BEA2015 Convention Program

BEA@60

Educating for Tomorrow's Media Since 1955

April 12-15 | Las Vegas Westgate

BEAweb.org

Television Academy Foundation

FACULTY SEMINAR

NOVEMBER 9–13, 2015

CONNECTING THE CLASSROOM WITH THE TELEVISION INDUSTRY

CALL FOR APPLICATIONS

Every November, the Television Academy Foundation invites 20 professors from universities nationwide to the Faculty Seminar in Los Angeles, California. Faculty Fellows are immersed into the entertainment industry to learn from television leaders over a week-long conference. Travel and lodging is provided.

Postmark Deadline for Applications: August 1, 2015

For more information about our student and faculty programs, please visit TelevisionAcademy.com/Foundation

Convention Program Chair's

Welcome

Welcome to the 2015 BEA Convention! It is a privilege and an honor to be awarded the opportunity to be your 2015 convention program chair as BEA celebrates a significant milestone: Our 60th Anniversary! This year is set to be a festive, informative and celebratory year as our Spotlight: "Digital Evolution in Revolutionary Times" embarks us on a journey of new endeavors, a full schedule of panels and workshops, and an eye-opening array of special guests and presentations.

This year, we are honored to have Shelly Palmer Managing Director of Digital Media Group at Landmark Ventures and host of Fox Television's "Shelly Palmer Digital Living" for our featured session, "Digital Wisdom: Thought Leadership for a Connected World." A special thanks to Bruce K. Rosenblum for his professional insights, connections, and friendship to BEA, in helping us host Shelly Palmer at BEA2015.

We will also be privileged to welcome Liz Huszarik, Executive Vice President of Warner Bros. Media Research & Insights!

Some other noted guests will include "A Conversation with David Simon" best known as Creator and Writer on "The Wire" an award winning HBO series.

We are also pleased with the response and submissions of our 2015 Research Symposium Theme: "Race and Gender in Electronic Media: Challenges and Opportunities," special thanks to this year's chair, Rebecca Ann Lind. 2015 Poster Session Chair and 2016 Convention Chair Sara Magee will be overseeing our very first digital Poster Session! Digital Signage will grace the halls of the newly owned Westgate Hotel, how bright and bold the posters will become as we embrace new cutting edge digital endeavors!

I am still in awe of all of the panels that were submitted this year, many holding the spotlight theme. We were also honored with a robust amount of Research Papers and Festival of Media Arts entries.

Which leads me to a warm welcome to this year's newly appointed Festival Chair Lowell Briggs, we are in for a treat as he steps into the shoes of our commendable recent past chairs, Vic Costello and Warren Koch.

A special acknowledgement to the 2014-2015 President Barry Umansky and recent past President Mary Schaffer whom I had the honor to work with this past two years along with the rest of the distinguished board members.

Finally, I will end by thanking our wonderful BEA team Traci Bailey, JD Boyle, and Heather Birks who operate the most innovative, grand organization any media professor can be a part of. It has been a pleasure to be part of the BEA family and participate in various roles of Chair and Vice-Chair of the Sports Division and Chair of the Faculty Sports Festival of Media Arts, which helped pave the way to my role today. Thank you also to all of the Division, Paper, and Festival Chairs who work tirelessly throughout the year to put our event together and make it exciting and seamless. A special thanks to Interest Division Rep Mike Bruce who is finalizing his last year in the role. He has been an inspiration to me and I am sure to all of the Division Chairs past and present. Also thanks to Tony DeMars last year's Convention Chair and all of the past chairs I have followed in their footsteps.

Please enjoy all that this year has to offer with many celebrations, bonding moments, sharing of knowledge and accolades. If you are new to BEA take the opportunity to attend our BEA 101 session that will certainly show you the ropes of what many of us look forward to year after year! Have a great time here in Las Vegas!

Sincerely,
Denise Belafonte-Young Lynn University
2015 Convention Chair

BEA2015 Highlights

2015 Research Symposium:
Race and Gender in Electronic Media: Challenges and Opportunities

Sunday, April 12 | 9:00 AM – 4:15 PM
Conference Room 2/3

Evolution of TV: WAVE VI
Sunday, April 12 | 1:30 PM - 2:45 PM Pavilion 3

The DNA of TV: Unlocking the Emotional Building Blocks of Successful Television
Magid Generational Strategies™
Sunday, April 12 | 3:00 PM - 4:15 PM Pavilion 3

Rowan University Presents...
A Conversation with David Simon

Sunday, April 12 | 12:00 PM-1:15 PM
Pavilion 3

A Conversation with TMZ's Evan Rosenblum

Sunday, April 12 | 10:30 AM - 11:45 AM
Pavilion 3

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

BEA Opening Night Reception
7:00 PM-8:00 PM | Tempo Lounge

BEA Past Presidents: Reflection on How We Got Here and Where We Are Going

Monday, April 13 | 1:00 PM - 2:15 PM
Pavilion 2

Shelly Palmer Presents...Digital Wisdom: Thought Leadership for a Connected World

Monday, April 13 | 2:30 PM – 3:45 PM
Pavilion 3

The BEA Best of Festival King Foundation Awards Ceremony

Monday, April 13 | 6:00 PM – 8:00 PM
Ballroom C

FESTIVAL OF MEDIA ARTS

Television Academy Foundation

ATAS Coffee with... Fred Savage
Director of "Modern Family" & "It's Always Sunny in Philidelphia"

Tuesday, April 14 | 10:30 AM – 11:45 AM
Pavilion 3

How to Help Students Think Critically with Al Tompkins

Tuesday, April 14 | 1:45 PM - 4:45 PM
Pavilion 9

BEA@60
Educating for Tomorrow's Media Since 1955

BEA 60th Anniversary Reception
Tuesday, April 14 | 6:15 PM – 8:00 PM

ASC Cinematography Masterclass

Wednesday, April 15 | 10:30 AM – 1:15 PM
Ballroom F

AMERICAN SOCIETY OF CINEMATOGRAPHERS ASC

BEA Assessment Boot Camp

Wednesday, April 15 | 9:00 AM – 12:00 PM
Ballroom D

NAB EDUCATION FOUNDATION

NABEF/BEA Career Fair

BEA Educating for Tomorrow's Media

Wednesday, April 15 | 10:00 AM – 3:00 PM
Ballroom C

This is a small sample of the BEA2015 highlights. As you flip through the program you'll find all the valuable sessions the convention has to offer.

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Washington, DC
20036-2891

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help@BEAweb.org

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BEA@60

Anniversary Celebration

Tuesday April 14, 2015 6:15pm - 8:00pm

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Educating for Tomorrow's Media Since 1955

BEA2015

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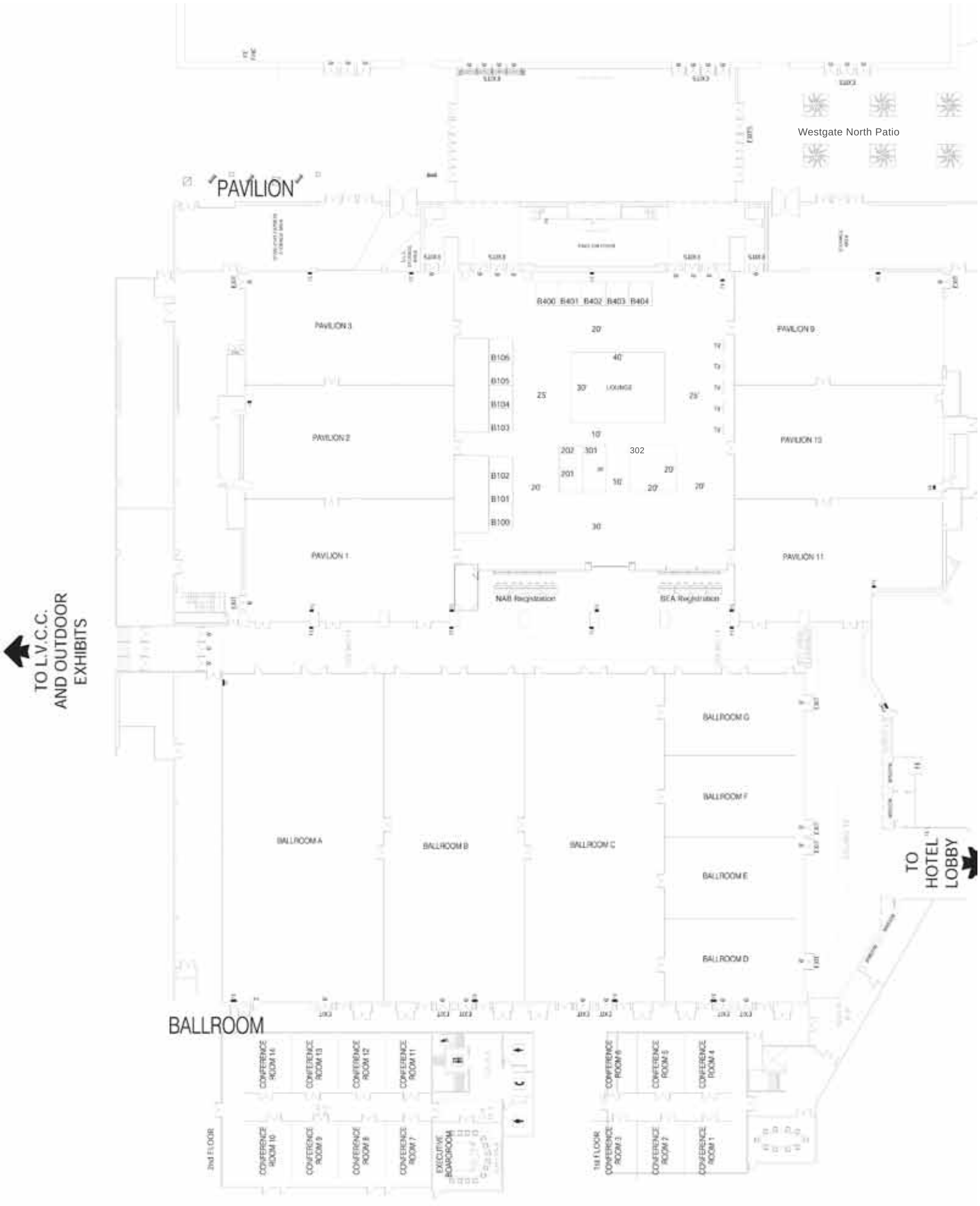
Westgate North Patio
PAVILION
B400 B401 B402 B403 B404
PAVILION 3
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B106
B105
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40'
30'
LOUNGE
25'
25
PAVILION 2
PAVILION 10
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10'
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BEA Registration
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BALLROOM F
BALLROOM A
BALLROOM B
BALLROOM C
BALLROOM E
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BALLROOM
2nd FLOOR
CONFERENCE ROOM 10
CONFERENCE ROOM 9
CONFERENCE ROOM 8
CONFERENCE ROOM 7
CONFERENCE ROOM 16
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CONFERENCE ROOM 12
CONFERENCE ROOM 11
EXECUTIVE BOARDROOM
1st FLOOR
CONFERENCE ROOM 3
CONFERENCE ROOM 2
CONFERENCE ROOM 1
CONFERENCE ROOM 6
CONFERENCE ROOM 5
CONFERENCE ROOM 4

BEA2015

Company	Booth Number
Adorama	B400
B&H Video	B100
Backbone Networks	B105
BEA	B404
Bedford / St. Martin	B202
EditStock	B402
Maxon	B201
National University	B106
Oxford University Press	B103
Ross Video - Inception News / EZNews	B301
Seelio	B104
Taylor and Francis	B302
Temple University	B401
Uniset	B101

Adorama #B400

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Bring the learning experience to life. Get discounts on thousands of products through the Adorama discount program.

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All US based students and educators at accredited college-level film, photography, video, animation, graphic design, new media, or audio program. High school educators of approved programs may also participate. Visit www.Adorama.com/edu

Questions? Email edureg@adorama.com

B&H Video Booth #B100

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

BEA2015

Backbone Networks Corporation Booth #B105
College and High School Radio -- Backbone Radio makes online radio broadcasting simple and mobile. "All you need is a Mac and a mic" to operate your station anywhere. Backbone serves professional sports leagues, public, commercial and satellite broadcasters and operates the IBS Student Radio Network, the largest college and high school Internet radio network. Backbone makes Internet Radio Simplified.

Bedford / St. Martin #B202
Communication disciplines are exciting—from speech communication to journalism, mass communication, and film. At Bedford/St. Martin's, we believe that the books and media you use in your classrooms should reflect the energy and currency of the courses you teach. From the fundamentals to the most current thinking, our books and media facilitate student learning in a digital age.

EditStock #B402
EditStock provides raw footage from films, commercials, and music videos for students to practice editing with. Unlike traditional stock footage, EditStock footage starts with the slate and ends when the director yells cut. Already, colleges like The University of San Fransisco and Edinburgh College are using footage from EditStock. Each project is hand picked to ensure exceptionally high production value standards. Our library includes official selections from prestigious festivals like the LA Short Film Fest.

Maxon #B201
MAXON Computer, USA is a leader in 3D animation software. Award-winning CINEMA 4D and BodyPaint 3D are used worldwide to create 3D animation and designs for films, television and commercials, live events, music videos, medical and scientific animation, apps, motion graphics packages and websites. Recent notable films leveraging the power of MAXON products include: Oblivion, all three Iron Man films, Life of Pi, The Avengers, Tron: Legacy, Jack the Giant Slayer and Prometheus. CINEMA 4D has also been used to create on-air packages for Discovery Channel, TMZ T.V., Comedy Central, Monday Night Football, Jeopardy, Wheel of Fortune, ESPN, NFL Network, NBC, DirecTV, CBS NFL, Fox and TMZ T.V.

National University #B106
Offering 100 percent online bachelor's and master's degrees in Digital Journalism, National University is the second-largest private nonprofit institution of higher education in California and the 12th largest in the United States. Our fully accredited programs prepare new and mid-career journalists for success in the fast-changing global media marketplace. Our dedicated instructors who have won numerous prizes--including the Pulitzer--work with students in small classes designed to meet the latest demands of the field.

Oxford University Press #B103
Oxford University Press publishes some of the most respected books and journals in the world. Visit us at our booth (#B302) or online at www.oup.com for more information.

Ross Video - Inception News / EZNews #B301
Ross Video's Inception News offers an intuitive, effective & modern newsroom computer system specifically designed to create broadcast, web & social media content. Full MOS support is offered and, for BEA members, a post-secondary educational version is offered. EZNews clients current under their EZNews Software Maintenance Agreement (SMA) coverage are also eligible for an attractive transition package to Inception News. Visit us at BEA and at our NAB Booth # N3806 locate in the LVCC North Hall.

Routledge/Taylor and Francis #B302
Routledge, a division of Taylor & Francis, is a leading, international publisher of scholarly research. Visit the Routledge booth to learn about our products and services, and for free sample copies of our journals.

Seelio #B104
Seelio partners with institutions like the University of Michigan, Ohio University's Scripps College of Communication, and the University of Toledo to create the world's most prepared students through student lifecycle portfolios™. Our combination of user-friendly technology, rich data insights, and consultative services leads to more prepared students and helps institutions increase intentional learning, retention, and enrollment for their programs. Learn more at www.seelio.com/solutions.

Temple University #B401
Temple University's School of Media and Communication ranks among the largest, most comprehensive schools of communication in the country, and is considered the Philadelphia region's leading provider of media employees. More than 200 graduate students pursue professional and scholarly opportunities through five graduate programs:
- PhD in Media and Communication
- Master of Arts in Media Studies and Production
- Master of Journalism
- Master of Science in Communication Management
- Master of Science in Globalization and Development Communication

Uniset #B101
UNISET is the industry leader in the design and manufacture of dynamic multipurpose 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 (Hard Green and Blue Screens), Complete Studio Systems, Floor Risers and Custom Fabrication. 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 UNISET set elements provide the "studio set" experience and production quality that each studio demands and expects

BEA

Educating for Tomorrow's Media

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

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

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

VINCENT T. WASILEWSKI AWARD
One scholarship; $4,000
Graduate students only. Study any electronic media area.
Sponsored by Patrick Communications, LLC

JOHN BAYLISS SCHOLARSHIP AWARD
One scholarship; $2,000
Study toward a career in RADIO - Sponsored by The John Bayliss Foundation

RICHARD EATON FOUNDATION AWARD
One scholarship; $2,000
Study any electronic media area - Sponsored by The Richard Eaton Foundation

DEADLINE FOR SUBMITTING ALL APPLICATION MATERIALS: BY CLOSE OF BUSINESS ON

OCTOBER 14, 2015

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Introducing the BEA 2016 Research Symposium

April 17-20, 2016

Risk and Health Communication in an Evolving Media Environment

Paper and Panel Deadline: December 1, 2015
Symposium: Sunday, April 17, 2016
Research Symposium Chair: H. Dan O'Hair (ohair@uky.edu)

About the Symposium Theme

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-saavy society with traditional research methods?

The 2016 BEA Research Symposium will sponsor a paper competition (faculty & student categories), and a student poster competition (undergraduate & graduate categories). The Student Paper Competition offers prizes of $300 (1st place), $200 (2nd place), $100 (3rd place). The Student Poster Competition offers certificates of participation to all presenters, as well as prizes for the top posters.

About the BEA Research Symposium

Now in its 9th year, BEA's Research Symposium has become a focal point of BEA's research community and is held in conjunction with BEA's annual convention each April. Past symposium chairs have included the most distinguished researchers in their field and have covered cutting-edge topics in the areas of media & the social self, sports, economics, media & morality, "TechnoPolitics" and entertainment. The success of the Symposium launched a book series in 2010, published by Routledge. In addition to a paper competition, the day-long symposium has a series of presentations and panels led by senior scholars.

BEA2015
LEADERSHIP

BEA Headquarters

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Manager, Business Operations
Traci Bailey

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BEA2015
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: Scott Hodgson, University of Oklahoma
Festival Producer: Janelle Barrick, University of Oklahoma
Ex-Officio: Heather Birks, BEA Executive Director

2015 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: Choonghee Han, Hope College
Student Competition Chair: Jes Therkelsen, California State University-Fresno

Interactive Multimedia Competition (Interactive Media and Emerging Technologies Division)
Faculty Competition Chair: Howard Goldbaum, University of Nevada – Reno
Faculty Competition Vice Chair: Lakshmi Tirumala, University of Cincinnati
Student Competition Chair: Heather Starr Fiedler, Point Park University
Student Competition Vice Chair: Gina Baleria; California State University - San Francisco

News Competition (News Division)

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

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: Jared Johnson, Oklahoma State University
Student Competition Chair: Bobby Chastain, Purdue University - West Lafayette

Two-Year/Small Colleges Competition (Two-Year/Small Colleges Division)
Student Competition co-Chair: Brian Shelton, Harper College
Student Competition co-Chair: Evan C. Wirig, Grossmont College

Video Competition (Production, Aesthetics & Criticism Division)
Faculty Competition Chair: Tony DeMars, Texas A&M University at Commerce
Faculty Competition co-Chair: Jamie Litty, University of North Carolina – Pembroke
Student Competition co-Chair: Marilyn Terzic, Université du Québec à Montréal
Student Competition co-Chair: Stephen Price, University of Central Missouri
Student Competition co-Chair: Amy Crawford, Youngstown State University
Student Competition co-Chair: Marc Ruiz, Wayne State University

Festival Advisory Committee:
Scott Hodgson, University of Oklahoma, Chair
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Lou Benjamin, Kansas State University
Vic Costello, Elon University
Nancy MacKenzie Dupont, University of Mississippi
Warren Koch, Azusa Pacific University

BEA2015
HIGHLIGHTS

Sunday, April 12

7:30 AM – 6:00 PM	BEA2015 Convention Registration
9:00 AM – 4:15 PM	2015 Research Symposium - Race and Gender in Electronic Media: Challenges and Opportunities, Conference Room 2/3 (See all sessions listed on page 20 of the program.)
9:00 AM – 10:15 AM	BEA101, Pavilion 1
10:30 AM – 11:45 AM	A Conversation with TMZ's Evan Rosenblum, Pavilion 3
12:00 PM – 1:15 PM	Rowan University Presents…. A Conversation with David Simon, Pavilion 3
1:30 PM – 2:45 PM	Evolution of TV: WAVE VI, Pavilion 3
3:00 PM – 4:15 PM	The DNA of TV: Unlocking the Emotional Building Blocks of Successful Television, Pavilion 3
3:00 PM – 4:15 PM	The PITCH Session: Tell Your Story Idea to an Industry Professional!, Pavilion 10
4:30 PM – 5:45 PM	Leveraging Consumer Insights on Support of Sport & Entertainment Media, Pavilion 1
6:00 PM – 7:00 PM	BEA Opening Night Awards Ceremony, Pavilion 9
7:00 PM – 8:00 PM	Opening Night Reception, Sponsored by The California State University, Westgate Tempo Lounge

Monday, April 13

7:30 AM – 6:00 PM	BEA2015 Convention Registration
8:00 AM – 9:45 AM	BEA Division Business MEGA Meeting, Pavilion 9 (See description on page 56 of the program.)
8:00 AM – 9:00 AM	NAB Show & BEA2015 Prep Session, Ballroom G
9:00 AM – 6:00 PM	BEA2015 Exhibit Hall Hours
9:00 AM – 6:00 PM	Job Placement "Posting" Center @ the BEA Booth, BEA Exhibit Hall
9:00 AM – 10:15 AM	NAB Show Opening: Featuring Gordon Smith, NAB President & CEO, the Presentation of the NAB Distinguished Service Award, Westgate Paradise South Ballroom
10:00 AM – 2:15 PM	Scholar-to-Scholar Poster Session, BEA Exhibit Hall (Three poster sessions – see program for more detail.)
10:00 AM – 12:45 PM	BEA2015 Research Podium Session: Louise Benjamin, Kansas State University; Musings on Clio's Craft and Electronic Media History, Conference Room 2/3
10:00 AM – 11:15 AM	Current Issues in Law and Policy, Pavilion 11 (A coffee break sponsored by the Digital Policy Institute will immediately follow.)
11:30 AM – 12:45 PM	BEA2015 Research Podium Session: James G. Webster, Northwestern University; How Do Audiences Take Shape?, Conference Room 2/3
1:00 PM – 2:15 PM	BEA Past Presidents: Reflection on How We Got Here and Where We Are Going, Pavilion 2
2:30 PM – 3:45 PM	Shelly Palmer Presents...Digital Wisdom: Thought Leadership for a Connected World, Pavilion 3
5:15 PM – 6:00 PM	Festival of Media Arts Awards Pre-Party Reception, BEA Exhibit Hall
6:00 PM – 8:00 PM	The BEA Best of Festival King Foundation Awards Ceremony, Ballroom C

Tuesday, April 14

7:30 AM – 5:30 PM	BEA2015 Convention Registration
7:30 AM – 8:45 AM	BEA's Regional District Meetings & Continental Breakfast, Pavilion 9 (see corresponding time in program for meeting room locations)
9:00 AM – 6:00 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, Executive Board Room
10:30 AM – 12:15 AM	Applying for BEA Scholarships @ the BEA Booth, BEA Exhibit Hall
10:30 AM – 11:45 AM	TV Academy Founddation Presents: Coffee With….Fred Savage, Pavilion 3
12:15 PM – 1:30 PM	The Conversation with Dick Wiley, Pavilion 2
11:45 AM– 12:15 PM	Free Time in the BEA Exhibit Hall
12:15 PM – 1:30 PM	BEA2015 Faculty Research-in-Progress, BEA Exhibit Hall
12:15 PM– 1:30 PM	BEA Ignite!, Pavilion 9
1:45 PM – 4:45 PM	How to Help Students Think Critically – with Poynter's Al Tompkins (Part I & II), Pavilion 9
3:30 PM – 4:45 PM	BEA2015 Student Research-in-Progress, BEA Exhibit Hall
6:15 PM – 8:00 PM	BEA's 60th Anniversary Celebration, Westgate North Patio

Wednesday, April 15

8:30 AM – 11:00 AM	BEA2015 Convention Registration
8:30 AM – 12:00 PM	BEA Assessment Boot Camp: Soup to Nuts, Ballroom D
10:00 AM – 3:00 PM	NABEF/BEA Career Fair, BEA Exhibit Hall
10:30 AM – 11:45 AM	ASC's Cinematography Master Class Parts I & II, Ballroom F
12:00 PM – 1:15 PM	Digital Compositing Workshop, Conference Room 5/6
1:30 PM – 3:30 PM	BEA2015 Tours the NAB Show Floor (check at the BEA2015 registration desk for a sign up list)

FESTIVAL OF MEDIA ARTS HIGHLIGHTS

Sunday, April 12

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

Monday, April 13

10:00 AM – 11:15 AM	Faculty and Student News Awards and Exhibition, Pavilion 9
11:30 AM – 12:45 PM	Faculty and Student Interactive Multimedia Awards and Exhibition, Pavilion 9
1:00 PM – 2:15 PM	Student Sports Media Awards and Exhibition, Pavilion 9
4:00 PM – 5:15 PM	"Best of" Festival of Media Arts Rehearsal – *for presenters and winners participating in the BEA Best of Festival King Foundation Awards Ceremony*
5:15 PM – 6:00 PM	The BEA Best of Festival King Foundation Awards Pre-Party Reception, BEA Exhibit Hall
6:00 PM – 8:00 PM	The BEA Best of Festival King Foundation Awards Ceremony, Ballroom C

PAPER COMPETITION AND POSTER SESSION HIGHLIGHTS

Sunday, April 12

9:00 AM – 10:15 AM	2015 Research Symposium – Symposium Papers (Session I), Conference Room 2/3
9:00 AM – 10:15 AM	Sports Division - Top Paper Presentations, Conference Room 4
10:30 AM – 11:45 AM	2015 Research Symposium – Sex and Race in Prime Time: Five Decades of Research (Session II), Conference Room 2/3
12:00 PM – 1:15 PM	2015 Research Symposium – Symposium Papers (Session III), Conference Room 2/3
12:00 PM – 1:15 PM	History Division – Top Paper Presentations, Conference Room 4
1:30 PM – 2:45 PM	2015 Research Symposium – Queer Studies & Media Studies: Connections, Challenges & Opportunities (Session IV), Conference Room 2/3
3:00 PM – 4:15 PM	2015 Research Symposium – Symposium Papers (Session V), Conference Room 2/3
4:30 PM – 5:45 PM	International Division – Top Paper Presentations, Conference Room 1
4:30 PM – 5:45 PM	Management, Marketing & Programming Top Paper Presentations, Conference Room 4

Monday, April 13

10:00 AM – 11:15 AM	Scholar-to-Scholar Research Presentations (Part I), BEA Exhibit Hall
11:30 AM – 12:45 PM	Scholar-to-Scholar Research Presentations (Part II), BEA Exhibit Hall
1:00 PM – 2:15 PM	Scholar-to-Scholar Research Presentations (Part III), BEA Exhibit Hall
2:30 PM – 3:45 PM	Research Division - Top Paper Presentations, Pavilion 10
4:00 PM – 5:15 PM	Curriculum, Assessment and Administration - Top Paper Presentations, Conference Room 1
4:00 PM – 5:15 PM	Interactive Media & Emerging Technologies Division - Top Paper Presentations, Conference Room 5/6

Tuesday, April 14

9:00 AM – 10:15 AM	Production Aesthetics and Criticism Division - Top Paper Presentations, Conference Room 2/3
9:00 AM – 10:15 AM	Law & Policy Division - Top Paper Presentations, Conference Room 4
10:30 AM – 11:45 AM	Multicultural Studies Division - Top Paper Presentations, Conference Room 4
12:15 PM – 1:30 PM	Faculty Research-in-Progress Presentations, BEA Exhibit Hall
12:15 PM – 1:30 PM	Gender & Sexuality Division - Top Paper Presentations, Conference Room 1
1:45 PM – 3:00 PM	News Division - Top Paper Presentations, Conference Room 5/6
3:30 PM – 4:45 PM	Student Research-in-Progress Presentations, BEA Exhibit Hall
5:00 PM – 6:15 PM	Radio & Audio Media Division - Top Paper Presentations, Conference Room 2/3

INTEREST DIVISION MEETINGS

Sunday, April 12

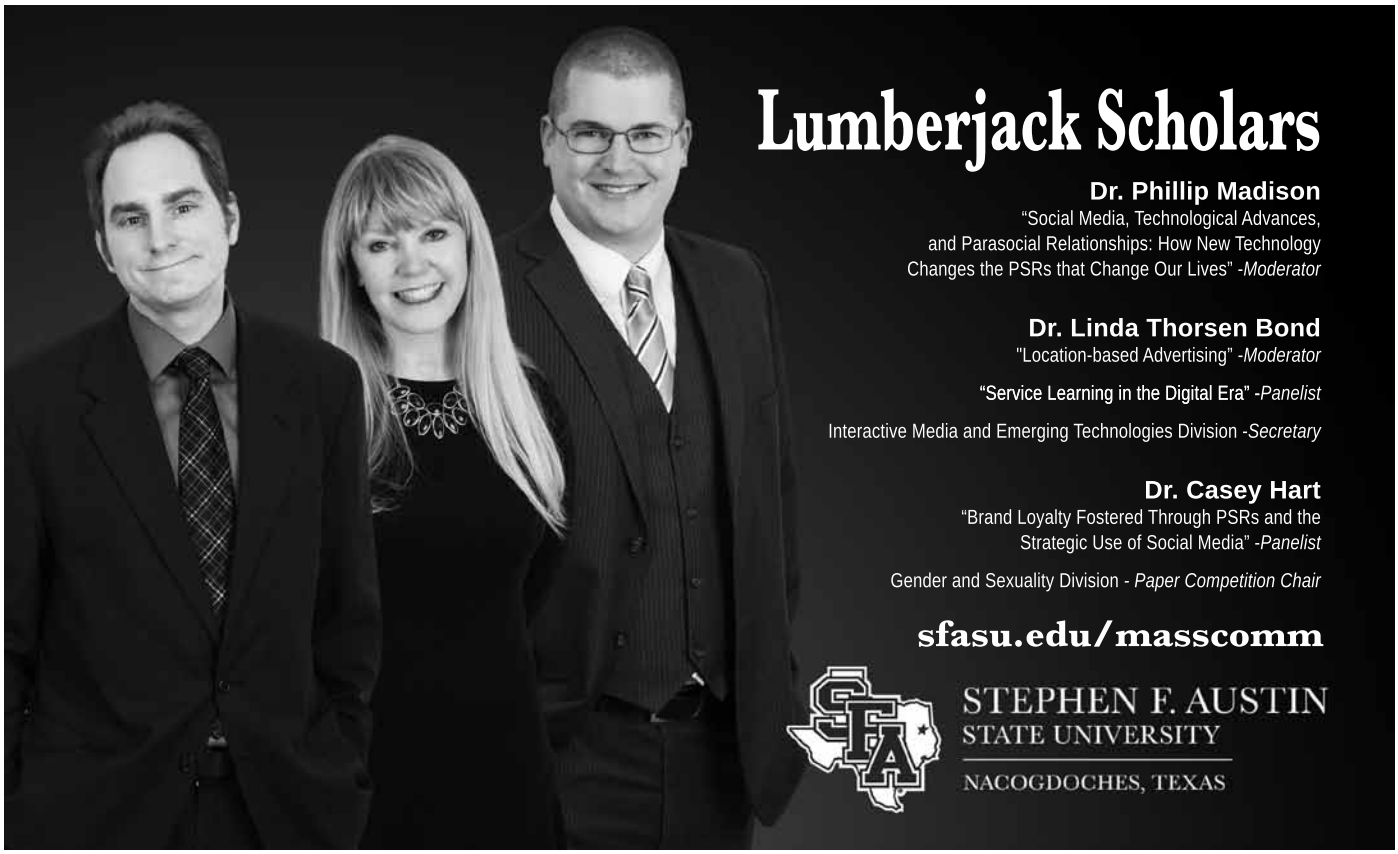
9:00 AM – 10:15 AM	Production Aesthetics & Criticism Division Business Meeting, Conference Room 1
1:30 PM – 2:45 PM	Sports Division Business Meeting, Pavilion 2

Monday, April 13

8:00 AM – 9:45 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 PM	Gender & Sexuality Business Meeting, Conference Room 4
8:30 AM – 9:45 PM	History Business Meeting Business Meeting, Pavilion 1
8:30 AM – 9:45 PM	Interactive Media & Emerging Technologies Business Meeting, Pavilion 10
8:30 AM – 9:45 PM	Law & Policy Business Meeting, Pavilion 11
8:30 AM – 9:45 PM	Management, Marketing & Programming Business Meeting, Pavilion 2
8:30 AM – 9:45 PM	Multicultural Studies Business Meeting, Conference Room 2/3
8:30 AM – 9:45 PM	Research Business Meeting, Conference Room 5/6
8:30 AM – 9:45 PM	Writing Business Meeting, Pavilion 3
11:30 AM – 12:45 PM	News Division Business Meeting, Pavilion 2
1:00 PM – 2:15 PM	Student Media Advisors Business Meeting, Conference Room 5/6

Tuesday, April 14

9:00 AM – 10:15 AM	Documentary Division Business Meeting, Conference Room 1
9:00 AM – 10:15 AM	Two–Year/Small Colleges Business Meeting, Pavilion 10
10:30 AM – 11:45 AM	Curriculum, Assessment and Administration Business Meeting, Conference Room 1
1:45 PM – 3:00 PM	International Division Business Meeting & Social, Conference Room 1
3:30 PM – 4:45 PM	Radio & Audio Media Division Business Meeting, Conference Room 4



9:00 AM – 12:00 PM

BEA Executive Committee Meeting [Session ID: 1011745]

Conference Room 2/3

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

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10:00AM – 12:00 PM

BEA Research Committee Meeting [Session ID: 1011746]

Conference Room 4

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

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12:00 PM – 5:00 PM

BEA Board of Directors Meeting [Session ID: 1011747]

Conference Room 2/3

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

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1:00 PM – 4:00 PM

BEA Publications Committee Meeting [Session ID: 1011749]

Conference Room 4

BEA Publications Committee Chair: Paul Haridakis, Kent State University

Incoming BEA Publications Committee Chair: Susan L. Brinson, Auburn University

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1:00 PM – 4:00 PM

BEA Festival of Media Arts Committee Meeting [Session ID: 1011748]

Conference Room 5/6

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

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2:00 PM – 5:00 PM

BEA2015 Convention Registration [Session ID: 1011758]

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 offical BEA convention program.

REGISTRATION

7:30 AM – 6:00 PM

BEA2015 Convention Registration [Session ID: 1011759]

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 offical BEA convention program.

7:30 AM – 8:45 AM

Division Chair Pre-Convention Meeting [Session ID: 1011744]

Pavilion 9

This session is required for all 2015 interest division leaders. We'll be discussing a few things about BEA2015 before the convention "officially" opens the doors.

Moderator: Denise Belafonte Young, Lynn University

INTEREST DIVISION MEETING

9:00 AM – 10:15 AM

Production Aesthetics & Criticism Division Business Meeting [Session ID: 975791]

Conference Room 1
[Production Aesthetics & Criticism]

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

Chair/Festival of Media Arts Student Video Co-Chair:	Marilyn Terzic, Université du Québec à Montréal
Paper Competition Chair/Festival of Media Arts Student Video Co-Chair:	Stephen Price, University of Central Missouri
Festival of Media Arts Faculty Video Chair:	Tony DeMars, Texas A&M University at Commerce
Festival of Media Arts Faculty Video Co-Chair:	Jamie Litty, University of North Carolina – Pembroke
Festival of Media Arts Student Video Co-Chair:	Amy Crawford, Youngstown State University
Festival of Media Arts Student Video Co-Chair:	Marc Ruiz, Wayne State University
Newsletter Editor/Website Manager:	Kara Joliff Gould, John Brown University

RESEARCH SYMPOSIUM

9:00 AM – 4:15 PM

2015 Research Symposium – Race and Gender in Electronic Media: Challenges and Opportunities [Session ID: 1011784]

Conference Room 2/3
[All Convention]

Symposium Chair: Rebecca Ann Lind, University of Illinois at Chicago

Issues of race and gender have been hardy perennials throughout the history of electronic media, remaining on the forefront during the period of rapid evolution we currently experience. This symposium will feature research examining the consequences, implications, and opportunities associated with issues of diversity in the electronic media. The symposium will consider race and gender issues in both historical and contemporary (including newly emerging) electronic media.

9:00 AM – 10:15 AM | Session I: Symposium Papers

Moderator: Tim Hudson, Point Park University

Charisse L'Pree Corsbie-Massay, Syracuse University; *Developing and Deploying Stimuli for Researching Raceand Gender in Electronic Media: A Strategic Guide*

Andrew C. Billings, University of Alabama; Leigh M. Moscowitz, College of Charleston & Yiyi Yang, University of Alabama; *Frames of the Olympic Host: Media Coverage of the Anti-Gay Legislation*

Michael Appelbaum, University of Central Florida & Sarah Davis, University of Central Florida; *Student Satisfaction with Online Courses: The Impact of Social Presence and Gender* **(2nd Place Student Paper)**

David Leon Stamps, California State University Northridge; *The St. Louis American: Digital Content Analysis of Ferguson*

Gust Yep, San Francisco State University, Sage Russo, San Francisco State University, Jace Allen, San Francisco State University & Nick Chivers, San Francisco State University; *Uniquely Glee: Transing Racialized Gender*

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 | Session II: Sex and Race in Prime Time: Five Decades of Research

Featured Speaker: Nancy Signorielli, University of Delaware

12:00 PM – 1:15 PM | Session III: Symposium Papers

Moderator: William R. Davie, University of Louisiana, Lafayette

1:30 PM – 2:45 PM | Session IV: Queer Studies & Media Studies: Connections, Challenges & Opportunities

Featured Speaker: Gust Yep, San Francisco State University

3:00 PM – 4:15 PM | Session V: Symposium Papers

Moderator: Norman J. Medoff, Northern Arizona University

TOP RESEARCH SESSION

9:00 AM – 10:15 AM

Sports Division – Top Paper Presentations [Session ID: 1011762]

Conference Room 4
[Sports]

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

Vice Chair/Paper Competition Chair: Troy Comeau, Pittsburg State University

Debut Paper Competition

1st Place: Guy Harrison, Arizona State University, *Thursday Night Flaws: A Pilot Study of the Influence of Sports Television Broadcasting Rights on Agenda Setting and Media Framing*

2nd Place: Kristen Grimmer, University of Kansas, Chris Bacon, University of Kansas; *From MVP to PEDs: Image Repair Strategies of Ryan Braun*

Open Paper Competition

1st Place: Ray Baus, University of Wisconsin – Whitewater, Kate Ksobiech, University of Wisconsin – Whitewater, Kathy Brady, University of Wisconsin – Whitewater; *Social Exchange Comparisons and Student Attitudes Toward a Proposed Sports Communication Major*

9:00 AM – 10:15 AM

Either Underrepresented or Misrepresented: Racial Minorities on Screen [Session ID: 974332]

Conference Room 5/6
[Multicultural Studies]

This panel examines contemporary representations of racial and ethnic minorities on TV and film, and discusses the social politics of racial identity influenced heavily by how minorities appear in media contents. Prior literature has found that popular TV shows and films are prone to misrepresentation of racial minorities. Hypersexuality, typified domestic and social roles, and stereotypical character personalities are common in popular visual media. For example minority females are often depicted in traditional gendered roles, while male characters are described as being shallow or buffoonish in character. The rapidly changing landscape of demographics has not been correctly reflected on screen either, indicating the persistent problem of underrepresentation. Albeit the explosion of visual media products due to new technologies the representation of minorities has remained a critical topic in media communication, and, therefore, needs to be investigated with frequent scholarly updates. This panel will contribute to the scholarship with discussions about contemporary cases and agendas.

Moderator: Choonghee Han, Hope College

Panelists: Choonghee Han, Hope College; *Asian Characters in Sitcoms: Did Their Images Improve as They Took Major Roles?*

Chetachi Egwu, Nova Southeastern University; *Black Women, Faith and Spirituality in Reality TV*

Maria A. Williams-Hawkins, Ball State University; *Is the Medium the Message?: The Representation of Latinas in News Versus Entertainment Programming*

Kingsley Antwi-Boasiako, Ohio University; *The Image of Africans in the Western Media*

9:00 AM – 10:15 AM

BEA101 [Session ID: 1011539]

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

Panelists: Barry D. Umansky, Ball State University; *BEA Leadership*

Augie Grant, University of South Carolina; *BEA Districts & Membership*

Michael Bruce, University of Alabama; *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*

9:00 AM – 10:15 AM

Programming/Marketing In Era of Abundance [Session ID: 974316]

Pavilion 2
[Management, Marketing & Programming | Interactive Media & Emerging Technologies]

The Digital Evolution has revolutionized the options facing audiences – shifting from an era of relative scarcity and limited choice, to the modern age of hyperabundance. Marketing and programming strategies must also shift to accommodate this new reality.

Moderator: Larry Patrick, Patrick Communications

Panelists: Todd Chambers, Texas Tech University; *Attracting the Multiethnic/Multilingual Audience*

Benjamin J. Bates, University of Tennessee @ Knoxville; *Programming for Multiscreen, Active Audiences*

Maria Fontenot, University of Tennessee @ Knoxville; *Exploiting Abundance in Broadcast News Sources*

Reggie Murphy, Electronic Ink; *Lessons from ONA [Online News Association]*

Steven R. McClung, Mercer University; *The Appeal of Free: the Apple/U2 strategy*

Philip Napoli, Fordham University

Congratulations to Dr. John Allen Hendricks

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

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STATE UNIVERSITY

NACOGDOCHES, TEXAS

9:00 AM – 10:15 AM

Partnering with the Industry: Funding, Content Sharing, and Employment Opportunities [Session ID: 973835]

Pavilion 3

[News | Management, Marketing & Programming]

The revolutionary times brought forward by the expanding digital media universe have forced academia and the industry to adjust to consumer demands: Millennials and Digital Natives are driving an increase in television viewing in multiple platforms. The digital evolution requires partnerships between educational institutions and the media industry to develop strategies securing the future of broadcasting. This panel exposes partnerships in both English- and Spanish-language media that go beyond traditional internships and into the realm of professional mentoring, content production for on-air and digital platforms distribution, and production space/technology sharing.

Moderator: Julian Rodriguez, University of Texas – Arlington

Panelists: Phyllis R. Slocum, University of North Texas
Katie Coronado, University of Central Florida
Samuel Belilty, Univision Communications Inc.

9:00 AM – 10:15 AM

Making your Case: Technology and Media in Tenure Materials [Session ID: 964130]

Pavilion 9

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

Professors are expected to teach cutting edge technology, so it must be part of your research and creative endeavors. But how should such work be showcased to your tenure and promotion committee? This open format, roundtable discussion brings together experienced faculty from a variety of institutions to offer suggestions and answer questions about your application. Whether you are part of a Research I, Teaching I or professional institution, you will come away with ideas and confidence to pursue your tenure and promotion goals.

Moderator: Sandy Henry, Drake University

Panelists: Susan Westfall, Georgia Perimeter College
Chris Strobel, Northern Kentucky University
Eric R. Williams, Ohio University
Terry Likes, Tennessee State University
Todd D. Evans, Drake University

9:00 AM – 10:15 AM

The Signatures: SMA's Créme de la Créme [Session ID: 973715]

Pavilion 10

[Student Media Advisors]

Four years after the introduction of the Signature Station Contest, five stations have been crowned the best of the best. This panel will include station directors and advisors from the Signature winners. A lively discourse will center on purpose, submission materials, competitiveness, plus tips and suggestions for stations applying for consideration in 2016.

Moderator: Sam Lovato, Colorado State University – Pueblo

Panelists: Marjorie Yambor, Western Kentucky University
Chad Roberts, Central Michigan University
Nancy Sinning, University of Akron

9:00 AM – 10:15 AM

Defining the Documentary: What Makes an Award-Winning Documentary? [Session ID: 974294]

Pavilion 11

[Documentary]

"Defining the Documentary" is an ongoing series exploring issues concerning the documentary. This year we will take on the important, and challenging, question of "If we can't agree what a documentary is, how can we decide if one deserves an award?" Following a brief introduction, we will break into groups, each with its own moderator, and discuss a number of the issues raised – allowing all attendees to participate in the ongoing conversation to explore the meaning of "documentary."

Moderator: Evan Johnson, Normandale Community College

Panelists: Thomas Mascaro, Bowling Green State University
Dan Kimbrough, Misericordia University
Michael R. Ogden, Central Washington University
Christopher Shofner, University of Wisconsin – Stevens Point
Ralph Beliveau, University of Oklahoma

10:30 AM – 11:45 AM

Preparing for an Accreditation Review [Session ID: 973309]

Conference Room 1
[Two-Year/Small Colleges]

Preparing for an Accreditation Review can be stressful and time consuming. Cinema and Media Arts departments face unique challenges that will be discussed in this workshop with practical solutions in making the site visit and audit a success.

Moderator: Alan C. Hueth, Point Loma Nazarene University

Panelists: Michael Gonzales, Biola University
Kandace Harris, Clark Atlanta University
Barbara Hines, Howard University

10:30 AM – 11:45 AM

2015 Research Symposium – Race and Gender in Electronic Media: Challenges and Opportunities
Session II: Sex and Race in Prime Time: Five Decades of Research Featured Speaker: Nancy Signorielli, University of Delaware

Conference Room 2/3
[All Convention]

Dr. Signorielli will discuss the trajectory of her career, with an emphasis on examining images relating to sex and race in prime time dramatic programs broadcast from the 1970s to 2013. Using data collected as part of the Cultural Indicators project as well as data she collected between the mid-1990s and 2013, she will examine trends in portrayals looking particularly at patterns of under- and/or over-representation. The analyses will focus on sex and race in relation to age, marital status and occupations, again looking at patterns of representation. Using Cultivation Analysis and theory as the overarching theoretical focus, she will also explore what we know about how these images influence viewers' conceptions of social reality.

Beginning with her dissertation research, an in-depth methodological examination of television characters, Nancy Signorielli has conducted research on images in the media and how these images are related to people's conceptions of social reality (cultivation analysis) for the past 50 years. An original member of the Cultural Indicators Research Team, Signorielli published one of the first (and frequently cited) studies of characterizations on television ("Patterns in Prime Time," Journal of Communication, 1974). A prolific researcher, she has written and/or edited seven single- and co-authored books, more than 90 journal articles and book chapters, has made over 150 conference presentations at invitational conferences as well as the annual conferences of the discipline's major organizations, and has testified at the House Energy and Commerce committee's subcommittee on telecommunications and finance oversight hearing on television violence and its impact on children. She received the BEA's Distinguished Scholar Award in 2010, and was named a Centennial Scholar of the Eastern Communication Association in 2009. Her current research includes examinations of portrayals of aging, sex roles, occupations, minorities, and violence on prime time network television and children's programs.

Moderator: Susan L. Brinson, Auburn University

Featured Speaker: Nancy Signorielli, University of Delaware

10:30 AM – 11:45 AM

Who Watches What How: Media Viewing Preferences of College Students by Race/Ethnicity and Gender [Session ID: 974331]

Conference Room 4
[Multicultural Studies]

The primary focus of this research paper is to investigate the media viewing preferences of various college students. The researchers of this pilot study will administer a survey to a sample of college students to gauge the levels of traditional movie going versus online movie and TV streaming, in addition to the type of content watched. With the spike in options for online media content, students are now able to view their favorite TV shows and movies without needing to leave their beds. Key variables in this study will examine race/ethnicity, gender and age to determine their salience on viewing preferences.

Moderator: Victor D. Evans, Walden University

Panelists: Nathalie Moreau, Nova Southeastern University
Chenae Carter, Nova Southeastern University
Morgan Feldscher, Nova Southeastern University
Deandra Simmons, Nova Southeastern University

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BEA SPOTLIGHT: DIGITAL EVOLUTION

10:30 AM – 11:45 AM

Revolution or Evolution: How Media Describes the Change in Gender Roles in the Early 21st Century [Session ID: 973842]

Conference Room 5/6
[Gender & Sexuality | Research]

This panel has gathered together case study style presentations that look at the ways media is "playing out" gender roles on our multiple screens in a wide selection of programming. We wonder, are past gender roles being reified, or do newer media platforms bring out new gender roles and issues? This panel aims to deepen our understanding of what might be revolutionary, and what might be evolutionary about today's programming in the area of gender roles.

Moderator: Stacey O. Irwin, Millersville University of Pennsylvania

Panelists: Robert N. Spicer, Millersville University of Pennsylvania; *Fear, Sex, Motherhood, and Maturity: Gender Relations in The Big Bang Theory*

Katie McColloug, Rutgers University; *Pinning a Personal Web*

Lowery Woodall, Millersville University of Pennsylvania; *But I Don't Want to be a Diva: The Failure of the PG Era in the WWE to Address Female Stereotyping*

James Lohrey, Mercyhurst University; *Representations from the Heartland to TV's Homeland: Analyzing Gender (In)Equality in Showtime's Homeland*

10:30 AM – 11:45 AM

Little Black Boxes: The Importance of Troubleshooting In Our Digital World [Session ID: 973285]

Pavilion 1
[Production Aesthetics & Criticism]

A discussion between academics and industry professionals regarding the importance of students being able to troubleshoot equipment issues. Instead of tinkering and toying until they come up with a workable solution, many students seem willing to accept defeat and blame the equipment. During our discussion, industry professionals will highlight the importance of troubleshooting skills, while those in academia will discuss how we work with students to further develop their troubleshooting skills.

Moderator: Aaron J. Jones, Central Michigan University

Panelists: Heather Polinsky, Central Michigan University

Eric Limarenko, Central Michigan University

10:30 AM – 11:45 AM

The State of the Radio Industry 2015 [Session ID: 964746]

Pavilion 2
[Radio & Audio Media]

This will be a roundtable discussion examining the state of the radio industry and radio research as it exists in 2015. This panel consists of both leading industry professionals and academics who teach and conduct research about the radio industry.

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

Panelists: Carolyn Becker, Riverfront Broadcasting, LLC

Dennis Lyle, Illinois Broadcasters Association

Christine Merritt, Ohio Association of Broadcasters

Bruce Mims, Southeast Missouri State University

Dick Taylor, Western Kentucky University

SPECIAL EVENT

10:30 AM – 11:45 AM

A Conversation with TMZ's Evan Rosenblum [Session ID: 1011545]

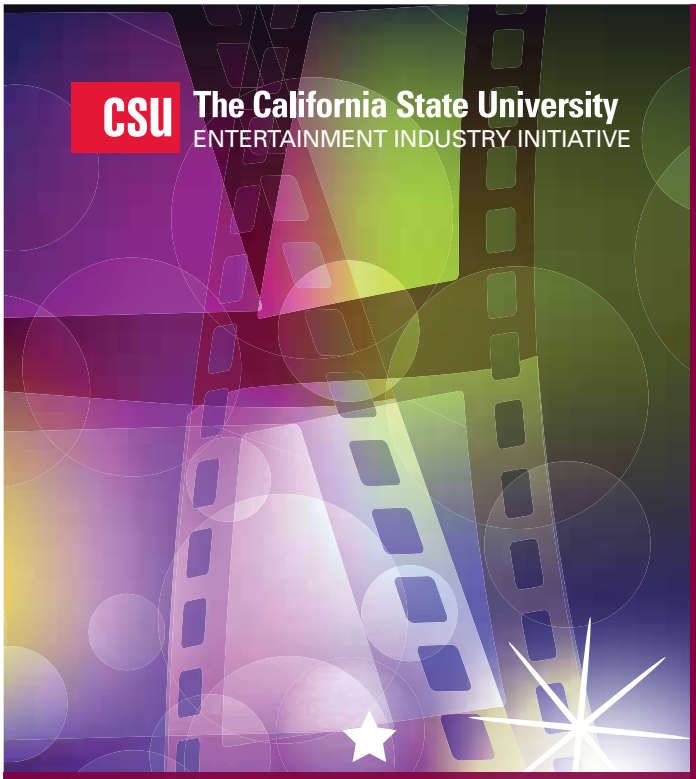
Pavilion 3
[All Convention]

"TMZ" and "TMZ Sports" Executive Producer Evan Rosenblum first began working for Harvey Levin as a writer on the newsmagazine "Celebrity Justice" and reconnected during the early stages of TMZ.com.

Since he started with the company, Evan has played a key role in the development of TMZ.com, "TMZ on TV" and "TMZ Sports" – while managing a newsroom that has broken some of the biggest stories in entertainment and sports … from Ray Rice and Donald Sterling to the death of Michael Jackson.

Moderator: Michael Bruce, University of Alabama

Guest Speaker: Evan Rosenblum, TMZ & TMZ Sports



Timothy P. White, Chancellor of the California State University, congratulates the faculty and students of the CSU system on their excellence in this year's BEA Festival of Media Arts.

For more information go to www.calstate.edu/entertainment

FESTIVAL WINNERS

Animation/Experimental/Mixed
Honorable Mention: Louis Mensinger,
San Francisco State University

Documentary/Promotional/Informational
Best of Competition: Gina Baleria, Sally Mudd, Vincent James & Susan Anthony,
San Francisco State University

Feature
2nd Place: Lauren Serpa,
San José State University
Honorable Mention: Risha Rose,
San José State University

Mixed Video
Award of Excellence: Diane Guerrazzi & Hannah Gaber,
San José State University

Mobisode/Webisode
1st Place: Shane Dalton Murphy,
San Francisco State University
2nd Place: Angeline Capati,
San Francisco State University

Narrative
Award of Excellence in Sound Design:
Darren H. Rae & Shaan Aslam
San José State University

Original TV Series Pilot I
1st Place: Rachel Kollar,
California State University Northridge

Promotional (90 seconds to 3 minutes)
Honorable Mention: James Baumann, Melissa Sabado, Adriana Quintero & Michael Bulatao
San Francisco State University

Radio Newscast
Honorable Mention: Amanda N. Font
San Francisco State University

Short Form Video or Film Documentary
1st Place: Max Maddox, Asger Ladefoged, Jarod Taber, Ben Mitchell
San Francisco State University
Best of Festival: Jes Therkelsen
California State University, Fresno

Short Subject
Honorable Mention: Rachel Compton,
San José State University
Honorable Mention: Kevin Briot
San José State University

Short Subject/TV Half Hour
Best of Competition: Robert Ramsey & Scott Sturgeon
California State University, Northridge

Short-Form Production
Best of Competition: Jeff Jacoby
San Francisco State University

Small Team
1st Place: Kristina Bethea, Krystyna Singleton & Ryan Gonzalez
California State University, Northridge

Web Series
Award of Excellence: Marie Drennan
San Francisco State University

10:30 AM – 11:45 AM

Faculty and Student Documentary Awards and Exhibition [Session ID: 1009157]

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: Choonghee Han, Hope College

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

Faculty Documentary Competition

Short Form Video or Film Documentary

Best of Competition: Sanjeev Chatterjee, University of Miami; *On Cities III*

Award of Excellence: Thomas A. Nelson & Jason McMerty, Elon University; *The Story of Marion Ellet*

Award of Excellence: Cory Byers & Ashley Seering, Southern Illinois University Edwardsville; *Chainsaw Carving*

Long Form Video or Film Documentary

Best of Competition: Samuel E. Ebersole, Colorado State University – Pueblo; *Art in the Elements*

Award of Excellence: Michael Whalen, Santa Clara University; *The Farmer & the Chef*

Student Documentary Competition

Short Form Video or Film Documentary

1st Place: Max Maddox, Asger Ladefoged, Jarod Taber & Ben Mitchell, San Francisco State University; *Taxi 2.0*

2nd Place: Richard Adams, Amber Bradford, Justin Carroll & Bung Nan, Middle Tennessee State University; *Le Debut*

3rd Place: Miriam Ward, Maxwell Reide, Steven Sirianni, Allaura Pagano & Alexandria Fontanez, SUNY New Paltz; *The Superman Letters*

4th Place: Hunter Brothers & Kristin Kohlmeyer, University of Oklahoma; *Thirty*

Honorary Mention: Matthew J. Grcic, Loyola University Chicago; *Discovering the truth with Tanner DeMita*

Honorary Mention: Vianka Villa, Edward Hernandez, Chris Smith, Aidan Cooney, Arizona State University; *Garden City*

Honorary Mention: Brian Binder, Brian Mezerski & Amory Parks, Elon University; *forte – documentary*

Honorary Mention: Kristen Hwang, Kassandra Gonzalez & Jacob Tibi, Arizona State University; *Thicker Than Water*

Honorary Mention: Alex Glass, Dani Thompson, Alanna Delfino, Amanda Salvucci, Ben Susman, Shannon Clash, Kara Dixon, Stephanie Martinez & Taylor Lewis, University of Maryland; Viewfinder: *Overcoming Obstacles*

Honorary Mention: Marley McDonald, Dan McNew, Abby Rigglemanc & Art Pekun, James Madison University; *Won't Pipe Down*

Honorary Mention: Ryan Greene, Evan McGillivray, Brian Mezerski & Matthew Mintzer, Elon University; ELN: *Behind the Scenes – Election*

Honorary Mention: Jacqueline Eaton & Djoeke Roorda, Mount Royal University; *Theater on the Rails*

Long Form Video or Film Documentary

1st Place: Stefica Nicol Bikes, The University of Technology, Sydney Australia; *Dyeing China*

2nd Place: Olivia Ash, Amanda Brasgalla & Taylor Lunka, Pacific Lutheran University; *Waste Not: Breaking Down the Food Equation*

3rd Place: Mauricio Casillas, Carolina Marquez & Cammeron Neely, Arizona State University; *Until the Southern Border is Secure*

4th Place: Diane Hodson & Jasmine Luoma, Wake Forest University; *unmappable*

Honorary Mention: Alex Lancial, Arizona State University; *Breaking the Spectrum*

Honorary Mention: Dustin Askim, Conor Ballantyne, Max Barnum, Eric Clements, Jess Field, Shane Gillette, Sergio Gonzalez, Keith McGlothlin, Hunter Meek, Matt Miller, Evan Rau & Lauren Robinson, University of Montana; *Distracted: Eyes off the Road*

Honorary Mention: Tiffany King, University of Arkansas; *Paws in Prison*

Honorary Mention: Scott Ramsey, Kisa Clark, University of Arkansas; *Courageous Journey: The Story of Dr. Jocyelyn Elders*

Honorary Mention: Eric Juth, Michele Ferris-Dobles, Wake Forest University; *Ghosts of Johnston County*

Honorary Mention: Kate Walker, University of Montana; *The Missouri Compromised*

Honorary Mention: Erik Yde O'Brien, Laura Kattelman, University of Utah; *Magna: An American Story*

Honorary Mention: Daniel Henkey, Alyssa Becker, University of Arkansas; *Tapping the Ozarks: A Story About Beer*

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Mixed Video
Scott Hodgson &
Janelle Barrick
"It's The Music"

Award of Excellence
Narrative Video
Kyle W. Bergersen
"Welcome to My World of Compromise"

Award of Excellence
Short Subject/TV Half Hour
Kyle W. Bergersen
"Red State Blues"

First Place
Instructional/Educational
Sara Groover &
Nick Szabo
"Sooner Flight Academy"

First Place
Promotional
Spencer Wehde, Garrett Fox, Brooke Adcock & Pablo Fernandez
"Rowing"

Second Place
Promotional
Gaylord Hall Productions Team
"More Than Just a Student"

Second Place
Music Video
Paige Powell
"With You Now"

Second Place
TV Sports Talent
Taylor Newcomb
Taylor Newbomb Sports Talent

Third Place
Promotional
Janelle Barrick, Max Bevan, Lindsay Webster & Miguel McCallum
"OU Men's Golf"

Third Place
TV Sports News Program
Heather Healy, Olivia McKennon & Taylor Newcomb
"Sooner Sports Pad"

Third Place
TV Newscast (4 or 5 days)
Lauren King, Madeline Stebbins & Olivia McKennon
"OU Nightly"

Third Place
Spots
Gaylord Hall Broadcast Advertising Team
"Mary Kay"

Fourth Place
Documentary - Short Form
Hunter Brothers & Kristin Kohlmeyer
"Thirty"

Honorable Mention
Student Video/Spots - Janelle Barrick & Tripp Lopez, "No More Excuses"
Sports/TV Sports Story/Feature - Nick Jules - "Racing for the Cure"
Sports/TV Sports Talent - Mason Prince - "Mason Prince Sports Talent"
News - Radio Hard News Reporting - Molly Evans - "A New Kind of Classroom"

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10:30 AM – 11:45 AM

Turning the Odds in Their Favor: Retaining Media Students Through Mentoring [Session ID: 973955]

Pavilion 10
[Curriculum, Assessment & Administration | Multicultural Studies]

Mentors must be highly knowledgeable about different instructional philosophies to provide the best fit for learning (Ediger, 2011). Cultural considerations, personal situations, student athletes, first generation, adult learners and at-risk students represent facets of today's heterogeneous student body. This diverse panel comprised of instructors, tenure-track faculty, tenured faculty and deans and will discuss successful strategies for mentoring and building relationships to help our multimedia broadcast students be successful.

Moderator: Justine Stokes, University of Wisconsin Oshkosh

Panelists: Michelle O'Malley, Ball State University

Candace L.T. Walton, Bellevue University

Maria A. Williams-Hawkins, Ball State University

Todd Mechling, University of South Dakota

Adam J. Kuban, Ball State University

10:30 AM – 11:45 AM

Net Neutrality and the Media: A Transatlantic Comparison [Session ID: 973873]

Pavilion 11
[International | Law & Policy]

Net neutrality has been a core issue of the Internet since its creation. With its rapid expansion, based upon technological innovation, and with changing structures of related industries this "basic right" is being challenged. Foremost telecommunication companies, having invested billions of dollars into the building of broadband networks, are reminded by their shareholders to show more profit on their investment. Telecommunication companies argue that times have changed and in order to continue improving upon their broadband infrastructure, they propose to create "fast lanes" for commercial content providers, including media companies, and charge them accordingly. Individual users, NGOs and for profit companies which depend on a well functioning Internet fear that they will be discriminated, charged exorbitant fees or eventually forced out or even silenced, shut off, from getting onto the Internet at equitable terms. A fierce debate has been sparked in the US and in Europe. Even President Obama has stated his position on the subject. Moreover, some argue that utility regulation, a possible outcome of this debate, was never envisioned by Congress and that it thus should be taken off the table as an inappropriate tool for the dynamic and open Internet. More than 1.1 million Americans recently submitted comments and opinions to the Federal Communications Commission on Internet openness. Again, the Internet has arrived at a critical junction in its evolution.

Moderator: Manfred K. Wolfram, University of Cincinnati

Panelists: Arnold Picot, Forschungsstelle fuer Information, Organisation und Management, Fakultaet fuer Betriebswirtschaft, Ludwig-Maximilians-Universitaet Muenchen, Germany

Bernd Holznagel, Institut fuer Informations-,Telekommunikations und Medienrecht (IMT), Abt.II, WWU Muenster, North Rhine Westphelia, Germany

Rolf T. Wigand, University Arkansas-Little Rock

Manfred K. Wolfram, University of Cincinnati, MSC/MISU/LMU, Munich, Germany

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12:00 PM – 1:15 PM

Engaging Audience Beyond the Broadcast [Session ID: 973564]

Conference Room 1
[News | Interactive Media & Emerging Technologies]

It's not enough to simply produce compelling stories, today's multimedia journalists must interact with the audience on multiple platforms. From crowdsourcing, to user-generated content to understanding audience analytics, you'll learn how to incorporate best practices in audience engagement into your classroom.

Moderator: Debora Wenger, University of Mississippi

Panelists: Serena Carpenter, Michigan State University

Jan Boehmer, Uinversity of Miami; *Finding the balance on Twitter: Between breaking news and family photos*

Deborah Potter, NewsLab

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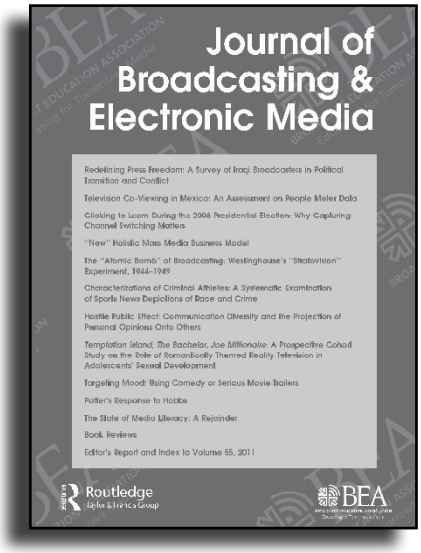

Journal of Broadcasting & Electronic Media

Editor: Zizi Papacharissi, University of Illinois at Chicago

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

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

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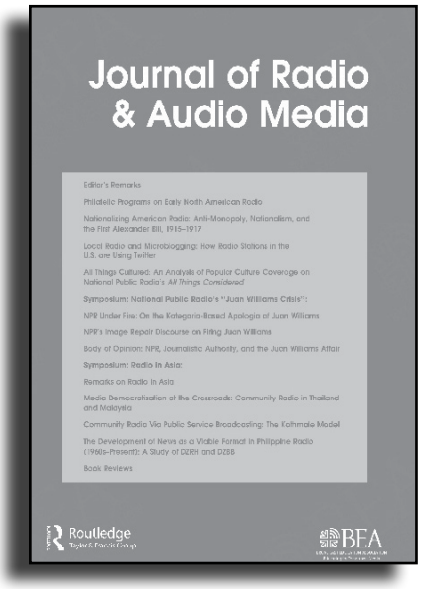

Journal of Radio & Audio Media

Editor: Phylis Johnson, Southern Illinois University

The ***Journal of Radio & Audio Media*** is a semiannual publication designed to promote scholarly dialogue generated by various disciplinary and methodological points of view. The Journal welcomes interdisciplinary inquiries regarding radio's contemporary and historical subject matter as well as those regarding audio media that have challenged radio's traditional use.

The Journal publishes articles pertaining to any area of radio and audio media. Areas of interest include, but are not limited to: formats and programming, new technology, policy and regulation, rating systems, commercial and noncommercial networks, radio history, management and innovation, personalities, popular cultures, uses and effects, studies, propaganda, social movements, advertising and sales, market concentration, internet and satellite radio, podcasting, alternative formats, diversity, gender, and international radio

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RESEARCH SYMPOSIUM

12:00 PM – 1:15 PM

2015 Research Symposium – Race and Gender in Electronic Media: Challenges and Opportunities
Session III: Symposium Papers [Session ID: 1011786]

Conference Room 2/3
[All Convention]

Moderator: William R. Davie, University of Louisiana, Lafayette

Bruce Finklea, University of Montevallo; *Nurturing New Men and Polishing Imperfect Fathers: A Textual Analysis of Protagonists' Hetero- and Homosocial Relationships in Pixar Films* Miriam Berg, Northwestern University; *Social and Cultural Factors in the Success of Turkish Drama Series Among Arab Audiences in Qatar*

Kim Baker, University of Alabama; *The Blind Gaze of the Zombie Normalizes the Landscape: Killing off Inequalities When Walking Among the Dead* (**1st Place Student Paper**)

Alan B. Albarran, University of North Texas, Nicole Warncke, University of North Texas; *Spanish Language Broadcasting in the United States: A Critical Analysis of the Role of Spanish Language Media in Latino Society* (**2nd Place Student Paper**)

Kristin M. Peterson, University of Colorado Boulder; *Islamic Fashion Images on Instagram and The Visuality of Muslim Women* (**3rd Place Student Paper**)

TOP RESEARCH SESSION

12:00 PM – 1:15 PM

History Division – Top Paper Presentations [Session ID: 1011764]

Conference Room 4
[History]

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

Vice Chair/Paper Competition Chair: Stephen D. Perry, Regent University

Debut Paper Competition

1st Place: Aaron Quanbeck, Minnesota State University Moorhead; *A Rhetorical/Interpretive Analysis of Edward R. Murrow's Criticism of Broadcast Journalism*

Open Paper Competition

1st Place: Patrick Parsons, Pennsylvania State University; *A legacy of Fear...And Faith: Suggestion and Imitation Theory in Early Social Psychology and Radio Research*

2nd Place: Richard Rudin, Liverpool John Moores University; *Radio Re-Remembered and Re-Contested*

Stephen D. Perry, Regent University; *Merchandising of Radio Programs: Making The Program The Product In The Sponsorship Era of Radio*

12:00 PM – 1:15 PM

The Reality of Virtual Reality: Applications of the Oculus Rift [Session ID: 974339]

Conference Room 5/6
[Interactive Media & Emerging Technologies]

Since its acquisition by Facebook, the Oculus Rift has become known to a more general population beyond that of its origins in the more hardcore computer gaming sector and its Kickstarter backers. Although the Oculus aims to finally realize the decades-old dream of virtual reality to computer and console users, what exactly is the reality of its application? This panel will address the use of the Oculus Rift for video games, simulations, and business development.

Moderator: Stefan Hall, High Point University

Panelists: Steven Michael Smith, High Point University
Taylor Tornatore, High Point University
Kira Foglesong, High Point University
Eli Morris, High Point University
Sam Schoenfeld, High Point University

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12:00 PM – 1:15 PM

The ESPN Effect: Studying The Worldwide Leader in Sports [Session ID: 973755]

Pavilion 1
[Sports]

ESPN has grown from a start-up cable network in 1979 to a $50 billion global enterprise. This panel focuses on research in the upcoming book, "The ESPN Effect: Academic Studies of the Worldwide Leader in Sports," examining some of the network's economic, journalistic, and cultural impacts.

Moderator: John McGuire, Oklahoma State University

Panelists: Brody Ruihley, University of Cincinnati; *ESPN and the Fantasy Sport Experience*
John McGuire, Oklahoma State University; *In the Beginning: The Rasmussens as Nascent Entrepreneurs in the Launch of ESPN*
David Staton, University of Oregon; *Lipsyte, the Leage, and the "Leader": An Ombudsman's Tale*
Andi Stein, California State University, Fullerton; *The Mouse that Scored: Disney's Reconfiguration of ESPN and ABC Sports*

Respondent: Andrew C. Billings, University of Alabama

12:00 PM – 1:15 PM

Getting the Shot Without Getting Shot [Session ID: 974222]

Pavilion 2
[Law & Policy | Student Media Advisors]

In Ferguson, MO, and throughout the country, videographers and photographers are clashing with law enforcement over access, despite recent court rulings reaffirming the First Amendment right to record. How can journalists stay safe and get the access they need? What remedies do they have if police overreach? And what's myth and what's reality about "privacy rights" when recording in public? The panel will be populated of academics/attorneys, Student Press Law Center representative and others having first-hand experience on the issues to be addressed.

Moderator: Frank D. LoMonte, Student Press Law Center

Panelists: Kim Zarkin, Westminster College
Mickey H. Osterreicher, Esq., General Counsel, National Press Photographers Association
Stephen Bates, University of Nevada

SPECIAL EVENT

12:00 PM – 1:15 PM

Rowan University Presents...A Conversation with David Simon [Session ID: 1011547]

Pavilion 3
[All Convention]

David Simon is best known as the creator and head writer on *The Wire*, an HBO show about the violent Baltimore drug scene. According to the Writers Guild of America, *The Wire* is #9 on its list of best written television shows of all time, TV Guide ranks it #6 on its list of best television shows of all time, and Entertainment Weekly ranks it as the BEST show of all time. Simon's other credits include the Writers Guild Award-winning *Homicide: Life on the Street*, the Peabody Award-winning *'Treme*, and the Emmy Award-winning miniseries *Generation Kill*. Join your hosts Rowan University's Mike Donovan and David Bianculli during this candid conversation with David Simon.

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

FESTIVAL OF MEDIA ARTS

12:00 PM – 1:15 PM

Faculty and Student Audio Awards and Exhibition [Session ID: 1009139]

Pavilion 9
[Radio & Audio Media]

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

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

Faculty Audio Competition

Short-Form Production

Best of Competition: Jeff Jacoby, San Francisco State University; *Dark Ride, San Francisco*

Radio Documentary

Best of Competition: Terry Likes, Tennessee State University; *The Alarm Clock for Your Favorite TV Show: The Theme Song*

Student Audio Competition

Air Personality

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

2nd Place: Cameron Coates, Western Kentucky University; *Cameron Coats, Deejay Dr. C*

3rd Place: Channing Raver, Abby Nicodemus & James Colonna-Co-Host, York College of PA; *YCParanormal 11-19-14*

Comedy or Drama

1st Place: Students of the New England School of Communications, Husson University; *Edgar Allan Poe's Tales of Mystery & Imagination 2014: The Murders In The Rue Morgue*

2nd Place: Matthew Barros, University of Nebraska at Omaha; *The Cask of Amontillado*

3rd Place: Kenneth Hladky, Palomar College; *Tales from Plunther Hills Valley: Coast to Compost*

Educational Program

1st Place: Radio Documentary Class of 2014, Columbia College Chicago; *Age of Abuse: Young Adults and Heroin*

2nd Place: Jehad Rajab, The American University in Cairo; *The Egyptian Revolution in the Eyes of Women*

3rd Place: Korina Borash, St. Cloud State University; *Genocide Awareness Project Protest*

PSA, Promo or Commercial

1st Place: Clay Roth, University of Southern Indiana; *Let The Monster Out*

2nd Place: Javi Iniguez, University of La Verne; *Club ACB TBT with DJ Santana*

3rd Place: Michael Cassidy, University of Southern Indiana; *The Local Edge*

Specialty Program

1st Place: Dianna Hawryluk, State University of New York at Fredonia; *Let Music Live!: A Journey Through the SUNY Fredonia Choral Department*

2nd Place: Sabrina Jones, West Liberty University; *Hare in the Hills*

3rd Place: Neil A. Carousso, Hofstra University; *75th National Baseball Hall of Fame Live Special from Cooperstown, NY*

12:00 PM – 1:15 PM

Shooting Global: The Challenges and Rewards of International Production Courses [Session ID: 974285]

Pavilion 10

[International | Documentary]

This panel will examine the perils and pitfalls of taking production students out of their domestic comfort zone, the benefits of internationalizing students' coursework, and the long-term results of such projects. Logistics, educational outcomes, assessment, and how students and faculty work together in these experiential environments will be discussed.

Moderator: Frank Barnas, Valdosta State University

Panelists: Marie Elliott, Valdosta State University; *Global Outcomes: Effective Experiential Teaching in Ireland*

Frank Barnas, Valdosta State University; *Logistics and Strategies with Students in Eastern and Western Europe*

David Smeltzer, Kent State University; *Scientific Documentaries: Lessons from Costa Rica*

Kyle Hufford, Goshen College; *Using a Multi-Course Approach for International Trips: How using multiple courses in tandem with an international trip can help you get the most out of the experience and create a better production*

Frederick Lewis, Ohio University; *"Home for Hari Raya": How 14 students from Ohio University, working with 14 students from Universiti Teknologi MARA, made a narrative film in Malaysia*

12:00 PM – 1:15 PM

The Evolution of Service-Learning Experiences in the Digital Media Revolution [Session ID: 973892]

Pavilion 11

[Curriculum, Assessment & Administration | Management, Marketing & Programming]

The digital and social media platforms push the evolution of service learning for media and journalism students to new, creative real-world experiences. This panel shares first hand findings from faculty moving service learning into digital platforms. Panelists explore best practices, curriculum design, project pitfalls and assessment.

Moderator: Bradley L. Weaver, Westminster College, Pennsylvania

Faculty Panelists: Linda Thorsen Bond, Stephen F. Austin State University

Rita Colistra, Reed College of Media/West Virginia University

Andy Schwanbeck, Westminster College

Erik Johnson, University of Wisconsin – River Falls

Undergraduate Panelists: Samuel Asazu, University of Wisconsin – River Falls

Connor Nelson, University of Wisconsin – River Falls

Mark Roleth, University of Wisconsin – River Falls

1:30 PM – 2:45 PM

From Classroom to Newsroom to Classroom [Session ID: 974258]

Conference Room 1
[News]

This panel proposes to explore the benefits -- expected and unexpected -- to themselves, their students and local news organizations when full-time faculty members choose to either continue working part time in a local newsroom, take a sabbatical to work in a newsroom full time or get a grant to work in a newsroom during the summer. What are the results when faculty are participant-observers in the digital revolution that is transforming modern newsrooms? How does it make their careers, their teaching and their research more relevant? What voice do they bring to newsrooms that often look askance at "the ivory tower"?

Moderator: Tim F. Brown, University of Central Florida

Panelists: Richard Brunson, University of Central Florida
Simon Perez, Syracuse University
Dave Sirak, Newsroom Manager, WFTV Channel 9, Orlando

1:30 PM – 2:45 PM

2015 Research Symposium – Race and Gender in Electronic Media: Challenges and Opportunities

Session IV: Queer Studies & Media Studies: Connections, Challenges & Opportunities

Featured Speaker: Gust Yep, San Francisco State University [Session ID: 1011787]

Conference Room 2/3
[All Convention]

Focusing on their productive potentialities, this presentation explores the connections, challenges, and opportunities emerging from encounters between queer studies and media studies. More specifically, I identify and highlight, in this exploration, the theoretical impulses, methodological inclinations, and pragmatic possibilities of queer studies for the examination and analysis of media texts and production processes. To illustrate this, I offer examples from several studies published with my research team. Further, I explore how traditional and emerging media offer challenges and opportunities to stretch and expand the theoretical, methodological, and activist domains of queer studies. I conclude by engaging audience members on an exploration of these potentialities in relationship to their own research, pedagogical, design and production projects.

Gust A. Yep (Ph.D., University of Southern California) is Professor of Communication Studies, Core Graduate Faculty of Sexuality Studies, and Faculty in the Ed. D. Program in Educational Leadership at San Francisco State University. His research focuses on communication at the intersections of culture, gender, sexuality, and health. In addition to three books, he has published over seventy articles in (inter) disciplinary journals and anthologies. He is the recipient of the 2006 NCA Randy Majors Memorial Award for outstanding LGBT scholarship in communication, the 2011 San Francisco State University Distinguished Faculty Award for Professional Achievement ("Researcher of the Year"), and the 2015 AEJMC LeRoy F. Aarons Award for significant contributions to LGBTQ media education and research.

Moderator: Nick Chivers, San Francisco State University

Featured Speaker: Gust Yep, San Francisco State University

1:30 PM – 2:45 PM

Technology On A Budget: Surviving and Thriving In A Changing Environment [Session ID: 974215]

Conference Room 4
[Two-Year/Small Colleges | Interactive Media & Emerging Technologies]

The ever changing reality of colleges and universities has created uncertainties and new challenges for Broadcast Educators. Historically Black Colleges and Universities (HBCU) face additional challenges in the ever shifting collegiate environment. This panel explores how one HBCU is tackling the difficulties of evolving media technologies and post-convergence curriculum changes.

Moderator: Donna L. Gough, Clafin University

Panelists: Patrick Stearns, Claflin University
Donna L. Gough, Clafin University
Joshua Mims, Claflin University
Bianca Crawford, Claflin University

1:30 PM – 2:45 PM

Your College Radio Station: Programming, Promoting and Recruiting – The Saga Continues! [Session ID: 974284]

Conference Room 5/6
[Radio & Audio Media | Two-Year/Small Colleges]

This popular panel returns to BEA '15 with more college radio Station Managers/PDs/Faculty Advisors sharing some of their best practices, experiences (=read: "lessons learned the hard ways"), and advice! If you are in charge of a college radio station, need recruitment tips, looking to make a splash in your community with a killer promotion, or want to revitalize your programming, this panel will address several questions: When & how do you know to adjust your programming choices? How do you best recruit and train your students? Feel free to bring copies of your own station's handbooks, training documents or procedure/policy manuals and share with other colleges! What are some creative and cost-effective promotions that have worked with your target demo or increased sampling/cume? Our experienced panelists will answer these questions and discuss their own experiences, but we hope you bring your ideas, questions, and best practices to share! You'll walk away full of practical ideas ready to implement at your station as soon as you get home!

Moderator: Albert Kim, Manchester Community College

Panelists: Jennifer Williamson, Virginia State University
Chad Roberts, Central Michigan University
Jim Gray, St. Cloud State University
Thomas J. Vesci, Asnuntuck Community College

1:30 PM – 2:45 PM

Reboot/Student Media Organizations in Smaller Schools & Programs [Session ID: 974008]

Pavilion 1
[Student Media Advisors | Two-Year/Small Colleges]

This is a sequel to last year's well-received media advisor panel. This year, media advisors (TV & Radio) will discuss issues pertaining to content quality, student leadership, maintaining consistent membership etc. Central to this panel will be an open forum with other advisors, faculty and students in the audience. This will allow people to present their dilemmas and get input from the panel as well as the other advisors in attendance.

Moderator: Robin Cecala, Point Park University

Panelists: Cliff Brockman, Wartburg College
Dan Kimbrough, Misericordia University
Rebecca Taylor, Siena College
Chris Bacon, University of Kansas
Gabriella Lengyel, Student, Misericordia University

1:30 PM – 2:45 PM

Sports Division Business Meeting [Session ID: 975798]

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:	John McGuire, Oklahoma State University
Vice-Chair:	Max Utsler, University of Kansas
Media Coordinator:	Joe Moore, University of Central Missouri
Paper Competition Chair:	Troy Comeau, Pittsburg State University
Festival of Media Arts Student Sports Competition Chair:	Bobby Chastain, Purdue University – West Lafayette
Festival of Media Arts Faculty Sports Competition Chair:	Jared Johnson, Oklahoma State University

SPECIAL EVENT

1:30 PM – 2:45 PM

Evolution of TV: WAVE VI [Session ID: 991100]

Pavilion 3
[All Convention]

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

Warner Bros. Media Research & Insights in Partnership with Turner and TW dives into the evolving TV landscape: key issues explored in the study include: How do On Demand Platforms & Services impact viewing? Are these platforms mainstream? What impact has technology had on viewing? Is measurement keeping up? Where does SVOD (Netflix, Amazon Prime) fit into viewer's preferences? Have the cable companies kept up with SVOD competition? Is the VOD/C service an alternative to SVOD? And finally how are Millennials watching TV today? What is there definition of TV? These are just a few of the key issues impacting the television business that we will be exploring.

FESTIVAL OF MEDIA ARTS

1:30 PM – 2:45 PM

Student Video Awards and Exhibition [Session ID: 1009087]

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 Competition co-Chair: Marilyn Terzic, Université du Québec à Montréal

Student Competition co-Chair: Stephen Price, University of Central Missouri

Student Competition co-Chair: Amy Crawford, Youngstown State University

Student Competition co-Chair: Marc Ruiz, Wayne State University

Animation/Experimental/Mixed

1st Place: Hope Forgus, Anna Mazza, Jack Vandertol & Gabriel Weiss, Xavier University; *Over the River*

2nd Place: Japhanie S. Gray, Arkansas State University; *Pain Through Me Computer Screen*

3rd Place: Michael Vensamoye, University of Florida; *Moving Forward*

Honorable Mention: Faith Korpi & Zachary Korpi, Baylor University; *Light*

Honorable Mention: Sara Silkwood, Logan Fritts & Max Walling, Missouri State University; *Broken Bones*

Honorable Mention: Louis Mensinger, San Francisco State University; *Knit-Jutsu: A Stop Motion Yarnimation*

Instructional/Educational

1st Place: Sara Groover & Nick Szabo, University of Oklahoma; *Sooner Flight Academy*

2nd Place: Chau Bui & Jake Smucker, Goshen College; *Goshen's Urban Forest*

3rd Place: Alex Glass, Dani Thompson, Alanna Delfino, Stephanie Martinez, Kara Dixon, Ben Susman, Taylor Lewis & Amanda Salvucci, University of Maryland; *ViewFinder: Best of ViewFinder Spring'14*

Honorable Mention: Andrew Borjon, Steve Nelson, Tessa Cevaal & Anthony Garcia, University of Colorado Boulder; *CU Science Update – The Gluten-Free Trend*

Music Video

1st Place: Tyler Pina, Matt Petrunak, Kirsten Charlton & Devan Ofcar, Kent State University; *Freaky Love – Captain Kidd*

2nd Place: Paige Powell, University of Oklahoma; *With You Now*

3rd Place: Kevin Kelly, Loyola University Chicago; *When I Get Home*

Narrative

1st Place: Sarah Craig, John Householder, & Brendan Trepal, Ohio University; *Joy Ride*

2nd Place: Matt Lee, Becca Evans, Catherine Leonard & Lexi Williams, Elon University; *Incestry*

3rd Place: Griffin Huber, George Fox University; *Through This Door, I Step*

Honorable Mention: Darren H. Rae & Shaan Aslam, San Jose State University; *Park Arcadia*

Honorable Mention: Amanda Sachtleben, Southeast Missouri State University; *unExpected*

Honorable Mention: Peter Hall, Phillip Hall, Brooks Malberg & Shelby Etcheson, Azusa Pacific University; *The Lost Dutchman*

Honorable Mention: Alexander Lakin, Loyola University Chicago; *November*

Honorable Mention: Taylor High, April Core, Josh Pfaff & Nick Dugan, Missouri State University; *Mara*

Honorable Mention:	Joseph "Joey" Filer, Steven Abriani, Johnathan Gino Delmonte, & Hank Stillwell, Loyola University Chicago; *Wacker*
Honorable Mention:	Blair Boswell, Scott Woofter & Gordon Best, James Madison University; *Om*
Honorable Mention:	Evan Simmons & Nicole "Colby" Bachiller, University of Georgia; *The Sophomore Short Film*
Honorable Mention:	SR Brandon, Sarah J. Forester, Desiree Maloney, & Jeff Taylor, Rock Valley College; *A Blue Mug*
Honorable Mention:	Nicholas Ferreiro & Emma Sauerwein, Syracuse University; *Truth or Dare*
Honorable Mention:	Kaitlin Hollingsworth & Melanie Rodriguez, University of La Verne; *Hunting Shadows*
Honorable Mention:	McKinley Pollock & Serena Ghazzawi, University of La Verne; *The Transformation*

Spots

1st Place:	Matthew Abeler, University of Northwestern of St. Paul; *Camp Lebanon "Youth Promo"*
2nd Place (tie):	Brian Szymanski, Jessica Stober, Daniel Spiller, Jon Smith & Ben Stringfellow, Elon University; *The Painters Roost (Commercial)*
2nd Place (tie):	Wilson Hester & Peter Walpole, Elon University; *Everlast: Greatness is Within*
3rd Place:	Gaylord Hall Broadcast Advertising Team, University of Oklahoma; *Mary Kay*
Honorable Mention:	Janelle Barrick & Tripp Lopez, University of Oklahoma; *No More Excuses*

Promotional (90 seconds to 3 minutes)

1st Place:	Spencer Wehde, Garrett Fox, Brooke Adcock & Pablo Fernandez, University of Oklahoma; *Rowing*
2nd Place:	Gaylord Hall Productions Team, University of Oklahoma; More Than Just a Student
3rd Place (tie):	Justin Castaneda, Lori James, & Chris Navarro, Northern Arizona University; *Hozhoni: The Power of Creativity*
3rd Place (tie):	Janelle Barrick, Max Bevan, Lindsay Webster & Miguel McCallum, University of Oklahoma; *OU Men's Golf*
Honorable Mention:	Alejandra Buitrago, Caleb Gritsko & Hassan Hassan, James Madison University; *Mohammed*
Honorable Mention:	James Baumann, Melissa Sabado, Adriana Quintero & Michael Bulatao, San Francisco State University; *Azalina*

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

1st Place:	Siobhan Ryan, Nicholas Skowronski, Connor Misset & Megan Readey, Western Connecticut State University; *WCSU Election Connection 2014*
2nd Place:	Lance Wells & One Sessions Crew, West Texas A&M University; *One Sessions – Deep Diver*
3rd Place (tie):	Kaley Masters & Erika Bazaldua, Stephen F. Austin State University; *Jack Talk (2014-10-22)*
3rd Place (tie):	Jeremy Herbert & Sarah Vulpio, Kent State University; *The Agenda*

1:30 PM – 2:45 PM

Faculty and Student Scriptwriting Awards and Exhibition [Session ID: 1009105]

Pavilion 10
[Writing]

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

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

Short Subject/TV Half Hour

Best of Competition:	Robert Ramsey & Scott Sturgeon, California State University, Northridge; *Bushed*
Award of Excellence:	Terence Dollard, University of North Carolina at Pembroke; *News 7*
Award of Excellence:	Kyle W. Bergersen, University of Oklahoma; *Red State Blues*

Student Scriptwriting Competition

Episodic Short

Award of Excellence:	Marie Drennan, San Francisco State University; *Karlie's Angels "Poetic Justice"* (web series)

Short Subject

1st Place:	Daniel J. Mitchell, Purdue University Calumet; *Superfluous*
2nd Place:	Sarah Nimmo, Xavier University; *Spare Change*
3rd Place:	Alexis Sturgess & Scott Nesbit, University of Georgia; *The Chaise*

Honorable Mention:	Rachel Compton, San Jose State University; *Prosopagnosia*
Honorable Mention:	Kevin Briot, San Jose State University; *When a Giant Falls*
Honorable Mention:	Blair Boswell, James Madison University; *Om*

Feature

1st Place:	Keith Demm, Pittsburg State University; *The Dust*
2nd Place:	Lauren Serpa, San Jose State University; *Where We Start*
3rd Place:	Adedapo Akisanya, Purdue University Calumet; *Fianchetto*
Honorable Mention:	Cody Cedric Sapp, Central Michigan University; *The Jarring Incident at the Shady Creek Apartment Complex*
Honorable Mention:	Risha Rose, San Jose State University; *Dance For Me*
Honorable Mention:	Elizabeth Barrett, University of Georgia; *Talk to Me*

Original TV Series Pilot

1st Place:	Rachel Kollar, California State University, Northridge; *Blood R Us*
2nd Place:	Daniel J. Mitchell, Purdue University Calumet; *War Bank "Opportunity"*
3rd Place:	Elizabeth Stein, Marquette University; *The Lower Ranks*
Honorable Mention:	Ciara Van Gheem, University of Wisconsin Oshkosh; *Persephone – "Pomegranate Seeds"*
Honorable Mention:	Maggie Daab, Columbia College Chicago; *Over It*
Honorable Mention:	Victoria Vartan, Palm Beach Atlantic University; *Offbeat*

Television Spec

1st Place:	Olivia Melendez, Palm Beach Atlantic University; *Black Mirror, "Tunnel Vision"*
2nd Place:	Nicole Miley & Tyler Lennox Bush, Purdue University Calumet; *Ray Donovan – "Forgive Me Father"*
3rd Place:	Lauren McGuigan, Loyola University Chicago; *You Snooze, You Lose*
Honorable Mention:	Joe Mahony, Columbia College Chicago; *Archer – "The World Is Yours"*
Honorable Mention:	Hanna Black, University of Wisconsin Oshkosh; *It's Always Sunny In Philadelphia – "Frank vs. February 15th"*
Honorable Mention:	Rebecca Ben-David, University of Georgia; *Hands Against The Sky – A Supernatural Spin-Off*

Mobisode/Webisode

1st Place:	Shane Dalton Murphy, San Francisco State University; *Das Vi Danya*
2nd Place:	Angeline Capati, San Francisco State University; *Jennylyn Episode 2: Desperately Seeking Employment*
3rd Place:	Ande Kirkham, Palm Beach Atlantic University; *Psycho-Oddities*
Honorable Mention:	Maria Gardner Cox, University of Georgia; *Charlie and Jane*

1:30 PM – 2:45 PM

New Technologies for New Publics: Public Media, Policy, and the Digital Revolution [Session ID: 973728]

Pavilion 11
[Law & Policy | Interactive Media & Emerging Technologies]

This panel explores how public media providers are reacting to and also shaping new media policies and ecologies. As public media face defunding by national and local governments, they must also adapt to new digital technologies. The panel will provide both case studies and policy overviews of how these challenges are pushing public media to reinvent their delivery systems, storytelling techniques, and funding strategies, and even modify their notions of the publics that they serve.

Moderator: Robert K. Avery, University of Utah

Panelists: Alan G. Stavitsky, University of Nevada, Reno
Michael W. Huntsberger, Linfield College
John S. Armstrong, Furman University
Kari Barber, University of Nevada, Reno
Michael V. Marcotte, University of New Mexico

Respondent: Philip A. Thompsen, West Chester University

3:00 PM – 4:15 PM

Joan of Arc was NOT Noah's Wife: The Need for Religious Literacy Among U.S. Reporters [Session ID: 974243]

Conference Room 1
[Curriculum, Assessment & Administration]

Religious illiteracy in the U.S. has reached a crisis point. The use and misuse of faith often dominates the news at even a local level, but journalism students have never been so unprepared to ask good questions. As a result, accurate reporting is often problematic especially for religious minorities. This panel addresses the growing need for a fundamental level of religious literacy as a requirement for graduation.

Moderator: Ian C. Punnett, Arizona State University

Panelists: Rick Moore, Boise State University

Mariam F. Alkazemi, University of Florida

Jeffery A. Smith, University of Wisconsin–Milwaukee

3:00 PM – 4:15 PM

2015 Research Symposium – Race and Gender in Electronic Media: Challenges and Opportunities
Session V: Symposium Papers [Session ID: 1011788]

Conference Room 2/3
[All Convention]

Moderator: Norman Medoff, Northern Arizona University

Robert Brookey, Ball State University; Charles Ecenbarger, Ball State University; *Our Country Our Language Our Server: Xenophobic and Racist Discourse in League of Legends*

Stine Eckert, Wayne State University & Linda Steiner, University of Maryland; *The Potential of Feminist Twitter*

Travis L. Dixon, University of Illinois at Urbana-Champaign; *How the Internet and Social Media Accelerate Racial Stereotyping and Social Division*

Jonathan Obar, University of Ontario Institute of Technology; Philip Michael Napoli, Rutgers University; *Second Class Netizens: Race and the Emerging Mobile Internet Underclass*

Chris Wilson, California State University – Northridge; *Gender Representations in Video Game Reviews*

3:00 PM – 4:15 PM

Film (Digital) at 11: The Electronic News Media & Las Vegas, Changing Channels While Preserving History [Session ID: 974018]

Conference Room 4
[History | News]

The electronic news media has come a long way since "film at 11," creating & recording history through changing times and technologies. KLAS-TV is one of the oldest TV stations in Las Vegas and has seen its share of history while reporting the news since signing on in 1953. Now, hear three KLAS TV news veterans (with more than 70 years experience anchoring and reporting between them) and a current video archivist talk about the way the news media has changed over their time in the business (complete with video/pictures) as well as what's being done to preserve Las Vegas' and news history, all while embracing the fast growing technologies and changing news viewing habits that will impact television and news media well into the future.

Moderator: Sara Magee, Loyola University Maryland

Panelists: Gary Waddell, KLAS TV (Las Vegas)

Paula Francis, KLAS TV (Las Vegas)

George Knapp, KLAS TV (Las Vegas)

Jim Rose, Las Vegas Convention & Visitors Authority

3:00 PM – 4:15 PM

Large Scale Collaboration Leads to Impact: How the WCSJ&MC teamed up with the Arizona Broadcasters Association to produce *Hooked: Tracking Heroin's Hold on Arizona* [Session ID: 1011772]

Conference Room 5/6
[All Convention]

The Cronkite School and Arizona Broadcasters Association teamed up to produce and distribute the documentary *Hooked: Tracking Heroin's Hold* on Arizona. The half-hour special, produced for TV and Radio in Spanish & English, aired on every Arizona commercial television station and engaged almost one million viewers on a single night. Hear how the groundbreaking project was designed and implemented, plus lessons-learned. Meanwhile students break down their experience and takeaways that will last a lifetime.

Panelists: Art Brooks, Arizona Broadcasters Association
Mark Lodato, Arizona State University

SUNDAY

3:00 PM – 4:15 PM

Sports Broadcasting Program Showcase [Session ID: 973653]

Pavilion 1
[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: William R. Davie, University of Louisiana, Lafayette

Panelists: Russ Maloney, University of Indianapolis
Troy Comeau, Pittsburg State University
Brent H. Weber, Auburn University
Shawn Isaacs, University of West Georgia
Justen Ransom, University of West Georgia

3:00 PM – 4:15 PM

Current Issues in Management, Programming & Promotions [Session ID: 973498]

Pavilion 2
[Management, Marketing & Programming]

This panel consisting of senior faculty members and highly placed professionals will explore and discuss current management, programming and promotions issues and concerns in the areas of broadcast, cable and newer delivery platforms of television and radio content. While each of these areas will be examined, attention will also be paid to the interrelationships among and between the various media and functions.

Moderator: Mitchell Shapiro, University of Miami

Panelists: Alan B. Albarran, University of North Texas; *Current Issues & Concerns in Broadcast & Cable Management*
Mitchell Shapiro, University of Miami; *Current Issues & Concerns in Broadcast & Cable Programming*
Patricia Williamson, Central Michigan University; *Current Issues & Concerns in Radio Management & Programming*
Jim Koonce, Director of Marketing & Promotion, KTNV-TV (ABC, Las Vegas); *Current Issues & Concerns in Promotions*

SPECIAL EVENT

3:00 PM – 4:15 PM

The DNA of TV: Unlocking the Emotional Building Blocks of Successful Television [Session ID: 1011541]

Pavilion 3
[All Convention]

At its heart, television is about emotions. Magid's EmotionalDNA™ uses advanced quantitative analytics to identify the emotional states that viewers associate with specific programs and networks, and thereby the appeal that they hold beyond their surface characteristics. The result of this groundbreaking work is a new way of understanding viewer preferences and behaviors that are currently informing the program development, branding and marketing, and advertising sales of major networks and studios.

Speaker: Jack MacKenzie, President of Magid Generational Strategies

FESTIVAL OF MEDIA ARTS

3:00 PM – 4:15 PM

Faculty Video Awards and Exhibition [Session ID: 1009073]

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: Tony DeMars, Texas A&M University at Commerce

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

Commercial or PSA

Best of Competition: Marc Ruiz, Wayne State University; *Chase*

Educational / Instructional

Best of Competition: Kelly Davis & Elisabeth Cavallaro, Appalachian State University; *Asking the Question*

Mixed Video

Best of Competition: Scott Hodgson & Janelle Barrick, University of Oklahoma; *It's the Music*

Award of Excellence: Dean Yamada, Biola University; *CICADA*

Award of Excellence: Diane Guerrazzi & Hannah Gaber, San Jose State University; *Opening Oman*

Narrative Video

Best of Competition: Maria Sanders & Michael R. Ogden, Central Washington University; *Jessica Walking*

Award of Excellence: Kyle W. Bergersen, University of Oklahoma; *Welcome to My World of Compromise*

Promotional Video

Award of Excellence: Randall E. King, Indiana Wesleyan University; *Marion, Indiana: A Stellar Community*

Award of Excellence: Jonathan Olshefski, Rowan University; *DePaul USA: We Believe In You*

Award of Excellence: Tim Sorel, University of Florida; *STOP Children's Cancer Foundation Video*

SPECIAL EVENT

3:00 PM – 4:15 PM

The PITCH Session: Tell Your Story Idea to an Industry Professional! [Session ID: 973493]

Pavilion 10
[Writing]

Many wonderful stories and scripts go unproduced because the author or originator has not or can not make a convincing oral summary (or "pitch") of its value, appeal, and marketability to a producer or agent. In this annual panel, we encourage 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.

Moderator: Micheal McAlexander, California State University, Fullerton

Panelists: Garry Hart, Chair, Department of Radio-TV-Film, California State University, Fullerton & former President of Paramount Network Television

Jill Arthur, Development Executive, Comedy, Amazon Studios

Jonas Barnes, Development Executive, Original Film

Ari Posner, Writer/Producer, *Reba & Hart of Dixie*

3:00 PM – 4:15 PM

Flipping Your Classroom: A Practical Discussion of Methods and Available Tools [Session ID: 973830]

Pavilion 11
[Two-Year/Small Colleges]

Flipping the classroom has been a topic of much discussion lately. People who are new to the concept will gain a greater understanding of what it means to flip a classroom and discover some relevant tools to help facilitate this process.

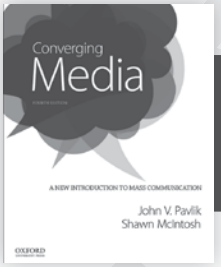
Moderator: Gwin Faulconer-Lippert, Oklahoma City Community College

Panelists: Thomas McDonnell, Metropolitan Community College

Gwin Faulconer-Lippert, Oklahoma City Community College

Cheryl Stevens, Digital Learning Consultant, McGraw-Hill

The Best Books for Courses from Oxford University Press



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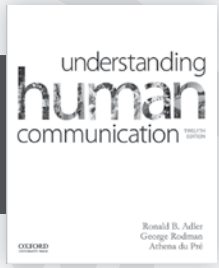
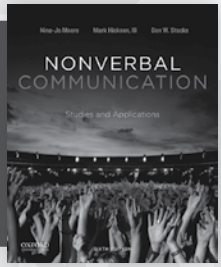
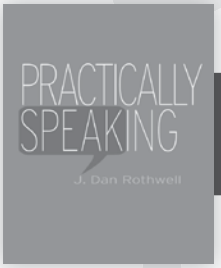


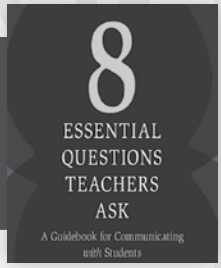
An innovative "sensory" approach to nonverbal communication that uses the latest research and practice to capture all of the senses

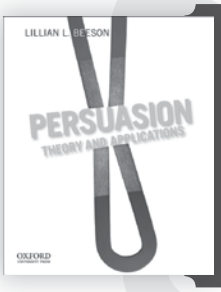




Tradition Meets Innovation

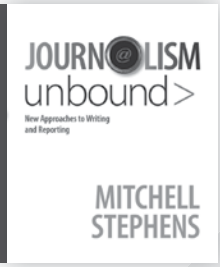
Addresses the essential questions and concerns that emerge for teachers in all stages of development





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

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



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TOP RESEARCH SESSION

4:30 PM – 5:45 PM

International Division – Top Paper Presentations [Session ID: 1011769]

Conference Room 1
[International]

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

International Division Chair: Helena Vanhala, Robert Morris University

Debut Competition

1st Place: Qianni Luo, Ohio University; *Product Placement in the World's Fastest Blooming Advertising Market: An Analysis of Product Placement in Chinese Television*

Open Competition

1st Place: Jared Johnson, Oklahoma State University; *News Consumption in the Case of the Garifuna People: Reaching the audience or not?*

2nd Place: Michel M. Haigh, Pennsylvania State University; *Embedded vs. Nonembedded Reporters: Impact on Public Support Toward War*

3rd Place: Chung Joo Chung, Kyungpook National University, Heewon Cha, Ewha Womans University, Yunna Rhee, Hankuk University of Foreign Studies; *Big Data Analysis of Korea's Nation Brand*

4:30 PM – 5:45 PM

Revolutionary Dress up Games Get Serious: Evolving Your Wardrobe to Match Your Credibility [Session ID: 973439]

Conference Room 2/3
[News | Student Media Advisors]

Television news image consultants agree – looks matter. Presenting how you look is as important to your credibility as what you say. Your audience will make several judgments about you as a journalist within seconds of seeing you on air – you don't even need to say a word. To be a credible journalist, you must look the part. This panel will show you how those childhood dress up games need to be taken seriously at the anchor desk or in the field.

Moderator: Tom Hallaq, Kansas State University

Panelists: Dana Rosengard, Suffolk University
Laura Rubeli, Publisher, Las Vegas Style Couture magazine
Karen Twomey, WBZ Radio

TOP RESEARCH SESSION

4:30 PM – 5:45 PM

Management, Marketing & Programming Top Paper Presentations [Session ID: 1011757]

Conference Room 4
[Management, Marketing & Programming]

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

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

Debut Paper Competition

1st Place: Xiaoqun Zhang, University of North Texas; Prosumption, Time Budget, and SNS Use Activities

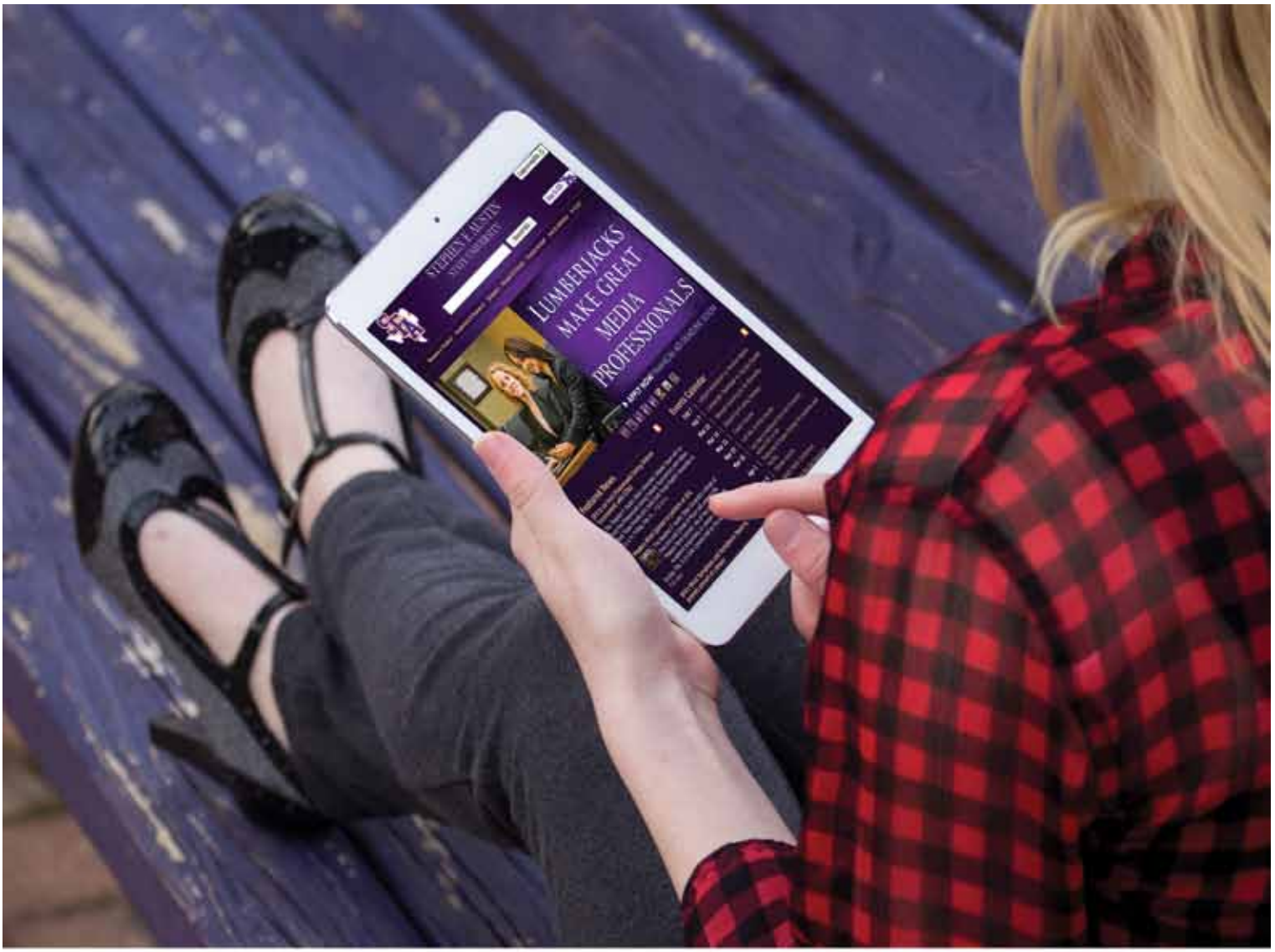
2nd Place: Ronen Shay, University of Florida; *Consumer Preferences and Utilities for Video Consumption Attributes: A Conjoint Analysis*

2nd Place: Kelly Meyer, The University of Akron; *Getting a Handle on Television Tweets: Comparing Twitter Activity and Television Ratings in Primetime Broadcasts*

Open Paper Competition

1st Place: Brandon T. Sweitzer, Ohio University; *Theoretical Integration: An Active within Structures Approach to Predicting Social Media Use*

2nd Place: Louisa Ha, Bowling Green State University; Gi Woong Yun, Bowling Green State University; Ruimeng Yang, Bowling Green State University; *US Audiences' Responses to Digital TV Multicasting: A Case Study Comparing Commercial and Public Broadcast Digital TV Subchannels*



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4:30 PM – 5:45 PM

End to End: Building a Streaming Video Solution Fit for Your Institution [Session ID: 1011781]

Conference Room 5/6
[All Convention]

Streaming is becoming a key component in many universities and organizations. As streaming continues to grow, so too does the need for a customized workflow. By choosing best-of-breed technology, new and expert streamers can put together the video delivery system that fits their exact specifications. Join streaming industry leaders from Telestream, JW Player and Wowza Media Systems as they discuss best practices in building out a streaming infrastructure that can help your educational institution— from video capture to website playback. The experts will cover the end-to-end implementation of a custom streaming workflow, from the camera to the viewing device, including…

- Production, encoding, transcoding, distribution, and playback
- Benefits and pitfalls of do-it-yourself video streaming
- How to connect the major pieces of a streaming architecture
- Real-life example of a streaming platform

Panelists: Tom Prehn; Telestream
Eric Boyd; JW Player
Chris Knowlton; Wowza Media Systems

SPECIAL EVENT

4:30 PM – 5:45 PM

Leveraging Consumer Insights in Support of Sport & Entertainment Media [Session ID: 1011789]

Pavilion 1
[All Convention]

WME | IMG

Sport and entertainment media ignite consumer passion, foster fan engagement and influence the global zeitgeist. Consumer insights provide context, frame the marketplace and influence media valuation. Keith will showcase several "real world" presentations featuring a variety of quantitative elements; including NASCAR, model CHRISSY TEIGEN and prolific producer TYLER PERRY.

Speaker: Keith Friedenberg, Executive Vice President, Global Insights Group, WME | IMG

4:30 PM – 5:45 PM

The Importance of "Media Literacy" to an Undergraduate Education in Today's Society [Session ID: 1011770]

Pavilion 2
[History]

Educators in the United States have reported a huge decline in media literacy amongst American students. The problem has been exacerbated by the proliferation of mass media, and the digital age with its ease for individual citizens, politicians and corporations to reach the world with often one- sided messages. The panel will discuss media literacy and teaching strategies to improve literacy in a world filled with diversions, distractions and inaccuracies.

Panelists: Martin Phillips, Lynn University
Gary Carlin, Lynn University. Former VP of Marketing for Hasbro, Inc.
Stefanie Powers, Lynn University
Timea Varga, Lynn University

4:30 PM – 5:45 PM

Mary Jane Goes to College: College Media Policies You'll Need When MJ Comes to Your State [Session ID: 954994]

Pavilion 3
[Student Media Advisors | Law & Policy]

This session will explore the unique challenges facing college media after the legalization of recreational marijuana. While Colorado and Washington are at the forefront, many experts agree that the national trend will be for many states to follow. With a mix of federal, state, and local ordinances to consider, it is important that student media policies address issues related to marijuana use by staff, implied or explicit endorsement in student media, and potential advertising/underwriting revenue.

Moderator: Samuel E. Ebersole, Colorado State University – Pueblo

Panelists: Jenna Mangino, Colorado State University – Pueblo
Gregory N. Luft, Colorado State University
Julie Armstrong, Colorado State University – Pueblo

4:30 PM – 5:45 PM

Two-Year and Small Colleges Awards and Exhibition [Session ID: 1009122]

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: Evan C. Wirig, Grossmont College

Video/Broadcast Production

1st Place: Tara Kelly & Kyra Pellant, Pepperdine University; *HeartBreak Happy*

2nd Place: Savannah Pratt & Matthew Sims, Chattahoochee Technical College; *Exploited No More*

3rd Place: Paul Dryden Stalter, Rock Valley College; *Papa's Garden*

Audio Production

1st Place: Tyler Kent Hill, Azusa Pacific University; Discovery: *The Road to Hell*

2nd Place: Brett Wonders & Dan Knapinski, Ohio Northern University; *Ohio Northern University Football vs. Muskingum*

4:30 PM – 5:45 PM

It's the Medium and the Message: The Digital Evolution of International Broadcasting in Revolutionary Times [Session ID: 973432]

Pavilion 10
[Radio & Audio Media | International]

This panel examines the historical principles of international radio broadcasting, and how stations have evolved both technologically and in terms of who the target audience is. Even with turmoil around the world, governments are questioning the usefulness of these stations and the wisdom of continuing to fund them. The panelists will address these issues and argue that in revolutionary times international radio broadcasting is still effective and needed.

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

Panelists: Andrew M. Clark, University of Texas – Arlington
Thomas B. Christie, University of Texas – Arlington
Daniel Walsh, Appalachian State University
Sam Swan, University of Tennessee

4:30 PM – 5:45 PM

10 Things You Should Teach About Mobile [Session ID: 955155]

Pavilion 11
[Interactive Media & Emerging Technologies]

Mobile newsgathering and production are no longer a novelty. A study recently published in Electronic News found that a broad range of broadcast journalism positions require mobile skills. Regardless of media platform, journalism employers want new hires to understand how to use mobile devices for newsgathering, production, and audience engagement. Panelists will discuss how to create a class dedicated to mobile journalism skills as well as how to integrate mobile into existing classes.

Moderator: Anthony Adornato, Ithaca College

Panelists: Debora Wenger, University of Mississippi
Adam Bradshaw, KVUU-TV
Allissa Richardson, University of Maryland

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6:00 PM – 8:00 PM

BEA Opening Night Awards Ceremony & Reception [Session ID: 1011751]

Pavilion 9
[All Convention]

The annual BEA Opening Night Awards Ceremony recognizes some of the best faculty and graduate student work in research, as well as our scholarship winners and the very best leadership and service to BEA. Join us at the ceremony to honor this year's distinguished award recipients and recognize BEA's past presidents in honor of our 60th anniversary. Immediately following the awards ceremony, a reception will take place in the Westgate's Tempo Lounge.

Reception sponsored by: The California State University ENTERTAINMENT INDUSTRY INITIATIVE (EII)

The reception at the Westgate's Tempo Lounge will immediately follow.

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

Honoring:

BEA Distinguished Education Service Award Recipient:
Jannette L. Dates, Howard University

BEA Lifetime Achievement in Scholarship Recipient:
James G. Webster, Northwestern University

Kenneth Harwood Dissertation Award Recipient: David Crider, SUNY – Oswego

Special Guest: Gary Gumpert, Urban Communication Foundation

BEA 2015-2016 Scholarship Recipients:

Abe Voron Scholarship – *Sponsored by the Abe Voron Committee*
Matthew Barros, University of Nebraska/Omaha
Maureen Christensen, Illinois State University

Walter Patterson Scholarships – *Sponsored by the National Association of Broadcasters*
Conor Boyd, Illinois State University
Erin McCarthy, Illinois State University

Vincent Wasilewski Scholarship – *Sponsored by Patrick Communications, LLC*
Ian Murphy, University of North Carolina

Alexander Tanger Scholarship – *Sponsored by Alexander M. Tanger*
Chelsea Grochocki, Illinois State

BEA Founders Scholarship – *Sponsored by BEA*
Aubrey Bishop, Pike's Peak Community College
Patrick Thomas, Aims Community College

Nielsen Company Scholarships – *Sponsored by the Nielsen Company*
Kirsten Pieri-May, Arkansas State University
Kathleen Serie, University of South Dakota
Jennifer Tintner, University of Florida
Jennifer Weingart, Central Michigan University

Richard Eaton Foundation Scholarship – *Sponsored by the Richard Eaton Foundation*
Kathryn Havrilla, Central Michigan University

John Bayliss Award – *Sponsored by the John Bayliss Foundation*
Elena Souris, Trinity University

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REGISTRATION

7:30 AM – 6:00 PM

BEA2015 Convention Registration [Session ID: 1011760]

BEA Exhibit Hall
[All Convention]

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

INTEREST DIVISION MEETING

8:00 AM – 9:45 AM

BEA Division Business MEGA Meeting [Session ID: 255025]

Pavilion 9
[Gender & Sexuality | History | Interactive Media & Emerging Technologies | 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 8 of BEA's 17 specialized interest divisions. Discover how you can participate and be a part of BEA's planning process. After a short general session, participants will break out into rooms hosted by division leadership.

During the general session BEA welcomes Katz Media's Stacey Schulman who is currently chair of the Council for Research Excellence's Big Data Committee. Stacey will talk to the divisions about the CRE's recently published Big Data Primer and how it can be used as outreach to the college/university community.

Speakers:	Micheal McAlexander, California State University – Fullerton, BEA District Representative
	Heather Birks, Broadcast Education Association
Special Guest:	Stacey Schulman, Katz Media and Chair, Council for Research Excellence – Big Data Committee

Gender & Sexuality Division Business Meeting [Session ID: 975434] – 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:	Jennifer Meadows, California State University – Chico
Vice-Chair:	Lisa Pecot-Hebert, DePaul University
Paper Competition Chair:	Casey Hart, Stephen F. Austin State University
Communication Manager:	Liliana Acevedo Callejas, Ohio University

History Division Business Meeting [Session ID: 975431] – 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:	Susan L. Brinson, Auburn University
Vice-Chair/ Paper Competition Chair:	Stephen D. Perry, Regent University
Webmaster:	Ed Youngblood, Auburn University
Newsletter Editor:	James R. Schiffman, Georgia College & State University

Interactive Media & Emerging Technologies Division Business Meeting [Session ID: 975437] – The Interactive Media & Emerging Technologies Division's mission is to keep members informed about the latest advances in communication technology including hardware, teaching and research. Their goals are to address needs of BEA members in teaching courses dealing with Interactive Media & Emerging Technologies; to help us prepare our graduates and ourselves for changes in the media landscape; to provide a forum for presentation and discussion of theory and research on emerging communication technologies; and to keep members of the organization informed about changes in communication technology and how those changes will affect broadcast education.

Chair:	Dana Coester, West Virginia University
Vice-Chair/Paper Competition Chair:	Jacob Enfield, California State University-Northridge
Secretary:	Linda Thorsen Bond, Stephen F. Austin State University
Webmaster:	Leigh Wright, Murray State University
Festival of Media Arts Faculty Interactive Multimedia Competition Chair:	Howard Goldbaum, University of Nevada – Reno
Festival of Media Arts Faculty Interactive Multimedia Competition Vice-Chair:	Lakshmi Tirumala, University of Cincinnati
Festival of Media Arts Student Interactive Multimedia Competition Chair:	Heather Starr Fiedler, Point Park University
Festival of Media Arts Student Interactive Multimedia Competition Vice-Chair:	Gina Baleria, California State University – San Francisco

Law & Policy Division Business Meeting [Session ID: 975621] – The Law & Policy Division's mission is to assist fellow teachers, researchers and practitioners in electronic media Law & Policy. Their goals and objectives are to foster ownership of the process of educating potential electronic media leaders and teachers about law; to prepare electronic media students for leadership roles by providing meaning to the phrase "the public interest, convenience and necessity"; to instill the notion of the "public interest" among potential users and leaders of the electronic media; to help new teachers of L & P by initiating and continuing a dialogue about the process of teaching in this area; to foster discussion about the nature of the Curriculum of Law & Policy; to educate potential users about their responsibilities to use the mass media as mechanisms for social change and improvement; and to initiate research into the fields of Law & Policy.

Chair:	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: 975622] – The mission of the Management, Marketing and Programming Division is to (1) enhance the teaching and research of electronic media management, sales and programming, (2) Provide a forum for the presentation of juried and non-juried scholarly research in those areas, (3) Enhance networking between faculty and management, sales and programming professionals, and to (4) Provide a forum for the exchange of effective learning and teaching techniques.

Chair:	Tang Tang, University of Akron
Vice Chair/Paper Competition Chair:	L. Meghan Mahoney, West Chester University of Pennsylvania
Communication Manager:	Miao Guo, Ball State University

Multicultural Studies Division Business Meeting [Session ID: 975786] – The Multicultural Studies Division was founded to provide a specific forum for addressing concerns of the relationship between traditionally underrepresented groups – especially racial and ethnic groups (i.e., African, Hispanic, Asian and Native American (ANANA) – and the electronic media. The division also provides a forum for discussion of issues and presentation of research on issues of portrayal, employment and entrepreneurship and the academy's response to teaching these issues. Their goals are to increase the level of awareness of the contributions and concerns of AHANA members and other traditionally underrepresented groups; to encourage more research on topics related to AHANA members and other traditionally underrepresented groups; and to encourage electronic media curricular acknowledgment of the contributions and concerns of AHANA members and other traditionally underrepresented groups.

Chair:	Phillip Powell, Valparaiso University
Vice-Chair:	Chetachi Egwu, Nova Southeastern University
Paper Competition Chair:	Victor D. Evans, Walden University
Social Media Co-Chair:	Jennifer Bailey Woodard, Middle Tennessee State University
Social Media Co-Chair:	Traci Easley-Williams, Kent State University

Research Division Business Meeting [Session ID: 975796] – The Research Division supports the work of BEA members whose interests include telecommunication research, methodolgy 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:	Thom Baggerman, Point Park University
Vice-Chair/Paper Competition Chair:	Lawrence Mullen, University of Nevada @ Las Vegas
Communication:	Suzann Svatek, Texas A&M University
Graduate Student Liaison:	Joshua Sites, Indiana University

Writing Division Business Meeting [Session ID: 975810] – The mission of the Writing Division is to provide a forum for discussion of issues pertinent to writing for electronic and other media; to develop understanding of media writing and the teaching of writing through scholarly research to be presented at panels and in an annual competition for scholarly papers at the BEA Business Convention; to encourage student writing through an annual, national scriptwriting competition; to encourage creative writing by faculty through an annual, faculty scriptwriting competition; and to maintain a web page with a collection of media writing resources such as syllabi, scripts, grants, competitions and links to other writing resources on the web.

Chair:	Michael Whalen, Santa Clara University
Vice-Chair/Festival of Media Arts Faculty Scriptwriting Competition Chair:	Marie Elliott, Valdosta State University
Festival of Media Arts Student Scriptwriting Competition Chair:	Antonio Zarro, Palm Beach Atlantic University
Festival of Media Arts Student Scriptwriting Competition Co-Chair:	John McHale, Illinois State University
Secretary:	Mary Beth O'Connor, Purdue University Calumet
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SPECIAL EVENT

8:00 AM – 9:00 AM

NAB Show & BEA2015 Prep Session [Session ID: 1011998]

Ballroom G

[Students & New BEA Registrants]

Before spending the day wandering around BEA2015 and the NAB Show Floor – stop by Ballroom G for a cup of coffee and find out what you need to know to navagate your way around the Westgate and the Las Vegas Convention Center.

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

Monday Hours: 9:00 AM – 6:00 PM

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

9:00 AM – 6:00 PM – Job Placement "Posting" Center @ the BEA Booth. If you are looking for a job – or to fill a job – stop by BEA's Booth and post your job, or your resume, on the board provided. Post onsite contact information and meet candidates in the BEA2015 Exhibit Hall Lounge.

10:00 AM – 2:15 PM – Research @ the BEA2015 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.

10:00 AM – 11:15 AM – Scholar-to-Scholar Research Presentations (Part I)

11:30 AM – 12:45 PM – Scholar-to-Scholar Research Presentations (Part II)

1:00 PM – 2:15 PM – Scholar-to-Scholar Research Presentations (Part III)

5:15 PM – 6:00 PM – Festival of Media Arts Awards Pre-Party Reception. This year we're celebrating the Festival of Media Arts winners with a "pre-party" reception in the BEA Exhibit Hall. The BEA Best of Festival King Foundation Awards Ceremony starts promptly at 6:00 PM in Ballroom C.

RESEARCH @ THE BEA EXHIBIT HALL

10:00 AM – 11:15 AM

Scholar-to-Scholar Research Presentations (Part I) [Session ID: 1011774]

BEA Exhibit Hall

[Research]

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.

Curriculum, Assessment & Administration Paper Presentations

Trey Stohlman, University of Central Michigan; *The Road to Redemption: Reclaiming the Value in Assessment Retention Exams*

Jamie Switzer, Colorado State University & Ralph Switzer, Colorado State University; *Connectivism: A Teaching Approach for the Digital Era*

Writing Division Paper Presentation

Glenda Cantrell Williams, University of Alabama & Daniel Wheatcroft, Birmingham Southern College & President, Shoot to Thrill Productions; *Disappearing Voices? Original Screenplays and the Top Ten Box Office*

Interactive Media & Emerging Technologies Division Paper Presentations

Robert Bergland, Missouri Western State University, Abby Bonwell, Missouri Western State University, Sunny Medapati, Missouri Western State University, Sarika Gongalla, Missouri Western State University, Josh Colley, Missouri Western State University & Shawn Force, Missouri Western State University; *TV News Websites of the Top 25 Markets*

Mary Brooks, Texas Tech University; *Uses and Gratifications of E-Readers across Age: A Study of Various Age Cohorts and their Preferences for Traditional versus E-Reading Materials*

Peter Rollins, San Francisco State University; *Using Transmedia Extensions to Increase Viewer Engagement of Broadcast Network Television Programs*

Michael DeVito, George Washington University; *Let Me Google That For You: Truth, Thought and Trust In The Age Of Search Engines*

Haeun Hong, Ball State University & Michael Lee, Ball State University; *Dreaming of a Barrier-Free Video*

10:00 AM – 11:15 AM

Understanding The Complicated World Of Online Advertising [Session ID: 967080]

Conference Room 1
[Management, Marketing & Programming | Research]

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

Moderator: Paul MacArthur, Utica College

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

10:00 AM – 11:15 AM

BEA2015 Research Podium Session: Musings on Clio's Craft and Electronic Media History
Louise Benjamin, Professor and Associate Dean for Academic Affairs, College of Arts and Sciences, Kansas State University [Session ID: 1010964]

Conference Room 2/3
[Research]

Since the electronic telegraph largely replaced flag-based semaphore telegraph systems in the early 1800s, electronic media have been shrinking the world. What once took days to communicate, now needed mere hours or even minutes. By the late 1800s the telephone gave voice to communications, and in the early twentieth century both wireless telegraphy and wireless telephony flourished. Wireless telephony became radio broadcasting in the Roaring Twenties, and television followed in the post World War II years. Beginning in the 1980s, cable challenged over-the-air television and, in turn, is being tested by newer forms of electronic communication today. All these communication media share common patterns in their evolutionary history. What are these attributes? How do these commonalities contribute to our historical understanding of communication media? What challenges and opportunities face future media history scholars in researching and comprehending American society through its use of new and old media? This presentation ponders these questions and the future of electronic media history.

Louise Benjamin (Ph.D., University of Iowa) is a professor and the Associate Dean for Academic Affairs in the College of Arts and Sciences at Kansas State University. Her research interests include the history and regulation of electronic media, especially early broadcast radio. She is the author of numerous articles and book chapters on media law and history and two books, The NBC Advisory Council and Radio Program Development, 1926-1945, and Freedom of the Air and the Public Interest: First Amendment Rights in Broadcasting to 1935. The latter received the National Communication Association's Franklyn S. Haiman Award for Distinguished Scholarship in Freedom of Expression. She is past chair of the BEA Festival of Media Arts, book review editor for the Journal of Broadcasting and Electronic Media, and past chair of BEA's History and Law & Policy Divisions. She is a former television director-producer and teaches broadcast writing, electronic media history, and telecommunications law and policy.

Introduction by: Robert K. Avery, University of Utah

10:00 AM – 11:15 AM

At the Crossroads: Gender Morphing in the New Media Millennium [Session ID: 974211]

Conference Room 4
[Gender & Sexuality]

Based on an argument that television and print advertisements are powerful means of influence on an individual's gender identity through various means including creating and supporting certain gender stereotypes, the panel aims to explore and evaluate if since 2000 there has been any particular/substantial shift in gender representation in media; whether current gender images shown on TV and in print support or oppose the claims of gender inequality; and if there has been any change in gender schemas represented by male and female media characters.

Moderator: Jay Start, Indiana University of Pennsylvania

Panelists: Mary Beth Leidman, Indiana University of Pennsylvania

Natalya Vodopyanova, Indiana University of Pennsylvania

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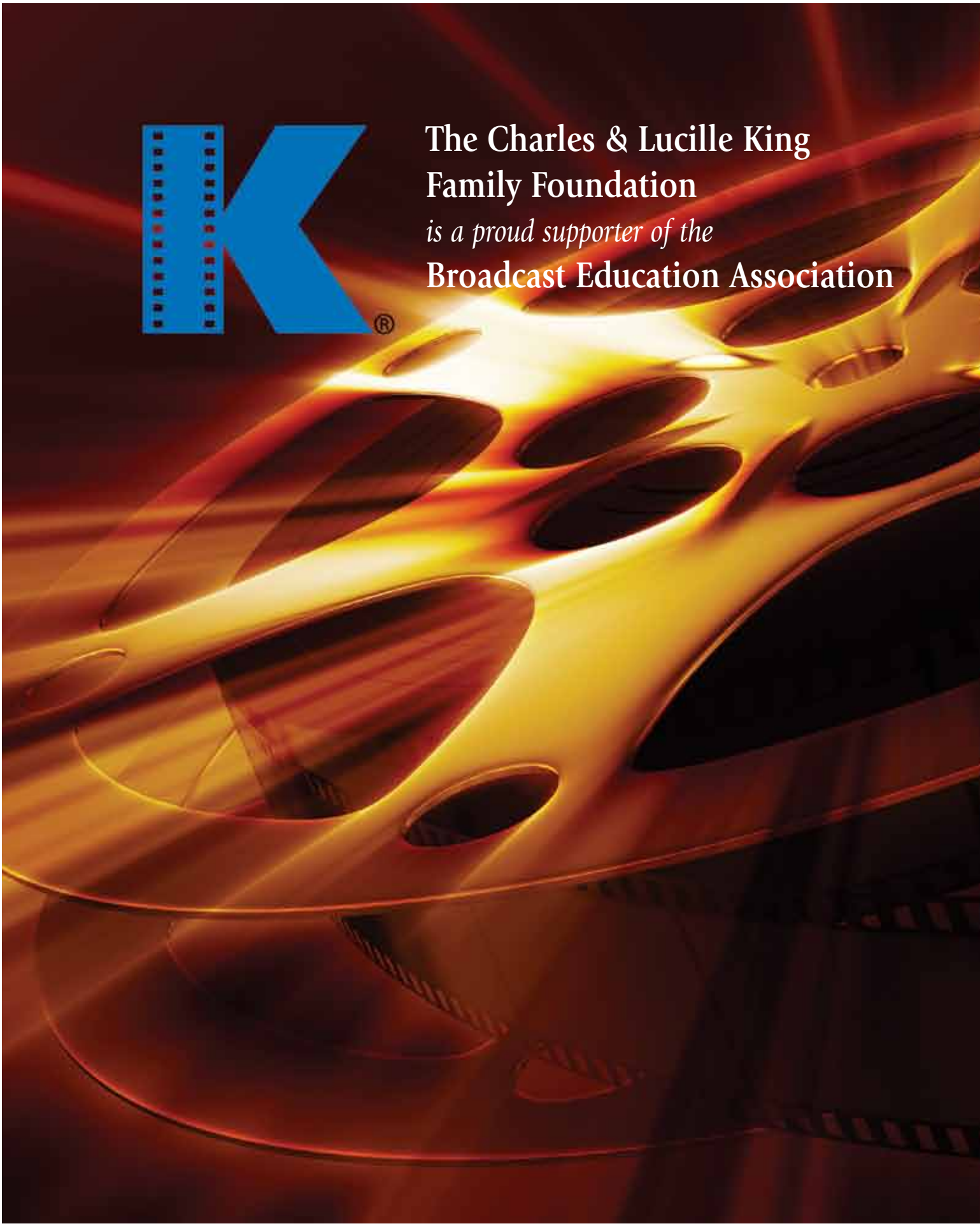
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The Charles & Lucille King Family Foundation was established in 1988 to support individuals, institutions and organizations committed to educational excellence and professional development. To that end, in addition to the Broadcast Education Association, 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 Post Production Award, an annual $10,000 award toward the completion of an outstanding film/video project by a graduate student in the MFA program at the University of Southern California.
- The King Family Foundation/UCLA Post Production Award, an annual $10,000 award toward the completion of an outstanding film/video project by a graduate student in the MFA program at the University of California, Los Angeles.
- The Michael Collyer Memorial Fellowship in Screenwriting in association with the Writers Guild of America East.
- The King Family Foundation/NYU Post Production Award in honor of the late Roger King, an annual $10,000 award toward the completion of an outstanding film/video project by a graduate student in the MFA program at New York University.

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

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10:00 AM – 11:15 AM

"Have you thought about just putting it on YouTube?": exploring the benefits and challenges of linear media for student productions [Session ID: 974305]

Conference Room 5/6
[Production Aesthetics & Criticism]

Student-produced programming is an important pedagogical tool, but securing the best form of distribution can be challenge. The digital revolution has opened up more forms of distribution, but is it always the best choice to "put it on YouTube?" What are the benefits and challenges of producing content for traditional linear distribution models? This panel will examine the pedagogical, financial, and organizational factors that faculty and administrators face when deciding how to distribute content. Moderator: Amy Crawford, Youngstown State University

Panelists: Fred Owens, Youngstown State University
Bradley L. Weaver, Westminster College, Pennsylvania
Diane Guerrazzi, San Jose State University
Dave Fisher, The Ohio State University
Brian Sheridan, Mercyhurst University

10:00 AM – 11:15 AM

A Conversation with Jon Alpert, 2015 [Session ID: 1010777]

Pavilion 1
[Documentary]

Due to popular demand, Jon Alpert, the legendary documentary filmmaker, will return to this year's BEA convention. Alpert, a fifteen-time National Emmy Award winner and two-time Academy Award nominee, will speak about the responsibility of filmmakers as well as ethics in filmmaking. Through producing his highly acclaimed documentaries for over forty years, Alpert understands that documenting particular individuals can be thought of as exploitation. What are the responsibilities that we must be aware of when filming particular individuals? What is acceptable when documenting someone else's life? How do we assess what is the realm of journalism and what is not? This is an excellent opportunity to "meet" the celebrated filmmaker who pioneered video journalism decades ago, and is still very much active today.

Moderator: Ryoya Terao, New York City College of Technology

Presenter: Jon Alpert, DCTV

10:00 AM – 11:15 AM

The Class in Radio Broadcasters Want You to Offer [Session ID: 965549]

Pavilion 2
[Radio & Audio Media | Curriculum, Assessment & Administration]

A research study on the state of radio revealed that when it comes to jobs, the most in-demand job is in the area of radio sales. However, most colleges don't provide any training in radio sales. Learn why the industry wants you to be more active in this area of your media education program and why they will hire virtually every student you train.

Moderator: Dick Taylor, Western Kentucky University

Panelists: John Potter, Vice Presdient, Radio Advertising Bureau
Paul Rotella, President/CEO, New Jersey Broadcasters Association
Derron Steenbergen, Chief Revenue Officer, Commonwealth Broadcasting
Bob Proffitt, President/CEO, Alpha Media, LLC

10:00 AM – 11:15 AM

Writing the Short Film: Not a Feature, and Not Just an Exercise [Session ID: 974292]

Pavilion 3
[Writing | Production Aesthetics & Criticism]

Rooted in both narrative research and decades of pedagogical experience, this panel will discuss the unique challenges, opportunities, and strategies of the most common format of narrative media education today – the short film. Panelists discuss short film writing not as a mini-feature, but as a format all its own.

Moderator: Michael C. Smith, Pepperdine University

Panelists: Chris Krebsbach, Los Angeles Film Studies Center / Azusa Pacific University
Susan Salas, Pepperdine University
John Bucher, Los Angeles Film Studies Center
Jeremy Casper, Los Angeles Film Studies Center

10:00 AM – 11:15 AM

Faculty and Student News Awards and Exhibition [Session ID: 1009152]

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:	Trina T. Creighton, University of Nebraska – Lincoln
Student Radio News Chair:	Gina Baleria, California State University – San Francisco
Student Feature News Chair:	Michael Riecke, SUNY- Oswego
Student Hard News Co-Chair:	Donna Smith, Lyndon State College
Student Hard News Co-Chair:	Tom Hallaq, Kansas State University
Student Newscast Chair (3 days/less):	Mary T. Rogus, Ohio University
Student Newscast Chair (4/5 days):	Bob Gould, Michigan State University
Student News Talent Chair:	Herbert Dunmore, Loyola University Maryland

Faculty News Competition

Radio News Reporting

Best of Competition:	David Chanatry, Utica College; *Small Town Heroin Abuse*

Television News Reporting

Best of Competition:	John C.P. Goheen, Loyola University Chicago; *Hawaiian Chickens*

Student News Competition

Radio Feature Reporting

1st Place:	Sarah Zahedi, University of Southern California; *Me, My Dad and Marvin Gaye*
2nd Place:	Denise Guerra, University of Southern California; *Metal Recyclers Look for Big Cash-Ins*
3rd Place:	Rosalie Murphy, University of Southern California; *LA Bus Driver Sees All Sides of the City*
Honorable Mention:	Peter Haden, Arizona State University; *Race Fans Flock for the "Almost Crashes"*

Radio Hard News Reporting

1st Place:	Jess Clark, University of North Carolina-Chapel Hill; *Ridesharing Apps Cause Concern for Local Taxi Companies*
2nd Place:	Haddy Badjie, Western Kentucky University; *Ferguson's Faithful Fighters*
3rd Place:	Logan Heley, University of Southern California; *Reactions from the City of Bell*
Honorable Mention:	Molly Evans, University of Oklahoma; *A New Kind of Classroom*

Radio Newscast

1st Place:	Neil A. Carousso, Rich DeKorte, Dan Savarino & WRHU News Team, Hofstra University; *WRHU-FM's Newsline: Monday, October 27, 2014*
2nd Place:	Melissa Friend & Christian Oberly, Rowan University; *The Rowan Report*
3rd Place:	Louis Fernandez, Zach Mayo & James Kaminsky, University of North Carolina-Chapel Hill; *Carolina Connection-Jan. 25, 2014*
Honorable Mention:	Amanda N. Font, San Francisco State University; *KSFS Newscast-Nov. 5, 2014*

Television Feature Reporting

1st Place:	Jeremy Harris, Brigham Young University; *Stuck Sailors*
2nd Place:	Kristen Hwang, Kassandra Gonzalez & Jacob Tibi, Arizona State University; *Thicker than Water*
3rd Place:	Taylor Budge & Karsen Forsman, St. Cloud State University; *Lighting the Heavens, One Last Time*
Honorable Mention:	Susanna Black, University of North Carolina-Chapel Hill; *Swinging Footbridges*
Honorable Mention:	Chelsea Eaton, University of Nebraska-Lincoln; *The Drone Journalism Debate*

Television Hard News Reporting

1st Place (tie):	Jatara McGee & Joyce Koh, University of Maryland; *DC Ferguson: Protestors Respond to Decision in Ferguson*
1st Place (tie):	Marissa Parra & Jatara McGee, University of Maryland; *Explosive Findings: Rosedale Train Derailment*
2nd Place:	Jamie Warren, Arizona State University; *New Bike Share Offers Green Way to Get Around Phoenix*
3rd Place:	Justin Ashby, Brigham Young University; *Utah Underemployment*
Honorable Mention:	Emani Payne, Northern Arizona University; *Emani Payne Ebola Potentially Reaches Arizona*

Television News Anchor

1st Place:	Analise Ortiz, Arizona State University; *Analise Ortiz-Television Anchor*
2nd Place:	Clayton Cummins, Central Michigan University; *Clayton Cummins Anchor Montage*
3rd Place:	Megan Thompson, Arizona State University; *Megan Thompson-Television Anchor*
Honorable Mention:	Scott Allen Martin, University of Central Oklahoma; *News Anchoring*

Television Newscast (airing 3 days per week or less)

1st Place:	Emilio Ramos, Michael Wiener & Lyanne Valdez, St. Cloud State University; *UTVS News En Espanol*
2nd Place:	Cory Sanchez, West Virginia University; *WVU News "Special Edition"-All Things Social Media*
3rd Place:	Mahkia Clark, Mackenzie Enich, Cole Havens & Jenna Heberden, University of Montana; *UM News*
Honorable Mention:	Amy Leigh Ellmers, University of North Carolina-Chapel Hill; *Carolina Week-Dec. 3, 2014*

Television Newscast (airing 4 or 5 days per week)

1st Place:	Elizabeth Burda, Danielle Maroney, Taylor Budge & Colette Jackson, St. Cloud State University; *UTVS News-Nov. 24, 2014*
2nd Place:	Sarah Brown, University of Arkansas; *Tornadoes Devastate Central Arkansas*
3rd Place:	Lauren King, Madeline Stebbins & Olivia McKennon, University of Oklahoma; *OU Nightly*
Honorable Mention:	Miriam Cresswell, Sudu Upadhyay, Bailey Braseth & Houston Brock, University of Mississippi; *Newswatch 99-4/29/14*

TV Weathercaster

1st Place:	Sean Bellafiore, University of Florida; *A Spooky Cold Halloween in North Florida-Sean Bellafiore*
2nd Place:	John Mayer, Mississippi State University; *WJTV Weathercast 12/14/2014*
3rd Place:	Alena Lee, Arizona State University; *Alena Lee Weather*
Honorable Mention:	Spinks Megginson, University of Alabama; *WVUA News at 10pm Forecast-Spinks Megginson*

10:00 AM – 11:15 AM

Digital Evolution to Revolution in Modern Pedagogy [Session ID: 973609]

Pavilion 10
[Interactive Media & Emerging Technologies]

The purpose of this panel is to share how mobile and global technologies are used to facilitate and enhance student learning. Topics include converting a traditional media production class to an online environment, engaging students in an online classroom setting, and use of social media to access community needs for localized journalism. Panelists will not only share what they are doing, but how instructors can incorporate these technologies in their own pedagogy.

Moderator: Samuel H. Edsall, Western Illinois University

Panelists: Paul T.M. Hemenway, Lamar University; *Developing a Personal Connection With Impersonal Technology: Applying Classroom Research to Improve Your Online Course Communication*

John Hebbeler, University of Cincinnati; *Digitizing the Classroom for the Online Environment*

Serena Carpenter, Michigan State University; *Securing Attention: How to Teach the Selfie Culture*

Penchan Phoborisut, University of Utah; *Teaching in the Distracted Age: What Communication Students Expect from Online Courses?*

Respondent: Frank Barnhart, Columbus State Community College

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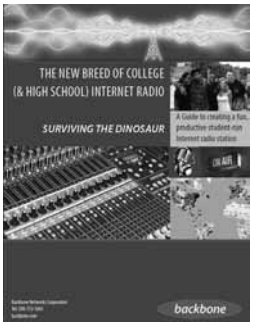

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10:00 AM – 11:15 AM

Current Issues in Law and Policy [Session ID: 974217]

Pavilion 11
[Law & Policy]

This longest continuously-offered convention session in BEA history again this year looks at a wide range of important legal and policy issues. These are issues being addressed by Congress, the Administration, the FCC and other agencies, as well as in the courts, the states and in academia. Representatives of the federal government and industry trade associations, plus leading communications law and technical experts, will provide attendees with insights and answers on key topics relating to electronic communications and media.

Barry Umansky, BEA's President and former Deputy General Counsel of the NAB, will moderate the session and pose questions to panelists. Following commentary by the expert panel, session attendees will be able to pose their own questions to the presenters.

A coffee break sponsored by the Digital Policy Institute will immediately follow.

Moderator: Barry D. Umansky, Ball State University

Panelists: Barbara Kreisman, Chief, Media Services Division, Media Bureau, FCC
Peter Doyle, Chief, Audio Services Division, Media Bureau, FCC
Ann Bobeck, National Association of Broadcasters
Howard M. Liberman, Partner, Drinker Biddle & Reath LLP
Kelly Williams, National Association of Broadcasters

Coffee Break Sponsored by: DPI Digital Policy Institute

11:30 AM – 12:45 PM

Scholar-to-Scholar Research Presentations (Part II) [Session ID: 1011775]

BEA Exhibit Hall
[Research]

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.

Management, Marketing & Programming Paper Presentations

Gwangjae Kim, Hanyangcyber University; Sora Park, University of Canberra & Seunghyeok Back, Korea Creative Content Agency; *Profit Sharing and Issues of Conflict Among Stakeholders in the Korean Television Market: A Delphi Study on Content Providers and Distributors*

David Sedman, Southern Methodist University; *Television Parts: Television Segments Value*

Sports Division Paper Presentations

Jamie Litty, University of North Carolina – Pembroke & Michael Litty, University of North Carolina – Pembroke; *Gender Bias on Ice? Content Analysis of Figure Skating Commentary in the 2014 Winter Olympics on NBCSN*

Dustin Hahn, West Texas A&M University & Glenn Cummins, Texas Tech University; *Exciting Plays and Boring Numbers: Examining the Role of Fanship, Exemplar, and Time Perception and Recall Accuracy*

Eric Nehm, Kansas State University; *What the People Want: Broadcaster Perceptions of Advanced Statistics in Baseball Broadcasts*

News Division Paper Presentations

1st Place Debut – News Paper Competition: Adrienne Garvey, Regent University; *A Witness to History: The Emotional Toll on Journalists Who Witnessed the Suicide of Budd Dwyer*

Michel M. Haigh, Pennsylvania State University; *Substantive vs Hype: Comparing Broadcast News and Comedy Show Sound bites, Visuals, and Audio During the 2012 Presidential Election*

Documentary Division Paper Presentation

Documentary Paper Competition Winner: Julia E. Largent, Bowling Green State University; *Recording One Day in Your Life: An Exploration of Two User-Submitted Documentaries*

11:30 AM – 12:45 PM

Trolling for Treasures: Finding AV gems in the Vietnam Archive and Southwest Collection [Session ID: 973865]

Conference Room 1
[History | Documentary]

Every year more researchers discover the treasures hidden in archival collections across the nation. These repositories literally have shelves of materials waiting to be used in all kinds of projects from documentary films to the local news channel's nightly broadcast. This panel will not only show the audience how to mine archival collections for some hidden gems, but will also lead them through the process of licensing the materials for use in their own projects.

Moderator: Ed Youngblood, Auburn University

Panelists: Sheon Montgomery, Texas Tech University; *Bringing Hidden Gems to Light in the Vietnam Archive*

B. Lynn Whitfield, Texas Tech University; *Discovering Hidden Gems in the Archives: How to Find and Access Underutilized AV Collections*

Amy Mondt, Texas Tech University; *How to Polish your Archival Gems and Make them Shine*

SPECIAL EVENT

11:30 AM – 12:45 PM

BEA2015 Research Podium Session: How Do Audiences Take Shape?
James G. Webster, Professor of Communication Studies, Northwestern University [Session ID: 1011790]

Conference Room 2/3
[Research]

For 40 years, BEA's 2015 Lifetime Achievement in Scholarship recipient, James Webster, has been asking the question "how do audiences take shape?" His first answer was published in 1983. Since then, it seems digital media have changed everything. But despite claims that anywhere anytime media have put people in charge, it's not so simple. Webster's new answer forms the basis of a recent book *The Marketplace of Attention: How Audiences Take Shape in a Digital Age*, which he'll discuss during the podium session.

James Webster is a Professor of Communication Studies at Northwestern University. He got his PhD from Indiana University in 1980. He's been at Northwestern since 1986, including several years as the Senior Associate Dean of the School of Communication. During that time, he helped create the School's doctoral program in Media, Technology and Society. His students have won dissertation awards from BEA and NCA. Webster's own research focuses on media audiences. His two most recent books are; T*he Marketplace of Attention: How Audiences Take Shape in a Digital Age* (2014 MIT Press) and the fourth edition of *Ratings Analysis: Audience Measurement and Analytics* with Patricia Phalen and Lawrence Lichty (2014 Routledge). Webster is a long-time member of BEA and has been on the editorial board of the *Journal of Broadcasting & Electronic Media* for 30 years. He is also on the editorial boards of the *Journal of Communication* and the *International Journal of Communication*. In 2012 he won the University of Amsterdam's Denis McQuail award for writing the article that best advanced communication theory. In addition to his research and teaching, Webster works from time to time as a consultant for audience measurement and media companies.

Introduction by: Robert K. Avery, University of Utah

11:30 AM – 12:45 PM

Social Media as Marketing and Programming Content [Session ID: 974341]

Conference Room 4
[Management, Marketing & Programming]

This panel looks at the ways that social media suffuse electronic media marketing and programming content, with direct applications for educators and industry professionals. Twitter, Facebook, and other social media are ubiquitous in the marketing of television and movies. While jaded audience members have tired of sales messages being pushed at them, they continue to respond to fresh marketing approaches, such as trans-media storytelling, content-related games, and unique challenges. In addition to their use in marketing, social media now comprise content within programs themselves; examples include Twitter-based segments and Twitter crawls, and programs that promote dual screen viewing such as those of the CW, Tosh.0, and reality shows, as well as major live events such as the Academy Awards.

Moderator: Shelley Jenkins, California State University – Fullerton

Panelists: Carol Ames, California State University, Fullerton

Philippe Perebinossoff, California State University, Fullerton

Joe Saltzman, University of Southern California – Annenberg; *The Rise of the Multi-Screen Consumer: The Effect of the Use of the Internet and TV Simultaneously on the Future Consumption of Media*

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11:30 AM – 12:45 PM

Running the Option Play: Can (or Should) Sports Journalists Be Taught How to Be Sports Personalities? [Session ID: 974261]

Conference Room 5/6
[Sports | Radio & Audio Media]

Never before have sports journalists been under so much pressure to raise their public profile in digital media and to maintain a "personal brand." This all-star panel addresses how journalism schools could better prepare students to become "sports personalities." To be considered: What is the line between being a sports journalist and being a sports personality? And how does a social media-friendly "personal brand" affect the editorial judgement of a sports journalist?

Moderator: Kenneth A. Fischer, University of Oklahoma

Panelists: Ian C. Punnett, Walter Cronkite School of Journalism and Mass Communication

Miles Romney, Arizona State University

Marie Hardin, Pennsylvania State University

Marianne Barrett, Arizona State University

John Hanson, Program Director, 610 Sports Radio-Kansas City, former program director of ESPN Radio 920/Fox Sports Radio 1460-Las Vegas

Barry Orr, University of Oklahoma

11:30 AM – 12:45 PM

Funding the Small School Radio Station: Challenges and Solutions [Session ID: 973829]

Pavilion 1
[Two-Year/Small Colleges | Radio & Audio Media]

This will be a discussion panel regarding the challenges faced by small schools to adequately fund student-run, terrestrial broadcast radio stations.

Moderator: Troy L. Hunt, Northwest College

Panelists: Brian Shelton, Harper College

11:30 AM – 12:45 PM

News Division Business Meeting [Session ID: 975789]

Pavilion 2
[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 Rodriguez, University of Texas – Arlington
Co-Vice Chair/Communication:	Kim Fox, The American University in Cairo
Festival of Media Arts Vice Chair:	Sara Magee, Loyola University Maryland
Festival of Media Arts Student Hard News Co-Chair:	Donna Smith, Lyndon State College
Festival of Media Arts Student Hard News Co-Chair:	Tom Hallaq, Kansas State University
Festival of Media Arts Student Feature News Chair:	Michael Riecke, SUNY- Oswego
Festival of Media Arts Student Newscast Chair (3 days/less):	Mary T. Rogus, Ohio University
Festival of Media Arts Student Newscast Chair (4/5 days):	Bob Gould, Michigan State University
Festival of Media Arts Student News Talent Chair:	Herbert Dunmore, Loyola University Maryland
Festival of Media Arts Student Radio News Chair:	Gina Baleria, California State University – San Francisco
Festival of Media Arts Faculty News Chair:	Trina T. Creighton, University of Nebraska – Lincoln

11:30 AM – 12:45 PM

The Backyard Documentary: Community Stories Revealed through the Inside Lens [Session ID: 974327]

Pavilion 3
[Documentary]

Many filmmakers focus on stories that stem directly from their own communities and produce films ranging from issue driven documentaries to character driven films. This panel will examine the documentary filmmaker working in his or her community and revealing the story as an insider. Panelists will share their experiences and insight on collecting, preserving, interpreting, critiquing and sharing the stories of their own communities.

Moderator: Helena Vanhala, Robert Morris University

Panelists: Cigdem Slankard, Robert Morris University
Brian Plow, Ohio University
Jason Brown, Valdosta State University
Kristine Mirrer, Kean University

11:30 AM – 12:45 PM

Faculty and Student Interactive Multimedia Awards and Exhibition [Session ID: 1009115]

Pavilion 9
[Interactive Media & Emerging Technologies]

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

Faculty Competition Chair: Howard Goldbaum, University of Nevada – Reno

Faculty Competition Vice Chair: Lakshmi Tirumala, University of Cincinnati

Student Competition Chair: Heather Starr Fiedler, Point Park University

Student Competition Vice Chair: Gina Baleria; California State University – San Francisco

Faculty Interactive Multimedia Competition

Documentary/Promotional/Informational

Best of Competition: Gina Baleria, Sally Mudd, Vincent James & Susan Anthony, San Francisco State University; *Getting Lean: A Journey Toward Better Health Care*

Solo

Best of Competition: Shelly Hokanson, James Madison University; *Wildlife Center Patient Care App*

Student Interactive Multimedia Competition

Solo

1st Place: Leopold Stübner SJ, Loyola University Chicago; *What the Yak !? – Exploring the Ethics of Anonymity*

2nd Place: Katie Amann, Michigan State University; *Living with Alzheimer's*

Small Team

1st Place: Kristina Bethea, Krystyna Singleton & Ryan Gonzalez, California State University, Northridge; *Yushy Yump*

2nd Place: Amanda Proscia & Kristen Lynch, Michigan State University; *Focus on #FirstWorld*

3rd Place: Maria Biggs, Luis R. Corrons, Jr. & Cody Gindy, DePaul University; *Game Show in a Box*

Large Team

1st Place: Derek Parker , Rebekah Gourley, Whitney Meador & Stephanie Martin, Missouri State University; *Interactive Website for Interdisciplinary Programs, Missouri State University*

2nd Place: Kara O'Halloran , Lucas Lovett, Matthew Culloty, Jessica Kingman, Philip Page, Tynesha Brown, Daron Vaught & Morgan Hembarsky, Elon University; *Finca La Esperanza*

3rd Place: Laura Smith, Brenna Mickey, Jen Buxton, Melody Mechanic, Reggie Peterson, Aaron Petrick & Brandon Himmelman, Elon University; *Restore Old Havana*

BEA SPOTLIGHT: DIGITAL EVOLUTION

11:30 AM – 12:45 PM

Staying Ahead of the Digital Evolution: Conducting Effective Assessment of Broadcast and Digital Media Programs [Session ID: 973836]

Pavilion 10
[Curriculum, Assessment & Administration]

The broadcast and media industries are changing so fast in this period of digital evolution and for colleges and universities periodic program assessment is no longer sufficient. This panel is designed to help guide those running broadcast and digital media programs through a system of continual assessment. This practice will keep their programs ahead of the curve in digital evolution as well as satisfy regional accreditation.

Moderator: Keith Corso, Westminster College

Panelists: Michael Whalen, Santa Clara University
Amy Crawford, Youngstown State University
Thom Baggerman, Point Park University
Dalia Ashmawi, The American University in Cairo

11:30 AM – 12:45 PM

Broadband Expansion, Spectrum Auctions, Net Neutrality and the IP Transition – Legal and Policy Challenges in the Digital Age [Session ID: 974220]

Pavilion 11
[Law & Policy]

This session – populated by academics, legal practitioners and government officials – will provide updates and analyses on issues that, when resolved, will govern and influence American telecommunications systems for the foreseeable future. What's the status of the FCC "forward and reverse" spectrum auctions? How will FCC and Congressional actions affect the "open Internet." What steps can federal and state governments, as well as telecommunications carriers, take to expand broadband in both urban and rural areas, and to further a problem-free transition to fully Internet-protocol systems?

Moderator: Robert Yadon, Ball State University

Panelists: Davina S. Sashkin, Fletcher, Heald & Hidreth
Carolyn Brandon, Senior Industry and Innovation Fellow, Georgetown Center for Business and Public Policy
Stuart N. Brotman, Non-Resident Senior Fellow, Center for Technology Innovation within Governance Studies Brookings Institution & Lecturer, Harvard Law School

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RESEARCH @ THE BEA EXHIBIT HALL

1:00 PM – 2:15 PM

Scholar-to-Scholar Research Presentations (Part III) [Session ID: 1011776]

BEA Exhibit Hall
[Research]

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.

Multicultural Studies Paper Presentations

Phylis Johnson, Southern Illinois University @ Carbondale & Jonathan P. Pluskota, University of Southern Mississippi-Hattiesburg; *Celebrity, Hip Hop and The Black Radio Legacy in the Digital Era Hearing Ferguson in Revolutionary Times*

Chetachi Egwu, Nova Southeastern University; *A Comparative Analysis of Messages Received on Tinder by Hispanic/Latino Women and Caucasian Women*

Research Division Paper Presentations

Jason Holley, University of Nevada, Las Vegas; *The Development of Coding Instrumentation for Identifying Frames in Media Portrayals of Climate Change*

Michael Friedman, University of Tennessee at Chattanooga; *Visual War: An Examination of the Persuasive Power of Encouraging Versus Discouraging Photographs*

Nicole Clarke, Syracuse University, Valerie Mesa-Vega, Syracuse University, Crystal Williams, Syracuse University & Guanxiong Qin, Syracuse University; *Advergaming: Can It Increase Television Viewership?*

Sankerdas Latthanhot, Ohio University; *Remembering Gains or Losses: A Quasi Experimental Study on Message Framing Effects on Anti-Smoking Advertisement Recall Among College Students*

Bernard R. McCoy, University of Nebraska @ Lincoln; *2014 Journalism Graduate Skills for the Professional Workplace: Expectations from Journalism Professionals and Educators*

Bridget Rubenking, University of Central Florida; *Social and Content-Relevant Second Screens: Successful for Sports Enjoyment?*

Yonghwang Kim, University of Alabama; *Implications of Counter-Attitudinal Media Exposure: Influence of Cross-Cutting Exposure on Political Knowledge, Polarization, and Participation*

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1:00 PM – 2:15 PM

Television and Socialization [Session ID: 973426]

Conference Room 1
[Multicultural Studies]

This panel explores the impact of television upon the social construction of reality. Television provides a window through which many view the world. Often people act not upon first-hand knowledge of phenomena, but upon the images provided by television. These images often determine how certain groups are perceived by others as well as self-concept. This panel examines television's impact upon socialization in four areas: Television News, Advertising, Religion, Political Communication and Film.

Moderator: Edward Welch, Grambling State University

Panelists: Cynthia McGhee, Southern University A&M College; *Black Female Images in the Films of Tyler Perry*

Lorraine Fuller, Southern University and A&M College; *Blazing the Trail of Inclusion in Television Advertising: From Aunt Jemima to Cheerios*

Mahmoud A. Braima, Southern University and A&M College; *Impact of Political Communication on Voters' Choices*

Raquel Sims, Southern University and A&M College; *The Use of Cell Phone, Surveillance Video, Mugshots and News Video in the Depictions of Minority Alleged Criminals*

1:00 PM – 2:15 PM

Sports Media as the Lab for Teaching Gender Issues [Session ID: 974338]

Conference Room 2/3
[Gender & Sexuality | Sports]

This session discusses strategies for using sports to examine the social construction of gender identity, and how media can inadvertently reinforce existing stereotypes and gender dynamics and at other times challenge existing preconceptions. The session will offer practical advice – lesson plans, class discussion topics and evaluation rubrics – as well as discuss broader concepts such as the intersection of gender, race and sexuality and their impact on sports coverage.

Moderator: Brad Gorham, Syracuse University

Panelists: Anne Osborne, Syracuse University

Danielle Sarver Coombs, Kent State University

Molly Yanity, Quinnipiac University

1:00 PM – 2:15 PM

Any Way You Run It: College Radio and the Future of the Industry [Session ID: 973701]

Conference Room 4
[Radio & Audio Media | Interactive Media & Emerging Technologies]

Now more than ever, college radio has become integral to preparing future broadcasters and producers for a career in the radio industry. And, as online radio becomes more of a player in the industry game, college broadcasters have the opportunity to impact what the radio industry's future may be. Our panel of premiere college radio advisors will debate the virtues of strict versus more free-form running of college radio, as well as the importance of utilizing social media, in-studio cameras, blogs, and other traditionally non-radio elements to enhance the medium and help define its future.

Moderator: Gina Baleria, California State University – San Francisco

Jeff Jacoby, San Francisco State University; Advisor to KSFS Radio

Thomas J Vesci, Asnuntuck Community College, Advisor to WACC 107.7

Gina Baleria, California State University – San Francisco; Radio and Digital Media Instructor

Lance Liguez, University of Texas at Arlington; Faculty Advisor, UTA Radio

Pamela J. Ohrt, Wartburg College & Iowa College Media Association; KWAR Advisor

INTEREST DIVISION MEETING

1:00 PM – 2:15 PM

Student Media Advisors Business Meeting [Session ID: 975805]

Conference Room 5/6
[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. Winners from the 2015 Signature Station competition will be recognized.

Chair:	Chad Roberts, Central Michigan University
Vice-Chair/Paper Competition Chair:	Sam Lovato, Colorado State University – Pueblo
Membership Coordinator:	Phil Hoffman, The University of Akron
Communications Coordinator:	Jenna Mangino, Colorado State University-Pueblo

Congratulations to the 2015 Signature Station Winners:

Television

1st Place:	VUTV; Valparaiso University
2nd Place:	AUCTV, The American University in Cairo

Radio

1st Place:	WMHW, Central Michigan University
2nd Place:	WRST-FM, University of Wisconsin-Oshkosh

1:00 PM – 2:15 PM

Student Production Showcase [Session ID: 974278]

Pavilion 1
[Two-Year/Small Colleges]

Student productions from 2-Year/Small Schools are showcased. This is an opportunity for student works to be displayed and the challenges discussed that are facing small schools.

Moderator: Thomas McDonnell, Metropolitan Community College
Barbara Calabrese, Columbia College Chicago
Heather Stilwell, California Baptist College
Kim Wells, Delta College
Scott Alboum, Rider College
Shawn Montano, Emily Griffith Technical College

SPECIAL EVENT

1:00 PM – 2:15 PM

BEA Past Presidents: Reflection on How We Got Here and Where We Are Going [Session ID: 1011778]

Pavilion 2
[All Convention]

BEA Presidents from the past few decades will look at the major historical events that shaped our association. They'll talk about what BEA was like during their terms and discuss the major issues and challenges faced by the organization. More importantly, they will tap into their historical perspectives to make recommendations about ways to improve BEA, including service to our members, growth and fund-raising. This session will be a roundtable discussion.

Moderator: John Allen Hendricks, Stephen F. Austin State University, *BEA President 2015-16*
Panelists: Larry Lichty, Northwestern University; *BEA President 1989-90*
J. William Poole, *BEA President 1992-93*
Lynne Gross; California State University, Fullerton; *BEA President 1994-95*
Joe Foote, University of Oklahoma; *BEA President 1995-96*
Roger Hadley, Oklahoma Baptist University; *BEA President 1997-98*
Norm Medoff, Northern Arizona University; *BEA President 1998-99*
Steven D. Anderson, James Madison University; *BEA President 2004-05*
Joe Misiewicz, Indiana Broadcasters Association; *BEA President 2005-06*
Glenda Cantrell Williams, University of Alabama, *BEA President 2009-10*
Max Utsler, University of Kansas; *BEA President 2010-11*
Sam Sauls, Susquehanna University, *BEA President 2011-12*
Gregory D. Newton, Ohio University, *BEA President 2012-13*
Barry D. Umansky, Ball State University; *BEA President 2014-15*

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1:00 PM – 2:15 PM

AIRCHECK: Making the Most of Your Student Newscast [Session ID: 963450]

Pavilion 3
[News]

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

Moderator: Dana Rosengard, Suffolk University

Panelists: Ben Bogardus, Quinnipiac University
Simon Perez, Syracuse University
Joe Sampson, Miami University of Ohio

1:00 PM – 2:15 PM

Student Sports Media Awards and Exhibition [Session ID: 1009168]

Pavilion 9
[Sports]

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

Faculty Competition Chair: Jared Johnson, Oklahoma State University

Student Competition Chair: Bobby Chastain, Purdue University – West Lafayette

Radio Sports Story / Feature / News

1st Place: Gina Carlson, St. Cloud State University; *Senior Salute, St. Cloud State Men's Hockey Team*

2nd place (tie): Rich DeKorte, Hofstra University; *Dave Finn Golf Fan / Golfer Inspiration*

2nd place (tie): Evan Nemec, University of North Texas; *KNTU Sportscast – November 18, 2014*

Honorable Mention: Kerri Schreiber, Hofstra University; *New York Islanders Players Inspire School Children*

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

1st Place: Jevin Redman & Jake Sexton, University of Southern Indiana; *USI vs. Shroter: Mens Basketball*

2nd place: Jackson Baird, Rowan University; *Rowan Baseball vs. TCNJ*

3rd Place: Kerry Crowley, Arizona State University; *Bourne Braves vs. Cotuit Kettleers, Cape Cod Baseball League*

Honorable Mention: Declan Goff & Jeremiah Graves, St. Cloud State University; *Division 1 Men's Hockey, University of Minnesota vs. St. Cloud State*

Honorable Mention: Evan Nemec & Dan Andrieu, University of North Texas; *Denton Guyer v Southlake Carroll on KNTU*

TV Sports Story / Feature

1st Place: Xavier Rangel, Holly Switay & David Pearson, Northern Arizona University; *Logging Sports*

2nd place: Megan Maschoff & Jeremiah Kuehne, Bethany Lutheran College; *Senior Spotlight – Zach Palmquist*

3rd Place: Aaron Van Auken, Andrew Bultemeier, Brad Dailey & Ryan Bickford, Ball State University; *One Drive: The James Blackwell Story*

Honorable Mention: Jeremy Klein & Taylor Budge, St. Cloud State University; *Tradition of Excellence*

Honorable Mention: Ngozika Nwoko, University of North Carolina — Chapel Hill; *Football Field Prep*

Honorable Mention: Nick Jules, University of Oklahoma; *Racing for the Cure*

Honorable Mention: Sam Rabadi, Arizona State University; *Rachael Adams USA Women's Volleyball*

TV Sports Talent (Anchor/Host)

1st Place: Ted Leroux, St. Cloud State University; *Ted Leroux*

2nd place: Taylor Newcomb, University of Oklahoma; *Taylor Newcomb Sports Talent*

3rd Place: Jeremy Klein, St. Cloud State University; *Jeremy Klein Reel*

Honorable Mention: Taylor Budge, St. Cloud State University; *Taylor Budge- Demo Reel*

Honorable Mention: Mason Prince, University of Oklahoma; *Mason Prince Sports Talent*

TV Sports Event Production

Honorable Mention: Ball State Sports Link, Ball State University; *Sports Link TV: Women's Volleyball vs. NIU*

Honorable Mention: Anthony Miller, Preston Schultz, Logan Hoppe & Brian Christensen, Bethany Lutheran College; *Maverick Hockey Weekend NMU vs MSU Overtime Winner*

TV Sports News Program

1st Place:	Louis Fernandez, University of North Carolina — Chapel Hill; *Sports Xtra — April 21, 2014*
2nd place:	In The Game – Spring 2014 Staff, Pennsylvania State University; *In The Game – Episode 303*
3rd Place (tie):	Alex Glass, Dani Thompson, Alanna Delfino & Stephanie Martinez, University of Maryland; *ViewFinder: The Other Games*
3rd Place (tie):	Heather Healy, Olivia McKennon & Taylor Newcomb, University of Oklahoma; *Sooner Sports Pad*
Honorable Mention:	Casey Ferreirae, Josh Frons, Arianna Grainey & Kari Osep, Arizona State University; *Cronkite Sports on Fox Sports Arizona*
Honorable Mention:	Molly Oak, University of North Carolina — Chapel Hill; *Sports Xtra — November 24, 2014*

1:00 PM – 2:15 PM

Mobile First: An Experiment in Reporting for the Small Screen [Session ID: 973626]

Pavilion 10
[Interactive Media & Emerging Technologies | News]

Members of a faculty, student, and Innovator-in-Residence team share their approach, process and lessons learned in a new experimental storytelling course. The course was designed to incubate an in-depth, mobile first reporting project for smartphones that incorporated a mix of data visualization, audio, video, social media and traditional boots-on-the-ground reporting.

Moderator: Dana Coester, West Virginia University
John Temple, West Virginia University
Sarah Slobin, Wall Street Journal
Gina Martino Dahlia, West Virginia University

1:00 PM – 2:15 PM

Across the Divide?: Writing Characters vs. Action [Session ID: 973805]

Pavilion 11
[Writing]

We often talk about "character-driven" vs. "plot(action)-driven" scripts. But is it possible to balance the two? Do techniques for writing characters vs. action vary from genre to genre, or format to format? Should we encourage students to write action-oriented/big budget scripts, or to start with character-driven pieces that they might be able to produce themselves? Panelists will address these questions, and session attendees will be encouraged to contribute their thoughts as well.

Moderator: Kevin J. Corbett, Central Michigan University

Panelists: Stephanie Rice, University of Central Florida
Trey Stohlman, Central Michigan University

2:30 PM – 3:45 PM

Radio and Media During World War II [Session ID: 967279]

Conference Room 2/3
[History]

World War II ushered in the era when media played an important role in the war effort. As a nation, the war completely transformed our lives with media leading the charge This panel will look at some of the ways that media was used and contributed to the war effort, how censorship in documentary film prevented us from telling the story of the Tuskegee Airmen, and a how advances in radio were used to extend our intelligence gathering.

Moderator: Noah Arceneaux, San Diego State University

Panelists: Michael C. Keith, Boston College
Fritz J. Messere, SUNY – Oswego
Susan L. Brinson, Auburn University
Louise M. Benjamin, Kansas State University
Thomas Mascaro, Bowling Green State University

2:30 PM – 3:45 PM

National Media Policies and Transnational Media Contents [Session ID: 974195]

Conference Room 5/6
[International | Law & Policy]

This panel's research papers examine national policy development and transnational media content around the world, with a specific emphasis on Asia. Policy and content are intertwined in the recent spate of media policy revisions resulting from technological evolution, political change, and the appearance of new media platforms. This panel will look at the relationships between policy and media content through analyses of five case studies.

Moderator: Drew McDaniel, Ohio University

Panelists: Jennifer Bell, Ohio University; *Brand Britain: How popular British TV shows capitalize on and commodify signifiers of Britishness for global audiences*

Masudul Biswas, Loyola University Maryland; *New Broadcast Policy in Bangladesh: Will it curtail the freedom?*

Quan Xie, Bradley University; *Propaganda, Commercialization, and Presentation of "Chinese Dream": The Usage of Micro-blogging among Chinese Television Networks*

Chalisa Magpanthong, Bangkok University, Drew McDaniel, Ohio University; *The Asian transition to digital broadcasting: Thailand enters a new television era*

Yearry Panji Setianto, Ohio University & Nuurianti Jalli, Ohio University; *Transnational Media Flow in the Malay World: Media Policy of Cross-border Broadcasting Content in Indonesia and Malaysia*

2:30 PM – 3:45 PM

Shun the Academic 'Silo': Interdisciplinary Collaboration — Pedagogical Revolutions Toward an Integrated Media Curriculum [Session ID: 974064]

Pavilion 1
[Curriculum, Assessment & Administration | News]

University presidents call for it. Academic incentives exist to promote it. Yet personal and professional impasses remain. Media educators and industry professionals want students ready for an integrated marketplace. Programs of study typically require students to complete coursework outside of their chosen major, but many fail to make the connection. Join our panelists as they share pedagogical strategies for and administrative implications of interdisciplinary endeavors. All have reached "across the aisle" — you can too.

Moderator: Laura Mulligan, Ball State University

Panelists: Adam J. Kuban, Ball State University

Reginald Owens, Louisiana Tech University

Jeff Spurlock, Troy University

Stephen Marshall, East Tennessee State University

Terry Likes, Tennessee State University

2:30 PM – 3:45 PM

The 168 Film Project: A Unique Opportunity for Students and Faculty [Session ID: 974270]

Pavilion 2
[Production Aesthetics & Criticism | Two-Year/Small Colleges]

The 168 Film Project invites participants to compete for cash and prizes by producing a narrative or documentary film, based on a theme and a Judeo-Christian scripture. Films are produced in one week's time (168 hours), offering a crash course in real-world experience for both student and faculty competitors. In this panel, Professor Kara Jolliff Gould and 168 Board Member Brian Bird (TV writer and producer best known for *Evening Shade*, *Touched by An Angel*, and *When Calls the Heart*) explain the outstanding opportunities offered to competitors in the 168 Film Project, and recent 168 filmmakers share their stories of struggles and miracles from the "168" trenches and show some of their outstanding work. Learn all you need to get your students involved in this competitive storytelling opportunity, and to become involved yourself! Winners receive cash and film industry recognition.

Moderator: Kara Jolliff Gould, John Brown University

Panelists: Brian Bird, Believe Pictures

Kara Jolliff Gould, John Brown University

David Kiang, Independent Producer

Amanda Llewellyn, Four L Films

Wes Llewellyn, Four L Films

SPECIAL EVENT

2:30 PM – 3:45 PM

Shelly Palmer Presents...Digital Wisdom: Thought Leadership for a Connected World [Session ID: 991101]

Pavilion 3
[All Convention]

By 2020, there will be 4 billion people connected to the public Internet and over 25 billion connected devices (more than half of them mobile). What does that mean for you, the business world, and the state of Television? In this session, Palmer, will discuss the accelerating pace of evolution and why it is now generally confused with revolution. Together, you will explore how the most effective leaders are managing change and how to use your personal digital wisdom to become a thought leader for a connected world.

Key take-aways include:

1 – Learn about the state-of-the-art in connected and connectable technology.
2 – Help you understand the implications for the industry.
3 – Give you action items that will help you manage change.

Shelly Palmer is Managing Director, Digital Media Group at Landmark Ventures/ShellyPalmer. He is a trusted strategic advisor to the C-Suite of leading digital media, content, broadcasting and technology firms and a key driver of market, technology and strategic direction, as well as acquisition strategies, for his clients such as Unilever, Travelers, Astra Zeneca, Ford, GE, Fox (21CF), Meredith, Viacom, Condé Nast, Clear Channel and Verizon.

Co-sponsored by: promaxbda

Introduction by: Bruce K. Rosenblum, Warner Bros. Senior Advisor, Warner Bros. Media Research and Insights

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2:30 PM – 3:45 PM

Creating an Academic Department Production Company? How to Benefit Your Program When Asked: "Do your students need a project?" [Session ID: 973703]

Pavilion 9
[Student Media Advisors]

Most college professors and advisers are inundated with request 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 with 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: Youngrak Park, Associate Professor, Columbus State University
Butler Cain, Assistant Professor, West Texas A&M University
Travis J. Bockenstedt, Multimedia Producer in Residence, Wartburg College

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TOP RESEARCH SESSION

2:30 PM – 3:45 PM

Research Division – Top Paper Presentations [Session ID: 1011758]

Pavilion 10
[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: Ye Sun, University of Utah; *Obesity in 140 Characters*

2nd Place: Larry James Webster, University of South Carolina; *Parental Mediation of Adolescent Movie Viewing 2014*

Open Paper Competition

1st Place: Elizabeth Montano, University of Central Florida; *Media Journaling: A Quantitative Comparison of Approaches to Youth Media Diary Reporting*

2nd Place: Daniel M. Shafer, Baylor University; *Judgment and Choice: Moral Complexity, Enjoyment and Meaningfulness in Interactive and Non-Interactive Narratives*

2:30 PM – 3:45 PM

Engaging News Project: Making News More Democratically Beneficial and Commercially Viable [Session ID: 974280]

Pavilion 11
[Interactive Media & Emerging Technologies | News]

The Engaging News Project is a research group that helps newsrooms meet their business and journalistic goals. We will show how our research on social media, comment sections, and online polls and quizzes can be applied to the classroom and in newsrooms.

Moderator: Natalie Jomini Stroud, University of Texas at Austin

Panelists: Katie Steiner, University of Texas at Austin
Cynthia Peacock, University of Texas at Austin
Natalie Jomini Stroud, University of Texas at Austin

FESTIVAL OF MEDIA ARTS

4:00 PM – 5:15 PM

Festival of Media Arts Rehearsal [Session ID: 1011791]

Ballroom C

This rehearsal session is intended for all presenters and winners participating in the BEA Best of Festival King Foundation Awards Ceremony.

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

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MONDAY

TOP RESEARCH SESSION

4:00 PM – 5:15 PM

Curriculum, Assessment and Administration – Top Paper Presentations [Session ID: 1011768]

Conference Room 1
[Curriculum, Assessment & Administration]

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

Curriculum, Assessment and Administration Chair: William G. Covington, Jr., Edinboro University of Pennsylvania

Debut Competition

1st Place: Aileen Gallagher, Syracuse University; *Teaching Introductory News Writing in a Cross-Media World*

Open Competition

1st Place: Mary Spillman, Ball State University, Adam J. Kuban, Ball State University & Susan Smith, Ball State University; *Words du Jour: An Analysis of Traditional and Transitional Course Descriptors at Select J-Schools*

2nd Place (tie): Jeffrey Smith, Central Michigan University; *Assessing Creativity: Creating a Rubric to Effectively Evaluate Mediated Digital Portfolios*

2nd Place (tie): Bob Kalwinsky, Middle Tennessee State University & Matthew Binford, Middle Tennessee State University; *The Flipped Classroom in Mass Communication Education*

4:00 PM – 5:15 PM

Join the Club: BEA Student Clubs and Advising [Session ID: 974306]

Conference Room 2/3
[Student Media Advisors]

This panel will discuss ways to get your communications and media student club recognized as a BEA club, and will overview incentives for creating a BEASC at your campus.

Moderator: Ian Todaro, SUNY New Paltz

Panelists: Kevin Fagan, SUNY New Paltz
Luisanna Sosa, SUNY New Paltz
Ryan Kennedy Percy, Media and Journalism society at SUNY New Paltz

4:00 PM – 5:15 PM

The Dark Side of Teaching: Classroom Communication Effectiveness & Classroom Safety [Session ID: 973770]

Conference Room 4
[Writing | Curriculum, Assessment & Administration]

This panel will focus on how faculty can and should protect themselves by considering the link between civility and safety in the classroom. Experienced teachers will present their research findings and provide tips and advice that can protect you in your classroom. An experienced administrator will be the panel's moderator.

Moderator: Edward J. Fink, California State University – Fullerton

Panelists: Carey Martin, Liberty University; *From Incivility to Unsafe: A Survey of the Times*

Mary Beth O'Connor, Purdue University Calumet; *Tips for Establishing a Classroom Climate that Reduces Safety Problems*

Tammy Trujillo, Mt. San Antonio College; *The Internship as Classroom Extension: Communication and Confidence*

TOP RESEARCH SESSION

4:00 PM – 5:15 PM

Interactive Media & Emerging Technologies Division – Top Paper Presentations [Session ID: 1011761]

Conference Room 5/6
[Interactive Media & Emerging Technologies]

Please join us as we hear the top papers presented from the Interactive Media & Emerging Technologies Division.

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

Debut Paper Competition

1st Place: Ginger Blackstone, University of Florida; Holly Cowart, University of Florida; Lynsey Saunders, University of Florida; *TweetStorm in Ferguson: How News Organizations Framed Authority and Political Figures in a Restive Community*

2nd Place: Xiaoqun Zhang, University of North Texas; *Exploring the SNS Usage Activities: Conceptual Framework and Empirical Study of Prosumption*

Open Paper Competition

1st Place: Jennifer Henderson, Trinity University; Aaron Delwiche, Trinity University; *The New Family Game Night: Intergenerational Videogame Play*

2nd Place: Raluca Cozma, Iowa State University, Tara Pardue-Lackey, Iowa State University; *Twitter as Information Subsidy in the News Coverage of the Syrian Crisis*

4:00 PM – 5:15 PM

Marketing Yourself In This Century's Job Market [Session ID: 974328]

Pavilion 1
[Management, Marketing & Programming | Student Media Advisors]

Two international consultants and a thirty year broadcast vet provide guidance on how to effectively market yourself in these digitally revolutionary times in order to make your employment search successful.

Moderator: Michael Taylor, Valdosta State University

Panelists: Michael Taylor, Valdosta State University

Valerie Geller, Geller Media International

Pat Bryson, Bryson Broadcasting International

4:00 PM – 5:15 PM

Media Salon:Modeling Diversity [Session ID: 974293]

Pavilion 2
[Multicultural Studies]

This open session discusses the successes and challenges of diversifying American media operations. While it appears to some that every station has reached diversity at some level, not many of found the magical mixture of race, creed and cultural inclusion. Not all have gender parity in positions of leadership. Not every sales force mirrors the communities served. Some media entities, however have found a way to model diversity at every level. Presenters will discuss what works and does not work in his or her efforts to diversify and where there is room to grow.

Moderator: Chetachi Egwu, Nova Southeastern University

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

Terry Cope Walton, Indiana's first African American News Director

Brian Harrington, Radio One Community Outreach Director

Inez Gomez, Director of the Latino Communications Initiative (LCI), California State University – Fullerton

Brad Clark, Mount Royal University

4:00 PM – 5:15 PM

Deconstructing the Television News Package and Landing your First Job [Session ID: 974134]

Pavilion 3
[News]

Students often have difficulty understanding what it takes to shoot, write and edit a news package just by watching finished stories in a classroom setting. This panel will dissect raw video, show how each written word needs to complement the video, and how efficient shooting and tight writing can make it easier in the edit room. . Panelists will provide helpful tips and tricks for instructors AND students to quickly learn the package basics. Students will also learn how to apply these techniques to build a winning resume portfolio that news directors will spend more than 30 seconds watching.

Moderator: Bob Gould, Michigan State University

Panelists: Gina Martino Dahlia, West Virginia University
Bethany Swain, University of Maryland
Shawn Montano, Emily Griffith Technical College

4:00 PM – 5:15 PM

Beyond the Announcer's Booth: Alternate Careers in Live Sports Broadcasting [Session ID: 975061]

Pavilion 9
[Sports]

Many of our sports broadcasting students are focused on careers behind the mic. However there are exciting career opportunities for students behind-the-scenes. Sports industry professionals, including the Chief Technical Officer of NEP productions, will talk about maximizing career opportunities in live remote sports and entertainment.

Moderators: George Hoover, Chief Technology Officer, NEP & Michael Bruce, University of Alabama

Panelists: Jason Cohen, VP Production Operations, HBO Sports
Tony Cole, Global VP Business Development, Piksel
Beth Talbert, Director of Sales, Studios and Control Rooms, NEP
Dan Turk, Chief Engineer, NEP

4:00 PM – 5:15 PM

Transatlantic Teaching in Broadcast Journalism [Session ID: 974135]

Pavilion 10
[International | Curriculum, Assessment & Administration]

With a greater internationalisation of the journalism environment, there has never been a greater need to look outside of our respective countries' borders to ensure that the next generation of journalists are being taught current and globally-aware practices. This panel will explore two major themes: the needs and opportunities of internationalising the curriculum and the challenges of keeping up with new technologies in our teaching.

Moderator: Andrew David, Siren FM, University of Lincoln

Panelists: Deborah Wilson David, University of Lincoln, UK; *Crossing the Pond*
Richard Rudin, Liverpool John Moores University, UK; *Podcasts, Personalisation and Impartiality*
Andrew David, Siren FM, University of Lincoln, UK; *Two Nations Divided by One Language*
Brian Pauling, New Zealand Broadcasting School, NZ; *Goodbye Auntie Beeb, Hello Uncle Sam: US Influence on the Journalism of Small Nations*

4:00 PM – 5:15 PM

Telcom Update 2015 [Session ID: 965674]

Pavilion 11
[Law & Policy]

Sould the FCC approve the Comcast/TWC merge? Will spectrum auctions be successful? Can we expect new fights over retransmission? What are the current First Amendment and privacy issues? With issues facing media from many vantage points, this year's Telcom Update will be jam-packed with useful information.

Moderator: Fritz J. Messere, SUNY – Oswego

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

5:15 PM – 6:00 PM

Festival of Media Arts Awards Pre-Party Reception [Session ID: 1011752]

Exhibit Hall – Pavilions 4-8
[All Convention]

Celebrate this year's Festival of Media Arts winners with a "pre-party" reception in the BEA Exhibit Hall. The BEA Best of Festival King Foundation Awards Ceremony starts promptly at 6:00 PM in Ballroom C.

6:00 PM – 8:00 PM

The BEA Best of Festival King Foundation Awards Ceremony [Session ID: 1011753]

Ballroom C
[All Convention]

An exhibition of the top juried creative works of faculty and students in the 2015 BEA Festival of Media Arts. Come and see the 'best of the best' as we honor the overall winners in the following competitions: audio, video, documentary, interactive multimedia, news, scriptwriting, two-year and small colleges, and sports. The evening begins with a light food and beverage pre-party reception in BEA Exhibit Hall, followed by the ceremony. Each recipient will be honored with the presentation of a specially produced tribute video and a $1,000 cash award from the Charles and Lucille King Family.

Sponsored by: The Charles and Lucille King Family Foundation

Festival Chair:	Lowell A. Briggs, York College of Pennsylvania
Festival Creative Director:	Scott Hodgson, University of Oklahoma
Festival Producer:	Janelle Barrick, University of Oklahoma

Faculty Audio Competition
Don Connelly & Bruce H. Frazier, Western Carolina University; *Echoes of the Cotton Club* (Long-Form Production Category)

Student Audio Competition
Radio Dramatic Series Students, Columbia College Chicago; R*idgewoode Inn – Episode 7* (Comedy or Drama Category)

Faculty Documentary Competition
Jes Therkelsen, California State University, Fresno; *Joseph Delappe: Social Tactics* (Short Form Video or Film Documentary Category)

Student Documentary Competition
Jackson J. Eagan, Daniel V. Masciari, Lucas Knapp & Zachary B. Briggs, Ithaca College; *Water in the Cloud Forest* (Short Form Video or Film Documentary Category)

Faculty Interactive Multimedia Competition
Jennifer George-Palilonis, Kelly Hopkins, Ryan Wiaranowski & Erika Espinoza, Ball State University; *BSU Athletics App* (Mixed Category)

Student Interactive Multimedia Competition
Collin Krizmanich, Michigan State University; T*he Advancement of the Islamic State* (Solo Category)

Faculty News Competition
Hagit Limor, University of Cincinnati; *Fake Charity Memorabilia* (Television Hard News Reporting Category)

Student News Competition
Peter Haden, Arizona State University; *Bad Apps* (Radio Hard News Reporting Category)

Shayne Dwyer, Arizona State University; *Few Physicians are Handing Out the Majority of Pot Prescriptions* (Television Hard News Reporting Category)

Julian Hernandez, University of Florida; *WUFT News at 6* (Television Newscast Airing 4 or 5 days per week Category)

Faculty Scriptwriting Competition
Frank Barnas, Valdosta State University; *The Chosen Few* (Feature/TV Hour Category)

Student Scriptwriting Competition
Brent Primus, Palm Beach Atlantic University; *In The Dark* (Original TV Series Pilot Category)

Student Sports Competition
Elizabeth Burda, Patrick Crooks, Brittany Rooney & Matt Bohach, St. Cloud State University; *Husky Productions: SCSU vs. UND* (TV Sports Event Production Category)

Student 2-Year/Small College Competition
Jennifer Fasulo, Palomar College; *North County News 4/22/14* (Video/Broadcast Production Category)

Faculty Video Competition
John C.P. Goheen, Loyola University Chicago; *Poverty to Prosperity* (Promotional Category)

Student Video Competition
Katie Wingfield & Lindsay Webster, University of Oklahoma; *Why I Love Teenage Girls* (Animation/Experimental/Mixed Category)

Jason Gwynn, University of Oklahoma; *Unilever* (Spots Category)

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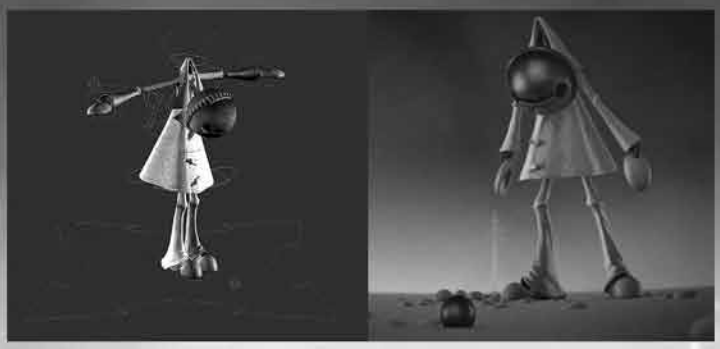

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REGISTRATION

7:30 AM – 5:30 PM

BEA2015 Convention Registration [Session ID: 1011761]

BEA Exhibit Hall
[All Convention]

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

SPECIAL EVENT: DISTRICT MEETINGS

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 2014, and what's ahead for 2015. This is a great place for new BEA members to find out more about the association. Geographic districts will breakout following a brief presentation and Q&A.

District 1 Meeting, Pavilion 1

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island & Vermont

District 1 Representative: Gregory Bray, SUNY – New Paltz

District 2 Meeting, Pavilion 2

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

District 2 Representative: Vic Costello, Elon University

District 3 Meeting, Pavilion 3

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

District 3 Representative: Stacey O. Irwin, Millersville University of Pennsylvania

District 4 Meeting, Conference Room 4

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

District 4 Representative: Joseph R. Blaney, Illinois State University

District 5 Meeting, Conference Room 5/6

Arkansas, Kansas, Missouri, Oklahoma & Texas

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

District 6 Meeting, Pavilion 9

Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington & Wyoming

District 6 Representative: Gregory N. Luft, Colorado State University

District 7 Meeting, Pavilion 10

All two-year schools in the United States

District 7 Representative: James Crandall, Aims Community College

District 8 Meeting, Pavilion 11

All international members

District 8 Representative: Deborah Wilson David, University of Lincoln

What's Happening in the BEA Exhibit Hall on Tuesday?

Tuesday Hours: 9:00 AM – 5:30 PM

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

9:00 AM – 5:30 PM Job Placement "Posting" Center @ the BEA Booth. If you are looking for a job – or to fill a job – stop by BEA's Booth and post your job, or your resume, on the board provided. Post onsite contact information and meet candidates in the BEA2014 Exhibit Hall Lounge.

10:30 AM – 12:15 PM Applying for BEA Scholarships @ the BEA Booth. Come to the BEA Booth to meet with Scholarship Committee Chair, Pete Orlik and learn about the new BEA administered scholarships.

12:15 PM – 1:30 PM Research @ the BEA2015 Exhibit Hall. Faculty Research-in-Progress Presentations

3:30 PM – 4:45 PM Research @ the BEA2015 Exhibit Hall. Student Research-in-Progress Presentations

INTEREST DIVISION MEETING

9:00 AM – 10:15 AM

Documentary Division Business Meeting [Session ID: 975433]

Conference Room 1
[Documentary]

The Documentary Division focuses on scholarship, teaching, and creation of documentaries, and radio-TV-Internet delivery of documentary film/video. We seek to expand international documentary literature and illuminate genres, methods, creators, and interpretative/analytical approaches to documentary. Our members share an appreciation for methods of teaching and producing documentaries, including exhibition. Our goal is to be a nexus for media scholars and critics, faculty, and professionals in documentary fields, as well as other associations, festivals, and broadcast organizations that research, produce, and archive documentaries at international, national, regional, and local levels.

Chair:	Dan Kimbrough, Misericordia University
Vice Chair/Paper Competition Chair:	Leah B. Mangrum, Angelo State University
Festival of Media Arts Faculty Documentary Competition Chair:	Choonghee Han, Hope College
Festival of Media Arts Student Documentary Competition Chair:	Jes Therkelsen, California State University-Fresno

TOP RESEARCH SESSION

9:00 AM – 10:15 AM

Production Aesthetics and Criticism Division – Top Paper Presentations [Session ID: 1011759]

Conference Room 2/3
[Production Aesthetics & 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 (tie): Kurt Lancaster, Northern Arizona University; *Compelling Shots, Metaphoric Sound, and the Rhythmic Edit: What Video Journalists and Documentary Storytellers Can Learn by Using Filmmaking Techniques*

1st Place (tie): Vanessa Ament-Gjenvick, Ball State University; *"Viscous Was the Word of the Day": Digital Sound Design in Barton Fink*

Open Paper Competition

1st Place: Mary Blue, Tulane University; *A Frozen Revolution: Current Practices in the Production of Television Sound*

2nd Place: Joe Fortunato, Arizona State University; *War Goes to Hollywood: Steven Spielberg's Perpetuation of Hollywood Myth and Utopian Entertainment in "1941"*

TOP RESEARCH SESSION

9:00 AM – 10:15 AM

Law & Policy Division – Top Paper Presentations [Session ID: 1011766]

Conference Room 4
[Law & 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

Open Paper Competition

1st Place: Matthew Bunker, University of Alabama, Clay Calvert, University of Florida; *Video Games and the Right of Publicity: The Courts Drop the Ball*

2nd Place: Denae D'Arcy, University of Tennessee, Jaclyn Cameron, University of Tennessee, Michael Martinez, University of Tennessee; *Future Journalists and Support for First Amendment Rights*

3rd Place: Michael Zarkin, Westminster College; *State Building and the Plight of Economics at the FCC, 1934-1989*

9:00 AM – 10:15 AM

Media in Warsaw Pact Member States [Session ID: 974375]

Conference Room 5/6
[History | International]

Twenty-five years ago the Warsaw Pact began dissolving as the member states' governments lost the support of the weakening USSR and their citizens fomented revolutions. This panel will explore the history of media in Eastern Bloc countries during the years of the Warsaw Pact (1955-91) and media development in those countries in the years since its dissolution.

Moderator: Susan L. Brinson, Auburn University

Panelists: J. Duane Meeks, Palm Beach Atlantic University

Mary Beadle, John Carroll University

Susan Lewis, Abilene Christian University

9:00 AM – 10:15 AM

The Package is No Longer Enough: Incorporating Social Media into Radio and Broadcast Television Classes [Session ID: 974024]

Pavilion 1
[News]

No longer can a "traditional" radio and television broadcast curriculum focus only on the video and audio content. Young reporters must know how to use social media for storytelling, promotion, and engagement. Panelists will discuss their real-life experiences incorporating Facebook, Twitter, Instagram and other platforms into an already tight curriculum. The importance and obstacles encountered while teaching students, who seem to know it all about social media, will be explored.

Moderator: Sherice Gearhart, University of Nebraska at Omaha

Panelists: Jodeane Brownlee, University of Nebraska @ Omaha

Kelly Kaufhold, Texas State University

Mary T. Rogus, Ohio University

Chris Allen, University of Nebraska at Omaha

Respondent: Lakshmi Tirumala, University of Cincinnati

BEA SPOTLIGHT: DIGITAL EVOLUTION

9:00 AM – 10:15 AM

Transmedia Storyworld: Revolution or Evolution? [Session ID: 971023]

Pavilion 2
[Interactive Media & Emerging Technologies | Writing]

Transmedia Storyworld: As compelling as this is for media producers and media marketers, it's even more compelling for storytellers. This panel will explore the dynamics of transmedia team-building, the role of the producer in the story world, and perhaps the ultimate question: But, is it revolutionary?

Moderator: Carey Martin, Liberty University

Panelists: Dana Coester, West Virginia University; *Building a Transmedia Team: Borrowing from Cinema, Electronic Literature, Computer Science, and Journalism to Re-invent Narrative*

Daniel Wheatcroft, Birmingham Southern College & President, Shoot to Thrill Productions; *The Transmedia Producer: Crashing Traditional Boundaries*

Rustin Greene, James Madison University; *Transmedia – Is it Revolutionary?*

Respondent: Glenda Cantrell Williams, University of Alabama

9:00 AM – 10:15 AM

Curriculum Swapshop: Spotlight on Teaching Tools from the Cloud [Session ID: 974313]

Pavilion 3

[Curriculum, Assessment & Administration]

This year's Curriculum Swapshop focuses on cloud-based tools for teaching. From the established to lesser known and recently launched services, how are professors using these easily accessed and often free tools to enhance teaching and learning? Panelists will share their experiences and ideas for using cloud-based tools in the classroom.

Moderator: Candace Lee Egan, California State University – Fresno

Panelists: John M. Morris, University of Southern Indiana; *Sometimes You Really Do Get Something For Free*

Steven D. Anderson, James Madison University; *App Development Using Adobe Cloud-Based Tools*

Carman Wakefield, University of Cincinnati; *Video, Vimeo, and Voodoo: Magic of the Cloud*

Candace Lee Egan, California State University – Fresno; *Hosting Student Projects in the Cloud*

Phillip Madison, Stephen F. Austin State University; U*sing Jing and Screencast in Online Courses to Explore New Technology*

Sara Drabik, Northern Kentucky University; *Expanding Your Classrom: Cloud-Based Tools for Service Learning*

9:00 AM – 10:15 AM

Teaching Communication and Media Theory [Session ID: 963447]

Pavilion 9

[Research | Curriculum, Assessment & Administration]

This group will share how they teach theory in graduate courses. Several studies examining the state of theory show that we as academics do little to extend theory. Bryant and Miron found in a content analysis of journals that theory was merely referenced if it was included. Potter and Riddle discovered that most (65%) journal articles were not guided by theory. One way to address this problem is to critically address how we teach theory.

Moderator: Serena Carpenter, Michigan State University

Panelists: Glenn Cummins, Texas Tech University

Roger Cooper, Ohio University

Augie Grant, University of South Carolina

Serena Carpenter, Michigan State University

9:00 AM – 10:15 AM

Two-Year/Small Colleges Business Meeting [Session ID: 975806]

Pavilion 10

[Two-Year/Small Colleges]

The Two-Year/Small Colleges Division's mission is to provide a forum for issues unique to the teaching and operation of a program of broadcast education at a community college, a small college or in a small broadcasting program. Their goals are to share and propagate teaching strategies; to enhance and promote the teaching of lower division courses in broadcasting; to promote and encourage the transferability of broadcasting courses between institutions; to facilitate the interaction of faculty with broadcasters and media practitioners; to promote the study of broadcasting across academic disciplines; and to promote the use of broadcast facilities to support broadcast education. The 2-year/small college division member faculty, staff and students are employed by or matriculated in a community college or a small college that offers a broadcast related major (such as broadcasting, video production, mass media and communications.) A small college is defined as a college with a broadcast related major/division with an enrollment of fewer than 200 students.

Chair:	Troy L. Hunt, Northwest College
Vice-Chair:	Thomas McDonnell, Metropolitan Community College
Membership Chair/Interim Secretary/Web Manager:	Shane Tilton, Ohio Northern University
Festival of Media Arts Two-Year/Small College Festival Competition Co-Chair:	Brian Shelton, Harper College
Festival of Media Arts Two-Year/Small College Festival Competition Co-Chair:	Evan C. Wirig, Grossmont College

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Congratulations TCF Faculty

Andrew Billings — Paper, Research Symposium; 2nd Place Open Paper, Gender & Sexuality
Michael Bruce — Sec./ Treas., BEA Board of Directors
Chandra Clark — Presenter, BEA Ignite
Glenda Williams — Scholar-to-Scholar Session
Shuhua Zhou — 2nd Place Open Paper, News Division

9:00 AM – 10:15 AM

Back to Square One? The Future of Post-Revolution Media in North Africa [Session ID: 973885]

Pavilion 11
[International]

Since 2011, the Arab Spring revolutions in Egypt, Tunisia, and Libya have led to pivotal shifts, twists and turns and cyclical narratives in the evolution of their media landscapes. The story of how media in these countries adapted from dictatorship to democracy, and how Western news outlets covered the region will be the focus of this panel. Social media, news innovation, public sector media reform, framing analyses and future challenges will be discussed.

Moderator: Douglas A. Boyd, University of Kentucky

Panelists: Dina Ibrahim, San Francisco State University; *25TV: News Innovation in Post-Revolution Egypt*

Rasha Abdulla, American University in Cairo; *Egyptian State Media: Could It Pay Its 'Public' Dues?*

Hussein Amin, American University in Cairo; *Media Transition in North Africa After the Arab Spring*

Naila Hamdy, The American University in Cairo, Egypt; *Representation of Egypt: A framing analysis of the coverage of the June 30 mass protests and beyond in US & UK elite newspapers*

9:00 AM – 10:15 AM

Council of Past Presidents [Session ID: 1011554]

Executive Board Room
[All Convention]

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

Moderator: Barry D. Umansky, Ball State University

10:30 AM – 12:15 PM

Applying for BEA Scholarships @ the BEA Booth [Session ID: 1011756]

BEA Exhibit Hall - BEA Booth
[All Convention]

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

10:30 AM – 11:45 AM

Curriculum, Assessment & Administration Division Business Meeting [Session ID: 975432]

Conference Room 1
[Curriculum, Assessment & Administration]

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

Chair:	William G. Covington Jr., Edinboro University of Pennsylvania
Vice Chair/Paper Competition Chair:	Adam J. Kuban, Ball State University
Membership:	Cynara Medina, Trinity University
Webmaster:	William Hanff, University of District of Columbia

10:30 AM – 11:45 AM

Death Takes a Selfie: Complications of Body Image and Gender Identity in Electronic and Social Media [Session ID: 966755]

Conference Room 2/3
[Gender & Sexuality | Multicultural Studies]

This panel seeks to promote discussion of prevalent and controversial issues related to the depiction of gender in social and electronic visual media. Do content producers feature constructive depictions of female and male gender roles? What are the dangers of perpetuating physically unattainable images of beauty? Why do producers continue to create such fare? What are the effects, intended or unintended, upon their audiences? This panel will research these issues and more.

Moderator: Roger Allman, Central Michigan University

TOP RESEARCH SESSION

10:30 AM – 11:45 AM

Multicultural Studies Division – Top Paper Presentations [Session ID: 1011763]

Conference Room 4
[Multicultural Studies]

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

Vice Chair/Paper Competition Chair: Victor D. Evans, Walden University

Debut Paper Competition

1st Place: Di Cui, Florida State University, Zihan Wang, Florida State University; *Narrative Persuasion of Controversial Historical Movie towards Different Cultural Groups*

2nd Place: Patricia F. Sanders, University of North Alabama; *Staying Connected: The Role of Radio in African American Communities, Three Southern Stations*

Open Paper Competition

1st Place: Sherice Gearhart, University of Nebraska @ Omaha, Teresa Lamsam, University of Nebraska @ Omaha; *Why Health News Matters: Health Reporting in Native American Media Outlets*

2nd Place: Travis L. Dixon; University of Illinois at Urbana-Champaign; *The Changing Representation of Race and Crime on Network and Cable and News*

10:30 AM – 11:45 AM

Drones and Media Studies: A Multi-dimensional Look at the Past and Future [Session ID: 974238]

Conference Room 5/6
[Interactive Media & Emerging Technologies | Research]

Drones are cheap, fairly simple to use, and could potentially change the way we advertise, collect news, and see the world. As we enter the uncertain terrain of drone technology and its journalistic, message delivery, advertising, surveillance, and other media applications, new research opportunities lend themselves to us. This diverse panel examines several angles of this technology including its visual aesthetic, legal, technological, philosophical, and cultural implications.

Moderator: Olesya Venger, University of Nevada, Las Vegas

Panelists: Lawrence Mullen, University of Nevada @ Las Vegas; *A History of the Aerial Perspective: Implications for Drone Journalism*
Julian Kilker, University of Nevada @ Las Vegas; *Deskilling and Drones: Lessons from Recent Imaging Innovations*
Gary Larson, University of Nevada @ Las Vegas; *Drones, Ender's Game, and the Reluctant Hegemon*
Stephen Bates, University of Nevada @ Las Vegas; *The Right to Be Let Alone in the Age of Drones*

10:30 AM – 11:45 AM

Digital Opportunities, Possibilities, and Challenges for University Sports Media Programs and Curriculum [Session ID: 974231]

Pavilion 1
[Sports | Student Media Advisors]

The evolving digital media environment is offering both opportunities and challenges to university sports curriculum programs, and student media sports coverage and programs. More important are the possibilities that the new digital environment offers university programs and student media in multi-platform sports production, delivery, and, now engagement. This panel explores this and more as panelists discuss the current practice concerning sports, what plans are on the horizon and what they see as the possibilities.

Moderator: Max V. Grubb, Youngstown State University

Panelists: John W. Owens, University of Cincinnati
Jared Johnson, Oklahoma State University
David Joseph Deeley, University of North Florida
Paul Kamp, Backbone Networks Corporation

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10:30 AM – 11:45 AM

Seeing Radio as a Visual Medium: Sound Art, Science and Data Analysis [Session ID: 974181]

Pavilion 2
[Radio & Audio Media | Multicultural Studies]

This panel reviews visual elements employed in early radio theater, songs/videos centered on radio, stations embedded into games, and huge online radio archives (images/data/artifacts). Radio's visuality is explored, from early artistic conceptions by Italian Futurists to the meaning behind Video Killed the Radio Star to powerful images conveyed by promotions and personalities. Panelists contend radio has always employed visual elements; its emergence on the Web and mobile phones is merely an extension of that phenomena.

Moderator: Phylis Johnson, Southern Illinois University @ Carbondale

Panelists: Jenny Johnson, Southern Illinois University-Carbondale; *Behind the Curtain: Watching Radio as Performance*

Dhyana Ziegler, Florida A&M University; *Radio as Numbers: Counting Listeners in a Big Data World*

Jonathan P. Pluskota, University of Southern Mississippi-Hattiesburg & Phylis Johnson, Southern Illinois University @ Carbondale; *Radio Nostalgia: Imagery in Games and Videos*

Michael Maxwell, Southern Illinois University-Carbondale; *Radio Sculpture: Visualizing Radio as Social Art and Experience*

SPECIAL EVENT

10:30 AM – 11:45 AM

TV Academy Foundation Presents: Coffee With…. Fred Savage [Session ID: 1011754]

Pavilion 3
[All Convention]

Most recognizable as one of the most successful children actors of the 80's and 90's with such hits as *The Princess Bride*, *Vice Versa*, and *The Wonder Years* (for which he became the youngest person ever to be nominated for an Emmy as best leading performer), Fred Savage has built a career of nearly 30 years in front of and behind the camera. Join the Television Academy Foundation for this year's "Coffee with..." session as Fred has a candid conversation on what it is like to direct the hit TV shows *Modern Family* and *It's Always Sunny in Philadelphia*.

10:30 AM – 11:45 AM

What Does "Good" Mean? Professionals and Educators on 21st Century Video Production [Session ID: 965513]

Pavilion 9
[Production Aesthetics & Criticism]

Most have HD video cameras in their pockets. DSLRs bring high-end production within reach. GoPros and drones change what's possible. 4k video is here, and 8k is on the horizon. Changes in technology are blurring the lines between consumer and professional video quality, but what does it all mean for educators and students? Current and former video professionals sort out the changes, where we need to adapt, and what should stay the same.

Moderator: Glenn Hubbard, East Carolina University

Panelists: Iveta Imre, University of Tennessee @ Knoxville

Charlie Gee, Duquesne University

Denae D'Arcy, University of Tennessee

Kristofer Cook, Portly Pup Productions/Speed Network

10:30 AM – 11:45 AM

Social Media vs. Legacy Media in the New Multi-Gated Media Landscape [Session ID: 974205]

Pavilion 10
[Research | Interactive Media & Emerging Technologies]

Recent dramatic, far-reaching, and viral news events, including the Syrian crisis, Ferguson, ISIS, the Olympic games, or the ALS campaign, had gatekeepers – from journalists to strategic communicators – look for alternative ways to inform their audiences and influence the public agenda. This panel aims to explore the opportunities and challenges presented by the new multi-gated media landscape, to identify the most influential gatekeepers, and to ascertain the reach and effects of this emerging flow of information.

Moderator: Raluca Cozma, Iowa State University

Panelists: Raluca Cozma, Iowa State University; *Social Media and Foreign News: How CNN used Twitter to Cover the Syrian Crisis*

Skye Cooley, Mississippi State University; Audra Gines, Mississippi State University; *ISIS and Recruitment Using Social Media*

Jacob Groshek, Boston University; Network Analysis of Broadcast Networks: An Analysis of Gatekeepers in Social Data

Michael Boyle, West Chester University; L. Meghan Mahoney, West Chester University of Pennsylvania; Ellen Santa Maria, West Chester; *Social Media Platform Promotion & the 2014 Sochi Winter Olympics Games*

Tang Tang, University of Akron; *Who Threw the Ice on Your Head: Understanding Social Media Use and Community Participation via an Ecological View*

10:30 AM – 11:45 AM

Top Teaching Tips: It Starts with the Curriculum [Session ID: 974330]

Pavilion 11
[News]

The changes in broadcast news are requiring journalism programs to adapt to new skills – from social media and mobile journalism to producing more content for an increasingly faster news cycle. Programs are asking what should we be teaching and how should we teach it. Those decisions begin with a discussion of the curriculum. This panel features faculty members from several universities that are in the middle of curriculum revision who will share their "best tips."

Moderator: Gary Hanson, Kent State University

Panelists: Mary T. Rogus, Ohio University

Lydia Timmins, University of Delaware

Thor Wasbotten, Kent State University

12:15 PM – 1:30 PM

Faculty Research-in-Progress Presentations [Session ID: 1011780]

BEA Exhibit Hall
[Research]

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.

Adam J. Kuban, Ball State University & Laura Mulligan, Ball State University; *Assessing Information Literacy Among Undergraduate Students from an Introductory Journalism-Research Course*

Adam Dean, Barry University; *Care of the Selfie: An Oeuvre to be Fashioned in Digital Space*

Chung Joo Chung, Kyungpook National University; *Comparative Analysis of Mobile Information and Communication Technology for Teaching Practices*

Paul J. Traudt, University of Nevada @ Las Vegas, Dave Nourse, University of Nevada @ Las Vegas & Marisa Toth, Vatoca Partners; *Discriminating Audience Donor Factors for Hybrid Non--Commercial Radio*

Jennifer Woodard, Middle Tennessee State University; *Race, Class and Gender in Video Games: How do I Virtually Identify Myself to Others While Being Other*

Marilyn Terzic, Université du Québec à Montréal; T*oday's News, Yesterday's Views: The Tablet and the Agenda-Setting Function of the Media*

TOP RESEARCH SESSION

12:15 PM – 1:30 PM

Gender & Sexuality Division – Top Paper Presentations [Session ID: 1011765]

Conference Room 1
[Gender & Sexuality]

Please join us as we hear the top papers presented from the Gender & Sexuality Division.

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

Debut Paper Competition

1st Place: Lisa Pecot-Hebert, DePaul University; *Celebrity and Media Spectacle*

Open Paper Competition

1st Place: Catherine A. Luther, University of Tennessee @ Knoxville, D. Renee Smith, University of Tennessee @ Knoxville; *How Modern is Modern Family?: An Examination of the Program's Depictions of Same- Sex Affection and Usage of Humor*

1st Place: Janice Collins, University of Illinois @ Urbana-Champaign; *From the Classroom to the Newsroom: Are we training them to be Leaders?*

2nd Place: Paul MacArthur, Utica College, James R. Angelini, University of Delaware, Andrew C. Billings, University of Alabama, Lauren Reichart Smith, Auburn University; *The Canadian State of Mind: Coverage of Men and Women Athletes in the Canadian Broadcasting Corporation's Primetime Broadcast of the 2014 Sochi Winter Olympic Games*

12:15 PM – 1:30 PM

Put The Audience In The Room: The Direct Cinema of Drew Associates [Session ID: 973603]

Conference Room 2/3
[Documentary | Production Aesthetics & Criticism]

In the not too distant past, storytelling films were largely the province of Hollywood and documentary was primarily used in news reporting. Robert Drew (1924-2014)—recognized as the "father" of Direct Cinema (or, American Cinéma Vérité)—sought a new method of creating a visual narrative that would make documentaries more gripping and exciting in a way that takes advantage of television's ability to draw audiences into dramatic stories with immediacy.Taking advantage of lightweight cameras and synchronized sound, Robert Drew and his associates (Ann Drew, D.A. Pennebaker, Richard Leacock, Albert & David Maysles, Hope Ryden, Jim Lipscomb & Greg Shuker) embarked on an experiment to develop a new type of documentary, "…it would be reporting without summary and opinion; it would be the ability to look in on people's lives at crucial times from which you could deduce certain things and see a kind of truth that can only be gotten by personal experience" (Drew, 1962). Documentarian Michael Moore has stated, "All of us who make nonfiction movies can trace our lineage to what he [Drew] created." Each scholar on this panel will present a retrospective of the impact Drew Associates have had on American documentary, how it has evolved since the seminal TV documentary "Primary" (1960) launched the Direct Cinema revolution, and whether or not recent innovations in newer, lighter and higher quality equipment are poised to do the same for contemporary documentary style, form and function.

Moderator: Michael R. Ogden, Central Washington University

Panelists: Thomas Mascaro, Bowling Green State University; *Visceral Vérité: Drew's Yanki, No!, The Children Were Watching, and Editorial Faces of the Kennedy Years*

Michael R. Ogden, Central Washington University; *Inventing Direct Cinema: How the Technology of Primary Changed Documentary Storytelling*

Mary C. Schaffer, California State University – Northridge; *The Impact of Drew and Associates on Today's Documentarians*

12:15 PM – 1:30 PM

The Inclusive Classroom: Creating Assignments that Promote and Value Diversity [Session ID: 974369]

Conference Room 4
[Multicultural Studies | Gender & Sexuality]

An inclusive classroom is one in which all students from varying cultures, backgrounds, races, ethnicities, etc., feel comfortable participating in class discussions and are encouraged to explore numerous perspectives while being respectful of everyone's differences. There are assignments that can promote this enriching dialogue by introducing students to new viewpoints and allowing them to feel safe as they discover them. This panel will discuss various assignments they have used to foster this type of inclusive environment and share tips on how faculty can create some of their own.

Moderator: Phillip Powell, Valparaiso University

Panelists: Laurie Moroco, Colorado Mountain College & Walden University
Kate Ksobiech, University of Wisconsin - Whitewater
Victor D. Evans, Walden University
Kathleen German, Miami University

12:15 PM – 1:30 PM

Motion Capture Technology [Session ID: 974106]

Conference Room 5/6
[History]

Since the invention of film, equipment has fluctuated from the weight of a boat anchor to a helmet clip-on. While image-capture camera technology has evolved, the skills of the users have as well. As legacy media outlets and information/education channels continue to evolve, how does the trend of adding quick and easy video clips impact the work of the professional videographer? How does one learn the art and craft of effective visual storytelling? The primary goal is to investigate the following research questions: -How do visual storytellers using motion image capture technology adapt to each succeeding technology to remain effective in their jobs; -who makes decisions on when to adopt a new technology and –what have these changes meant to curriculum development.

Moderator: Joanne Littlefield, Colorado State University

Panelists: Mike Conway, Indiana University
Ginger Blackstone, University of Florida
Thomas Cznarty, SUNY – New Paltz
Joanne Littlefield, Colorado State University
James Wertz, Edinboro University of Pennsylvania; *The Evolution of Skills and Networking Related to Motion Capture Technology*

12:15 PM – 1:30 PM

Envisioning the Future of Media Education: Where do We Go from Here? [Session ID: 966327]

Pavilion 1
[Curriculum, Assessment & Administration]

BEA@60
Educating for Tomorrow's Media Since 1955

As the BEA celebrates its 60th anniversary, it is a good time to reflect back and project forward where media education may be heading. The panel is comprised of past chairs of the Curriculum, Assessment & Administration Division representing five different decades of leadership. Each person will be given up to 6-minutes to lay out their vision of the future of media education.

Moderator: William Christ, Trinity University

Panelists: Peter B. Orlik, Central Michigan University; *CAA Division Chair 1974-76 & 1980-82*
William Christ, Trinity University; *CAA Division Chair 1988-90*
David E. Tucker, University of Toledo; *CAA Division Chair 1994-96*
Jeffrey Guterman, University of Pittsburgh At Bradford; *CAA Chair 1996-98*
William Dorman, Millersville University; *CAA Division Chair 2002-04*
Larry Elin, Syracuse University; *CAA Division Chair 2004-06*
Stacey O. Irwin, Millersville University of Pennsylvania; *CAA Division Chair 2006-08*
Christine Taylor, Butler University; *CAA Division Chair 2010-12*
Kim Fox, American University in Cairo; *CAA Division Chair 2012-14*

SPECIAL EVENT

12:15 PM – 1:30 PM

The Conversation with Dick Wiley [Session ID: 974097]

Pavilion 2
[Law & Policy]

The Honorable Richard E. Wiley – renowned communications attorney, former FCC Chairman and former head of the government-industry advisory committee that developed the digital television standard for the United States – joins us again at BEA2015. His conversation with Barry Umansky, former Deputy General Counsel of the NAB and now BEA's President, will run the gamut of key legal and policy issues for the Congress, 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

Speaker: Richard E. Wiley, Wiley Rein LLP

12:15 PM – 1:30 PM

Digital Disruptions: Experiments in Creative Practice and Research [Session ID: 972969]

Pavilion 3
[Production Aesthetics & Criticism | Research]

As new media evolutions rupture traditional modalities and paradigms, it becomes crucial for scholars to remain open to experimentations in both research and creative practice. In this panel, scholars from a variety of disciplines will explore how communication research is shifting and changing in the contemporary mediaspcape.

Moderator: David Staton, University of Oregon

Panelists: Sharon O'Connor, Australian National University; *Enacted Space*

Leighton C. Peterson, Miami University; *Media Multi-Modality: The PBS Documentary as New Media Object*

Greg Scott, Editor, Journal of Video Ethnography; *Peer Review of Academic Films: Challenging, Exploiting, and Acquiescing to Institutionalized Forms of Knowledge-Making*

Kathleen Ryan, University of Colorado Boulder; *Urban Nature: Experiments in Smartphone Cinematography*

Respondent: David Staton, University of Oregon

SPECIAL EVENT

12:15 PM – 1:30 PM

BEA Ignite! [Session ID: 1011549]

Pavilion 9
[All Convention]

BEA Ignite shares the best enterprise ideas for the classroom. Presenters will have 5 minutes, and 20 slides, to share their top teaching tipping points. Following the traditional IGNITE format, attendees should come prepared to take home these passionate teaching ideas. The ELEVEN best IGNITE ideas have been peer reviewed, and are ready to make their presentations live during this BEA2015 session.

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

Creative Producer: Michael Bruce, University of Alabama

Respondent: Deborah Wilson David, University of Lincoln

Chris Bacon, University of Kansas; *Bringing the Classroom to the Newsroom*

This presentation explains how programs can integrate some classes with their student television station. Instead of classes operating on an island, students can receive more hands-on experience doing work for the TV station as part of their homework.

Rebecca Taylor, Siena College; *Pitch Perfect*

Students can learn tools to pitch stories effectively in a newsroom setting. Faculty can net ideas for group projects to enhance students' pitching ability through group classroom exercises.

William R. Davie, University of Louisiana, Lafayette; *The Paradigm Shift from Teaching Directed to Learning-Centered Education*

This presentation deals with the connection between the push and pull of professional broadcast projects for broadcast news presentation and audience analysis.

Alan Goldenbach, Utica College; *Cutting through the Yik-Yak: Approaching the unknown in social media*

Yik-Yak has scared many institutions and communities because of its anonymity. It's a great device, though, for teaching journalism's fundamentals.

Chandra Clark; University of Alabama; *Reporting & Teasing Using Instagram and Vine*

For the past two semesters, I have experimented with teaching my students to use the apps Vine and Instagram to shoot short form videos and pictures to tell stories and do teases on their smartphone. This social media experiment has paid off in big ways.

Priyanka Khandelwal, Texas Tech University; ***Teaching "Culture" and "Marketing Communications" via Smart Phones (Under Grad Level Courses***

Teaching "Culture" and " marketing Communications" via smart phones is an undergraduate course which will help the students to learn and understand the foreign cultures, assess global marketability of ethnic objects.

Keith Corso, Westminster College; ***The 48 Hour Video Production Assignment***

This video production assignment is scalable so that it can be used with beginning or advanced media production students. The time-frame, audience type and production method can be adapted to students skill level.

Candace Lee Egan, California State University, Fresno; ***Narrative Film Story Development: In-class Creativity Exercise with the Storymatic***

This exercise is a fun way to get students thinking about story elements.

Heather Starr Fiedler, Point Park University; ***Open for Business: Starting a class Etsy shop***

Students create great designs in our Typography class, but in order to connect them to the real world and give them a high impact experience we have opened a class Etsy shop to sell the pieces.

Bradley L. Weaver, Westminster College, Pennsylvania; ***The MMJ News Shift Deadline Project***

This project gives advanced TV reporting students rigorous, real world experience in today's multimedia news shifts pushing the story on social media and on the air. They have 10-hours to live it and learn from it.

Brenda K. Jaskulske; University of North Texas; ***3 in 1: Teaching Audio, Single Camera Film-Style, and Multi-Camera Studio Production in One Semester***

3 in 1 explores an innovative way to expose and introduce students to the primary areas of media production, audio, single camera film-style and TV multi-camera studio production for multiple distribution formats.

12:15 PM – 1:30 PM

The News Directors Speak: The Path to my Dream Job [Session ID: 974233]

Pavilion 10
[News]

The popular news director panel returns this year with a new focus: The path to the job I want. The news directors will describe what is needed to get on the right track. We'll ask these questions: what is the most direct path from the first job to the dream job? Web producer to anchor, for example, doesn't seem like a straight path, but it might be. Of all the entry level jobs that are out there – Job A, are some a better path to a specific Job B than others? Or is the most important thing getting your foot in the door?

Moderator: Mary Blue, Tulane University

Panelists: Dana Rosengard, Suffolk University
Nancy MacKenzie Dupont, University of Mississippi

12:15 PM – 1:30 PM

Rural Sports Broadcasting: Small Towns, Big Payoff [Session ID: 973660]

Pavilion 11
[Sports]

This panel will discuss the growing sports broadcasting opportunities across the upper Midwest and beyond. Many are experiencing a surge in sports through cable television with a local sports television flare. This panel will address some of these opportunities in more detail along with what applicants need to do to be ready for this opportunity when it arrives.

Moderator: Kenneth A. Fischer, University of Oklahoma

Panelists: Neil Roberts, Minot State University
Don Moore, Ohio University Southern
Melanie Lombardi, Frostburg State University
Joe Moore, University of Central Missouri
Troy Comeau, Pittsburg State University

Illinois State University School of Communication congratulates its faculty and staff for a great year.

Lauren Bratslavsky

BEA 2014 Kenneth Harwood Dissertation Award winner

Joseph Blaney

BEA District 4 board member, Illinois Broadcasters Association Board of Directors

Maureen Christensen

2015-2016 Abe Voron Scholarship winner

Conor Boyd

2015-2016 Walter Patterson Scholarship winner

Erin McCarthy

2015-2016 Walter Patterson Scholarship winner

For information about Illinois State University's graduate program contact Kevin Meyer: kmeyer@IllinoisState.edu. To learn more about the Social Media Analytics Command Center (SMACC), contact Nathan Carpenter: njcarpe@IllinoisState.edu.

ILLINOIS BROADCASTERS ASSOCIATION SILVER DOME FIRST PLACE AWARD WINNERS:

Zach Bernard, Chris Newman, Chris Highland, Olivia Mancino, Maureen Christensen, Ryan Powers, Connor Quealy, Jonathan Dighton

Chris Newman

Illinois News Broadcasters Association Scholarship winner

STUDENTS OF ILLINOIS NEWS BROADCASTERS ASSOCIATION FIRST PLACE WINNERS:

Aaron Eades, Vicky Cronin, Lindsey Harrison, Zack Howard, Mike O'Brien, Nathan Swenson

2014 ISU GRADUATES WORKING IN NEWSROOMS:

Tyler Bachman, WGIL-AM, Galesburg
Sarah Beckman, KARN-AM, Little Rock
Zach Bernard, WICS-TV, Springfield
Aaron Eades, WCIA-TV, Champaign
Lindsey Harrison WTWO-TV, Terre Haute
Chris Highland, WMBD-TV, Peoria
Olivia Mancino, KWWL-TV, Waterloo
Chris Newman, WMBD-TV, Peoria
Mike O'Brien, channel1450.com, Springfield
Alicia Ogierman, WITI-TV, Milwaukee
Connor Quealy, WHO-AM, Des Moines
Alex Wilson, KTVO-TV, Kirksville

SCHOOL OF COMMUNICATION
Illinois State University

1:45 PM – 3:00 PM

International Division Business Meeting & Social [Session ID: 975435]

Conference Room 1
[International]

The International Division members are involved in areas such as telecommunications business practices, comparative systems of broadcasting & journalism, and international regulatory practices. 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. Refreshments will be served.

Chair/Research Paper Chair: Helena Vanhala, Robert Morris University

Vice-Chair: Deborah Wilson David, University of Lincoln

Newsletter Editor/Webmaster: Quan Xie, Bradley University

1:45 PM – 3:00 PM

Mixing it Up: Interracial Couples in Romance-Themed Hollywood Films [Session ID: 974321]

Conference Room 2/3
[Multicultural Studies]

In the light of the controversy over the recent Cheerios commercial showing an interracial family, the researchers seek to determine the relevance of such relationships on screen. The primary focus of this pilot study is to examine the frequency and roles of interracial couples in romantic-themed Hollywood films from 2003 through 2013. This research seeks to discuss the frequency of such portrayals, whether the film focuses on the interracial relationship as a focal point, the quality of the relationships and relevance of the relationships to the plot. The intent is to determine the salience, or lack thereof, of interracial relationships in Hollywood's depiction of romance.

Moderator: Chetachi Egwu, Nova Southeastern University

Panelists: Jonathan Clerge, Nova Southeastern University
Kristin Madison, Nova Southeastern University
Paula Gardenhire, Nova Southeastern University

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

1:45 PM – 3:00 PM

A Multicultural Experience: Student Learning through Media [Session ID: 974300]

Conference Room 4
[Student Media Advisors | Multicultural Studies]

To be successful in their careers, it is necessary for students to have a diverse learning experience. This panel will discuss how students at Valparaiso University incorporated their learning experience into programming on their cable television channel.

Moderator: Phillip Powell, Valparaiso University

Panelists: Paul Oren, Valparaiso University

1:45 PM – 3:00 PM

News Division – Top Paper Presentations [Session ID: 1011767]

Conference Room 5/6
[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

Open Paper Competition

1st Place: Clark Greer, Liberty University; *Assessing Consonance and Differences in News on Local TV Station iPad Apps*

2nd Place: Shuhua Zhou, University of Alabama; *Effects of Face-ism on Perception of Male and Female News Sources*

3rd Place: Charlie Gee, Duquesne University, Giselle Auger, Duquesne University, Zeynep Tanes-Ehle, Duquesne University; *Exploring the Role of Newsgathering Technologies on Perceived Story Quality*

1:45 PM – 3:00 PM

BEA2015 Model Rubrics Project [Session ID: 1011777]

Pavilion 1
[Curriculum, Assessment & Administration]

The CAA Division is in the second year of its Model Rubric Project. The plan is to develop a bank of rubrics for use by BEA instructors across a range of media courses. This panel includes the rubrics selected this year. For the rubrics selected last year, see the July, 2014 Journal of Media Education.

Moderator: William G. Covington, Jr., Edinboro University of Pennsylvania
Adam J. Kuban, Ball State University; *Multi-platform Storytelling*
Michael C. Smith, Pepperdine University; *Cinematic Design Plan*
Nick Taylor, University of Texas–Pan American; *Viral Advertisements*

1:45 PM – 3:00 PM

Developing a Sports Curriculum [Session ID: 973581]

Pavilion 2
[Sports]

As the field of sports becomes more popular at the collegiate and academic level, there are more sports specific majors, minors, or fields of study for students to become involved. This panel will look at different programs and different points of emphasis that might exist from school to school along with differences in types of classes, curriculum, and student interest.

Moderator: Matthew Harmon, Monmouth University
Panelists: Dennis Patrick Conway, Valdosta State University
Barry Gresham, Austin Peay State University
Suzy Smith, Ball State University

1:45 PM – 3:00 PM

Social Media: The Great Equalizer in Radio [Session ID: 974194]

Pavilion 3
[Radio & Audio Media]

Broadcast radio continues to be a viable media content provider, but satellite and online radio are formidable competitors as a result of the great equalizer: social media. Whether you are a broadcast, satellite, or online outlet, you must have a social media strategy. This panel will examine how social media has leveled the playing field for other delivery platforms to compete with broadcast outlets and how all types of stations are becoming multimedia content providers. Attention will be given to social media's impact on news delivery, programming strategies, and production techniques as well as how teaching about radio has changed.

Moderator: Andrew M. Clark, University of Texas – Arlington
Panelists: Shawn Isaacs, University of West Georgia
Lance Liguez, University of Texas – Arlington
Bradford L. Yates, University of West Georgia
Respondent: Gregory D. Newton, Ohio University

SPECIAL EVENT

1:45 PM – 3:00 PM

How to Help Students Think Critically (Part I) [Session ID: 1010909]

Pavilion 9
[All Convention]

Poynter.

One concern that college educators constantly express is that their students lack the skills to think critically. And yet it is possibly the single most important skill that any student, especially journalism student can possess.

Al Tompkins, The Poynter Institute's Senior Faculty for Broadcast and Online, will lead a fast-moving highly practical session on how to teach students to ask four key questions that will lead them toward more reliable facts and truths. This session will include tons of real-life examples of stories that were printed, posted and aired but should not have been.

The goal is to teach students to stop believing everything they see, hear or think and seek proof. You will see how a single image may be accurate but not true, how a simple video edit can radically change a story and how production techniques can taint a viewer's perception of a story. This session is low on theory and high on practicality and utility. WARNING: come fully caffeinated and prepared to participate.

Presenter: Al Tompkins, The Poynter Institue

NOTE: This session continues at 3:30 PM

BEA2016

Content is King:
Storytelling Across Platforms

April 17-20 | Las Vegas Westgate
www.BEAweb.org

Panel Submission Deadline 9/15/15
Paper Submission Deadline 12/1/15

BEA
BROADCAST EDUCATION ASSOCIATION
Educating for Tomorrow's Media

1:45 PM – 3:15 PM

Understanding Legal Licenses and Clearances in the Digital Age: The Use and Misuse of Third-Party Content in Faculty and Student Productions [Session ID: 974312]

Pavilion 10
[Production Aesthetics & Criticism | Law & Policy]

Digital content providers enable easy online access to a vast repository of third-party production elements such as clip art, fonts, images, music, sound effects, stock video and audio clips, etc. With so many assets now merely a mouse-click away, it is imperative that faculty and students understand how to legally and ethically use the intellectual property of others. Covers practical tips on how to secure legal clearances and permissions for the copyrighted works of others. **Note: This is a "super-sized" 1 hour and 30 minute session.**

Moderator: Dom Caristi, Ball State University
Panelists: Vic Costello, Elon University
David D. Oxenford, Wilkinson Barker Knauer, LLP
Kio Novina, 5 Alarm Music
Brent Smith, Elon University

1:45 PM – 3:00 PM

Social Media, Technological Advances, and Parasocial Relationships: How New Technology Changes the PSRs that Change Our Lives [Session ID: 973993]

Pavilion 11
[Research]

Horton & Wohl (1956) called for research into how parasocial interactions "are integrated into the matrix of usual social activity" (p. 228). In light of social media, this panel answers that very call and will explore the characteristics of parasocial existence that demand additional research. The panel will examine how social media and increased 2-way communication between audiences and celebrities, politicians, and fictional characters alter our current understandings of PSRs as we seek new operationalizations of existing parasocial research concepts.

Moderator: Phillip Madison, Stephen F. Austin State University
Panelists: Robin Haislett, Texas Tech University
Lakshmi Tirumala, University of Cincinnati
Casey Hart, Stephen F. Austin State University
Chris McCollough, Columbus State University

1:45 PM – 3:00 PM

Festival Chair POST-Convention Meeting [Session ID: 1011755]

Executive Board Room
[All Convention]

This session is required for all Festival competition chairs. We'll be discussing interest division business with the chairs as well as going over BEA2016 deadlines.

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

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3:30 PM – 4:45 PM

Student Research-in-Progress Presentations [Session ID: 1011779]

BEA Exhibit Hall
[Research]

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.

Kim Baker, University of Alabama, Fei Qiao, University of Alabama & Shuhua Zhou, University of Alabama; *Assessing the Effects of Point-of-View and Valence on Arousal and Recall for PSAs of Animal Abuse*

Paige Snook, University of Nebraska @ Omaha & Sherice Gearhart, University of Nebraska @ Omaha; *Can Social Media Ruin your Future?: Predicting Parental Concern for Teen's Online Activity*

Jaznee Wilson, Syracuse University, Stacy Marris, Syracuse University, Dominique Forbes, Syracuse University, Zachary Clark, Syracuse University & Katharina Stroth, Syracuse University; *Fashion Cents: Wear It and Share It*

Autumn Holladay, SUNY – New Paltz; *Objects: How We Interpret Female Eroticism in 'Blue is the Warmest Color*

Yiyi Yang, University of Alabama & Yuan Wang, University of Alabama; *Online Discussion about 2014 World Cup in China: A Content Analysis*

Leah Cooperman, Syracuse University, Kaiti Cullerton, Syracuse University, Danicia Vargas, Syracuse University & Kara Stutesman, Syracuse University; *The College Educated Female and Preferences for Content Delivery Systems and Packages: Looking Toward the Future*

Alexander Wallick, Syracuse University, Michael Castellano, Syracuse University, Sharika Ajaikumar, Syracuse University & David Jones, Syracuse University; *The Future of Television News: Chasing the Younger Demographics*

Bethany Nicholson, Harding University & Jim Miller, Harding University; *Reality TV?: How Crime Portrayed on "Law & Order: Special Victims Unit" Compares to FBI Data*

3:30 PM – 4:45 PM

Definitely Not Necessarily the News – Programming to Rejuvenate Broadcast Programs [Session ID: 966729]

Conference Room 1
[Student Media Advisors]

Four broadcasting programs seeking alternatives to news programming take on four distinct programs in varied genres. Integrating multiple disciplines, the programs seek to energize students, introduce new curriculum and in one case, reinvigorate a dispirited student body. The process of choosing the genre and platform to meet curricular and student interests and overcoming obstacles to disseminating the programming will be discussed.

Moderator: Richard Vogel, Lincoln Memorial University

Panelists: Angela Criscoe, Georgia College & State University
Sandy Henry, Drake University
Frank Barnhart, Columbus State Community College

3:30 PM – 4:45 PM

New Media, New Marketing: TV Marketing Strategies in the 21st Century [Session ID: 974067]

Conference Room 2/3
[Management, Marketing & Programming]

This panel deals with new challenges and opportunities that television content distributors face when marketing programs in the "television everywhere" era. We will address case studies of traditional networks that increasingly market their programming using social media influencers, OTT providers that use compelling digital strategies to draw fans to early-released pilots and binge-ready full season releases, and marketers who tap into a changing set of viewer motivations behind the viewing of television programming.

Moderator: Evan Kropp, University of Georgia

Panelists: Geoffrey Graybeal, Texas Tech University
Mark Lashley, La Salle University
Clark Greer, Liberty University

3:30 PM – 4:45 PM

Radio & Audio Media Division Business Meeting [Session ID: 975795]

Conference Room 4
[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
Communications Chair:	Michael W. Huntsberger, Linfield College
Festival of Media Arts Student Audio Chair:	Jonathan P. Pluskota, Northwest Missouri State University
Festival of Media Arts Faculty Audio Chair:	Andy Curran, University of Cincinnati – Clermont College

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3:30 PM – 4:45 PM

I Always Feel Like Somebody's Watching Me: Location-Based Advertising [Session ID: 973453]

Conference Room 5/6
[Interactive Media & Emerging Technologies]

As products get closer and closer to their target markets—literally—the study of advertising is changing. This panel is a close-up view of the newest aspect of interactive advertising and the audiences who love it as well as those who are creeped out by it. Current definition: "LBA integrates mobile advertising with location-based services such as GPS, pinpointing consumers' locations and providing location-specific advertisements on their mobile devices. LBA allows marketers to reach specific target audiences and improve the importance of ads with relevant information, personalized message and targeted offers. This can also be used to research consumers and tailor future offers."

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

Panelists: Dana Coester, West Virginia University
Alexandra M. Vilela, James Madison University
Kasi Dickerson, Stephen F. Austin State University
Joey Stepniewski, Stephen F. Austin State University
Toure McCoy, Stephen F. Austin University

3:30 PM – 4:45 PM

Documentary Research in Progress [Session ID: 973778]

Pavilion 1
[Documentary]

This panel discussion features graduate students from various programs presenting their research in documentary studies, including dissertation research, papers in progress, and articles for consideration. Graduate Students will present summaries of their key questions and findings.

Moderator: Jes Therkelsen, California State University – Fresno

Respondents: Gregory N. Luft, Colorado State University
Susan L. Brinson, Auburn University

3:30 PM – 4:45 PM

Audio for Video: Techniques to Increase Effectiveness in a Digital World [Session ID: 973832]

Pavilion 2
[Two-Year/Small Colleges]

Audio design for video/film productions is a complex process. This panel examines ways through which audio design and productions can be improved to best support video content.

Presenter: David Farrell, Aims Community College

3:30 PM – 4:45 PM

Can We Effectively Teach Video Production Online? [Session ID: 973133]

Pavilion 3
[Writing | Production Aesthetics & Criticism]

Have digital technology and online student interest advanced to the point where we can teach the fundamentals of video production online? Would it be a studio or field production, and encompass how many globally-distributed students? Or is this still not yet a feasible or desirable option? We brainstorm on the future of teaching video production.

Moderator: Dennis Patrick Conway, Valdosta State University

Panelists: Dennis Patrick Conway, Valdosta State University
Gregory Brown, Valdosta State University
Joe Fortunato, Arizona State University
Christopher Clemens, San Francisco State University
Y. Jane Winslow, SUNY – Oswego
Eric Limarenko, Central Michigan University

SPECIAL EVENT

3:30 PM – 4:45 PM

How to Help Students Think Critically (Part II) [Session ID: 1011755]

Pavilion 9
[All Convention]

Al Tompkins, The Poynter Institute's Senior Faculty for Broadcast and Online, will lead the 2nd half of this fast-moving highly practical session on how to teach students to ask four key questions that will lead them toward more reliable facts and truths. This session includes tons of real-life examples of stories that were printed, posted and aired but should not have been.

3:30 PM – 4:45 PM

We've Added Sports Curricula. Can Our Graduates Get a Job? [Session ID: 974117]

Pavilion 10
[Sports]

The creation of the BEA Sports Division was a partial reflection of the number of colleges and universities adding courses and programs that included the word "Sports." While those courses and programs have generated significant student interest and credit hour production, have they misled our students into thinking a nifty job awaits them after graduation day? This mixed panel of professionals and academics will explore that question.

Moderator: Max Utsler, University of Kansas

Panelists: Steve DeLay, SRO Partners, Managing Director
Rick Gevers, Rick Gevers and Associates, TV Talent Agency
Matthew Harmon, Monmouth University
Jared Johnson, Oklahoma State University

BEA Spotlight: Digital Evolution

3:30 PM – 4:45 PM

International Consumer Concern in the Age of Digital Evolution and Revolutionary Times [Session ID: 974027]

Pavilion 11
[International]

Previous generations of consumers were considered to be passive receivers of messages crafted by professionals of media organizations. A protectionist paradigm was intended to provide safe-guards for the audiences. In the digital evolution, consumers are interactively engaged with the producers of media content, acting upon the messages as they are received. These revolutionary times are global. This session looks at the role consumers in various cultures are taking as they are engaged in the process of interacting with messages created by professional content providers.

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

Panelists: Jabbar A. Al-Obaidi, Bridgewater State University
Ronald K. Raymond, Edinboro University of Pennsylvania
Stacey O. Irwin, Millersville University of Pennsylvania
William G. Covington, Jr., Edinboro University of Pennsylvania

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5:00 PM – 6:15 PM

Automated File Based Workflows for Digital Media [Session ID: 1011783]

Conference Room 1
[All Convention]

telestream

Not only do many tedious tasks within file-based workflows happen in a disparate, distributed manner, but many manual steps are often needed to trigger this processes. For example, doing a simple transcode may require viewing the file, confirming if it is HD or SD, letterboxes or curtained, and then placing it in the appropriate Watch Folder. Come learn about processes to simplify automated file based workflows for digital media. Learn about software that automates, centralizes and integrates file-based workflows. Telestream's NAB Booth is in the South Hall, Booth Number 3305.

Speaker: Bob Barnshaw, Telestream

Top Research Session

5:00 PM – 6:15 PM

Radio & Audio Media Division – Top Paper Presentations [Session ID: 1011760]

Conference Room 2/3
[Radio & Audio Media]

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

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

Debut Paper Competition

1st Place: Ian C. Punnett, Arizona State University; *The Mixed Dish: Harry Shearer and the Golden Age of Radio Satire*

2nd Place: Tiffani Waite, Central Michigan University; *Localism and the Effect of Syndication on Public Radio Programming: Are New Media Technologies Helping or Hindering?*

Open Paper Competition

1st Place: David Crider, SUNY – Oswego; *Presenting a Self On the Air: Goffman's Sociological Theory and Radio*

2nd Place: Deborah Wilson David, University of Lincoln; *The Learning Curve: Distinctive Opportunities and Challenges Posed by University Based Community Radio Stations*

5:00 PM – 6:15 PM

Leaving the Lecture Behind: A Hands-on, Digital Era Approach to Teaching Intro to Mass Media [Session ID: 974310]

Conference Room 4
[Interactive Media & Emerging Technologies | Radio & Audio Media]

This panel looks at teaching an introductory mass media course using a practical application approach rather than focusing on lecture-based content. This approach acquaints the first-time media student with hands-on techniques and equipment to produce not only multi-media content but provide a realistic "first touch" of convergence, distribution methods and standard industry practices. We teach a multitude of concepts while we compare/contrast the advantages/disadvantages of audio, video, still photography, graphic design, web design and multi-media storytelling.

Moderator: Jonathan Ash, Northwest Missouri State University

Panelists: Will Murphy, Northwest Missouri State University
Jody Strauch, Northwest Missouri State University
David Swartzlander, Doane College
Phil Beskid, Northwest Missouri State University

5:00 PM – 6:15 PM

What We Wish New Hires Knew... [Session ID: 960672]

Conference Room 5/6
[News | Curriculum, Assessment & Administration]

What do hiring managers want broadcast journalists to already know when they walk in the door? This panel brings in the experts to answer your questions and includes the latest research on journalism job skills required by the industry.

Moderator: Debora Wenger, University of Mississippi

Panelists: Adam Bradshaw, News Director, KVUU-TV

Barbara Maushard, Vice President, News, at Hearst Television, Inc.

5:00 PM – 6:15 PM

Extreme Videography: Using New Visual Storytelling Technologies for Field Production [Session ID: 973750]

Pavilion 1
[Documentary | Interactive Media & Emerging Technologies]

With the growing popularity of Point-of-View (POV) videos, compact high-definition cameras are being used for acquiring time-lapse, underwater, and aerial drone footage (e.g., "Brinno" and "GoPro cameras) for creative storytelling purposes. Electronic Field Production (EFP) students must understand how to use these exciting new tools effectively for creating powerful visuals in often-extreme conditions. The panel focuses on the practical realities involved with EFP applications for these new POV technologies: camera mounting options, underwater use, compression technologies, editing issues, and legal-ethical concerns with drone platforms. This session will demystify these POV technologies and provide useful teaching tips for EFP instructors contemplating using them for creative video production.

Moderator: Peter B. Seel, Colorado State University

Panelists: Patricia Amaral Buskirk, University of Hawaii at Manoa

Steven Weiss, Colorado State University

Joe Champ, Colorado State University

Brent M. Foster, California State University, Fullerton

5:00 PM – 6:15 PM

College Radio at a Crossroads: A "GPS" for Student-Run Stations [Session ID: 974212]

Pavilion 2
[Student Media Advisors | Radio & Audio Media]

College radio has always been at the forefront of revolution and evolution by airing innovative music and programs. This philosophy is important today because young adult listeners have many entertainment and information choices. Advisors are key to helping student-run radio stay relevant. This panel will discuss: innovative programs on select stations, helping students develop programs, how students can make their shows sound professional, and how to recruit and get students actively involved with the station.

Moderator: Andy Curran, University of Cincinnati – Clermont College

Panelists: Max V. Grubb, Youngstown State University

Thomas J. Vesci, Asnuntuck Community College

Jeffrey P. Schiffman, York College of Pennsylvania

Evan C. Wirig, Grossmont College

Maurice Conner, Liberty University

5:00 PM – 6:15 PM

Return the Fairness Doctrine, or Raise the Titanic [Session ID: 974311]

Pavilion 3
[Law & Policy | History]

In 1949 the Federal Communications Commission put in place a requirement that broadcasters offer equal opportunities for controversial issues presented on their station. Eventually that became known as the "Fairness Doctrine." Furthermore, in 1976 the FCC said that stations had an obligation to present controversial issues. However, by the early 1980s the Commission began to back track their support of the Fairness Doctrine because of various court decisions and the deregulation environment. Recently the FCC removed from the books any mention of the Fairness Doctrine. In a panel last year some audience members expressed support for the Fairness Doctrine and it was felt that more time should be spent discussing government involvement in content regulation and whether the return of any kind of Fairness regulation might be feasible.

Moderator: Lionel Grady, Southern Utah University

Panelists: David Spiceland, Appalachian State University

Richard Vogel, Lincoln Memorial University

Respondent: Frank A. Aycock, Appalachian State University

5:00 PM – 6:15 PM

Affordable Mobile Production Solutions [Session ID: 991101]

Pavilion 9
[Sports]

As the number of "third tier" and student-run college productions continues to grow, there seems to be a never-ending search for more affordable solutions in mobile production. "Full-size" mobile units are cost-prohibitive, and "mod-faxes" are sometimes rudimentary and difficult to set up from one venue to another, especially on a tight turnaround. Is there a middle ground? And if so, where does it lie? This panel will discuss what colleges, universities, and other small productions are currently using for their production facilities, and what newer solutions and technology are forthcoming.

Moderator: Dave Evans, Coordinating Producer, Studio Programming - Fox Sports Southwest/Oklahoma/New Orleans & Principle - Vantedge Consulting Group

Panelists: Chris Brock, Independent Producer & Owner, VisPro

Michael Bruce, Assistant Professor, University of Alabama

Joel Kitay, President, Kitay Productions, Inc.

Philip Nelson, Chief Relationship Officer, NewTek

Darryl Newman, Strategic Accounts Manager, Videotex Systems, Inc.

5:00 PM – 6:15 PM

Location and Theme as Challenges and Opportunities in Study Abroad [Session ID: 973895]

Pavilion 10
[International | Multicultural Studies]

There are many options one faces when considering the creation of a study abroad program. Successful student recruitment needs to consider the desirability of the location and the theme of the program, while balancing the desire for a rich experience with safety and security. Faculty considerations must also be taken into account. This panel brings organizers from several study abroad programs who will discuss issues related to location and theme.

Moderator: Steven D. Anderson, James Madison University

Panelists: Cathy Shafran, Oakland University; *Jerusalem, Israel – Teaching Reporting When a War Breaks Out -- How to teach Conflict Reporting in safety*

Shaun Wright, James Madison University; *Bosnia and Ireland – Collaborating with Local Nonprofit Organizations to Form Engaged Learning and Cross-cultural Experiences*

Darren J. Sweeney, Central Connecticut State University; *Normandy, France – It's Not Your Average Study Abroad: Deadline Reporting in a Foreign Country*

Steven D. Anderson, James Madison University; *Urbino, Italy – Exotic Landscapes, Beaches, Food and Wine: Popularity and Growth*

Jeff Brody, California State University, Fullerton; *Valencia, Spain – At Home, Abroad: Community-based Reporting Overseas*

5:00 PM – 6:15 PM

Distributed Authorship in Creative Media: Relevance for Promotion and Tenure [Session ID: 974244]

Pavilion 11
[Production Aesthetics & Criticism]

You have a letter that acknowledges you worked on an independent film in several capacities, but you don't have a primary author credit. You were asked to produce brand specific content for a company's social media outlets, but the public sees the brand name, not yours. Will these scenarios pass muster during the promotion and tenure process? This panel will discuss the obstacles of documenting distributed authorship in creative media so that it satisfies promotion and tenure criteria. Issues related to branded content creation, electronic billboard production, film making, digital media production, and static and motion graphic design will be discussed.

Moderator: Bradford L. Yates, University of West Georgia

Panelists: Vanessa Ament-Gjenvick, Ball State University
Deon Kay, University of West Georgia
Fritz J. Messere, SUNY – Oswego
Chris Renaud, University of West Georgia

Respondent: William Christ, Trinity University

SPECIAL EVENT

6:15 PM – 8:00 PM

BEA's 60th Anniversary Celebration [Session ID: 1011758]

BEA@60
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Westgate North Patio
[All Convention]

Join us Tuesday night for a celebration of BEA's dedication to educating for tomorrow's media. The reception will hosted by some of BEA's closest, and newsest, partners from the last 60 years.

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Kent State University

Student Video
Jeremy Herbert & Sarah Vulpio
Kent State University

Student Video
Sarah Craig, John Householder & Brendan Trepal
Ohio University

Student Video
Hope Forgus, Anna Mazza, Jack Vandertol & Gabriel Weiss
Xavier University

Student Two-Year/Small Colleges
Brett Wonders & Dan Knapinski
Ohio Northern University

Student Scriptwriting Competition
Sarah Nimmo
Xavier University

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REGISTRATION

8:30 AM – 11:00 AM

BEA2015 Convention Registration [Session ID: 1011762]

BEA Exhibit Hall

If you are attending BEA and the NAB Show on Wednesday & Thursday, this is your last chance to pick up convention materials.

SPECIAL EVENT

8:30 AM – 12:00 PM

BEA Assessment Boot Camp: Soup to Nuts [Session ID: 1011756]

Ballroom D
[Ticketed Event]

The workshop is geared to faculty and administrators who are interested in learning about, discussing, and developing plans for both programmatic and course assessment. The "Assessment Doctors" session will allow participants to meet with individual faculty/ administrators to network and ask specific, programmatic or course-specific questions.

8:30 AM – 9:00 AM	**Breakfast**
9:00 AM – 9:05 AM	**Welcome and Introduction**
	William G. Covington, Jr., Edinboro University of Pennsylvania
9:05 AM – 9:10 AM	**Getting Started**
	William G. Christ, Trinity University
9:10 AM -9:55 AM	**Programmatic Assessment**
	Marie Hardin, Pennsylvania State University; *Using Indirect Measures*
	Glenda Cantrell Williams, University of Alabama; *Using Direct Measures*
	Don Grady, Elon University; *Beyond Student-Learning Outcomes*
9:55 AM – 10:05 AM	**Break**
10:05 AM -10:35 AM	**Classroom Assessment**
	Stacey O. Irwin, Millersville University of Pennsylvania; *Using Embedded "Authentic" Assessment*
	John R. Turner, Towson University; *Using Rubrics*
10:35 AM – 10:50 AM	**Break**
10:50 AM – 11:50 AM	**Assessment Doctors**
	Programmatic Assessment
	Don Grady, Elon University
	Marie Hardin, Pennsylvania State University
	Judy Oskam, Texas State University
	Mary C. Schaffer, CSU-Northridge
	Glenda Cantrell Williams, University of Alabama
	Classroom Assessment
	Chandra Clark, University of Alabama
	Samuel H. Edsall, Western Illinois University
	Stacey O. Irwin, Millersville University of Pennsylvania
	Ginger Loggins, Appalachian St. University
	John R. Turner, Towson University
11:50 AM – 12:00 PM	**Final Questions, Wrap-Up & What's Next?**
	William Covington, Jr., Edinboro University of Pennsylvania
	William Christ, Trinity University

9:00 AM – 10:15 AM

Leveraging Social Media [Session ID: 974314]

Conference Room 1
[Two-Year/Small Colleges]

We are taxed with teaching and keeping up with trends in social media and often implementing them on campus. The question is are we meeting outcomes that are actual real world strategies? Do students understand SEO vs SMO and PPC vs CTR, can they use Google Analytics and other online SMO apps, can they effectively re-purpose traditional media for the web and can they create campaigns across social and traditional media platforms?

Moderator: Dan Kimbrough, Misericordia University

Panelists: Gina Baleria, California State University – San Francisco

---

9:00 AM – 10:15 AM

Creative Digital Filmmaking Projects for the Classroom [Session ID: 974248]

Conference Room 2/3
[Production Aesthetics & Criticism | Student Media Advisors]

The Digital Evolution means academic production programs can easily do filmmaking classes and activities. But, can you make it realistic to film industry experience? This panel features professors and professionals demonstrating digital filmmaking projects that work, and that you can take back to your classroom.

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

Panelists: James L. Goodman, High Point University
Jason Balas, University of North Texas
Jamie Litty, UNC-Pembroke
Terence Dollard, UNC-Pembroke
Jason Hutchens, UNC-Pembroke
Kara Jolliff Gould, John Brown University

BEA Spotlight: Digital Evolution

9:00 AM – 10:15 AM

From Quarters to Semesters to Online: The Organic Digital Evolution of a Production Intensive Undergraduate Course at Ohio University [Session ID: 974272]

Conference Room 4
[Interactive Media & Emerging Technologies]

What business does a University in rural Appalachia have in moving a production-intensive course online? As it turns out, quite a lot. This Panel will discuss this revolutionary migration of an undergraduate production course from a large-lecture to a hybrid-digital space using custom video lectures and materials, four former graduate students (and current industry professionals) from across the globe as course facilitators, and a new way of conceptualizing e-learning and student feedback.

Moderator: Eric R. Williams, Ohio University

Panelists: Janie Henderson, Ohio University
Wei-Chun Victoria Wang, Ohio University
Matt Kaiser, Ohio University
Monique R. Wingard, Ohio University

9:00 AM – 10:15 AM

Radio Documentary in Review [Session ID: 1011782]

Ballroom E
[Documentary | Radio & Audio Media]

The Radio Documentary form is as old as the broadcast medium itself. Though today largely vanished from commercial airwaves, thousands of producers across the world use the form today on public and community networks to share insight and activism. In 2013, the Radio Documentary Review was founded as an online journal. In this panel, its founding editor and early contributors comment on the journal's intent and criteria. Samples of documentary radio are played and critiqued. Audience comments will take up the future and dynamics of the documentary/podcast form.

Moderator: David Dunaway, University of New Mexico/San Francisco State

Panelists: Siobhan McHugh, University of Wollongong, Australia; *Radio Documentary in Review*
John Biewan, Duke University; *Reality Radio*
David Dunaway, University of New Mexico/San Francisco State; *Criteria for Evaluating Radio Documentaries*

9:00 AM – 10:15 AM

Integrating Social Media and Web Management into Radio Broadcasting Curriculum [Session ID: 973968]

Ballroom F
[Radio & Audio Media | Interactive Media & Emerging Technologies]

Social Media and Digital strategy are key to radio's future. How can Colleges teach and evaluate large groups of students in the holistic approach to content delivery in the "Age of the Smartphone"? A social media and web management company for radio, SoCast, has teamed up with a couple colleges to do just that. Utilizing the same platform as the largest broadcasting companies in Canada the college students are getting first hand experience managing content and analyzing data. With panelist from top broadcasters in the US and Canada, two colleges will walk ⁋the audience through a first hand experience to see how we have successfully integrated into the Radio Broadcasting curriculum.

Moderator: Dan Pihlainen, Algonquin College

Panelists: Sandy Hurst, SOCast SRM Founder
Jim Carr, Seneca College
Tincy Crouse, Cromwell Radio Group
Chris Duncombe, Corus Entertainment

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.

Career Day offers a series of free information sessions for job seekers on subjects such as:

- Create and Manage Your Brand
- Broadcasting 101 – Find Your Niche
- Dressing for Success
- Negotiating Your Best Salary

This year's recruiters include: Beasley Broadcast Group, Tribune Media and Hearst Television, Inc.

10:30 AM – 11:45 AM

Best Practices for Audio Production [Session ID: 1011773]

Conference Room 1
[Radio & Audio Media]

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

Moderator: Kim Fox, American University in Cairo

Panelists: Terry Likes, Tennessee State University
Richard Stroobant, SAIT Polytechnic
Patricia F. Sanders, University of North Alabama

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10:30 AM – 11:45 AM

International Teaching and Research Opportunities [Session ID: 969629]

Conference Room 2/3
[International | Research]

This panel features university faculty who have done international teaching and research, current faculty at non-U.S. universities, and a representative from the Council for International Exchange of Scholars. All will focus on helping others learn of research and teaching opportunities worldwide and will provide some of the basic guidelines, procedures and tips.

Moderator: Deborah Wilson David, University of Lincoln

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

Dom Caristi, Ball State University, Fullbright Ambassador

Jeffrey S. Wilkinson, University of Toledo

Phyllis R. Slocum, University of North Texas

Ingrid Bachmann, Pontificia Universidad Catolica de Chile

10:30 AM – 11:45 AM

One Stop Pedagogy: Logistics and Challenges to Building a Convergent Instruction Center [Session ID: 974249]

Conference Room 4
[Curriculum, Assessment & Administration]

Effective curriculum delivery is dependent on several factors including pedagogical approach, instructor expertise, and physical space. This panel will detail the pedagogical approaches that drive the design and layout of the physical facilities built for classroom and laboratory instruction in mass communications programs. Too, the discussion will detail opportunities to secure administrative support and funding for the construction of the physical space that are anchored in sound pedagogy.

Moderator: Bradford L. Yates, University of West Georgia

Panelists: Camilla Gant, University of West Georgia

Deon Kay, University of West Georgia

Chris Renaud, University of West Georgia

Randy Wright, University of Florida

10:30 AM – 11:45 AM

Perspectives on Student Media Advising [Session ID: 974264]

Conference Room 5/6
[Student Media Advisors | Curriculum, Assessment & Administration]

The panelists share insights and observations on the experience and impact of student media on the education, careers and lives of students involved in student media operations. With almost 100 years of collective experience in student media advising and significant involvement in BEA leadership, these panelists bring a much needed perspective to the impact and importance of Student Media in both the academic curriculum and the lives of media students.

Moderator: W. Dale Hoskins, Northern Arizona University

Panelists: Norm Medoff, Northern Arizona University; *BEA President, 1998-99 & Author of "Electronic Media: Then, Now, and Later", 2011*

Sam Sauls, Susquehanna University; *BEA President, 2011-12 & BEA Convention Program Chair, 2005*

W. Dale Hoskins, Northern Arizona University; *BEA Student Media Advisors Division Chair, 2004-06*

Respondent: Chad Roberts, Central Michigan University; *BEA Student Media Advisors Division Chair, 2014-Present*

10:30 AM – 11:45 AM

Technology Over the Decades and Influences on News [Session ID: 974098]

Ballroom E
[History | News]

This panel present an historical perspective on the development of technology and the influence on news consumption and production. The panelists will document the influence of radio from the 1930's to present day use of blogs and the internet.

Moderator: Mary Beadle, John Carroll University

Panelists: Anne MacLennan, York University; *Development of Radio News Bulletins and the Changing Expectation of Canadian Audiences in the 1930's*

Mary Spillman, Ball State University; *The Blog Evolution: Why the "Weblog" Changed the News Business*

Patrick Parsons, Pennsylvania State University; *Technological Displacement and News Consumption: Generational Patterns From Radio to Twitter*

SPECIAL EVENT

10:30 AM – 1:15 PM

ASC Cinematography Masterclass – Parts I & II [Session ID: 1011757]

Ballroom F
[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.

12:00 PM – 1:15 PM

A Global Village: Insights into the Universal Nature of Media [Session ID: 974618]

Conference Room 1
[Multicultural Studies]

There has been much debate over the years in regards to the role culture plays in media productions. This panel investigates the universal nature of the media. Marshall McLuhan's idea of a "global village" has now become a reality. Dave Marash (2011) in an article titled "Fade to Black" explained, "For the first time in history, mankind is developing a universal language: video. People now communicate with video on two billion computers and more than one and a half billion television sets." These statistics, much enhanced today, bring together all of the entertainment, infotainment and business of the creative, technical, and management media arts and sciences strengthening the idea that video has become one entity, a combination of three separate mediums, which speaks to all nations and cultures in a single voice.

Moderator: Erika Grodzki, Lynn University

Panelists: Erika Grodzki, Lynn University; *Creative Elements in Effective International Advertising Campaigns*
Sharaf Rehman, University of Texas Brownsville; *From Hollywood to Bollywood: Motion Pictures as the First Universal Language*
Harry S. Murphy, Lynn University; *Theater as a Universal Language in the Global Arena*

12:00 PM – 1:15 PM

New Facilities, New Opportunities: How Updated Production Facilities Increases Student (and Faculty) Opportunities [Session ID: 974323]

Conference Room 2/3
[Production Aesthetics & Criticism | Curriculum, Assessment and Administration]

While no program can maintain true "state-of-the-art" production facilities many do receive significant upgrades from time-to-time. This panel would include a discussion of how new facilities has improved and increased the opportunities for both students and faculty. The panel would look at the type of work that's being done as well as how employers are looking at graduates with these improved experiences. Additionally, an undergraduate student perspective will be included.

Moderator: John J. Lombardi, Frostburg State University

Panelists: Annie Danzi, Wake Forest University
Micheal McAlexander, California State University – Fullerton
Aubree Telck, Frostburg State University
Chris Strobel, Northern Kentucky University

12:00 PM – 1:15 PM

Culture/Conversations/Screens: Where and How are the Issues of the Day Being Discussed? [Session ID: 973406]

Conference Room 4
[Interactive Media & Emerging Technologies]

Important cultural conversations—those discussions about social, economic, and political issues-have played out across a variety of screens since the middle of the 20th century. Major release films and television have, by turns through the years, played host to serious examination of significant cultural issues. The last twenty years have seen the television screen become the main arena to these cultural conversations through the proliferation of news shows, niche entertainment programming, and specialized cable channels. The recent developments in mobile distribution of content have changed the nature of these conversations. In this media ecology, where content is pulled by (rather than pushed at) the information consumer, is the marketplace of ideas as vigorous as it should be in an age where context and subtlety in communications are of increasing importance? The panel will examine the changes in how cultural conversations are conducted. It will examine the historical, pedagogical, journalistic, and technological forces that shape the current state of how our media systems interact with media consumers in the creation of cultural conversations.

Moderator: Carol Schlagheck, Eastern Michigan University

Panelists: John Cooper, Eastern Michigan University
Keith Damron, Eastern Michigan University
Shanna Gilkeson, Eastern Michigan University

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SPECIAL EVENT

12:00 PM – 1:15 PM

Digital Compositing Workshop [Session ID: 1011771]

Conference Room 5/6
[All Convention]

Mark Coné completed his BFA and MFA degrees at Florida Atlantic University with a major in Computer Art and Animation. He has 10 years teaching experience at the university level. He currently is an Assistant professor at Lynn University teaching in the multimedia design program. Previously, he was employed at American Intercontinental university teaching courses in game design and Florida Atlantic University teaching courses in digital compositing, 3d modeling, and animation.

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.

NAB SHOW TOURS

1:30 PM – 3:30 PM

NAB Show Floor Tours [Session ID: 1011771]

[All Convention]
Once again, BEA is partnering with top industry professionals to offer BEA2015 attendees exclusive group tours of the NAB Show floor. BEA2015 registrants will receive personalized attention as they are introduced to education contacts that will offer demos and talk about the hottest, and most useful, equipment trending at the NAB Show. This year's tour tracks are:

Cameras and Equipment: Led by the American Society of Cinematographers

Video Production/Sports: Led by Sports Video Group

For the full tour schedule, visit the online program or grab a flier at BEA2015's registration desk. Check with the BEA2015 onsite registration desk for space availability.

1:30 PM – 2:45 PM

Division Chair POST-Convention Meeting [Session ID: 1011754]

Conference Room 2/3
[All Convention]

This session is required for all interest division chairs. We'll be discussing interest division business with the chairs as well as going over BEA2016 deadlines.

Moderator: Sara Magee, Loyola University Maryland

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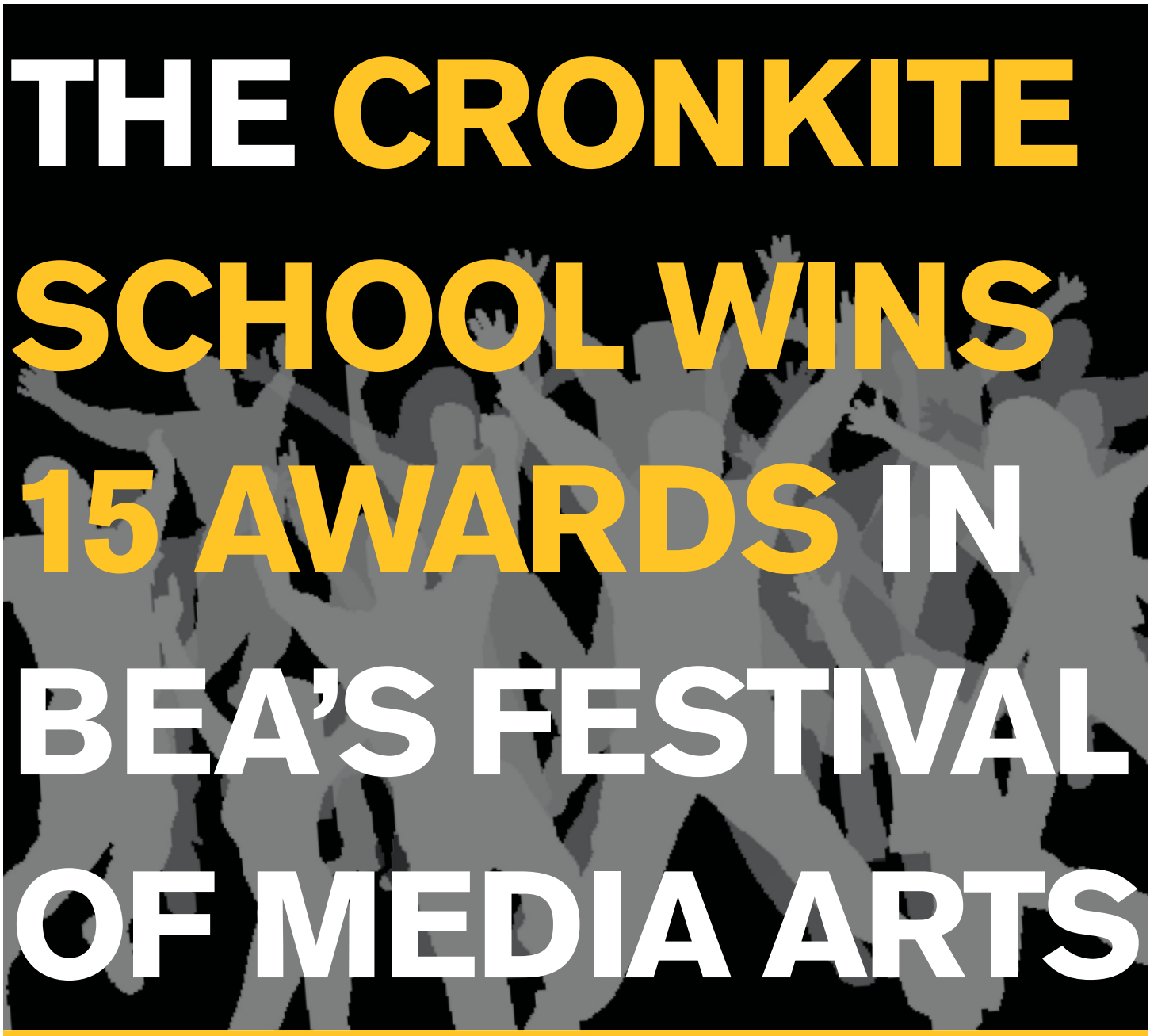

THE CRONKITE SCHOOL WINS 15 AWARDS IN BEA'S FESTIVAL OF MEDIA ARTS

Over the past six years, students in Arizona State University's Walter Cronkite School of Journalism and Mass Communication have taken home 106 awards at the Broadcast Education Association's Festival of Media Arts.

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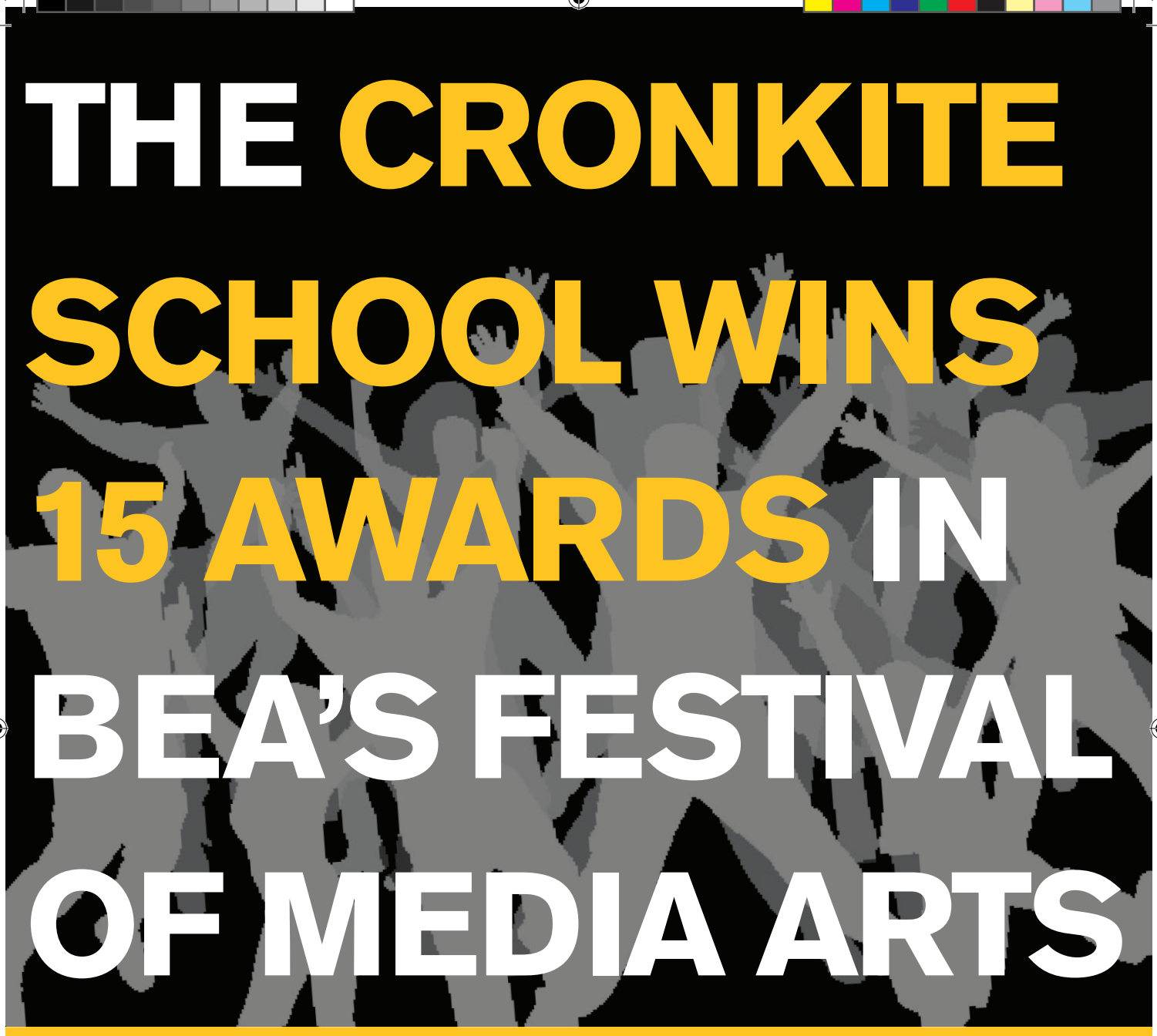

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Best of Festival Television News: Television Hard News Reporting Category
Shayne Dwyer

Best of Festival Radio News: Radio Hard News Reporting Category
Peter Haden

First Place: Television News Anchor
Analise Ortiz

Second Place: Television Feature
Kristen Hwang, Kassandra Gonzalez and Jacob Tibi

Second Place: Television Hard News Reporting
Jamie Warren

Third Place: Television News Anchor
Megan Thompson

Third Place: Television Weathercaster
Alena Lee

Third Place: Radio/TV Sports Event, Play-by-Play Talent
Kerry Crowley

Third Place: Long Form Video or Film Documentary
Mauricio Casillas, Carolina Marquez and Cammeron Neely

Honorable Mention: Radio Feature Reporting
Peter Haden

Honorable Mention: Television Sports News Program
Casey Ferreirae, Josh Frons, Arianna Grainey and Kari Osep

Honorable Mention: Television Sports Story/Feature
Sam Rabadi

Honorable Mention: Long Form Video or Film Documentary
Alex Lancial

Honorable Mention: Short Form Video or Film Documentary
Vianka Villa, Edward Hernandez, Chris Smith and Aidan Cooney

Honorable Mention: Short Form Video or Film Documentary
Kristen Hwang, Kassandra Gonzalez and Jacob Tibi

congratulations to our students

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