The lecture and panels listed below will be streamed at the following URL:

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To view the entire conference program:

http://journalism.uoregon.edu/whatistv/program/

Lecture and Panel Schedule

THURSDAY, MARCH 1, 5:30pm

COMMUNICATION & SOCIETY ANNUAL LECTURE

“Digital Depression: The Crisis of Digital Capitalism”

Dan Schiller, Professor of Communication and of Library & Information Science, University of Illinois

FRIDAY, MARCH 2

9:00-10:15am PLENARY PANEL #1: Television Today
   Moderator: Al Stavitsky, University of Oregon, USA
   • Phil Oppenheim, Senior VP, Programming and Scheduling, Turner Broadcasting
   • Graeme Turner, University of Queensland, Australia
   • Bryce Zabel, Stellar Productions/former President of the Academy of Television Arts & Sciences

10:30-11:45am Panel #2: Changing Television, Changing News
   Moderator: Peter Laufer, University of Oregon, USA

   Joy Chavez Mapaye, University of Alaska, Kathleen M. Ryan, University of Colorado Boulder, Jenny Dean, University of Oregon, and Noah Springer, University of Colorado Boulder, USA
   Digital Flow: New Approaches to TV News Research in the Digital Age

   Chantal Francoeur, l’Universite du Quebec à Montreal, Canada
   Convergence Makes Television the Primary Data Collector in Radio-Web-TV Newsrooms

   Carey L. Higgins and Gerald Sussman, Portland State University, USA
   Impacts of Conglomeration and New Technology on the Local TV Newsroom
1:00-2:15pm Panel #3: Is it the Box or Is it Me? Audience/Content Interaction
Moderator: Lauren Bratslavsky, University of Oregon, USA

Brian Gillespie, Darrin Taylor, Mark Mulder, Manja Zidansek, Washington State University, USA
The Interactive Role of Narrative Transportation and Program Familiarity in Television Programming Consumption

Caitlin Ring, University of Colorado, Boulder, USA
Watching Your Way to Weight Loss: The Impact of The Biggest Loser Viewership on Perceived Self-Efficacy

Natasha Patterson, Simon Fraser University, Canada
Exploring Women’s Participation in Canadian Reality TV Competition Shows

Charlotte Howell, Georgia State University, USA
The Cultural Forum Writ Literal: Engagement with Religion in Online Telefantasy Forums

Filiz Aydogan Boschele, University of Marmara, Turkey
TurkeyTV’s Wedding Programs and the Changing Cultural Construction of Turkey

2:30-3:45pm Panel #5: TV Advertising: New Directions or the Same Old Game
Moderator: Priscilla Peña Ovalle, University of Oregon, USA

Cynthia B. Meyers, College of Saint Vincent, USA
Changing Industry Views of Audience Toleration of Commercials: Hulu v. Netflix

Gennadiy Chernov, University of Regina, Canada, and David Koranda, University of Oregon, USA

Allison Nettnin, Allegheny College, USA
Gleeking Out: New Directions in Television Branding

Harsha Gangadharbatla, University of Oregon, USA, Kelty Logan, University of Colorado, and Laura Bright, Texas Christian University, USA
Just How Valuable is Television Advertising compared to Advertising on Social Media in the Minds of Consumers?

Darcey West Morris, Georgia State University, USA
Why “Addressable” Means You’re Too Accessible: The Future of Television Advertising

4:00-5:15pm Panel #7: Reaching the Market: Distribution in the Digital Age, Part 1
Moderator: Dustin Morrow, Portland State University, USA

Hye Jin Lee, University of Iowa, USA, and Mark Andrejevic, University of Queensland, New Zealand
An Inconvenient Truth About App TV: Why “Anything, Anytime, Anywhere” Television Remains an Elusive Reality

*Melanie E. S. Kohnen, Georgia Institute of Technology, USA*

Everything New is Old Again: Normalizing the Production and Distribution of Web-Based Television

*Matt Cohen, University of Iowa, USA*

The Difficulty of Endorsing the “Television Anywhere, Anytime” Campaign: The Case of TimeWarner and the TWCableTV App

*Michael E. Holmes, Ball State University, USA, Sheree Josephson, Weber State University, USA, and Jacqueline Martinsen, Ball State University, USA*

Second Screen TV Applications: Boon or Boondoggle?

5:30-6:45 pm  PLENUM PANEL #2: Legacies from the Past: The History of Television

*Moderator: Carole Stabile, University of Oregon, USA*

- Michele Hilmes, University of Wisconsin, USA
- Horace Newcomb, University of Georgia, USA
- Eileen Meehan, Southern Illinois University, USA

SATURDAY, MARCH 3

9:00-10:15 am  SPECIAL SESSION: Producing for Television: Changes and Challenges

*Moderator: Vince Porter, Executive Director, Governor’s Office of Film and Television*

- Patric Verrone, writer, producer and former President, Writers Guild-West
- David Cress, producer, Portlandia
- Bill Oakley, writer, The Simpsons, Portlandia
- Nathaniel Applefield, Executive Director, American Federation of Television and Radio Actors, Portland

10:30-11:45 am  Panel #9: Retrieving Television’s Past

*Moderator: Michelle Hilmes, University of Wisconsin, USA*

Carol Stabile, University of Oregon, USA
Red Lassie: What American Television Might Have Been

Julian Thomas and Ramon Lobato, Swinburne University of Technology, Australia
The Cultural Technologies of Informal Television, 1970-1985

Erin Copple Smith, Denison University, USA
Everything Old is New Again: Locating the Logics of Contemporary Product Placement in Broadcasting’s Past

Luke Stadel, Northwestern University, USA
HD/TV: Revising the Status of the Televisual Image, 1982-1993

Rod Stoneman, National University of Ireland, Galway, Ireland
Early Channel 4 – Utopian Television?
1:00-2:15pm  Panel #14: Tinkering with the Tube: Television and Technologies
Moderator: Ben Birkinbine, University of Oregon, USA

Raul Reis, Florida International University, USA
Digital Television in Latin America: Challenges and Possibilities

Doris Baltruschat, University of British Columbia, Canada
3D TV: Yet Another Dimension of Viewing Television?

W. Joe Watson, Baker University, USA
Availability of Culture: How Technological Advances are Changing Access to Global Television Networks

Bryce Peake, USA
Commercial Televisions from a Sound Studies Perspective, or Televisual Muzak and Muzakical Television

Deborah Tudor, Southern Illinois University, USA
Mobilizing Television

2:30-3:45pm  Panel #15: What's in an Audience? Audience Labor and Television
Moderator: Horace Newcomb, University of Georgia, USA

Vanessa Mendes Moreira De Sa, University of Western Australia, Australia
The Precarious, Voluntary, But Prestigious Work of Amateur Subtitlers for Downloaded TV Shows in Brazil

Michele Rosenthal and Rivka Ribak, University of Haifa, Israel
Unplugged: Media Ambivalence and Avoidance in Everyday Life

Jonas De Meulenaere, Wendy Van den Broeck, Bram Lievens, Vrije Universiteit Brussel, Belgium
From Era of Plenty to Era of Overflow: “What Shall I Watch?”

Louisa Stein, Middlebury College, USA
Transmedia TV Aesthetics: Do it Yourself Meets Buy it Yourself

Wendy Van den Broeck and Jo Pierson, Vrije Universiteit Brussel, Belgium
Understanding Television Practices in a Digital Home Ecology

4:00-5:15pm  Panel #20: 21st Century Television
Moderator: Julianne Newton, University of Oregon, USA

MJ Robinson, Marymount Manhattan College, USA
Channeled: Curatorial Culture and the Transformation of Television

Mark Stewart, University of Auckland, New Zealand
A Model for Understanding Shifts in the 21st Century Television Industry
Jher, University of Oregon, USA
Television Control and Curation: The Enaction of Social Media, Wikis, and Metamedia

August Grant, University of South Carolina, USA
Television 2030

5:30-6:45pm  PLENARY #3: The Future of Television

Moderator: Bryce Zabel, Stellar Productions/former President of the Academy of Television Arts & Sciences

- Toby Miller, University of California, Riverside, USA
- Lloyd Segan, Piller/Segan/Shepherd (independent content production company)
- Tawny Schlieski, Research Scientist, Intel Labs Interaction & Experience Research Group