

Media Convergence: Cooperation, Collisions, and Change

October 13-15, 2005, Brigham Young University, Provo, Utah, USA

v. 1.8

Thursday, October 13, 2005—BYU Conference Center, 770 E. University Parkway

8:30 Newsnet Podcasting Training (Free seminar; limited to 15 attendees.)

12:30 Vans depart hotel to BYU CONFERENCE CENTER for general conference attendees

1:00 **Welcome:** Ed Adams, Chair, Department of Communications, Brigham Young University

Conference Overview: Augie Grant, University of South Carolina, and Quint Randle, Brigham Young University

1:15 Showcase Session #1: Innovative Tools for Teaching Convergence

Weblogging on the cheap: How to incorporate Weblogs, Moblogs, and Podcasts into a journalism curriculum without breaking the departmental budget. Ken Payne, Western Kentucky University

Blogs not just for blogging — technically speaking: Using blogging software to manage online course content. Rick Musser and Staci Wolfe, University of Kansas

Convergence using open-source software. Chris Roberts and Bryan Murley, University of South Carolina

Moderator: Alan Palmer, Brigham Young University

2:30 Showcase Session #2: Expanding Conceptions and Applications of Convergence

Multimodal communication & convergence in education via new essay textuality, remediation, and threading. Carrie Fitzpatrick, Alvernia College

Exploring convergence and the Web documentary. Candace Eagan, California State University, Fresno

The impact of a Web-based content management system on the organizational communication efforts of a Non Governmental Organization (NGO) in Malawi, Africa. Van Kornegay, University of South Carolina

Moderator: Jeff Wilkinson, Regent University

4:00 Showcase Session #3: Teaching Convergent Journalism: Approaches and Outcomes

Using hometown convergence cases as a "cross-curriculum" teaching strategy. George Daniels, University of Alabama

Using the computer-assisted reporting class as a means of civic engagement. Tony DeMars, Sam Houston State University

First this story: The focus of journalism convergence at Marquette University. Karen Slattery, Linda Menck, and James Scotton, Marquette University

Producing audio-video news clips for Web pages. Jack Morris, Bethune-Cookman College, Daytona Beach, FL.

Moderator: Joel Campbell, Brigham Young University

5:30 SHUTTLE VANS return to hotel

6:15 SHUTTLE VANS leave for Brimhall Building

6:30 Keynote Dinner & NewsNet Tour Brimhall Building (140), Brigham Young University

Introductions: Quint Randle, Brigham Young University

8 p.m.

Keynote Address: 115 McKay Building, Brigham Young University

Keynote speaker: James M. Brady, Executive Editor, WashingtonPost.com

Friday, October 14, 2005, Brigham Young University Conference Center

8:30 AM SHUTTLE VANS leave for Conference Center

9:00 AM The State of Convergence in the U.S.

Moving online: TV news and the Internet. Sonya Duhe', Andrea Tanner, and Karen Zatkulak, University of South Carolina

Convergence explained: Playing catch-up with news consumers. Janet Kolodzy, Emerson College

The state of convergence journalism. Camille R. Kraeplin and Carrie Anna Criado, Southern Methodist University

Moderator: Augie Grant, University of South Carolina

Friday, October 14, 2005 (continued)

10:30 AM Theoretical Perspectives on Convergence

Culture, conflict and convergence: A theoretical discussion of group-based identity and bias reduction in a converged newsroom
Vincent Filak, Ball State University

On linkages and levels: Using theory to assess the effect of converged structures on news products. George Daniels, University of Alabama

Converging communication, colliding cultures: Shifting boundaries and the meaning of "Our Field". Jeff Wilkinson, Regent University

Moderator: Kay Egan, Brigham Young University

Noon Lunch

1:00 PM Webcasting Worldwide: A Study of Convergence, Innovation and Business Models Among Leading Webcasters in 13 Countries

Moderators: Richard Ganahl, Bloomsburg University, and Louisa Ha, Bowling Green University.

Webcasting: A Comparison of Factors Affecting Convergence, Innovations and Business Models in North America, Europe and Asia. Richard Ganahl, Bloomsburg University

Webcasting in Germany. Miriam A. Smith, San Francisco State University

Are Leading Webcasters in the U.S. Trendsetters for the World? Louisa Ha, Bowling Green State University

Leading Webcasters in Greater China: One Language, Many Differences. Alice Lee, Hong Kong Baptist University, Min Hang, Jonkoping University, Yu-Li Liu, National Chengchi University, Dahong Min, Clement So, Chinese University of Hong Kong, Binyan Yang, China Academy of Social Science

Moderators: Richard Ganahl, Bloomsburg University and Louisa Ha, Bowling Green State University

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2:30 PM Frontiers of Convergence: Technological and Geographical

Rewriting the First Amendment: The impact of regulation of new communication technologies on Internet broadcasters and podcasters. Edward Carter and Scott Lunt, Brigham Young University

Biting the hand that feeds: Blogs and second-level agenda setting. Bryan Murley and Chris Roberts, University of South Carolina

Satellite radio and diffusion of innovations: An examination of early adopters and convergent technology. Jasmine S. Crighton, University of Nevada—Las Vegas

The city as cultural religion: How convergence in Las Vegas integrates the sacred and the secular . Dan Stout and David Scott, University of South Carolina

Moderator: Van Kornegay, University of South Carolina

4:00 PM Convergence Realities at The Deseret Morning News and KSL TV/Radio

Panel Participants: Steve Poulsen, KSL-5; Rick Hall, The Deseret Morning News; Maria Titze, KSL-5; Tad Walcott, The Deseret Morning News; Steve Fidel, Deseret Morning News.

Moderator: Quint Randle, Brigham Young University

5:30 PM Shuttle Vans return to hotel

7:00 Reception (including heavy hors d'oeuvres), Courtyard by Marriott Hotel

Host: Charles Bierbauer, Dean, College of Mass Communications and Information Studies, University of South Carolina.

Saturday, October 15, 2004 Courtyard by Marriott Hotel, Room TBA

9:00 AM Teaching Convergent Journalism: Lessons from the Classroom

Masters of all trades, of one, or of none? Lessons learned from a medium-sized convergence-focused curriculum. Jonathan Lill
Ann Auman, and Beverly Keever, University of Hawaii--Manoa

Redesigning a university journalism curriculum in the age of convergence: A lesson in progress. Tony DeMars, Sam Houston St
University

Back to basics: A decade of convergence at BYU. Dale Cressman and Quint Randle , Brigham Young University

Moderator: Dan Stout, University of South Carolina

10:30 AM Teaching Convergent Journalism: Pedagogical Issues.

Convergence and the urban journalism curriculum. Karen M. Turner and Susan Jacobson, Temple University

**Certificate of media convergence: How to develop a media convergence education program with minimal impact on curriculum
faculty and resources.** Ken Payne, Western Kentucky University

The skills question in convergence. John Russial, University of Oregon

Moderator: Augie Grant, University of South Carolina

12:00 PM Conference Adjournment

Afternoon: Field trip to Park City