

Tentative Conference Program

Friday

9:00 a.m. -

Registration

Registration Desk will be set up in front of the Guadalupe Room
E.H. Hereford University Center 2nd Floor

11:15 a.m. - 12:30 p.m.

SWECJMC Board Meeting (Guadalupe Room)

1:00 - 2:15 p.m.

Session 1 – Race and Gender

Guadalupe room, E.H. Hereford University Center 2nd Floor

1. Doesn't Matter if She's Black or White: Eye Tracking and Race
 - Steve Thomsen, Brigham Young University
 - Shiree Bott, Brigham Young University
 - Paige Davidson, Brigham Young University
 - Thais Fernandes, Brigham Young University
 - Brenton Jensen, Brigham Young University
 - Raimo Laitinen, Brigham Young University
 - Stacy Wood, Brigham Young University
2. Kick em Where it Hurts: Sexist Film Gag
 - Phillip Todd, University of Oklahoma
3. No Longer Angry and Nappy Headed
 - Lillie Fears, Arkansas State University
 - Sheena Terrell, Arkansas State University

1:00 – 2:15 p.m.

Session 2 – Trends in Newspaper Journalism

Red River room, E.H. Hereford University Center 2nd Floor

1. The Revival: The New Arkansas State Press
 - Rachel Grant, University of Arkansas at Little Rock
2. You're Going to Miss Us When You're Gone: Why the Decline of the Newsroom is Sad and (Maybe) Inevitable
 - Judith Sylvester, Louisiana State University
3. The Road to Reader Friendly: Newspapers and Readership in the late 20th Century
 - Leslie Thornton, Arkansas State University

2:15 – 3:15 p.m.

Refreshment Break and Poster Session

Guadalupe room, E.H. Hereford University Center 2nd Floor

1. Buncha Old White Guys: Giving a Mass Communication Theory Some Life and Legitimacy for Students
 - Adam Kuban, University of Utah
2. Leveraging Consumer Insights from Doing Without: Deprivation Projects for Advertising Classes
 - Alice Kendrick, Southern Methodist University
 - Sherri Broyles, Southern Methodist University
 - Peter Noble, Texas Christian University
3. Where Should I go and Work in Advertising?
 - Jami Fullerton, Oklahoma State University
 - Alice Kendrick, Southern Methodist University
4. The Mind Map: Releasing the Divergent Thinker
 - W. Glenn Griffin, Southern Methodist University

3:15 – 4:30 p.m.

Session 3 - New Technology

Guadalupe room, E.H. Hereford University Center 2nd Floor

1. College Students and Internet Dependence
 - Fred Beard, University of Oklahoma
 - Kelly Ann Mitchell, University of Oklahoma
2. Life Stories in Miniature: Facebook 25
 - Jayme Rutledge, University of North Texas
3. Internet language RU Up-2-d8
 - Daniel Ng, University of Oklahoma
4. Audience is the Communicator: The Sichuan Earthquake Twitter Experience
 - Ray Niekamp, Texas State University,
 - Sandhya Rao, Texas State University

3:15 – 4:30 p.m.

Session 4 – Research

Red River room, E.H. Hereford University Center 2nd Floor

1. Alumni Perceptions of ACEJMC's Competencies
 - Koji Fuse, North Texas University
 - Jackie Lambiase, Texas Christian University
2. Film Theory
 - Christal Johnson, University of Oklahoma
3. A Maestro of One
 - Phillip Todd, University of Oklahoma
4. You've got Beef with my Little Cousin
 - Rebecca McGovney-Ingram, Texas A&M University

5:30 – 7:30 p.m.

Dinner and paper Award Presentation

Rio Grande Ballroom, E.H. Hereford University Center 2nd Floor

Welcome

UT Arlington Vice Provost for Academic Affairs

Dr. David Silva

Welcome

Department of Communication Chair

Dr. Charla Markham Shaw

Paper competition award winners

Presented by

Dr. Danny Shipka

Pioneer Award Honoree – Sammye Johnson

Presented by

SWECJMC President

Dr. Judy Oskam

Saturday

7:00 – 8:00 a.m. SWECJMC Board Meeting RADY (601)

8:00 – 9:00 a.m. **Registration**

Registration Desk will be set up in the lobby of Nedderman Hall

8:30 - 9:45 a.m. **Session 5 - P.R. and Political Communication**

RADY (601) 6th Floor Nedderman Hall

1. The Campaign Against Echo Park Dam and Collective Action Frame Theory: A Historical Analysis
 - Debra Jenson, University of Utah
2. NGO's Activities and the Environment
 - Aimei Yang, University of Oklahoma
3. Straight from the Source: 2008 Presidential Election
 - Myleea Hill, Arkansas State University
 - Mary Jackson Pitts, Arkansas State University
 - Melissa Smith, Mississippi State University
 - Barry Smith, Mississippi University for Women.
4. Courting Coverage
 - Kenneth Pybus, Abilene Christian University
 - Kelline Renee Linton, Pepperdine University

8:30 - 9:45 a.m. **Session 6 - Creativity and Pedagogy**

Conference Room (604) 6th Floor Nedderman Hall

1. Journalism Courses in Interactive Television Classrooms: A Case Study
 - Gilbert Martinez, Texas State University
2. Idea Books as a Pedagogical Tool: NGO's and Issue Management
 - Kim Sheehan, University of Oregon
 - W. Glenn Griffin, Southern Methodist
3. Advertisers and Art Directors as Social Agents: Theory of Creative Responsibilities
 - Deborah K. Morrison, University of Oregon
 - W. Glenn Griffin, University of Oklahoma

9:45 – 10:15 a.m.

Refreshment Break and Invited Poster Session

Atrium of Nedderman Hall outside Auditorium (Rm. 100)

1. The Rag and its Influence
 - Marti Harvey, University of Texas at Arlington
2. Preparation for the Profession: A Qualitative Examination of the Triangulation Among Journalism Students, Their Educators, and the Practitioners Who Hire Them
 - Adam Kuban, University of Utah
3. Without Discipline: Blending Theories of Communication, Political Science and Sociology in Research
 - Debra Jenson, University of Utah
4.
 - Laurie Nicholson, University of Texas at Arlington
5.
 - April Blount, University of Texas at Arlington

10:30 – 11:45 a.m.

Session 7 - Meet the new Editor of the Southwestern Mass Communication Journal and advice on the publication process

Auditorium (Rm. 100) Nedderman Hall

- Kate Peirce, Texas State University
- Tom Christie, University of Texas at Arlington
- Jami Fullerton, Oklahoma State University
- TBA

11:45 a.m. – 12: 45 p.m. **Session 8 - Trends in the media (Optional box lunches available).**

Auditorium (Rm. 100) Nedderman Hall

- O. K. Carter – 40 years experience as a newspaper reporter, editor, and publisher.
- WBAP representative
- Dallas Morning News representative