantic University

Student Competition Co-Chair: John McHale, Illinois State University

**Faculty Scriptwriting Competition****Feature/TV Hour Category**

Best of Competition: M.C. Smith & E.R. Womelsdoff, Pepperdine University; *Canadian Fury*

**Student Scriptwriting Competition****Short Subject Category**

1st Place: Andrew Morris, Purdue University Calumet; *In Persona Christi*

2nd Place: Joshua Pfaff & Becca Thompson, Missouri State University; *Counting to 1000*

3rd Place: Emily Brennan, Xavier University; *Will To Power*

Honorable Mention: Conrad Joseph Navarro, Purdue University Calumet; *Missing Pieces*

Honorable Mention: Ryan Huegerich, Missouri State University; *Twisted Fate*

Honorable Mention: Nick Rumell, Palm Beach Atlantic University; *Broken Sound*

**Feature Category**

1st Place: Wesley Moots, San Jose State University; *Hunter of the Vale*

2nd Place: Chris Elkins, Valdosta State University; *Congregation of Hope*

3rd Place: Madeleine Dunaway, University of North Texas; *The Curtain Call*

Honorable Mention: Erik Olson, University of North Texas; *Real Sharp Nives*

Honorable Mention: Rachel Wilson, San Jose State University; *Simon*

Honorable Mention: Christian Douglass, Missouri State University; *The House Next Door*

**Original TV Series Pilot Category**

1st Place: Sarah Kate Howard, University of Georgia; *Nova, Georgia*

2nd Place: Patrick Mensah-Boadi, University of Cincinnati; *Welcome To Joyne*

3rd Place: Mike Monedero, San Francisco State University; *Crowded in Here*

Honorable Mention: Garrett Davis, University of Oklahoma; *Mercury Retrograde*

Honorable Mention: Shanrica Evans, University of Alabama; *Graduates*

Honorable Mention: Colin Rothamel & Rudy Cervantes, University of North Texas; *D.O.A.*

**Television Spec Category**

1st Place: Edward Hamel, California State University, Northridge; *Gotham: Hell Followed With Him (Gotham)*

2nd Place: Aaron Michael Davis, Ryan Maxwell & Victoria Montanez, Mickey Vincent, Purdue University Calumet; *Bates Motel: A Lamb to the Slaughter*

3rd Place: Madison Auten, Missouri State University; *The Flash - "Abracadabra"*

Honorable Mention: Anthony Zuccaro, San Francisco State University; *Sleep*

Honorable Mention: Adrian Castillo, California State University, Northridge; *The Americans: There's No Place Like Home*

Honorable Mention: Connor Burge, Evan Frystak, Troy Gilles, Tyla Miller, De'joie Simmons, Purdue University Calumet; *Daredevil: "Grave New World"*

**Mobisode/Webisode Category**

1st Place: Ciara Van Gheem, University of Wisconsin-Oshkosh; *Lena and Mia's Midsummer Dreams*

2nd Place: Brent Primus, Palm Beach Atlantic University; *Comic Noir*

3rd Place: Christian Douglass and Lauren Johnson, Missouri State University; *Backstage*



## 1:30 PM – 2:45 PM

### Faculty Video Awards and Exhibition [Session ID: 1114356]

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.

Faculty Competition Chair: Jamie Litty, University of North Carolina – Pembroke

#### Commercial or PSA Category

Best of Competition: Marie Elliott, Valdosta State University; *No Hot Dog*

#### Mixed Video Category

Best of Competition: Jeff Browne, Paul Daugherty & Emilie Johnson, University of Colorado; *Taking The Lede: Colorado Edition*

Award of Excellence: Jim Goodman, Ashley Angle, Kelly Schwab, Michael Shield, High Point University; *The One Per Cent*

#### Narrative Video Category

Award of Excellence: Carey Martin, Jacob Johnston & Kristen Chambers, Liberty University; *Ohfer*

Award of Excellence: Eugene Martin, University of North Texas; *Marisol*

#### Promotional Video Category

Best of Competition: Andrew Tanielian, University of North Texas; *Impact LLS*

Award of Excellence: Jon M. Smith, Southern Utah University; *Back Up the Mountain*

Award of Excellence: Kyle Hufford, Jake Smucker & Abby Deaton, Goshen College; *Wooden Music*

## 1:30 PM – 2:45 PM

### Making the Story Accessible: The Evolution of Accessibility Techniques and Legal Requirements [Session ID: 1093691]



Pavilion 10

[Law & Policy | History]

This panel addresses the history and evolution of how we make the stories we tell accessible for audience members with disabilities. Presenters will trace the development of alternative ways to present information for film and video, the Web, and video games as well as the evolution of the legal requirements for captioning, video description, and making web content accessible.

Moderator: Ed Youngblood, Auburn University

Panelists: Robert Anthony Galvez, Rhode Island College; *Closed Captioning Forty-Five Years Later: Teaching the Value of CC in the age of YouTube*

Robin Haislett, Weber State University; *Includification: Why gaming accessibility matters*

Lakshmi N. Tirumala, University of Cincinnati; *Blindsided: The rise, fall, and rise of narrative description for the visually impaired*

Ed Youngblood, Auburn University; *Section 508 at 30: The Evolution of Online Accessibility Rules*

## 1:30 PM – 2:45 PM

### New Directions in Social Media: Tools and their Impact on Media Consumption [Session ID: 1094013]



Pavilion 11

[International]

The power of social media as a globalizing agent is a popular topic among communication scholars and professionals. However, social media - both as catalyst and barrier to cultural development as it pertains to Internet media consumption - has rarely been investigated. As a result, society has in a sense been reshaped and inevitably has formed a new phenomenon. To accurately assess the impact of social media trend and its power to influence the masses - audience, industry and academia alike - one must first analyze and understand its context and complexity. This panel consisting of academic professionals, also active in the field, will review how the ever-evolving content, function, design and ownership foster a robust as well as augmented 'cloud environment'.

Moderator: Stefanie Powers, Lynn University

Panelists: Stephanie Jackson, Lynn University

Harry Murphy, Lynn University

Erika Grodzki, Lynn University

Martin Phillips, Lynn University

Gary Carlin, Lynn University

Denise Belafonte Young, Lynn University

Stefanie Powers, Lynn University

**1:30 PM – 2:45 PM****2016 Research Symposium: Risk and Health Communication in an Evolving Media Environment: Exploring Messages and Media during Extreme Events [Session ID: 1121261]**

Ballroom F  
[Research]

The fourth session of this year's Research Symposium: Risk and Health Communication in an Evolving Media Environment.

Moderator: Megan Sizemore, University of Kentucky

***First Alert Weather: Local Broadcasters' Communication during Weather Emergencies***

Chandra Clark, University of Alabama; Michael Bruce, University of Alabama & Scott Hodgson, University of Oklahoma

***Designing Disaster Warnings for Behavioral Change: The Intersection of Technological Innovation and Effective Messages***

Jeannette Sutton, University of Kentucky

***The Importance of Using Data to Guide Effective Communication during Health Emergencies***

Gary Kreps, George Mason University

***It's Not Preventable Yet You Are Responsible: Risk and Attribution Assessment of 2012 West Nile Outbreak***

Nan Yu, North Dakota State University; Robert Littlefield, North Dakota State University; Laura Farrell, Longwood University & Ruoxu Wang, Penn State University

***Climate Change, Risk and Framing in the Media: Communicating Urgency and Promoting Effective Behavior Change for a Better Future***

Erica Ramsey Pulley, San Francisco State University

**1:30 PM – 2:45 PM****Communicating Christ Through Contemporary Media [Session ID: 1130231]**

Ballroom G  
[All Convention]



Steve Fedyski is a visionary senior executive and entrepreneur who has spent his career helping leaders and organizations grow. Steve is responsible for overseeing day-to-day operations while developing the company's offerings and driving global revenue growth. Pure Flix Entertainment is the world's leading production and distribution company that offers family, inspiration and faith-based content.

Introduction by: Art Brooks, President & CEO, Arizona Broadcasters Association

Steve Fedyski, COO, Pure Flix Entertainment

**3:00 PM – 4:15 PM****Meet the Editor: Journal of Media Education [Session ID: 1185075]**

BEA Exhibit Hall. Content Lounge  
[All Convention]

The *Journal of Media Education* is an editor-reviewed pedagogical journal published electronically four times each year by BEA. Its mission is to provide resources associated with the education and employment of students in various media fields and to promote communication among educators and media professionals.

Meet with JOME editor David Byland, University of Alabama to discuss getting published.

### 3:00 PM – 4:15 PM

#### Lanyards, T-Shirts, and Bags - Oh My!: Effective Radio Promotions [Session ID: 1093794]



Conference Room 1/2

[Radio & Audio Media | Management, Marketing and Programming]

Has your radio station pulled off a killer promotion this past year? How about a memorable contest/giveaway? What are the best ways to promote your station to your listeners? This interactive panel will showcase effective promotions, tough lessons learned, and bright ideas you'll want to implement back in your own community right away. Bring your best sample items, tchotchkes, and stories!

Moderator: Albert Kim, Manchester Community College

Panelists: Jennifer Williamson, Virginia State University

Rich Green, Indiana State University

Jeffrey P. Schiffman, York College of Pennsylvania

Tom Vesci, Manchester Community College

### 3:00 PM – 4:15 PM

#### Media and Religion Organizational Meeting [Session ID: 1185088]

Conference Room 3

[All Convention]

Please join us for a discussion on the potential for creating a new BEA Interest Division focused on Religion and Media. We need a critical mass of involved members to create a new Interest Division, and this meeting is the first step in the organizational process.

Facilitator: Augie Grant, University of South Carolina

INTEREST DIVISION MEETING

### 3:00 PM – 4:15 PM

#### Bigger Shield, Bigger Burden? The Practical Problems of Updating Reporter Shield Laws to Include Independent, Nontraditional Journalists [Session ID: 1093890]



Conference Room 4/5

[Law & Policy | News]

What happens when professional news media won't support a proposal to update and expand a state's reporter shield law? A Nevada legislative advisory group recently found out, when the state's press association balked over worries that legislators might choose to weaken a treasured legal asset. This panel would use the Nevada experience to launch a broader discussion about practical problems that face policymaking efforts to shield nontraditional journalists at the state and federal level.

Moderator: Patrick File, University of Nevada, Reno, Reynolds School of Journalism

Panelists: Stephen Bates, University of Nevada @ Las Vegas

Trevor Timm, Freedom of the Press Foundation

Barry Smith, Nevada Press Association

Linda Berger, UNLV Boyd School of Law

Matthew Ward, Texas A&M - Kingsville

### 3:00 PM – 4:15 PM

#### The App is the Message: Why Stories Must Differ on Various Platforms [Session ID: 1093791]



Pavilion 1

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

This panel explores the story content and aesthetic choices that creators make when telling stories on multiple platforms. In 2016, a storyteller makes choices on time (6 seconds? 15? Minutes? Hours?), shape (horizontal, square, vertical), and methods of address. We will discuss the methods students employ in vlogs, entertainment, and news.

Moderator: Nicole Stevens, Molloy College

Panelists: Thomas Kenny, Molloy College

Mario H. Gonzalez, Hofstra University

Jamie Cohen, Molloy College

SUNDAY

**3:00 PM – 4:15 PM****Production Aesthetics & Criticism Division Business Meeting [Session ID: 1114368]**

Pavilion 2

[Production Aesthetics &amp; Criticism]

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

Chair/Student Festival Video Co-Chair:

Marilyn Terzic, Université du Québec à Montréal

Paper Competition Chair/Festival of Media Arts Student Festival Video Co-Chair: Stephen Price, University of Central Missouri

Newsletter Editor/Website Manager:

Kara Joliff Gould, University of Arkansas

Faculty Festival Video Chair:

Jamie Litty, University of North Carolina at Pembroke

**3:00 PM – 4:15 PM****The PITCH Session: Tell Your Story Idea to an Industry Professional! [Session ID: 1093117]**

Pavilion 3

[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 all student BEA attendees to "pitch" their story to industry professionals, who will evaluate the "pitch" and their script's merit in the current marketplace.

Moderators: Scott Thompson, Boston University

Evan Kropp, Reinhardt University

Panelists: Carter Blanchard, Screenwriter

Josh Levy, Senior Vice President, Television - BOOM! Studios



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### 3:00 PM – 4:15 PM

#### Faculty and Student Sports Awards and Exhibition [Session ID: 1114364]

Pavilion 9

[Sports]

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

Faculty Festival Chair: Denise Belafonte Young, Lynn University  
 Student Festival Co-Chair: Jared Johnson, Oklahoma State University  
 Student Festival Co-Chair: Lowery Woodall, Millersville University of PA

#### Faculty Sports Competition

##### Short Form Sports Video Category

Best of Competition: Barry Gresham, Austin Peay State University; *Reedy Sears - APSU Hall of Fame*

##### Sports Radio Category

Best of Competition: Trent Kling, Pittsburg State University; *Frontenac at St. Mary's-Colgan Basketball*

#### Student Sports Competition

##### Radio Sports Story / Feature / News Category

1st Place: Dan Lindblad, Oklahoma State University; *Baseball Franchise Change*  
 2nd Place: Connor Giblin, Matt Durant & Megan McGuire, Hofstra University; *New York Islanders New York Rangers NHL Rivalry - The Next Chapter Begins.*  
 3rd Place: Jacob Garcia, Arizona State University; *Senior Day Feature: Vi Teofilo and his Ironman Selflessness*  
 Honorable Mention: Jevin Redman, University of Southern Indiana; *December 1 Sportscast*

##### Radio/TV Sports Event, Play-by-Play Talent Category

1st Place: Evan Nemec & Zach Wolchuk, University of North Texas; *Denton High v Grapevine on KNTU*  
 2nd Place: Tyler Bradfield, Ball State University; *Ball State Radio Network: Women's Basketball vs Purdue*  
 3rd Place: Tommy Rezac & Hunter Cave, University of Nebraska-Lincoln; *Nebraska-Minnesota Football Play-by-Play*  
 Honorable Mention: Jacob Garcia, Arizona State University; *CCBL Playoffs Game 1: Wareham Gatemen @ Bourne Braves*

#### Student Sports

##### TV Sports Story / Feature Category

1st Place: Kurtis Quillin, Oklahoma State University; *Flat Seams*  
 2nd Place: Jeremy Klein & Taylor Budge, St. Cloud State University; *More Than a Game: The TJ Frerick's Story*  
 3rd Place: Taylor Curet, Louisiana State University; *Swimmer Legacy*  
 Honorable Mention: Matt Lee, Emily Brooks, Kayla Hammer & Emma Sales, Elon University; *How To: Golf*  
 Honorable Mention: Zac Miklusak & Noah Reed, Ball State University; *Ball State Sports Link: A Walk to Remember - Julian Welsh-White*  
 Honorable Mention: Chelsea Fairbourn, Brigham Young University; *Cougar Social Media*  
 Honorable Mention: Meagan Bordayo, Oklahoma State University; *Cheerlebrities*

##### TV Sports Talent (Anchor/Host) Category

1st Place: Kurtis Quillin, Oklahoma State University; *Kurtis Quillin Talent Reel*  
 2nd Place: Jeremy Klein, St. Cloud State University; *Jeremy Klein Talent Reel*  
 3rd Place: Taylor Budge, St. Cloud State University; *Taylor Budge Sports Talent Reel*  
 Honorable Mention: Tyler Feldman, Pennsylvania State University; *Tyler Feldman - TV Sports Talent*  
 Honorable Mention: Tyler Carey, Kent State University; *Tyler Carey - Sports Anchor*  
 Honorable Mention: Haley Hughey, University of Oklahoma; *Haley Hughey Reel*  
 Honorable Mention: Clara Goodwin, Brigham Young University; *Clara Goodwin*  
 Honorable Mention: Kerry O'Shea Crowley, Arizona State University; *Kerry Crowley Sports Anchor/Host Reel*

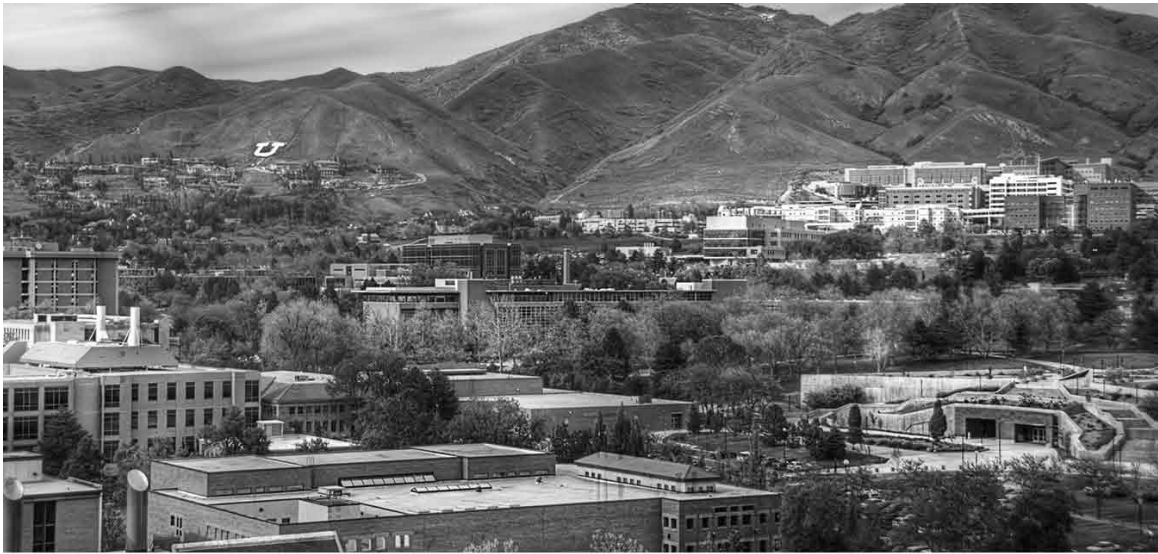
##### TV Sports Event Production Category

1st Place: Ball State Sports Link, Ball State University; *Ball State Sports Link on ESPN3: Soccer vs. EMU*  
 2nd Place: Brad Parsons, Central Michigan University; *MCBCtv | S02E04 | 2015 Championship Classic*  
 3rd Place: Katelynn Halter, Elizabeth Burda, Erin Godin & Josh Davis, St. Cloud State University; *Men's Hockey - St. Cloud State University vs. University of North Dakota*  
 Honorable Mention: Blair Riley, Jon Elam, Sam DeZeeuw & Becca Rockwell, Lindenwood University; *Football Lions vs Northeastern State University*

##### TV Sports News Program Category

1st Place: Jeremy Klein, St. Cloud State University; *Husky Faceoff*  
 2nd Place: Matt McGann, Lucas Messina, Max Gross & Jerrod Stafford, Oklahoma State University; *The Poke Report 12-5-2015*  
 3rd Place: Blakely Durham, Courtney Woltjen & Jstyn Strain, University of Oklahoma; *Sooner Sports Pad*  
 Honorable Mention: Mason Flick, Scott Fabbri & Chris Michael, Central Michigan University; *Sports Central - 02/23/15*  
 Honorable Mention: CoogTube Staff, Justin Reeder & Erin O' Sullivan, Brigham Young University; *CoogTube October 30th*  
 Honorable Mention: WKU ExtraPoint Student Staff, Western Kentucky University; *WKU Extra Point*  
 Honorable Mention: Jeremy Klein & Taylor Budge, St. Cloud State University; *Husky Mag*





*Department of Communication*

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SPECIAL EVENT

**3:00 PM – 4:15 PM**

**Production Technology Choices for your School: Insightful tips and budget realities from an education-friendly vendor [Session ID: 1185001]**

Pavilion 10

[News]

Choosing the correct technology for your production facility to educate the next generation of news producers and content creators is easier than you thought. This session offers insightful technology tips and budget realities from a education-friendly vendor that currently works directly with over 1000 schools. A number of BEA member case studies and current customer stories will be highlighted as part of the session. A vibrant and transparent Q & A is planned.

Presenter: Matt Peschau, Ross Video

RESEARCH SYMPOSIUM

**3:00 PM – 4:15 PM**

**2016 Research Symposium: Risk and Health Communication in an Evolving Media Environment: Situating Theory in Risk and Health Communication Contexts [Session ID: 1121292]**



Ballroom F

[Research]

The fifth session of this year's Research Symposium: Risk and Health Communication in an Evolving Media Environment.

Moderator: Michael Bruce, University of Alabama

***Examining Print Coverage of the Keystone Pipeline XL Using the Social Amplification of Risk Framework***

Michel M. Haigh, Pennsylvania State University

***Terrorism, Risk Communication, and Theoretical Pluralism***

Kevin Ayotta, Fresno State University

***The Effects and Implications of Values, Ethics, and Professionalism on Risk and Health Messages in a Public Affairs Context***

Shannon Bowen, University of South Carolina

***Big Gulps, Smokes, Taunts, and Ta-Tas: Situating Public Health Campaigns within Applied and Theoretical Frameworks***

Kimberly Baker, University of Alabama

***The Theory of Normative Social Behavior: A Review***

Manusheela Pokharel, University of Utah; Nick Carcioppolo, University of Miami & Jakob Jensen, University of Utah

SPOTLIGHT: CONTENT IS KING

**3:00 PM – 4:15 PM**

**Storytelling and Climate Change [Session ID: 1093607]**



Ballroom G

[Documentary | Interactive Media and Emerging Technologies]

As storytellers, we bridge the gap between event and audience, and no public issue presents more of a communications challenge than climate change. The scientific community continues to do its job in providing the evidence, and many within the technology and energy industries are pushing forward rapidly to discover viable solutions—what can we do as educators and media producers to provide effective narrative solutions to this immense global problem?

Moderator: Will Hong, SUNY - New Paltz

Panelists: Serena Carpenter, Michigan State University

Nicholas Geidner, University of Tennessee @ Knoxville

Jes Therkelsen, California State University - Fresno

Shaun Wright, James Madison University



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**4:30 PM – 5:45 PM**

**(Re)Presentations Across Media [Session ID: 1093941]**



Conference Room 1/2

[Gender & Sexuality | Multicultural Studies]

This panel discusses ways in which underrepresented groups are engaging with each other and their interests through diverse media outside of the mainstream. Through panel presentations we will explore the blurring of fiction and reality and the ways in which mainstream media flatten the complexities of the lives of the subjects under discussion. We will present specific examples showing women and people of color re-presenting themselves through storytelling and nontraditional media.

Moderator: Jessica Bay, York and Ryerson Universities

Panelists: Chris Alton, York University; Class Effect: A Video Game Theory Response to Carol Smart's Shifting Horizons

Shila Khayambashi, York University; Tell Me: Negotiating Authenticity in Sexual Narration

Priya Rehal, York University and Ryerson University; Storytelling Through Costuming

Jessica Bay, York and Ryerson Universities; Panem Production: Fiction meets Reality in Lionsgate's Transmedia Marketing

**4:30 PM – 5:45 PM**

**Student Media Advisors Business Meeting [Session ID: 1120416]**

Conference Room 4/5

[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: Chad Roberts, Central Michigan University

Vice-Chair/Paper Competition Chair: Sam J. Lovato, Colorado State University - Pueblo

Membership Coordinator: Phil Hoffman, The University of Akron

Communications Coordinator: Jenna Mangino, Colorado State University - Pueblo

**Please join us in congratulating this years's 2016 Signature Station winners:**

**Radio Competition**

1st Place: WHBC, Howard University

Honorable Mention: WGCS, Goshen College

**Television Competition**

1st Place: KUJH-TV, University of Kansas

Honorable Mention: Uview TV, Point Park University

INTEREST DIVISION MEETING

**4:30 PM – 5:45 PM**

**News Division - Top Paper Presentations [Session ID: 1114329]**



Pavilion 1

[News]

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

Vice Chair/Paper Competition Chair: Lydia Timmins, University of Delaware

**Debut Paper Competition**

1st Place: Jennifer Brannock Cox, Salisbury University; *Well-known and Wide, Soft and Strange – Examining Students' News Preferences on Twitter*

**Open Paper Competition**

1st Place: Ginger Blackstone, University of Florida; *Obamacare, Partisan Dissent, and the Threat of Default: Assessing Cable News Bias in the 2013 Government Shutdown*

2nd Place: Desiree Hill, University of Central Oklahoma; *Good B-roll for the Scissor Makers Museum*

Respondent: Lydia Timmins, University of Delaware

TOP RESEARCH PRESENTATIONS

SUNDAY



**4:30 PM – 5:45 PM****Sports Division Business Meeting [Session ID: 1114372]**

Pavilion 2

[Sports]

Welcome to BEA's Sports Division, established in April 2008. For a long time sports wore the tag of the 'toy store.' No serious study of the media could include a look at sports. But, times have changed. Academics as well as non-academics have seen that, for better or worse, sports are an essential element of U.S. and worldwide culture. This has led to a surge in academic organizations that recognize and embrace sports as a legitimate intellectual pursuit. A number of academic journals have been developed all devoted to sports, and schools that have sports-related classes, and even majors, are growing in number as we speak.

Chair: Max Roy Utsler, University of Kansas  
 Vice Chair: Troy Comeau, Pittsburg State University  
 Paper Competition Chair: Don Piper, Palm Beach Atlantic University  
 Media Coordinator: Joe Moore, University of Central Missouri  
 Faculty Festival Chair: Denise Belafonte Young, Lynn University  
 Student Festival Co-Chair: Jared Johnson, Oklahoma State University  
 Student Festival Co-Chair: Lowery Woodall, Millersville University of PA

**4:30 PM – 5:45 PM****Leveraging Social Media 2.0 [Session ID: 1093672]**

Pavilion 3

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

As a follow up to last year's panel, leveraging social media 2.0 will focus less on social media platforms and more on how to craft engaging content and how it changes by platforms. What we post on Instagram needs to be different than what goes on Facebook. While the image may be the same, the copy/text needs to be tailored for the specific platform and audience. Not only is using social media necessary, but the understanding how the content we're posting/sharing is being consumed is as well.

Moderator: Melissa Sgroi, Misericordia University  
 Panelists: Todd O'Neill, Middle Tennessee State University  
 James Carviou, Missouri Western State University  
 Gina Baleria, San Francisco State University  
 Dan Kimbrough, Misericordia University



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- Raycom Media
- TechEdge
- Turner Entertainment Networks
- Viacom

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**4:30 PM – 5:45 PM****Faculty and Student Audio Awards and Exhibition [Session ID: 1114338]**

Pavilion 9

[Radio &amp; 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.

Faculty Competition Chair: Andy Curran, University of Cincinnati - Clermont College

Student Competition Chair: Jonathan P. Pluskota, University of Southern Mississippi

**Faculty Audio Competition**

Long-Form Production Category

Best of Competition: John Mark Dempsey, Texas A&M University-Commerce; *Blacklands Cafe*

Award of Excellence: Jim Gray Jo McMullen, St. Cloud State University; *Granite City Radio Theater*

**Radio Documentary Category**

Award of Excellence: Terry Likes, Tennessee State University; *TV Catch Phrases, popular culture to mainstream America*

**Student Audio Competition****Air Personality Category**

1st Place: Lindsey Holmes, University of Southern Indiana; *Lindsey Holmes*

2nd Place: Des Delgadillo, University of La Verne; *Des Delgadillo*

3rd Place: Victor Garcia, Goshen College; *Victor's Afternoon Drive*

Honorable Mention: Nudia Hernandez, University of La Verne; *Nudia*

**Comedy or Drama Category**

1st Place: Anne Reburn, University of Oklahoma; *Fashion Police*

2nd Place: Dianna Hawryluk, SUNY - Fredonia; *Dianna's Soundscape Hour- Halloween Soundscape*

3rd Place: Matt Haave, University of Nebraska at Omaha; *See You Around, Frank*

Honorable Mention: Kimberly Bright, SUNY - Fredonia; *Cinderella Fabled Fables*

Honorable Mention: Doug Siebum, San Francisco State University; *Blind Walk Through Time*

**Educational Program Category**

1st Place: Kanzy Mahmoud, The American University in Cairo; *AUCians Abroad*

2nd Place: Karima Hassan Ragab, The American University in Cairo; *Communication in Egypt: A Journey of Letters and Beyond*

3rd Place: Michael B. Mullins, University of North Texas; *Project Freeplay*

Honorable Mention: Chet Green, Nick DeFeo, Rowan University; *WGLS-FM: 50 Years And Counting*

Honorable Mention: Sarah El Safty, The American University in Cairo; *Life, Bread and Gold: The Story of an Egyptian Street Food Vendor*

**PSA, Promo or Commercial Category**

1st Place: Tim Ning, Northwest Missouri State University; *KZLX-LP Promo*

2nd Place: Robby Nash, University of Texas at Arlington; *No More Moments*

3rd Place: Doug Siebum, San Francisco State University; *CyberPunk Fantasy World*

Honorable Mention: Alejandro Valenzuela, University of La Verne; *Halloween Horror Nights Promo*

Honorable Mention: Lily Shevitz, Palomar College; *Meals on Wheels*

Honorable Mention: Clay Roth, University of Southern Indiana; *Wake Up*

Honorable Mention: Scott Sidway, University of North Texas; *KNTU News Promo*

Honorable Mention: Robert Duenes & David Duenes, West Texas A&M University; *KWTS - Handsome Man Morning Show Promo - Lynch*

Honorable Mention: Des Delgadillo, University of La Verne; *Club ACB Promo*

Honorable Mention: Nudia Hernandez, University of La Verne; *Dames of Radio: Yesi Ortiz Promo*

**Specialty Program Category**

1st Place: Nadine Adawalla, Heba Fouad & Refan AbdelNabi, The American University in Cairo; *New Age Tech*

2nd Place: Laurelle Turner, Colorado State University; *The History Of...*

3rd Place: Ethan Hatcher, University of Indianapolis; *Ethan Hatcher "Under the Hat" Program*

Honorable Mention: Alexcis Tapia, University of Scranton; *Peace In Our World*

Honorable Mention: Sarah El Safty, Amira Sherif, Kanzy Mahmoud, The American University in Cairo; *Egypt's Gaming Scene*

Honorable Mention: Brian Cudina, Mark Weiner, Hofstra University; *The Locker Room November 15, 2015*  
 Honorable Mention: Nudia Hernandez, University of La Verne; *Dames of Radio: Evelyn Erives*  
 Honorable Mention: Dan Downs, University of Nebraska at Omaha; *Haunted Heartland: Haunting at Fort Street*

**Multimedia Sound Design Category**

1st Place: Doug Siebum, Matt Strasser, Brian Frost & Alyssa Nevarez, San Francisco State University; *Harry Potter*

**Sound Engineering & Prod. Category**

1st Place: William Foley, Nap and the Secret Wands, University of Southern Mississippi; *Disco Hippie Queen*

2nd Place: Sarah A. Smith & Derrick Lowhorn, University of Indianapolis; *Sarah A. Smith and Derrick Lowhorn*

3rd Place: Kayla Morgan, Alex Cathey & Tim Ning, Northwest Missouri State University; *Northwest Sessions*

**4:30 PM – 5:45 PM**

**Managing Content Creation: Integrating Arts, Science, & Business [Session ID: 1093908]**



Pavilion 10

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

Production students, whether narrative, documentary, or sports, want to focus on the creative aspects of their field. However, in order to be truly prepared for the industry they also need to understand the business side of creative. In this panel, five seasoned professors – all with professional experience – will explain their best practices in educating students on the business realities of the entertainment and sports industry.

Moderator: Michael Taylor, Valdosta State University

Panelists: Michael Taylor, Valdosta State University; *“You’re Not a Lawyer but You Need to Think Like One.” The Legal Aspects of Production*

Glenda Cantrell, University of Alabama; *Production Management: The Organization of Creativity*

Michael Bruce, University of Alabama; *Working for Yourself: The Business of Sports*

Brian Day, Tennessee State University; *“You Don’t ‘Just Shoot’ a Documentary.” The Fundraising Side of Production*

Daniel Wheatcroft, Birmingham Southern College; *Producing: The Business of Creativity*

**4:30 AM – 5:45 AM**

**Writing for the Hashtag?: Examining the Relationship Between TV Authorship and Social Media Marketing [Session ID: 1093895]**



Pavilion 11

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

Networks have gone to great lengths to maintain live viewership in a landscape that challenges traditional consumption patterns. This often involves driving the conversation to social media via now-ubiquitous on-screen hashtags. A successful “social” television series represents a marketing coup and, due to the impetus of viewers to watch live, an ad revenue windfall. But how does the marketing need affect the creative enterprise? This panel examines the relationships between writers/producers and marketing departments, how social media has potentially altered those relationships, and what the future may hold.

Moderator: Geoffrey Graybeal, Texas Tech University

Panelists: Evan Kropp, Reinhardt University

Mark Lashley, La Salle University

**4:30 PM – 5:45 PM****Transitioning to a Networked TV Studio Operation and the Effect on Newsroom and Production Workflows, Best Practices, and Curriculum [Session ID: 1121297]**

Ballroom F

[Production Aesthetics &amp; Criticism]

In a relatively short time span, the core technologies used in broadcast television studio production have radically changed. We've experienced the transition from: analog to digital, SD to HD, magnetic tape to file-based recording, and most recently, legacy patching and routing systems to IP-based infrastructures. Panelists will offer practical advice and guidance for designing 21st century facilities and the operational workflows and best practices to support them.

Panelists: Chuck Boyles, USC Annenberg School for Communication and Journalism

Vic Costello, Elon University

Gerald Gibson, Elon University

Chuck Heffner, Digital Video Group

**4:30 PM – 5:45 PM****BEA and its Urban Face [Session ID: 1130256]**

Ballroom G

[All Convention]

This year, BEA's Urban Electronic Media Award will be re-launched as a creative competition. Winning projects can be short form docs, news stories, or interactive websites that tell stories about urban civic engagement and awareness. BEA and Urban Communication Foundation members will discuss the award and share projects that raise awareness.

Moderator: Peter Haratonik, The New School

Panelists: Chandra Clark, University of Alabama

Joel Beeson, West Virginia University

Emily Pelland, Morgan State University

Respondent: Harvey Jassem, University of Hartford

SUNDAY

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## www.NABEF.org

**6:00 PM – 7:30 PM**

**BEA Opening Night Awards Ceremony & Reception [Session ID: 1130251]**

Pavilion 9

[All Convention]

Sponsored by: Ross Video

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 and recognize BEA's leadership.

*Thank you to Ross Video, the sponsor of this year's awards ceremony & reception.*

Host: Augie Grant, University of South Carolina, BEA President 2016-2017

Honoring:



**BEA Distinguished Education Service Award Recipient:**  
Linda Bathgate, Routledge



**BEA Lifetime Achievement in Scholarship Recipient:**  
Stuart N. Brotman, University of Tennessee Knoxville, TN

Kenneth Harwood Dissertation Award Recipient: Melinda Michele Krakow, University of Utah  
New Faculty Research Grant: Miao Gao, Ball State University

**BEA 2015-2016 Scholarship Recipients:**

**Abe Voron Scholarships** – *Sponsored by the Abe Voron Committee*

Katherine Hancock, University of North Texas

Esther Raty, Brigham Young University

**BEA Founders Scholarships** – *Sponsored by BEA*

Faisal Rahman, Onondaga Community College/Syracuse University

Edward Vivencio, Cayuga Community College

**John Bayliss Award** – *Sponsored by the John Bayliss Foundation*

Zipporah Mondy, Arkansas State University

**Richard Eaton Foundation Scholarship** – *Sponsored by the Richard Eaton Foundation*

Macy Muirhead, University of Oklahoma

**Walter Patterson Scholarships** – *Sponsored by the National Association of Broadcasters*

Michael Miletich, Illinois State University

Samuel Trapp, Baldwin Wallace University

**Vincent Wasilewski Scholarship** – *Sponsored by Patrick Communications, LLC*

Stephanie Elder, Murray State University



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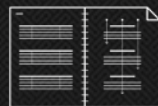


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## 7:30 AM – 6:00 PM

### BEA2016 Convention Registration [Session ID: 1138007]

BEA Exhibit Hall

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

## 8:00 AM – 8:30 AM

### BEA Division Business MEGA Meeting [Session ID: 1115958]

Pavilion 9

[Gender & Sexuality | History | Interactive Media & Emerging Technologies | International | Law & Policy | Management, Marketing & Programming | Multicultural Studies | 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 9 of BEA's 17 specialized interest divisions. Discover how you can participate and be a part of BEA's planning process. At 8:30 AM, the divisions will break to their respective rooms.

Speakers: Micheal McAlexander, California State University – Fullerton, BEA Interest Division Representative  
Heather Birks, Broadcast Education Association

## 8:30 AM - 9:45 AM

### Division Business Meetings

#### Gender & Sexuality Division Business Meeting [Session ID: 1114610] – Ballroom F

The Gender & Sexuality 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: Lisa Pecot-Hebert, University of Southern California  
Vice Chair: Casey Hart, Stephen F. Austin State University  
Paper Competition Chair: James Lohrey, Mercyhurst University  
Communication Manager: Jennifer Meadows, California State University – Chico

#### History Division Business Meeting [Session ID: 1114615] – Pavilion 1

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, Regent University  
Vice-Chair/ Paper Competition Chair: Ed Youngblood, Auburn University  
Webmaster & Newsletter Editor: James R. Schiffman, Georgia College & State University

#### Interactive Media & Emerging Technologies Division Business Meeting [Session ID: 1114621] – Pavilion 10

IMET'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: Jacob Enfield, California State University-Northridge  
Vice-Chair/Paper Competition Chair: Heather Starr Fiedler, Point Park University  
Faculty Festival Interactive Multimedia Chair: Lakshmi Tirumala, University of Cincinnati  
Faculty Festival Interactive Multimedia Vice Chair: Sandy Henry, Drake University  
Student Festival Interactive Multimedia Chair: Gina Baleria, San Francisco State University  
Student Festival Interactive Multimedia Vice Chair: Chandra Clark, University of Alabama  
Secretary: Linda Thorsen Bond, Stephen F. Austin State University  
Webmaster: Leigh Wright, Murray State University

**International Division Business Meeting [Session ID: 1114628] - Conference Room 1/2**

International members are involved in areas such as telecommunications business practices, comparative systems of broadcasting & journalism, and international regulatory practices. 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: Deborah Wilson David, University of Lincoln  
 Vice Chair: Tom Christie, University of Texas – Arlington  
 Research Paper Chair: Quan Xie, Bradley University  
 Webmaster: Michael Huntsberger, Linfield College  
 Newsletter Chair: Erika Grodzki, Lynn University

**Law & Policy Division Business Meeting [Session ID: 1114622] - Pavilion 11**

L & P'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: David Joseph Deeley, University of North Florida  
 Vice-Chair/Paper Competition Chair: Heather Polinsky, Central Michigan University  
 Communications Director: Kevin Johnson, California State University - Long Beach

**Management, Marketing and Programming Division Business Meeting [Session ID: 1114617] - Pavilion 2**

MMP's mission 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: L. Meghan Mahoney, West Chester University of Pennsylvania  
 Vice Chair/Paper Competition Chair: Miao Guo, Ball State University  
 Communication Manager: Xiaoqun Zhang, University of North Texas  
 Graduate Student Liaison: Brandon Sweitzer, Ohio University

**Multicultural Studies Division Business Meeting [Session ID: 1114374] - Conference Room 4/5**

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: Victor Evans, Walden University  
 Paper Chair: Chetachi A. Ekwu, Nova Southeastern University  
 Communications Coordinator: Lillian Williams, Columbia College

**Research Division Business Meeting [Session ID: 1114613] - Ballroom G**

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: Thomas Baggerman, Point Park University  
 Vice-Chair/Paper Competition Chair: Lawrence Mullen, University of Nevada @ Las Vegas  
 Graduate Student Liaison: Hailey Sweitzer, Ohio University

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## FESTIVAL OF MEDIA ARTS STUDENT WINNERS

### NEWS

**Ian Klein**  
*Kent State University*

**Alaina Altieri**  
**Jackie DeMate**  
**Alison Reilly**  
**Jennifer Roberts**  
*Kent State University*

### SPORTS

**Tyler Carey**  
*Kent State University*

### VIDEO

**Alex Hirz**  
*Kent State University*

**Patrick McConnell**  
**Eric New**  
**William Robbins**  
*Ohio University*

### TWO-YEAR/SMALL COLLEGES

**Brett Wonders**  
**John Kramer**  
*Ohio Northern University*

### SCRIPTWRITING

**Emily Brennan**  
*Xavier University*

**Patrick Mensah-Boadi**  
*University of Cincinnati*

## PAPER COMPETITION WINNERS

**Ryan Dunham**  
*Ohio University*

"Media Use and Narcissistic Sexuality:  
How Sexually Explicit Media  
Influences Users' Desire for  
Self-Satisfaction"

**Mohammad Abuljadail**  
*Bowling Green State University*

"Online Communities and its  
Role in Empowerment and  
Development Communication"

**Tang Tang**  
*University of Akron*

"#Socialympics: Predictors of Social  
Media Uses During the Olympics"

**Brody Ruihley**  
*University of Cincinnati*

"Fantasy Gaming on Steroids?:  
Contrasting Perceptions of  
Traditional and Daily Fantasy  
Sport Participants"

## SCHOLAR-TO-SCHOLAR PARTICIPANTS

**Brandon T. Sweitzer**  
*Ohio University*

"Are You Talking to Me? Exploring  
the Use of Dialogic Public Relations  
on Social Networking Sites"

**John Dimmick**  
*Ohio State University*

"Capturing Mobility"

**Cheryl Bracken**  
*Cleveland State University*

"In the Eye of the Beholder:  
The Impact of Sex in Advertising  
on Brand Recall and Attitudes  
Towards Brand"

"When is a TV Binge a Real Binge?"

**Mohammad Abuljadail**  
*Bowling Green State University*

"Open-Ended Questions  
and Mixed-Mode Survey?  
A Comparison Between Telephone  
Survey and Online Survey"





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The Charles & Lucille King Family Foundation was established in 1988 to support individuals, institutions and organizations committed to educational excellence and professional development. To that end, in addition to the Broadcast Education Association, the Foundation has established several other ongoing grant and scholarship programs. These include:

- The King Family Foundation Undergraduate Scholarship Program, which awards up to \$7,000 to junior- and senior-level students majoring in television, film and related fields and who demonstrate academic ability, financial need and professional potential.
- The King Family Foundation/NYU Heinemann Award, an annual \$10,000 award given to an outstanding film/video senior undergraduate at New York University.
- The King Family Foundation/USC Michael King Award, an annual \$10,000 undergraduate production award.

- 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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**Writing Division Business Meeting & Top Writing Paper Presentations [Session ID: 1114618] - Pavilion 3**

The Writing Division's mission 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:                                                                   | Michael Whalen, Santa Clara University               |
| Vice Chair/Paper Competition Chair/Faculty Festival Scriptwriting Chair: | Marie Elliott, Valdosta State University             |
| Student Festival Scriptwriting Chair:                                    | Antonio Zarro, Palm Beach Atlantic University        |
| Student Festival Scriptwriting Co-Chair:                                 | John McHale, Illinois State University               |
| Secretary:                                                               | Mary Beth O'Connor, Purdue University Calumet        |
| Newsletter Editor:                                                       | Edward Fink, California State University – Fullerton |
| Webmaster:                                                               | Evan Kropp, Reinhardt University                     |

**Open Paper Competition Winners**

|            |                                                                                                                                                                                                                                     |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1st Place: | Evan Kropp, Reinhardt University; <i>The Influence of Connected Viewing on a Television Writer's Room</i>                                                                                                                           |
| 2nd Place: | Donald L. Diefenbach, Mark D. West and Anne E. Slatton, University of North Carolina Asheville; <i>Making Better Screenwriters: Do Writing Methods from Undergraduate Writing Courses Help or Hinder Screenwriting Instruction?</i> |

**9:00 AM – 9:45 AM**

**Campus to Career: Ready, Set, Go! [Session ID: 1135874]**

Pavilion 9  
[All Convention]



BEA and NAB's Radio Department welcome a series of sessions for students interested in careers in radio. Students and faculty are welcome to attend. In this Campus to Career session, find out what you need to know for transitioning into a work place with a completely different culture. Walk away with great tools that you'll learn from Kelly Orchard, Author, Speaker, Coach and Business Consultant. And meet Ric Schmidt, an award-winning broadcaster who has built a successful radio station powered with College broadcasters.

|             |                                                                                   |
|-------------|-----------------------------------------------------------------------------------|
| Moderator:  | Melek Demir, National Association of Broadcasters                                 |
| Presenters: | Kelly Orchard, Orchard Media Services<br>Ric Schmidt, General Manager, KNOM AM/FM |

**9:00 AM – 5:30 PM**

**What's Happening in the BEA Exhibit Hall on Monday? [Session ID: 1165010]**

BEA Exhibit Hall  
For the full details of Exhibit Hall events, please see the listing under the corresponding time in the program.

**9:00 AM – 5:00 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 BEA2016 Exhibit Hall Lounge.

**9:45 AM – 3:30 PM**

**Research @ the BEA2016 Exhibit Hall: Scholar-to-Scholar Research Presentations**

BEA introduces the next generation of research presentations with this non-poster poster session. Special thanks to LG for providing BEA with the opportunity to take research presentations to the next level.

9:45 AM – 11:00 AM - Scholar-to-Scholar Research Presentations (Part I)

11:15 AM – 12:30 PM - Scholar-to-Scholar Research Presentations (Part II)

12:45 PM – 2:00 PM - Scholar-to-Scholar Research Presentations (Part III)

2:15 PM – 3:30 PM - Scholar-to-Scholar Research Presentations (Part IV)

**9:45 AM – 11:00 AM****Scholar-to-Scholar Research Presentations - Part I [Session ID: 1137482]**

BEA Exhibit Hall  
[Research]

Please join us in the exhibit hall for our scholar-to-scholar research presentations.

Moderator: Christine Taylor, Butler University, 2017 BEA Convention Program Chair

**Research Division*****Capturing Mobility***

Gregory J. Hoplamazian, Loyola University Maryland; John Dimmick, Ohio State; Artemio Ramirez, University of South Florida

***The Revolution Will Not Be Televised: The American Civil Rights Movement Goes Online***

W. Russell Robinson, North Carolina Central University & Ginger M. Loggins, Appalachian State University

***Explicating the Cognitive Mediation Model for Underserved Populations: Direct and Indirect Effects of Ethnic News Media***

Jakob D. Jensen, University of Utah; Andy J. King, Texas Tech University; Lisa M. Guntzviller, University of Illinois at Urbana-Champaign; Debora Perez, University of California - Santa Barbara; Melinda Krakow, University of Utah & Kevin Coe, University of Utah

***Have You Seen it: An Examination of the New Narrative Experience***

Travis Loof, Texas Tech University

***Open-ended Questions and Mixed-mode Survey? A comparison between Telephone Survey and Online Survey***

Mohammad Hatim Abuljadail, Bowling Green State University & King Abdulaziz University

***Persuading the masses to participate in a rally: A study of media photographs***

Michael Friedman, University of Tennessee at Chattanooga

***Theorizing the Impact of Targeted Narratives: Model Admiration and Narrative Memorability***

Jakob D. Jensen, University of Utah; Susan H. Sarapin, Ph.D., Purdue University – West Lafayette; Robert N. Yale, University of Dallas; Jeremy Weaver, University of Utah; Manusheela Pokharel, University of Utah & Sherrie Loewen, University of Utah

***When is a TV Binge a Real Binge?***

Bridget Rubenking, University of Central Florida & Cheryl Bracken, Cleveland State University

**10:00 AM – 11:15 AM****International Division - Top Paper Presentations [Session ID: 1114318]**

Conference Room 1/2  
[International]

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

Research Chair: Quan Xie, Bradley University

**Debut Paper Competition**

1st Place: Madeleine Liseblad, Arizona State University; *The Post-Communist Television Broadcast System in the Czech Republic: A Historical Case Study of TV NOVA, Czech Media Laws and Legal Battles*

**Open Paper Competition**

1st Place: Hun-Yul Lee, San Francisco State University; *Production revelation, reality, and reality shows in Korea: Why and how production is revealed to enhance reality*

2nd Place: Rasha Abdulla, American University in Cairo; *Between State and Public Broadcasting: Egypt's ERTU*

3rd Place: Andrew M. Clark, University of Texas - Arlington & Thomas Christie, University of Texas - Arlington; *The Relevance of International Broadcasting when Support for Democracy Declines: An Analysis of two 'Arab Spring' Countries*



**10:00 AM – 11:15 AM**

**Stream Kings: People of Color Leveraging New Social Media Platforms [Session ID: 1093902]**



Conference Room 4/5  
[Multicultural Studies]

Social media continues to be a pervasive part of daily life, particularly for those often rendered voiceless in our society. New platforms such as Meerkat, Periscope and Blab have particularly taken flight, spawning new content and formats. This panel will be a mixture of research and demonstration, and will explore how people of color leverage these newer forms of social media. There will also be live demonstrations with key influencers on these platforms.

Moderator: Chetachi Egwu

Panelists: Kandace Harris, Clark Atlanta University  
Maria A. Williams-Hawkins, Ball State University

INTEREST DIVISION MEETING

**10:00 AM – 11:15 AM**

**Curriculum, Assessment & Administration Division Business Meeting [Session ID: 1114626]**

Pavilion 1  
[Curriculum, Assessment and Administration]

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

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

Vice Chair/Paper Competition Chair: Adam Kuban, Ball State University

Membership: Cynara Medina, Trinity University

Webmaster: William Hanff, University of District of Columbia

**10:00 AM – 11:15 AM**

**Digital Media and Business Model Innovation [Session ID: 1093647]**



Pavilion 2  
[Management, Marketing and Programming]

Business Model Innovation involves creating entirely new approaches for doing business. Business model innovation is transformative; that is, it redefines the competitive playing field by introducing an entirely new value proposition to the consumer. The proposed panel session represents a unique opportunity to look at the importance of innovation and innovative thinking to the long term success of today's leading media and telecommunications companies. Specifically, it will address two important questions. First, what does it mean to be an innovative media business enterprise? Second, how has business model innovation been used to transform the field of media and electronic commerce?

Moderator: Richard Gershon, Western Michigan University

Panelists: Alan B. Albarran, University of North Texas; *Innovation, Disruption and the Impact on Business Models*  
Amy Jo Coffey, University of Florida; *Business Models for Streaming Audio*  
Roger Cooper, Ohio University; *Building an Awesome Digital Brand: A Case Study of Awesomeness TV*  
Richard Gershon, Western Michigan University; *Electronic Commerce: A Case Study Analysis Of Amazon.Com and TripAdvisor*

**10:00 AM – 11:15 AM**

**Radio and Audio Talent: Recruiting, Mentoring, Developing in Today's Business Model [Session ID: 1093406]**



Pavilion 3  
[Radio & Audio Media]

In today's business it's been difficult to find and develop talent. In some respects podcasts and other entrepreneurial endeavors are taking the place of the "starter" radio jobs. In large markets, entertainment and sports stars, and other media 'elites' are taking plum audio/radio jobs. We are concerned about the training, mentoring, and nurturing of young professionals in the business. This panel is instructive for professionals, and for students and educators.

Moderator: John W. Shrader, California State University - Long Beach

Panelists: Dick Taylor, Western Kentucky University  
Dina Ibrahim, San Francisco State University

MONDAY



**10:00 AM – 11:15 AM****Faculty and Student News Awards and Exhibition [Session ID: 1114362]**

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.

|                                       |                                                           |
|---------------------------------------|-----------------------------------------------------------|
| Competition Vice Chair:               | Sara Magee, Loyola University Maryland                    |
| Faculty Competition Chair:            | Kathy Hughes, Elizabethtown College                       |
| Student Hard News Co-Chair:           | Donna Smith, Lyndon State College                         |
| Student Hard News Co-Chair:           | Tom Hallaq, Kansas State University                       |
| Student Feature News Chair:           | Michael Riecke, SUNY- Oswego                              |
| Student Newscast Chair (3 days/less): | Mary T. Rogus, Ohio University                            |
| Student Newscast Chair (4/5 days):    | Bob Gould, Michigan State University                      |
| TV Newsmagazine Chair:                | Iveta Imre, Western Carolina University                   |
| Student News Talent Chair:            | Herbert Dunmore, Loyola University Maryland               |
| Student Radio News Chair:             | Gina Baleria, California State University – San Francisco |

**Faculty News Competition****Radio Feature News Reporting Category**

Best of Competition: David Chanatry, Utica College; *Church Closing*

**Television Feature News Reporting Category**

Best of Competition: Ray Ekness, University of Montana; *Emmett May's Giant Pumpkin*

**Student News Competition****Radio Feature Reporting Category**

|                    |                                                                                                                                   |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 1st Place:         | Victor Figueroa, University of Southern California; <i>To Be a Puerto Rican or Not to Be?</i>                                     |
| 2nd Place:         | Taylor Haney, University of Southern California; <i>An Unofficial Embassy for Los Angeles Kurds</i>                               |
| 3rd Place (tie):   | Safaa Magdy, American University Cairo; <i>The Quest: Where do Muslims Fit in the Best?</i>                                       |
| 3rd Place (tie):   | Jocelyn Coffin, University of Southern California; <i>A Malaysian Mother Contemplates the Importance of Religion &amp; Family</i> |
| Honorable Mention: | Olivia Richard, Arizona State University; <i>Looking for Laurie</i>                                                               |

**Radio Hard News Reporting Category**

|                    |                                                                                                                                               |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 1st Place:         | Jacob McAuliffe, Arizona State University; <i>Homeless Center for Men Closes</i>                                                              |
| 2nd Place:         | Haddy Badjie, Western Kentucky University; <i>Climate Change in the Bluegrass</i>                                                             |
| 3rd Place (tie):   | Kevin Walker, University of Southern California; <i>Can Predictive Policing Decrease Crime?</i>                                               |
| 3rd Place (tie):   | Stephanie Beckett & Jimmy Wylie, UNC School of Media and Journalism; <i>Local Residents, Global Leaders Seek Answers about Student Deaths</i> |
| Honorable Mention: | Avery Hall, UNC School of Media and Journalism; <i>Bar Crackdown Makes Some Students Rethink Fake ID's</i>                                    |

**Radio Newscast Category**

|                    |                                                                                                                                                          |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1st Place:         | Stephanie Case, Meghan Farnsworth, Christina Campodonico & Elizabeth Nonemaker, University of Southern California; <i>Ampersand-Episode 3: Uprisings</i> |
| 2nd Place:         | Carolina Connection Staff, UNC School of Media and Journalism; <i>Carolina Connection-October 24, 2015</i>                                               |
| 3rd Place:         | Alyssa Duspiva, Joe Corbisiero, Tiffany Vellis & Joy Jones, Hofstra University; <i>WRHU-FM: Newslane: Winter Storm Juno-January 25, 2015</i>             |
| Honorable Mention: | Scott Sidway & Evan Nemec, University of North Texas; <i>KNTU News-Sports-Traffic-Weather</i>                                                            |

**Television Feature Reporting Category**

|                    |                                                                                                        |
|--------------------|--------------------------------------------------------------------------------------------------------|
| 1st Place:         | Christina DeVincenzo, University of Oklahoma; <i>Stoop's Kids</i>                                      |
| 2nd Place:         | Chelsea Moss, Bob Jones University; <i>A Dandy Day for Reading</i>                                     |
| 3rd Place:         | Kay Bennett, Colorado State University; <i>American Sign Language Department Gains Native Signer</i>   |
| Honorable Mention: | Gabe Katzman, University of Maryland; <i>Great ShakeOut</i>                                            |
| Honorable Mention: | Megan Thompson, Arizona State University; <i>Many Who Died Crossing The Border Remain Unidentified</i> |

**Television Hard News Reporting Category**

- 1st Place: Susanna Black, UNC School of Media and Journalism; *Bus Safety Cameras*  
 2nd Place (tie): Ben Smart, UNC School of Media and Journalism; *Solitary Confinement*  
 2nd Place (tie): Shaelie Clark, Indiana Wesleyan; *Summer of Rain*  
 3rd Place: Samantha Lantz, Pennsylvania State University; *Sexual Assault on Campus: An Ongoing Issue*  
 Honorable Mention: Jack Royer, University of Alabama; *Man Breaks Into Police Station*

**Television News Anchor Category**

- 1st Place: Megan Thompson, Arizona State University; *Megan Thompson-Anchor Reel*  
 2nd Place (tie): Sarah Rudlang, St. Cloud State University; *Sarah Rudlang's Talent Reel*  
 2nd Place (tie): Sawyer Bucky, University of Arkansas; *Sawyer Bucky Anchor Reel*  
 3rd Place: Aubrey McKay, Brigham Young University; *Aubrey McKay*  
 Honorable Mention: Lauren Michaels, Arizona State University; *Anchor Lauren Michaels-Fall 2015 Semester*

**TV Weathercaster Category**

- 1st Place: Stefano Dipietro, Pennsylvania State University; *Stefano Dipietro-Television Weathercaster*  
 2nd Place: Michael Behrens, Ball State University; *Michael Behrens Full Weather-Dec. 1, 2015*  
 3rd Place: Aubrey McKay, Brigham Young University; *Aubrey McKay-Weathercaster*  
 Honorable Mention: Ian Klein, Kent State University; *Ian Klein*

**Television Newscast (airing 3 days per week or less)**

- 1st Place: Kevin Reilly, Matt Bylis, Emily Schweich, Staff & Volunteers Maryland Newslite, University of Maryland; *Maryland Newslite, 12/3/15*  
 2nd Place: Centre County Report Staff, Pennsylvania State University; *Centre County Report, 11/20/15*  
 3rd Place: Cailey Taylor, Emma Hogg, Hank Cavagnaro & Deanna Lucille Ambrose, University of Kansas; *KUJH News, 12/9/15*  
 Honorable Mention: Kevin Calhoun & Shannon Gronevelt, Central Michigan University; *News Central 34, 11/2/15*

**Television Newscast (airing 4 or 5 days per week)**

- 1st Place: Nicole Fox & Tien Bischoff, Arizona State University; *Cronkite News*  
 2nd Place: Jennifer Seller, Maci Smith & Courtney Woltjen, University of Oklahoma; *OU Nightly*  
 3rd Place: Adam Donnelly & Ryan Jenot, Lyndon State College; *News 7@5:30*  
 Honorable Mention: ElevenNEWS Staff, Brigham Young University; *ElevenNEWS November 2, 2015*

**Television News Magazine Category**

- 1st Place: Jesse Woodworth, Ferris State University; *Expect Diversity: Policing*  
 2nd Place (tie): Alison Reilly, Jackie DeMate, Alaina Altieri & Jennifer Roberts, Kent State University; *Kent Connects*  
 2nd Place (tie): Focal Point Staff, Michigan State University; *Focal Point Special Edition: Bridging The Cultural Divide*  
 3rd Place: Megan Swiatkowski, Marielena Balouris, Amy Simpson & Elizabeth Peter, Pennsylvania State University; *Centre County Report in Hong Kong*  
 Honorable Mention: ViewFinder Spring '15, University of Maryland; *ViewFinder: Eco-Entrepreneurs*

**10:00 AM – 11:15 AM**

**Storytelling and UX Design: Engaging Web and Mobile Users Through Storytelling [Session ID: 1093729]**



Pavilion 10

[Interactive Media and Emerging Technologies]

This panel will explore techniques for building effective, engaging user experiences for mobile and web platforms through storytelling. Additionally, it will present strategies for teaching UX design through storytelling principles. Presentations will cover data visualization, user personas, dramatic structure as a foundation for interface design, and more.

Moderator: Shelly Hokanson, James Madison University

Panelists: David Wang, James Madison University; *Media Across Devices*  
 Jen Kramer, Harvard University Extension School; *Understanding How Personas Drive UX Design*  
 Athir Mahmud, Illinois Tech; *Information Visualization As Storytelling*  
 Shelly Hokanson, James Madison University; *Dramatic Structure in UX Design*  
 Erika Lee, Indiana University; *Teaching Storytelling with Turbulent Tech*

**10:00 AM – 11:15 AM****Telcom Update 2016 [Session ID: 1093230]**

Pavilion 11

[Law &amp; Policy]

The issues related to media regulation, auctions and retransmission consent continue to receive FCC attention. Some now argue that Title II has not been good for broadband development and there is continued concern over security of private data. As 2016 begins there is growing talk about switching off cable, over-the-top services, spectrum auctions and more. This year's panel will continue to explore important issues related to the media world.

Moderator: Fritz J. Messere, SUNY – Oswego

Panelists: Paul MacArthur, Utica College

Kim A. Zarkin, Westminster College - Salt Lake City

Laurie Thomas Lee, University of Nebraska @ Lincoln

Dom Caristi, Ball State University

**10:00 AM – 11:15 AM****Women Leading in Media Part I: Room at the Top: Empowering Women in Broadcast News Leadership [Session ID: 1131841]**
 ALLIANCE FOR  
**WOMEN IN MEDIA**

Ballroom F

[All Convention]

The Alliance for Women in Media (AWM) and BEA are partnering to create Women Leading in Media that supports faculty and students who conduct gender studies research. This session will review the qualitative study by Christine Eschenfelder which focuses on the relationship between organizational culture and female news managers. Two news directors, Jennifer Dahl and Lori Waldon, will join the panel to discuss their experiences in the market. Through the research and panel discussion, attendees will find this session empowering for women in television news.

Moderator: Keren Henderson, Syracuse University

Panelists: Christine Eschenfelder, Middle Tennessee State University; *Room at the Top: Empowering Women in Broadcast News Leadership*

Jennifer Dahl, West Coast Group News Director, Sinclair Broadcast Group

Lori Waldon, News Director, Hearst

**10:00 AM – 11:15 AM****Building Bridges Outside the Media “Silo” to other Academic Fields and External Organizations [Session ID: 1093966]**

Ballroom G

[Production Aesthetics &amp; Criticism | Curriculum, Assessment and Administration]

Due to the hierarchical organizational structure of departments and colleges in U.S. institutions of higher education, there is tendency to focus curricular and extracurricular efforts internally within colleges. This phenomenon comes at the expense of building bridges to departments in other colleges and to external agencies (governmental and non-profit). This session will explore possible solutions to building symbiotic bridges to departments outside media-oriented colleges and to external organizations for the purpose of seeking funded production and research opportunities for students and faculty. Four case studies will be presented on how successful collaboration with external departments and agencies led to a broadening of production, research, and curricular opportunities for students and faculty at large public universities.

Moderator: Peter B. Seel, Colorado State University

Panelists: Leah B. Mangrum, Angelo State University; *Civic involvement in Video Production*Peter B. Seel, Colorado State University; *Adviser for the IS&T Minor*Steven Weiss, Colorado State University; *Director of Ram Productions*

Joe Champ, Colorado State University

**11:15 AM – 12:30 PM**

**Scholar-to-Scholar Research Presentations - Part II [Session ID: 1137486]**



Events in the BEA Exhibit Hall  
[Research]

Please join us in the exhibit hall for our scholar-to-scholar research presentations.

Moderator: Christine Taylor, Butler University, 2017 Program Chair

**History Division Presentations**

***WTIC's Coverage of the 1969 Hartford Labor Day Riots***

John Powers, Regent University

***Charles Murphy: The voice at the edge of the Earth***

Jay Mims, Claflin University & Stephen D. Perry, Regent University

***Presidential Concession Speeches: The Rhetoric of Defeat***

Nadine Barnett Cosby, Regent University

***The Art of John Ford and Gregg Toland and the Story of Their Pearl Harbor Film***

Jonathan D. Powers, Regent University

***The Dual Legacy of Erik Barnouw and His Historical Trilogy of American Broadcasting***

Gary R. Edgerton, Butler University

***Undervaluing Mutual: The FCC's Missed Opportunity to Restructure Radio Broadcasting in the New Deal Era***

James Schiffman, Georgia College & State University

**Interactive Multimedia & Emerging Technologies Division Presentations**

***Why Consumers Click "Like" for Brands – Motivations, Attitudes, and Real-World Outcomes for Virtual Endorsement***

Sara Steffes Hansen, University Of Wisconsin-Oshkosh; Shu-Yueh Lee, University of Wisconsin-Oshkosh & Jin Kyun Lee, Hongik University

***Cultural Differences in Social Media Use?***

Hwalbin Kim, University of South Carolina & Joon K. Kim, University of South Carolina

**11:30 AM – 12:45 PM**

**Meet the Editor: Journal of Radio & Audio Media [Session ID: 1185085]**



BEA Exhibit Hall, Content Lounge  
[All Convention]

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

Meet with JRAM editor Phylis Johnson, Southern Illinois University to discuss getting your research published.

**11:30 AM – 12:45 PM**

**Narratives of Storytelling Across Cultures [Session ID: 1093777]**



Conference Room 1/2  
[Multicultural Studies | Research]

This panel began with research projects initiated by the BEA District 5 Conference in the fall of 2015 from a special Diverse Voices Call. This panel serves as an important follow-up to the research presented last fall, highlighting progress of selected research from the District 5 presentations while also adding new voices in this BEA 2016 session. All research is intended to reveal the underlying cultural narrative variations always present among a multicultural society.

Moderator: Maria A. Williams-Hawkins, Ball State University

Panelists: Shearon Roberts, Xavier University of Louisiana

Tony DeMars, Texas A&M University at Commerce

Vickie Newton, University of Arkansas-Pine Bluff

Caryn L. Winters, University of Louisiana at Lafayette

Thorne Anderson, University of North Texas

**11:30 AM – 12:45 PM****Storytelling Coming of Age [Session ID: 1077280]**

Conference Room 4/5

[Two-Year/Small Colleges]

This panel will focus on new methods for teaching storytelling to the millennial generation. Presenters will discuss the use of Media Hub, incorporating a contextualized cross-disciplinary pedagogical model, and how to teach storytelling in the high school.

Moderator: Donna L. Gough, Clafin University

Panelists: Lisa Dale-Press, Tolles Career &amp; Technical Center

Shane Tilton, Ohio Northern University

**11:30 AM – 12:45 PM****Curriculum, Assessment and Administration - Top Paper Presentations [Session ID: 1114321]**

Pavilion 1

[Curriculum, Assessment and Administration]

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

Vice Chair/Paper Competition Chair: Adam Kuban, Ball State University

**Open Paper Competition**

1st Place: Nick Taylor, University of Texas Pan American; *Perceptions of Texas Broadcast Professionals Regarding How to Save Today's Postsecondary Mass Communication Departments*

2nd Place: Jamie S. Switzer, Colorado State University & Ralph Switzer, Colorado State University; *Teaching Students to Create Content for Multiplatform Delivery: The Theory of Digital Citizenship*

**11:30 AM – 12:45 PM****Beyond Technology: Making Content Palatable in a Tech Environment [Session ID: 1093940]**

Pavilion 2

[Production Aesthetics &amp; Criticism]

Students in technologically focused degree programs or colleges may not consider content a priority. Yet, content frequently informs technological choices and should therefore be an element, even in technology curricula. This panel presents methods of introducing technology students to the important interplay between content and technology and guiding them through improved content development in class projects (including behind-the-scenes looks at students producing films on poetry, plays, educational medical videos, and a nationwide environmental project).

Moderator: Karen Bullis, Austin Peay State University

Panelists: Todd D. Evans, Drake University

Paul T.M. Hemenway, Lamar University

William C. Miller, SMPTE &amp; Miltag Media Technology, LLC

Timothy D. Sorel, University of Florida

Ryoya Terao, New York City College of Technology

Christopher White, Sam Houston State University

**11:30 AM – 12:45 PM****Best of the Fest! Faculty Scripting BOF King Foundation Award Winners [Session ID: 1078733]**

Pavilion 3

[Writing]

Want to know what it takes to win the grand prize in scriptwriting at the BEA Festival of Media Arts? This panel brings together faculty scriptwriters who have won the Charles and Lucille King Family Foundation Best of Festival award in Faculty Scriptwriting. In addition to discussing techniques, research methods, and writing styles, the panel will also discuss what to do (and what to avoid) in formatting, planning, structuring and revising an award winning script.

Moderator: Marie Elliott, Valdosta State University

Panelists: Frank Barnas, Valdosta State University

Kevin J. Corbett, Central Michigan University

Micheal McAlexander, California State University - Fullerton

James L. Goodman, High Point University

Carey Martin, Liberty University



11:30 AM – 12:45 PM

**Student Video Awards and Exhibition [Session ID: 1114343]**

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.

|                                                                             |                                                        |
|-----------------------------------------------------------------------------|--------------------------------------------------------|
| Student Video Festival Uber Chair:                                          | Stephen Price, University of Central Missouri          |
| Student Video Vice Chair (SV1-Animation/Experimental/Mixed):                | Marilyn Terzic, Université du Québec à Montréal        |
| Student Video Vice Chair (SV2-Instructional and SV7-Studio):                | Nick Taylor, The University of Texas Rio Grande Valley |
| Student Video Vice Chair (SV3 -Music Video and SV5-Spots up to 60 seconds): | Don Piper, Palm Beach Atlantic University              |
| Student Video Vice Chair (SV4-Narrative):                                   | Andrew Ray, Palm Beach Atlantic University             |
| Student Video Vice Chair (SV6-Promotional longer than 60 seconds):          | Shawn Montano, Emily Griffith Technical College        |
| Faculty Video Festival Chair:                                               | Jamie Litty, University of North Carolina at Pembroke  |

**Animation/Experimental/Mixed Category**

|                    |                                                                                                                                  |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------|
| 1st Place:         | Tori March, Evie Clapp, Leslie Rios, Garrett Welch & Kayla Mitchell, Huntington University; <i>Huntington University Squares</i> |
| 2nd Place:         | Stephen Lauser, George Fox University; <i>Necrosis</i>                                                                           |
| 3rd Place (tie):   | Ean Verdugo, Univ. of North Texas; <i>Static Frame</i>                                                                           |
| 3rd Place (tie):   | Brianne DeBose, University of Nebraska-Lincoln; <i>Black Lives Matter video/poem</i>                                             |
| Honorable Mention: | Sarah Prinz, Loyola University of Chicago; <i>Equivalence</i>                                                                    |
| Honorable Mention: | Sara Silkwood, Alex Scott, Logan Fritts & Josh Pfaff, Missouri State University; <i>DEAD ON TIME</i>                             |
| Honorable Mention: | Dillon Kilkenny, San Francisco State University; <i>Unravel</i>                                                                  |

**Instructional/Educational Category**

|            |                                                                                                                                           |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| 1st Place: | Janelle Barrick, University of Oklahoma; <i>The Zombie Evolution</i>                                                                      |
| 2nd Place: | Daniel Henkel, Jared Endsley, Ryan Stackable & Matt Pocta, University of Arkansas; <i>UAPD Active Shooter Video - Avoid, Deny, Defend</i> |
| 3rd Place: | ViewFinder Spring '15, University of Maryland; <i>ViewFinder: Spring 2015 Favorites</i>                                                   |

**Music Video Category**

|            |                                                                                              |
|------------|----------------------------------------------------------------------------------------------|
| 1st Place: | Katherine Joy Williams, East Tennessee State University; <i>South of Roan - Before I Die</i> |
| 2nd Place: | Jake Odgers, University of Oklahoma; <i>Burn It Down</i>                                     |
| 3rd Place: | Mia Ginaé, Elon University; <i>The Kick 2</i>                                                |

**Narrative Category**

|                    |                                                                                                                                   |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| 1st Place:         | Beecher Reuning, Regent University; <i>A Pointless Pencil</i>                                                                     |
| 2nd Place:         | Crew of 'Wild and the Poster Child', Azusa Pacific University; <i>Wild and the Poster Child</i>                                   |
| 3rd Place (tie):   | Justin Garcia & Raquel M. Sangalang, Regent University; <i>Terrance</i>                                                           |
| 3rd Place (tie):   | Patrick McConnell, William Robbins & Eric New, Ohio University; <i>The Retiree</i>                                                |
| Honorable Mention: | Michael Mike Canon, California State University, Northridge; <i>When a Flame Stands Still</i>                                     |
| Honorable Mention: | Kevin Reyes, Sean Miller & Girish Rai, California State University, Northridge; <i>Champion</i>                                   |
| Honorable Mention: | Alejandra Buitrago, Evan Robinson & Griffin Harrington, James Madison University; <i>Trigger</i>                                  |
| Honorable Mention: | Max Jacques, Marist College; <i>Monkey Blues</i>                                                                                  |
| Honorable Mention: | Nick Shaw & Victor Krause, George Fox University; <i>Mute/Solo/Record</i>                                                         |
| Honorable Mention: | Andrew Brame, Phillip Elgie, Ally Beiswange & Sam Morse, Syracuse University; <i>Best Laid Plans</i>                              |
| Honorable Mention: | Trevor P. May, Connor Cuevas, Jillian Bass & Becca Bennett, University of Georgia - Athens; <i>Happy Birthday Kevin</i>           |
| Honorable Mention: | Alex Cook, Jonathan Eshleman, Erin Fuhr, Mike Metzler, Conor Olstad & Austin Hable, Taylor University; <i>The Unknown Country</i> |
| Honorable Mention: | Tiffany Murray, Lauren Leonard, Vida Robbins & Justin Carroll, Middle Tennessee State University; <i>No Cleaner Threads</i>       |
| Honorable Mention: | Cheri Miller, Velez, Nebiyu Dingetu & Kristen Marquez, California State University, Northridge; <i>Detective Show</i>             |
| Honorable Mention: | Nick Jandora, West Virginia University; <i>A Second Chance: The Story of Tyler Welder</i>                                         |
| Honorable Mention: | Steven Abriani, Jonas Kuprys & Jonathon "Gino" DelMonte, Loyola University Chicago; <i>The Wind in the Trees</i>                  |
| Honorable Mention: | Elizabeth Derstine, Benson Hostetter, Jared Zook & David Leaman-Miller, Goshen College; <i>Shh</i>                                |
| Honorable Mention: | TCF 442 Spring 2015, University of Alabama; <i>Brewing</i>                                                                        |
| Honorable Mention: | Tanner Morrison, Ryan Bowman, Allie Lapp & Yasha Sojwal, Azusa Pacific University; <i>Luisseño</i>                                |

**Spots Category**

- 1st Place: Greg Cox, Katie Armstrong & Jill Clark, Ball State University; *Ball State University - 21st Century Research*
- 2nd Place (tie): Jennifer Swope, Katelyn Canon & Lionel Attawia, Missouri Western State University; *MWSU: It's On Us*
- 2nd Place (tie): Sarah Swingley, Logan Dooley, Anthony Campagna & Greg Cox, Ball State University; *Ball State University - Student Centered*
- 3rd Place: Eli Portell, Colorado State University; *The Summit commercial*
- Honorable Mention: Brittany Sabie, Palm Beach Atlantic University; *Adidas*
- Honorable Mention: Taylor Houston, Palm Beach Atlantic University; *Vans*
- Honorable Mention: Jake Smucker & Abby Deaton, Goshen College; *David's Story - Goshen College Career Stories Campaign*
- Honorable Mention: Eli Portell, Colorado State University; *2015 CSU Research Video*

**Promotional (more than 60) Category**

- 1st Place: Gaylord Hall Productions Team, University of Oklahoma; *One College: Infinite Possibilities*
- 2nd Place: Pamela Villagonzalo & Jonathan Wong, California State University, Northridge; *CSUN Formula SAE Race Car*
- 3rd Place: Josh Pfaff, Andrew Westmaas, Samantha Rohde & Kong Thao, Missouri State University; *Counting to 1000 - Indiegogo Fundraising Video*
- Honorable Mention: Mason Flick, Central Michigan University; *Sandhill Crane Vineyards promo*
- Honorable Mention: Camryn Sulak, University of Oklahoma; *Kathy Taylor: Servant Leader*
- Honorable Mention: Griffin Bruce, Sara Boileau & Joey Palluconi, SUNY Oswego; *Technology and Manufacturing at SUNY Oswego Promo*
- Honorable Mention: Marteen Cleary & Dillon Fischer, Northern Arizona University; *Rick's Custom Cycles and Graphics*
- Honorable Mention: Alanna Delfino, University of Maryland; *Discover the Philip Merrill College of Journalism*
- Honorable Mention: Michael McCallum, University of Oklahoma; *Exercise & Physiology Profile*

**Studio (multi-camera or live-to-tape) Category**

- 1st Place: Caitlin Reed, Palomar College; *Palomar Live 12/3/15*
- 2nd Place: John Murray, Tatum Hamernik, Ian Foss & Carrie Gottlieb, Western Connecticut State University; *WCSU Election Connection 2015*
- 3rd Place: Alex Hirz, Kent State University; *The Agenda*
- Honorable Mention: Abby Deaton & Elizabeth Derstine, Goshen College; *A Festival of Carols 2014*
- Honorable Mention: Jeffrey Whitten, Arthur Garcia, Nathan Jeffers & Eraj Shadaram, California State University, Fullerton; *Titan Radio Live! featuring Gazoota*

**11:30 AM – 12:45 PM****AIRCHECK: The Student Newscast Experience [Session ID: 1072094]**

Pavilion 10

[News]

Weekly or daily, student newscasts are a big part of many of our academic programs. Live or live-to-tape, they present a tremendous challenge to our resources, facilities and patience. Broadcast, podcast or simulcast, many of us have learned lessons the hard way. Now you can pick up pointers from colleagues who have already recovered from breaks and bruises! This is always an action-packed session with examples and advice and immediate take-aways. Great for students!

Moderator: Dana Rosengard, Quinnipiac University

Panelists: Chris Bacon, University of Kansas

Luis Peón-Casanova, University of Nebraska @ Lincoln

Faith Sidlow, California State University - Fresno



**11:30 AM – 12:45 PM**

**Content is King in International Broadcasting: Creating and Delivering Niche Content to Niche Audiences**  
[Session ID: 1093649]

Pavilion 11

[Radio & Audio Media | International]

This panel examines the niche content international radio broadcasters use to serve audiences around the world. This content is not relevant to everyone, but it clearly resonates with the target audiences. Panelists will highlight commonalities and differences in the content and the ideological motivation driving the broadcasters. Panelists will discuss how in an era where technology is rapidly changing, and content is increasingly homogenized, radio is still an important vehicle for international broadcasters.

Moderator: Andrew M. Clark, University of Texas – Arlington

Panelists: Thomas B. Christie, University of Texas - Arlington

Daniel Walsh, Appalachian State University

LaDonna Aiken, University of Texas - Arlington

Michael Brown, University of Wyoming

**11:30 AM – 12:45 PM**

**Women Leading in Media Part II: Roles and Respect for Women in Popular Prime-time Broadcast Television: Professional or Personal?**  
[Session ID: 1131842]

ALLIANCE FOR  
**WOMEN IN MEDIA**

Ballroom F

[All Convention]

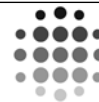
The Alliance for Women in Media (AWM) and BEA are partnering to create Women Leading in Media that supports faculty and students who conduct gender studies research. During the two-part session, faculty and students winners will participate in a panel highlighting their research, and female executives will examine the roles of senior level women in various functions of the media industry.

Moderator: Keren Henderson, Syracuse University

Panelists: Beth Olson, University of Houston; *Roles and Respect for Women in Popular Prime-time Broadcast Television: Professional or Personal?*

**11:30 AM – 12:45 PM**

**A Word from Our Sponsor: Recipient of the 2016 Library of American Broadcasting Foundation Broadcast Historian Award** [Session ID: 1131836]



Library of American  
**BROADCASTING**  
FOUNDATION

Ballroom G

[History | Radio | Research]

Cynthia B. Meyers' *A Word from Our Sponsor: Admen, Advertising, and the Golden Age of Radio* provides a detailed analysis of the formative role the advertising industry played in constructing US network broadcasting. Relying on a fresh survey of neglected archival sources, the book revises traditional historical accounts of the "golden age" of radio by revealing the role of sponsors and admen behind the scenes. Sponsors turned to their advertising agencies to produce--and often cast and script--their programs in order to ensure their selling goals would be effectively integrated into broadcast entertainment. Meyers explicates the dynamic interchange of culture and commerce in 1930s-40s broadcasting by comparing and contrasting the competing beliefs about effective advertising and entertainment strategies employed by different advertising agencies. For example, Blackett-Sample-Hummert applied repetitive "hard sell" strategies to its dozens of daytime soap operas such as *Ma Perkins*; Young & Rubicam humorously interwove the soft sell into Jack Benny and Fred Allen's comedy programs; BBDO polished the corporate image of the embattled chemical company DuPont in the historical docudrama *Cavalcade of America*; and J. Walter Thompson exploited celebrity associations by using Hollywood star-power in *Kraft Music Hall* and *Lux Radio Theatre*. As advertisers today once again experiment with "branded entertainment" to reach audiences, *A Word from Our Sponsor* provides insight into the key issues that continue to motivate many of the most significant developments in American commercial broadcasting.

**Recipient of the 20016 Library of American Broadcasting Foundation Broadcast Historian Award:**

Cynthia B. Meyers, author; *A Word from Our Sponsor*

Award presentation by: Ginny Morris, Chairman, Library of American Broadcasting Foundation Board; Joyce Tudryn, Library of American Broadcasting Foundation Board of Directors; Larry Patrick, Library of American Broadcasting Foundation Board of Directors

Respondent: James Schiffrman, Georgia College & State University

**12:45 PM – 2:00 PM****Scholar-to-Scholar Research Presentations - Part III [Session ID: 1137847]**

[Research]

Please join us in the exhibit hall for our scholar-to-scholar research presentations.

Moderator: Christine Taylor, Butler University, 2017 Program Chair

**Interactive Multimedia & Emerging Technologies Division*****Time for a Response: Researching How University Websites Incorporate Responsive Design***

Matthew Estes, Auburn University

***I'm Ready for My Close-Up, Mr. Spielberg: Creating a Working Model for Unmanned Aerial Systems (UAS) in Film and Video Game Production***

Jill Bronfman, University of California

**News Division*****The Defense of American Journalism that Journalism Never Knew: Jacobo Zabłudovsky and the Siege of SIN News***

Craig Allen, Arizona State University

**Research Division*****How Do Narrative Advertisements Impact Brand Attitudes and Purchase Intentions?: Examining Believability, Counterarguing, and Emotion as Mediators***

Robert N. Yale, University of Dallas; Jakob Jensen, University of Utah; Melinda Krakow, University of Utah &amp; Nick Carcioppolo, University of Miami

***In the Eye of the Beholder: The impact of sex in advertising on brand recall and attitudes towards brand***

Cheryl Bracken, Cleveland State University &amp; Hocheol Yang, Temple University

**Sports Division*****Sports News and Network Rights: Balancing a Conflict of Interest***

Brandan Alford, Ball State University; Adam J. Kuban, Ball State University; Michelle O'Malley, Ball State University &amp; Terry J. Heifetz, Ball State University

***Can Technology Make the Fan Experience Better? A Model of Enjoyment for Sports Spectators***

Ryan Rogers, Marist College; Keith Strudler, Marist College; Avery Decker, Marist College &amp; Anna Grazulis, Marist College

**Research Symposium*****Weather you like it or not: A study of Harding University students and their interest in weather***

Alexis Jewell, Harding University &amp; Jack Shock, Harding University

**1:00 PM – 2:15 PM****Tales of the Radio Pirates [Session ID: 1093914]**

Conference Room 1/2

[History]

Some are legendary, some are mere myth, but say "radio pirate" and eyebrows still raise even as radio fights for modern-day fans. Meet the man who knows American pirate *Commander Bunny* and others filmed in silhouette, and see the film stories of the legendary Caroline and Veronica pirates complete with bombs, murder, and swimming trunks lost at sea. Ample Q & A in what could be a fun exchange.

Moderator: Wayne Hepler, Harford Community College

**1:00 PM – 2:15 PM****Feminism: It's Not a Dirty Word Anymore. A New Era of Feminist Media [Session ID: 1093980]**

Conference Room 4/5

[Gender &amp; Sexuality]

We are in the midst of a new era of feminist media content creation. Whether television, film, or social media, women-centric programming is having a surge of popularity. Much of that content is either directly or indirectly challenging the traditional patriarchal media system. While women continue to be underrepresented on screen and behind the scenes, organizations such as the Geena Davis Institute on Gender in Media and Amy Poehler's "Smart Girls" campaign are addressing gender disparity head-on. Meanwhile, shows like the Amy Schumer Show, *Broad City*, *Girls* and others are using third-wave feminist ideals as building blocks for their narratives. This panel will analyze this trend and attempt to predict its future.

Moderator: Laura Cascio, Central Michigan University

Panelists: Cigdem Slankard, Robert Morris University; *Sugar and Spice: Reconsidering the Critical Reception of Lena Dunham's Girls*  
 Patricia Williamson, Central Michigan University; *Taking it to the Screens: A New Era of Feminist Media*  
 Laura Cascio, Central Michigan University; *Exploring Twenty-Something Bedroom Realism: Young Women Discuss the Impact of Broad City*

# 1:00 PM – 2:15 PM

**Research Podium Session: Stuart N. Brotman, University of Tennessee, Knoxville; Creating Policy-Relevant Communications Scholarship [Session ID: 1131837]**



Pavilion 1

[Research | Law & Policy]



This session will review Professor Brotman's work over several decades to create communications scholarship that can be utilized by government policymakers at all levels. This scholarship balances academic methodologies and rigor with a design that will make it useful in informal and formal policymaking proceedings. Case study examples will be presented to illustrate this method and its outcomes.

Stuart N. Brotman is the inaugural Howard Distinguished Endowed Professor of Media Management and Law and Beaman Professor of Communication and Information at the University of Tennessee, Knoxville. He served as the Fulbright-Nokia Distinguished Chair in Information and Communications Technologies in the Faculty of Social Sciences, Department of Social Research/Media and Communication Studies, at the University of Helsinki.

At Harvard Law School, he was the first person ever appointed to teach telecommunications law and policy and served as a faculty member and as its first Research Fellow in Entertainment and Media Law. He also served as the first concurrent fellow in digital media at Harvard and MIT, at the Berkman Center for Internet and Society and the Program on Comparative Media Studies, respectively.

Brotman is the editor of The Telecommunications Deregulation Sourcebook, a popular reference volume covering the broadcasting, cable television and telephone industries; Telephone Company and Cable Television Competition, a pioneering anthology dealing with technical, economic and regulatory aspects of broadband networks; and the author of Broadcasters Can Negotiate Anything, a best-selling management education book for radio and television executives. He also is the author of Communications Law and Practice, the leading comprehensive treatise covering domestic and international telecommunications and electronic mass media regulation.

Introduction by: Barry D. Umansky, Ball State University

# 1:00 PM – 2:15 PM

**The Evolving Landscape of Student Coverage of College Sports: The Impact of Technology Rights Management, Educational Outcomes and Branding [Session ID: 1091353]**



Pavilion 2

[Sports | Student Media Advisors]

Administrators, athletic directors and coaches have increasingly become more conscious of extending and protecting their sports brand. Many athletic departments hire media professionals to provide audio and video services. Student journalists compete for stories along side professional local reporters. This increased professionalization in media coverage provides both opportunities and limitations for students who want to participate in coverage of their home teams. This panel will discuss the realities of the changing sports media landscape, and the impact technology, rights management and branding have on educational outcomes for sports focused media students.

Moderator: Christine Taylor, Butler University

Panelists: Kenneth Creech, Butler University  
Susan Smith, Ball State University  
John Servizzi, Webstream Sports  
Eric Esterline, University of Florida

# 1:00 PM – 2:15 PM

**Master Class with Hollywood Experts: The Scenes Behind the Scenes [Session ID: 1131838]**



Pavilion 3

[All Convention]



In this lively, interactive master class, producer Adam Leipzig and editor Mindy Elliott will reveal techniques for pulling films together – brick by brick, frame by frame, with trade secrets and stories that are as applicable to student projects as gigantic studio tentpoles. They will draw on their current collaboration, the breakthrough adventure documentary *A PLASTIC OCEAN*, which will be released later this year, and the fifty-plus feature films and television shows they have worked on -- from big-budget studio movies to credit-card-financed indie documentaries. Adam and Mindy have worked with notable directors including Peter Weir, Alexander Payne, Julie Taymor, Peter Yates, Jon Turteltaub, and Robert Benton, and also directors at the beginnings of their careers. What have they learned? It all comes down to storytelling, problem-solving, collaboration and communication... which they look forward to sharing with all of you.

Presenters: Adam Leipzig, Producer, Author; *Filmmaking in Action* and *Inside Track for Independent Filmmakers*  
Mindy Elliott, Editor and Assistant Editor; *Nebraska*, *The Descendants* & *A Plastic Ocean*





**1:00 PM – 2:15 PM****Faculty and Student Interactive Multimedia Awards and Exhibition [Session ID: 1114363]**

Pavilion 9

[Interactive Media and Emerging Technologies]

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

Faculty Competition Chair: Lakshmi Tirumala, University of Cincinnati

Faculty Competition Vice Chair: Sandy Henry, Drake University

Student Competition Chair: Gina Baleria, San Francisco State University

Student Competition Vice Chair: Chandra Clark, University of Alabama

**Faculty Interactive Multimedia Competition****Documentary/Promotional/Informational Category**

Best of Competition: Kari Barber, University of Nevada, Reno; *Struggle & Hope: All-Black Towns - A Responsive Design Participatory Website*

**Solo Category**

Best of Competition: Clay Ewing, University of Miami; *ROC United Mobile Diners' Guide*

**Student Interactive Multimedia Competition****Solo Category**

1st Place: Nick Margherita, Elon University; *Pressing Issues For Print – An Interactive Documentary*

2nd Place: Luke Rafferty, Syracuse University; *We Call That hope*

3rd Place: Sam Kahle, Elon University; *Luna: A Virtual Reality Experience*

Honorable Mention: Tiffany MacKins, Elon University; *The Gentrification Project*

Honorable Mention: Kelsey McCutcheon Fitzgerald, University of Nevada, Reno; *Truckee River Guide*

**Small Team Category**

1st Place: Sarah Prinz, Amy Wilkinson & Daniel Rosenberg, Loyola University Chicago; *The Virtual Dance Ensemble*

2nd Place: Cheyna Roth & Amelia Havanec, Michigan State University; *Exhumed - The Mercer Case*

**Large Team Category**

1st Place: Staff of CubaCreatives.uoregon.edu, University of Oregon; *Cuba Creatives*

2nd Place: My Housing Matters Team, Syracuse University; *My Housing Matters*

3rd Place: ViewFinder Fall '15, University of Maryland; *Beyond the Sidelines: Voices from the D.C. United experience*

FESTIVAL OF MEDIA ARTS

MONDAY

**1:00 PM – 2:15 PM****Curriculum Swapshop: Helping Students Develop Compelling Story Ideas [Session ID: 1090703]**

Pavilion 10

[Curriculum, Assessment and Administration]

This year's Curriculum Swapshop focuses on helping students develop story ideas. Faculty will share ideas for tools, classroom activities, exercises and assignments that focus on finding and developing stories in news, documentary and narrative story forms.

Moderator: Candace Lee Egan, California State University - Fresno

Panelists: Steve Gordon, Ithaca College; *From Concept to Script: Using discussion boards to generate ideas for media projects*

Heather Stilwell, California Baptist University; *Mining for Morning Meetings: Tools for coming up with story ideas for the morning news meeting*

Anthony Adornato, Ithaca College; *Digital-First Story Pitches: Developing news stories for social media and mobile*

Chris Strobel, Northern Kentucky University; *The College Movie Festival: Developing stories under pressure*

Sara Drabik, Northern Kentucky University; *Fish don't know they're in water: Finding the documentaries that surround you*

Warren Lewis, California State University, Fullerton; *Screenplay Adaptation: Using a professional development-style environment to impart screenplay basics*

SPOTLIGHT: CONTENT IS KING

**1:00 PM – 2:15 PM**

**Advisor and Student Synergy: Getting the Most from Your Student Media [Session ID: 1093896]**



Pavilion 11

[Student Media Advisors]

It gives the students who attend a chance to network and share ideas with one another. It gives faculty & administrators an opportunity to get a feel for student perspectives & ideas regarding student media organizations.

Moderator: Chad J. Roberts, Central Michigan University

Panelist: Julia Sikora, Central Michigan University

**1:00 PM – 2:15 PM**

**Race Across Content: On Portrayals of Race and Racism in a Variety of Media Platforms [Session ID: 1093562]**



Ballroom F

[Multicultural Studies | Research]

This panel is interested in questions of race in media, bringing together a wide spectrum of content types, both fiction and nonfiction. Instead of focusing on one media sector this panel raises questions about the portrayal of race across platforms to look for commonalities. It includes the commonly explored format of news media while also delving into children's programming, reality television, and professional wrestling, all of which remain relatively unexplored vis-à-vis race.

Moderator: Stacey O. Irwin, Millersville University of PA

Panelists: Scott Alboum, Rider University; *Exploring Representations Of Race In Children's Television*

Lowery Woodall, Millersville University of PA; *"I'm Gonna Slap You Around Boy": The Glass Ceiling for African-American Performers in American Professional Wrestling*

Robert N. Spicer, Millersville University of PA; *Race/Riot/Protest: News coverage of Baltimore's response to Freddie Gray's death*

Traci Easley-Williams, Kent State University; *Internalized racism and the role it plays on reality television*

Respondent: Phillip Powell, Valparaiso University

**1:00 PM – 2:15 PM**

**Public Radio and Television Across Platforms: Content and Business Models [Session ID: 1093725]**



Ballroom G

[Radio & Audio Media | International]

Around the globe, public service radio and television broadcasters face opportunities and challenges as they move content beyond appointment-style, one-to-many channels to on-demand, networked applications. These developments have consequences for content production, audience engagement, and business methods. These presentations explore the changing nature of public service content in a cross-platform environment; the expectations and habits of contemporary public media audiences; and the methods that public media companies are using to gain control of and manage their capacities for fundraising and audience research.

Moderator: Robert K. Avery, University of Utah

Panelists: Michael W. Huntsberger, Linfield College

Janet Kwami, Furman University

Alan G. Stavitsky, University of Nevada, Reno

Respondent: Philip A. Thompson, West Chester University

**2:15 PM – 3:30 PM****Scholar-to-Scholar Research Presentations - Part IV [Session ID: 1137479]**

[Research]

Please join us in the exhibit hall for our scholar-to-scholar research presentations.

Moderator: Christine Taylor, Butler University, 2017 Program Chair

**Gender & Sexuality Division***Preserving the Patriarchy: Post-Apocalyptic Leadership in "The Walking Dead"*

Patricia Williamson, Central Michigan University

**Management, Marketing & Programming Division***Are You Talking to Me? Exploring the Use of Dialogic Public Relations on Social Networking Sites*

Brandon T. Sweitzer, Ohio University

*Branding the Admen of Madmen: New Media, the Post-Network Era and the Reinvention of American Television*

MJ Robinson, Brooklyn College

*Exploring Social Television Viewing Pattern across Different Program Genres*

Miao Guo, Ball State University

*Reverse Incentive Auction: Managerial decision making*

Amy Sindik, Central Michigan University &amp; Heather Polinsky, Central Michigan University

**Multicultural Studies Division***Cyber-blaming the Victim: The Role Descriptions of Victims in News Stories Play in Attributions of Blame*

Patrick M. Johnson, University of Colorado – Boulder

**Production, Aesthetics & Criticism Division***Finding God on a Deserted Island: Religious Rhetoric on LOST*

Nadine Barnett Cosby, Regent University

**Radio & Audio Media Division***Hip Hop Culture as a Mobilizing Agent for Social Justice and Political Engagement among Black Youth*

Nadine Barnett Cosby, Regent University

**2:30 PM – 3:45 PM****Sports Division - Top Paper Presentations [Session ID: 1114293]**

Conference Room 1/2

[Sports]

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

Vice Chair/Paper Competition Chair: Don Piper, Palm Beach Atlantic University

**Debut Paper Competition**1st Place: Kyle Miller, University of Iowa; *East Coast expansion, Midwest history: How nostalgic Big Ten Network programming analyzes the evolution and traditional identity of the Big Ten Conference*2nd Place: Collin Berke, Texas Tech University; Travis Loof, Texas Tech University; Amber Krause, Texas Tech University; *Like it, Tweet it, Identify with it: An Analysis of NCAA Division I FBS Athletic Websites***Open Paper Competition**1st Place: Tang Tang, University of Akron & Roger Cooper, Ohio University; *#Socialympics: Predictors of Social Media Uses during the Olympics*2nd Place: Andrew C. Billings, University of Alabama; Brody Ruihley, University of Cincinnati; Yiyi Yang, University of Alabama; *Fantasy Gaming on Steroids?: Contrasting Perceptions of Traditional and Daily Fantasy Sport Participants*

**2:30 PM – 3:45 PM**

**Teaching Longform in a Shortform World [Session ID: 1093129]**



Conference Room 4/5

[Curriculum, Assessment and Administration]

This panel demonstrates the steps that take storytelling from a news item all the way to a screenplay. Linda Thorsen Bond, Samuel Edsal and Warren Lewis talk about teaching students how their work can graduate from a news story to a television assignment to a screenplay. "Writing the Longform." In Bond's master's level class, students write a long non-fiction article in stages. They learn to evaluate news for potential stories, find the focus, do research, delve into "place," interview people, and engage all their senses—then write the kind of long non-fiction article that can win Pulitzer prizes. "Based on true events: Using the facts of a news story to create dramatic truth in a screenplay." From the earliest days of the cinema to the current prestigious award season offerings, the "true story" has been a source for screenplay adaptation, a selling point for the resulting films, a marketing tool for executives. This presentation will discuss using the news story as a basis for the creation of a strong dramatic narrative populated by well-defined characters to create the "world" of a screenplay and inform, enlighten and most importantly, entertain an increasingly global audience.

Moderator: Linda Thorsen Bond, Stephen F. Austin State University

Panelists: Samuel H. Edsall, Western Illinois University

Warren Lewis, California State University, Fullerton

Linda Thorsen Bond, Stephen F. Austin State University

**2:30 PM – 3:45 PM**

**Millennials Say Radio Does Matter? Programming Strategies and the Millennial Audience [Session ID: 1093530]**



Pavilion 1

[Radio & Audio Media | Student Media Advisors]

The radio industry finds itself in a conundrum as it tries to find ways to keep relevant among the fastest growing generation-- the Millennials. So, what can a radio programmer do to reach this fading audience? What is there to know that can help better understand and to reach this audience more effectively? The panel will discuss programming strategies and their use of social media to keep radio more relevant in a Millennials life.

Moderator: David Nelson, University of Central Oklahoma

Panelists: Dave Nourse, University of Nevada @ Las Vegas

Marjorie Yambor, Western Kentucky University

Mark Ramsey, MRM Consultants

Don Connelly, Western Carolina University

Sam Lovato, Colorado State University - Pueblo

**2:30 PM – 3:45 PM**

**The Shift: Media Ethics VS Media Propaganda, Case Study Egypt [Session ID: 1093985]**



Pavilion 2

[International | Law & Policy]

Storytelling rules and ethics in Egyptian local TV channels has become on the edge. Propaganda used to increase viewership became the main stream of media coverage in Egypt. This panel will focus on three topics: the shift in coverage to serve political interest; real case studies of this shift from these TV channels and media law, ethics and policy - an examination of the case.

Moderator: Dalia M. Ashmawi, American University in Cairo

Panelists: Mervat S. Abou Oaf, The American University in Cairo

Hafez M. Mirazi, The American University in Cairo

**2:30 PM – 3:45 PM****A Conversation with Bruce Rosenblum [Session ID: 1131839]**

Pavilion 3

[All Convention]



Regarded as one of today's most innovative media and entertainment executives, Bruce Rosenblum is currently serving his second term as chairman & CEO of the Academy of Television Arts & Sciences, and was recently president of Legendary Television and Digital Media, the Legendary division charged with producing programming across multiple linear and non-linear on-demand platforms on a global basis, as well as the development of global multi-platform digital distribution opportunities for broadband, mobile and emerging technologies. Rosenblum was responsible for overseeing Legendary's business model for this fast-growing initiative, as the company looks to deploy its signature content across multiple formats and devices.

Rosenblum left an indelible mark on the media industry while serving for 26 years at Warner Bros., the last 14 of which overseeing the entire Warner Bros. portfolio of television businesses, including worldwide production, traditional and digital distribution globally, and broadcasting. With more than two decades at Warner Bros., Rosenblum was widely recognized for leading an unparalleled executive team and defining the company's television business, which, under his watch, consistently contributed half of Warner Bros. Entertainment's yearly profits.

Moderator: Melissa Grego, Consulting Editor, Broadcasting & Cable

**2:30 PM – 3:45 PM****Two-Year/Small Colleges Business Meeting [Session ID: 1120428]**

Pavilion 9

[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: Thomas McDonnell, Metropolitan Community College

Vice-Chair: Donna L. Gough, Clafin University

Membership Chair: Troy L. Hunt, Northwest College

Secretary/Web Manager: Shane Tilton, Ohio Northern University

Festival co-Chair: Brian Shelton, Harper College

Festival co-Chair: Robert Mott, York College of Pennsylvania

**2:30 PM – 3:45 PM****ALPs and ACIs - Becoming an Avid Learning Partner [Session ID: 1092810]**

Pavilion 10

[Production Aesthetics &amp; Criticism]

Avid's Learning Partner program allows high schools, colleges, and universities to certify students in media post production software such as Media Composer, Protocols, and Newscutter. In this panel, professors and department chairs will discuss the impact and challenges becoming an ALP has had on their curriculum and students. Andy Cook, head of the Avid Learning Partner program will be on hand to discuss the ins and outs of the program.

Moderator: Jennifer Meadows, California State University, Chico

Panelists: Andy Cook, Avid

Rebecca Ormond, California State University - Chico

Janaki Cedanna, Arizona State University



**2:30 PM – 3:45 PM**

**Freedom of Information Laws and Newsrooms: Digital Mining Tools for News Content Sharing Networks**  
[Session ID: 1093493]

Ballroom F

[News | International]

Content moves swiftly across ever-evolving internet platforms, and educational transnational content partnerships are vital to develop a media education system supporting the continued pursue of content as king. Digital mining tools empower newsrooms with data made readily available to us by the Freedom of Information Act (FOIA). Today, Latin American countries are emulating FOIA and enacting laws that will help fight corruption and cronyism. In a globalized world with intertwined economies, journalism depends on a global approach to local problems via virtual environments.

Moderator: Julian Rodriguez, University of Texas – Arlington

Panelists: Katie Coronado, University of Central Florida

Jairo Becerra, Catholic University of Colombia

German Ortegon, Pontifical Xaverian University

**2:30 PM – 3:45 PM**

**It's in the Game: Sports Video Games in Higher Education** [Session ID: 1093632]



Ballroom G

[Interactive Media and Emerging Technologies | Sports]

Sports video games represent a successful genre that has become extremely popular worldwide. This panel will examine a variety of pedagogical and theoretical perspectives and topics, using sports video games as a means to discuss issues ranging from mass media economics, to political economy, to game theory in a contemporary light.

Moderator: Craig A. Stark, Susquehanna University

Panelists: Craig A. Stark, Susquehanna University; *Player or owner?: The Continuing Creep of Ownership in Madden*

Jamie Litty, University of North Carolina - Pembroke; *Sports Video Games in Your Mass Communication Courses*

**4:00 PM – 5:15 PM**

**Using Certification Curriculum and Materials in Undergraduate Classes** [Session ID: 1093668]



Conference Room 1/2

[Curriculum, Assessment and Administration]

Most technology companies, including Avid, Adobe, and Apple, have training divisions that create course content to prepare users for their professional certifications. The materials are typically designed for the working professional, comprised of full days of training. But with some improvisation and imagination, they can be integrated into traditional semester-long undergraduate classes. A professional certificate can be a powerful motivational force for undergraduate production students.

Moderator: Jeff Bass, Marist College

Panelists: Brent Simonds, Illinois State University

Robert Racine, Loyola University New Orleans

Tim Sorel, University of Florida

**4:00 PM – 5:15 PM**

**Radio & Audio Media Division Business Meeting** [Session ID: 1114630]

Conference Room 4/5

[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: Scott Patterson, San Francisco State University

Vice-Chair/Paper Competition Chair: Andrew M. Clark, University of Texas – Arlington

Student Festival Chair: Jonathan P. Pluskota, University of Southern Mississippi

Faculty Festival Chair: Andy Curran, University of Cincinnati – Clermont College

Communications: Michael W. Huntsberger, Linfield College

**4:00 PM – 5:15 PM****Breaking the Silence of Visual Politics of War on Terror [Session ID: 1079875]**

Pavilion 1

[International | News]

In recent years, we have been witness to an unprecedented emergence of new forms of visual politics, in particular when it comes to terror, crises, conflicts, and wars. Today, the visible shift from traditional wars into mediatized wars, from traditional reporting into emotional reporting, from traditional entities of parties to movements, and from the sovereign nation state to autonomous spaces, identities and practices, makes such blindness on the part of the academic discipline of visual politics even more marked. In brief, the video is the missile and we can use it to attain any goal. This panel examines the visual media culture of war and terror within the new parameters of globalization. The ubiquitous encounters with violence require a new form of visual literacy that highlights the intersection of the local and the global, & recognizes the ways in which visual technologies, cultural politics of memory and history, national ideologies, and the collusion of journalism practices and militarism intervene in the formation of visual culture of violence. The panel attempts to trace the impact of the visual politics of war that has brought about how enormous emotional powers and human pains. It also provides fresh insights into the reasons for these cruelties, by questioning the accountability of media, politics and the military in fighting terrorism and promoting freedom.

Moderator: Ibrahim M. Saleh, Future University in Egypt

Panelists: Ibrahim M. Saleh, Future University in Egypt & Thomas Knieper, University of Passau, Germany; *The Geopolitics of Visual Representation in News: The Case of Boko Haram*

Noam Lemelshtrich Latar, Sammy Ofer School of Communications, Israel; *Can Robot Journalists Replace Human Journalists in the Coverage of Wars?*

Azmat Rasul, Florida State University; *Elite Perceptions: The War on Terror in Afghanistan*

Rasem Mohamed Al-Gammal, Cairo University, Egypt, Eman Mohamed Soliman, Cairo University, Egypt & Heba Ahmed Morsy, Cairo University, Egypt; *Media, Culture, and Power in Risk Society: The Case of Egypt*

Maria Teresa Nicolás, Universidad Panamerica, Mexico; *Peace Journalism in Iberoamérica: Mexican and Spanish Newspaper Coverage of Conflict*

Sathya Prakash Elavarthi, University of Hyderabad, India; *News Media Economy in Post-Liberal India: Narratives of Nation, Region and Power in Neo-liberal Times*

**4:00 PM – 5:15 PM****The Uneasy Relationship Between Sports and Gambling [Session ID: 1079376]**

Pavilion 2

[Sports]

The multi-billion dollar sports gambling industry has often come under attack for fostering an environment that encourages point-shaving or game fixing. The gambling industry counters that gambling on sporting events would take place even if legalized sports gambling didn't exist. The oversight from Nevada's sports books and related industries helps prevent much of the illegal activity. This panel of professionals will give attendees an inside look at the Nevada sports gambling industry and discuss the role of the media, especially in the area of college sports.

Moderator: Max Roy Utsler, University of Kansas

Panelists: Benjie Cherniak, CEO, Don Best; *Sports Handicapping Company*

Vincent Magliulo, Vice President Corporate Relations, Gaughan Gaming

Daniel Shapiro, Director of Business Development, William Hill; *International Handicapping and Sports Betting Company*

Jim Livengood, former athletic director at the University of Arizona and UNLV and former chair of the NCAA Basketball Committee

**4:00 PM – 5:15 PM**

**Converting Media Content into Revenue – Exploring Pedagogical Approaches to Teaching Content Value and Media ROI [Session ID: 1093680]**



Pavilion 3

[Management, Marketing and Programming | Interactive Media and Emerging Technologies]

Content is king and digital technologies have changed the economics of media management. It is imperative for aspiring communication professionals to understand how to create, measure, and optimize audience value with their content from both industry and individual perspectives. But how does one effectively teach it? How does one implement it in a way that engages their students in the means of being entrepreneurial? Panelists will discuss how they surmounted these pedagogical challenges.

Moderator: Stephen Marshall, East Tennessee State University

Panelists: Augie Grant, University of South Carolina

Karen Freberg, University of Louisville

Amy Jo Coffey, University of Florida

**4:00 PM – 5:15 PM**

**Voices from the Shadow: The Intersection of Social Media, Storytelling & Power [Session ID: 1093929]**



Pavilion 9

[Interactive Media and Emerging Technologies | Research]

Over a decade of living with social media technologies have made many question its potential as a great power equalizer. This panel examines case studies across various societal institutions, including broadcast media, business, journalism, education, and human welfare to better understand how underprivileged groups utilize the medium to reverse patterns of inequity. Specifically, panelists will explore best practices of achieving voice through social media storytelling.

Moderator: Philip A. Thompson, West Chester University

Panelists: L. Meghan Mahoney, Ola Kopacz, & Bessie Lawton, West Chester University of Pennsylvania; *Visual Crisis Communication: Exploring the Virality of Social Media Compassion for #KiyiVuranInsanlik*

Janie Henderson, Ohio University; *E-Learning 2.0: How Seelio encourages a digital-work "safe-space" for student participation*

Skye Cooley, Mississippi State University, Ethan Stokes, University of Alabama & Chase Jackson, Michigan State University; *Russia and Baltics: News Media and Social Media Conversations on Russian Involvement in Latvia, Lithuania, and Estonia*

Matt Kaiser, Ohio University; *Establishing a Voice in Appalachia: The Social Media Strategy for a Commercial Country Radio Station in West Virginia*

Tang Tang, University of Akron; *#SocialCommerce: Examining Best Practices for Social Media Business Models*

**4:00 PM – 5:15 PM**

**Conversations with Eric Gardner, Executive Producer, "The Shaws of Sunset" [Session ID: 1093813]**



Pavilion 10

[Production Aesthetics & Criticism | Documentary]

Eric Gardner is currently executive producer of the unscripted TV show "The Shaws of Sunset". Eric has a varied background in many aspects of film and television. A graduate of USC's School of Cinematic Arts (MFA) and Columbia University in New York (BA), Eric has also worked as co-executive producer of the unscripted "Dating in the Dark" and served as an editor on the iconographic "Survivor" for a number of seasons. Join Gardner for a discussion on what it takes to develop a career in reality TV.

Presenter: Eric Gardner, Ryan Seacrest Productions; "How Does a Film School Education Help With a Career in Reality TV?"

**4:00 PM – 5:15 PM**

**Making it on TV with Style and Dignity: The "Look" That Will Get You a Job [Session ID: 1093952]**



Pavilion 11

[News]

The line between looking "professional" and looking "hot" has blurred. Will how you dress on your resume reel affect your ability to get a job? The variables: morning or evening shows, geographical area of the country, the person's physical characteristics, and more. Does a man's attire matter at all? News Directors from around the country tell us what they're looking for and what their consultants say. Some of them will be with us to answer questions.

Moderator: Mary Blue, Tulane University

Panelists: Nancy MacKenzie Dupont, University of Mississippi

Dana Rosengard, Quinnipiac University

**4:00 PM – 5:15 PM****Historical & Documentary Research Mentorship Workshop [Session ID: 1093951]**

Ballroom F

[Documentary | History]

This experimental session is designed to help assistant professors, graduate students, and attendees advance research/production ideas to fruition as peer-reviewed conference papers, journal articles, or creative projects. Attendees will present Research-In-Progress briefs to the Response Panelists for comment and questions. The moderator will then pair presenters with a “response panelist” for a strategy discussion. Each presenter will leave the workshop with suggestions for refining the topic or question, finding appropriate sources, and targets for peer-reviewed outlets.

Moderator: Fritz J. Messere, SUNY - Oswego

Presenters:

**Documentary Research in Progress**

Gino Canella, University of Colorado Boulder, *Social Movement Documentary Practices: Storytelling, Organizing and Distribution*, concerning Denver’s Black Lives Matter 5280 initiative for social justice.

Fokiya Akhtar & Ian Michael, Zayed University-Dubai, United Arab Emirates, *Boys from Veperay*, which traces the Irish migration to India during the Great Famine of 1845-1852, focusing on the family of John Footman.

Jeff Hammond, Metropolitan State University of Denver; *The Analog Renaissance*, on renewed interest in analog recorded music for vinyl LPs and a resurgence in Super 8 film projects, including social/psychological trends related to “old” media.

**Documentary/Journal Research in Progress**

Geri Alomit Zeldes, Michigan State University, *Hubert, His Story*, video-animation documentary of Hubert Roberts, Flint, Michigan resident who served 15 years in prison, where he read history to fellow inmates, and who teaches black teens about cultural traditions and trends. Their Histories, is an investigation by three individuals who represent Asian, Arab, and Hispanic communities.

**Documentary Journal Article Research in Progress**

Julia Largent, Bowling Green State University, *Audience/Social Media Interactions to the IFC Series Documentary Now*, based on survey analysis, including differences in satire vs. reverence for classic documentary media.

Olivia Samerdyke, Bowling Green State University, *The OSS Field Photographic Unit and Origins of American Film and Television Documentary Practices*, a narrative-analytical history of John Ford, Stuart Schulberg, and others’ influences on the origins of documentary practices.

Respondents: Ralph Beliveau, University of Oklahoma

Louise Benjamin, Kansas State University

Evan Johnson, Normandale Community College

Dan Kimbrough, Misericordia University

Ed Youngblood, Auburn University

Thomas Mascaro, Bowling Green State University

WORKSHOP

MONDAY

**5:00 PM – 5:30 PM****The BEA Best of Festival King Foundation Awards - Photos & Cocktails [Session ID: 11318488]**

Ballroom C

[All Convention]

Before you grab a seat at this year’s BEA Best of Festival King Foundation Awards (starting promptly at 5:30 PM this year), grab a drink and take pictures of this year’s award winners.

SPECIAL EVENT

**5:30 PM – 7:30 PM**

**The BEA Best of Festival King Foundation Awards Ceremony [Session ID: 1131848]**

Ballroom C  
[All Convention]



CHARLES &  
LUCILLE KING  
FAMILY  
FOUNDATION  
(a 501(c)(3) non-profit corporation)

An exhibition of the top juried creative works of faculty and students in the 2016 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. Have a seat in Ballroom C and enjoy light pre-dinner refreshments and cocktail snacks as you watch the 2016 winners accept their awards. 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.

Sponsored by: The Charles and Lucille King Family Foundation  
Festival Chair: Lowell A. Briggs, York College of Pennsylvania  
Festival Creative Director: Glenn Hubbard, East Carolina University  
Festival Producer: Iveta Imre, Western Carolina University

**Faculty Audio Competition**

Geri Alunit Zeldes, April Van Buren, WKAR Radio, and School of Journalism, Michigan State University; *The Living History Project* (Long-Form Production)

**Student Audio Competition**

Jennifer Johnson, Southern Illinois University – Carbondale; *Camp Giant City - Panthers* (Comedy or Drama)

**Faculty Documentary Competition**

John C.P. Goheen, Loyola University Chicago; *The Fence of the Bear* (Short Form Video or Film Documentary)

**Student Documentary Competition**

Megan Rakoczy, Elizabeth Ruiz & Weston Dockter, Colorado State University; *Bean to Bar: Chocolate Unwrapped* (Short Form Video or Film Documentary)

**Faculty Interactive Multimedia Competition**

Joel Beeson, West Virginia University & Emily Pelland, Morgan State University; *Fractured Tour: An Immersive VR Tour of Selma's Divides* (Entertainment & Emerging Technologies)

**Student Interactive Multimedia Competition**

Kayli Kunkel, Drake University; *Urban Plains* (Large Team)

**Faculty News Competition**

David Chanatry, Utica College; *Seneca Lake Blockade* (Radio Hard News Reporting)

**Student News Competition**

Nicky Ouellet, University of Montana; *An 80's Cover Band with Global Dreams* (Radio Feature Reporting)

Daniel Hamburg, Michigan State University; *You Couldn't Pay Me Enough* (Television Feature Reporting)

Emilio Ramos De Jesus, Danielle Maroney & Sarah Rudlang, St. Cloud State University; *UTVS News* (Television Newscast Airing 4 or 5 days per week)

**Faculty Scriptwriting Competition**

Daniel C. Walsh, Appalachian State University; *The Saint of Savannah* (Feature/TV Hour)

**Student Scriptwriting Competition**

Becca Thompson, Missouri State University; *When the Morning Comes* (Short Subject)

**Faculty Sports Competition**

Michael Bruce, University of Alabama; *TideSports.com TV* (TV Sports Event Direction and Production)

**Student Sports Competition**

Ricky Lasser & Karen Tang, University of Maryland; *ViewFinder: ParaCommandos* (TV Sports Story/Feature)

**Student 2-Year/Small College Competition**

Sam Senser & Jake Bruce, Metropolitan Community College; *The Adventures of Vanman and Truckboy* (Video/Broadcast Production)

**Faculty Video Competition**

Lance Clark, Huntington University; *The Gift of Hope* (Narrative)

**Student Video Competition**

Anthony Williams, Kansas State University; *Maize Mosaic Virus* (Instructional/Educational)

Xavier Burgin, Jenna Cavelle & Jacob Eben, USC School of Cinematic Arts; *Olde E* (Narrative)

SPECIAL EVENT

MONDAY



**7:30 AM – 5:30 PM****BEA2016 Convention Registration [Session ID: 1138008]**

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 BEA convention program.

**7:30 AM – 8:45 AM****BEA's "Collective" District Meetings & Newcomers Welcome Breakfast [Session ID: 1011732]**

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 2015, and what's ahead for 2016. 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.

**District 1 Meeting, Pavilion 1**

Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island &amp; Vermont

District 1 Representative: Gregory Bray, SUNY - New Paltz

**District 2 Meeting, Pavilion 2**

Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina &amp; Tennessee

District 2 Representative: Vic Costello, Elon University

**District 3 Meeting, Pavilion 3**

Kentucky, Maryland, Michigan, Ohio, Pennsylvania, Virginia, Washington, DC &amp; West Virginia

District 3 Representative: Stacey O. Irwin, Millersville University of Pennsylvania

**District 4 Meeting, Pavilion 9**

Illinois, Indiana, Iowa, Minnesota, Nebraska, North Dakota, South Dakota &amp; Wisconsin

District 4 Representative: Susan Smith, Ball State University

**District 5 Meeting, Pavilion 10**

Arkansas, Kansas, Louisiana, Missouri, New Mexico, Oklahoma &amp; Texas

District 5 Representative: Tony DeMars, Texas A&amp;M University at Commerce

**District 6 Meeting, Pavilion 11**

Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, Oregon, Utah, Washington &amp; Wyoming

District 6 Representative: Kim Zarkin, Westminster College - Salt Lake City

**District 7 Meeting, Ballroom F**

All two-year schools in the United States

District 7 Representative: James Crandall, Aims Community College

**District 8 Meeting, Ballroom G**

All international members

District 8 Representative: Kim Fox, American University in Cairo

## 8:45 AM – 10:00 AM

### Faculty Research-in-Progress - Poster Presentations I [Session ID: 1135240]



Events in the BEA Exhibit Hall

[Research]

Join us for the Faculty Research-in-Progress Presentations.

Research Division Chair: Thomas Baggerman, Point Park University

***Real or Random: The Relationship between Film School Rankings, Academic Structure, and Curricular Design of Production Programs***

Michael C. Smith, Pepperdine University; Kristiina Hackel, California State University - Los Angeles

***The Oklahoma City bombing: Journalistic trauma and regret***

Desiree Hill, University of Central Oklahoma

***The content of their 140 characters: An analysis of Twitter usage by television news anchors and reporters***

Christine Eschenfelder, Middle Tennessee State University

***Traditional Media, Free Press and New Technology: Zambia Transitions***

Gregory Pitts, Middle Tennessee State University; Twange Kasoma, Radford University

***Uses and Gratifications for Video-on-demand Services (VOD) in Korean MVPD Industry***

Sangho Seo, Konkuk University

***Virtual collaboration using self-created avatar in classroom to combat school bullying by empowering K-12 students***

Youjeong Kim, New York Institute of Technology; Carol Dahir, New York Institute of Technology

## 9:00 AM – 6:30 PM

### What's Happening in the BEA Exhibit Hall on Tuesday? [Session ID: 1165011]

BEA Exhibit Hall

#### 9:00 AM – 5:00 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 BEA2016 Exhibit Hall Lounge.

#### 8:45 AM – 2:45 PM

#### Research @ the BEA2016 Exhibit Hall: Faculty & Student Research-in-Progress

BEA introduces the next generation of research presentations with this non-poster poster session. Special thanks to LG for providing BEA with the opportunity to take research presentations to the next level.

8:45 AM – 10:00 AM - Faculty Research-in-Progress - Poster Presentations I

10:15 AM – 11:30 AM - Student Research-in-Progress - Poster Presentations I

11:45 AM – 1:00 PM - Faculty Research-in-Progress - Poster Presentations II

1:30 PM – 2:45 PM - Student Research-in-Progress - Poster Presentations II

#### 11:45 AM – 1:00 PM

#### Applying for BEA Scholarships @ the BEA Booth

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

## 9:00 AM – 10:15 AM

### The Image of the Broadcast Journalist in Popular Culture [Session ID: 1071873]



Conference Room 1/2

[History | Gender & Sexuality]

The image of the broadcast journalist in popular culture is one that builds on the worst characteristics of real-life TV journalists seen on live television news and exaggerates that portrayal into one of the most ridiculed figures in journalism today. Of all the images of the journalists in popular culture, the broadcast journalist is the most negatively portrayed time and again. This panel will explore that image detail. Panel moderator-discussant Joe Saltzman, director of the Image of the Journalist in Popular Culture (IJPC) will produce a 15-minute video of film and television clips featuring the image of the broadcast journalist.

Moderator: Joe Saltzman, University of Southern California – Annenberg

Panelists: Sammye Johnson, Trinity University

Matthew C. Ehrlich, University of Illinois @ Urbana-Champaign

**9:00 AM – 10:15 AM****Council of Past Presidents [Session ID: 1131845]**

Conference Room 3

BEA past presidents meet to discuss key issues and strategic planning and development regarding the association.

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

SPOTLIGHT: CONTENT IS KING

**9:00 AM – 10:15 AM****Don't miss our next thrilling episode! [Session ID: 1077283]**

Conference Room 4/5

[Two-Year/Small Colleges]

This session will examine the rise of serialization storytelling and the need to teach serial writing and producing in our classes.

Moderator: Troy L. Hunt, Northwest College

Panelists: Jay Mims, Claflin University

Kellie Sapp, Aims Community College

**9:00 AM – 10:15 AM****Implications of Calling an Amazon "Amazeballs": The Changing Role of Women in Sci-Fi, Fantasy, Horror, and Superhero Films and Televisual Storytelling [Session ID: 1093599]**

Pavilion 1

[Gender &amp; Sexuality]

Damsels, wenches, witches, scream-queens, and slave-girls; once upon a time, a woman's role in a fantastic genre story was limited to a list like this. But today, the women are becoming the heroes, the saviors, and the champions. This panel seeks to promote discussion of prevalent and controversial issues related to the way gender is depicted in films and television in the fantastic genres, and how and why these roles have changed in recent years.

Moderator: Roger Allman, Central Michigan University

Panelist: Patricia Williamson, Central Michigan University

**9:00 AM – 10:15 AM****#BlackLivesMatter and #LivesMatter: Lessons from Social Media and Broadcast TV Coverage of Charleston Shootings, Sandra Bland's death and the McKinney Pool Party Incident in Texas [Session ID: 1093533]**

Pavilion 2

[Research]

This panel will be roundtable discussion about research related to social media and TV coverage of three major events involving police and race from 2015. The panel will examine social media and broadcast coverage of these three major news events from the summer of 2015, and compare it with the cultural conversation of Black users throughout the country.

Moderator: Dorothy Bland, University of North Texas

Panelists: Meredith Clark, University of North Texas

Jo Ann Livingston, University of North Texas

Benjamin Davis, California State University, Northridge

TUESDAY

**9:00 AM – 10:15 AM****Sports Biggest Taboo [Session ID: 1093833]**

Pavilion 3

[Sports]

The sports world is always changing and while certain boundaries and barriers are being knocked down, there are some issues that cause the media to explode. This panel will explore what are the biggest aspects of sport and society that still cause controversy, including but not limited to race, gender, sexuality, and religion. Participants will also discuss how this impacts teaching students in the classroom.

Moderator: Matthew Harmon, Monmouth University

Panelists: Maggie McGraw Mayes, Central Michigan University

Andy Curran, University of Cincinnati - Clermont College

Cynthia A. Cooper, Towson University; *Ray Rice and the NFL's Evolving Domestic Abuse Narrative; A Baltimore Ravens Case Study*

**9:00 AM – 10:15 AM****Interactive? Social? or just a Documentary? Transmedia Non-fictional Storytelling [Session ID: 1093865]**

Pavilion 9

[Interactive Media and Emerging Technologies| Documentary]

This panel investigates the emerging genre of interactive, social media documentary where users can add content, and thereby become a part of the story.

Moderator: Melissa Lee Price, Zayed University

Panelists: Michael R. Ogden, Zayed University; *Demystifying Transmedia: Creative Approaches to Telling Non-fiction Stories Across Platforms*  
 Julia Largent, Bowling Green State University; *Relationship Between the Producer and the Audience of Nonfiction*  
 Nadia Rahman, Zayed University; *Interactive Emirate Storytelling: Place and Space in UAE Transformation*  
 Dan Kimbrough, Misericordia University; *The 'Producer': our need to share and the rise of social media platforms*  
 Melissa Lee Price, Zayed University; *Teulu, Familyar, Family: Along the Fall Line Road*

**9:00 AM – 10:15 AM****News Division Business Meeting [Session ID: 1114624]**

Pavilion 10

[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:                                         | Mary Blue, Tulane University                         |
| Vice-Chair/Programming:                        | Nancy MacKenzie Dupont, University of Mississippi    |
| Vice-Chair/ Research Paper Competition:        | Lydia Timmins, University of Delaware                |
| Co-Vice Chair, Communication:                  | Julian M. Rodriguez, University of Texas – Arlington |
| Co-Vice Chair, Communication:                  | Kim Fox, The American University in Cairo            |
| Festival Vice Chair:                           | Sara Magee, Loyola University Maryland               |
| Faculty Festival Chair:                        | Kathy Hughes, Elizabethtown College                  |
| Student Festival Hard News Co-Chair:           | Donna Smith, Lyndon State College                    |
| Student Festival Hard News Co-Chair:           | Tom Hallaq, Kansas State University                  |
| Student Festival Feature News Chair:           | Michael Riecke, SUNY- Oswego                         |
| Student Festival Newscast Chair (3 days/less): | Mary T. Rogus, Ohio University                       |
| Student Festival Newscast Chair (4/5 days):    | Bob Gould, Michigan State University                 |
| Student Festival News Talent Chair:            | Herbert Dunmore, Loyola University Maryland          |
| Student Festival Radio News Chair:             | Gina Baleria, San Francisco State University         |
| Festival TV Newsmagazine Chair:                | Iveta Imre, Western Carolina University              |

**9:00 AM – 10:15 AM****Multicultural Studies and Radio & Audio Media Divisions - Top Paper Presentations [Session ID: 1114330]**

Pavilion 11

[Multicultural Studies | Radio &amp; Audio Media]

Please join us as we hear the top papers presented from the Multicultural Studies and the Radio &amp; Audio Media Divisions.

**Multicultural Studies Division**

Vice Chair/Paper Competition Chair: Chetachi A. Egwu

**Debut Category**

1st Place: Christopher Josey, University of Illinois; Travis L. Dixon, University of Illinois @ Urbana-Champaign; *The Obama Effect: A Content Analysis of How News Coverage of America's First African American Presidential Family Affects Coverage of African Americans in News*

**Open Category**

1st Place: Mohammad Hatim Abuljadail, Bowling Green State University & King Abdulaziz University; *Online Communities and its Role in Empowerment and Development Communication*

**Radio & Audio Media Division**

Vice Chair/Paper Competition Chair: Andrew M. Clark, University of Texas - Arlington

**Debut Category**

1st Place: Sonia Bovio, Arizona State University; *NPR: The Business of the Story*

**Open Category**

1st Place: Michael Brown, University of Wyoming; Askhat Yerkinbay, Suleyman Demirel University; Karlyga Myssayeva, Kazakh National University; *Radio and the Development of Kazakh as a National Language*

**9:00 AM – 10:15 AM****Current Issues in Law and Policy [Session ID: 1093648]**

Ballroom F

[Law &amp; 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, a BEA past-president and former deputy general counsel of the National Association of Broadcasters, will moderate the session and pose questions to panelists. Following commentary by the expert panel, session attendees will be able to voice their own questions to the presenters.

Presentation of the BEA Law and Policy Division's Lifetime Achievement Award: Ann West Bobeck

Moderator: Barry D. Umansky, Ball State University

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

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

Howard M. Liberman, Partner, Wilkinson, Barker Knauer, LLP

Stuart N. Brotman, Howard Distinguished Endowed Professor of Media Management and Law University of Tennessee Knoxville, TN

Ann West Bobeck, Washington, DC

**9:00 AM – 10:15 AM****Innovative and Practical Assignments for Teaching Screenwriting [Session ID: 1076966]**

Ballroom G

[Writing | Curriculum, Assessment and Administration]

In this "curriculum swap shop" type panel, experienced professors share their innovative assignments, experiences, and ideas for teaching screenwriting. A wide array of topics are covered including, the use of public domain materials, using archives, capitalizing on online studio resources, developing locations as characters and creating scripts from the "inside out."

Moderator: Evan Kropp, Reinhardt University

Panelists: Joe Fortunato, Arizona State University

Christine Guest, Ithaca College

Warren Lewis, California State University, Fullerton

Matt Mullins, Ball State University



## 10:15 AM – 11:30 AM

### Student Research-in-Progress - Poster Presentations I [Session ID: 1135206]



Events in the BEA Exhibit Hall

[Student Research in Progress Paper Competition]

Join us for the Student Research-in-Progress Presentations.

Research Division Chair: Thomas Baggerman, Point Park University

***"Nobody can #DragMeDown": An analysis of the One Direction fandom's use of Twitter as a successful promotional tool***

Nicole Santero, University of Nevada, Las Vegas

***3D Sound & the Consumer Market: Are consumers really ready for the "next-gen" audio products?***

Crystal Williams, Syracuse University

***An Aerial Eyewitness***

Nick Homburg, Kansas State University

***Broadcast Yourself: Exploring Racial and Gender Diversity on Streamy-Nominated YouTube Vlogs***

Michele Meyer, Syracuse University; Juan Kuang, Syracuse University; Annette Masterson, Syracuse University

***Considering Social Capital and U.S. Social Media Use in the International Student Experience***

Brandon T. Sweitzer, Ohio University

***Do you like me? A dramaturgical look at Chick-fil-A's Facebook presence***

Hailey Lynn Sweitzer, Ohio University

***Game on: Targeting the young demographic with Virtual reality and Gamification in news***

Neha Sethi, Syracuse University; Tai Ying Chi, Syracuse University

***How Happy is Happily Ever After?: Disney Princesses in the Media***

Amanda Finney, Newhouse School of Communication at Syracuse University; Shananu Anan, Syracuse University; Meng Fu, Syracuse University; Lawrence Hudson, Syracuse University

## 10:30 AM – 11:45 AM

### International Experiential Learning Development in Theory and Practice [Session ID: 1093903]



Conference Room 1/2

[International]

This panel will discuss experiential learning abroad, both in theory and practice. The focus will be on course design, evaluation metrics and the integration of experiential learning into the on-campus curriculum. Case studies from Europe and Asia will be examined, along with a range of experiential learning topics in media and journalism education.

Moderator: Stuart Brotman, University of Tennessee @ Knoxville

Panelists: Richard Roth, Northwestern University

Miriam Berg, Northwestern University

## 10:30 AM – 11:45 AM

### Whoever Said "You HAVE to See It To Believe It" Should Know: Storytelling Through Audio is the GOAT (Greatest Of All Times)! [Session ID: 1093441]



Conference Room 4/5

[Radio & Audio Media | Production Aesthetics & Criticism]

Great storytelling is expected, from freelancer to seasoned reporters. One medium that still reigns supreme in telling stories to the masses using sound is radio. Teaching how to tell stories that reach the heart and mind through the ear isn't a lost art. With podcasting's resurgence, the popularity of public radio, it's imperative compelling stories be told through sound. Once taught, stories can be shared across the Internet in an easy and simple way. The "Theater of the Mind," an oldie but goodie where content truly is still king.

Moderator: Patricia F. Sanders, University of North Alabama

Panelists: Terry J. Heifetz, Ball State University

Terry Likes, Tennessee State University

Heather Polinsky, Central Michigan University

Sonja D. Williams, Howard University

**10:30 AM – 11:45 AM****Using Sports as a Way to Integrate Broadcasting with Advertising and Public Relations [Session ID: 1093713]**

Pavilion 1

[Sports]

Without questions sports is becoming a popular major or area of emphasis in journalism programs. Finding areas of crossover for majors can sometimes be tough for programs looking to be integrated. UNL has found a way to incorporate journalistic storytelling with the storytelling of Advertising and Public Relations. It involves an annual state sporting event that takes place every summer. And it's a great way to develop strong partnerships in the community and help with recruiting.

Moderator: Jerry Renaud, University of Nebraska @ Lincoln

Panelists: Bernard R. McCoy, University of Nebraska @ Lincoln

Sheri Sallee, University of Nebraska-Lincoln

Adam Wagler, University of Nebraska-Lincoln;

**10:30 AM – 11:45 AM****The King is Dead (but he's getting better!) [Session ID: 1093807]**

Pavilion 2

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

Final Cut Pro X took a beating 4 years ago when it was released, but it's now ready for prime time. Are you using it? Some networks now use it exclusively for news, narrative & reality. Will Smith's feature film "Focus" used the multicam capability to edit 95% of the movie. Mike Matzdorff, the assistant editor of that film and author of "Final Cut Pro X Workflow," will discuss how the application contributed to the success of the film.

Moderator: Rick Allen Lippert, Oklahoma City Community College

Panelists: Brent Simonds, Illinois State University

Mike Matzdorff, Freelance Editor

**10:30 AM – 11:45 AM****TV Academy Foundation Presents: Coffee With...Jonathan Murray [Session ID: 1131840]**

Pavilion 3

[All Convention]



Widely credited with helping to usher in the modern reality television genre with his late partner Mary-Ellis Bunim, Jonathan Murray continues to inspire, influence and entertain television audiences worldwide. Since the launch of *The Real World* on MTV in 1992, Murray has created and executive produced some of the industry's most innovative, unscripted, entertainment television programs. Most recently he Executive Produced A&E's acclaimed series, *Born This Way*, about young adults with Down Syndrome and their families. *Besides The Real World*, which is in its 31st season, Murray has executive produced: *Project Runway*, *Project Runway All Stars*, *Keeping Up With The Kardashians*, *Total Divas*, *Road Rules*, *The Challenge*, *The Simple Life*, *Starting Over* (Emmy Award), and *Making the Band*, as well as the feature film *The Real Cancun*, the television movie, *Pedro*, and the documentaries, *Autism: The Musical* (Emmy Award), *Shadow Billionaire*, *Valentine Road*, and the upcoming *They Call Us Monsters*, slated for release in 2016.

Host: Jenni Matz, Senior Producer, Archive of American Television

## 10:30 AM – 11:45 AM

### Interactive Media & Emerging Technologies Division - Top Paper Presentations [Session ID: 1114322]



Pavilion 9

[Interactive Media and Emerging Technologies]

Please join us as we hear the top papers presented from the Interactive Media & Emerging Technologies Division.

Vice Chair/Paper Competition Chair: Heather Starr Fiedler, Point Park University

#### Debut Paper Competition

1st Place: Trisha T. C. Lin, Nanyang Technological University; Yonggang Wen, Nanyang Technological University & Yean Jean Thong, Nanyang Technological University; *Understanding user experiences of a multiscreen social TV system: A mix-method study*

2nd Place: Beom JunBae, Georgia Southern University & Yong JeongYi, Sungkyunkwan University; *What Content Do Askers Want on Social Q & A?: User Preferences of Answers about STDs*

#### Open Paper Competition

1st Place: Giselle Auger, Duquesne University & Charlie Gee, Duquesne University; Zeynep Tanes-Ehle, Duquesne University; *Mostly credible and transparent: Audience perceptions of news stories produced with traditional and multiplatform newsgathering technologies*

2nd Place: Xiaoqun Zhang, University of North Texas; *Exploring the Patterns and Determinants of Global Mobile Divide*

Respondent: Gerald Fisher, Biola University

## 10:30 AM – 11:45 AM

### Dual Enrollment: Double the Challenge [Session ID: 1077286]

Pavilion 10

[Two-Year/Small Colleges]

Two-year colleges are entering into more and more articulation agreements with area high schools to build enrollment and a stronger pipeline from the high school to the local community college. Community Colleges are opening points of access via dual enrollment classes in the high school (where the high school teacher teaches college course content and the community college grants credit), career academies (where high school students come to the local community college to get a head start on college course work, and 2+2+2 programs where high schools, community colleges and four-year colleges establish articulation agreements. Are these programs working and how do we ensure academic rigor?

Moderator: Evan C. Wirig, Grossmont College

Panelists: Gwin Faulconer-Lippert, Oklahoma City Community College

Brian Shelton, Harper College

Thomas McDonnell, Metropolitan Community College

## 10:30 AM – 11:45 AM

### An Open Source Documentary Journal: A Place for Scholarship, Review, and Tools [Session ID: 1093774]



Pavilion 11

[Documentary]

This panel will have a discussion about the needs and potential for affiliating the division with a new open source journal, tentatively titled "The Documentary and Non-fiction Media Studies Journal." This panel will discuss ways of affiliating with and administering the journal, in conjunction with the Documentary Division of BEA. Is there a place for such a journal? What is the best way for it to integrate with the division?

Moderator: Ralph Beliveau, University of Oklahoma

Panelists: Thomas Mascaro, Bowling Green State University

Choonghee Han, Hope College

Jes Therkelsen, California State University - Fresno

**10:30 AM – 11:45 AM****BEA2016 Podium Session: That's the Way of the World: Fifty years after the Kerner Report and the continued dominance of whiteness in media****Dwight E. Brooks, Lawrence Herbert School of Communication, Hofstra University [Session ID: 1180020]**

Ballroom F

[Multicultural | History]



In 1967, President Lyndon Johnson responded to urban disturbances in several U.S. cities by convening an investigatory commission to examine conditions leading up to the unrest. The Kerner Report underscored how institutional and explicit anti-black racism, police brutality, concentrated poverty, and political disenfranchisement merged to generate civil disorder across the nation. The report also strongly criticized major media's poor coverage of urban the uprisings, warning that a "significant imbalance" between reality and news reports of the riots was exacerbating the schism between the country's "two societies, one black, one white—separate and unequal." The report concluded: "Along with the country as a whole, the press has too long basked in a white world, looking out of it, if at all, with white men's eyes and a white perspective."

In the last two years, as America has endured civil unrest in Ferguson, MO, Baltimore, MD, and elsewhere, it appears that little has changed in media representations of race, gender and power.

This presentation considers how recent media events in popular culture demonstrate that fifty years after Kerner, white perspectives continue to dominate our media culture and society—which in turn, shape both our understanding of race and representations of Blackness. Using conceptual frameworks of Critical Race Theory and whiteness studies, the presentation examines mediated performances from this year's Super Bowl and Grammy Awards. Using an participatory approach, the presentation will allow for audience interaction on a range of contemporary issues in race, gender and media.

Dr. Dwight Brooks (Ph.D., University of Iowa) is Vice Dean of the Lawrence Herbert School of Communication at Hofstra University. Prior to coming to Hofstra in 2015, Brooks was professor and director of the School of Journalism at Middle Tennessee State University, where he led the transition from a print to multimedia program. He has also held positions at Jackson State University, the University of Georgia, Indiana University, Bloomington, and Illinois State University. His teaching and research interests include media representations of race, class and gender and media literacy. His work has been published in *Journalism & Communication Monographs*, the *Howard Journal of Communications*, the *Journal of Radio Studies*, and *Journalism and Mass Communication Educator* among others.

Introduction by: Louise Benjamin, Kansas State University

**10:30 AM – 11:45 AM****Critique: Learning to Love Being Told When You're Wrong [Session ID: 1093797]**

Ballroom G

[News]

One thing professional news crews can't escape is critique. Sometimes it's constructive and gentle, many times it's blunt and harsh. Students who want to enter this industry may not have been in the latter situation often. How do you get to the point where you don't merely endure critique, but welcome it as part of your learning? Hear from former professionals who now teach broadcast news and learn how to accept feedback, even when it's tough.

Moderator: Chad Curtis, Brigham Young University

Panelists: Nancy MacKenzie Dupont, University of Mississippi

Nkoyo Iyamba, Brigham Young University

**11:45 AM – 1:00 PM**

**Faculty Research-in-Progress - Poster Presentations II [Session ID: 1135233]**



Events in the BEA Exhibit Hall

[Research]

Join us for the Faculty Research-in-Progress Presentations.

Research Division Chair: Thomas Baggerman, Point Park University

***An Epitaph in 140 Characters: A Uses and Gratifications Perspective of Twitter Use Following the Roanoke Shootings***

Gretchen Dworznik, Kent State University; Rekah Sharma, Kent State University

***Big Pharma & Bigwig Bloggers: The David and Goliath of Health Communication in the Digital Age***

Patrick File, University of Nevada

***Considering the Video Essay: An Experiment in Transitioning Scholarship From Traditional Text to New Media***

Joseph Kraemer, Towson University

***Digital Distractions in the Classroom Phase II: Student Classroom Use of Digital Devices for Non-Class Related Purposes***

Bernard R. McCoy, University of Nebraska @ Lincoln

***East versus West: An Examination of Geographic Bias on Sports Networks' Flagship Highlight Shows***

Miles Romney, University of South Carolina; Rich Johnson, Creighton University

***Examination of the Correlation of Online Content Strategy and Enrollment and Retention of the Tennessee Board of Regents University System***

Todd O'Neill, Middle Tennessee State University

***Expressing hatred or empowerment using the n word in social TV***

Fiona Chew, Syracuse University & Neil Yuqian Ni, Syracuse University

***Are Hate Crimes Dangerous or an Educational Tool? The Portrayal of Muslim Students in Newspapers and Magazines***

Kelly vanFrankenhuyzen, Michigan State University (Student Research in Progress)

**11:45 AM – 1:00 PM**

**Applying for BEA Scholarships @ the BEA Booth [Session ID: 118530]**

Events in the BEA Exhibit Hall

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

**12:15 PM – 1:30 PM**

**Right Kid, Right Seat [Session ID: 1077285]**



Conference Room 1/2

[Two-Year/Small Colleges]

This panel will focus on recruitment of both traditional and non-traditional students. Panelists will discuss how best to work with your own admissions staff to help tell the story of your department, how best to present your program to the high schools in your service area, how to get your program profile elevated both inside and outside of your institution, and how to ensure your program is telling a relevant story to potential students.

Moderator: Brian Wheeler, Pike's Peak Community College

Panelists: Tyler Hindman, J. Everett Light Career Center

Lisa Dale-Press, Tolles Career & Technical Center

Sheila McFarland, City College of San Francisco

Bianca Crawford, Claflin University

Neil Roberts, Minot State University



**12:15 PM – 1:30 PM****Global Media in Transition: What's Old is New Again [Session ID: 1093742]**

Conference Room 4/5

[International]

This panel looks at examples of transitions drawn from a wide array of media types and national settings—romance novels in developing nations, the rise of K-pop culture in Asia, alternative media coverage of opposition demonstrations in Malaysia, costume drama in Britain, and a comparison of Thai and Malaysian blogs. What links these studies is the way that certain issues in global media such as freedom of information persist despite the changing landscape.

Moderator: Drew McDaniel, Ohio University

Panelists: Nuurianti Jalli, Ohio University; *Media During Bersih 4.0: A Study on New Media and Comparative Analysis on News Reports in The Star and The Malaysian Insider*

Quan Xie, Bradley University; *Korean Pop Music from 2005 to 2015: Asianization and Cultural Hybridization in Framing Idol Imageries*

Jennifer Bell, Ohio University; *Trading in Heritage: Selling Bygone Britain*

Kelly Choyke, Ohio University; *Happily Ever After's and Capitalist Fantasy: Harlequin Romances in Post-Socialist and Developing Cultures*

Chalisa Magpanthong, Bangkok University; Drew McDaniel, Ohio University; *Evolving Blogging Trends in Thailand and Malaysia: Changing Themes and Policy Responses*

**12:15 PM – 1:30 PM****Research Division - Top Paper Presentations [Session ID: 1114320]**

Pavilion 1

[Research]

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

Vice Chair/Paper Competition Chair: Lawrence Mullen, University of Nevada @ Las Vegas

**Debut Paper Competition**

1st Place: Andy JKing, Texas Tech University; Nick Carcioppolo, University of Miami; Courtney Scherr, Moffitt Cancer Center; Jakob D.Jensen, University of Utah; *Theorizing Proximity and Velocity when Driving-Toward-a-Goal (DTAG): An Experimental Test of Goal-Oriented Visual Cues for Fundraising Appeals*

2nd Place: Trisha T. C. Lin, Nanyang Technological University; Yi-hsuan Chiang, Shih Hsin University; Kai Khiun Liew, Nanyang Technological University; Yin Leng Theng, Nanyang Technological University; John Robert Razote Bautista, Nanyang Technological University; Winston Teo, Nanyang Technological University; *How sociability and social presence influence viewers' bridging social capital and program loyalty?*

**Open Paper Competition**

1st Place: Allie Kosterich, Rutgers University & Philip Michael Napoli, Rutgers University; *Measuring Fandom: Social TV Analytics and the Integration of Fandom into Television Audience Measurement*

2nd Place: Tara Allard, University of Central Florida; Heidi Bolduc, University of Central Florida; Madison Dutkiewicz, University of Central Florida; Sandy Jean-Claude, University of Central Florida; Kyle Romberg, University of Central Florida; Will Kinnally, University of Central Florida; *Becoming Friends with Television: Analyzing the Influence of Personality on Parasocial Interaction with Television Characters*

**12:15 PM – 1:30 PM****The Conversation with Dick Wiley [Session ID: 1093650]**

Pavilion 2

[Law and 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 BEA2016. His conversation with Barry Umansky, former Deputy General Counsel of the NAB and a BEA past-president, will run the gamut of key legal and policy issues for the Congress, the Courts, FCC regulators, communications industries and the public. Wiley, the recipient of the BEA Law and Policy Division's inaugural "Lifetime Achievement Award" in 2012, also will answer questions from the audience.

Moderator: Barry D. Umansky, Ball State University

Panelist: Richard E. Wiley, Wiley Rein LLP

## 12:15 PM – 1:30 PM

### Storytelling Across Platforms [Session ID: 1093920]



Pavilion 3

[News]

The panel will consist of former journalists who are now teaching journalism and who have extended their courses to teach across platforms, including the wide range of social, mobile, and web-based media outlets. Presentations will include examples, and the panel will conclude with a set of "best practices" for teaching storytelling using all of the platforms available to today's journalists.

Moderator: Jeffrey S. Wilkinson, University of Toledo

Panelists: Bob Gould, Michigan State University

Janet Kolodzy, Emerson College

Laura Smith, University of South Carolina

Diane Guerrazzi, San Jose State University

## 12:15 PM – 1:30 PM

### BEA2016 Ignite [Session ID: 1131846]

Pavilion 9

[All Convention]

We present "BEA Ignite" – where you speakers share their best classroom project/exercise/ideas on teaching - and you take notes. Following the traditional "ignite" format, presenters get 5 minutes and 20 slides to share their passionate teaching idea.

Moderator: B. William Silcock, Arizona State University

Producers: Michael Bruce, University of Alabama

Kenneth A. Fischer, University of Oklahoma

Respondent: Deborah Wilson David, University of Lincoln

#### Presentations:

Chandra Clark, University of Alabama; *Adding New Tabs to Student Portfolios*

Kevin Finch, Washington and Lee University; *Ignite Your Students*

It may sound simple but sometimes the simple things can yield the best results. This is for professors teaching mainly 1st-year students--one question to get the conversation started.

Brent Foster, California State University, Fullerton; *Shh, I just broke the law with my students!*

This Ignite centers on the experience I had teaching a new GoPro/Drone course in Sum15. After 17 years of teaching, this is the 1st time I've had to break the law!

Kim Fox, The American University in Cairo; *Introduction to Teaching Data Journalism*

Data journalism can easily be incorporated into writing and reporting courses by using data sets from campus resources like the annual report.

Jill Goodwin, Colorado State University; *Immerse Students in Current New Media Technology Theory*

Learn the benefits and issues with using new media technologies to build relationships and establish a rapport through active engagement.

Paul T. M. Hemenway, Lamar University; *Personalized Course Objectives to Motivate and Retain Students*

The lit suggests objectives are essential, and that students' own objectives (internal) can be more effective than instructors' objectives (external). Moreover, this is a relatively easy class add (read: This doesn't take much time).

Adam Kuban, Ball State University; *Emphasizing Community Diversity via Transmedia Storytelling*

Robyn Ledbetter, University of Arkansas; *The Course: The Performer in Mass Media*

The assignment is from a performance course I teach. Students record themselves in the whisper room reading part of a documentary film script. They are asked to read it as they think it should sound for the film. We listen and critique them in class.

Simon Perez, Syracuse University; *How to Teach Broadcast Students FLEXIBILITY*

Beginning broadcast students don't like to deviate from the plan they set up in the morning. This exercise teaches them how to be flexible.

Carrie Beth Swanay, Milligan College; *Get Hired or Get Fired! Video Production Course: Peer Assessment Technique*

**12:15 PM – 1:30 PM****Just Get the Shot: Navigating a Changing World of Video Production While Maintaining Standards**  
**[Session ID: 1093876]**

Pavilion 10

[Production Aesthetics &amp; Criticism]

Technological advances change what is possible and who has access to high quality equipment, but do they change what it means to be a good video producer? Professors and industry professionals offer tips and techniques for making good video that stands out from the ever-growing crowd of content creators.

Moderator: Glenn Hubbard, East Carolina University

Panelists: Denae D'Arcy, University of Tennessee @ Knoxville

Kristofer Cook, Portly Pup Productions/Fox Sports 1

Iveta Imre, Western Carolina University

Kala Godwin, East Carolina University

Stefanie Lister, East Carolina University

**12:15 PM – 1:30 PM****Lessons Learned: Tips on Starting a Sports Communications Program** [Session ID: 1093735]

Pavilion 11

[Sports]

The sports industry is growing. Sports Communications programs at colleges and universities are on the rise at the undergraduate and graduate level. This session will feature panelists who have been involved in bringing this type of program to campus. Topics of discussion include curriculum, recruitment, partnerships with other departments or other professional outlets, and job prospects for students.

Moderator: Chris Bacon, University of Kansas

Panelists: Paul F. Gullifor, Bradley University

Barry Gresham, Austin Peay State University

Terry Likes, Tennessee State University

Mark Lodato, Arizona State University.

**12:15 PM – 1:30 PM****The Edges of Broadcast Content and Beyond: Storytelling, Policies, and Diverging from the Norm**  
**[Session ID: 1093898]**

Ballroom F

[History]

Every day broadcasting tends to follow a certain way of presenting narratives. Occasionally these norms are broken. By specifically examining instances in which these norms are broken, this panel seeks to understand how broadcasters create the norm and in crisis, how broadcasters deal with deviations from the norm, and how media represents marginalized groups.

Moderator: Mary Grace Lao, York University

Panelists: Katie O'Connor, York University; *The Mediated Representation of the Criminal and Serial Killer on Television*Mary Grace Lao, York University; *Crisis in Broadcasting: An Examination of the CBC's Response to Jian Ghomeshi*Anne MacLennan, York University and Paul Samuel Moore, Ryerson University; *The Edges of Broadcasting: Storytelling on the Margins*Erica Melamed, York University; *Strange Empire: Presenting Canadian History Through Feminist Discourse*Amanda Oye, York University; *How Policy Guides CBC TV*

12:15 PM – 1:30 PM

**Virtual Worlds, Virtual Reality and Mixed Reality, in Theory and Praxis: Immersive Storytelling & Audience Engagement from Cyberspace [Session ID: 1093955]**



Ballroom G

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

This panel offers a glimpse of research and practices in virtual worlds, virtual realities, and mixed realities as they impact broadcast and related industries. As an onslaught of cyber hype comes our way in terms of promos, headlines, and banter across social media, our panelists offer a glimpse of how our industry will be impacted in undeniable ways in the next five years. At the pinnacle of these threads is storytelling; the technologies might be there, but what will we say? How will our audiences respond? How will storytelling be impacted, and what stories will we tell? Topics cover the research behind augmented and virtual realities (the state of, and effects) as well as some instances already in play including immersive news, virtual production/engineering, and virtual/mixed reality radio.

Moderator: Dhyana Ziegler, Florida A&M University

Panelists: Michael Korpi, Baylor University; *The Quest for Perfect AR and VR*

Jonathan P. Pluskota, University of Southern Mississippi; *Musical Storytelling for the Future: Producing Music and the Potential for Virtual and Augmented Reality in Content Creation and Consumption*

Corey P. Carbonara, Baylor University; Michael Korpi, Baylor University; Daniel M. Shafer, Baylor University; *Improved Virtual Reality Imaging and Gender: Factors Impacting Cybersickness*

Phylis Johnson, Southern Illinois University @ Carbondale; *3D Radio Promotion in Cyberspace: VJs, Podcasters, and Mixed Reality Remotes*

Lindsey Conlin, University of Southern Mississippi; *Immersive Experiences: Virtual Reporting with Empathy & Embodiment*

Respondent: Dhyana Ziegler, Florida A&M University

SPOTLIGHT: CONTENT IS KING

1:30 PM – 2:45 PM

**Student Research-in-Progress - Poster Presentations II [Session ID: 1135229]**



Events in the BEA Exhibit Hall

[Student Research in Progress Paper Competition]

Join us for the Student Research-in-Progress Presentations.

Research Division Chair: Thomas Baggerman, Point Park University

***How Streaming is Changing Our Ways of Viewing Fictional Television***

Tanya MCuadra, Syracuse University; Delaney Lawrence, Syracuse University

***Imbalance in International News Reporting: Analysis of U.S. Media Coverage of Obama's Deployment of Troops to Cameroon to Help Fight 'Boko Haram'***

Pechulano Ngwe Ali, Michigan State University

***Sense of Virtual Brand Community and its Association with Brand Loyalty and Sense of Virtual Community***

Mohammad Abuljadail, Bowling Green State University

***Social Media Effects on Casting Decisions in the Film Industry***

Elisha Catherine McGinnis, Syracuse University; Kelly Stier, Syracuse University; Kaimeng Yang, Syracuse University

***The Ghost of Objectivity in a Post-Objective World: How Local Maine Television Newswriters Perceive Journalistic Norms in a Transitional Era***

Theodora Ruhs, University of Maine

***The portrayals of Asian American women in New York Times***

Chao Yan, Michigan State University

***Violence on television: Surgery or Butchery?***

Alina Abdikarimova, Syracuse University

***"HE COULD. GO. ALL. THE WAY!": An Examination of The Cognitive Processing Behind Play-by-Play Announcers Voice Presentation***

Collin Berke, Texas Tech University

TOP RESEARCH PRESENTATIONS

TUESDAY

**1:45 PM – 3:00 PM****Storytelling without Telling [Session ID: 1093994]**

Conference Room 1/2

[Student Media Advisors]

In this workshop, we're training participants to tell the story through the video, not through the words. We will capitalize on the phrase "a picture worth thousands words" and focus on the techniques in shooting and editing that best tell the story without using narration.

Moderator: Dalia M. Ashmawi, American University in Cairo

**1:45 PM – 3:00 PM****Documentary Division Business Meeting [Session ID: 1114625]**

Conference Room 4/5

[Documentary]

The Documentary Division focuses on scholarship, teaching, and creation of documentaries, and radio-TV-Internet delivery of documentary film/video. We seek to expand international documentary literature and illuminate genres, methods, creators, and interpretative/analytical approaches to documentary. Our members share an appreciation for methods of teaching and producing documentaries, including exhibition. Our goal is to be a nexus for media scholars and critics, faculty, and professionals in documentary fields, as well as other associations, festivals, and broadcast organizations that research, produce, and archive documentaries at international, national, regional, and local levels.

Chair: Leah B. Mangrum, Angelo State University  
 Vice Chair/Paper Competition Chair: Jes Therikelsen, California State University-Fresno  
 Faculty Festival Chair: Chris Shofner, University of Wisconsin – Stevens Point  
 Student Festival Chair: Choonghee Han, Hope College  
 Newsletter & Website Manager: Dan Kimbrough, Misericordia University

**1:45 PM – 3:00 PM****Outstanding Journal of Radio and Audio Media Article [Session ID: 1097640]**

Pavilion 1

[Radio &amp; Audio Media]

This panel highlights the most outstanding article published in 2015 in the Journal of Radio and Audio Media. The outstanding article was selected by representatives of the Radio and Audio Media Division of the Broadcast Education Association. This is the first time the RAM Division has recognized the outstanding article in its eponymous journal. The panel features a presentation by the award winning author, comments from the editor of the Journal of Radio and Audio Media about the relevance and importance of the article to the RAM Division, and a master-teacher presenting a "Great Idea for Teaching Sound (GIFTS)" in which he transfers research into practice.

Moderator: Dina Ibrahim, San Francisco State University  
 Panelists: Andrew J. Bottomley, University of Wisconsin-Madison; *Podcasting, Welcome to Night Vale, and the Revival of Radio Drama*  
 Phylis Johnson, Southern Illinois University; Editor, *Journal of Radio & Audio Media*  
 Jeff Jacoby, San Francisco State University; *Great Idea for Teaching Sound - GIFTS*

**1:45 PM – 3:00 PM****Media Convergence: Transitioning the Curriculum to Content Production Across Multiple Platforms [Session ID: 1077282]**

Pavilion 2

[Two-Year/Small Colleges]

Consumers receive media content in a variety of ways. With social media platforms growing exponentially, traditional and non-traditional media outlets producing content for mobile devices, and fewer and fewer consumers solely watching television or listening to radio, the next generation of content producers will need to be able to tell their story across multiple platforms. This panel will describe measures they have taken to make this transition.

Moderator: Jeffrey P. Schiffman, York College of Pennsylvania  
 Panelists: Bianca Crawford, Claflin University  
 Raymond Anderson, University of Guam



**1:45 PM – 3:30 PM****New Storytelling Pioneers Talk About How They Make Content King [Session ID: 1093582]**

Pavilion 3

[Writing | Interactive Media and Emerging Technologies]

How has YouTube become such an important channel for storytellers? Prominent YouTube storytellers, and possibly a YouTube executive, will discuss how YouTube and Google's audience measurement capabilities enable them to more effectively produce stories that appeal to their audiences. We believe this "conversation with" should be an all-conference, plenary session. This would be immediately followed with a second panel, comprised of media educators, focusing on how educators can help prepare students to think broadly and inclusively about media production and distribution.

Moderator: Larry Elin, Syracuse University

Panelists: Tyler Gildin, head of production, Elite Daily, an online site for 20-somethings, with video storytelling  
 Rachel Samples, Creative Strategist, Collab; a company that has pioneered the 6-second Vine storytelling phenom  
 Ciara Schoenauer, Junior Digital Influencer Strategist; Epic Signal & working on a new digital series for Amazon

**The Old Story Is Dead: Long Live The New Story [Session ID: 1093580]**

Pavilion 3

[Writing | Interactive Media and Emerging Technologies]

An old Hollywood adage states that "story is king." This has been replaced with a new mantra; "audience is king." And the new audience craves innovative stories that resonate with compelling content and "anywhere, anytime, anyway" delivery. This panel will focus on how media education and media educators can help students think broadly and inclusively about media production, including how educators are/can/should help students prepare for a more technologically disruptive, increasingly diverse, and more individually and independently focused media world.

Moderator: Rustin Greene, James Madison University

Panelists: Marie Elliott, Valdosta State University  
 Edward J. Fink, California State University, Fullerton  
 Rustin Greene, James Madison University  
 Keren Henderson, Syracuse University  
 Michael R. Ogden, Zayed University

**1:45 PM – 3:00 PM****Part II-Distributed Authorship in Creative Media: Will It Pass Muster for Promotion & Tenure? [Session ID: 1093695]**

Pavilion 9

[Courses, Curricula &amp; Administration]

Last year, panelists explored the notion of distributed authorship in creative media as it relates to promotion and tenure, but more time was needed for discussion. Thus, this panel is proposed as the second part of that discussion so as to explore issues related to branded content creation, electronic billboard production, filmmaking, digital media production, and static and motion graphic design. Additionally, discussion will touch on conflicting comments from journal reviewers and those tasked with assessing the value and worth of creative media.

Moderator: Bradford L. Yates, University of West Georgia

Panelists: Paul MacArthur, Utica College  
 Vanessa T. Ament, Ball State University  
 Fritz J. Messere, SUNY - Oswego  
 Deon Kay, University of West Georgia

**1:45 PM – 3:30 PM****Challenges and Lessons Learned in Storytelling Across Platforms: The International Experience****[Session ID: 1093935]**

Pavilion 10

[International | Interactive Media and Emerging Technologies]

This panel explores the international perspective in storytelling across multimedia platforms. Panelists will share their individual experiences in training, guiding and facilitating the use of multimedia technologies and platforms by indigenous populations for the purpose of international development. By developing multimedia skills and talents, local individuals are empowered to pursue storytelling endeavors that inform and educate their fellow citizens, leading to political, economic and social development.

Moderator: Kenneth A. Fischer, University of Oklahoma

Panelists: Michael Clarke, International Media Solutions LLC

Max V. Grubb, Youngstown State University

Karl Idsvoog, Kent State University

SUPER SESSION

**Global Issues in Storytelling Across Platforms [Session ID: 1093597]**

Pavilion 10

[International]

Content production and dissemination will be examined from multiple perspectives as panelists will consider issues both within and external to the media organization, including the university. Angles as diverse as management, production, curriculum, and media literacy will be addressed from an international and multicultural approach.

Moderator: William G. Covington, Edinboro University of Pennsylvania

Panelists: Amy Crawford, Youngstown State University

William G. Covington, Edinboro University of Pennsylvania

Ronald K. Raymond, Edinboro University of Pennsylvania

Jabbar A. Al-Obaidi, Bridgewater State University; *Convergence Approach: Multimedia-Multiplatforms Storytelling at Middle East Media News Websites***1:45 PM – 3:30 PM****Drones Among Us: The Use of UAVs as a Storytelling Tool [Session ID: 1093133]**

Pavilion 11

[Interactive Media and Emerging Technologies | Law &amp; Policy]

The use of UAVs or “Drones” has increased greatly in the last couple of years, primarily due to the easy access and affordability of these tools. But this increase has put the use of drones in the media for lots of negative reasons as well. This panel will discuss the use of drones as a storytelling tool, both the good and the bad. It will also discuss how to choose a drone, get “certified” by the FAA, and how to implement a safe and effective program at your college if you are thinking about purchasing one.

Moderator: Stephen Price, University of Central Missouri

Panelists: Joseph Brown, Marquette University

Angela Criscoe, Georgia College &amp; State University

Nick Homburg, Kansas State University

Jared Johnson, Oklahoma State University

Jill Bronfman, University of California Hastings College of the Law

Respondent: Jamie Litty, University of North Carolina - Pembroke

TUESDAY

SUPER SESSION

**1:45 PM – 3:30 PM****Going Live: How to Better Prepare Broadcast Students for Live Reporting [Session ID: 1074440]**

Ballroom F

[News]

Whether or not your school is lucky enough to have live reporting equipment, this session is all about improving live performance. See how Periscope and Meerkat can make a big difference in perfecting delivery and hear from those still in the field about the tips and tricks that help them do their best live on air.

Moderator: Debora Wenger, University of Mississippi

Panelists: Marty Gonzalez, San Francisco State University

Tiffany Murphy, KVVU Fox5 Las Vegas

**TV News Live Shots after the WDBJ Shootings [Session ID: 1093971]**

Ballroom F

[News]

Live shots have been a staple of TV news since that first live experience in the mid-70's. Newsrooms across the country were thrown into shock when a routine live shot ended in the deadly shooting of the reporter and photographer. The initial reaction of many of our students was fear. This panel will examine what changes, if any, are being discussed in newsrooms about live shots. Is there a way to make live shots safer, or is that even a concern?

Moderator: Mary T. Rogus, Ohio University

Panelists: Sally Ann Cruikshank, Auburn University

Hagit Limor, University of Cincinnati

Milwaukee News Director, News Director in market that suspended live shots

Roanoke Reporter or News Manager, Professional from WDBJ market

**1:45 PM – 3:30 PM****Put Me in Coach: Creating and Cultivating Immersive Sports Media Learning Opportunities with Professional Partners [Session ID: 1093880]**

Ballroom G  
[Sports]

From spring training reporting to NHL playoff broadcasts to the Olympics and the Super Bowl, students are going beyond the classroom to produce content across professional platforms on a variety of sports issues and professional and collegiate sporting events. Now more than ever, universities across the country are partnering with sports media outlets, college athletic departments, and professional teams to create immersive learning opportunities and enable students to play a significant role in everything from the production of live game broadcasts to daily coverage of local teams to enterprise work for outlets including Sports Illustrated, Pac-12 Networks, Fox Sports, SEC Network and more.

Moderator: Brett Kurland, Arizona State University

Panelists: Michael Bruce, University of Alabama  
John Mullen, Hofstra University  
Tom Feuer, Arizona State University  
Laura Podolak, Pac-12 Networks  
Dennis Kirkpatrick, University of Arkansas Fayetteville

**Creating a Relationship With Your Hometown Major League Sports Teams: Internships, Tours, and Experiential Learning [Session ID: 1093209]**

Ballroom G  
[Sports]

Reaching out to your Hometown Sports teams is a great way to discover opportunities for students to work with and/or see professional operations, specifically in sports broadcast audio and video production.

Moderator: Denise Belafonte Young, Lynn University

Panelists: James Houston, Rockland BOCES; *Using Interns to produce CanAm baseball games for Live Broadcast: Television, Cablevision and Streaming*  
Jeffrey P. Schiffman, York College of Pennsylvania  
John Mills, British Columbia Institute of Technology  
Tommy Booras, Tennessee State University  
David Deeley, University of North Florida; *Swooping with the Jaguars: Building Bridges from The Nest to the NFL*  
Brett Kurland, Arizona State University  
Rick Sykes, Central Michigan University; *Creating a Minor League Baseball Team Relationship: A production Career Focus*

**3:45 PM – 5:00 PM**

History Division - Top Paper Presentations [Session ID: 1114317]



Conference Room 1/2  
[History]

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

Vice Chair/Paper Competition Chair: Ed Youngblood, Auburn University

**Debut Paper Competition**

1st Place: LaDonna Aiken, University of Texas - Arlington; *The Far East Network Okinawa: Impact and Influence of Broadcast Programming for the Military, 1945 - 1995*  
2nd Place: Mary Myers, Regent University; *The Hoosier Schoolmaster of the Air*

**Open Paper Competition**

1st Place: Noah Arceneaux, San Diego State University; *The Many Sides of QUBE: Interactivity and the Evolution of Electronic Media, 1977 - 1983*  
2nd Place: George Chun Han Wang, University of Hawaii at Manoa; *King Hu in Hollywood: Making "The Battle of Ono"*

### 3:45 PM – 5:00 PM

Festival Chair Post-Convention [Session ID: 1185005]

Conference Room 3

BEA Festival of Media Arts Committee Chair: Lowell A. Briggs, York College of Pennsylvania

### 3:45 PM – 5:00 PM

**Television and Socialization [Session ID: 1082878]**



Conference Room 4/5

[Multicultural Studies]

Perceptions of reality are developed from experiences in conjunction with the social world--either real or symbolic. There are no individually constructed realities. Television is a major contributor to reality construction. The messages and the images disseminated, confirm and disconfirm perceptions of phenomena. For many, seeing is believing. Television's influence on political and social attitudes can be very powerful. This panel examines television's impact upon socialization in five areas: television news, advertising, political communication, film and sports.

Moderator: Lorraine Fuller, Southern University & A&M College

Panelists: Mahmoud A. Braima, Southern University and A&M College; *The Impact of Political Communication on Voters' Choices*  
 Jazmine Veal, Southern University and A&M College; *The Convergence of Cell Phone Video and Social Media on Issues Pertaining to African-Americans in Television News*  
 Edward Welch, Grambling State University; *Double Standards and Stereotypes: Media Depictions of Blacks in Sports*  
 Lorraine Fuller, Southern University & A&M College; *Blazing the Trail of Inclusion in Television Advertising: Along the Way from Aunt Jemima to Cheerios*  
 Cynthia Bougere, Southern University A&M College; *One Step Forward, Two Steps Backward: Black Female Images in the Films of Tyler Perry*

### 3:45 PM – 5:00 PM

**How to Diversify your Experts in Broadcast News Reporting [Session ID: 1093537]**



Pavilion 1

[News]

We all know the 'media whores' who will make themselves available as an 'expert' on anything and everything. But it takes real digging to find credible opinions from a racially diverse cadre of people who are not part of the standard 'go to' group of on-cam experts. Panelists will share ideas on how best to locate potential experts when not under deadline pressure to get sound reaction and how to quickly identify people when a daily deadline is looming large overhead.

Moderator: Dorothy Bland, University of North Texas

Panelists: Michelle Redmond, University of North Texas  
 Phyllis R. Slocum, University of North Texas  
 Hubert Brown, Syracuse University  
 Bill Celis, USC Annenberg School for Communication and Journalism  
 Michael Dello Stritto, News Director, KTNV

### 3:45 PM – 5:00 PM

**Creating an Academic Department Production Company: How to benefit your program when asked "Do your students need a project?" [Session ID: 1077938]**



Pavilion 2

[Student Media Advisors]

Most college professors and advisers are inundated with requests from the community and others on campus with inquiries about their students producing media content. This panel will explore ways to leverage this for the benefit of the students and for the faculty. The panel will discuss important questions like: Is this REALLY a good teaching opportunity for students? And, how can faculty balance these outside projects with their normal workload?

Moderator: Randy Ray, West Texas A&M University

Panelists: Butler Cain, West Texas A&M University  
 Robert D. Gordon, Middle Tennessee State University  
 Carrie Swanay, Milligan College  
 Amol Pavangadkar, Michigan State University



**3:45 PM – 5:00 PM****Teaching Students International Reporting Abroad [Session ID: 1093923]**

Pavilion 3

[International | News]

While there have been pullbacks in global coverage from mainstream media, online news sources have launched or expanded that are attempting to fill the gap. There is a need for journalists with a broad worldview who can report for devices such as tablets and mobile phones. This panel explores international reporting study abroad programs in various parts of the globe and looks at how they operate with regard to deadlines, working with interpreters/translators, delivery platforms, and risk assessment.

Moderator: Steven D. Anderson, James Madison University

Panelists: Peter B. Seel, Colorado State University; *Documenting Unique Cultures with Multimedia Content*

Gary Hanson, Kent State University; *The Importance of International Partnerships*

Steven D. Anderson, James Madison University; *International Reporting with Students in Istanbul*

**3:45 PM – 5:00 PM****Sometimes Smartphones Make us do Dumb Things: Incorporating Ethical Usage of Smartphones in Media Production Classes [Session ID: 1093310]**

Pavilion 9

[Two-Year/Small Colleges]

What are the legal and ethical ramifications of allowing Smartphone use in our classes? Smartphones can be used effectively to add interesting perspectives and obtain camera shots that may be unobtainable with other camera equipment, but what if a student goes too far? How do you address these and other issues that may arise when you allow students to use their smartphones in class?

Moderator: Joni Varner, Los Angeles City College

Panelists: Gwin Faulconer-Lippert, Oklahoma City Community College

Dan Kimbrough, Misericordia University

**3:45 PM – 5:00 PM****Law & Policy Division - Top Paper Presentations [Session ID: 1114324]**

Pavilion 10

[Law &amp; Policy]

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

Vice Chair/Paper Competition Chair: Heather Polinsky, Central Michigan University

**Debut Paper Competition**

1st Place: Jill Bronfman, University of California Hastings College of the Law; *I'm Ready for My Close-Up, Mr. Spielberg: Creating a Working Model for Data Security and Personal Privacy in the Use Case of Unmanned Aerial Systems (UAS)*

2nd Place: Robert N. Spicer, Millersville University of PA; *Conduct, affiliation, and messages: A typology of statutes addressing political deception*

**Open Paper Competition**

1st Place: Clay Calvert, University of Florida; Charles D. Tobin, Holland & Knight law firm & Matthew Bunker, University of Alabama; *Newsgathering Takes Flight: Legal Obstacles Facing Drone Use by Broadcast News Operations*

2nd Place: Matthew Bunker, University of Alabama & Clay Calvert, University of Florida; *"Defamation Live": The Confusing Legal Landscape of Republication in Live Broadcasting*

**3:45 PM – 5:00 PM****All About That Base: Teaching Students New Technology to Attract, Grow and Keep an Audience**  
**[Session ID: 1093874]**

Pavilion 11

[Radio &amp; Audio Media | Student Media Advisors]

This panel explores strategies and new technologies employed in the industry and how they can be integrated into preparing today's students for tomorrow's audio/radio careers. Innovative industry leaders discuss how to attract, grow and keep an audience base with multi-platform media and what students should know to be successful content creators.

Moderator: Brenda Jaskulske, University of North Texas

Panelists: Daniel Anstandig, Futuri Media

Valerie Geller, Geller Media International

Brenda Jaskulske, University of North Texas

Gagan Nirula, National Association of Broadcasters

**3:45 PM – 5:00 PM****Projection Mapping and Augmented Reality [Session ID: 1093698]**

Ballroom F

[Interactive Media and Emerging Technologies]

This is a projection mapping and compositing workshop. Projection mapping, or video mapping is a technique that consists of projecting imagery onto buildings, structures, and other 3d surfaces. Compositing is the manipulation and combination of at least two source images. Projection mapping uses combined source images such as drawings, video, and rendered animation and projects them into real 3d space. This technique can be used in various media displays in advertising, film/theater, or other visual presentations. Speaker will provide a simple work flow to implement projection mapping using a laptop and a projector. This work flow will cover the preparation, setup, masking, animation, and the final projection outputted to be mapped in real space. The software tools used are Photoshop, After Effects, Modul8, and Madmapper.

Moderator: Denise Belafonte Young, Lynn University

Presenter: Mark Coné, Lynn University

**3:45 PM – 5:00 PM****The Dark Side of Teaching: Real World Faculty Safety in the Digitally Evolved Classroom [Session ID: 1093611]**

Ballroom G

[Curriculum, Assessment and Administration | Writing]

Even in a digital revolution, the real-world classroom is still the heart of higher education. Yet tragic headlines raise the question, how safe are faculty in today's environment? This panel will present findings on: the link between student-faculty interpersonal communication, administration technological communication, and faculty safety; the relationship between institution size and faculty safety; FERPA and the legal environment for faculty safety; and special precautions for women faculty.

Moderator: Carey Martin, Liberty University

Panelists: Christine R. Russell, Florida State College at Jacksonville; *FERPA-How the Law Affects Your Classroom, Your Work & Your Safety*Mary Beth O'Connor, Purdue University Calumet; *Campus Safety Guidelines for Women Faculty*Faith E. Mullen, Liberty University; William LeRoy Mullen, Liberty University; *Does Size Matter?: Perceptions of Civility and Safety at a Small University*Tabitha Cassidy, Liberty University; Carey Martin, Liberty University; *The Communication - Crime Connection*

**5:15 PM – 6:30 PM****Gender & Sexuality Division - Top Paper Presentations [Session ID: 1114328]**

Conference Room 1/2

[Gender &amp; Sexuality]

Please join us as we hear the top papers presented from the Gender &amp; Sexuality Division.

Paper Competition Chair: James Lohrey, Mercyhurst University

**Debut Paper Competition**1st Place: Nicki Karimipour, University of Florida; *Feeding the male gaze: Deconstructing the visual portrayals of hypersexualized women in Carl's Jr. fast food advertisements from 2005 to 2015*2nd Place: Ryan Dunham, Ohio University; *Media Use and Narcissistic Sexuality: How Sexually Explicit Media Influences Users' Desire for Self-Satisfaction***Open Paper Competition**1st Place: Ginger Blackstone, University of Florida & Nicki Karimipour, University of Florida; *Setting the Standard: Millennial Women's Role Models in the Digital Media Age*2nd Place: Paul MacArthur, Utica College; James R. Angelini, University of Delaware; Andrew C. Billings, University of Alabama; Lauren Reichart Smith, Auburn University; *The Thin Line Between Masculinity and Skate: Primetime Narratives of Male Figure Skaters on the CBC and NBC Primetime 2014 Winter Olympic Broadcasts*

Respondents: Beth Olson, University of Houston

Kim A. Zarkin, Westminster College - Salt Lake City

**5:15 PM – 6:30 PM****Strategies for Mentoring and Promoting Achievement for Students of Color [Session ID: 1093719]**

Conference Room 4/5

[Multicultural Studies]

The fields of journalism and new media requires students to possess a multitude of skills and have even greater access to student internships and other opportunities before entering the workforce. With a growing number of students with disabilities, professors have to develop innovative ways to engage and encourage them to seek careers in media. This panel will discuss how to connect to students and create strategies for mentoring and promoting achievement.

Moderator: Phillip Powell, Valparaiso University

Panelists: Lillian Williams, Columbia College Chicago

Maria A. Williams-Hawkins, Ball State University

Tameka Winston, Tennessee State University

**5:15 PM – 6:30 PM****Augmenting Curriculum with TV Academy Foundation Archive Videos [Session ID: 1093889]**

Pavilion 1

[History]

The Television Academy Foundation website contains a treasure trove of videos on the Archive of American Television. The Archive collects in-depth video interviews with TV's greatest legends and pioneers. Educators can browse the interviews by person, show, topic or profession. This panel will discuss using these videos in classrooms as an educational tool and to augment curriculum, particularly for campuses remote to Los Angeles with access challenges to industry speakers.

Moderator: Phillip Powell, Valparaiso University

Panelists: Dina Ibrahim, San Francisco State University

Nancy Robinson, Television Academy Foundation

Mike Conway, Indiana University

Jenni Matz, TV Academy Foundation

**5:15 PM – 6:30 PM****Hangin' Tough: Life as the New Kid on The Block in College Radio [Session ID: 1074349]**

Pavilion 2

[Student Media Advisors]

This panel will serve as an open forum to discuss what life is like for a new radio station adviser. Recruitment, student employment, programming, juggling a station as well as teaching, getting your administration to see the benefit of your media outlet will all be discussed. Panel will be an open forum. Questions and discussion are highly encouraged.

Moderator: Rich Green, Indiana State University

Panelists: Nancy Sinning, Kent State University

Steve Suess, Illinois State University

Brian Rackham, Arizona State University

Heather Hamilton-Stilwell, California Baptist University

**5:15 PM – 6:30 PM****The New Age Storytelling Cocktail: Mix Two-Parts Tradition, One Part Technology with a Sprinkle of Ingenuity [Session ID: 1093684]**

Pavilion 3

[News | Interactive Media and Emerging Technologies]

Keep traditional journalism skills intact while incorporating emerging technology. Students need to know how to adjust to social media advances and roll with ever-changing ways to gather and disseminate news while sticking to the basics of reporting. The key is to refine a student's journalism foundation of writing, research and ethics while improving their knowledge in the realm of multi-platform storytelling. Join us for our panel discussion so we can share ideas and methods to make classroom lessons more relevant.

Moderator: Grace Provenzano, Drake University

Panelists: Yumi Wilson, San Francisco State University; *Using Social Media as a Research Tool*Grace Provenzano, Drake University; *Tips to Prepare Journalism Students for Work in a Digital Newsroom* Wanda Johnson-Stokes, Clemson University; *Pitch it, Shoot it, Post it*Gina Baleria, San Francisco State University; *Platforms, Tools and Know-How***5:15 PM – 6:30 PM****Connecting With Sports History [Session ID: 1093891]**

Pavilion 9

[Sports]

The importance of sports history to the university, to the surrounding community/metro area, to alumni, for attracting donors to projects such as documentaries, etc., to preserving memory, to building community, to fostering pride, to interdisciplinary collaboration [communications, history, library sciences, etc.], and more. How can your research focus on sports history and help you collaborate and connect?

Moderator: Jason Roche, University of Detroit Mercy

Panelists:

**5:15 PM – 6:30 PM****Guns and Violence in Student Scripts & Videos: How Much is Too Much? [Session ID: 1084200]**

Pavilion 10

[Production Aesthetics &amp; Criticism | News]

Many college students seem fascinated with tales of guns and violence in their scripts, dramatic videos and in news report videos. Is this just a sign of the times, or is there an unhealthy preoccupation with this topic? And should teachers do anything about it? Our panel discusses the ethics of this issue.

Moderator: Dennis Patrick Conway, Valdosta State University

Panelists: Gregory Brown, Valdosta State University

Rustin Greene, James Madison University

Dennis Patrick Conway, Valdosta State University

**5:15 PM – 6:30 PM****Marvel, War Rooms, and Transmediated Mythology [Session ID: 1093924]**

Pavilion 11

[Interactive Media and Emerging Technologies | Research]

Grounded in the work of Joseph Campbell, media ecology and social cognitive theory, this panel explores how and to what extent cultural and moral values are persuasively communicated in a transmedia and multi-platform environment.

Moderator: Janet McMullen, University of North Alabama

Panelists: Patricia F. Sanders, University of North Alabama

Janet McMullen, University of North Alabama

Terence Dollard, University of North Carolina @ Pembroke

Lowery Woodall, Millersville University of PA

**5:15 PM – 6:30 PM****Don't Bury the Lede(rship): Preparing Today's Students to Become Tomorrow's Producers, Directors and Editors [Session ID: 1075833]**

Ballroom F

[Curriculum, Assessment and Administration]

Journalism schools and broadcast media programs have long been proficient at developing journalists, videographers and technicians, but what about those who assign the stories or call the shots? Now, more than ever, students aspire to be media managers. How do we adjust to this new demand? Examples of current media leadership courses, programs and curricula will be presented, providing educators with strategies for incorporating leadership development into their classrooms.

Moderator: Terry Likes, Tennessee State University

Panelists: Ashley Gimbal, Arizona State University

Janice Collins, University of Illinois @ Urbana-Champaign

Stacey O. Irwin, Millersville University of PA

Adam J. Kuban, Ball State University

**5:15 PM – 6:30 PM****Content is Still King: Exploring the Unexpected Consequences of Radio Programming [Session ID: 1093689]**

Ballroom G

[Radio &amp; Audio Media]

Radio content is at a premium in the current digital landscape. The question is how do radio content producers continue to draw an audience for niche programming with so many options available? Perhaps the answer is because of the unexpected consequences that are a result of specific content. For example, Sirius XM's E Street Radio channel has expanded the community of Bruce Springsteen fans far beyond anything the founders of the fanzines or concertgoers would ever have imagined. And, educators have at their disposal an endless supply of content that serves as primary and supplemental teaching resources via podcasts and radio stations from across the globe. This panel will explore these unexpected consequences of radio programming and argue that content is still king in the world of radio.

Moderator: Shawn Isaacs, University of West Georgia

Panelists: Bradford L. Yates, University of West Georgia

Kim Fox, American University in Cairo

Chris Renaud, University of West Georgia

**6:30 PM – 8:00 PM****Tuesday Evening Happy Hour [Session ID: 1180525]**

Las Vegas Westgate

Join us Tuesday night for a happy hour (and a half) celebrating BEA's dedication to educating for tomorrow's media.



## REGISTRATION

**8:30 AM – 11:30 AM****BEA2016 Convention Registration [Session ID: 1138008]**

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 BEA convention program.

## SPECIAL EVENT

**8:30 AM – 12:00 PM**

(This is a ticketed event)

**BEA Assessment Boot Camp: Writing your Assessment Story [Session ID: 1135921]**

Ballroom F

[Curriculum, Assessment and Administration]

Assessment reports are an important part of telling your program's academic success story. This assessment workshop is geared to faculty and administrators who are interested in learning about assessment, and specifically this year, about writing assessment reports. Whether you are new to assessment, or a veteran moving up the academic ladder, you are often faced with writing assessment reports that reflect the appropriate assessment story to be used by others to write their reports. This year's assessment boot camp is focused on helping you write your best assessment story.

Moderator: William G. Covington, Edinboro University of Pennsylvania

Moderator: Stacey O. Irwin, Millersville University of PA

|                     |                                                                                                                                    |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------|
| 8:30 AM – 9:00 AM   | Breakfast                                                                                                                          |
| 9:00 AM – 9:05 AM   | Welcome and Introduction - William G. Covington, Edinboro University of Pennsylvania                                               |
| 9:05 AM – 9:20 AM   | Assessment Resources - Stacey Irwin, Millersville University of Pennsylvania                                                       |
| 9:20 AM – 9:40 AM   | Writing Assessment Reports, Part I - Don Grady, Elon University                                                                    |
| 9:40 AM – 10:00 AM  | What Are Your Students Learning? Use Program Rubrics and Blackboard to Find Out - Mary Spillman, Ball State University             |
| 10:10 AM – 10:30 AM | Developing Program Rubrics: A Hands On Approach - Adam Kuban, assistant professor, Department of Journalism, Ball State University |
| 10:30 AM – 11:00 AM | Measuring Up: How to Establish Useful Benchmarks of Student Success - Jennifer Henderson, Trinity University                       |
| 11:10 AM – 11:30 AM | Writing Assessment Reports, Part 2 - Don Grady, Elon University                                                                    |
| 11:30 AM – 12:00 PM | Q&A – Stacey O. Irwin, Millersville University of PA & William G. Covington, Edinboro University of Pennsylvania                   |

**9:00 AM – 10:15 AM****Defining the Documentary: What Have We Learned? [Session ID: 1093905]**

Conference Room 1/2

[Documentary]

"Defining the Documentary" is an ongoing series exploring issues concerning the documentary. This year, in recognition of Defining the Documentary's 10th Anniversary, we'll revisit some of the most important and interesting issues that we've raised so far – including ethics, technique, and terminology. Following a brief introduction, we will break into groups, each with its own moderator, and discuss these topics – allowing all attendees to participate in the ongoing conversation to explore the meaning of "documentary."

Moderator: Evan Johnson, Normandale Community College

Respondent: Christopher Shofner, University of Wisconsin - Stevens Point

**9:00 AM – 10:15 AM****Best Practices for Faculty-Led Student Travel Abroad [Session ID: 1077495]**

Conference Room 4/5

[International | Multicultural Studies]

Ever considered taking a group of students abroad for course-related study? It can be a highly rewarding experience but a daunting task for the first timer. This panel brings together educators who have experience in organizing and conducting faculty-led student travel abroad to various destinations. In addition to locations, curriculum, and activities, the panel will discuss what to do (and what to avoid) in structuring, marketing, budgeting, and incorporating technology into student travel abroad.

Moderator: Mark Barner, Niagara University

Panelists: Rick Ricioppo, Stony Brook University

James Lohrey, Mercyhurst University

Phyllis R. Slocum, University of North Texas

Marie Elliott, Valdosta State University

**9:00 AM – 11:45 AM****Adobe Creative Foundations – Video & Broadcast [Session ID: 1113853]**

Pavilion 1

[All Convention ]

The Adobe Creative Suite is one of the leading application packages for creating multimedia content. It is important for videographers and designers to be familiar with the software. This double session provides a through look at Adobe broadcast software (Prelude, Premiere, After Effects). Instructor Herbert Jay Dunmore, CTT/Adobe Education Leader is known for teaching key concepts and strategies in a clear and lucid style that facilitates strong best practices and comprehension. The session will be a mix of hands-on, and question/answer – bring your laptop and follow along.

Presenter: Herbert Jay Dunmore/CTT Adobe Education Leader/Loyola University Maryland

**9:00 AM – 10:15 AM****Sports Broadcasting Program Showcase [Session ID: 1093853]**

Pavilion 2

[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 A. Fischer, University of Oklahoma

Panelists: David Grannis, California Lutheran University

Henry McDonnell, University of the Incarnate Word

Brent H. Weber, Cypress College

**9:00 AM – 10:15 AM****The Ins and Outs of Integrating Student Showcases into Production Curriculum [Session ID: 1079514]**

Pavilion 3

[Production Aesthetics &amp; Criticism]

More and more media production educators are being asked for transparency and evidence that their students are being adequately prepared to tackle the highly competitive television and film fields. To this end, campuses are beginning to insist that completed student works be more visible to the public. This panel will discuss the unique challenges of incorporating student media showcases into production-based curriculum and recommend ways to overcome these challenges in order to raise campus, department and student visibility. Legal issues regarding ownership of student material, quality control and content of product, and potential pedagogical concerns regarding learning goals and competitive-based showcases and festivals will be addressed.

Moderator: Shelley Jenkins, California State University – Fullerton

Panelists: Thelma Vickroy, California State University - Northridge

Jacob Enfield, California State University - Northridge

Dina Ibrahim, San Francisco State University

Bridget A Murnane, California State University Los Angeles

Shannon Pringle, CSU Media Arts Festival

Jeff Jacoby, San Francisco State University

**9:00 AM – 10:15 AM****Numbers Don't Lie: Teaching Data Visualization to Comm Students [Session ID: 1093714]**

Pavilion 9

[Interactive Media and Emerging Technologies]

This panel will discuss the various methods of teaching data visualization/information graphics to students in Communications programs. We will discuss finding, scraping and analyzing data using free software options like Chrome Scraper Extension, Outwit Hub, Google Spreadsheets, Open Refine and Google Fusion. Data visualization will also be discussed including software options such as Illustrator, Google Maps, Piktochart, Silk and Tableau.

Moderator: Heather Starr Fiedler, Point Park University

Panelists: Thomas Baggerman, Point Park University

Nicholas Geidner, University of Tennessee @ Knoxville

Gagan Nirula, National Association of Broadcasters

Jill Goodwin, Colorado State University

Daniela Castillo, Colorado State University

**9:00 AM – 10:15 AM****Classroom to Newsroom 2.0: We challenged you to get back out there; here's how you responded...****[Session ID: 1093886]**

Pavilion 10

[News]

We challenged you last year to step out of the classroom and get back "in the biz" for a while to learn what's new. You accepted that challenge - here's what you found.

Moderator: Rick Brunson, Assoc. Instructor, University of Central Florida

Panelists: Tim F. Brown, University of Central Florida

Lance Liguez, University of Texas-Arlington; *NATPE Summer Faculty Fellowship*Lydia Timmins, University of Delaware; *Going back to the "data set" – what I ideas I picked up for more research*Donna Smith, Lyndon State College; *How I spent my summer "vacation," and winter break, and.....*

Respondent: Simon Perez, Syracuse University

**9:00 AM – 10:15 AM****BEA Student Club Information [Session ID: 1093973]**

Pavilion 11

[Student Media Advisors]

This panel will provide the application materials, the student benefits, and the faculty advisor benefits for creating a BEASC chapter at your campus. The panelists will be joined by a board member of NBS-AERho to discuss chapter benefits and structure.

Moderator: Desique Harrison, SUNY New Paltz

Panelists: Ryan Kennedy Percy, SUNY New Paltz

Bradford L. Yates, University of West Georgia

Respondent: Autumn Holladay, SUNY New Paltz

**10:00 AM – 3:00 PM****NABEF/BEA Annual Career Day [Session ID: 1011999]**

Ballroom C

[All Convention]

Each year we partner with the NAB Education Foundation (NABEF) to host the spring NAB Show Career. Career Day provides an excellent opportunity for media companies to network with faculty and college students who are interested in an electronic media career. In addition to a variety of media recruiters, Career Day includes a series of informative sessions and one-on-one career coaching.

Jumpstart your career and meet with recruiters from Beasley Broadcast Group, CBS News, Hearst, iHeartMedia and many more.

- Featuring job opportunities in media sales, broadcast technology, TV/radio management and on-air
- Onsite career coaching and information sessions
- Veterans support center with representatives from Hire our Heroes, the U.S. Department of Veterans Affairs and private companies

**10:30 AM – 11:45 AM****Framing Faith Beyond Religious Broadcast Media [Session ID: 1093667]**

Conference Room 1/2

[Two-Year/Small Colleges]

In spite of the changes in technology that has made the transmission of messages fairly easy at an inexpensive price, many churches have been overlooked in the transition to new media and distribution possibilities. For those churches that do use new media technology, the use is infrequent or poorly done. Many churches are trying to find new and creative ways to use new media technologies and to reach younger audiences. Many college programs that could provide assistance as well as produce graduates who are dedicated to providing these services to local churches often overlook this career possibility when it comes to consulting, internships and jobs for graduates. This panel will discuss how small, private colleges with a religious mission can best prepare students for a whole range of careers in religious media.

Moderator: Bianca Crawford, Claflin University

Panelists: Patrick Stearns, Claflin University

Jay Mims, Claflin University

Donna L. Gough, Claflin University

**10:30 AM – 11:45 AM****Pregnancy and working in media jobs: Ramifications of Young v. UPS [Session ID: 1093679]**

Conference Room 4/5

[Law &amp; Policy | Gender &amp; Sexuality]

This panel will discuss the Supreme Courts' finding in Young v. UPS (2015) and analyze the way the new reading of the Pregnancy Discrimination Act may impact pregnant media workers which require women to lift heavy equipment or other forms of media-related labor not conducive to pregnancy. The panel will also discuss the ramifications of the decision and provide policy recommendations for future pregnancy laws.

Moderator: Amy Sindik, Central Michigan University

Panelists: Rachel A. Raimist, University of Alabama

Kristine Trever Weatherston, Temple University

Bridget McNary, Zara Creative

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## Tracking Heroin's Hold on Arizona

**Congratulations** to the more than 70 students and eight faculty members who produced a half-hour documentary on the epidemic of heroin that broke new ground for the Cronkite School and student journalism.

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**Cronkite News**

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**Megan Thompson**

Radio Hard News: First,  
**Jacob McAuliffe**

Radio Sports Story/Feature/  
News: Third,  
**Jacob Garcia**

Radio Feature:  
Honorable Mention,  
**Olivia Richard**

Television News Anchor:  
Honorable Mention,  
**Lauren Michaels**

Television Feature:  
Honorable Mention,  
**Megan Thompson**

TV Sports Talent (Anchor/Host):  
Honorable Mention,  
**Kerry Crowley**

Radio/TV/Sports Event Play by  
Play: Honorable Mention,  
**Jacob Garcia**

Long-form Video:  
Honorable Mention,  
**Emily Mahoney,**  
**Stephen Blake Harvey and**  
**Kristy Westgard**

Short-form Video:  
Honorable Mention,  
**Carolina Marquez, Mauricio**  
**Casillas and Cammeron Neely**  
Honorable Mention,  
**Bailey Netsch, Kiegan Stewart**  
**and Kyley Jameison**



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**10:30 AM – 11:45 AM****ASC Cinematography Masterclass with Dejan Georgevich, ASC - Part I [Session ID: 1185031]**

Pavilion 2

[Documentary]



The ASC's annual Cinematography Masterclass will explore the opportunities of filmmaking with today's hottest technology. In conjunction with the American Society of Cinematographers, this workshop will introduce you in an intimate setting to this year's award winning guest.

Dejan Georgevich is an award-winning Director/Cinematographer working in film/TV and feature film productions. Most recent work includes NBC TV series, "Blacklist," CBS, "Elementary" and documentary feature film, "Ordinary Miracles: The Photo League's New York" Best Film winner at the 2013 Amsterdam Film Festival. He has served on many industry sponsored discussion panels and has been published in leading cinematography publications sharing his insights and experiences working in the HD digital medium.

Georgevich's director/cinematographer work includes nearly 1,000 commercials and numerous corporate productions for major clients such as AT&T, Chrysler Jeep, HBO, Toyota, Nissan, Lucent Technologies, Avon, Liz Claiborne and Hallmark Entertainment.

He is a professor at the School of Visual Arts (NY) in advanced film/digital production, and frequent guest lecturer at universities and professional film and photography organizations. He received the 2012 Deluxe Bud Stone Award for outstanding educational contributions to the art and craft of cinematography by the International Cinematographers Guild. He's the recipient of more than 20 awards from major international and domestic film festivals including the Gold Hugo from the Chicago Film Festival, an Emmy, and three CINE Golden Eagle Awards.

**10:30 AM – 11:45 AM****Best Practices for Faculty Audio Production [Session ID: 1083670]**

Pavilion 3

[Radio &amp; Audio Media]

Veteran college professors, and some BEA award winners, will share their insights on teaching audio production, producing their own professional work, submitting for awards and using their creative scholarship toward tenure and promotion.

Moderator: Kim Fox, American University in Cairo

Panelists: Terry Likes, Tennessee State University

Don Connelly, Western Carolina University

Sonja D. Williams, Howard University

**10:30 AM – 11:45 AM****Storytelling Using a Head Mounted Display [Session ID: 1075884]**

Pavilion 9

[Interactive Media and Emerging Technologies | Documentary]

With the introduction of the consumer version of the Oculus Rift in 2016, and the proliferation of inexpensive Google-Cardboard inspired head mounted displays, we will consider some of the new intensely immersive narrative formats made possible by the virtual reality head mounted display (HMD) technology. Panelists will discuss, among other topics, the exploration of lost cultural environments, the "serious game" space in the HMD, and HMD in the service of cultural and racial empathy.

Moderator: Howard Goldbaum, University of Nevada, Reno

Panelists: Joel Beeson, West Virginia University

Larry Dailey, University of Nevada, Reno

Stefan Hall, High Point University



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## CONGRATULATIONS BEA FESTIVAL OF MEDIA ARTS WINNERS

CSU congratulates BEA Best of Festival Student Documentary winners Weston Dockter, Elizabeth Ruiz, and Megan Rakoczy, as well as Ben Ward, Alex Huff, Will Baker, Kay Bennett, Laurelle

Turner, Sarah Prinz, and faculty member Steve Weiss for their Festival Awards.



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**10:30 AM – 11:45 AM****Instant sharing and the dark side of social media: How do you draw the moral line on a story that will circulate with or without your coverage? [Session ID: 1093894]**

Pavilion 10

[News]

In late August a former Virginia television news station employee killed two journalists on live TV and posted a string of messages on his Facebook and Twitter with grizzly videos detailing the murders. The killer's social media accounts were immediately shut down, but not before the videos were shared widely and auto played in users' feeds. Many media outlets followed suit, and published videos of murders. This tragic event points to the dark side of instant sharing on social media and poses a problem: there's still no good way to quickly prevent destructive videos like this one from being shared once they're released. In this panel, we will discuss the dilemma for the traditional media: how do you draw the moral line on a story that will circulate with or without your coverage? And should the fact that the suspect intended, and fueled the circulation, factor into the decision to cover the story?

Moderator: Iveta Imre, Western Carolina University

Panelists: Glenn Hubbard, East Carolina University  
Katerina Spasovska, Western Carolina University  
Ivanka Pjesivac, University of Georgia

**10:30 AM – 11:45 AM****Optimizing Student Career Opportunity in the Digital Age [Session ID: 1091045]**

Pavilion 11

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

Amidst a rapidly changing media landscape, students need exposure to a broad range of knowledge to take advantage of career opportunities. The rise of entrepreneurial producing and distribution, along with an evolution in the marketing of media, requires a focus on the pedagogy utilizing both traditional and blended media education. This panel will explore a variety of practices currently being used to educate students to optimize career potential in traditional and emerging media.

Moderator: Steve Gordon, Ithaca College

Panelists: Diane Gayeski, Ithaca College  
Phillip Powell, Valparaiso University  
Alexandra Vilela, James Madison University  
Elisabeth Nonas, Ithaca College  
Jack Powers, Ithaca College

**12:00 PM – 1:15 PM****Teaching it All, or Nearly it All [Session ID: 1093974]**

Conference Room 1/2

[Two-Year/Small Colleges]

We represent a minority. We teach all or nearly all the classes in our programs. There is definite advantages and disadvantages to doing it all. Join us for a lively discussion about how this style of teaching works.

Moderator: Richard Vogel, Lincoln Memorial University

Panelists: Shawn Montano, Emily Griffith Technical College  
Frank Barnhart, Columbus State Community College  
Ken Nagelberg, Independent Scholar and Radio Host WHYR, Baton Rouge

**12:00 PM – 1:15 PM****Best Practices for Student Audio Production [Session ID: 1093694]**

Pavilion 3

[Radio &amp; Audio Media | Curriculum, Assessment and Administration]

As journalism and mass communication programs evaluate their curricula in order to prepare student for future careers in media, the strength of audio should not be overlooked. For this panel veteran college professors will share their insights on teaching audio production - storytelling, editing, use of nat sound and more. Each panelist will also present sample work from their students for a mini-listening session.

Moderator: Jennifer Williamson, Virginia State University

Panelists: Terry Likes, Tennessee State University

Keith Brand, Rowan University

Beth Leah Hoffman, University of San Francisco

Richard Stroobant, SAIT Polytechnic

**12:00 PM – 1:15 PM****Facilitating Effective and Productive Use of Tablets in the Production Classroom [Session ID: 1093407]**

Pavilion 9

[Interactive Media and Emerging Technologies]

Using tablets, phones, and other mobile devices as tools inside the college classroom has recently gained significant academic traction. Among these new tools and technological improvements, educators must remind students that story and content are still the most important pieces of the production puzzle. This panel will explore how media production faculty are teaching students to be powerful communicators and storytellers through the effective and productive use of these devices.

Moderator: Jes Therkelsen, California State University – Fresno

Panelists: James Carviou, Missouri Western State University

Kathy Heuston, Austin Peay State University

Kyle Hufford, Goshen College

Daniel J. Mydlack, Towson University

**1:15 PM – 2:30 PM****Post-Convention Meeting [Session ID: 1185000]**

Conference Room 1/2

This session is required for all interest division chairs. We'll be discussing interest division business with the chairs as well as going over BEA2017 deadlines.

Moderator: Christine Taylor, Bulter University

**Index of Names**

|                                  |             |                          |                              |                                   |                             |
|----------------------------------|-------------|--------------------------|------------------------------|-----------------------------------|-----------------------------|
| Abdikarimova, Alina.....         | 101         | Anderson, Raymond .....  | 102                          | Balas, Jason.....                 | 41                          |
| Abdulla, Rasha.....              | 66          | Anderson, Steven D. .... | 21, 108                      | Baleria, Gina .....               | 33, 52, 59, 68, 78, 91, 111 |
| Abriani, Steven .....            | 73          | Anderson, Thorne .....   | 71                           | Balouris, Marielena.....          | 69                          |
| Abuljadail, Mohammad Hatim ..... | 66, 92, 101 | Andrews, Max Murray..... | 26                           | Barber, Kari.....                 | 24, 78                      |
| Adawalla, Nadine.....            | 54          | Angelini, James R. ....  | 110                          | Barnas, Frank.....                | 72                          |
| Adornato, Anthony.....           | 33, 78      | AngelSoto, Jose .....    | 39                           | Barner, Mark .....                | 114                         |
| Aiken, LaDonna.....              | 23, 75, 106 | Angle, Ashley.....       | 43                           | Barnhart, Frank .....             | 123                         |
| Akhtar, Fokiya .....             | 86          | Anstandig, Daniel .....  | 109                          | Barrick, Janelle .....            | 73                          |
| Albarran, Alan B. ....           | 67          | Arceneaux, Noah .....    | 106                          | Basch, Peter .....                | 38                          |
| Alboum, Scott .....              | 79          | Armstrong, Katie .....   | 74                           | Bass, Jeff .....                  | 83                          |
| Alford, Brandon .....            | 76          | Ashmawi, Dalia M. ....   | 81, 102                      | Bass, Jillian .....               | 73                          |
| Al-Gammal, Rasem Mohamed .....   | 84          | Attawia, Lionel .....    | 74                           | Bates, Stephen.....               | 45                          |
| Ali, PechulanoNgwe.....          | 101         | Auger, Giselle .....     | 95                           | Bathgate, Linda.....              | 18, 57                      |
| Allard, Tara .....               | 98          | Auten, Madison.....      | 42                           | Bautista, John Robert Razote..... | 98                          |
| Allen, Craig .....               | 76          | Avery, Robert K. ....    | 79                           | Bay, Jessica .....                | 51                          |
| Allman, Roger.....               | 90          | Aycock, Frank A. ....    | 36                           | Becerra, Jairo .....              | 83                          |
| Al-Obaidi, Jabbar A. ....        | 104         | Ayotta, Kevin .....      | 49                           | Beck, Bianca .....                | 39                          |
| Altieri, Alaina.....             | 69          | Bacon, Chris.....        | 74, 100                      | Beckett, Stephanie .....          | 68                          |
| Alton, Chris.....                | 51          | Badjie, Haddy .....      | 68                           | Beeson, Joel .....                | 56, 87, 121                 |
| Al-Zubaidi, Saddam.....          | 38          | Baggerman, Thomas .....  | 28, 60, 89, 93, 97, 101, 115 | Behrens, Michael .....            | 69                          |
| Ambrose, Deanna Lucille .....    | 69          | Baker, Kimberly .....    | 49                           | Beiswange, Ally.....              | 73                          |
| Ament, Vanessa T.....            | 103         | Baker, Maxwell.....      | 38                           | Belafonte Young, Denise .....     | 36, 43, 47, 52, 106, 109    |
| Anan, Shananu .....              | 93          | Baker, William .....     | 38                           | Beliveau, Ralph.....              | 86, 95                      |

|                      |                                 |                        |                        |                           |              |
|----------------------|---------------------------------|------------------------|------------------------|---------------------------|--------------|
| Bell, Jennifer       | 98                              | Byland, David          | 21                     | Cook, Andy                | 82           |
| Benjamin, Louise     | 18, 86, 96                      | Bylis, Matt            | 69                     | Cook, Kristofer           | 100          |
| Bennett, Becca       | 73                              | Cafaro, Alec           | 38                     | Cooley, Skye              | 85           |
| Bennett, Kay         | 68                              | Cain, Butler           | 107                    | Cooper, Cynthia A.        | 90           |
| Benson, Lindsay      | 39                              | Calhoun, Kevin         | 69                     | Cooper, Roger             | 67, 80       |
| Berg, Miriam         | 93                              | Calvert, Clay          | 108                    | Corbett, Kevin J.         | 72           |
| Berger, Linda        | 45                              | Campagna, Anthony      | 74                     | Corbisiero, Joe           | 68           |
| Berke, Collin        | 80, 101                         | Campbell, Bryan        | 39                     | Coronado, Katie           | 83           |
| Bersano, Brady       | 28                              | Campodonico, Christina | 68                     | Corrocher, Dante          | 38           |
| Bianculli, David     | 38                              | Canella, Gino          | 86                     | Cosby, Nadine Barnett     | 71, 80       |
| Billings, Andrew C.  | 80, 110                         | Canon, Katelyn         | 74                     | Costello, Vic             | 56, 88       |
| Billings, Tirrea     | 38                              | Canon, Michael Mike    | 73                     | Covington, William G.     | 67, 104, 113 |
| Birks, Heather       | 14, 21, 59                      | Cantrell, Glenda       | 55                     | Cox, Barth                | 28           |
| Bischoff, Tien       | 69                              | Carbonara, Corey P.    | 101                    | Cox, Greg                 | 73, 74       |
| Black, Susanna       | 69                              | Carcioppolo, Nick      | 49, 76, 98             | Cox, Jennifer Brannock    | 51           |
| Blackstone, Ginger   | 51, 110                         | Carey, Tyler           | 47                     | Crandall, James           | 88           |
| Blanchard, Carter    | 46                              | Caristi, Dom           | 70                     | Crawford, Amy             | 41, 104      |
| Bland, Dorothy       | 90, 107                         | Carlin, Gary           | 43                     | Crawford, Bianca          | 97, 102, 116 |
| Blue, Mary           | 85, 91                          | Carpenter, Dale        | 38                     | Creech, Kenneth           | 77           |
| Blum, Kimberly       | 39                              | Carpenter, Serena      | 33, 39, 49             | Criscoe, Angela           | 104          |
| Bobeck, Ann West     | 92                              | Carr, Kyle J.          | 21                     | Crosswell, Laura          | 24           |
| Boileau, Sara        | 74                              | Carroll, Justin        | 73                     | Crowley, Kerry O'Shea     | 47           |
| Bolduc, Heidi        | 98                              | Carviou, James         | 52, 124                | Cruikshank, Sally Ann     | 105          |
| Bond, Linda Thorsen  | 59, 81                          | Cascio, Laura          | 76                     | Cudina, Brian             | 55           |
| Bonilla, Wayne       | 39                              | Case, Stephanie        | 68                     | Cuevas, Connor            | 73           |
| Booras, Tommy        | 106                             | Casillas, Mauricio     | 38                     | Cummings, Valerie K.      | 38           |
| Bordayo, Meagan      | 47                              | Casper, Jeremy         | 23                     | Cuny, Caroline            | 39           |
| Bottomley, Andrew J. | 102                             | Cassidy, Tabitha       | 109                    | Curet, Taylor             | 47           |
| Bougere, Cynthia     | 107                             | Castillo, Adrian       | 42                     | Curran, Andy              | 54, 83, 90   |
| Bovio, Sonia         | 92                              | Castillo, Daniela      | 115                    | Curtis, Chad              | 96           |
| Bowen, Shannon       | 49                              | Cathey, Alex           | 55                     | Dahir, Carol              | 89           |
| Bowman, Ryan         | 73                              | Cavagnaro, Hank        | 69                     | Dahl, Jennifer            | 70           |
| Boyles, Chuck        | 56                              | Cave, Hunter           | 47                     | Dailey, Larry             | 121          |
| Bracken, Cheryl      | 66, 76                          | Cavelle, Jenna         | 87                     | Daily, Sara               | 38           |
| Bradfield, Tyler     | 47                              | Cecala, Robin          | 28                     | Dale-Press, Lisa          | 72, 97       |
| Braima, Mahmoud A.   | 107                             | Cedanna, Janaki        | 82                     | D'Arcy, Denae             | 100          |
| Brame, Andrew        | 73                              | Celis, Bill            | 107                    | Daugherty, Paul           | 43           |
| Brand, Keith         | 124                             | Cepak, Anthony         | 33                     | David, Deborah Wilson     | 60, 99       |
| Bray, Gregory        | 88                              | Cervantes, Rudy        | 42                     | Davis, Aaron Michael      | 42           |
| Bredeweg, Dana       | 39                              | Chambers, Kristen      | 43                     | Davis, Benjamin           | 90           |
| Brennan, Emily       | 42                              | Champ, Joe             | 70                     | Davis, Garrett            | 42           |
| Briggs, Lowell A.    | 14, 18, 87, 107                 | Chanatry, David        | 68, 87                 | Davis, Josh               | 47           |
| Bright, Kimberly     | 54                              | Chandler, Suzanne      | 39                     | Day, Brian                | 55           |
| Brinson, Susan       | 18                              | Cherniak, Benjie       | 84                     | De Jesus, Emilio Ramos    | 87           |
| Bronfman, Jill       | 76, 104, 108                    | Chew, Fiona            | 97                     | Deaton, Abby              | 43, 74       |
| Brooks, Art          | 44                              | Chi, Tai Ying          | 93                     | DeAztlan-Smith, Toni      | 20           |
| Brooks, Emily        | 47                              | Chiang, Yi-hsuan       | 98                     | DeBose, Brianne           | 73           |
| Brotman, Stuart N.   | 57, 92, 93                      | Choyke, Kelly          | 98                     | Decker, Avery             | 76           |
| Brown, Gregory       | 111                             | Christie, Thomas B.    | 60, 75                 | Deeley, David             | 60, 106      |
| Brown, Hubert        | 107                             | Cianciolo, Michael     | 38                     | DeFeo, Nick               | 54           |
| Brown, Joseph        | 104                             | Clapp, Evie            | 73                     | Delfino, Alanna           | 74           |
| Brown, Michael       | 75, 92                          | Clark, Andrew M.       | 66, 75, 83, 92         | Delgadillo, Des           | 54           |
| Brown, Natasha       | 33                              | Clark, Chandra         | 23, 44, 56, 59, 78, 99 | DelMonte, Jonathon "Gino" | 73           |
| Brown, Tim F.        | 115                             | Clark, Jill            | 74                     | DeMars, Tony              | 41, 71, 88   |
| Browne, Jeff         | 43                              | Clark, Lance           | 87                     | DeMate, Jackie            | 69           |
| Bruce, Griffin       | 74                              | Clark, Meredith        | 90                     | Demir, Melek              | 33, 65       |
| Bruce, Jake          | 87                              | Clark, Shaelie         | 69                     | Dempsey, John Mark        | 54           |
| Bruce, Michael       | 21, 24, 44, 59, 55, 87, 99, 106 | Clarke, Jason          | 39                     | Dempsey, Joseph           | 38           |
| Brunson, Rick        | 115                             | Clarke, Michael        | 104                    | DeRosa, Alyssa            | 38           |
| Bryson, Pat          | 40                              | Clarke, Tim            | 33                     | Derstine, Elizabeth       | 73, 74       |
| Buccy, Sawyer        | 69                              | Cleary, Marteen        | 74                     | DeVincenzo, Christina     | 68           |
| Bucher, John         | 23                              | Coe, Kevin             | 66                     | DeZeeuw, Sam              | 47           |
| Budge, Taylor        | 47                              | Coffey, Amy Jo         | 67, 85                 | Diefenbach, Donald L.     | 65           |
| Buitrago, Alejandra  | 73                              | Coffin, Jocelyn        | 68                     | DiGirolamo, Tanner        | 38           |
| Bullis, Karen        | 72                              | Cohen, Jamie           | 45                     | Dimmick, John             | 66           |
| Bunker, Matthew      | 108                             | Collins, Janice        | 112                    | Dingetu, Nebiyu           | 73           |
| Burch, Ethan         | 28                              | Comeau, Troy           | 52                     | Dipietro, Stefano         | 69           |
| Burda, Elizabeth     | 47                              | Coné, Mark             | 109                    | Dixon, Travis L.          | 92           |
| Burge, Connor        | 42                              | Conlin, Lindsey        | 101                    | Dockter, Weston           | 87           |
| Burgin, Xavier       | 87                              | Connelly, Don          | 81, 121                | Dollard, Terence          | 112          |
| Burke, Kevin         | 26                              | Conway, Dennis Patrick | 111                    | Donnelly, Adam            | 69           |
| Burson, Ryan         | 28                              | Conway, Mike           | 110                    | Donovan, Mike             | 38           |
| Butt, Amanda         | 39                              | Cook, Alex             | 73                     | Dooley, Logan             | 74           |

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|                                    |                          |                             |                    |                                 |                  |
|------------------------------------|--------------------------|-----------------------------|--------------------|---------------------------------|------------------|
| Douglass, Christian.....           | 42                       | Friedman, Michael.....      | 66                 | Hall, Stefan.....               | 121              |
| Downs, Dan.....                    | 55                       | Fritts, Logan.....          | 73                 | Hallaq, Tom.....                | 68, 91           |
| Doyle, Peter.....                  | 92                       | Frost, Brian.....           | 55                 | Halter, Katelynn.....           | 47               |
| Drabik, Sara.....                  | 78                       | Frystak, Evan.....          | 42                 | Hamburg, Daniel.....            | 87               |
| Duenes, David.....                 | 54                       | Fu, Meng.....               | 93                 | Hamel, Edward.....              | 42               |
| Duenes, Robert.....                | 54                       | Fuhr, Erin.....             | 73                 | Hamernik, Tatum.....            | 74               |
| Duffy, Kevin (Fitz).....           | 33                       | Fuller, Lorraine.....       | 107                | Hamilton-Stilwell, Heather..... | 111              |
| Dunaway, Madeleine.....            | 42                       | Galindo, Xavier.....        | 39                 | Hammer, Kayla.....              | 47               |
| Dunham, Ryan.....                  | 110                      | Galvez, Robert Anthony..... | 43                 | Hammond, Jeff.....              | 86               |
| Dunmore, Herbert Jay.....          | 68, 91, 114              | Gao, Miao.....              | 57                 | Han, Choonghee.....             | 33, 38, 95, 102  |
| Dupont, Nancy MacKenzie.....       | 85, 91, 96               | Garcia, Arthur.....         | 74                 | Hancock, Katherine.....         | 57               |
| Durant, Matt.....                  | 47                       | Garcia, Jacob.....          | 47                 | Haney, Taylor.....              | 68               |
| Durham, Blakely.....               | 47                       | Garcia, Justin.....         | 73                 | Hanff, William.....             | 33, 67           |
| Duspiva, Alyssa.....               | 68                       | Garcia, Victor.....         | 54                 | Hansen, Sara Steffes.....       | 71               |
| Dutkiewicz, Madison.....           | 98                       | Gardner, Eric.....          | 85                 | Hanson, Gary.....               | 108              |
| Dworznik, Gretchen.....            | 97                       | Gayeski, Diane.....         | 123                | Haratonik, Peter.....           | 56               |
| Easley-Williams, Traci.....        | 79                       | Gee, Charlie.....           | 95                 | Harmon, Matthew.....            | 90               |
| Eben, Jacob.....                   | 87                       | Geidner, Nicholas.....      | 38, 49, 115        | Harrington, Griffin.....        | 73               |
| Edgerton, Gary R.....              | 71                       | Geller, Valerie.....        | 40, 109            | Harris, Kandace.....            | 67               |
| Edsall, Samuel H.....              | 81                       | Georgeson, Brian.....       | 38                 | Harrison, Desique.....          | 116              |
| Egan, Candace Lee.....             | 78                       | Gershon, Richard.....       | 67                 | Hart, Casey.....                | 59               |
| Egwu, Chetachi A.....              | 60, 67, 90               | Giblin, Connor.....         | 47                 | Harvey, Stephan Blake.....      | 39               |
| Ehrlich, Matthew C.....            | 89                       | Gibson, Gerald.....         | 56                 | Hatcher, Ethan.....             | 54               |
| Ekness, Ray.....                   | 68                       | Gildin, Tyler.....          | 103                | Hatton, Debbi.....              | 41               |
| El Safty, Sarah.....               | 54                       | Gilles, Troy.....           | 42                 | Havanec, Amelia.....            | 78               |
| Elam, Jon.....                     | 47                       | Gilmore, Caroline.....      | 21                 | Havens, Timothy.....            | 41               |
| Elavarthi, Sathya Prakash.....     | 84                       | Gilmore, H. James.....      | 26                 | Hawryluk, Dianna.....           | 54               |
| Elder, Stephanie.....              | 57                       | Gimbal, Ashley.....         | 112                | Hebert, Lisa Pecot.....         | 36               |
| Elgie, Phillip.....                | 73                       | Ginaé, Mia.....             | 73                 | Hecht, Michael.....             | 24               |
| Elin, Larry.....                   | 103                      | Glover, Mathis.....         | 28                 | Heffner, Chuck.....             | 56               |
| Elkins, Chris.....                 | 42                       | Godin, Erin.....            | 47                 | Heifetz, Terry J.....           | 76, 93           |
| Elliott, Marie.....                | 42, 43, 65, 72, 103, 114 | Godwin, Kala.....           | 100                | Hemenway, Paul T. M.....        | 72, 99           |
| Elliott, Mindy.....                | 77                       | Goheen, John C.P.....       | 87                 | Henderson, Janie.....           | 85               |
| Elmore, Clinton.....               | 38                       | Goldbaum, Howard.....       | 121                | Henderson, Jennifer.....        | 113              |
| Endsley, Jared.....                | 73                       | Gonzalez, Mario H.....      | 45                 | Henderson, Keren.....           | 70, 75, 103      |
| Enfield, Jacob.....                | 59, 115                  | Gonzalez, Marty.....        | 105                | Hendricks, John Allen.....      | 18, 21, 36, 90   |
| Eschenfelder, Christine.....       | 70, 89                   | Goodman, David.....         | 39                 | Henkel, Daniel.....             | 73               |
| Eshleman, Jonathan.....            | 73                       | Goodman, James L.....       | 72                 | Henry, Sandy.....               | 23, 59, 78       |
| Esterline, Eric.....               | 77                       | Goodman, Jim.....           | 43                 | Hepler, Wayne.....              | 76               |
| Estes, Matthew.....                | 76                       | Goodwin, Clara.....         | 47                 | Hernandez, Nudia.....           | 54, 55           |
| Evans, Shanrica.....               | 42                       | Goodwin, Jill.....          | 99, 115            | Hesse, Bradford.....            | 40               |
| Evans, Todd D.....                 | 72                       | Gordon, Robert D.....       | 107                | Heuston, Kathy.....             | 124              |
| Evans, Victor D.....               | 36, 60                   | Gordon, Steve.....          | 78, 123            | Hill, Desiree.....              | 51, 89           |
| Ewing, Clay.....                   | 78                       | Gottlieb, Carrie.....       | 74                 | Hill, William.....              | 84               |
| Fabbri, Scott.....                 | 47                       | Gough, Donna L.....         | 36, 82, 72, 116    | Hindman, Douglas Blanks.....    | 24               |
| Fairbourn, Chelsea.....            | 47                       | Gould, Bob.....             | 39, 68, 91, 99     | Hindman, Tyler.....             | 97               |
| Farber, Erica.....                 | 36                       | Gould, Kara Joliff.....     | 46                 | Hinkle, Brad.....               | 38               |
| Farnsworth, Meghan.....            | 68                       | Grady, Don A.....           | 28, 113            | Hirz, Alex.....                 | 74               |
| Farrell, Laura.....                | 44                       | Grannis, David.....         | 114                | Hodgson, Scott.....             | 44               |
| Faulconer-Lippert, Gwin.....       | 95, 108                  | Grant, Augie.....           | 18, 21, 45, 57, 85 | Hoffman, Beth Leah.....         | 124              |
| Fedyski, Steve.....                | 44                       | Graybeal, Geoffrey.....     | 55                 | Hoffman, Phil.....              | 51               |
| Feldman, Tyler.....                | 47                       | Grazulis, Anna.....         | 76                 | Hoffmann, Lauren.....           | 38               |
| Feuer, Tom.....                    | 106                      | Green, Chet.....            | 54                 | Hogg, Emma.....                 | 69               |
| Fiedler, Heather Starr.....        | 23, 59, 95, 115          | Green, Rich.....            | 45, 111            | Hokanson, Shelly.....           | 69               |
| Figueroa, Victor.....              | 68                       | Greene, Rustin.....         | 103, 111           | Holladay, Autumn.....           | 116              |
| File, Patrick.....                 | 45, 97                   | Grego, Melissa.....         | 82                 | Holmes, Lindsey.....            | 54               |
| Finch, Kevin.....                  | 99                       | Gresham, Barry.....         | 47, 100            | Holmes, Todd Andrew.....        | 26               |
| Fink, Edward.....                  | 65, 103                  | Grodzki, Erika.....         | 43, 60             | Homburg, Nick.....              | 93, 104          |
| Finney, Amanda.....                | 93                       | Gronevelt, Shannon.....     | 69                 | Hong, Will.....                 | 49               |
| Fischer, Dillon.....               | 74                       | Gross, Max.....             | 47                 | Hoplamazian, Gregory J.....     | 26, 66           |
| Fischer, Kenneth A.....            | 99, 104, 114             | Grubb, Max V.....           | 104                | Hostetter, Benson.....          | 73               |
| Fisher, Gerald.....                | 95                       | Guerrazzi, Diane.....       | 99                 | Houston, James.....             | 106              |
| Fitzgerald, Kelsey McCutcheon..... | 78                       | Guest, Christine.....       | 21, 92             | Houston, Taylor.....            | 74               |
| Flick, Mason.....                  | 47, 74                   | Guinn, Garrett.....         | 39                 | Howard, Sarah Kate.....         | 42               |
| Foley, Larry.....                  | 38                       | Gullifor, Paul F.....       | 100                | Hubbard, Glenn.....             | 14, 87, 100, 123 |
| Foley, William.....                | 55                       | Guntzville, Lisa M.....     | 66                 | Hudson, Lawrence.....           | 93               |
| Fortunato, Joe.....                | 26, 92                   | Guo, Miao.....              | 26, 60, 80         | Hudson, Tim.....                | 20               |
| Foss, Ian.....                     | 74                       | Haave, Matt.....            | 54                 | Huegerich, Ryan.....            | 42               |
| Foster, Brent.....                 | 99                       | Hable, Austin.....          | 73                 | Huff, Alexandra.....            | 38               |
| Fox, Kim.....                      | 88, 91, 99, 112, 121     | Hackel, Kristina.....       | 89                 | Hufford, Kyle.....              | 23, 43, 124      |
| Fox, Nicole.....                   | 69                       | Haigh, Michel M.....        | 24, 49             | Hughes, Kathy.....              | 68, 91           |
| Fratrik, Mark.....                 | 36                       | Haislett, Robin.....        | 43                 | Hughey, Haley.....              | 47               |
| Freberg, Karen.....                | 85                       | Halcomb, Tracy.....         | 26                 | Hunt, Troy L.....               | 82, 90           |
| Friedenberg, Keith.....            | 28                       | Hall, Avery.....            | 68                 | Hunter, Rachel.....             | 28               |



|                         |                          |                          |                            |                            |             |
|-------------------------|--------------------------|--------------------------|----------------------------|----------------------------|-------------|
| Huntsberger, Michael W. | 60, 79, 83               | Krakow, Melinda          | 57, 66, 76                 | Mahmud, Athir              | 69          |
| Huszarik, Liz           | 28                       | Kramer, Jen              | 69                         | Mahoney, Emily L.          | 39          |
| Ibrahim, Dina           | 67, 102, 110, 115        | Krause, Victor           | 73                         | Mahoney, L. Meghan         | 60, 85      |
| Idsvoog, Karl           | 104                      | Kreisman, Barbara        | 92                         | Mangino, Jenna             | 51          |
| Imre, Iveta             | 14, 68, 87, 91, 100, 123 | Kreps, Gary              | 24, 40, 44                 | Mangrum, Leah B.           | 70, 102     |
| Inglin, Andrew          | 21                       | Kropp, Evan              | 46, 55, 65, 92             | March, Tori                | 73          |
| Ingram, Tom             | 23                       | Kuang, Juan              | 93                         | Marcinkiewicz, Amy         | 33          |
| Irwin, Stacey O.        | 79, 88, 112, 113         | Kuban, Adam J.           | 72, 76, 99, 112, 113       | Margherita, Nick           | 78          |
| Isaacs, Shawn           | 112                      | Kunkel, Kayli            | 87                         | Marley, Hannah             | 38          |
| Iyamba, Nkoyo           | 96                       | Kuprys, Jonas            | 73                         | Marquez, Carolina          | 38          |
| Jackson, Chase          | 85                       | Kurland, Brett           | 106                        | Marquez, Kristen           | 73          |
| Jackson, Stephanie      | 43                       | Kwami, Janet             | 79                         | Marshall, Stephen          | 85          |
| Jacoby, Jeff            | 102, 115                 | Lantz, Samantha          | 69                         | Martin, Carey              | 43, 72, 109 |
| Jacques, Max            | 73                       | Lao, Mary Grace          | 100                        | Martin, Eugene             | 43          |
| Jalli, Nuurianti        | 98                       | Lapp, Allie              | 73                         | Mascaro, Thomas            | 86, 95      |
| Jameison, Kyle          | 39                       | Largent, Julia           | 86, 91                     | Masterson, Annette         | 93          |
| Jandora, Nick           | 73                       | Lashley, Mark            | 26, 55                     | Matz, Jenni                | 94, 110     |
| Jaskulske, Brenda       | 109                      | Lasser, Ricky            | 87                         | Matzdorff, Mike            | 94          |
| Jassem, Harvey          | 56                       | Latar, Noam Lemelshtrich | 84                         | Maxwell, Ryan              | 42          |
| Jean-Claude, Sandy      | 98                       | Lauser, Stephen          | 73                         | May, Trevor P.             | 73          |
| Jeffers, Nathan         | 74                       | Lawton, Bessie           | 85                         | Mayes, Maggie McGraw       | 90          |
| Jenkins, Shelley        | 115                      | Leaman-Miller, David     | 73                         | McAlexander, Micheal       | 20, 59, 72  |
| Jenot, Ryan             | 69                       | Lechler, Ron             | 39                         | McAuliffe, Jacob           | 68          |
| Jensen, Jakob D.        | 33, 49, 66, 76, 98       | Lee, Erika               | 69                         | McCallum, Michael          | 74          |
| JeongYi, Yong           | 95                       | Lee, Hun-Yul             | 66                         | McConnell, Patrick         | 73          |
| Jewell, Alexis          | 76                       | Lee, Jin Kyun            | 71                         | McCoy, Bernard R.          | 94, 97      |
| Johnson, Emilie         | 43                       | Lee, Laurie Thomas       | 70                         | McCoy, David               | 36          |
| Johnson, Evan           | 86, 113                  | Lee, Matt                | 47                         | McDaniel, Drew             | 98          |
| Johnson, Jared          | 47, 52, 104              | Lee, Shu-Yueh            | 71                         | McDonnell, Henry           | 114         |
| Johnson, Jennifer       | 87                       | Leedham, Joshua          | 38                         | McDonnell, Thomas          | 82, 95      |
| Johnson, Kevin          | 60                       | Leipzig, Adam            | 77                         | McFarland, Sheila          | 97          |
| Johnson, Lauren         | 42                       | Leonard, Lauren          | 73                         | McGann, Matt               | 47          |
| Johnson, Patrick M.     | 80                       | Levy, Josh               | 46                         | McGinnis, Elisha Catherine | 101         |
| Johnson, Phyllis        | 21, 101, 102             | Lewis, Warren            | 78, 81, 92                 | McGuire, Megan             | 47          |
| Johnson, Rich           | 97                       | Liberman, Howard M.      | 92                         | McHale, John               | 42, 65      |
| Johnson, Sammye         | 89                       | Liew, Kai Khiun          | 98                         | McKay, Aubrey              | 69          |
| Johnston, Dakota        | 39                       | Liguez, Lance            | 23, 41, 115                | McMullen, Janet            | 112         |
| Johnston, Jacob         | 43                       | Likes, Terry             | 54, 93, 100, 112, 121, 124 | McMullen, Jim Gray Jo      | 54          |
| Jones, Christina        | 33                       | Limor, Hagit             | 105                        | McNary, Bridget            | 116         |
| Jones, Joy              | 68                       | Lin, Trisha T. C.        | 95, 98                     | MCuadra, Tanya             | 101         |
| Josey, Christopher      | 92                       | Lindblad, Dan            | 47                         | Meadows, Jennifer          | 59, 82      |
| JunBae, Beom            | 95                       | Lippert, Rick Allen      | 94                         | Medina, Cynara             | 67          |
| Jung, Logan             | 39                       | Liseblad, Madeleine      | 66                         | Medoff, Norm               | 20          |
| Kaczor, Catherine       | 38                       | Liste, Stefanie          | 100                        | Melamed, Erica             | 100         |
| Kahle, Sam              | 78                       | Littlefield, Robert      | 44                         | Mensah-Boadi, Patrick      | 42          |
| Kaiser, Matt            | 85                       | Litty, Jamie             | 43, 46, 73, 83, 104        | Merritt, Christine         | 36, 40      |
| Kane, Jonathon          | 28                       | Livengood, Jim           | 84                         | Messere, Fritz J.          | 70, 86, 103 |
| Karimipour, Nicki       | 110                      | Livingston, Jo Ann       | 90                         | Messina, Lucas             | 47          |
| Kasicki, Cassie         | 28                       | Lodato, Mark             | 100                        | Metzler, Mike              | 73          |
| Kasoma, Twange          | 89                       | Loewen, Sherrie          | 66                         | Meyer, Michele             | 93          |
| Katzman, Gabe           | 68                       | Loggins, Ginger M.       | 66                         | Meyers, Cynthia B.         | 75          |
| Kay, Deon               | 103                      | Lohmeier, Eric           | 28                         | Michael, Chris             | 47          |
| Keefer, Kristen         | 39                       | Lohrey, James            | 59, 110, 114               | Michael, Ian               | 86          |
| Kenny, Thomas           | 45                       | Loof, Travis             | 66, 80                     | Michaels, Lauren           | 69          |
| Khayambashi, Shila      | 51                       | Lotz, Amanda             | 41                         | Miklusak, Zac              | 47          |
| Kilkenny, Dillon        | 73                       | Loucks, Derek            | 39                         | Miletich, Michael          | 57          |
| Kim, Albert             | 45                       | Lovato, Sam J.           | 51, 81                     | Miller, Kyle               | 80          |
| Kim, Hwalbin            | 71                       | Loving, Bill             | 20                         | Miller, Reid               | 38          |
| Kim, Joon K.            | 71                       | Lowhorn, Derrick         | 55                         | Miller, Sean               | 73          |
| Kim, Youjeong           | 89                       | Luce, Eric               | 28                         | Miller, Shyah              | 38          |
| Kimbrough, Dan          | 52, 86, 91, 102, 108     | Lucido, Jack             | 38                         | Miller, Tyla               | 42          |
| King, Andy J.           | 33, 66, 98               | Luft, Greg               | 21                         | Miller, William C.         | 72          |
| Kinnally, Will          | 98                       | Lyle, Dennis             | 36                         | Miller-Day, Michelle       | 24          |
| Kirkpatrick, Dennis     | 106                      | MacArthur, Paul          | 70, 103, 110               | Mills, John                | 106         |
| Klein, Ian              | 69                       | Mackay, Jenn Burleson    | 21                         | Mims, Bruce                | 36          |
| Klein, Jeremy           | 47                       | MacKerron, John          | 41                         | Mims, Jay                  | 71, 90, 116 |
| Kling, Trent            | 47                       | MacKins, Tiffany         | 78                         | Mirazi, Hafez M.           | 81          |
| Kolodzy, Janet          | 99                       | MacLennan, Anne          | 100                        | Mitchell, Kayla            | 73          |
| Kopacz, Ola             | 85                       | Magdy, Safaa             | 68                         | Mondy, Zipporah            | 57          |
| Korpi, Michael          | 101                      | Magee, Sara              | 20, 68, 91                 | Monedero, Mike             | 42          |
| Koski, Lauren           | 28                       | Magliulo, Vincent        | 84                         | Montanez, Victoria         | 42          |
| Kosterich, Allie        | 98                       | Magpanthong, Chalisa     | 98                         | Montano, Shawn             | 73, 123     |
| Kraemer, Joseph         | 26, 97                   | Mahmoud, Kanzy           | 54                         | Moore, Joe                 | 52          |

|                        |          |                       |                  |                          |                 |
|------------------------|----------|-----------------------|------------------|--------------------------|-----------------|
| Moore, Paul Samuel     | 100      | Pearce, Kaitlyn       | 39               | Richard, Olivia          | 68              |
| Moots, Wesley          | 42       | Pecot-Hebert, Lisa    | 36, 59           | Ricioppo, Rick           | 114             |
| Morgan, Kayla          | 55       | Pelland, Emily        | 56, 87           | Riecke, Michael James    | 21, 68, 91      |
| Morris, Andrew         | 42       | Peng, Zhao            | 33               | Riley, Blair             | 47              |
| Morris, Ginny          | 75       | Peón-Casanova, Luis   | 74               | Rios, Leslie             | 73              |
| Morrison, Tanner       | 73       | Percy, Ryan Kennedy   | 116              | Robbins, William         | 73              |
| Morse, Sam             | 73       | Perez, Debora         | 66               | Robbins, Vida            | 73              |
| Moss, Chelsea          | 68       | Perez, Simon          | 99, 115          | Roberts, Chad J.         | 51, 79          |
| Mott, Robert           | 28, 82   | Perry, Stephen D.     | 59, 71           | Roberts, Jennifer        | 69              |
| Muirhead, Macy         | 57       | Peschau, Matt         | 49               | Roberts, Neil            | 97              |
| Mullen, Faith E.       | 109      | Peter, Elizabeth      | 69               | Roberts, Shearon         | 71              |
| Mullen, John           | 106      | Pfaff, Joshua         | 42, 73, 74       | Robinson, Evan           | 73              |
| Mullen, Lawrence       | 60, 98   | Phillips, Martin      | 43               | Robinson, MJ             | 80              |
| Mullen, William LeRoy  | 109      | Piper, Don            | 52, 73, 80       | Robinson, Nancy          | 110             |
| Mullins, Matt          | 92       | Pitts, Gregory        | 89               | Robinson, W. Russell     | 66              |
| Mullins, Michael B.    | 54       | Pjesivac, Ivanka      | 123              | Roche, Jason             | 111             |
| Murnane, Bridget A.    | 115      | Plavajka, Randy       | 28               | Rockwell, Becca          | 47              |
| Murphy, Harry          | 43       | Pluskota, Jonathan P. | 54, 83, 101      | Rodriguez, Julian M.     | 23, 83, 91      |
| Murphy, Tiffany        | 73, 105  | Pocta, Matt           | 73               | Rogers, Ryan             | 76              |
| Murray, John           | 74       | Podolak, Laura        | 106              | Rogus, Mary T.           | 40, 68, 91, 105 |
| Murta, Anna            | 39       | Pokharel, Manusheela  | 33, 49, 66       | Rohde, Samantha          | 74              |
| Mydlack, Daniel J.     | 124      | Polinsky, Heather     | 60, 80, 93, 108  | Romberg, Kyle            | 98              |
| Myers, Luke            | 28       | Pollock, Donald       | 39               | Romero, Anna Marie       | 20              |
| Myers, Mary            | 106      | Portell, Eli          | 74               | Romney, Miles            | 97              |
| Myssayeva, Karlyga     | 92       | Porter, Lance         | 24               | Rosenberg, Daniel        | 78              |
| Nagelberg, Ken         | 123      | Powell, Phillip       | 60, 79, 110, 123 | Rosenblum, Bruce         | 28              |
| Napoli, Philip Michael | 98       | Powers, Jack          | 123              | Rosengard, Dana          | 74, 85          |
| Nash, Robby            | 54       | Powers, John          | 71               | Roth, Cheyna             | 78              |
| Navarro, Conrad Joseph | 42       | Powers, Jonathan D.   | 71               | Roth, Clay               | 54              |
| Neely, Adrian Lopez    | 41       | Powers, Stefanie      | 43               | Roth, Richard            | 93              |
| Neely, Cammeron        | 38       | Price, Melissa Lee    | 91               | Rothamel, Colin          | 42              |
| Nelson, David          | 81       | Price, Stephen        | 26, 46, 73, 104  | Rowan, Katherine         | 33              |
| Nemec, Evan            | 47, 68   | Primus, Brent         | 42               | Roye, Jack               | 69              |
| Netsch, Bailey         | 39       | Pringle, Shannon      | 115              | Rubenking, Bridget       | 28, 66          |
| Nevarez, Alyssa        | 55       | Prinz, Sarah          | 73, 78           | Rudlang, Sarah           | 69              |
| New, Eric              | 73       | Provenzano, Grace     | 111              | Ruhs, Theodora           | 101             |
| Newton, Vickie         | 71       | Pulley, Erica Ramsey  | 39, 44           | Ruhley, Brody            | 80              |
| Ni, Neil Yuqian        | 97       | Quillin, Kurtis       | 47               | Ruiz, Elizabeth          | 87              |
| Nicolás, Maria Teresa  | 84       | Racine, Robert        | 83               | Rumell, Nick             | 42              |
| Ning, Tim              | 54, 55   | Rackham, Brian        | 33, 111          | Russell, Christine R.    | 109             |
| Nirula, Gagan          | 109, 115 | Rafferty, Luke        | 78               | Sabie, Brittany          | 74              |
| Nonas, Elisabeth       | 123      | Ragab, Karima Hassan  | 54               | Saldivia, Gabriela       | 39              |
| Nonemaker, Elizabeth   | 68       | Rahman, Nadia         | 91               | Saleh, Ibrahim M.        | 84              |
| Nourse, Dave           | 81       | Rahman, Faisal        | 57               | Sales, Emma              | 47              |
| Nwokoye, Beverly       | 39       | Rai, Girish           | 73               | Sallee, Sheri            | 94              |
| O'Hair, H. Dan         | 24       | Raimist, Rachel A.    | 21, 116          | Saltzman, Joe            | 89              |
| O'Hair, Mary John      | 24       | Rakoczy, Megan        | 87               | Samerdyke, Olivia        | 86              |
| Oaf, Mervat S. Abou    | 81       | Ramirez, Artemio      | 66               | Samples, Rachel          | 103             |
| O'Connor, Katie        | 100      | Ramoutar, Nadia       | 26               | Sanders, Meghan          | 24              |
| O'Connor, Kevin        | 38       | Ramsey, Mark          | 81               | Sanders, Patricia F.     | 93, 112         |
| O'Connor, Mary Beth    | 65, 109  | Raphael, Sutton       | 39               | Sandler, Kevin           | 41              |
| Odgers, Jake           | 73       | Rasul, Azmat          | 84               | Sangalang, Raquel M.     | 73              |
| Ogden, Michael R.      | 91, 103  | Raty, Esther          | 57               | Santero, Nicole          | 93              |
| O'Hair, Mary John      | 33       | Ray, Andrew           | 73               | Sapp, Kellie             | 90              |
| Olson, Beth            | 75, 110  | Ray, Randy            | 107              | Sarapin, Ph.D., Susan H. | 66              |
| Olson, Erik            | 42       | Raymond, Ronald K.    | 104              | Savin, Joseph            | 39              |
| Olstad, Conor          | 73       | Reburn, Anne          | 54               | Scherr, Courtney         | 33, 98          |
| O'Malley, Michelle     | 76       | Redman, Jevin         | 47               | Schiffman, James R.      | 28, 59, 71, 75  |
| O'Neill, Todd          | 52, 97   | Redmond, Michelle     | 107              | Schiffman, Jeffrey P.    | 45, 102, 106    |
| Orchard, Kelly         | 65       | Reed, Caitlin         | 74               | Schmidt, Ric             | 65              |
| Ormond, Rebecca        | 82       | Reed, Noah            | 47               | Schoenauer, Ciara        | 103             |
| Ortegon, German        | 83       | Reeder, Justin        | 47               | Schulman, Stacey         | 28              |
| O'Sullivan, Erin       | 47       | Rehal, Priya          | 51               | Schwab, Kelly            | 43              |
| Ouellet, Nicky         | 87       | Reilley, Mike         | 39               | Schweich, Emily          | 69              |
| Oye, Amanda            | 100      | Reilly, Alison        | 69               | Scott, Alex              | 73              |
| Palluconi, Joey        | 74       | Reilly, Kevin         | 69               | Seel, Peter B.           | 70, 108         |
| Papacharissi, Zizi     | 21       | Renaud, Chris         | 112              | Seller, Jennifer         | 69              |
| Parkhurst, Ryan        | 21       | Renaud, Jerry         | 94               | Senser, Sam              | 87              |
| Parks, Caitlin         | 39       | Reuning, Beecher      | 73               | Seo, Sangho              | 89              |
| Parsons, Brad          | 47       | Reyes, Anthony        | 39               | Servizzi, John           | 77              |
| Patrick, Larry         | 75       | Reyes, Kevin          | 73               | Sethi, Neha              | 93              |
| Patterson, Scott       | 83       | Rezac, Tommy          | 47               | Sgroi, Melissa           | 52              |
| Pavagadkar, Amol       | 107      | Rhorer, Hal           | 38               |                          |                 |

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|                             |              |                              |                         |                                   |                 |
|-----------------------------|--------------|------------------------------|-------------------------|-----------------------------------|-----------------|
| Shadaram, Eraj.....         | 74           | Sweitzer, Brandon T.....     | 60, 80, 93              | Wang, George Chun Han.....        | 39, 106         |
| Shafer, Daniel M.....       | 101          | Sweitzer, Hailey Lynn.....   | 60, 93                  | Wang, Ruoxu.....                  | 44              |
| Shapiro, Daniel.....        | 84           | Swiatkowski, Megan.....      | 69                      | Ward, Benjamin.....               | 38              |
| Sharma, Rekah.....          | 97           | Swift, Kevin P.....          | 36                      | Ward, Matthew.....                | 45              |
| Sharon, Alexander.....      | 39           | Swingley, Sarah.....         | 74                      | Weatherston, Kristine Trever..... | 116             |
| Shaw, Nick.....             | 73           | Switzer, Jamie S.....        | 72                      | Weaver, Bradley L.....            | 33              |
| Shelton, Brian.....         | 28, 82, 95   | Switzer, Ralph.....          | 72                      | Weaver, Jeremy.....               | 66              |
| Sheridan, Brian.....        | 26           | Swope, Elliot.....           | 38                      | Weber, Brent H.....               | 114             |
| Sherif, Amira.....          | 54           | Swope, Jennifer.....         | 38, 74                  | Weiner, Mark.....                 | 55              |
| Sherwany, Sarhang.....      | 38           | Sykes, Rick.....             | 106                     | Weiss, Steven.....                | 38, 70          |
| Shevitz, Lily.....          | 54           | Talbott, David.....          | 39                      | Welch, Edward.....                | 107             |
| Shield, Michael.....        | 43           | Tanes-Ehle, Zeynep.....      | 95                      | Welch, Garrett.....               | 73              |
| Shimmel, Howard.....        | 28           | Tang, Karen.....             | 87                      | Wen, Yonggang.....                | 95              |
| Shin, YoungJu.....          | 24           | Tang, Tang.....              | 26, 80, 85              | Wenger, Debora.....               | 39, 105         |
| Shock, Jack.....            | 76           | Tanielian, Andrew.....       | 43                      | West, Mark D.....                 | 65              |
| Shofner, Christopher.....   | 38, 102, 113 | Tapia, Alexcis.....          | 54                      | Westgard, Kristy.....             | 39              |
| Shrader, John W.....        | 33, 67       | Taylor, Cailey.....          | 69                      | Westmaas, Andrew.....             | 74              |
| Sidlow, Faith.....          | 74           | Taylor, Christine.....       | 66, 71, 76, 77, 80, 124 | Whalen, Michael.....              | 65              |
| Sidway, Scott.....          | 54, 68       | Taylor, Dick.....            | 67                      | Wheatcroft, Daniel.....           | 55              |
| Siebum, Doug.....           | 54, 55       | Taylor, John.....            | 41                      | Wheeler, Brian.....               | 97              |
| Sikora, Julia.....          | 79           | Taylor, Michael.....         | 40, 55                  | Whitaker, Connor.....             | 38              |
| Silcock, B. William.....    | 99           | Taylor, Nick.....            | 72, 73                  | Whitaker, Nicholas.....           | 39              |
| Silkwood, Sara.....         | 73           | Teo, Winston.....            | 98                      | White, Christopher.....           | 72              |
| Simmons, De'joie.....       | 42           | Terao, Ryoya.....            | 72                      | Whitten, Jeffrey.....             | 74              |
| Simonds, Brent.....         | 83, 94       | Terzic, Marilyn.....         | 46, 73                  | Wilderman, Melanie.....           | 20              |
| Simpson, Amy.....           | 69           | Thao, Kong.....              | 74                      | Wiley, Richard E.....             | 98              |
| Sindik, Amy.....            | 80, 116      | Theng, Yin Leng.....         | 98                      | Wilkinson, Amy.....               | 78              |
| Sinning, Nancy.....         | 111          | Therkelsen, Jes.....         | 49, 95, 102, 124        | Wilkinson, Jeffrey S.....         | 99              |
| Sizemore, Megan.....        | 24, 44       | Thompson, Philip A.....      | 79, 85                  | Williams, Anthony.....            | 87              |
| Slankard, Cigdem.....       | 76           | Thompson, Becca.....         | 42, 87                  | Williams, Crystal.....            | 93              |
| Slatton, Anne E.....        | 65           | Thompson, Megan.....         | 68, 69                  | Williams, Katherine Joy.....      | 73              |
| Slocum, Phyllis R.....      | 107, 114     | Thompson, Scott.....         | 46                      | Williams, Lillian.....            | 60, 110         |
| Smart, Ben.....             | 69           | Thompson, Teresa.....        | 24                      | Williams, Sonja D.....            | 93, 121         |
| Smith, Barry.....           | 45           | Thong, Yean Jean.....        | 95                      | Williams-Hawkins, Maria A.....    | 67, 71, 110     |
| Smith, Dave.....            | 28           | Tillman, Zac.....            | 38                      | Williamson, Jennifer.....         | 45, 124         |
| Smith, Donna.....           | 68, 91, 115  | Tilton, Shane.....           | 72, 82                  | Williamson, Patricia.....         | 76, 80, 90      |
| Smith, Jon M.....           | 43           | Timm, Trevor.....            | 45                      | Wilson, Rachel.....               | 42              |
| Smith, Lauren Reichart..... | 99, 110      | Timmins, Lydia.....          | 51, 91, 115             | Wilson, Yumi.....                 | 111             |
| Smith, M.C.....             | 42           | Tirumala, Lakshmi.....       | 43, 59, 78              | Winston, Tameka.....              | 41, 110         |
| Smith, Maci.....            | 69           | Tobin, Charles D.....        | 108                     | Winters, Caryn L.....             | 71              |
| Smith, Michael C.....       | 23, 26, 89   | Torre, Paul.....             | 41                      | Wirig, Evan C.....                | 95              |
| Smith, Sarah A.....         | 55           | Torres, Matthew.....         | 39                      | Wolchuk, Zach.....                | 47              |
| Smith, Susan.....           | 23, 77, 88   | Trapp, Samuel.....           | 57                      | Wolicki, Mark.....                | 21              |
| Smucker, Jake.....          | 43, 74       | Tudryn, Joyce.....           | 75                      | Woltjen, Courtney.....            | 47, 69          |
| Sojwal, Yasha.....          | 73           | Turner, Laurelle.....        | 54                      | Womelsduff, E.R.....              | 42              |
| Sorel, Timothy D.....       | 72, 83       | Umansky, Barry D.....        | 77, 92, 98              | Wonders, Brett.....               | 28              |
| Spasovska, Katerina.....    | 123          | Utsler, Max Roy.....         | 52, 84                  | Wong, Jonathan.....               | 74              |
| Spicer, Robert N.....       | 79, 108      | Valdez, Darin.....           | 28                      | Woodall, Lowery.....              | 47, 52, 79, 112 |
| Spillman, Mary.....         | 113          | Valenzuela, Alejandro.....   | 54                      | Woodworth, Jesse.....             | 69              |
| Stackable, Ryan.....        | 73           | Valle, Jose.....             | 33                      | Wright, Leigh.....                | 33, 59          |
| Stafford, Jerrod.....       | 47           | Van Bogaert, Donna.....      | 33                      | Wright, Shaun.....                | 49              |
| Stark, Craig A.....         | 83           | Van Buren, April.....        | 87                      | Wuerffel, Elizabeth.....          | 38              |
| Stavitsky, Alan G.....      | 79           | Van Gheem, Ciara.....        | 42                      | Wylie, Jimmy.....                 | 68              |
| Steadman, Geoff.....        | 36           | vanFrankenhuyzen, Kelly..... | 97                      | Xie, Quan.....                    | 60, 66, 98      |
| Stearns, Patrick.....       | 36, 116      | Vanhala, Helena.....         | 20                      | Yale, Robert N.....               | 66, 76          |
| Stevens, Nicole.....        | 45           | VanZevenBergen, Mark.....    | 39                      | Yambor, Marjorie.....             | 81              |
| Stewart, Kiegan.....        | 39           | Varner, Joni.....            | 108                     | Yan, Chao.....                    | 101             |
| Stier, Kelly.....           | 101          | Veal, Jazmine.....           | 107                     | Yang, Hocheol.....                | 76              |
| Stilwell, Heather.....      | 78           | Velez, Cheri Miller.....     | 73                      | Yang, Kaimeng.....                | 101             |
| Stokes, Ethan.....          | 85           | Vellis, Tiffany.....         | 68                      | Yang, Yiyi.....                   | 80              |
| Strain, Jstyn.....          | 47           | Veldugo, Ean.....            | 73                      | Yates, Bradford L.....            | 103, 112, 116   |
| Strasser, Matt.....         | 55           | Vesci, Tom.....              | 45                      | Yerkinbay, Askhat.....            | 92              |
| Stritto, Michael Dello..... | 107          | Vickroy, Thelma.....         | 115                     | Youngblood, Ed.....               | 43, 59, 86, 106 |
| Strobel, Chris.....         | 78           | Vilela, Alexandra.....       | 123                     | Yu, Nan.....                      | 44              |
| Stroobant, Richard.....     | 124          | Villagonzalo, Pamela.....    | 74                      | Zarkin, Kim.....                  | 70, 88, 110     |
| Strudler, Keith.....        | 76           | Vincent, Mickey.....         | 42                      | Zarro, Antonio.....               | 42, 65          |
| Subramanian, Rajvee.....    | 26           | Vivenzio, Edward.....        | 57                      | Zeldes, Geri Alumit.....          | 86, 87          |
| Suess, Steve.....           | 111          | Vogel, Richard.....          | 123                     | Zhang, Xiaoqun.....               | 60, 95          |
| Sulak, Camryn.....          | 74           | Wagler, Adam.....            | 94                      | Ziegler, Dhyana.....              | 101             |
| Sullivan, Meagan.....       | 38           | Waldon, Lori.....            | 70                      | Zook, Jared.....                  | 73              |
| Sutton, Blake.....          | 39           | Walker, Kevin.....           | 68                      | Zuccaro, Anthony.....             | 42              |
| Sutton, Jeannette.....      | 44           | Walsh, Daniel C.....         | 75, 87                  |                                   |                 |
| Swanay, Carrie Beth.....    | 36, 99, 107  | Wang, David.....             | 69                      |                                   |                 |



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