

UDC Conference 2004
St. Louis, April 22-25

The Axis of Empire

Hosted by:
The College of Mass Communication and Media Arts
Southern Illinois University, Carbondale

Thursday, April 22

4:00-5:00 Best Western
Registration

5:00-7:00 Garden Room. Welcome Reception, Best Western INN at the Park.
Hosted by the College of Mass Communication and Media Arts.

8:00-10:00: Executive Suite, The Best Western. Video Screenings from past Big Muddy Film Festival entries presented by Mike Covell, Vaidehi Chitre, and Evan Smith, Southern Illinois University.

Friday, April 23
The Unitarian Church

8:00-8:30 am Church Lounge Registration and Coffee

8:30-8.45: Sanctuary

Welcome address by Manju Pendakur, Dean, College of Mass Communication and Media Arts, Southern Illinois University, Carbondale.

Charge by Cathy Field, Southern Illinois Peace Coalition and Southern Illinois University, Carbondale.

8.45-10.30 Opening Plenary: Media: The Axis of Empire and the Spike in its Spine

Moderator: John Downing, Southern Illinois University, Carbondale.

Bob McChesney, University of Illinois, Urbana-Champaign: Academics and the Struggle for Control over Media

Amy Goodman, Pacifica Radio: Independent Media in a Time of War and Elections

Fred Lonidier, University of California, San Diego: Artists Spike the Spine of the Axis of Empire: Resistant Practices

Panel Session 1: 10.45-12:15

A. Labor Media: The State of the Union

Room: Sanctuary

Moderator: Larry Duncan, Labor Beat, Chicago.

Larry Duncan, Labor Beat, Chicago and editor, Union Producers and Programmers

Network News: Labor Television: Regional-National Developments and Strategies for the Future

Judy Ancel, Heartland Labor Forum, Kansas City: Labor Radio in the Heartland

Frank Emspak, Director, WINS - Worker Independent News Service

B. WSIS: A Report and Analysis

Room: Emma Goldman

Moderator: Dee Dee Halleck

Lisa McLaughlin, Miami U. Ohio: Coordinating Empire: Cosmopolitan Corporatism and the World Summit on the Information Society

Laura Lengel, Bowling Green State U: The UN World Summit on the Information Society: Implications for Phase II of the Summit in Tunisia

C. Technology and Media Activism

Room: Rosa Luxemburg

Moderator: Lori Reed, Southern Illinois University, Carbondale

Lisa Brooten, Southern Illinois University, Carbondale: Techno-Anarchy in Cyberspace: The Independent Media Center's Challenge to the War on Iraq.

Alta Carroll, Worcester State College: Metrosexuals and Cyborgs: Framing the Social Narrative in Activist Media

David Skinner, York University: Staking Out the Grounds for Alternative Media

D. Media Conglomerates and Empire

Room: Lenin

Moderator: William S. Solomon, Rutgers

Matthew A. Killmeier, Truman State University: Pre-emptive Strikes in the Culture Wars and Big Radio: The Dixie Chicks and the Right's Cultural Putsch

William S. Solomon, Rutgers: News and Empire: The Structural Transformation of the News Media

Eileen R. Meehan, Louisiana State U: Media Empires and Corporate Synergy: Toward a Typology

Chris Jordan, Penn State: Reigning in the Reagan Legacy: CBS Cancellation of *The Reagan*

E. Imperial Longings, Nationalist Responses

Room: Marx

Moderator: Savia Veigas, Bombay University.

Helena Vanhala, University of Wisconsin-Stevens Point: The Concept of Terrorism: War over Meaning

Sandra Zichermann, York University: Citizenship and Immigration in Canada post-9/11

Sunera Thobani, University of British Columbia: Imperial Longings, Multicultural Belongings: Imagining the Canadian Nation after 9/11

Lunch Break: 12:15-1.30

Panel session 2: 1:45-3:15

A. Labor in the Media

Room: Lenin

Moderator: Vincent Mosco, Queen's University

Catherine McKercher, Carleton University: Union Politics in the CBC

Bonnie Brennen, University of Missouri: Media Practices from the Labor Perspective:
The LA Herald Examiner Strike, 1966-67.

Casey Peters, KPFK Election Supervisor, LA: The Battle Over the Democratization of
Pacifica Radio

B. Media Activism in the Midwest: A Roundtable Discussion

Room: Rosa Luxemburg

Moderator: Steve Macek, Assistant Professor, Speech Communication, North
Central College, Naperville, IL.

Mitchell Szczepanczyk, President, Chicago Media Action, Chicago, IL.

Scott Sanders, Secretary, Chicago Media Action, Skokie, IL.

James Owens, Member and WTTW Study Coordinator, Chicago Media Action.

C. The Political Economy of Communications

Room: Sanctuary

Moderator: Jim Wittebols, Niagara University

Victor W. Pickard, UIUC: A Giant Besieged: AT&T, FCC, and the Contestation in
Corporate-State relations, 1935-1939

James F. Tracy and Maris Hayashi, Florida Atlantic University: Intellectual Labor and
the Strategic Enclosure of the Info Commons: A Case Study of Reed Elsevier

Steven Jackson, UC San Diego: Mapping the Prison Telephone Industry

William Kunz M., University of Washington, Tacoma: A Historical Analysis of the
Ownership of Prime Time Programming: 1976-77 to 2003-2004

D. Teaching in the Midst of War

Room: Marx

Moderator: Robin Andersen, Fordham University, New York.

Dana Cloud, U Texas at Austin: Navigating Nationalism: Possibilities for Disrupting
Empire

Leonard Vogt, LaGuardia Community College: Teaching in a Time of War

Brian Martin Murphy, Niagara University: Teaching Media Management for Social
Justice: An Organizational Simulation and Case Study Approach

Santiago Valles, Western Michigan University: Producing Knowledge
About the Context of Empire

E. Artists on the Border: The Politics of Multiculturalism

Room: Emma Goldman

Moderator: Cade Bursell, Southern Illinois University, Carbondale

David Monje, U of Illinois: Violence and the Search for Meaning: The Creative, Critical Practice of Lebanese Artist Walid Raed

Jay Needham, Southern Illinois University, Carbondale: Listening at the Border

Rod Metts, California State University, San Bernardino: Center/Margin: (Re)Considering an Aesthetic (Political) Response

Patrick Murphy, SIUE: Defiance and Multiculturalism in the Global Media Market

Panel Session 3: 3:30-5:00

A. Media Activism and Media Reform: Past and Present

Room: Sanctuary

Moderator: Bob McChesney, University of Illinois, Urbana-Champaign: The Problem of the Media, Past and Present

Ben Scott, University of Illinois, Urbana-Champaign: The Battle over Control of Journalism in the 1930s

Dan Schiller, University of Illinois, Urbana-Champaign: The Battle for the Control over Telecommunications in the Late 19th century

Inger Stole, University of Illinois, Urbana-Champaign: The Battle for Control over Advertising in the 1930s

B. The Labor Beat

Room: Lenin

Moderator: Walter Jaehnig, Southern Illinois University, Carbondale

John Magney, Southern Illinois University, Carbondale: Unions and the Struggle for a Democratic Workplace—Then and Now

Jim Light, Newspaper Guild, St. Louis. The St. Louis Post-Dispatch Situation

Joe Atkins, University of Mississippi: Covering for the Bosses: Labor and the Southern Press

C New Scholarship Roundtable: American Media and Propaganda

Room: Rosa Luxemburg

Discussants: Eileen Meehan, Louisiana State University and Ron Bettig, Penn State

Daekyung Kim, Southern Illinois University, Carbondale: The New York Times Coverage of the Soviet Invasion of Afghanistan and the Falklands War.

Whain Kang, Rutgers: Constructing a Threat: The NY Times Coverage of North Korea

Jin Sun Lee, Rutgers: Creating a Demon: News Portrayals of Junk II Kim and His Leadership

Euichul Jung, Rutgers: Race + the Arms Race: News of the North Korea-U.S. Nuclear Dispute

Wei-Hsin Fu, Rutgers: Framing independence: Hope or Disaster in the Taiwan Strait.

Changho Lee, University of Texas, Austin: War as Propaganda: Embedded Journalism and Objectivity

Ezequiel Olzanski, Southern Illinois University, Edwardsville: The Ultimate American

Political Campaign: The Use of Framing and the Return to Propaganda in the Pre-war on Iraq 2003

D. Movements of Resistance

Room: Marx

Moderator: Mike Niman, Buffalo State

Rodolfo Fernandez Martinez, Universidad Autonoma de Nuevo Leon (Monterey, Mexico): The Zapatistas: A Case Study

Laura McClusky, Wells College: The Media's War against the Critical Mass Movement.

Chad M. Okrusch, University of Oregon: Reclaiming an Environment, Reclaiming a History: Scholarship as Artful Resistance to Global Oil in a Montana Mining Town

Mike Niman, Buffalo State: Critical Mass: A Case in Press Repression

E. Change from Within

Room: Emma Goldman

Moderator: Shahira Fahmy, Southern Illinois University, Carbondale

Kimberly Wilmot Voss, Southern Illinois University, Edwardsville: Fighting Within the System: Women's Page Editors Redefine Women's News

Stephen Landry: University of Windsor, Ontario, Canada: Subjective Reporting and the Postmodern Public Sphere

Artist/Activist Presentation: 7.00-10.15, The Unitarian Church

Room: Sanctuary

Tariq Ali: 7-8.30

Break: 8.30-8.45

Tim Walker, from The Adbusters: 8.45-10.15

**Saturday, April 24
The Unitarian Church**

Coffee: 8-8.30

8.30-10 Dallas Smythe Award

Room: Sanctuary

Vincent Mosco to receive the award and give the keynote address: Empire at Ground Zero

Manju Pendakur and Janet Wasko to introduce

Panel Discussion 4: 10.30-12.00

A. Media Activism and the Independent Media Center: An Update from the Frontlines

Room: Lenin

Moderator: Sascha Meinrath, Champaign

Sascha Meinrath and Victor Pickard, IMC, Champaign,

Andy Jones, IMC, St. Louis
Kristen Kordecki, Big Muddy Media, Carbondale

B. Political Economy and Media Ownership

Room: Rosa Luxemburg

Moderator: Ronald V. Bettig

Ronald V. Bettig, Penn State: Napster's Back: The Incorporation of Digital Music

Jennifer M. Proffitt, Pennsylvania State University: Rupert Murdoch's Challenge to
Democracy: Concentration and the Marginalization of Dissent.

Chris Demaske, University of Washington, Tacoma: Covering Iraq: The Free
Speech/Free Press Paradox.

Venkata Ratnadeep Suri & Siddhartha Raja, University of Illinois, Urbana-Champaign:
The Media Ownership Debate: Common Themes and Arguments.

C. Labor in the Academy

Room: Sanctuary

Moderator: Max Aud, Federal Mediator

Mike Budd, Florida Atlantic University: Academic Labor

John Magney, Southern Illinois University, Carbondale: Academic Unions and Academic
Freedom: A Look at the Record.

Ashley Fogle, University of Oregon: Laboring to Learn: The Graduate Employee Union
Movement as Resistance to the Corporate University

D. Art and Activism

Room: Marx

Moderator: Jan Roddy, Southern Illinois University, Carbondale

Anthony J. Lenzo, Purdue U: Voicing Iraq: A Video Snapshot of Peace Activism

John Stiver, Citizen 360 and Tim Munson, Sugai Munson Communications: Designing
Strong Democracy: Toward an Aesthetic of Eco-cognitive Mapping

Darell Varga, Brock University, Ontario: Culture and Resistance in Northern Video

E. Racism and the Human Rights Discourse: In War and "Peace"

Room: Emma Goldman

Moderator: Emmanuel C. Alozie, Governors State University, Illinois.

Kumarini Silva, University of Oregon: Of Warriors and Victims: Women and War in Sri
Lanka

Pi-Chun Chang, SUNY, Buffalo: Cultural Resistance and Economic Intervention: An
Examination on the Characteristics of Globalization and Human Rights
Discourses

Dimple Mohanty, SIUE: Human Rights and the U.S. Media—The Case of Popular News
Magazines

Karie Hollerbach, Southeast Missouri State University: Segmentation Sells, But What Is
It Really Saying? A Critical Look at Television Advertising for the General and
African American Audiences

Lunch Break: 12-1.15

Panel session 5: 1.30-3.00

A. The Academy under Attack

Room: Marx

Moderator: Gary Kolb, Southern Illinois University, Carbondale

Patricia Berg, University of Wisconsin-River Falls: College Republicans on the Offensive

Cissy Lacks, Independent: Teachers Afraid to Teach: Censorship, Education and the Courts

Kathe Lemon, Ryerson University, Toronto, Canada: Media Filters in the Canadian Student Newspaper

Lee Artz, Purdue University, Calumet: The Intellectual Under the Axis of Empire

B. Digital Media in the Shadows of Capitalism

Room: Sanctuary

Moderator: Dan Schiller, U. of I. Urbana-Champaign

Dan Schiller, University of Illinois, Urbana-Champaign: Digital Capitalism 2004: Retrospect and Prospect

Deborah Tudor, DePaul University: Digital Media: Now You See It, Now You Don't

Djung Yune Tchoi, Penn State University: Bring Digital Citizenship Back From Hollywood Majors: Copyright Myths in The Motion Picture Association of America's Anti-Piracy Campaign

C. Media and the Iraq War

Room: Rosa Luxemburg

Moderator: Tom Johnson, Southern Illinois University, Carbondale

Michael Fahey, U. of Wisconsin-Stevens Point: Newspaper Coverage in Three Countries During the Build-up to the War on Iraq

Margaretha Geertsema, U. of Texas at Austin: The Story of Jessica Lynch and Shoshana Johnson: Media spectacle and the Formation of a Black Counter-public

James Compton, U of Western Ontario: Shocked and Awed: The Convergence of Military and Media Discourse

Mercedes Lynn de Uriarte, University of Texas: Ominous Parallels: Press Patterns in U.S. Coverage of Central America in the 1980s and the Middle East 2001-03.

D. Childhood under Late Twentieth-century Capitalism

Room: Emma Goldman

Moderator: Kate Kane

Randy Nichols, University of Oregon: What Hath Wright Wrought: A Political Economic Context for the SimBrand

Lora Taub-Pervizpour, Muhlenberg College (Allentown, PA): Globalizing Children's Play: Global Popular Culture in Local Contexts

Jeanne Lynn Hall, Penn State U.: Students for Sale: Media Coverage of Exclusive Agreements between Soda Manufacturers and Public Schools

E. Roundtable: Global Hollywood

Room: Lenin

Toby Miller, New York University

Ting Wang, Northwestern University

Jyotsna Kapur, Southern Illinois University, Carbondale

Rick Maxwell, Queens College-City University of New York

Manjunath Pendakur, Southern Illinois University, Carbondale

Janet Wasko, University of Oregon

Frederick Wasser, Brooklyn College-City University of New York

Amy Beer.

PANEL 6: 3.15-4.45

A. Fascist Aesthetics, Resistant Practices

Room: Marx

Moderator: Jeffrey Skoller, The School of the Art Institute, Chicago.

Jean-Olivier Tchouaffe, University of Texas at Austin: Necropolitics and the Counter-Public Sphere.

David Sholle, Miami University: The Beautiful War: The Fascist Aesthetics of Global Anti-Terrorism

Deborah L. Jaramillo, University of Texas, Austin: It's like *High Noon* meets *True Lies*...with a heart: Making Iraq High Concept

B. New scholarship Roundtable #2: Issues in International Media

Room: Rosa Luxemburg

Discussants: Janet Wasko, University of Oregon and Toby Miller, New York University

Jingbong Choi, University of Minnesota: South Korean Press's Construction of North Korea as part of the "Axis of Evil"

Siobhan McCollum, Buffalo State: Differences Between U.S. and Canadian Reporting

Ooi, Ying Nee: The U.S. Press in Comparison with the Malaysian Press

Elza Ibroscheva, Southern Illinois University, Edwardsville: Russia's Media: Transformed, Reformed or Simply Made Over.

Maria Raicheva-Stover, Washburn University: The Image of a Media Emperor: An Examination of Rupert Murdoch's Character and Power.

C. Integration of the Local into Global Capital

Room: Emma Goldman

Moderator: Manju Pendakur, Southern Illinois University, Carbondale

Yuezhi Zhao, Simon Fraser University, B.C., Canada: China in the Empire: The Communication and Cultural Dimension

Bingchun Meng, Penn State University: Hero to Whom? A Case of Global-Local Alliance in the Chinese Film Industry

D. Without an End: Film and Video in Political Organizing

Room: Sanctuary

Moderator: Judy Hoffman, Board of Directors, Kartemquin Films; University of Chicago

Chris Bravo, filmmaker, educator, Discount Cinema and Indymedia, Chicago

Alex Halkin, Chicago: The Chiapas Media Project.

Deb Ellis, Co-Producer/Director "Howard Zinn: You Can't Be Neutral," Middlebury College.

E. Discussion with Tim Walker from The Adbusters. Moderated by John Downing, Southern Illinois University, Carbondale.

Room: Lenin

UDC Dinner and Dance: 7 pm
Best Western Inn at the Park

Sunday, April 25

8.00-9.30: UDC Business Meeting: Best Western Resteraunt