

2011 SOUTHEAST COLLOQUIUM DRAFT PROGRAM

THURSDAY, MARCH 17

3:00 – 7:00 p.m.

Registration Check-in: Paper authors, please bring 10 copies of your papers to check-in.
Hilton Columbia Center

5:00 – 7:00 p.m.

Reception with light hors d'oeuvres
Hilton Columbia Center, Carolina Wren

FRIDAY, MARCH 18

8:30 a.m. – noon and 2:00 – 5:00 p.m.

Registration Check-in: Paper authors, please bring 10 copies of your papers to check-in.
Hilton Columbia Center

Early Morning Sessions

9:00 – 10:15 a.m.

Roundtable – Publish, Don't Perish: Tips for Getting Published in Academic Journals

Carolina Wren

Moderator: Barbara Friedman, University of North Carolina

Getting your research published in academic journals is an expectation of most graduate students and faculty. This roundtable of editors and scholars offers tips for getting published, making sense of the peer-review process, decoding editors' letters, tips on handling rejection and more.

Barbara Friedman, Editor, *American Journalism*, University of North Carolina

Wat Hopkins, Editor, *Communication, Law & Policy*, Virginia Tech

Jeffery A. Smith, Associate Editor, *Journalism & Mass Communication Quarterly*, University of Wisconsin-Milwaukee

Sandra Utt, Editor, *Newspaper Research Journal*, University of Memphis

Ran Wei, Associate Editor, *Mass Communication & Society*, University of South Carolina

History Division Research – Finding Commonalities, Exploring Differences

Yellow Jessamine

Discussant: Aimee Edmondson, Ohio University

Moderator: Harlen Makemson, Elon University

“From Outsider to Martyr: The Advocate’s Coverage of Harvey Milk from 1977 to 1979,” Robert D. Byrd, Jr., University of South Alabama [TOP STUDENT PAPER]

“Putting Your Community on Stage: Creating a Play out of Local Historical Letters to the Editor,” Douglas O. Cumming, Washington and Lee University

“They Came to Toil: U.S. News Coverage of Mexicans on the Eve of the Great Depression,” Melita M. Garza, University of North Carolina at Chapel Hill [SECOND-PLACE STUDENT PAPER]

“The Precious Ingredient of War: The WPB Used Cooking Fat Advertising Campaign of 1943,” Geah Pressgrove, University of South Carolina

“South Carolina vs. Federal Tyranny and Northern ‘Spinning Jennies’; Editorial Conflict after the ‘Exposition and Protest,’ 1829,” Erika J. Pribanic-Smith, University of Texas at Arlington

Law and Policy Division Research – Commercial Concerns: Trademark, Net Neutrality, & Defaming Competitors

Breakout 1

Discussant/Moderator: Victoria Ekstrand, Bowling Green State University

“Blurring and Tarnishment: How Federal Courts Have Applied the 2006 Trademark Dilution Revision Act Standards,” Roxanne Coche, University of North Carolina [SECOND-PLACE STUDENT PAPER]

“Don’t Be ‘Too’ Evil: An Analysis of Verizon and Google’s Joint Policy Proposal Regarding Network Neutrality, the Protection of an Open Internet, and the Creation of a New, Premium Network,” Matthew LeHew, Florida State University

“The Drug Maker and the Doctor: Recent FDA Warning Letters and Direct-to-Professional Promotional Speech,” Stephanie Soucheray-Grell, University of North Carolina

“Space to Breathe Falsely: Reexamining the balance between commercial speech and defamation 20 years after U.S. Healthcare v. Blue Cross,” Matthew Telleen, University of South Carolina

Mid-Morning Break

10:15 – 10:30 a.m.

Late Morning Sessions

10:30 – 11:45 a.m.

Open Division Research – March Madness Research

Carolina Wren

Discussant: Katherine Bradshaw, Bowling Green State University

Moderator: Andrea Tanner, University of South Carolina

“Why We Watch, Why We Play: Fantasy Sports, Fanship Motivations and the Sport Fan 2.0,” Brody J. Rauhley, University of Southern Indiana

“Gender and Racial Source Bias in *Sports Illustrated Kids*, 2000-2009,” Ashley Furrow, Ohio University

“Leveraging and Activation: Critical Elements of a Successful Sport Sponsorship at the Collegiate Level,” Glenda J. Alvarado, University of South Carolina

“The Impact of Fandom on Sponsorship Effectiveness,” Jeremy Lee, Louisiana State University

Newspaper Division Research - Challenging Times, From Sports, Politics and the Environment to the Elementary School Classroom

Yellow Jessamine

Discussant: Erika Pribanic-Smith, University of Texas-Arlington

Moderator: Doug Fisher, University of South Carolina

“The First Draft of Journalism: How Blogging Has Affected Sports Reporters' Roles and Routines,” Brian Moritz, Syracuse University

“Misconception about President Barack Obama's Religious Affiliation: Second-level Agenda Setting and Print Coverage of the President.” Frank Heflin and Joseph Kasko, University of South Carolina

“Comparing Newspaper Coverage of Environmental Justice-related Conflict in North Carolina: A Content Analysis Using Structural Pluralism Theory,” Lynsy Smithson-Stanley, University of North Carolina, Chapel Hill

“Differences in Newspaper Content Directed toward Readers in Grades 2 through 8,” Anne W. Anderson, University of South Florida.

History Division Research - Defining Journalistic Practice in Changing Times

Breakout I

Discussant: William Gillis, Indiana University

Moderator: Barbara Friedman, University of North Carolina at Chapel Hill

“Partisan Journalism: William D. Workman and the Rise of the Republican Party in South Carolina,” Sid Bedingfield, University of South Carolina [TOP FACULTY PAPER]

“Libel on the Line: The ‘Peril’ of Defamation Via News Wire Services in America in the 1890s,” Patrick C. File, University of Minnesota

“New Views of Investigative Reporting in the Twentieth Century,” Gerry Lanosga, Ball State University [SECOND-PLACE FACULTY PAPER]

“Embed vs. Unilateral, 1904: A Case Study of Three Reporters in the Russo-Japanese War,” Michael S. Sweeney, Ohio University

noon-2:00 Keynote Luncheon

Hilton, Palmetto State Banquet

Early Afternoon Sessions

2:15 – 3:30 p.m.

Open Division Research – Science, Sex & Crime: Oh My!

Carolina Wren

Discussant: Rhonda Gibson, University of North Carolina

Moderator: Daphney Pernola Barr, University of South Carolina

“Science, faith and the news: How religion and media influence what Americans believe about **science**,” Rosemary Pennington, Indiana University

“What is **Sexy**? How American College Students Define and Consume Sexiness in the Media,” Meng Zhang, University of Florida

““Fake Forensics, Real Effects?” Testing the Cultivating Power of **Crime** Drama,” Emily Ogilvie, University of North Carolina

History Division Panel – Observe and Interpret: Literary Journalism and the Politics of Reform

Yellow Jessamine

Moderator: Josh Roiland, St. Louis University

“Camera Illuminata: Reflections of the Purposes of Literary Journalism,” David Abrahamson, Northwestern University

“The Ethos of Literary Journalism: Joan Didion’s *Miami*,” Jason D. Mosser, Georgia

Gwinnett College

“African American Newspapers and Literary Journalism’s Populist Impulse,” Josh Roiland, St. Louis University

“Rebels With a Cause: Sportswriters as Political Activists,” Rob Steen, University of Brighton, U.K.

Law Division Research - Reconsidering Privacy: Social Media, Smartphones & Your Not-so-secret Past

Breakout I

Discussant/Moderator: Chip Stewart, Texas Christian University

“Putting the Shock Value in First Amendment Jurisprudence: When Freedom for the Citizen-Journalist Watchdog Trumps the Right of Informational Privacy on the Internet,” Clay Calvert and Mirelis Torres, University of Florida [TOP FACULTY PAPER]

“When Cleansing Criminal History Clashes With the First Amendment and Online Journalism: Are Expungement Statutes Irrelevant in the Digital Age?” Clay Calvert and Jerry Bruno, University of Florida

“A SLAPP in the Facebook: Assessing the Impact of Strategic Lawsuits Against Public Participation on Social Networks, Blogs and Consumer Gripe Sites,” Robert D. Richards, Pennsylvania State University

“Felony Use of an Audio-Enabled Video Phone or Political Speech? All-Party-Consent Anti-Wiretapping Statutes and the Public’s Right to Monitor Police Work,” Lydia E. Wilson, University of North Carolina

Mid-Afternoon Break

3:30 – 3:45 p.m.

Late Afternoon Sessions

3:45 – 5:00 p.m.

Open Division Research – Social & Online Studies

Carolina Wren

Discussant: Victoria Ekstrand, Bowling Green State University

Moderator:

“Structural Relations Among Online News, Online Discussion and Political Participation: The Mediating Effect of Online Deliberative Attitude,” Kyung Han You, Pennsylvania State University

“Social Media Policies for Professional Communicators: An Examination of Guidelines for

Using Social Media Tools for Journalism, Advertising and Public Relations Practitioners,”
Daxton R. “Chip” Stewart, Texas Christian University

“Assessing Privacy for the “Me” Generation: Impression Management Behaviors and
Privacy Attitudes Among Young Adult Users of Social Networking Sites,” Kayla Gutierrez,
University of Florida

“Find us on Facebook: Emotional and Cognitive Responses Towards Facebook Social Ads,”
Qinwei Xie, University of Florida

Magazine Division and Open Division Research – Educating, Framing, Advertising: Topics in American Journalism

Yellow Jessamine

Discussant: Ken Campbell, University of South Carolina

Moderator: Jack Karlis, University of South Carolina

“Advertising Images of Gender and Race Portrayed in *Sports Illustrated Kids* 2000-
2009,” Ashley D. Furrow, Ohio University

“Framing Franco: Editorializing *Time* Magazine Cover Art Through Switching to
Illustration,” Sarah Merritt, North Carolina State University

“The Latest Trends: The Relationship between Circulation and Ad Content in
American Fashion Magazines,” Krista Baron, Louisiana State University; Mallory
Broussard, Louisiana State University, and Cydney Palmer, Louisiana State University

“Multimedia, Journalism and HBCUs: Using Diffusion to Study Changes in
Curricula,” Kim Smith, North Carolina A&T University

Law Division Research - Unpopular Speech and the First: Funeral Picketing, Lies, and Animal Cruelty Tapes

Breakout I

Discussant/Moderator: Wat Hopkins, Virginia Tech

“Crushing Animals: The Latest Judicial Protections for Violence in the Media,” Evan
Barton, Ohio University

“Strict in Theory, But Feeble in Fact? First Amendment Strict Scrutiny and the Protection
of Speech,” Matthew D. Bunker, University of Alabama; Clay Calvert, University of Florida;
and William C. Nevin, University of Alabama [THIRD-PLACE FACULTY PAPER]

“Low-Value Expression, Offensive Speech and the Qualified First Amendment Right to Lie:
From Crush Videos to Fabrications About Military Medals,” Clay Calvert and Rebekah Rich,
University of Florida [SECOND-PLACE FACULTY PAPER]

“The Captive Audience Doctrine in a Picketing Funeral Case: *Snyder v. Phelps*,” Yi-Hsing (Paul) Han, Florida State University

SATURDAY, MARCH 19

8:30 a.m. – noon

Registration Check-in: Paper authors, please bring 10 copies of your papers to check-in.

Early Morning Sessions

9:00 – 10:15 a.m.

History Division Panel - A Humanizing Voice: Global Perspectives on Literary Journalism and Social Justice

Carolina Wren

Moderator: David Abrahamson, Northwestern University

“The Literary Journalist as Citizen-Witness: From Jacob Riis to John Howard Griffin to Joan Didion,” Aryn Bartley, Michigan St. University

“Listening to Human Rights: Studs Terkel's Contributions,” Lisa J. Barr, editor-in-chief, *Communications and Law*

“Voices for the Disenfranchised: Early Portuguese Literary Journalism and Human Rights,” Isabel Soares, Technical University Lisbon, Portugal

“A Literary Journalist's Profiles in Faith and Social Justice,” Mark Masse, Ball St. University

“Literary Journalism in Today's China: A Case Study of *Southern Weekly (Nan Fan Zhou Mo)* and Its Influence on Social Policy in China,” Peiqin Chen, Shanghai International Studies University

Law Division Research - E-Copyright: Intellectual Property and Freedom of the Web

Yellow Jessamine

Discussant/Moderator: Cathy Packer, University of North Carolina

“Foot Soldiers for Failure,” Drew Dickson, University of Memphis

“The Copyright Wars, the Free Culture Movement, and Second Wave Critical Legal Studies,” Victoria Smith Ekstrand and Cynthia Nicole Shipman, Bowling Green State University, and Andrew Famiglietti, Georgia Institute of Technology

“Does ‘Free Press’ Mean It’s Free to Use? Fair Use and the Unauthorized Reproduction of News Content Online,” Scott Parrott, University of North Carolina

“Balancing the Four Factors on Campus: Fair Use and the Electronic Distribution of Copyrighted Materials in the GSU Lawsuit,” Robert N. Spicer, Rutgers University

Mid-Morning Break

10:15 - 10:30 a.m.

Late Morning Sessions

10:30 - 11:45 a.m.

Open Division Research – Open Topic, For Sure!

Carolina Wren

Discussant: Sandra Utt, University of Memphis

Moderator: Denise McGill, University of South Carolina

“Just the Facts, Ma’am: A Study of **Literary Journalism** Courses in Journalism and Mass Communications Curricula,” Jack Karlis, University of South Carolina

“Media Portrayals of **Mental Illness** and the Third-Person Effect,” Robert McKeever, University of North Carolina

“The Blame Game: **Gender** Attribution of Blame in Product Harm Crises and Its Effect on BP’s Image Repair Tactics,” Shelley Wesson Stephens, University of South Alabama

Radio-Television Journalism Research – International News, Social Media, Bias, and TV News Movies

Yellow Jessamine

Discussant: Miron Varouhakis, University of South Carolina

Moderator: Michael S. Sweeney, Ohio University

“Reconsidering Foundational Research Findings: Domestic, International, and Foreign News Content on ABC, CBS, and NBC from 1971 to 2007,” Katherine A. Bradshaw, Bowling Green State University; Joseph P. Bernt, Ohio University; James C. Foust, Bowling Green State University; and Brian Krol, Bowling Green State University

“Considering the Television News Social Media Toolbox: The Case of CNN’s *Almighty Debt*,” George L. Daniels, University of Alabama, and Natalie Brown, University of Alabama

“Perceived Media Bias and Cable News Branding: The Effects of Diversification in the Marketplace of Information,” Dylan M. McLemore, Southern Arkansas University

“Television News Movies: Hollywood’s Version of Our Industry,” Dana Rosengard, Suffolk University, and Monika Raesch, Suffolk University

Law Division Research - Defamation 2.0: Libel Theory in the Digital Age

Breakout I

Discussant/Moderator: Jay Bender, University of South Carolina

“*Times v. Sullivan* Revisited: The Slow and Horrible Death of the Actual Malice Rule,” W. Wat Hopkins, Virginia Tech

“Tweeting the Police Scanner: The Rediscovered Liabilities,” Bill W. Hornaday, Indiana University [THIRD-PLACE STUDENT PAPER]

“Personal Jurisdiction and Internet Libel: Why the First Amendment Should Have a Role in the Decision to Exercise Jurisdiction,” Jonathan D. Jones, University of North Carolina [TOP STUDENT PAPER]

“Adjudicating Libel: Freedom of Expression Theory in the Digital Age,” Nikhil Moro, University of North Texas, and Debashis “Deb” Aikat, University of North Carolina

Business Luncheon: Authors of award-winning papers should attend the business luncheon.

Noon - 1:30 p.m.

Breakout II