FRIDAY, OCTOBER 4, 2019

10 a.m. – 11:15 a.m. Location: Xavier South Building, First Floor, Room 122-124 | Studio.

Session 1: Race, Gender, and Ethnicity in the Media.
Welcome Remarks: Dr. Shearon Roberts, Xavier University of Louisiana, and Dr. Raluca Cozma, Kansas State University.

Race and Television News: The First Black Journalists in New Orleans
Bala Baptiste, Miles College**

Band of Brothers (And Sisters): Gender Framing in U.S. Army Commercial Advertising
Holly Speck, Kansas State University**

Traditional yet Independent: How American Newspapers Visually Framed Saudi Women in the Context of the Driving Ban
Roqaia Sahili, University of North Texas

Demographic Significances and Lafayette Public Library Systems
Rebekah Romero Dees, University of Louisiana at Lafayette

Moderator: Shearon Roberts, Xavier University of Louisiana

11:30 a.m. – 1:00 p.m. Location: Xavier South Building, First Floor, Room 110 A | Conference room | SWECJMC Board Business Meeting/Luncheon
1:30 p.m. - 2:45 p.m. Location: Xavier South Building, First Floor, Room 122-124 | Studio.  
Session 2. Integration of New Technologies: Social Media, Streaming, & Crowdfunding

In Search of Catharsis: Parasocial Predictors of Social Media Use Integration
Phillip Madison, Phillip Auster, University of Louisiana at Lafayette, & James Honeycutt, University of Texas at Dallas

Innovativeness, Interactivity, and the Adoption of Streaming Television
Alec Tefertiller, Kansas State University, & Kim Sheehan, University of Oregon**

The Cajun Navy Responds to the Great Flood of 2016 and Hurricane Harvey: A Facebook Crisis Communication Content Analysis of Natural Disasters
Dedria Givens-Carroll & Erin Strenge, University of Louisiana at Lafayette**

Twitter in a Crisis: How the FAA Used Microblogging During the 737 MAX 8 Crashes and Aftermath
Ceeon Quiett Smith, Benedict College, Sarah Maben, Tarleton State University, & Kayla Montgomery, Benedict College

Moderator: Raluca Cozma, Kansas State University

2:45 p.m. – 3:30 p.m. Location: Xavier South Building, First Floor, Room 112 B.  
Break | Refreshments

3:30 p.m. - 4:45 pm  Location: Xavier South Building, First Floor, Room 122-124 | Studio.  
Session 3. Health & Crisis Communication

A Double-Edged Sword Driven by Anti-Smoking Campaigns: Desensitization toward e-cigarette smoking cessation caused by message fatigue
Kibum Youn, Colorado State University**

An Exploratory Survey of Students’ Perceptions of University and Government Officials’ Crisis Communication: Assessing Baton Rouge’s 2016 Summer of Violence and Flooding
Shaniece Bickham, Nicholls State University, Diane Francis, University of Kentucky, & Nia Mason, Louisiana State University

Pizza Recycling Conspiracy Case Study: Reviewing Chuck E. Cheese’s PR Crisis
Han Mai Huynh & Kay Colley, Texas Wesleyan University
Individual vs. Societal Threat: Reducing the psychological reactance of smokers by message types with different health locus of control
Kibum Youn, Colorado State University

Moderator: Sarah Maben, Tarleton State University

5:00 p.m. – 6:15 p.m. Location: Xavier South Building, First Floor, Room 122-124 | Studio.
Pedagogy Poster Session

The Single-Hypothesis Manuscript
Phillip Madison, University of Louisiana at Lafayette

Starting a Student Media News Service
Ronald Sitton, Arkansas State University

Satellite Student Media: Ideas for Multi-Campus Outlets
Sarah Maben, Tarleton State University

You Can Be What You Can See
Elanie Steyn, Imran Hasnat, & Asma Mitia, University of Oklahoma

Teaching Cultural Awareness to ESL Students
Manasar Alharethi, University of Alabama

Moderator: Alec Tefertiller, Kansas State University

6:30 - 8 pm Location: Xavier South Building, First Floor, Room 122-124 | Studio and Room 112B.
Awards Dinner
SUNDAY, October 5, 2019

7:30 a.m. – 8:30 a.m. Location: Xavier South Building, First Floor, Room 112B. Breakfast

8:45-10:00 am. Location: Xavier South Building, First Floor, Room 122-124 | Studio.

Session 4. Journalism Education and the Media Industry

- Experiential Learning: Choosing the Right Client Partners for Service-Learning Projects
  Michelle Baum & Steve Krizman, Metropolitan State University of Denver

- Covering Race: Challenges and Case Studies for Journalism Education
  Shaun Schafer, Metropolitan State University of Denver

- Ten-Year Challenge: What Rocky Mountain News Refugees Tell Us About Journalism
  Steve Krizman, Metropolitan State University of Denver

- Media Consumption and Political Interests: A Test of Media Mobilization vs. Media Malice
  Imran Hasnat, University of Oklahoma

- An Analysis of Community Journalism Professionals’ Insights of College Journalism Students and Curriculum
  Melanie Wilderman, University of Oklahoma

Moderator: Bonnie Bressers, Kansas State University

10:15-11:30 a.m. Location: Xavier South Building, First Floor, Room 122-124 | Studio.

Session 5. Framing, Sourcing, and Designing the News

- Adventure to the Great Unknown: Exploring the Semantic Credibility of Unnamed and Anonymous Sources
  Holly Speck & Bonnie Bressers, Kansas State University

- The Problem of Subjectivity in High School Reporters’ News Writing
  Melanie Wilderman, University of Oklahoma, & Sohana Nasrin, University of Maryland**

- Measuring What Readers See in News Page Design
  Shaun Schafer & Christopher Jennings, Metropolitan State University of Denver
Scary Stories: Mass Shootings, Mental Illness, and the Media’s Problem Frame
Emily Goldstein, University of Texas at Austin

Framing the Doug Jones for Senate Campaign: A Content Analysis of Negative Messaging and Collective Action Frames from the Doug Jones for Senate Facebook Page
Ayla Oden, Louisiana State University

Moderator: Phillip Madison, University of Louisiana at Lafayette

11:45 a.m. – 1 p.m. Location: Xavier South Building, First Floor, Room 112 B.
Lunch to go

**top paper award recipient

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Special Thanks to:
Dr. Raluca Cozma, 2019 Symposium Research Chair
Dr. Sarah Maben, 2018-2019 Service to SWECJMC

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Thank you for your dedication and commitment to SWECJMC.