GLOBAL FUSION 2007

Contested Intersections:
publics, movements, institutions

CONFERENCE SCHEDULE

Sponsored by the Universities of Ohio-Athens, Purdue-Calumet, Southern Illinois-Carbondale and Texas-Austin

Endorsed by the Association for Education in Journalism and Mass Communication, the Broadcast Education Association, the International Association for Media and Communication Research, and the International Communication Association

The special conference theme and mission is to raise issues - with a constant eye to what we do in classroom instruction - concerning the interactions or lack of them among media professionals/activists/artists/academics. How can we learn from and contribute to each other's efforts and how can we best prompt our students to engage with these four vectors? How can we avoid slipping into the comfortable but destructive silo-mentality in which only our media sector, or only a couple of these sectors, get taken seriously in our courses?

Both Keynote Addresses, and the two Plenary Round Tables on news, and film/video production, are all designed to open up that discussion from a variety of angles. The rest of the conference engages with a great variety of significant media topics, but these four sessions are designed as an unusual opportunity to confront our teaching with the central importance of these contested intersections.
FRIDAY SEPTEMBER 7

12 noon onwards: registration at East Foyer

2-3.15PM  Media and the ‘Middle East’  I  East Ballroom C

Nasr Assem (University of Texas-Austin): A fragmented unity: Lebanon's war and peace in cultural memory
Orayb Najjar (Northern Illinois University): The writing on the Palestinian wall: documenting political communication in public space
Tariq Elseewi (University of Texas-Austin): The Danish cartoon crisis: Western cultural responses
Chair: Sandra Carter (Pennsylvania State University-Harrisburg)

2-3.15PM  Contested Sites of Public Broadcasting  East Ballroom B

Public broadcasting institutions are finding themselves at crossroads, and are uncertain about their future. This panel brings together contrasting case studies of the state of public broadcasting.
Tabassum “Ruhi” Khan (Ohio University): India’s Doordarshan
Steve Howard (Ohio University): Japan’s NHK
Cinzia Padvani (Southern Illinois University at Carbondale): Would we create it if we did not have it? The history of public broadcasting in Jamaica
Chair: Drew McDaniel (Ohio University)
Respondent: Patrick Murphy (Southern Illinois University at Edwardsville)

2-3.15PM  Global Media Issues I  East Ballroom A

Zhang, Haoyue (Southern Illinois University at Carbondale): Ball play at seesaws: Blockbusters importation in China since 1994
Barbara Selznick (University of Arizona): Connecting the digital dots: tracking international television distribution in the digital media environment
Tim Havens (University of Iowa): Selling slavery: the global distribution of Roots and industry perceptions of race
Sharon Shahaf (University of Texas-Austin): No view from nowhere – adapting global television formats and negotiating national culture in globalizing Israel
Chair: John Hochheimer (Southern Illinois University at Carbondale)
3:30-4:45PM    Media and the 'Middle East' II    East Ballroom C

Sandra G. Carter (Pennsylvania State University - Harrisburg): Poor-worldly music from Morocco
Heather Irwin (Ohio University): Defining characters by their clothing in *Little Mosque on the Prairie*
Ali Ziyati (Marietta College): Humoring Islam: the experience of *Little Mosque on the Prairie*
Jenny Nelson (Ohio University): Islam blogging

3:30-4:45PM    Web Politics    East Ballroom B

Lim, Ming Kuok (Pennsylvania State University – University Park): Don’t quote the blog: the vilification of blogs in Malaysian politics and mainstream media
Aziz Douai (Pennsylvania State University – University Park): Online or offline politics in the Arab political blogosphere?
Sonya Miller (Pennsylvania State University - University Park): The ethical dilemma of Google in China
Erika Polson (Pennsylvania State University – University Park): Creating an international public outside the media/state foreign policy monopoly: the case of Iraqi citizen bloggers
Chair: Amit Schejter (Pennsylvania State University - University Park)

3:30-4:45PM    Global Media Issues II    East Ballroom A

Bryan Brown (Southern Illinois University at Carbondale): The end is near? Patriotic ideology and its economic structure
Joe F. Khalil (Southern Illinois University at Carbondale): Movie theaters are banned but movie-making is flourishing: Saudi youth and movies.
David Hanley-Tejada (Southern Illinois University at Carbondale): Constituent genres: exploring the relationship between pornography and documentary
R. Amit Kumar (Southern Illinois University at Carbondale): Low-budget-libido cinema: the “problem” of authorship
Chair: Tim Havens (University of Iowa)
FRIDAY SEPTEMBER 7 (continued)

5-6.15PM  
Winner Takes All: The Economy of Quality and the Cultural Transformation of Listening  
East Ballroom A

How will current and emerging sound technologies be shaped by technical, economic and aesthetic variables? With current distribution represented by three primary models – digital downloads, CD purchases, and broadcast performances (via terrestrial and satellite radio, and streaming audio) – at what point does audio quality matter? Are listeners ancillary players in a layered global market?
Jay F. Needham (Southern Illinois University at Carbondale); S. Todd Herreman (Southern Illinois University at Carbondale); Patrick Burkart (Texas A&M University); and Josh Gumiel (Southern Illinois University at Carbondale)
Chair: Andy Garrison (University of Texas-Austin)

5-6.15PM  
Global Media Issues III  
East Ballroom C

Paul Torre (Southern Illinois University at Carbondale): Quién es más feo? Revisions and re-versions in global media trade
Courtney Brannon (University of Texas-Austin): Immigration and translation: importing and adapting Ugly Betty for the U.S.
Lucila Vargas (University of North Carolina-Chapel Hill): Ambiguous loss and the media practices of transnational Latina teens: a qualitative study
Elira Turdubayeva (Kyrgyzstan-Turkey Manas University): The influence of global media on local audiences: the Brazilian telenovela El Clon (O Clone)
Chair: Eileen Meehan (Southern Illinois University at Carbondale)

5-6.15PM  
Law and Policy  
East Ballroom B

Mirjam Gollmitzer (Simon Fraser University-Canada): Media policy in the European Union – the new Audiovisual Media Services Directive as a site of ideological struggle
Margaretha Geertsema (Butler University): Gender and media activism in Southern Africa; a case study of Gender Links
Amit M. Schejter (Pennsylvania State University-University Park): “The have mouths but they speak not!” – the regulation of broadcasting during election times – a comparative study and a democracy-enabling framework
Laura Stein (University of Texas-Austin): Communication policy activism in perspective
Chair: Cinzia Padovani (Southern Illinois University at Carbondale)
Official Welcome to the Conference

Gary Kolb, MFA (Photographer-Artist; Interim Dean, College of Mass Communication and Media Arts; Director of the New Media Center; Professor of Photography). His recent projects include The Shawnee; Natural Artifacts; and Digital Artworks, and all revolve around issues associated with Landscape. His work has been featured in scores of national and regional exhibitions, and is to be found in collections, including the Library of Congress, the International Center for Photography, the St Louis Art Museum, and the Illinois State Museum. Dean Kolb served as National Chairperson of the Society for Photographic Education, 1999-2001. In 2004 he received the Honored Educator Award from the Midwest Society for Photographic Education.

Dean Kolb will introduce the keynote speaker, Professor Anjali Monteiro (see next page).
Spaces for Dialogue - Rethinking Critical Media Praxis in India

This presentation is a reflection on what it means for ‘alternative’ media praxis to engage with the new sites of contestation that have emerged in the wake of new media and communication technologies in an India that is neo-liberal, market-oriented and rapidly globalising. Negotiating this treacherous and complex cultural terrain involves questioning two-dimensional notions of power, where the activist/practitioner intervenes ‘on behalf of’ the oppressed. It means questioning the safe space where one stands. It means looking at media institutions, discourses and audiences not as seamless, consistent entities but as contradictory spaces, which offer possibilities for a foot in the door. The presentation will discuss issues such as impact, censorship and new modes of networking and distribution.

Dr Monteiro is a documentary film-maker and university professor of media studies at the Centre for Media and Cultural Studies, Tata Institute of Social Sciences, Mumbai, to which she has been attached since 1983.


She is active in Films for Freedom, a campaign of over 250 documentary filmmakers opposing censorship in India.

Her current teaching focuses on television texts and audiences, critical analysis of development communication, and documentary film.

Her published research, mostly authored with various colleagues, addresses issues of media education, development, documentary film, audiences and spectatorship, and gender.

Respondent: Laura Stein (University of Texas -Austin)
Respondent: Deborah Tudor (Southern Illinois University at Carbondale)
SATURDAY SEPTEMBER 8

6:00AM  Continental Breakfast

8.30-9.45am  New Directions in Media Arts  Conference Room B

Deborah Tudor (Southern Illinois University at Carbondale): The ghost in the Machinima – old tropes for new
David Burns (Southern Illinois University at Carbondale): Rebirth: the artist’s personal memory and expression of the fall of the World Trade Center
Chair: John Downing (Southern Illinois University at Carbondale)

8.30-9.45am  Journalism  Conference Room A

Usha M. Rodrigues (Monash University-Australia): Journalism values – a generational evaluation
Tai, Yu-hui (Southern Illinois University at Carbondale): Management reform and class relations in the Chinese newspaper industry since the open-ness and reform policy
Joy Ezeji (Staffordshire University-UK): Globalization and news media – the impacts of the global news media on Nigeria
Deepa Kumar (Rutgers University): Outside the box -corporate media, globalization, and the UPS strike
Chair: Bill Freivogel (Southern Illinois University at Carbondale)

8.30-9.45am  Sharpening Concepts I  Conference Room D

Rasmus Kleis Nielsen (Columbia University): How ‘The Media’ began to blog; assembly, participation and the distribution agency
Tom Nelson (Elon University): An article of faith: electronic news gathering and the global audience
Joseph Oduro-Frimpong (Southern Illinois University at Edwardsville): Glocal trends: examining the case of hip-life music in contemporary Ghana
Efrat Ben-Yehuda (Simon Fraser University-Canada): The return of the gift: traditional relationships of exchange and trust in contemporary technology communities.
Chair: C. Michael Elavsky (Pennsylvania State University - University Park)
SATURDAY SEPTEMBER 8 (continued)

10-11:45am  2nd KEYNOTE SPEAKER: Lucia Sommer
Conference Room A

Strange Culture

Lucia Sommer is a member of the Critical Art Ensemble and coordinates the CAE Defense Fund. She will introduce and screen the film Strange Culture, directed by Lynn Hershman Leeson, and then lead a Q&A session.

Strange Culture is a film about Steve Kurtz, one of the most prolific, innovative, as well as aesthetically adventurous and politically active artists, bridging between the old and the new millennium.

To talk about Steve Kurtz is also to talk about Critical Art Ensemble, a leading US art and theatre collective, whose texts have been translated into at least sixteen languages and whose work is shown internationally in galleries, museums, cinemas and on the web. Through their publications, web-activity, and performance, Critical Art Ensemble, founded in 1987, have been working to denounce the dangerous connections between corporate homogenization, globalization, the military and the biotech industries. The collective has been working at the point of intersection between art, technology, critical theory and political activism. Theirs is a form of activist participatory theatre.

Strange Culture is a film about America - about what has become of America after 9/11. Strange Culture is also a personal, moving film. It is a film that tells the story of the man, Steve Kurtz, who on May 11th 2004, awoke to find that Hope, his beloved wife of over twenty years, had unexpectedly died of heart failure. The police who responded to Kurtz's 911 call became alarmed at scientific materials the Kurtzes were using for an art project at the Massachusetts Museum of Contemporary Art, and called the FBI. The property was cordoned off, Hope Kurtz's body, their computer, books and papers seized, and Steve Kurtz illegally detained for 22 hours as a suspected "bioterrorist." He awaits a trial date. (For more information about the case, please visit www.caedefensefund.org.)

Shortly after Kurtz's arrest, subpoenas were issued to a number of people working with him: Adele Henderson, Art Department Chair-University of Buffalo, and her departmental colleagues Andrew Johnson and Paul Venouse; Critical Art Ensemble members Steven Barnes-Florida State University, Dorian Burr and Beverly Shlee; and Beatriz da Costa, Professor of Art at the University of California-Irvine.

Leading actors in Strange Culture include Tilda Swinton, Peter Coyote, Thomas Jay Ryan, Josh Kornbluth, and Steve Kurtz himself, with an original score by The Residents. (More information about the film, including trailers, can be accessed online at www.strangeculture.net.)

Respondent: Jyotsna Kapur (Southern Illinois University at Carbondale)

*the 1998 Berlin International Film Festival described Hershman as "the most influential female artist working today". Focusing on conceptual issues of gender, technology and identity in contemporary America, Hershman's work has been exhibited internationally at over 200 major institutions.

Note: Paul Miller, aka DJ Spooky, who was originally to have offered this second keynote lecture, had to withdraw from the conference, and sends his regrets.
SATURDAY SEPTEMBER 8 (continued)

12 noon  LUNCH  The View

1.15-2.30pm  Violence and Media  Conference Room A

Jinae Kang (University of Alabama) and Han We Seunghoon (University of Alabama): Coverage of the Tech shootings in U.S. and South Korean newspapers

Oh, Eunha (Southern Illinois University at Carbondale): “Let it be some other Asian!”

Zohar Kadmon Sella (Columbia University): Terrorism victims and the media – moral authority as a decisive factor in victims’ news media treatment

Martin Marinos (Florida Atlantic University): Rethinking ethnic conflict: Serbian pro-government and opposition print media during the Bosnian war and the Kosovo crisis.

Chair: Usha Rodrigues (Monash University-Melbourne, Australia)

1.15-2.30pm  Microradio: Tactical Overview and Deployment Opportunities  Conference Room B

This presentation/workshop will detail the history of unlicensed broadcasting and its effective use in today’s media environment. It will include an overview of the phenomenon’s development, with special emphasis on the regulatory shortfalls which allow it to flourish. Additionally, examples will be examined, from early ‘pirates’ in Europe to ‘radio parties’ in Japan, to communities throughout the U.S. and to neighborhoods throughout Oaxaca, Mexico. A functional demonstration of a micro-radio station will be featured in order to demystify the technology, demonstrate the ease with which it can be deployed, and illustrate examples of its effectiveness.

Jay Needham (Southern Illinois University at Carbondale); Paul Riismandel (Board of Directors-Chair WEFT 90.1 FM & host of Mediageek); John Anderson (University of Illinois at Urbana-Champaign); Josh Gumiela (Southern Illinois University at Carbondale)
SATURDAY SEPTEMBER 8 (continued)

1.15-2.30pm      Sharpening Concepts II  Conference Room D

Patrick D. Murphy (Southern Illinois University at Carbondale - Edwardsville): Greening global media studies
C. Michael Elavsky (Pennsylvania State University-University Park): Saving ourselves, or shilling through spectacles – Live Earth as global music activism media event
Fabio Ferreira (University of Texas-Austin): Building a conceptual model to analyze knowledge/creative cities
Karin Wilkins (University of Texas-Austin): A critical review of media advocacy potential in development communication programs
Chair: Beryl Langer (LaTrobe University-Melbourne, Australia)

2.45-4pm         News Plenary Round Table  Conference Room A

The round table will kick off with brief presentations from each of the panelists on the intersections, actual and potential, constructive and unconstructive, among news media professionals, media activists, media artists and media faculty, with a particular focus on how these intersections can best be helped to come alive in our classrooms. It is hoped a lively open discussion will follow.

Chair: Steve Reese (Jesse H. Jones Professor Journalism and Associate Dean, College of Communication, University of Texas-Austin; author most recently of “Militarized journalism: Framing dissent in the Persian Gulf wars”, in Allan & Zelizer, Reporting War, 2004, and co-editor of Framing Public Life: Perspectives on media and our understanding of the social world, 2001)

Panelists: Lisa Brooten (Southern Illinois University at Carbondale), focusing on media activism, background on Burmese media activism and the Independent Media Centers movement
Bill Freivogel (Southern Illinois University at Carbondale), former St Louis Post-Dispatch Federal Supreme Court correspondent, now Director of SIUC’s School of Journalism
Cinzia Padovani (Southern Illinois University at Carbondale), specialist on foreign news and the transition to digital television in Italy and Europe
Eileen Waldron (Southern Illinois University at Carbondale), twenty-two years’ experience in investigative television news reporting in San Francisco, Indianapolis and Philadelphia

Respondent: Steve Reese (University of Texas-Austin)
SATURDAY SEPTEMBER 8 (continued)

4.15-5.30pm  Children and Media  Conference Room D
Beryl Langer (LaTrobe University-Australia): Exploiting
enchantment: global children’s consumer culture and its critics
Sydney Dillard (Southern Illinois University at Carbondale):
Everyone wants a happy meal...right? Cultural resistance to
international advertising by McDonald’s Corporation
James Chen (National University of Singapore) and Jinae Kang
(University of Alabama): Kiddy advertising
Chair: Elizabeth Chin (Occidental University)

4.15-5.30pm  Discourse, Ideology and Oral History
Conference Room B
Matt Louis (Southern Illinois University at Carbondale): Ideology
Underlying the Discourse: A Textual Analysis of Xinhua News
Agency’s Coverage of the Campaign against Falun Gong
Angela Leong (Southern Illinois University at Carbondale): Oral
history of US Vietnam veterans
Wendy Weinhold (Southern Illinois University at Carbondale):
Gilded sites, gendered soldiers: remembering war
Ayaka Yoshimizu (Simon Fraser University-Canada): A new
channel of communication: dialogic interview for a Nikkei oral
history project
Chair: Jake Podber (Southern Illinois University at Carbondale)

4.15-5.30pm  Social Movements and Media  Conference A
Michael Salmond (Northern Illinois University): Flashmobbing and
locative media, after rave culture: the power of instant communities
Manuel Pérez-Tejada (University of Kansas): Selling militant
documentaries in the age of neoliberalism
Siho Nam (University of North Florida): The globalization of anti-
globalization movements: internet, activism and public spheres
Maia Dauner (University of Rochester): Radio Insurgente: the voice
of the Zapatista National Liberation Army
Chair: Lisa Brooten (Southern Illinois University at Carbondale)

5.45PM  Cash bar followed by dinner  The View

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SATURDAY SEPTEMBER 8 (continued)

7:30PM  SCREENINGS  Conference Room A

Third Ward TX (55 mins.); East Austin Stories (2); by Andrew Garrison (Associate Professor, University of Texas - Austin)

Third Ward TX, is about the work of a group of artists in inner-city Houston who have successfully been revitalizing their neighborhood with art as the engine. House by house, they worked alongside residents and local volunteers to craft a stunning new vision of what could be. In the process, these artists-turned-activists transformed lives - starting with their own. Third Ward TX is a revealing look at a community's struggle to survive - from segregation to the limited promise of integration, from drug wars to the economic challenges of gentrification.

Andy Garrison is the founder of the East Austin Stories documentary project, an on-going collaboration between University of Texas Austin student filmmakers and residents and businesses in East Austin communities (www.EastAustinStories.org). His films have received awards, have been broadcast on PBS (e.g. The Willys Stories trilogy), and have been selected for screening in festivals around the world. He is the recipient of fellowships from the Guggenheim and Rockefeller Foundations, the National Endowment for the Arts, and the American Film Institute.

Fragments of a Strike (in Black and White, appr. 11 minutes), by Sarah Lewison (Assistant Professor, Southern Illinois University at Carbondale)/BLW.

Fragments of a Strike is composed of rescued B-roll filmed during the nationally publicized student walk-out that took place at San Francisco State University in 1968. The five-month long strike is a study of solidarity, identification, endurance and agency that raises complex questions about education in the present moment. The gaps and ellipses in the material shot by professional camera operators for their local news affiliate KPIX become an index for the richer and more complicated story that occurred off-frame.

Sarah Lewison is a media maker, artist and writer whose work examines power, economics and political subjectivity. Her teaching and research areas include media and social change, ecological pedagogy and experimental performance. Her video work includes the award-winning documentary Fat of the Land, about DIY waste-grease bio-diesel.

Lincoln Assassination (excerpt); Waco Tragedy (excerpt); Messages from Jeanne, by H.D. Motyl (Assistant Professor, Southern Illinois University at Carbondale).

Firstly, two short excerpts from work produced, written and directed for cable networks. Lincoln Assassination (part of The History Channel's Conspiracy? series) looks at two theories that purport that John Wilkes Booth had financial--and moral--support in his plot. Waco Tragedy (part of National Geographic's The Final Report series) investigates the events of the 1993 standoff between the Branch Davidian religious group and the federal government, represented by the ATF and the FBI. Messages from Jeanne is a personal project, an experimental video that explores a long-distance friendship as she leaves phone messages and he grocery-shops.

H.D. Motyl is an award-winning film/video maker whose personal work has been screened internationally, while his professional work has aired on A&E, The History Channel, and HGTV, among others. He teaches media production and writing, and is in production on a documentary about high school rodeo.

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SATURDAY SEPTEMBER 8 (continued)

10PM-12AM  Live Music: Etherton Switch  The Terrace

Etherton Switch is a brand-new Quartet based in and around the tiny southern Illinois town of Etherton. Southern Illinois natives Mila Maring (vocals, accordion) and Kelley Sims (vocals, guitar) have teamed up with German native Mark Stoffel (vocals, mandolin, fiddle) and the former-Californian Tom Cummings to play contemporary Bluegrass & Old Time Music.

Enjoy an evening of smooth, original American Roots Music!

SUNDAY SEPTEMBER 9

8AM  Continental Breakfast

9-10.15AM  Bollywood  Conference Room B

Jyotsna Kapur (Southern Illinois University at Carbondale): Big weddings and Cinderella stories: the crisis of middle class life in neo-Liberalism
Shoma Chatterji (Public Service Broadcasting Trust): Fusion in cinema: the globalization of Indian cinema
R. Amit Kumar (Southern Illinois University at Carbondale): Low-budget libido: the aesthetics of theatrical porn in Indian cinema
Chair:

9-10.15AM  Media and the Beijing Olympics: National Images, Volunteerism, Media Freedom and Foreign Influence  Conference Room A

Hongmei Li (Georgia State University) and Xin Zhong (Renmin University-China): Fancy dreams with pragmatic actions: Chinese officials on national images building during the 2008 Beijing Olympics
Judy Polubauam (University of Iowa): Public spirit and practical necessity: promulgating volunteerism for the 2008 Beijing Olympics
Leonard Teel (Georgia State University) and Qing Tian (Georgia State University): Olympic media freedom: will Chinese journalists benefit?
Ernest Zhang (University of Missouri-Columbia): Diffusion of American way of covering Olympic games: helpful and useful?
Hongmei Li (GSU) and Xin Zhong (Renmin University-China): Ideal national images of the 2008 Beijing Olympics: from the perspective of college students
Chair & Respondent: Judy Polubauam (University of Iowa)
SUNDAY SEPTEMBER 9 (continued)

9-10.15AM  Media Ethics and Pratise  Conference Room D

James Chen (National University of Singapore) and Jinae Kang (University of Alabama): NeoPets: harmless game or unethical advertising tool?
Lee Artz (Purdue University-Calumet): Consuming environments: Coca-Cola, advertising and community health
Elza Ibrocheva (Southern Illinois University-Edwardsville) and Maria Raicheva-Stover (Washburn University): The "attack" of ethnic nationalistic discourse in the media: a Bulgarian case study
Chair: Deepa Kumar (Rutgers University)

10.30AM  Film/Video Production Plenary  Conference Room A

The round table will kick off with brief presentations from each of the panelists on the intersections, actual and potential, constructive and unconstructive, among video and film production professionals, activists, artists and media production faculty, with a particular focus on how these intersections can best be helped to come alive in our classrooms. It is hoped a lively open discussion will follow.

Chair: Professor Laura Stein (University of Texas -Austin). Former Paper Tiger video activist; author Speech Rights in America: the First Amendment, Democracy, and the Media (University of Illinois Press, 2007).

Panelists: Professor Andrew Garrison (University of Texas -Austin). Director, The Wilgus Stories trilogy; Third Ward TX; East Austin Stories; over 12 years, DP for Appalshop documentaries.
Professor Sarah Lewison (Southern Illinois University at Carbondale). Community video activist; single and multiple channel video, installation and socially situated performance.
Professor Howard Motyl (Southern Illinois University at Carbondale). Independent and commercial director/producer/writer (including Lincoln Assassination; Waco Tragedy; Messages from Jeanne).

12 noon  Conference closes
Conference Planners Acknowledgements

The Global Fusion 2007 Conference Organizing Committee members were John Downing (lead organizer), John Hochheimer, Walter Jaehnig, Sarah Kanouse, Jyotsna Kapur, Cinzia Padovani, Jake Podber, Paul Torre and Deborah Tudor, all faculty in the College of Mass Communication and Media Arts, Southern Illinois University at Carbondale. Much of the practical work of preparation of the conference was accomplished by Jackie Welch and Cara Hawthorne, of SIUC's Division of Continuing Education; by Laura Germann, Administrative Assistant, Global Media Research Center, SIUC; by Mark Stoffel, Media Specialist, College of Mass Communication and Media Arts, SIUC; and by Ash Corea, catering consultant.