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## Mormon Media Studies Symposium - 2012

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# MORMON MEDIA STUDIES SYMPOSIUM

NOVEMBER 8-9 2012


Mormon Media Studies

BYU Conferences and Workshops

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## Mormon Media Studies Symposium 2012

### "Mormon Moment(s) and the Media"

Sponsored by BYU Department of Communications  
Brigham Young University, Provo, Utah, USA

November 8-9, 2012

Brigham Young University Conference Center  
770 East University Parkway, Provo, Utah, USA


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### About the Symposium

The bi-annual Mormon Media Studies Symposium (MMSS), sponsored by the Department of Communications, Brigham Young University, is dedicated to encouraging scholarship in the field of Mormon Media Studies.

The Symposium provides a forum for rigorous, interdisciplinary academic study and discussion of all aspects of Mormons and the media, and fosters the development of a global community of scholars and practitioners around this issue. (See [Symposium Vision Statement](#)) The first-ever MMSS, held in 2010, was a great success (see [2010 Mormon Media Studies Symposium](#) ) , and we look forward to another interesting and informative conference in November 2012.

The Symposium will feature two full days of presentations and discussions including keynote and plenary speakers, academic paper presentations, panel discussions, film screenings; and more.



### You're Invited!

The Symposium is open to anyone who might want to attend. There is no charge, and preregistration is not required.\*

### 2012 Conference Theme

Newsweek's June 2011 cover story was entitled "THE MORMON MOMENT." Recent media focus on Mormons and Mormonism has been intense. But there also have been many Mormon moments in the past. The Mormon Media Studies Symposium 2012 will focus on the interdisciplinary academic study of all aspects of Mormons and the media, in the present as well as the past. (The term "media" is used broadly to refer to books, newspapers, magazines, radio, television, electronic communications, film, etc.)

### Highlights

- The Symposium will feature two full days of presentations and discussions by expert scholars and practitioners on key issues relating to Mormons and the media, especially in this "Mormon Moment" (see [Schedule](#)  and [Presenters](#) ).
- Keynote speech by Dr. David Campbell (Notre Dame) on "The Mormon Dilemma: The Pros and Cons of Being a Peculiar People" (see [Keynote Speaker](#) tab).
- Roundtable discussion on "Religion in the 2012 Election" sponsored by The BYU Charles Redd Center for Western Studies. Participants will include Dr. David Campbell and other noted scholars
- Presentations and panel discussions on the "I'm a Mormon" advertising campaign, and The Book of Mormon the musical
- Media coverage of religion, Mormonism, and Romney during the 2012 campaign
- Free speech issues in the Book of Mormon; free speech and agency considerations among media practitioners
- Mormon uses of media in the past
- LDS Church websites; Mormon blogging and Internet use
- Media use in LDS families; Mormonism and media literacy; LDS anti-porn messages
- LDS Church PR in international contexts
- The use of crowdsourcing to index Mormon literature and creative arts
- LDS musicians, music, radio, and television; depictions of Mormons in film

- LDS-related documentaries and films including: Trapped by the Mormons, the classic 1922 anti-Mormon silent movie, with a new organ score by the renowned Blaine Gale; the history of the Homefront Jr. advertising campaign; Find Refuge in El Paso: The 1912 Mormon Exodus from Mexico; A Reel Legacy: Judge Whitaker & The History of the BYU Motion Picture Studio; and the complete on-line web series Pretty Darn Funny.
- And more...

Questions? Please contact: [sherry\\_baker@byu.edu](mailto:sherry_baker@byu.edu)

*\*Symposium participants are required to maintain the standards of Brigham Young University while attending the program, including abstinence from tobacco, coffee, tea, alcohol, and harmful drugs while on the campus. The [BYU dress and grooming standards](#) require clothing that is modest in fabric, fit, style, and length.*


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## The Vision of MMSS

The Church of Jesus Christ of Latter-day Saints, and its members and beliefs, have been spotlighted in the media throughout the Church's history, and have been highly visible in recent years. The institutional church and individual Mormons also have been actively engaged since the religion's inception in the production of media content, and in the use of new communications technologies. (The term "media" is used broadly to refer to newspapers, magazines, radio, television, electronic communications, film, books, etc.)

While circumstances and technologies have changed over time, the media have been central to the Mormon experience, and to the interface of Mormonism and its adherents with societies, governments, institutions, and individuals.

The bi-annual Mormon Media Studies Symposium, sponsored by the Department of Communications, Brigham Young University, is dedicated to encouraging scholarship in the field of Mormon Media Studies. The Symposium provides a forum for rigorous, interdisciplinary academic study and discussion of all aspects of Mormons and the media, in the present as well as the past, and fosters the development of a global community of scholars and practitioners around this issue.

# MORMON MEDIA STUDIES SYMPOSIUM


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## CALL FOR PAPERS IS NOW CLOSED

### CALL FOR CONFERENCE PAPERS, PANELS, and PRESENTATIONS

(Submissions due JULY 9, 2012) The Second Bi-Annual

### The Second Bi-Annual MORMON MEDIA STUDIES SYMPOSIUM 2012

### "Mormon Moment(s) and the Media"

### Sponsored by BYU Department of Communications

November 8 & 9, 2012

Brigham Young University, Provo, Utah, USA

Newsweek's June 2011 cover story was entitled "THE MORMON MOMENT." Recent media focus on Mormons has been intense. But there also have been many Mormon moments in the past. The Church of Jesus Christ of Latter-day Saints, and its members and beliefs, have been spotlighted in the media throughout the Church's history. Mormons also are and have been actively engaged in the production of and appearance in media, and the use of media content and technologies. While circumstances and technologies have changed over time, the media always have been central to the Mormon experience, and to the interface of Mormonism with societies, institutions, and individuals. The Mormon Media Studies Symposium 2012 will focus on the interdisciplinary academic study of all aspects of Mormons and the media, in the present as well as the past. (The term "media" is used broadly to encompass print and electronic media, books, film, etc. Papers dealing with closely related disciplines such as entertainment, theater, and music also will be considered.)

### Submission of Paper and Panel Proposals

Academics, practitioners, and students are invited to submit competitive papers or panel proposals about any aspect of Mormons and the media. Papers and panels may be broadly interdisciplinary; international perspectives are encouraged; all rigorous scholarly methodological frameworks and theories are welcome. Submissions (which will be peer-reviewed) should be either full papers (preferred) (approx. 6,000–8,000 words, with 100 word abstract); or extended abstracts (approx. 500 words). Panel proposals must include the following for all panel participants: name, title, expertise on the topic, and short abstract re planned remarks. For all submissions, include in cover letter title, author's (or panel organizer's) full name & title, and full contact information. Identifying information should appear only on the cover page. Proposals to make audio and/or visual presentations (incl. short films) are welcome (must include rigorous analysis). Papers recently presented or published elsewhere may be considered (provide details.)

Examples of topics falling under the theme of the conference include but are not limited to:

- Analyses of media content by or about Mormons (textual, rhetorical, thematic, etc.)
- Mormon-produced media (contemporary, historical, international, etc.): Internet, social media, newspapers, magazines, books, television, radio, film, etc.
- Content, producers, and effects of recent and historical depictions of Mormons in news and popular culture
- Mormons, media & politics—U.S. and international
- Mormon media uses and effects, including social media
- Mormon media image and depiction (present & historical)
- Concepts of voice, identity, and community in media by or about Mormons
- Content and effects of LDS public relations, advertising, messaging
- Audience studies: meaning-making; effects; responses; influences; behavior and attitudinal changes
- Institutional LDS perspectives on media; responses and effects
- Mormons as media creators, producers, publishers, inventors, disseminators, editors, writers, etc.; or others in these categories who have produced LDS-related media or content
- Mormon-related film, TV programming, reality show participation, etc.

- Comparative studies (Mormons and media as compared to other religions or institutions)
- Historical, sociological, literary, rhetorical, legal, international, psychological, etc. perspectives re Mormons and media
- Mormon-related entertainment, theater, music, and popular culture productions

Papers presented at the symposium will be given special consideration (at authors' discretion) for publication in the *Journal of Media and Religion*

Paper, panel, and presentation proposals must be submitted by July 9, 2012 in Word or PDF formats as an e-mail attachment to Dr. Sherry Baker at: [sherry\\_baker@byu.edu](mailto:sherry_baker@byu.edu)

**BYU Conferences and Workshops**

161 Harman Building  
Provo, UT 84602

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## "Mormon Moment(s) and the Media"

### Sponsored by BYU Department of Communications

**November 8 – 9, 2012**

BYU Conference Center

Brigham Young University, Provo, Utah, USA

### Keynote Speaker: David Campbell

"The Mormon Dilemma: The Pros and Cons of Being a Peculiar People"



David Campbell is the John Cardinal O'Hara, C.S.C. Associate Professor of Political Science at the University of Notre Dame and the founding director of the Rooney Center for the Study of American Democracy. He is the co-author (with Robert Putnam) of *American Grace: How Religion Divides and Unites Us*, which has been described by the *New York Times* as "intellectually powerful," by *America* as "an instant classic" and by the *San Francisco Chronicle* as "the most successfully argued sociological study of American religion in more than half a century." *American Grace* has also received both the 2011 Woodrow Wilson Award from the American Political Science Association for the best book on government, politics, or international affairs and the Wilbur Award from the Religious Communicators Council for the best non-fiction book of 2010.

Professor Campbell is also the author of *Why We Vote: How Schools and Communities Shape Our Civic Life* and the editor of *A Matter of Faith: Religion in the 2004 Presidential Election*. As an expert on religion, politics, and civic engagement, he has often been featured in the national media, including the *New York Times*, *Economist*, *USA Today*, *Washington Post*, *Wall Street Journal*, *Time*, *NBC News*, *CNN*, *NPR*, *Fox News*, and *C-SPAN*.

Born and raised in the bustling metropolis of Medicine Hat, Alberta, Canada, he currently lives in Granger, Indiana. He and his wife Kirsten have two children, Katie and Soren.

DETAILED SCHEDULE  
**THURSDAY, NOVEMBER 8**  
BYU CONFERENCE CENTER



**Thursday, 10:00-10:50 am**

**Room 2254**

**Panel: How We Got to This “Moment”: What History Has to Teach Us About the Creation of Mormonism’s Public Image**

Richard Cowan: Professor of Religion, BYU

J.B. Haws: Assistant Professor of Church History and Doctrine, BYU

Casey Olson: PhD. Candidate, Utah State University

Abstract: Richard Cowan will point out important long-term trends in the public image of Mormonism. J.B. Haws will then consider how some of the LDS Church’s approaches to the 2002 Olympics reversed several late-twentieth-century downturns in the Church’s public image. Finally, Casey Olson will continue this focus by analyzing the historical context of the “I’m a Mormon” campaign and suggesting some reasons for the campaign’s initial success.

**Room 2258**

**Documentary Presentation and Discussion: *Finding Refuge in El Paso: The 1912 Mormon Exodus from Mexico***

Fred Woods: Professor, Dept. of Church History & Doctrine, BYU

Abstract: This presentation will commence with a showing of *Finding Refuge in El Paso: The 1912 Mormon Exodus from Mexico*, a recently released documentary for the centennial anniversary of this remarkable story. Between 1885-1912 thousands of Latter-day Saints sought refuge in northern Mexico due to their desire to practice plural marriage without being prosecuted by the U.S. government. They left America because of their Mormon practices, but they evacuated Mexico because they were Americans. This captivating narrative tells the story of thousands of men, women and children who suddenly had to flee Chihuahua and found refuge in El Paso Texas during the sweltering summer of 1912.

**Thursday, 11:00-11:50 am**

**Room 2254**

**Welcome to Symposium by:  
Edward E. Adams, Chair,  
Department of Communications, BYU**

**Keynote Address  
Dr. David Campbell**

**“The Mormon Dilemma: The Pros and Cons of  
Being a Peculiar People”**

(continued)

**Dr. David Campbell** is the John Cardinal O’Hara, C.S.C. Associate Professor of Political Science at the University of Notre Dame and the founding director of the Rooney Center for the Study of American Democracy. He is the co-author (with Robert Putnam) of *American Grace: How Religion Divides and Unites Us*, which has been described by the New York Times as “intellectually powerful,” by America as “an instant classic” and by the San Francisco Chronicle as “the most successfully argued sociological study of American religion in more than half a century.” *American Grace* has also received both the 2011 Woodrow Wilson Award from the American Political Science Association for the best book on government, politics, or international affairs and the Wilbur Award from the Religious Communicators Council for the best non-fiction book of 2010. Prof. Campbell is also the author of *Why We Vote: How Schools and Communities Shape Our Civic Life* and the editor of *A Matter of Faith: Religion in the 2004 Presidential Election*. As an expert on religion, politics, and civic engagement, he has often been featured in the national media, including the New York Times, Economist, USA Today, Washington Post, Wall Street Journal, Time, NBC News, CNN, NPR, Fox News, and C-SPAN.

**Introduced by: Dr. Quin Monson, Director of the Center for the Study of Elections and Democracy, and Associate Professor of Political Science, Brigham Young University**

**Thursday, 12:00-12:50 pm**

**Room 2254**

**Panel: The “I’m a Mormon” Campaign: Where We’ve Been and Where We’re Going**

Neylan McBaine: Associate Creative Director, Bonneville Communications

Greg Droubay: Director of Media, Missionary Department, LDS Church

Brandon Burton: VP/General Manager Bonneville Communications

Ron Wilson: Senior Manager of Internet and Advertising, Missionary Department, LDS Church

Parry Merkley: Executive Creative Director, Bonneville Communications

Abstract: In 2008, the Church’s Missionary Department and Bonneville Communications led a massive research study and created a global campaign to reverse the course of stereotypical perceptions. In this presentation, representatives from the Church’s Missionary Department as well as Bonneville Communications will share the results of that research, discuss the origins and motivations of the I’m A Mormon campaign, share a behind-the-scenes look at the campaign’s production, and discuss where the campaign will be heading in the future.

**Room 2258**

**Presentation: Dissecting the Digital Collision: How the Convergence of Connected Technology is Radically Changing TV Broadcasting and What BYUtv is Doing About It**

Ryan Holmes: Director of Digital Media, BYU Broadcasting

Abstract: There is a major re-ordering of the broadcast universe currently underway. The last five years has seen a massive convergence of technology and the lines between phones, cameras, computers and game consoles are blurry. The rising generation doesn’t watch TV anymore, at least not like you used to. TV broadcasters are being forced to compete with the likes of YouTube, Netflix, and Apple, and are having to re-imagine their business models. What does it all mean for BYUtv?



**Thursday, 1:00-1:50 pm**

**Room 2254**

**Paper: "Much Dispute and Wonderful Contentions": Modern First Amendment Values in The Book of Mormon**

Edward L. Carter: J.D. LL.M., Associate Professor of Communications, Brigham Young University

Abstract: The Book of Mormon teaches that freedom of expression enables the search for truth, facilitates self-governance, keeps government in check, promotes tolerance and provides a societal safety valve, all in line with observations of modern American secular scholars. The Book of Mormon, however, largely does not support the view of First Amendment scholars that freedom of expression is important because it fosters individual self-fulfillment and autonomy.

**Paper: Free Agency and Freedom of Press/Speech: A Study of Control and Consequences for Choices**

Kenneth Plowman: Associate Professor, Department of Communications, Brigham Young University

Abstract: This study examined the confluence of free or moral agency in the Church of Jesus Christ of Latter-day Saints as it interacts in U.S. society with the First Amendment to the U.S. Constitution -- freedom of the press and speech.

**Room 2258**

**Paper: Hegemonic Motherhood: Expressions of Maternity in 'I'm a Mormon' Ads**

Chiung Chen: Associate Professor, Brigham Young University Hawaii

Abstract: The LDS Church's "I'm a Mormon" ad campaign has attracted much media attention. Discussion about this multi-million-dollar campaign has centered around its potential political impact on the 2012 presidential election and the Church's desire to alter public perceptions about Mormons. I read these ads differently, through the lens of a Mormon feminism. Rather than looking into the changes in Mormon image, I focus on how Mormon ideology is perpetuated. I argue that these ads send a clear, although subtle, message about Mormon family values, especially the ideal of womanhood/motherhood. While showing the diversity of Mormon women in various social positions, these ads reaffirm, not defy, the "traditional" gender roles of women as they emphasize (stay-at-home) motherhood above all other identities for women.

**Papers: (1) "Real People" in Religious Advertising Campaigns: A Comparative Content Analysis; (2) Self-presentation in Mormon.org Profiles**

Megan Fereday: Graduate Student, Department of Communications, Brigham Young University

Abstract: The first study was designed to provide analysis of religious advertising campaigns that use "real people" as a part of overall campaign strategy and design. The *I'm a Mormon* and the *Catholics Come Home* campaigns were selected for analysis. The second study was designed to identify ways in which people present themselves online in Mormon.org profiles. It drew upon self-presentation theory and analyzed profiles according to six unique self-presentation strategies.

**Thursday, 2:00-2:50pm**

**Room 2254**

**Paper: Joanna Brooks and the Mormon Moment: The Power of Being "Unorthodox and Passionately Planted" in Mormonism**

Trudy Hanson: Chair, Department of Communication, West Texas A&M University

Abstract: This rhetorical analysis of four examples of Mormon feminist Joanna Brooks' public rhetoric uses feminist standpoint theory to analyze how her unique perspective "from inside the Mormon universe" has demystified what it means to be Mormon. I provide a brief profile of Joanna Brooks, describe examples of her rhetoric, discuss feminist standpoint theory, examine the impact of the blogosphere on religious discussion, and analyze Brooks' public rhetoric. Brooks' ability to speak from the margins has resulted in media outlets seeking her comments as an "independent Mormon voice."

**Paper: Discursive Breaks in LDS Identity: When Apologetic and Dissent Communities on the Internet Collide**

Rosemary Avance: MA, PhD Candidate, University of Pennsylvania/Fellow at the University of Utah

Abstract: The internet provides unprecedented platforms for the expression, expansion, and policing of religious identity. Using case studies including the Maxwell Institute/FARMS, FAIR, Mormon Stories, and Mormonthink.org, I explore narrative strategies for belonging among apologetic and dissenting LDS communities, strategies which insulate the communities despite discursive interchange in an example of a classic discursive break. While this break signals a lack of dialogue and understanding, both communities play an important role in the social construction of Mormon identity as ritual actors performing conflicting Mormonisms.

**Room 2258**

**Paper: The Mormon University on the Mount of Olives: A Case Study in LDS Public Relations**

Blair G. Van Dyke: EdD; Coordinator, Interfaith Relations & Mormon Studies, Orem Institute of Religion, Utah Valley University

Abstract: Brigham Young University's Jerusalem Center for Near Eastern Studies is prominently located on the Mount of Olives adjacent to Hebrew University. Today, the Center is an important part of Jerusalem's cultural tapestry. However, this has not always been the case. On August 21, 1984, bulldozers started making cuts into the face of the Mount of Olives for construction of the Center. Opposition erupted locally, nationally, and internationally. The Latter-day Saint response to this vigorous opposition constitutes a watershed moment in Church Public Relations. This presentation will explore that Mormon moment.

**Paper: Examining LDS Public Affairs on the European Continent**

Kelsey Koenen: Graduate Student, Department of Communications, Brigham Young University

Abstract: This presentation focuses on the world of LDS Public Affairs in Europe. National Directors from several countries who attended the Germany NDPA (National Directors for Public Affairs) Seminar in 2012 are featured in multiple videos intended primarily to inspire NDPAs to spread the gospel and bring the knowledge of The Church of Jesus Christ of Latter-day Saints out of obscurity in today's society worldwide.

**Thursday, 3:00-3:50 pm**

**Room 2254**

**Paper: Perceptions of Mitt Romney within the Mormon Community**

Mentored research project directed by Dr. Clark Callahan, Assistant Professor, Department of Communications, with undergraduate students Christina Chatfield, Derek Johanson, Kate Zeller

Abstract: Often community is perceived as uniformity. During the current election cycle, news commentators and political prognosticators have mentioned Mitt Romney's Mormonism frequently, and have done so as if there were only a single Mormon perspective on politics, community, and transcendence. This research analyzes the Mormon community and their perspectives of Mitt Romney. By mapping the factors that define their political identity, and using Q methodology, typologies of Mormon perspectives are identified that offer a more comprehensive understanding of Mormon community.

**Paper: Comparing Two Moments: Changes in Media Coverage of Mitt Romney's Mormonism Between the Campaigns of 2008 and 2012**

Lane Williams: Professor, BYU-Idaho Department of Communication

Abstract: This paper compares the coverage of Mormonism between the 2007-2008 campaigns and the 2011-2012 presidential campaigns of Gov. Mitt Romney. It seeks to answer four questions: Was the in-depth press coverage of Mormonism more or less frequent in the "mainstream media" in 2011-2012 than it was in 2007-2008? Was it more or less favorable? Did the Book of Mormon and Joseph Smith receive more coverage? Did polygamy receive more or less coverage? The findings of this study are presented, and possible reasons for change in the coverage are discussed.

**Room 2258**

**Paper: A Comparative Visual Framing Analysis of the Official LDS Website and Other Denominations' Digital Representations of Politics, Values, and Social Media in the Mormon Moment**

Steven Garry: Instructor, PhD student, Arizona State University  
Hal Steinbeigl: Program Manager, Intel Corporation  
B. William Silcock: Associate Professor, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

Abstract: Based on the Pew Forum on Religion and Public Life's ranking of major denominations, this study compares the official LDS website to 40 different English language websites ranging from Catholicism, to mainstream Protestantism, Judaism, and Islam. Using visual framing analysis, this study compares and contrasts the LDS website with the other denominations in the coverage of Mormon Mitt Romney's Presidential campaign. Beyond politics, what dominant visual images are represented on the denominations' various home pages? Which sites link to social media platforms such as Facebook and Twitter, and if so, in what ways and to what degree?

**(Thursday, 3:00-3:50 pm, Room 2258 cont'd)**

**Thursday, 3:00-3:50 pm**

**Room 2258 (cont'd)**

**Paper: My "State of the Blogs" Address**

Emily Jensen: Bloggernacle columnist for the Deseret News; Dialogue Web Editor; New Media Review Editor, BYU Studies

Abstract: Almost five years ago, Jensen began covering the LDS blog world for the Deseret News. She has witnessed many Mormon media related events through virtual eyes. This includes the rise of the LDS Church's ever-increasing online presence (including the Mormon.org campaign and lds.org website redesigns) as well as many breaking news stories, political and theological debates, and entertainment and sports events. She will discuss highlights from the past five years, what she has learned about Mormon media depiction online and its expanding influence, and the cycles she has noticed in blogs, topics and even people.

**Thursday, 4:00-4:50 pm**

**Room 2254**

**Paper: "The Cause of Spreading Truth": The Necessity of Mormon Newspapers during the Era of the Partisan Press and Evangelical Periodicals**

Ed Adams: PhD; Professor and Chair, Department of Communications, Brigham Young University

Abstract: The partisan press era in America ran between 1800 and 1890. By 1835, there were 1200 newspapers affiliated with political parties. Principles and values such as fairness, neutral reporting, and objectivity, are primarily 20th century journalistic notions and were essentially non-existent in the early 1800s. Impartiality was not expected nor practiced. It was in this media environment that the Church of Jesus Christ of Latter-day Saints emerged. This paper reviews the history of the partisan press era, and the general coverage given to the Mormon Church between 1830 and 1846, to gain a better understanding of the pressures mounted against the Church, and the lack of neutral media outlets. The biased nature of the partisan journalistic media demonstrates the necessity of the church in sponsoring their own newspapers, if they wanted to have a voice.

**Paper: Isaac Russell: Mormon Muckraker and Secret Defender of the LDS Church**

Kenneth L. Cannon II: Partner, Durham Jones & Pinegar; Adjunct Professor Law, SJ Quinney School of Law, University of Utah

The LDS Church was sometimes attacked by muckraking journalists in the 1910s. Isaac Russell, a brilliant young reporter for the New York Times, was a Utah Mormon who defended the Church and its president from the muckrakers' attacks. After Russell convinced Theodore Roosevelt in 1911 to respond to articles critical of the Mormons published in national magazines, Joseph F. Smith employed Russell to operate a secret "public relations bureau" for the LDS Church in New York City. Russell played a key, though hitherto largely unknown, role in defending the Church during a turbulent period.

**(Thursday, 4:00-4:50 pm cont'd next page)**

**Thursday, 4:00-4:50 pm (cont'd)**

**Room 2258**

**Paper: Mitt Romney and 'I Mormoni': Perspectives of the Italian Media**

Mauro Properzi: Assistant Professor of Religion, Brigham Young University

Abstract: A meta-analysis of media articles which have appeared in the Italian media during the year 2012 with a focus on Mitt Romney's religion. The paper examines the tone, general content, and descriptive accuracy of these articles while attempting to answer some specific questions about the Italian media's portrayal of the LDS Church in Italy, about the drawn connections between Romney's character or political ideas and his faith, and about the theological nature of Mormonism vis-à-vis traditional Christianity.

**Paper: The Role of Italian Media in the Conversion Process of Members of the Church of Jesus Christ of Latter-day Saints**

Giulia Vibilio: Graduate Student, Department of Communications, Brigham Young University

Abstract: As the Church of Jesus Christ of Latter-Day Saints grew in Italy, the influence of media became a matter of interest to the local LDS Church authorities. This research was conducted among Italian LDS members in order to define the impact negative media had in their conversion process. The results will show that those who ultimately joined the LDS Church applied a media resistance strategy and selected the media sources to use, avoiding those that lead to cognitive dissonance.

**Thursday, 5:00-5:50 pm**

**Room 2258**

**SPECIAL SESSION ON  
PUBLISHING MORMON-RELATED SCHOLARSHIP**

**Presentation: Founding a New Discipline: 10th Anniversary of the *Journal of Media and Religion* (JMR)**

Daniel A. Stout: PhD; Director of the Hank Greenspun School of Journalism and Media Studies, University of Nevada, Las Vegas; founding co-editor of the *Journal of Media and Religion*

Abstract: Dr. Daniel A. Stout, co-editor of the *Journal of Media and Religion*, will talk about the founding of the journal ten years ago, and about the growth of this field of scholarship since that time. He also will discuss issues of interest to scholars relating to publishing scholarship about media and religion in general, and about Mormons and the media in particular. A Q&A with Dr. Stout will take place at the end of this session.

**Presentation: Publishing Trends in Mormon Media Scholarship**

Julie Williamsen: Theatre, Media Arts & Communications Librarian, Harold B. Lee Library, Brigham Young University

Trevor Alvord: Curator, Harold B. Lee Library, Brigham Young University

Abstract: This presentation is an examination of scholarship being published in Mormon Media Studies and the generalized field of Mormon Studies by looking at the publishing trends of Mormon content in academic or peer reviewed journals from 2002 to present.

**Thursday, 6:00-6:50 pm**

**Room 2258**

**Exploratory Meeting: Is It Time to Create a Mormon Media Studies Association?**

Discussion Leader: Lane Williams: Professor, BYU-Idaho Department of Communication

All interested parties are invited to meet for an informal discussion about whether and/or how to formally organize a Mormon Media Studies Association. Questions include: What would be the objectives of the association? What are the benefits of such an organization? What are the drawbacks? Does it spread the discipline of Mormon Studies too thin? Would we be able to attract a large enough group to make such an organization worthwhile? Would people be willing to pay dues? Would such an association be best affiliated with a university? How might that affect our conferences? Should there be a journal? If so, how should the journal be published? Might an on-line newsletter be worthwhile? Should we assign keepers of the Google Groups Mormon Media Studies list? Is it best to continue as we have been? How might a Mormon Media Studies association be organized? The purpose of this meeting, finally, will be to decide if it is best to continue as we have thus far, or to move forward in new ways. If we decide to move in new directions, we will need to make assignments toward this end.

**Thursday, 7:00-9:00 pm**

**Room 2254**

***Trapped by the Mormons***

**Film Screening and Discussion:** "Trapped by the Mormons" (1922 anti-Mormon silent film.) When the anti-Mormon campaigns bloomed in Great Britain in the first decades of the twentieth century, film took a prominent position in the public consciousness. One of the few features that have survived, *Trapped by the Mormons* (1922), was taken from Winifred Graham's sensationalist novel *The Love Story of a Mormon*, first published in 1911. The film has been restored, with color tinting, and with a new organ score by the renowned Blaine Gale.

Dr. James V. D'Arc, Curator, BYU Motion Picture Archive.

DETAILED SCHEDULE  
**FRIDAY, NOVEMBER 9**  
BYU CONFERENCE CENTER



**Friday, 9:00-9:50am**

**Room 2254**

**Panel: Mormon Moments in Music: Epic Events and Personal Reflections Portrayed in the Music of Noted LDS Composers and Songwriters**

Dr. Crawford Gates: Composer, conductor, educator. Composer of *Promised Valley*, *Hill Cumorah Pageant*, and more than 800 other works  
Merrill Jensen: Film composer  
Cherie Call: Songwriter, performer  
Dr. Marden Pond: Composer, arranger, conductor, producer, educator

Abstract: Four noted LDS composers and songwriters will discuss musical creativity focusing on three categories: (1) concert works which portray epic events in Mormon history, and works which are centered on unique LDS scriptural or religious topics; (2) film music composed to dramatize specific LDS themes or events; and (3) thoughtful music focused on deeply personal experiences as portrayed by LDS songwriters.

**Room 2258**

**Young Scholar Speed Session**

**Graduate Students:**

Richard Stowell (PhD student, University of Utah): *Press Coverage of 1978 Priesthood Revelation*  
Ryan Bartlett & David Chalk (Master's students, BYU): Mormon Expression: On-line Communities

**Undergraduate Students, Brigham Young University:**

Ariel Mitchell: *Persecution to Pride: Journey of the LDS image*  
Camille Hansen: *Can the Mormon 'Survive'?*  
Megan Hinckley: *Mrs. Romney and the "Mormon Woman"*  
Sara C. Michael: *Undercover Mormon*  
Alyson Fullmer: *Perpetuating the Prejudice: A Pop Culture View of the Mormon Affinity for Science Fiction and Fantasy*

**Friday, 10:00-10:50 am**

**Room 2254**

**Paper: *Baptism of Fire: A Comparative Analysis of Media Coverage of the LDS Church's Practice of Proxy Baptisms***

Kris Boyle: PhD., Assistant Professor, Department of Journalism, Media, & Computing, Creighton University, Omaha, Nebraska

Joel Campbell: Associate Professor, Department of Communications, BYU

(continued)

Abstract: In February 2012, self-appointed LDS watchdog Helen Radkey revealed that members of the Church of Jesus Christ of Latter-day Saints had submitted names of Holocaust victims for LDS temple ordinances, including posthumous baptisms. This led to increased media coverage of the controversial ordinance. Through content analyses and qualitative interviews, this study compares and contrasts coverage of baptisms for the dead by several entities, including LDS-owned media, national media, and Jewish-owned media. It also considers whether the candidacy of Mitt influenced the coverage of this topic.

**Paper: *How Political Horse Race Coverage Leads to Poor Coverage of Religion***

Lane Williams: Professor, BYU-Idaho Department of Communication

Abstract: Reporters and scholars have complained that among the worst aspects of the coverage of American political campaigns is its focus on the horserace (campaign tactics, polls and strategies, rather than issues and public policy), and that horserace coverage confuses voters and cheapens politics. But what about when religion is involved in a race? This study shows that in Mitt Romney's 2007-2008 campaign, horserace coverage influenced the portrayal of Mormonism. In general, Mormonism was portrayed less favorably in news stories that focused on the horserace than those that did not. Implications and suggestions are discussed.

**Room 2258**

**Panel: The Future of LDS Music & Radio**

Bob Ahlander: Music & Film Product Director, Deseret Book  
Steven Kapp Perry: Songwriter, playwright, broadcaster  
Andrew Maxfield: Director, Influencer Institute  
Ron Saltmarsh: Director, Commercial Music, School of Music, BYU  
Quint Randle: Associate Professor, Department of Communications, BYU

Abstract: With an emphasis on distribution and listener channels, this panel will discuss the future of LDS music and radio in the context of developing market forces that are shaping the "Mormon" music industry, a sub-set of the national inspirational music market. In some ways the LDS music industry (labels, artists, buyers and listeners) is very similar to the music industry at large, but in other ways it is unique. Successful new and social media strategies, defining "compartmentalized" LDS music habits, as well as overcoming the stereotype of so-called "EFY" music are some of the subjects this panel will cover.

**Friday, 11:00-11:50 am**

**Room 2254**

**Panel: The Book of Mormon Musical: Tap Dancing, Blasphemy, and Truth in Advertising**

Megan Sanborn Jones: Assoc. Professor, Theatre and Media Arts, BYU  
Paul Edwards: Editor, *Deseret News*  
Emily Jensen: Bloggernacle columnist for the *Deseret News*  
Thomas Russell: Screenwriter, Director, Assoc. Professor, Media Arts, BYU  
Kymberly Mellen: Actor, Educator  
Janelle Turley: Undergrad student, Dept. of Theatre and Media Arts, BYU

Abstract: This roundtable discussion will bring together actors, scholars, journalists, advertisers, and audience members to discuss The Book of Mormon musical on stage and in national media.

(Friday, 11:00-11:50 am cont'd next page)

**Friday, 11:00-11:50 am (cont'd)**

**Room 2258**

**Paper: *The House of Kaskade: Faith, Feminism, and EDM***

Timothy Hoxha: PhD, University of Toronto. Scholar, producer, journalist

Abstract: Ryan Raddon, an LDS musician known by the stage name Kaskade, is currently dominating the Billboard Charts and leading a spiritual revolution in mainstream pop culture that no one anticipated. This presentation analyzes the success of Kaskade's music based on his ability to weave LDS ideology (free choice, consequences, sin, and redemption) into a successful commercial music brand. To decode his pastiche of LDS ideology into identifiable marketing tactics, it draws on economic, sociological, and music theory. How Kaskade's brand supports women's equality in the industry also is discussed.

**Paper: "I Ain't So Sure But What The Lord Done Put These Folks in Our Path for a Reason": Wagon Master as an Example of Exemplary Mormon Cinema Made by a Non-Mormon**

Ian Pettigrew: PhD Student, University of Miami

Abstract: This paper looks closely at John Ford's 1950 picture *Wagon Master*. This film displays Ford's vision of an idealized America (a democratic community of equals) more purely than any of his other films. The film takes seriously what it means for Mormons to build a community with people of other faiths, or even no faith. Fictional Mormon cinema made by Mormons has failed to adequately do so, and if these filmmakers desire their films to be considered by those outside of their own subculture, they could learn many things from America's greatest filmmaker.

**Friday, 12:00-12:50 pm**

**Room 2254**

**Session Sponsored by:**

**The Charles Redd Center for Western Studies**

**Roundtable Discussion: Religion in the 2012 Election**

**David Campbell:** John Cardinal O'Hara, C.S.C. Associate Professor of Political Science at the University of Notre Dame and the founding director of the Rooney Center for the Study of American Democracy

**John Green:** Distinguished Professor of Political Science; Department of Political Science, University of Akron. Director, Ray C. Bliss Institute of Applied Politics; University of Akron

**Quin Monson (Moderator):** Director of the Center for the Study of Elections and Democracy and Associate Professor of Political Science at Brigham Young University

**(Friday, 12:00-12:50 cont'd)**

**Friday, 12:00-12:50 pm (cont'd)**

**Room 2254**

**Presentation: Mormon "Badges": Innovative Credentialing for PR and for LDS Youth**

Mentored research project directed by Dr. Gideon Burton with undergraduate students Ellis Dyck, Jessica Lees, Joshua McKinney

Abstract: Badges are an emerging, alternate form of credentialing that can be used to educate and offer credibility to bloggers, journalists, and anyone else who writes about the Church online. Mormon badges can be obtained in 5-10 minute online mini-courses and then displayed on Facebook, blogs, and websites. An LDS badge system could also complement the church's online youth achievement programs, providing a means of sharing Personal Progress and Duty to God achievements via social media.

**Friday, 1:00-1:50 pm**

**Room 2254**

**Panel: How Does the Truth Still Prevail? Presidential Politics, Press Coverage of Religion, and Social Media in the Era of the Mormon Moment**

John Hughes: Former Editor, The Deseret News

Peggy Fletcher Stack: Salt Lake Tribune Religion Editor; past president of the Religious News Writers Association

Allison Pond: Associate Editor, The Deseret News

B. William Silcock: Associate Professor, Walter Cronkite School of Journalism and Mass Communication, Arizona State University

Abstract: What opportunities and challenges exist for journalists covering the LDS Church in the era of the Mormon Moment? What is the role of LDS Public Affairs in meeting those challenges? With the expansion of the LDS Church across social media platforms, we enter deeper into the era of audience interactivity in the news. How does this impact the traditional role of the press and LDS Public Affairs? What challenges does more audience involvement in the news present? What opportunities? As Paul the Apostle declared, "There are so many kinds of voices in the world, none of them without signification."

**Room 2258**

**Documentary Presentation and Discussion:  
*The History of Homefront Jr., 1980-1985***

Kevin Kelly: Associate Professor, Department of Communications, BYU

Abstract: In the early 80's, the LDS Church, through its advertising agency, Bonneville Communications, produced a children's version of their Homefront series and dubbed it "Junior." The church had the first "values" campaign to run on network television. The documentary covers the formative years of this highly successful campaign and talks to all the key players. The Best of Homefront Jr. television commercials also are featured.

Friday, 2:00-2:50 pm

Room 2254

**Paper: *Unstructured Time and Media Use in Families: How LDS Families Spend Their Time with Each Other and with the Media***

Mentored research project directed by Dr. John Davies, Assistant Professor, Department of Communications, BYU, with undergraduate students Karen Kleinman, Spencer Cornett, Cameron Edens, Daniel Sam, Kevin Turek

Abstract: Research that examines media use in LDS families does not exist. To be clear, several studies examine media use of LDS individuals and LDS couples, but in none of these studies is the traditionally-defined family the unit of analysis. In this study, 42 families reported on their activities, their mood state, who they were with, and the media they were using during a one-week period. Analysis of our data shows that the number of negative experiences during unstructured family time predicts more frequent use of media. Conversely, positive experiences were associated with less frequent media use.

**Paper: *Hooks, Traps, and Minefields: The Persuasive Power of Anti-Pornography Messages in LDS Priesthood Conference Talks***

Vauna Davis: Communications Director for Women for Decency

Abstract: Pornography is a pervasive misuse of media, even among LDS church members. We all have opportunities to speak up to prevent and heal damage from pornography. Research into LDS priesthood session conference talks gives insight into effective communication on this issue. Speakers emphasized eight major themes; theories of persuasive communication help evaluate how well the messages are designed to influence the audience.

Room 2258

**Panel: *A Crowdsourced Approach to Indexing Mormon Literature and Creative Arts***

Julie Williamsen: Theatre, Media Arts & Communications Librarian, Harold B. Lee Library, BYU

Larry Draper: Curator of Mormon Americana, Harold B. Lee Library, BYU

Robert Means: English & English Literature Librarian, Harold B. Lee Library, Brigham Young University

Kayla Willey: Librarian, Harold B. Lee Library, BYU

Abstract: The Mormon Literature & Creative Arts Database is a unique scholarly resource that provides researchers with current and historical information on works by and about Mormons, and includes information on authors, playwrights, critics, filmmakers, and other creative personnel involved in those works. Published literary, cinematic, theatrical, and musical works by and about Mormons continue to proliferate. The new release of the Mormon Literature and Creative Arts Database will give the global community the ability to submit content to the database, and the submitted content will be vetted by subject specialists. The new redesign of the database will also allow for the future inclusion of additional subject areas such as music, theatre, and the visual arts. This panel will include some of the most talented people who work at the heart of identifying and indexing creative works by and about Mormons. It will address the challenges and opportunities to capturing the ever-increasing number of materials created by Mormons or about Mormonism and the importance of indexing them.

Friday, 3:00-3:50 pm

Room 2254

**Panel: *Mormonism & Media Literacy: Intersection of Media and Education in LDS Theology and Culture***

Amy Peterson Jensen (Moderator): Chair and Associate Professor, Department of Theatre and Media Arts, BYU

**Paper: *Critical Agency: Shared Roots of Critical Media Literacy and Mormon Theology***

Ben Thevenin: Visiting Assistant Professor, Brigham Young University

Abstract: Critical media literacy education seeks to prepare the public to recognize the contradictions within society, explore how media institutions, representations and practices interconnect with these contradictions, and then engage in alternative media production and activism to create a freer society. Underlying these objectives is an understanding of agency that is not unlike that forwarded by Mormon theology. In both critical media literacy scholarship and Mormon theology, the importance of critical agency—the ability to discern between truth and error, freedom and captivity, and then act to promote a world informed to that knowledge—is fundamental.

**Paper: *Moving Mormonism to Higher Ground: The Development of Media, Technology and Communication Across Dispensations***

Vanessa Domine: Associate Professor, Montclair State University, New Jersey

Abstract: This presentation paints with broad strokes the historical evolution of communications technology—from the orality of the beginning dispensation of Adam (ca. 4000-3300 B.C.) to the print, electronic and more recently digital media of the dispensation of the fullness of times of Joseph Smith (ca. 1820-present). From this wide view of history emerges the pattern of *communification*: the use of technology for communication, communion and unification among large groups of people. The focus of this presentation is on the current technologies of digital transmedia as powerful catalysts for achieving the purposes of this last dispensation. A pedagogical framework of media literacy education is presented as the turnkey to leveraging technology for both cultural transformation and personal revelation.

**Paper: *Encouraging Charity and Community Engagement through Documentary Production: Lessons Learned from the Hands on a Camera Project***

Erika Hill: M.A., Adjunct Instructor, BYU

Abstract: Hands on a Camera (HOC) is an on-going service-learning project developed by the BYU Theatre and Media Arts Department. This media literacy service-learning project seeks to instill the basic principles of media literacy in local primary and secondary students. Though the lessons taught in the public schools are not explicitly religious in focus, LDS principles such as critical agency and charity are taught as students attempt to find meaningful community stories. Effective documentary pedagogy encourages students to treat their subjects with respect and dignity.

(Friday, 3:00-3:50 pm cont'd next page)

**Friday, 3:00-3:50 pm (cont'd)**

**Room 2258**

**Paper: *Mitt Romney and the Media's Shaping of the Mormon Question***

Craig Foster: Family History Library, Salt Lake City, Utah

Abstract: The so-called Mormon Question has been defined as whether or not the American people can trust a Mormon to be president of the United States. During the 2012 presidential campaign cycle members of the media have not only reported on but have helped shape the Mormon Question. In so doing, they have helped make Mitt Romney's Mormon faith an important factor in this historic presidential race.

**Paper: *The Media and Three 2012 Presidential Contenders with Mormon Connections: Jon Huntsman, Rocky Anderson, and Roseanne Barr***

Newell G. Bringhurst: PhD. Retired Professor of History and Political Science, College of the Sequoias, Visalia, CA

Abstract: This presentation deals with the media's interaction with three 2012 presidential contenders who have "Mormon connections." It focuses on three aspects of media interaction: (1) the contrasting ways in which various media outlets reacted to each of the three candidates; (2) the differing ways in which Huntsman, Anderson, and Barr have each used the media to promote their respective candidacies; (3) the extent to which the so-called "Mormon Question" has figured in the campaigns of each of the three.

**Friday, 4:00-4:50 pm**

**Room 2254**

**Panel: *Comedy and Mormon Women***

Sharon Swenson: Critical Studies, Department of Theatre and Media Arts, BYU

Lisa Valentine Clark: Comedian, star of *Pretty Darn Funny*

Whitney Call: Comedian; member of BYU's Divine Comedy; cast member of BYUtv's new sketch comedy show *Studio C*

Jeff Parkin: Associate Chair and Associate Professor, Department of Theatre and Media Arts, BYU

Jared Cardon: President of Tinder Transmedia

Abstract: The general public has many views about Mormons. That we have a sense of humor is not one of them. But Mormons know this view is not accurate. Humor is evident in all our forms of discourse, and this has been the case since the Church's establishment. Ironically, we often are afraid of showing our sense of humor to the world at large for fear of being seen as stupid or buffoons--this despite our knowledge that humor can connect us, help us be more real. This conflicting attitude that comedy connects us but shouldn't be shown outside the walls of our own chapel is problematic--especially for Mormons who feel called to be performers/comedians. This is even more the case for LDS women comics.

Women in comedy, no matter their religious affiliation, often feel forced into one of two roles: the harlot or the bimbo. They generally feel they can't be taken seriously as comedians. So what happens when a funny Mormon woman enters the world of comedy by using what great comedians have always used: her own experiences, the personal, the honest--even the Mormon? Will her humor paint all Mormon women as stupid? Will it fall flat? Will it succeed wildly? This will explore this intriguing dilemma.

**(Friday, 4:00-4:50 pm cont'd)**

**Friday, 4:00-4:50 pm (cont'd)**

**Room 2254**

**Documentary Presentation and Discussion:  
*A Reel Legacy: Judge Whitaker & The History of the BYU Motion Picture Studio***

Tom Laughlin: Freelance Producer/Editor - Digital Chop House/LDS Church

Peter Johnson: Motion Picture Director

Karl Wesson: 30 year career in motion picture and TV industries; MA, BYU

Pete Czerny: Film editor

John Linton: Producer

David Jacobs: Producer/Director

Abstract: This session on "A Reel Legacy," a documentary on LDS film history, will unveil the true story of Walt Disney's head animator Wetzel ("Judge") O. Whitaker, who left a very lucrative career at Walt Disney Studios to come to Utah to start a film studio for the LDS Church and pioneer a film program at Brigham Young University. In the film presentation and in person, veteran LDS Church filmmakers who knew and worked with Judge will talk about his life, the tremendous pioneering and contributions he made to Mormon Media, and the challenges he faced - from film crews and funding, to building a state-of-the-art Hollywood style studio in the 1950's.

**Friday, 5:00-6:30 pm**

**Room 2254**

***PRETTY DARN FUNNY***

**Film Screening and Discussion:** *Pretty Darn Funny* (complete on-line web series). In sharp contrast to the silent film era *Trapped by the Mormons* shown on Thursday night, this is the combined comedic series of webisodes that follow a woman named Gracie trying to find appropriate entertainment for her family.

Jeff Parkin, Associate Chair, Dept. of Theatre and Media Arts

## SCHEDULE AT-A-GLANCE



BYU CONFERENCE CENTER—770 East University Parkway—Brigham Young University—Provo, UT

### THURSDAY, NOVEMBER 8

Time	Room 2254	Room 2258
10:00-10:50 am	<p><b>Panel: How We Got to This “Moment”: What History Has to Teach Us About the Creation of Mormonism’s Public Image</b></p> <p>Richard Cowan: Mormonism in National Periodicals: The Long View</p> <p>J.B. Haws: Why the “Molympics” Didn’t Happen: A Case Study in Latter-Day Saints Public Perception Proactivity</p> <p>Casey Olson: A Historical Perspective of the Church’s Current Media Campaign</p>	<p><b>Documentary Presentation and Discussion: <i>Finding Refuge in El Paso: The 1912 Mormon Exodus from Mexico</i></b></p> <p>Fred Woods</p>
11:00-11:50 am	<p><b>Keynote Address</b></p> <p><b>Dr. David Campbell</b></p> <p><b>“The Mormon Dilemma: The Pros and Cons of Being a Peculiar People”</b></p>	
12:00-12:50 pm	<p><b>Panel: The “I’m a Mormon” Campaign: Where We’ve Been and Where We’re Going</b></p> <p>Neylan McBaine (Moderator), Greg Droubay, Brandon Burton, Ron Wilson, Parry Merkley</p>	<p><b>Paper: Dissecting the Digital Collision: How the Convergence of Connected Technology is Radically Changing TV Broadcasting and What BYUtv is Doing About It</b></p> <p>Ryan Holmes</p>
1:00-1:50 pm	<p><b>Paper: “Much Dispute and Wonderful Contentions”: Modern First Amendment Values in The Book of Mormon</b></p> <p>Edward L. Carter</p> <p><b>Paper: Free Agency and Freedom of Press/Speech: A Study of Control and Consequences for Choices</b></p> <p>Kenneth Plowman</p>	<p><b>Paper: Hegemonic Motherhood: Expressions of Maternity in ‘I’m a Mormon’ Ads</b></p> <p>Chiung Chen</p> <p><b>Papers: (1) “Real People” in Religious Advertising Campaigns: A Comparative Content Analysis; (2) Self-presentation in Mormon.org Profiles</b></p> <p>Megan Fereday</p>
2:00-2:50 pm	<p><b>Paper: Joanna Brooks and the Mormon Moment: The Power of Being “Unorthodox and Passionately Planted” in Mormonism</b></p> <p>Trudy Hanson</p> <p><b>Paper: Discursive Breaks in LDS Identity: When Apologetic and Dissent Communities on the Internet Collide</b></p> <p>Rosemary Avance</p>	<p><b>Paper: The Mormon University on the Mount of Olives: A Case Study in LDS Public Relations</b></p> <p>Blair G. Van Dyke</p> <p><b>Paper: Examining LDS Public Affairs on the European Continent</b></p> <p>Kelsey Koenen</p>



## SCHEDULE AT-A-GLANCE



BYU CONFERENCE CENTER—770 East University Parkway—Brigham Young University—Provo, UT

### THURSDAY, NOVEMBER 8

(continued)	Room 2254	Room 2258
3:00-3:50 pm	<p><b>Paper: Perceptions of Mitt Romney within the Mormon Community</b> Clark Callahan, Christina Chatfield, Derek Johanson, Kate Zeller</p> <p><b>Paper: Comparing Two Moments: Changes in Media Coverage of Mitt Romney's Mormonism Between the Campaigns of 2008 and 2012</b> Lane Williams</p>	<p><b>Paper: A Comparative Visual Framing Analysis of the Official LDS Website and Other Denominations' Digital Representations of Politics, Values, and Social Media in the Mormon Moment</b> Steven Garry, Hal Steinbeigle, B. William Silcock</p> <p><b>Paper: My "State of the Blogs" Address</b> Emily Jensen</p>
4:00-4:50 pm	<p><b>Paper: "The Cause of Spreading Truth": The Necessity of Mormon Newspapers during the Era of the Partisan Press and Evangelical Periodicals</b> Ed Adams</p> <p><b>Paper: Isaac Russell: Mormon Muckraker and Secret Defender of the LDS Church</b> Kenneth L. Cannon II</p>	<p><b>Paper: Mitt Romney and 'I Mormoni': Perspectives of the Italian Media</b> Mauro Properzi</p> <p><b>Paper: The Role of Italian Media in the Conversion Process of Members of the Church of Jesus Christ of Latter-day Saints</b> Giulia Vibilio</p>
5:00-5:50 pm		<p style="text-align: center;"><b>SPECIAL SESSION ON PUBLISHING MORMON-RELATED SCHOLARSHIP</b></p> <p><b>Founding a New Discipline: 10<sup>th</sup> Anniversary of the <i>Journal of Media and Religion</i></b> Daniel A. Stout, Co-Editor</p> <p><b>Publishing Trends in Mormon Media Scholarship:</b> Julie Williamsen, Trevor Alvord</p>
6:00-6:50		<p><b>Exploratory Meeting: Is It Time to Create a Mormon Media Studies Association?</b> Discussion Leader: Lane Williams</p>
7:00-9:00 pm	<p style="text-align: center;"><b>"Trapped by the Mormons"</b> (1922 anti-Mormon silent film)</p> <p><b>Film Screening and Discussion:</b> When the anti-Mormon campaigns bloomed in Great Britain in the first decades of the twentieth century, film took a prominent position in the public consciousness. One of the few features that have survived, <i>Trapped by the Mormons</i> (1922), was taken from Winifred Graham's sensationalist novel <i>The Love Story of a Mormon</i>, first published in 1911. <b>The film has been restored, with color tinting, and with a new organ score by the renowned Blaine Gale.</b></p> <p>Dr. James V. D'Arc, Curator, BYU Motion Picture Archive.</p>	

## SCHEDULE AT-A-GLANCE



BYU CONFERENCE CENTER—770 East University Parkway—Brigham Young University—Provo, UT

### FRIDAY, NOVEMBER 9

Time	Room 2254	Room 2258
9:00-9:50 am	<p><b>Panel: Mormon Moments in Music: Epic Events and Personal Reflections Portrayed in the Music of Noted LDS Composers and Songwriters</b> Marden Pond (Moderator), Cherie Call, Merrill Jensen, Crawford Gates</p>	<p><b>Young Scholar Speed Session</b> Richard Stowell: Press Coverage of 1978 Priesthood Revelation Ryan Bartlett &amp; David Chalk: Mormon Expression: On-line Communities Ariel Mitchell: Persecution to Pride: Journey of the LDS image Camille Hansen: Can the Mormon <i>Survive</i>? Megan Hinckley: Mrs. Romney and the Mormon Woman Sara C. Michael: Undercover Mormon Alyson Fullmer: A Pop Culture View of the Mormon Affinity for Science Fiction and Fantasy</p>
10:00-10:50 am	<p><b>Paper: Baptism of Fire: A Comparative Analysis of Media Coverage of the LDS Church's Practice of Proxy Baptisms</b> Kris Boyle, Joel Campbell</p> <p><b>Paper: How Political Horse Race Coverage Leads to Poor Coverage of Religion</b> Lane Williams</p>	<p><b>Panel: The Future of LDS Music &amp; Radio</b> Quint Randle (Moderator), Bob Ahlander, Steven Kapp Perry, Andrew Maxfield, Ron Saltmarsh</p>
11:00-11:50 am	<p><b>Panel: <i>The Book of Mormon</i> Musical: Tap Dancing, Blasphemy, and Truth in Advertising</b> Dr. Megan Sanborn Jones (Moderator), Paul Edwards, Emily Jensen, Thomas Russell, Kymberly Mellen, Janelle Turley</p>	<p><b>Paper: <i>The House of Kaskade: Faith, Feminism, and EDM</i></b> Timothy Hoxha</p> <p><b>Paper: "I Ain't So Sure But What The Lord Done Put These Folks in Our Path for a Reason": <i>Wagon Master</i> as an Example of Exemplary Mormon Cinema Made by a Non-Mormon</b> Ian Pettigrew</p>
12:00-12:50 pm	<p style="text-align: center;"><b>Session Sponsored by: The Charles Redd Center for Western Studies</b></p> <p style="text-align: center;"><b>Roundtable Discussion: Religion in the 2012 Election</b></p> <p style="text-align: center;">David Campbell, John Green, Clyde Wilcox, Quin Monson (Moderator)</p>	<p><b>Presentation: Mormon "Badges": Innovative Credentialing for PR and for LDS Youth</b> Gideon Burton (Moderator), Ellis Dyck, Jessica Lees, Joshua McKinney</p>
1:00-1:50 pm	<p><b>Panel: How Does the Truth Still Prevail? Presidential Politics, Press Coverage of Religion, and Social Media in the Era of the Mormon Moment</b> B. William Silcock (ASU, Moderator), Peggy Fletcher Stack (SL Tribune), Allison Pond (Deseret News), John Hughes (Former Editor, Deseret News)</p>	<p><b>Documentary Presentation and Discussion: <i>The History of Homefront Jr., 1980-1985</i></b> Kevin Kelly</p>

## SCHEDULE AT-A-GLANCE



BYU CONFERENCE CENTER—770 East University Parkway—Brigham Young University—Provo, UT

### FRIDAY, NOVEMBER 9

(continued)	Room 2254	Room 2258
2:00-2:50 pm	<p><b>Paper: Unstructured Time and Media Use in Families: How LDS Families Spend Their Time with Each Other and with the Media</b> John Davies, Karen Kleinman, Spencer Cornett, Cameron Edens, Daniel Sam, Kevin Turek</p> <p><b>Paper: Hooks, Traps, and Minefields: The Persuasive Power of Anti-Pornography Messages in LDS Priesthood Conference Talks</b> Vauna Davis</p>	<p><b>Panel: A Crowdsourced Approach to Indexing Mormon Literature and Creative Arts</b> Julie Williamsen (Moderator), Larry Draper, Robert Means, Kayla Willey</p>
3:00-3:50 pm	<p><b>Panel: Mormonism &amp; Media Literacy: Intersection of Media and Education in LDS Theology and Culture</b></p> <p>Amy Peterson Jensen (Moderator)</p> <p>Ben Thevenin: Critical Agency: Shared Roots of Critical Media Literacy and Mormon Theology</p> <p>Vanessa Domine: Moving Mormonism to Higher Ground: The Development of Media, Technology and Communication Across Dispensations</p> <p>Erika Hill: Encouraging Charity and Community Engagement through Documentary Production: Lessons Learned from the Hands on a Camera Project</p>	<p><b>Paper: Mitt Romney and the Media's Shaping of the Mormon Question</b> Craig Foster</p> <p><b>Paper: The Media and Three 2012 Presidential Contenders with Mormon Connections: Jon Huntsman, Rocky Anderson, and Roseanne Barr</b> Newell G. Bringhurst</p>
4:00-4:50 pm	<p><b>Panel: Comedy and Mormon Women</b> Sharon Swenson (Moderator), Jeff Parkin, Jared Cardon, Lisa Valentine Clark, Whitney Call</p>	<p><b>Documentary Presentation and Discussion: A Reel Legacy: Judge Whitaker &amp; The History of the BYU Motion Picture Studio</b> Tom Laughlin (Moderator), Peter Johnson, Karl Wesson, Pete Czerny, John Linton, David Jacobs</p>
5:00-6:30 pm	<p style="text-align: center;"><b><i>Pretty Darn Funny</i></b></p> <p><b>Film Screening and Discussion:</b> In sharp contrast to the silent film era <i>Trapped by the Mormons</i> shown on Thursday night, <i>Pretty Darn Funny</i> is the combined comedic series of webisodes that follow a woman named Gracie trying to find appropriate entertainment for her family.</p> <p>Jeff Parkin, Associate Chair, Department of Theatre and Media Arts</p>	



BYU Conference Center—770 East University Parkway—Brigham Young University—Provo, UT

## Mormon Media Studies Symposium 2012 Roster of Presenters & Abstracts

(Name & Professional Title; Short Bio; Title of Paper, Panel, or Presentation; Abstract)

### **Adams, Edward E.**

PhD; Professor and Chair, Department of Communications, Brigham Young University

Bio: Dr. Ed Adams is professor and chair of the BYU Department of Communications. His research areas include history and media business. His primary teaching responsibilities are for the Comms 101 classes.

### **Paper: "The Cause of Spreading Truth": The Necessity of Mormon Newspapers during the Era of the Partisan Press and Evangelical Periodicals**

Abstract: The partisan press era in America ran between 1800 and 1890. By 1835, there were 1200 newspapers affiliated with political parties, with the exception of only a small handful of independent penny newspapers in New York City. One observer characterizing this era said, "too many of our gazettes are in the hands of persons destitute at once of the urbanity of gentlemen, the information of scholars, and the principles of virtue." Principles and values such as fairness, neutral reporting, and objectivity, are primarily 20<sup>th</sup> century journalistic notions and were essentially non-existent in the early 1800s. Papers were unabashedly biased, in fact, intentionally so. Media Historian Jerry Baldasty referenced the partisan press era this way, "The mere idea of evenhandedness or objectivity was not so much bad, as it was deemed entirely inappropriate." Impartiality was not expected nor practiced. It was in this media environment that the Church of Jesus Christ of Latter-day Saints emerged. This paper reviews the history of the partisan press era the general coverage given to the Mormon Church between 1830 and 1846, to gain a better understanding of the pressures mounted against the Church, and the lack of neutral media outlets. The biased nature of the partisan journalistic media demonstrates the necessity of the church in sponsoring their own newspapers, if they wanted to have a voice.

When Joseph Smith announced his candidacy for U.S. President, few friends were to be found among the partisan papers which were advancing their own candidates. The few independent newspapers that existed were often the focus of attack from their political foes, "precisely what we abhor of all things and detest, to wit, is a neutral paper. It pretends to be all things to all men. Now, we wish to be civil to the editor, but we could never consent to an exchange with any such paper, for we verily think they should all, one and all, be thrown out of the pale of the press." Likewise, most magazines and periodicals were tied to organizations for financial support. Financial support for periodicals came primarily from literary and scientific societies, or in the case of religious-oriented publications, support came evangelical societies and groups. By some estimates between one-fourth and one-third of all periodicals issued in the first half of the 19<sup>th</sup> century were religious-affiliated publications. There certainly was no favoritism amongst these publications for a uniquely emergent American religion amongst this group.

### **Ahlander, Bob**

Music & Film Product Director, Deseret Book

Bio: While attending BYU, Bob co-founded the award-winning a cappella group Vocal Point. He currently oversees all development and acquisition for the Music and Film Division at Deseret Book Company. Since taking the reins there, he and his team have helped his company's recording artists earn numerous Billboard Chart positions (including three #1 albums) and one Grammy nomination.

**Panel: The Future of LDS Music & Radio (Panelists: Quint Randle, Bob Ahlander, Steven Kapp Perry, Andrew Maxfield, Ron Saltmarsh)**

Abstract: With an emphasis on distribution and listener channels, this panel will discuss the future of LDS music and radio in the context of developing market forces that are shaping the "Mormon" music industry, a sub-set of the national inspirational music market. In some ways the LDS music industry -- labels, artists, buyers and listeners -- is very similar to the music industry at large but in other ways it is unique. Successful new and social media strategies, defining "compartmentalized" LDS music habits, as well as overcoming the stereotype of so-called "EFY" music are some of the subjects this panel will cover.

**Alvord, Trevor**

Curator, Harold B. Lee Library, Brigham Young University

Bio: Trevor Alvord is currently the Curator of 21st Century Mormonism and Western American at the L. Tom Perry Special Collections. Before coming to BYU he served as Head of Special Collections at James Madison University. He received a BS in History and Religious Studies from Utah State University and an MLIS from San Jose State University.

**Panel: Publishing Trends in Mormon Media Scholarship (Panelists: Julie Williamsen, Trevor Alvord)**

Abstract: This presentation is an examination of scholarship being published in Mormon Media Studies and the generalized field of Mormon Studies by looking at the publishing trends of Mormon content in academic or peer reviewed journals from 2002 to present.

**Avance, A. Rosemary**

MA, PhD Candidate, University of Pennsylvania/Fellow at the University of Utah

Bio: A doctoral candidate at the University of Pennsylvania's Annenberg School for Communication, Rosemary Avance studies the intersection of new media, religion, and modernity, with particular focus on the performance of religious identity online and the tensions between institutional and personal religious narratives. Avance is currently writing her dissertation on the dialogic construction of Mormon identity in the Internet age with support from the 2012-2013 Eccles Foundation Fellow in Mormon Studies at the University of Utah's Tanner Humanities Center.

**Paper: *Discursive Breaks in LDS Identity: When Apologetic and Dissent Communities on the Internet Collide***

Abstract: Religious identity as a socially legible category emerges at the intersection of multiple, often conflicting voices with varying amounts of normative power to speak *for* and *about* the group. This paper considers the role of online apologetics and dissent in Mormon identity construction. Employing interview data and discourse analysis to unravel the relationship between consent, dissent, and membership, the project will show how narrative strategies shape firm boundaries for belonging among apologetic and dissenting communities, insulating the two communities despite discursive interchange and preventing dialogue and understanding in an example of a classic discursive break. While this break has important implications for Mormon identity going forward, both communities have a role to play in the social construction of Mormon identity as ritual actors performing conflicting readings of Mormonism as a social identity.

**Bartlett, Ryan**

Graduate Student studying Mass Communications, Brigham Young University

Bio: Ryan Bartlett is a 2nd year graduate student in the Mass Communications, M.A. program at Brigham Young University. He is a graduate of BYU-Idaho, where he received a B.A. degree in communication. His area of academic interest lies at the intersection of mass communications and sociology, particularly with issues dealing with religion and groupthink. Ryan plans to enroll in a Ph.D. program upon receiving his M.A. degree. This is his first academic conference presentation.

**Paper: *Mormon Expression: How Online Communities are Shaping Patterns of Religious Participation in the LDS Church* (Authors: Ryan Bartlett and David Chalk) (Young Scholar Speed Session)**

**Abstract:** Mass Communications has experienced several technological revolutions throughout recorded history. Each time a new communications medium was introduced, individuals and communities used the innovations to shape their own lives, as well as the societies in which they lived. One example of this is the protestant reformation and the mass distribution of the Luther bible throughout Germany shortly after the creation of the printing press. This research focuses on how one of these technological revolutions, the creation of the Internet, has caused shifts in the religious behaviors and practices of society in our day. More specifically, the research examines, through content analysis of online discussion boards, how members of a certain online Mormon community are using the Internet to create a dialogue that helps them to navigate through faith struggles, shifting beliefs, and desires to prevent or incite change in an era when religious information is more available than it ever before has been.

### **Boyle, Kris**

PhD., Assistant Professor, Department of Journalism, Media, & Computing, Creighton University, Omaha, Nebraska

**Bio:** Dr. Kris Boyle is an assistant professor in the Department of Journalism, Media, & Computing at Creighton University in Omaha, Nebraska. An alum of the BYU Communication Department, Kris earned his doctorate degree from Texas Tech University. Along with teaching courses in Media Writing, Sports Writing, and Media Law, Kris also advises the "Creightonian," Creighton's weekly newspaper. His research interests include online journalism, social media, civic journalism, and media ethics.

**Paper:** *Baptism of Fire: A comparative analysis of media coverage of the LDS Church's practice of proxy baptisms*  
(Authors: Kris Boyle and Joel Campbell)

**Abstract:** In February 2012, self-appointed LDS watchdog Helen Radkey revealed that members of the Church of Jesus Christ of Latter-day Saints had submitted names of Holocaust victims for LDS temple ordinances, including posthumous baptisms. These actions were in violation of an agreement between the LDS Church and the Jewish community and led to increased media coverage of the controversial ordinance. Through a series of content analyses and qualitative interviews, the authors of this study compared and contrasted coverage of baptisms for the dead by several entities, including LDS-owned media, national media, and Jewish-owned media. The authors also examined whether the candidacy of Mitt Romney, a member of the LDS church, influenced the coverage of this topic.

### **Bringhurst, Newell G.**

PhD. Retired Professor of History and Political Science, College of the Sequoias, Visalia, CA

**Bio:** Newell G. Bringhurst is an independent scholar and Professor Emeritus of History and Political Science at College of the Sequoias in Visalia, California, having retired after a 35 year career in the classroom. He was born in Salt Lake City Utah and received his bachelors and masters degrees at the University of Utah before attending the University of California, Davis, where he received his PhD. He is the author/editor of ten books published since 1981, the most recent being *The Mormon Quest of the Presidency: Eleven Mormons who Ran for President from 1844 to 2012* (2008, original ed., 2011, enlarged, expanded ed.), co-authored with Craig L. Foster; and *The Persistence of Polygamy: Joseph Smith and the Origins of Mormon Polygamy* (2010) co-edited with Craig L. Foster. He is a long-time member of the Mormon History Association, having served as its president in 1999-2000. He is also the member of the John Whitmer Historical Association, of which he served as president, from 2005 to 2006. He is also a member of the Utah Historical Society and actively involved with Sunstone---an affiliation going back to the mid-1980s. In addition to Mormon history, he has done research/writing on various aspects of local (Visalia/Tulare County) history.

**Paper:** *The Media and Three 2012 Presidential Contenders with Mormon Connections: Jon Huntsman, Rocky Anderson, and Roseanne Barr*

**Abstract:** This presentation will deal with the media's interaction with three 2012 presidential contenders who have "Mormon connections" specifically, Jon Huntsman, a former Utah Governor, who vied for the 2012 GOP nomination---albeit unsuccessfully; former Salt Lake City Mayor Rocky Anderson seeking the presidency as the candidate of his own self-styled, Justice Party; and Roseanne Barr, a well-known television personality and one-time Latter-day Saint, recently chosen as the 2012 presidential nominee of the Peace and Freedom Party. Specifically I will focus on three aspects of media interaction: First the contrasting ways in which various media outlets reacted to the candidacies of each of the three candidates. Second,

the differing ways in which Huntsman, Anderson, and Barr have each used the media to promote their respective candidacies. Third, the extent to which the so-called "Mormon Question" has figured in the campaigns of each of the three.

### **Burton, Brandon**

VP/General Manager Bonneville Communications

Bio: Brandon began his career in public relations learning the value of earned media. His love of communications strategy led him to Bonneville Communications where he's used his skills to develop cross channel marketing strategies for several national non-profit organizations including The Church of Jesus Christ of Latter-day Saints, Huntsman Cancer Institute, Sigma Chi Foundation and Pentagon Credit Union Foundation. He's worked as the General Manager of Bonneville Communications since 2008.

**Panel: The "I'm A Mormon" Campaign: Where We've Been and Where We're Going (Panelists: Neylan McBaine, Greg Droubay, Brandon Burton, Ron Wilson, Parry Merkley)**

Abstract: In 2008, the Church's Missionary Department and Bonneville Communications led a massive research study and created a global campaign to reverse the course of stereotypical perceptions. In this presentation, representatives from the Church's Missionary Department as well as Bonneville Communications will share the results of that research, discuss the origins and motivations of the I'm A Mormon campaign, share a behind-the-scenes look at the campaign's production, and discuss where the campaign will be heading in the future.

### **Burton, Gideon O.**

Assistant Professor, Department of English, Brigham Young University

Bio: Gideon Burton has taught at BYU since 1994. He earned his PhD in rhetoric, linguistics, and literature at the Univ. of Southern California, where he also earned a master of professional writing. He has applied rhetoric to Renaissance literature, Mormon studies, and most recently, to new media. His *Silva Rhetoricae: The Forest of Rhetoric* is an academic website that has drawn over 10 million unique visitors. His students learn to blog, tweet, and use the new media generally for both academic and professional purposes. He currently is teaching a course in Digital Culture, and was recently an advisor to the church's pilot online proselyting program. He and his wife, Karen, have four sons and live in Springville, Utah.

**Presentation: Mormon "Badges": Innovative Credentialing for PR and for LDS Youth (Mentored research project directed by Dr. Gideon Burton with undergraduate students Ellis Dyck, Jessica Lees, Joshua McKinney)**

Abstract: Badges are an emerging, alternate form of credentialing that can be used to educate and offer credibility to bloggers, journalists, and anyone else who writes about the Church online. Mormon badges can be obtained in 5-10 minute online mini-courses and then displayed on Facebook, blogs, and websites. An LDS badge system could also complement the church's online youth achievement programs, providing a means of sharing Personal Progress and Duty to God achievements via social media.

### **Call, Cherie**

Songwriter; Performer; Degree in Media Music from Brigham Young University

Bio: Cherie Call was born and raised in Mesa, Arizona and has been writing music since her early teens. She received a degree in media music from Brigham Young University. Cherie has released seven full length albums of her original songs. Her latest album, "Grace", was released in October of 2009. Some highlights of Cherie's performing life include playing "in the round" at Nashville's famous Bluebird Cafe, being a finalist in the prestigious Kerrville Newfolk songwriting competition, and opening for bluegrass legend Tim O'Brien at the University of Utah. Cherie's songs have been included on several albums produced for the LDS *Especially for Youth* summer programs, and also on the soundtracks to many independent films, including *God's Army*, *Charly*, and the Banff Award winning film, *True Fans*. Cherie currently lives in Utah with her husband and two daughters. Sister Call is a master story teller, with poignant and intimate music and lyrics as her vehicle. She has the ability to engage audiences with her tender spiritual insights and "every day" experiences. She frequently travels and performs and records for Church-related programs, including *Especially for Youth* and *Time Out for Women*.

**Panel: *Mormon Moments in Music: Epic Events and Personal Reflections Portrayed in the Music of Noted LDS Composers and Songwriters.* (Panelists: Marden Pond, Cherie Call, Merrill Jensen, Crawford Gates)**

Abstract: Prominent LDS composers and songwriters play examples of their work and discuss significant "Mormon" events and personal spiritual concepts depicted in music. Discussion of musicians who have been active in the production of LDS-oriented musical materials, including media-related music. The panel will address how the media can help in broadening awareness of these ideas, both within the LDS community and in the world at large.

**Call, Whitney**

Comedian; member of BYU's Divine Comedy; cast member of BYUtv's new sketch comedy show *Studio C*

Bio: Whitney Call has written and performed in BYU's premiere sketch comedy troupe Divine Comedy since 2008. She is currently involved with BYUtv's new sketch comedy show, Studio C, which premiered this October and airs Monday and Friday evenings. She is a graduate instructor at Brigham Young University where she studies creative writing with an emphasis in young adult literature and will graduate this April with her Master of Fine Arts. This fall she established a comedic sketch writing class in the Theater Media Arts department. In her spare time, Whitney writes heartfelt fanmail to Carol Burnett hoping someday she will respond (hopefully sooner than later as Carol Burnett is not getting any younger).

**Panel: *Comedy and Mormon Women* (Panelists: Jeff Parkin, Jared Cardon, Sharon Swenson, Lisa Valentine Clark, Whitney Call)**

Abstract: The general public has many views about Mormons. That we have a sense of humor is not one of them. But Mormons know this view is not accurate. Humor is evident in all our forms of discourse: from sacrament meeting talks to General Conference addresses, from Sunday School lessons to Bishop's interviews. And this has been the case since the LDS Church's establishment. The fact is, Mormons love to laugh and to make others laugh. We understand that humor comes from personal, honest emotions and situations. The reasons for our love of laughter seem to extend beyond the fact that laughter is its own reward. There seems to be an intrinsic understanding within the Church of humor's power to disarm and open us to things of the heart and, ultimately, to connect us with each other. Humor that is personal is particularly effective at this.

All this said, there may be a reason we are perceived as lacking a sense of humor. Ironically, we are often afraid of showing our sense of humor to the world at large for fear of being seen as stupid or buffoons--this despite our knowledge that humor can connect us, help us be more real. Somehow Mormons see *My Big Fat Greek Wedding* with all its stereotypes and caricatures as comedy, while *The Singles Ward* is just seen as embarrassing. This conflicting attitude that comedy connects us but shouldn't be shown outside the walls of our own chapel is problematic--especially for Mormons who feel called to be performers/comedians. This is even more the case for LDS women comics.

Women in comedy, no matter their religious affiliation, often feel forced into one of two roles: the harlot or the bimbo. They generally feel they aren't allowed to play a wide range of funny characters in other words, they can't be taken seriously as comedians. And yet we all know many brilliant women comedians. So what happens when a funny Mormon woman enters the world of comedy by using what great comedians have always used: her own experiences, the personal, the honest--even the Mormon? Will her humor paint all Mormon women as stupid? Will it fall flat? Will it succeed wildly? This panel of a group of funny Mormon women will explore this intriguing dilemma.

**Callahan, L. Clark**

PhD, Assistant Professor, Department of Communications, Brigham Young University

Bio: Dr. Clark Callahan teaches courses in intercultural and international communication, theory, and research methods. He formerly taught at Penn State York and the University of South Dakota. His research centers on theories of intercultural adaptation, historical diffusion of innovations, and media ecology.

**Paper: *Perceptions of Mitt Romney within the Mormon Community* (Mentored research project directed by Dr. Clark Callahan with undergraduate students Christina Chatfield, Derek Johanson, and Kate Zeller)**

Abstract: Often community is perceived as uniformity. During the current election cycle, news commentators and political prognosticators have mentioned Mitt Romney's Mormonism frequently, but have only done so in a holistic way, as if there



were only a single Mormon perspective on politics, community, and transcendence. Other religious or ethnic groups, however, have been portrayed in a much more nuanced and diverse manner that emphasizes their unity as well as their differences in these areas. This research attempts to resolve this dilemma by analyzing the Mormon community and their perspectives of Mitt Romney. By using Q methodology, typologies of Mormon perspectives are identified and offer a more comprehensive understanding of Mormon community by mapping the factors that define their political identity.

## **Campbell, David**

PhD, Associate Professor of Political Science, University of Notre Dame

Bio: Dr. David Campbell is the John Cardinal O'Hara, C.S.C. Associate Professor of Political Science at the University of Notre Dame and the founding director of the Rooney Center for the Study of American Democracy. He is the co-author (with Robert Putnam) of *American Grace: How Religion Divides and Unites Us*, which has been described by the *New York Times* as "intellectually powerful," by *America* as "an instant classic" and by the *San Francisco Chronicle* as "the most successfully argued sociological study of American religion in more than half a century." *American Grace* has also received both the 2011 Woodrow Wilson Award from the American Political Science Association for the best book on government, politics, or international affairs and the Wilbur Award from the Religious Communicators Council for the best non-fiction book of 2010. Prof. Campbell is also the author of *Why We Vote: How Schools and Communities Shape Our Civic Life* and the editor of *A Matter of Faith: Religion in the 2004 Presidential Election*. As an expert on religion, politics, and civic engagement, he has often been featured in the national media, including the *New York Times*, *Economist*, *USA Today*, *Washington Post*, *Wall Street Journal*, *Time*, NBC News, CNN, NPR, Fox News, and C-SPAN.

### **Keynote Address: "The Mormon Dilemma: The Pros and Cons of Being a Peculiar People"**

Abstract: Theologically, sociologically, and even politically, Mormons are a peculiar people. This peculiarity has brought a vitality to the LDS faith matched by virtually no other religious tradition in America. However, it also contributes to a negative perception of Mormons by many outside of the faith. Can this dilemma be resolved? Past experience suggests it can—but it starts with Mormons being willing to build bridges with those of other faiths.

**Roundtable: Religion in the 2012 Election. Sponsored by the Charles Redd Center for Western Studies. (Panelists: David Campbell, John Green, Clyde Wilcox (invited), Quin Monson (moderator))**

## **Campbell, Joel**

Associate Professor, Department of Communications, Brigham Young University

Bio: Joel Campbell is an associate teaching professor in journalism in Brigham Young University's Department of Communications. He teaches media writing, journalism principles, research and media and religion courses. He writes a periodic column for the Salt Lake Tribune about open government and the First Amendment. His research has been published in the *Journal of Media and Religion*. He holds a master's degree from Ohio State University and bachelor's degree from Brigham Young University.

### **Paper: *Baptism of Fire: A comparative analysis of media coverage of the LDS Church's practice of proxy baptisms* (Authors: Kris Boyle and Joel Campbell)**

Abstract: In February 2012, self-appointed LDS watchdog Helen Radkey revealed that members of the Church of Jesus Christ of Latter-day Saints had submitted names of Holocaust victims for LDS temple ordinances, including posthumous baptisms. These actions were in violation of an agreement between the LDS Church and the Jewish community and led to increased media coverage of the controversial ordinance. Through a series of content analyses and qualitative interviews, the authors of this study compared and contrasted coverage of baptisms for the dead by several entities, including LDS-owned media, national media, and Jewish-owned media. The authors also examined whether the candidacy of Mitt Romney, a member of the LDS church, influenced the coverage of this topic.

## **Cannon, Kenneth L. II**

Partner, Durham Jones & Pinegar; Adjunct Professor Law, SJ Quinney School of Law, University of Utah

Bio: Ken Cannon is a lawyer in private practice in Salt Lake City. He graduated *summa cum laude* in history from BYU in 1978 and was the college valedictorian, and received a master's degree in American history and a J.D. from BYU in 1982, receiving Order of the Coif and J. Reuben Clark Scholar honors upon graduation from law school. Ken has published and lectured widely on bankruptcy law, legal history, and Utah and Mormon history. He was named 2010 Utah Lawyer of the Year in business reorganization and bankruptcy law by *Best Lawyers in America* and was this summer named by *Salt Lake Magazine* as one of the 25 best lawyers in Salt Lake City. He is currently chair of the National Advisory Council for the College of Family, Home, and Social Sciences at BYU, a member of the Mormon History Association's board of directors, and a member of Signature Books' editorial advisory council. He served as a Fulbright Scholar at the University of Helsinki, has been an adjunct faculty member at BYU Law School, and is currently an adjunct professor of law at the University of Utah's School of Law, where he teaches commercial law. He has most recently published historical articles in *Journal of Mormon History*, *Utah Historical Quarterly*, and *Dialogue: A Journal of Mormon Thought*. Ken is married to writer Ann Edwards Cannon and they live in a lovely 1898 Victorian home in the Avenues neighborhood of Salt Lake City. They have five sons, three daughters-in-law, two granddaughters, and an array of quirky pets including a massive Newfoundland dog and a very talkative African Grey parrot.

**Paper: Isaac Russell, Mormon Muckraker and Secret Defender of the LDS Church**

Abstract: The LDS Church was sometimes attacked by muckraking journalists in the 1910s. Isaac Russell, a brilliant young reporter for the *New York Times* who moonlighted writing muckraking articles and sometimes was critical of the Church, was a Utah Mormon who defended the Church and its president from the muckrakers' attacks on them. After Russell convinced Theodore Roosevelt in 1911 to respond to articles critical of the Mormons that were being published in national magazines at the time, Joseph F. Smith employed Russell to operate a secret "public relations bureau" for the LDS Church in New York City. Employing a variety of clever means, Russell played a key, though hitherto largely unknown, role in defending the Church during a turbulent period. Russell eventually left New York for Chicago and provided public relations services to the baking industry and then to the nascent electric industry, but died in his 40s before he could reach his full potential as historian, consultant, and molder of opinions.

## **Jared Cardon**

President of Tinder Transmedia; Executive Producer, co-creator of *Pretty Darn Funny*

Bio: Jared Cardon is the president of Tinder Transmedia, a Webby Award honored production company that specializes in story-driven content for traditional and New Media platforms. Jared has written and produced a variety of award-winning television and web properties, including *The Book of Jeremiah*, an unabashedly "Mormon" web series that the *New York Times* called "a tight suspenseful series...real drama, real stakes and real consequences." Jared is also the co-creator and executive producer of *Pretty Darn Funny*, a branded transmedia series for women that featured an Alternate Reality Game for moms, the first user-generated funny story contest for LDS women, and gained the praises of influential female content creators including *MommyCast* and *DesignMom*. As an adjunct faculty member Brigham Young University's Theater and Media Arts program, Jared has taught multiple courses including film production, television writing and transmedia development and production.

**Panel: Comedy and Mormon Women (Panelists: Jeff Parkin, Jared Cardon, Sharon Swenson, Lisa Valentine Clark, Whitney Call)**

Abstract: The general public has many views about Mormons. That we have a sense of humor is not one of them. But Mormons know this view is not accurate. Humor is evident in all our forms of discourse: from sacrament meeting talks to General Conference addresses, from Sunday School lessons to Bishop's interviews. And this has been the case since the Church's establishment. The fact is, Mormons love to laugh and to make others laugh. We understand that humor comes from personal, honest emotions and situations. The reasons for our love of laughter seem to extend beyond the fact that laughter is its own reward. There seems to be an intrinsic understanding within the Church of humor's power to disarm and open us to things of the heart and, ultimately, to connect us with each other. Humor that is personal is particularly effective at this.

All this said, there may be a reason we are perceived as lacking a sense of humor. Ironically, we are often afraid of showing our sense of humor to the world at large for fear of being seen as stupid or buffoons--this despite our knowledge that humor can connect us, help us be more real. Somehow Mormons see *My Big Fat Greek Wedding* with all its stereotypes and caricatures as comedy, while *The Singles Ward* is just seen as embarrassing. This conflicting attitude that comedy connects us but shouldn't be

shown outside the walls of our own chapel is problematic--especially for Mormons who feel called to be performers/comedians. This is even more the case for LDS women comics.

Women in comedy, no matter their religious affiliation, often feel forced into one of two roles: the harlot or the bimbo. They generally feel they aren't allowed to play a wide range of funny characters in other words, they can't be taken seriously as comedians. And yet we all know many brilliant women comedians. So what happens when a funny Mormon woman enters the world of comedy by using what great comedians have always used: her own experiences, the personal, the honest--even the Mormon? Will her humor paint all Mormon women as stupid? Will it fall flat? Will it succeed wildly? This panel of a group of funny Mormon women will explore this intriguing dilemma.

### **Carter, Edward L.**

J.D. LL.M., Associate Professor of Communications, Brigham Young University

Bio: Edward L. Carter is an attorney, journalist and associate professor of communications. His professional and academic interests involve communications law, including copyright law. In 2009 he was awarded an LL.M. (master of laws) degree, with distinction, in Intellectual Property from the University of Edinburgh School of Law. He received a Juris Doctor *magna cum laude* from the J. Reuben Clark Law School at Brigham Young University in 2003. He also holds a master's degree from the Medill School of Journalism at Northwestern University and a bachelor's degree in communications from BYU.

Carter worked for approximately four years as a daily newspaper reporter before attending law school. He served as a law clerk for Judge Ruggero J. Aldisert of the U.S. Court of Appeals for the Third Circuit. He has a part-time law practice involving appellate litigation and has done freelance reporting and writing for regional magazines. He is associate professor in the BYU Department of Communications. He and his wife, Kimberly, have four children.

#### **Paper: "Much Dispute and Wonderful Contentions": Modern First Amendment Values in The Book of Mormon**

Abstract: The doctrinal teachings of The Church of Jesus Christ of Latter-day Saints, particularly in The Book of Mormon, hold rich meaning with respect to freedom of expression in modern America. The Book of Mormon teaches that freedom of expression enables the search for truth, facilitates self-governance, keeps government in check, promotes tolerance and provides a societal safety valve, all in line with observations of modern American secular scholars. The Book of Mormon, however, largely does not support the view of First Amendment scholars that freedom of expression is important because it fosters individual self-fulfillment and autonomy. Implications are discussed for Mormons seeking to better understand and live their faith, as well as for outside observers of Mormonism.

### **Chalk, David**

Graduate student studying mass communications, Brigham Young University

Bio: D. Spencer Chalk is currently a 2<sup>nd</sup> year graduate student in the Mass Communication program at Brigham Young University. He received his undergraduate degree from Brigham Young University in 2011. His research interests include online communities, communication theory construction, and social media's impact on the field of communication. Upon completion of his M.A. he hopes to pursue a Ph.D. within the communication field.

#### **Paper: Mormon Expression: How Online Communities are Shaping Patterns of Religious Participation in the LDS Church (Authors: Ryan Bartlett and David Chalk) (Young Scholar Speed Session)**

Abstract: Mass Communications has experienced several technological revolutions throughout recorded history. Each time a new communications medium was introduced, individuals and communities used the innovations to shape their own lives, as well as the societies in which they lived. One example of this is the protestant reformation and the mass distribution of the Luther bible throughout Germany shortly after the creation of the printing press. This research focuses on how one of these technological revolutions, the creation of the Internet, has caused shifts in the religious behaviors and practices of society in our day. More specifically, the research examines, through content analysis of online discussion boards, how members of a certain online Mormon community are using the Internet to create a dialogue that helps them to navigate through faith struggles, shifting beliefs, and desires to prevent or incite change in an era when religious information is more available than it ever before has been.

## **Chatfield, Christina**

Undergraduate, Department of Communications, Brigham Young University

### **Paper: *Perceptions of Mitt Romney within the Mormon Community***

**(Mentored research project directed by Dr. Clark Callahan with undergraduate students Christina Chatfield, Derek Johanson, and Kate Zeller)**

Abstract: Often community is perceived as uniformity. During the current election cycle, news commentators and political prognosticators have mentioned Mitt Romney's Mormonism frequently, but have only done so in a holistic way, as if there were only a single Mormon perspective on politics, community, and transcendence. Other religious or ethnic groups, however, have been portrayed in a much more nuanced and diverse manner that emphasizes their unity as well as their differences in these areas. This research attempts to resolve this dilemma by analyzing the Mormon community and their perspectives of Mitt Romney. By using Q methodology, typologies of Mormon perspectives are identified and offer a more comprehensive understanding of Mormon community by mapping the factors that define their political identity.

## **Chen, Chiung**

PhD, Associate Professor, Brigham Young University Hawaii

Bio: Chiung Hwang Chen is an associate professor of International Cultural Studies at Brigham Young University Hawaii. She received her Ph.D. in mass communication from University of Iowa. Her research areas include religion and media, gender and race issues, journalistic narratives, media systems in Chinese speaking nations, and cultural studies in the Pacific region.

### **Paper: *Hegemonic Motherhood: Expressions of Maternity in 'I'm a Mormon' Ads***

Abstract: The LDS Church's "I'm a Mormon" ad campaign has attracted much media attention. Discussion about this multi-million-dollar campaign has centered around its potential political impact on the 2012 presidential election and the Church's desire to alter public perceptions about Mormons. I read these ads differently, through the lens of a Mormon feminism. Rather than looking into the changes in Mormon image, I focus on how Mormon ideology is perpetuated. I argue that these ads send a clear, although subtle, message about Mormon family values, especially the ideal of womanhood/ motherhood. While showing the diversity of Mormon women in various social positions, these ads reaffirm, not defy, the "traditional" gender roles of women as they emphasize (stay-at-home) motherhood above all other identities for women.

## **Clark, Lisa Valentine**

Comedian, star of *Pretty Darn Funny*

### **Panel: *Comedy and Mormon Women* (Panelists: Jeff Parkin, Jared Cardon, Sharon Swenson, Lisa Valentine Clark, Whitney Call)**

Abstract: The general public has many views about Mormons. That we have a sense of humor is not one of them. But Mormons know this view is not accurate. Humor is evident in all our forms of discourse: from sacrament meeting talks to General Conference addresses, from Sunday School lessons to Bishop's interviews. And this has been the case since the Church's establishment. The fact is, Mormons love to laugh and to make others laugh. We understand that humor comes from personal, honest emotions and situations. The reasons for our love of laughter seem to extend beyond the fact that laughter is its own reward. There seems to be an intrinsic understanding within the Church of humor's power to disarm and open us to things of the heart and, ultimately, to connect us with each other. Humor that is personal is particularly effective at this.

All this said, there may be a reason we are perceived as lacking a sense of humor. Ironically, we are often afraid of showing our sense of humor to the world at large for fear of being seen as stupid or buffoons--this despite our knowledge that humor can connect us, help us be more real. Somehow Mormons see *My Big Fat Greek Wedding* with all its stereotypes and caricatures as comedy, while *The Singles Ward* is just seen as embarrassing. This conflicting attitude that comedy connects us but shouldn't be shown outside the walls of our own chapel is problematic--especially for Mormons who feel called to be performers/comedians. This is even more the case for LDS women comics.

Women in comedy, no matter their religious affiliation, often feel forced into one of two roles: the harlot or the bimbo. They generally feel they aren't allowed to play a wide range of funny characters in other words, they can't be taken seriously as

comedians. And yet we all know many brilliant women comedians. So what happens when a funny Mormon woman enters the world of comedy by using what great comedians have always used: her own experiences, the personal, the honest—even the Mormon? Will her humor paint all Mormon women as stupid? Will it fall flat? Will it succeed wildly? This panel of a group of funny Mormon women will explore this intriguing dilemma.

### **Cornett, Spencer**

Undergraduate Student, Department of Communications, Brigham Young University

**Paper: *Unstructured Time and Media Use in Families: How LDS Families Spend their Time With Each Other and with Media* (Mentored research project directed by Dr. John Davies with undergraduate students Karen Kleinman, Spencer Cornett, Cameron Edens, Daniel Sam, Kevin Turek)**

Abstract: Research that examines media use in LDS families does not exist. To be clear, several studies examine media use of LDS individuals and LDS couples, but in none of these studies is the traditionally-defined family the unit of analysis. In this study, 42 families reported on their activities, their mood state, who they were with, and the media they were using during a one-week period. Analysis of our data shows that the number of negative experiences during unstructured family time predicts more frequent use of media. Conversely, positive experiences were associated with less frequent media use.

### **Cowan, Richard**

PhD, Professor of Religion, Brigham Young University

Bio: Richard O. Cowan received his doctorate in history at Stanford University writing his dissertation on "Mormonism in National Periodicals." He joined the BYU Religion faculty in 1961 and is now in his 52<sup>nd</sup> year of teaching.

**Panel: How We Got to This "Moment": What History Has to Teach Us about the Creation of Mormonism's Public Image (Panelists: Richard Cowan, J.B. Haws, Casey Olson)**

**Paper: Mormonism in National Periodicals: The Long View**

Abstract: Richard Cowan will point out important long-term trends in the public image of Mormonism. J.B. Haws will then consider how some of the LDS Church's approaches to the 2002 Olympics reversed several late-twentieth-century downturns in the Church's public image. Finally, Casey Olson will continue this focus by analyzing the historical context of the "I'm a Mormon" campaign and suggesting some reasons for the campaign's initial success.

### **Czerny, Pete**

Film editor

Bio: Pete Czerny was born in Germany and survived World War II, living behind the Iron Curtain in communist East Germany after the war. His family escaped and emigrated to the US when he was 12 years old. He served as a missionary in Austria, and was drafted and served in the US Army. His childhood interest in projecting home movies led to a job at the BYU Motion Picture Studio, where he eventually became supervising film editor as head of the film editing department. He edited many of the popular BYU films of the 1970s into the 1990s. He is also the author of the book: "The Great Salt Lake," (BYU Press 1976.) Pete still works at the studio as tour guide, and is the projectionist for the LDS Motion Picture Film Archive series, now in its 14th season, at the Harold B. Lee Library Special Collections Department. He is also a poet and has composed many church hymns, songs, and piano works, and has travelled all over the United States as a fireside speaker.

**Documentary Presentation and Discussion: *A Reel Legacy: Judge Whitaker & The History of the BYU Motion Picture Studio* (Panelists: Tom Laughlin, Peter Johnson, Karl Wesson, Pete Czerny, John Linton)**

Abstract: This presentation will commence with a showing of "A Reel Legacy", the story of former Disney animator Wetzel ("Judge") O. Whitaker, who left Walt Disney Studios, to come to Utah to help start a film studio for the LDS Church, and to start a film program at Brigham Young University. For the first time ever on camera, veteran filmmakers who knew and worked with Judge, sit down and talk about his life, from trials and challenges of having no film crews or sufficient funding, to building a state-of-the-art Hollywood style studio in the 1950's. This story will transport you back in time, as we journey from the Walt

Disney Studios to Provo Utah. This special documentary features over 17 veteran filmmakers, as well as dozens of rare and never-before-seen images, released by family members and friends. This film is a true tale of faith, toil, sacrifice, and humility, and will not only inspire the LDS (Mormon) community, but others who share Christian values and beliefs, who seek to be uplifted and inspired - as was Judge's mission as a father, husband, friend, and filmmaker. Following the presentation, a filmmaker panel and discussion will follow.

## **D'Arc, James**

Curator, BYU Motion Picture Archive

Bio: D'Arc graduated from BYU in 1986 with a PhD in Theatre & Cinematic Arts. He won a 2009 Association for Mormon Letters Honorary Lifetime Membership award. In 2010 D'Arc's book *When Hollywood Came to Town: A History of Moviemaking in Utah* was published. It describes Utah's rich history as a backdrop for more than 800 films.

### **Film Screening and Discussion: *Trapped by the Mormons* (1922 silent film with new organ score by Blaine Gale)**

Abstract: When the anti-Mormon campaigns bloomed in Great Britain in the first two decades of the twentieth century, film took a prominent position in the public consciousness. One of the few features that have survived, *Trapped by the Mormons* (1922), was taken from Winifred Graham's sensationalist novel *The Love Story of a Mormon*, first published in 1911. The film version presented Mormon missionary Isoldi Keene looking for new---female---converts in the environs of Manchester, until he runs into the fiancé of a prospective convert who takes matters into his own hands. The cultural imagery of a vampire, utilized by Graham in her criticism of Mormons, was successfully translated into this admittedly hyperbolic drama with Keene's possession of "mesmeric powers." Viewed today with laughable disbelief, *Trapped by the Mormons* proved to be both a headache and a proselyting opportunity to Latter-day Saint missionaries throughout England, including future Church president Ezra Taft Benson. The film has been restored, with color tinting, and with a new organ score by the renowned Blaine Gale. *Trapped by the Mormons* will be introduced by Dr. James V. D'Arc, curator of the BYU Motion Picture Archive.

## **Davies, John**

PhD, Assistant Professor, Department of Communications, Brigham Young University

Bio: Dr. John Davies is an assistant professor in the Department of Communications at BYU. His research centers on the uses and effects of media, and issues related to families and media.

**Paper: *Unstructured Time and Media Use in Families: How LDS Families Spend Their Time with Each Other and with Media* (Mentored research project directed by Dr. John Davies with undergraduate students Karen Kleinman, Spencer Cornett, Cameron Edens, Daniel Sam, Kevin Turek)**

Abstract: Research that examines media use in LDS families does not exist. To be clear, several studies examine media use of LDS individuals and LDS couples, but in none of these studies is the traditionally-defined family the unit of analysis. In this study, 42 families reported on their activities, their mood state, who they were with, and the media they were using during a one-week period. Analysis of our data shows that the number of negative experiences during unstructured family time predicts more frequent use of media. Conversely, positive experiences were associated with less frequent media use.

## **Davis, Vauna**

MA, BYU Mass Communications; Communications Director for Women for Decency

Bio: Vauna Davis loves the fun and constructive features of media and technology. The shady, raunchy stuff – not so much. She has four young adult children and wants their connected lives to be full of good things. She returned to BYU earn a Master's degree in Mass Communications, where she studied anti-pornography campaigns and the effects of pornography. She is the Communications Director at Women for Decency and a consultant for Utah Coalition Against Pornography.

**Paper: *Hooks, Traps, and Minefields: The Persuasive Power of Anti-Pornography Messages in LDS Priesthood Conference Talks***

Abstract: Pornography is a pervasive misuse of media, even among LDS church members. We all have opportunities to speak up in our circles of influence to prevent and heal damage from pornography. Research into LDS priesthood session conference talks gives insight into effective communication on this issue. Speakers emphasized eight major themes encouraging LDS men to live spiritually pure lives. Theories of persuasive communication help evaluate how well the messages are designed to influence the audience.

### **Domine, Vanessa**

Associate Professor, Montclair State University, New Jersey

Bio: Vanessa Domine is an Associate Professor of educational technology in one of the nation's top teacher education programs at Montclair State University. Dr. Domine is also the Vice President of the National Association for Media Literacy Education (NAMLE) and co-editor of the *Journal for Media Literacy Education* (JMLE). Her latest book, *Rethinking Technology in Schools* (Peter Lang, 2009) explores the educational potential of technology as more than technical skills but as cultural transformation through media literacy and democratic practice.

**Panel: Mormonism & Media Literacy: Intersections of Media and Education in LDS Theology and Culture (Panelists: Vanessa Domine, Erika Hill, Amy Peterson Jensen, Benjamin Thevenin)**

**Paper: *Moving Mormonism to Higher Ground: The Development of Media, Technology and Communication Across Dispensations***

Abstract: This presentation paints with broad strokes the historical evolution of communications technology—from the orality of the beginning dispensation of Adam (ca. 4000-3300 B.C.) to the print, electronic and more recently digital media of the dispensation of the fullness of times of Joseph Smith (ca. 1820-present). From this wide view of history emerges the pattern of *communification*: the use of technology for communication, communion and unification among large groups of people. The focus of this presentation is on the current technologies of digital transmedia as powerful catalysts for achieving the purposes of this last dispensation. A pedagogical framework of media literacy education is presented as the turnkey to leveraging technology for both cultural transformation and personal revelation.

### **Draper, Larry**

Curator of Mormon Americana, Harold B. Lee Library, Brigham Young University

Bio: Larry W. Draper is Curator of Americana and Mormonism in the L. Tom Perry Special Collections in the Harold B. Lee Library at Brigham Young University. In 1976 he received a B.A. in philosophy from California State University at Fresno. Two years later he received a Masters of Library Science from BYU, followed in 1988 by an M.A. in history, also from BYU. For 18 years Draper worked in the LDS Church Historical Department, first as a manuscript cataloger, then from 1984 to 1997 as rare book librarian. He has held his present position at BYU since 1997.

**Panel: *A Crowdsourced Approach to Indexing Mormon Literature and Creative Arts* (Panelists: Julie Williamsen, Larry Draper, Robert Means, Steven Nordstrom, Kayla Willey)**

Abstract: The Mormon Literature & Creative Arts Database is a unique scholarly resource that provides researchers with current and historical information on works by and about Mormons, and includes information on authors, playwrights, critics, filmmakers, and other creative personnel involved in those works. It is the thirteenth most used web resources at Brigham Young University's Harold B. Lee Library with 390,620 page views from February 2010 to February 2011. The database was initially created in 2003 to index Mormon literature, and in 2006 the database was enhanced to index Mormon film. A third release of the database in early fall 2012 will feature fully revised search functionality, a redesigned layout, and for the first time will allow for crowdsourced contributions. Published literary, cinematic, theatrical, and musical works by and about Mormons continues to proliferate. As a result, it has become increasingly difficult for librarians to identify and index all of these materials. In order to capture these growing bodies of works, the new release of the Mormon Literature and Creative Arts Database will give the global community the ability to submit content to the database, and the submitted content will be vetted by subject specialists. The new redesign of the database will also allow for the future inclusion of additional subject areas such as music, theatre, and the visual arts. This panel discussion will demonstrate the newly redesigned Mormon Literature and Creative Arts Database and discuss its new features, enhancements, and the technology that makes it possible. The panel will include some of the most talented people who work at the heart of identifying and indexing creative works by and about

Mormons. It will address the challenges and opportunities to capturing the ever-increasing number of materials created by Mormons or about Mormonism and the importance of indexing them.

### **Droubay, Greg**

Director of Media, Missionary Department, LDS Church

Bio: Greg Droubay is the Director of Media for the Church's Missionary Department. His previous positions at the Church include Manager of Proselyting and Infield Training, as well as the Director of Training at the Missionary Training Center.

**Panel: *The "I'm A Mormon" Campaign: Where We've Been and Where We're Going***  
(Panelists: Neylan McBaine, Greg Droubay, Brandon Burton, Ron Wilson, Parry Merkley)

Abstract: In 2008, the Church's Missionary Department and Bonneville Communications led a massive research study and created a global campaign to reverse the course of stereotypical perceptions. In this presentation, representatives from the Church's Missionary Department as well as Bonneville Communications will share the results of that research, discuss the origins and motivations of the I'm A Mormon campaign, share a behind-the-scenes look at the campaign's production, and discuss where the campaign will be heading in the future.

### **Dyck, Ellis**

Undergraduate English major, Brigham Young University

**Presentation: Mormon "Badges": Innovative Credentialing for PR and for LDS Youth (Mentored research project directed by Dr. Gideon Burton with undergraduate students Ellis Dyck, Jessica Lees, Joshua McKinney)**

Abstract: Badges are an emerging, alternate form of credentialing that can be used to educate and offer credibility to bloggers, journalists, and anyone else who writes about the Church online. Mormon badges can be obtained in 5-10 minute online mini-courses and then displayed on Facebook, blogs, and websites. An LDS badge system could also complement the church's online youth achievement programs, providing a means of sharing Personal Progress and Duty to God achievements via social media.

### **Edens, Cameron**

Undergraduate Student, Department of Communications, Brigham Young University

**Paper: *Unstructured Time and Media Use in Families: How LDS Families Spend their Time With Each Other and with Media***  
(Mentored research project directed by Dr. John Davies with undergraduate students Karen Kleinman, Spencer Cornett, Cameron Edens, Daniel Sam, Kevin Turek)

Abstract: Research that examines media use in LDS families does not exist. To be clear, several studies examine media use of LDS individuals and LDS couples, but in none of these studies is the traditionally-defined family the unit of analysis. In this study, 42 families reported on their activities, their mood state, who they were with, and the media they were using during a one-week period. Analysis of our data shows that the number of negative experiences during unstructured family time predicts more frequent use of media. Conversely, positive experiences were associated with less frequent media use.

### **Edwards, Paul**

Editor, Deseret News

Bio: Paul Edwards was named the Editor of the *Deseret News* in December 2011. Prior to joining the *Deseret News* in 2010 as the editor of the opinion section, Edwards served as Executive Vice President and Provost at Southern Virginia University. He has also served as President of the Mercatus Center at George Mason University and Vice President for Academic Affairs at the Institute for Humane Studies, also at George Mason. Edwards taught political science at Brigham Young University. He earned his PhD and JD at the University of California at Berkeley where he was an editor of the *California Law Review*. He also holds a BA in History with University Honors from Brigham Young University. Dr. Edwards and his wife Margo live in Highland, Utah, and are the parents of four children.



**Panel: *The Book of Mormon* Musical: Tap Dancing, Blasphemy, and Truth in Advertising (Panelists: Megan Sanborn Jones (Chair), Emily Jensen, Thomas Russell, Kymberly Mellen, Janelle Turley, Paul Edwards)**

Abstract: This roundtable discussion will bring together actors, scholars, journalists, advertisers, and audience members to discuss *The Book of Mormon* musical on stage and in national media.

**Fereday, Megan**

Graduate Student, Department of Communications, Brigham Young University

Bio: Megan Fereday graduated with her bachelor of science degree in Exercise and Wellness from Brigham Young University in 2010. She is currently working on her Master's degree in Communications at Brigham Young University. Her research interests focus on Mormon media studies, specifically on Mormon self-presentation in online settings.

**Paper: "Real People" in Religious Advertising Campaigns: A Comparative Content Analysis**

Abstract: This study was designed to provide further information and analysis of religious advertising campaigns, and the use of "real people" advertising as a part of overall campaign strategy and design. Two current, major U.S. religious advertising campaigns that use "real people" as an advertising tactic—the I'm a Mormon and Catholics Come Home campaigns—were selected for analysis. Comparative content analysis of 20 "real people" video profiles (10 from each campaign) revealed narrative themes of self-betterment, community, and Catholic theology (Catholic), family, helping others, overcoming challenges, and forgiveness and change (Mormon). Results revealed that both campaigns used "real people" advertising as a means to fulfill church and campaign objectives.

**Paper: Self-presentation in Mormon.org Profiles**

Abstract: The Internet has provided immense opportunity for online interaction and expression. This study was designed to identify ways in which people present themselves online in Mormon.org profiles. To examine the different styles of self-presentation in Mormon.org profiles, this study drew upon self-presentation theory and analyzed profiles according to six unique self-presentation strategies. Additionally, the relationship between a profile poster's sex and the self-presentation strategies exhibited in their Mormon.org profile, were analyzed. Content analysis of 100 (50 male and 50 female) Mormon.org profiles revealed that self-promotion, exemplification, and ingratiation were the most commonly exhibited self-presentation strategies.

**Foster, Craig**

Family History Library, Salt Lake City, Utah

Bio: Craig L. Foster earned an MA and MLIS at Brigham Young University and is a research consultant at the Family History Library in Salt Lake City. He is the author of *A Different God? Mitt Romney, the Religious Right and the Mormon Question* (2008) as well as co-author of *The Mormon Quest for the Presidency: From Joseph Smith to Mitt Romney and Jon Huntsman* (2011) and co-editor of *The Persistence of Polygamy*. He is married and the father of three, two of whom are presently attending BYU.

**Paper: Mitt Romney and the Media's Shaping of the Mormon Question**

Abstract: The so-called Mormon Question has been defined as whether or not the American people can trust a Mormon to be president of the United States. During the 2012 presidential campaign cycle members of the media have not only reported on but have helped shape the Mormon Question. In so doing, they have helped make Mitt Romney's Mormon faith an important factor in this historic presidential race.

**Fullmer, Alyson**

Senior at Brigham Young University studying English

Bio: Alyson Fullmer is a senior at Brigham Young University and will graduate in December with a B.A. in English and a minor in Communications. As an undergraduate, she has had many unique writing experiences and currently works as a writing and

research assistant for a project on prominent LDS figures throughout Church history. This is Alyson's first academic conference presentation, and she is excited to participate.

**Paper: *Perpetuating the Prejudice: A Pop Culture View of the Mormon Affinity for Science Fiction and Fantasy* (Young Scholar Speed Session)**

Abstract: This paper explores how the Mormon affinity for science fiction and fantasy affects societal views of the Church as a whole. Mormons have come to represent a seemingly large portion of the genre's popular contemporary authors, and the jury is still out on whether or not these writers are working for or against the Church's efforts to dispel Mormon otherness. Despite the benefits of having Mormon authors in the public eye, societal reactions to this phenomenon reveal, at least in part, that the increase of Mormon speculative fiction may serve to reinforce prejudices of exclusivity and detachment.

**Garry, Steven P.**

Communication Instructor, PhD student, Arizona State University

Bio: Steven is a doctoral student in the Cronkite School at Arizona State University (ASU) and teaches full-time as a communication instructor at the ASU Polytechnic campus. His research interests are in communication and new digital technologies and he has presented research at ICA, NCA, and BEA. Steven also worked 14 years full-time for ABC and CBS television stations as a broadcast meteorologist and reporter in AZ, CA, FL, & NV and continues to do fill-in work for KPHO, the CBS affiliate in Phoenix, AZ

**Paper: *A Comparative Visual Framing Analysis of the Official LDS Website and Other Denominations' Digital Representations of Politics, Values, and Social Media in the Mormon Moment* (Authors: Steven Garry, Hal Steinbeigle, B. William Silcock)**

Abstract: Based on the Pew Forum on Religion and Public Life's ranking of major denominations, this study compares the official LDS website to 40 different English language websites ranging from Catholicism, to mainstream Protestantism, Judaism, and Islam. Using visual framing analysis, this study compares and contrasts the LDS website with the other denominations in the coverage of Mormon Mitt Romney's Presidential campaign. Beyond politics, what dominant visual images are represented on the denominations' various home pages? Which sites link to social media platforms such as Facebook and Twitter, and if so, in what ways and to what degree?

**Gates, Crawford**

Composer, Conductor, Educator. <http://crawfordgates.com/>

Bio: Dr. Crawford Gates is considered by many to be the "dean" of living LDS composers, having created the masterful scores for *Promised Valley* (composed for the Pioneer Centennial for the State of Utah), the *Hill Cumorah Pageant* (creating two different versions for the pageant, over thirty years apart), and a number of other Church-related publications and productions. Besides its successful run during the 1947 Pioneer Centennial, *Promised Valley* has been performed by LDS performers throughout the nation, was the centerpiece for a multi-year summer performance run in its own specially-built outdoor theater (just east of Temple Square) in the 1960s and '70s, and the namesake for the Church-owned theater in downtown Salt Lake. This work has been performed over 2,700 times, in six languages, and across five continents. Dr. Gates holds degrees from San Jose State University, Brigham Young University, and the Eastman School of Music. He has taught at the University of Utah, and served as the chairman of the Department of Music at BYU. He was also professor of music and artist-in-residence at Wisconsin's Beloit College. Dr. Gates has served as the conductor of the Beloit Janesville Symphony Orchestra, the Quincy Symphony, and the Rockford Symphony Orchestra. Crawford is the composer of over 800 works, which have been performed by ensembles of international stature, such as the Philadelphia Orchestra, Chicago Symphony, and Los Angeles Philharmonic. Brother Gates has had musical relationships (guest conducting, recording, commissioned compositions and premieres) with major musical organizations in Utah: the Utah Symphony, Ballet West, the Mormon Tabernacle Choir, Orchestra at Temple Square, Utah Opera, and the Oratorio Society of Utah. Brother Gates is the composer of two hymns in the LDS hymnbook and two beloved songs in the LDS Children's Songbook. His sacred oratorio, *Visions of Eternity*, was commissioned as part of the BYU-Idaho LDS Composers Commissioning Program. Despite his many accolades and significant musical creations, he remains a humble servant within the Kingdom, a mentor to numerous LDS musicians, and an endearing friend to all who know him.

**Panel: *Mormon Moments in Music: Epic Events and Personal Reflections Portrayed in the Music of Noted LDS Composers and Songwriters*. (Panelists: Marden Pond, Cherie Call, Merrill Jenson, Crawford Gates)**

**Abstract:** Prominent LDS composers and songwriters play examples of their work and discuss significant “Mormon” events and personal spiritual concepts depicted in music. Discussion of musicians who have been active in the production of LDS-oriented musical materials, including media-related music. The panel will address how the media can help in broadening awareness of these ideas, both within the LDS community and in the world at large.

### **Green, John C.**

Distinguished Professor of Political Science; Department of Political Science, University of Akron.  
Director, Ray C. Bliss Institute of Applied Politics; University of Akron

**Bio:** John C. Green is a Distinguished Professor of Political Science. He is also a Senior Fellow with the Pew Forum on Religion & Public Life, and is best known for his work on religion and politics. He is co-author of *The Bully Pulpit: The Politics of Protestant Clergy*; *Religion and the Culture Wars: Dispatches From the Front*, and *The Diminishing Divide: Religion’s Changing Role in American Politics*. In addition, he is co-editor of *The State of the Parties*, now in its 5th edition, *Multiparty Politics in America*, and *Financing the 1996 Election*. Green is the Director of the Ray C. Bliss Institute of Applied Politics, a bipartisan research and teaching institute dedicated to the nuts and bolts of practical politics. Green is widely known as an observer of Ohio and national politics, and he is frequently quoted in the national and state media.

**Roundtable: Religion in the 2012 Election. Sponsored by the Charles Redd Center for Western Studies. (Panelists: David Campbell, John Green, Clyde Wilcox (invited), Quin Monson (moderator))**

### **Hansen, Camille**

Junior at Brigham Young University Studying Communications with an emphasis in Advertising

**Paper: *Can the Mormon ‘Survive’?* (Young Scholar Speed Session)**

**Abstract:** This paper looks at how Mormons are portrayed in reality TV shows. More specifically, I delve into how BYU professor Dawn Meehan was depicted in the 23rd season of *Survivor* and why Meehan and another Mormon contestant were chosen for that season in particular. I discuss how stereotypes are perpetuated through carefully selected footage and crafty editing techniques. Ultimately, I aim to answer the question "How long can a Mormon *survive* in the part reality show, part social experiment known as *Survivor*?"

### **Hanson, Trudy**

Chair, Department of Communication, West Texas A&M University

**Bio:** Trudy L. Hanson serves as department chair of the Department of Communication at West Texas A&M University. She has served as President of the Southern States Communication Association, as President of the Texas Speech Communication Association, as editor of the Texas Speech Communication Journal, and as a guest editor for the American Communication Association Journal. Her research interests include rhetoric in popular culture, storytelling, and gender communication. She has directed the annual WTAMU storytelling festival since 1991.

**Paper: *Joanna Brooks and the Mormon Moment: The Power of Being “Unorthodox and Passionately Planted” in Mormonism***

**Abstract:** This rhetorical analysis of four examples of Mormon feminist Joanna Brooks’ public rhetoric uses feminist standpoint theory to analyze how her unique perspective “from inside the Mormon universe” has demystified what it means to be a Mormon. Brooks’ ability to speak from the margins, to provide an authentic view of Mormonism, based on her own experiences, her feminine communication style, and her position as an “outsider within” who is deeply committed to her faith, but who is also willing to raise critical questions, has resulted in her being sought after by a variety of media outlets as an “independent Mormon voice.”

## **Haws, J.B**

Assistant Professor of Church History and Doctrine, Brigham Young University

Bio: J.B. Haws is an assistant professor of Church History and Doctrine at Brigham Young University. His PhD in American History is from the University of Utah, and his dissertation will be published in 2013 as *The Mormon Image in the American Mind: Latter-day Saints and Public Perception from George Romney to Mitt Romney*.

**Panel: How We Got to This "Moment": What History Has to Teach Us about the Creation of Mormonism's Public Image (Panelists: Richard Cowan, J.B. Haws, Casey Olson)**

**Paper: *Why the "Molympics" Didn't Happen: A Case Study in Latter-day Saints Public Perception Proactivity***

Abstract: Richard Cowan will point out important long-term trends in the public image of Mormonism. J.B. Haws will then consider how some of the LDS Church's approaches to the 2002 Olympics reversed several late-twentieth-century downturns in the Church's public image. Finally, Casey Olson will continue this focus by analyzing the historical context of the "I'm a Mormon" campaign and suggesting some reasons for the campaign's initial success.

## **Hill, Erika**

M.A., Adjunct Instructor, Brigham Young University

Bio: Erika Hill found an interest in teaching principles of media literacy while studying Media Arts as an undergraduate at Brigham Young University. Prior to her graduation, she worked as a student scholar and coordinator for the Hands on a Camera service-learning project, as well as a teacher's assistant for various media arts classes. Since her graduation in 2007, she has worked as an administrator for both the Hands on a Camera project and the Media Education Database. In 2011 she completed a Master's Degree in Media Education, and plans to continue developing programs that help young people tell meaningful stories about their communities.

**Panel: *Mormonism & Media Literacy: Intersections of Media and Education in LDS Theology and Culture* (Panelists: Vanessa Domine, Erika Hill, Amy Peterson Jensen, Benjamin Thevenin)**

**Paper: *Encouraging Charity and Community Engagement through Documentary Production: Lessons Learned from the Hands on a Camera Project***

Abstract: Hands on a Camera (HOC) is an on-going service-learning project developed by faculty and students from the Brigham Young University (BYU) Theatre and Media Arts Department. This media literacy service-learning project seeks to instill the basic principles of media literacy in local primary and secondary students by providing them with critical engagement and hands-on experiences with a variety of digital media. Though the lessons taught in the public schools are not explicitly religious in focus, LDS principles such as critical agency and charity are taught as students attempt to find meaningful community stories. Effective documentary pedagogy encourages students to treat their subjects with respect and dignity, and helps them see various ways that they might improve their community circumstances. The creative processes involved encourage students to feel a greater sense of self-worth as they see a project through from start to finish and screen the final project for an appreciative public.

## **Hinckley, Megan**

Undergraduate student, Brigham Young University

Bio: As a junior at Brigham Young University, Megan Hinckley is excited to bring a political viewpoint to this symposium on Mormons in the media. Her advertising major is leading her to a Washington, D.C. internship this summer in political media interactions. After graduation, she will focus her agency work in creative writing and design (#sloganjunkie).

**Paper: *Mrs. Romney and the "Mormon Woman" (Young Scholar Speed Session)***

Abstract: The "Mormon Woman" is a demographic that has been relatively unexplored and untouched by the media until recently. During the 2012 presidential campaign, the media has spotlighted Ann Romney far more than any other LDS woman in the past. This paper explores Mrs. Romney's unofficial role as the spokesperson for Mormon women and how her presence has

influenced the public's perception of this population segment. It specifically details how her efforts to relate her husband to the general population has in turn humanized the "Mormon Woman."

## **Holmes, Ryan**

Director of Digital Media, BYU Broadcasting

Bio: Ryan is the Director of Digital Media for BYU Broadcasting. Ryan graduated from BYU in 1992 with a B.S. in mechanical engineering, summa cum laude. Ryan has been a successful entrepreneur and has served as the chief executive for several organizations, including technology entertainment media companies. Ryan is an engineer, an entrepreneur, a problem solver, and a digital media enthusiast. The broadcast media world is in a state of massive change, and Ryan is leading BYU Broadcasting's efforts to distribute video globally on the ever-expanding list of digital media devices. On the personal side, Ryan is married to Suzanne Frampton Holmes and has six children. He is an avid outdoorsman and loves to golf, water ski, and hike the mountains of southern Alberta Canada in Waterton Lakes National Park with his family. His family currently resides in Heber City Utah.

**Presentation: *Dissecting the Digital Collision: How the Convergence of Connected Technology is Radically Changing TV Broadcasting and What BYUtv is Doing About It***

Abstract: There is a major re-ordering of the broadcast universe currently underway. The last five years has seen a massive convergence of technology and the lines between phones, cameras, computers and game consoles are blurry. The rising generation doesn't watch TV anymore, at least not like you used to. TV broadcasters are being forced to compete with the likes of YouTube, Netflix, and Apple, and are having to re-imagine their business models. What does it all mean for BYUtv?

## **Hoxha, Timothy**

PhD, Scholar, producer, journalist

Bio: Timothy M. Hoxha is a scholar, producer, and journalist. He earned a Ph.D from the University of Toronto specializing in the political economy of mass media and, in particular, the music industry. He recently presented a paper at Harvard University analyzing the social influence of brand advertising based on the commercial identity of Britney Spears. His research and lectures focus on the music, television, and motion picture industries and new media systems as platforms for demographic organization and socio-behavioral instruction. The work of Dr. Hoxha has been broadcast on the History Channel, CBC, and MTV (MuchMusic).

**Paper: *The House of Kaskade: Faith, Feminism, and EDM***

Abstract: Ryan Raddon, a Latter-day Saint musician that goes by the stage name Kaskade, is currently dominating the Billboard Charts and leading a spiritual revolution in mainstream pop culture that no one anticipated. This presentation will analyze the success of Kaskade's music based on his ability to weave LDS ideology (about free choice, consequences, sin, and redemption) into a successful commercial music brand. To decode his pastiche of LDS ideology into identifiable marketing tactics, I will draw on economic, sociological, and music theory. In the process, I will analyze how he investigates spiritual themes through his video brand with imagery, lyrics, and musical traits that highlight moral battles between following the truth and walking in deception. Additionally, this presentation will address how Kaskade's brand supports women's equality in an industry notorious for stripping women of their power.

## **Hughes, R. John Hughes**

Professor, Department of Communications; Nieman Fellow, Harvard University; Pulitzer Prize for reporting; former Editor, Christian Science Monitor and Deseret News

Bio: R. John Hughes was a [Nieman Fellow at Harvard](#), and he won the [Pulitzer Prize](#) for his coverage of Indonesia and the [Overseas Press Club](#) Award for an investigation into the international narcotics traffic. He is a former president of the [American Society of Newspaper Editors](#). Hughes has written two books and writes a nationally-syndicated column for *The Christian Science Monitor*.

Hughes was born April 28, 1930 in Neath, South Wales, the only child of Evan and Dellis May Hughes. He was raised in London and attended an ancient livery company school, the Stationers' and Newspaper Makers School. During World War II, both of Hughes' parents contributed to the war effort – his father was drafted into the British Army and served in North Africa for three years. His mother was conscripted into the Government Post Office during that time as well. Following the war, the entire family moved to South Africa.

At the age of 16 Hughes started his first job as a reporter at *The Natal Mercury*. Alex Hammond, his first editor, sent him to business school to learn short hand. Hughes then worked as a reporter for three years before returning to London, where he worked on Fleet Street at a news agency. He eventually was hired by the London-based [The Daily Mirror](#). Shortly after accepting that position, *The Natal Mercury* contacted Hughes and asked him to come back to be the Chief of the State Capital Bureau. He accepted. He later became a stringer and a freelance writer for a number of papers in London and [The Christian Science Monitor](#) in Boston.

In 1955, at the age of 25, Hughes moved to America and began working in Boston for [The Christian Science Monitor](#). About 18 months later he was sent back to South Africa as a correspondent for *The Monitor*. He filled that position for six years. Hughes was named the Nieman Fellow at [Harvard University](#) the following year. He then worked as an assistant foreign editor in Boston. His next assignment from *The Monitor* sent him to be a foreign correspondent in Asia for six years. It was during this time that he won the [Pulitzer Prize](#) for International Reporting in 1967 for his thorough reporting of the attempted Communist coup in Indonesia in 1965 and the purge that followed in 1965-66.

His achievements were readily recognized by *The Christian Science Monitor*, and he was promoted to Managing Editor, a position which he held for a year before becoming Editor from 1970-1979. For the last three of those years he was Editor and Manager (the paper's term for publisher). During his three year stint as Editor and Manager, Hughes became interested in owning his own newspaper.

His initial purchase was a weekly paper in Cape Cod, Massachusetts. Hughes eventually purchased six other newspapers in the surrounding area. During the same time period, Hughes received a call from one of President Reagan's advisors, asking Hughes what Reagan should say in his acceptance speech, should he be elected. Hughes offered some ideas, which were remembered and used. Shortly after Reagan was elected, Hughes was asked to move to Washington D.C. to serve in Reagan's administration from 1981-1985.

He initially served as the Associate Director of the [United States Information Agency](#), and was later appointed as the director of [The Voice of America](#), the government broadcasting agency. While serving in that capacity, he received a phone call from George Shultz, the Secretary of State, inviting Hughes to be the Spokesman for the State Department and Assistant Secretary of State for Public Affairs. Following four years in Washington D.C., Hughes returned to Massachusetts where his newspapers were flourishing. He resumed his control of the companies, but eventually sold them when neither of his children wanted to fill his position.

Hughes was then asked by *The Christian Science Monitor* to be in charge of a short-wave radio international program. He did this for a few years and then bought a newspaper in Maine with a friend of his who worked at [The Washington Post](#). The partnership was unsuccessful and short-lived, resulting in the paper being resold, which enabled Hughes to accept further administrative appointments.

In 1991 he was asked to chair President George Bush's bipartisan Task Force on the future of US government international broadcasting. In 1992 he was appointed Chairman of a joint Presidential-Congressional Commission on Broadcasting to the People's Republic of China. In 1993, the Corporation for Public Broadcasting appointed Hughes to its Advisory Commission on Public Broadcasting to the World.

Hughes then accepted an offer from [Brigham Young University](#) to begin the [International Media Study Program](#). In 1995, [Boutros Boutros Ghali](#), a former Egyptian Foreign Minister and the Secretary General of the [United Nations](#), requested Hughes to meet with him. During the meeting, Ghali asked if Hughes would be willing to do some work for the United Nations during the 50th Anniversary of the United Nations. BYU granted Hughes a year leave of absence, and he became the Assistant Secretary General of the United Nations.

In 1996, Elder Neal A. Maxwell called Hughes with concerns about [The Deseret News](#). Maxwell solicited his advice on improving the paper's circulation. When Hughes returned from the United Nations he began work as a consultant for *The Deseret News*.

Following his counsel, the paper switched its distribution to morning rather than afternoon, which improved circulation. To initiate this change, the Board of Directors asked Hughes to be the editor of the newspaper. Hughes accepted the position, and became the first non-Mormon editor of *The Deseret News*. He filled that position until 2007, at which point he returned to BYU as a Professor in the [Communications Department](#).

In 2011, Hughes received the National Council for International Visitors' Citizen Diplomat Media Award for his contributions in journalism.

Hughes and his wife Peggy, a Brigham Young University graduate, have three children -- Mark, Wendy, and Evan -- and have six grandchildren.

***Panel: How Does the Truth Still Prevail? Presidential Politics, Press Coverage of Religion, and Social Media in the Era of the Mormon Moment (Panelists: B. William Silcock, John Hughes, Peggy Fletcher Stack, Allison Pond)***

ABSTRACT: What opportunities and challenges exist for journalists covering the LDS Church in the era of the Mormon Moment? What is the role of LDS Public Affairs in meeting those challenges? Re-assembling a panel first explored during the inaugural Mormon Media Studies conference in 2010, this panel brings in some new voices, while hearing again from some key stakeholders. With the expansion of the LDS Church across social media platforms such as Facebook and Twitter we enter deeper into the era of audience interactivity in the news. How does this impact the traditional role of the press and LDS Public Affairs? What challenges does more audience involvement in the news present? What opportunities? As Paul the Apostle declared, "There are so many kinds of voices in the world, none of them without signification."

**Jacobs, David K. PhD**  
Producer/Director

Bio: BYU Motion Picture Studio, Casting Director, 5 years (Man's Search for Happiness; Johnny Lingo, Windows, Temple Films). Director/producer 12 years (The First Vision, The Mailbox, Uncle Ben, The Church in Action).

Help-U-Sell International Real Estate Company, Director of Communications 2 plus years. Initiated and developed a Satellite Network broadcasting bi-weekly from the KSL Studios to the US and Canada. Nu Skin Enterprises, producer/director 15 Years. More than 100 productions including films for the 2002 Salt Lake City Olympics. Church College of Hawaii, Acting Department Chairman, Teacher, Director 3 years.

Filed in more than 35 Countries; visited more than 50 Countries. Won numerous National and International Awards Married Gail Wade Jacobs. Father to David Wade, Caroline, Jeffrey. Grandfather to Brody, Hayden, and Caleb

**Jensen, Amy Petersen**

Associate Professor, Chair, Department of Theatre and Media Arts, Brigham Young University

Bio: Amy Petersen Jensen, PhD is an Associate Professor and Chair of the Theatre and Media Arts Department in the College of Fine Arts and Communications. Amy also directs the undergraduate Theatre and Media Education Program as well as the Media Education Masters Degree. Amy has received the Meritorious Service Award from the National Association for Media Literacy Education (2011), the Award for Excellent Ongoing Service to Theatre Education in the State of Utah, from the Utah Theatre Association (2001) and in 2009 she received the Brigham Young University Young Scholar Award (a \$24,000 prize) for her work in the public schools. Recent book publications include, *Theatre in a Media Culture: Production, Performance and Perception Since 1970* (Mcfarland, 2007) and the Co-edited volume (Re) *imagining Literacies for Content-area Classrooms* (Teachers College Press, 2010).

**Panel Moderator: *Mormonism & Media Literacy: Intersections of Media and Education in LDS Theology and Culture* (Panelists: Vanessa Domine, Erika Hill, Amy Peterson Jensen, Benjamin Thevenin)**

## **Jensen, Emily**

Bloggernacle columnist for the *Deseret News*; *Dialogue* Web Editor; New Media Review Editor, *BYU Studies*

Bio: Emily Warburton Jensen covers the blog beat for the *Deseret News* and loves searching through the LDS blog world for developments and testimonies that best capture the ever-evolving LDS online experience. She also moderated the Round Table podcast, featuring women from various blogs discussing issues relevant to both their Mormon faith and their gender. She also works as a web editor for *Dialogue: a journal of Mormon thought*, and is serving as the New Media Review Editor for *BYU Studies*. She has participated in multiple Mormon conferences, written many news articles, and enjoys mommy-ing her five children. Email: [ejensen@desnews.com](mailto:ejensen@desnews.com).

### **Paper: My "State of the Blogs" Address**

Abstract: Almost five years ago, Jensen began covering the LDS blog world for the *Deseret News* and she has witnessed many Mormon media related events through virtual eyes. This includes the rise of the LDS Church's ever-increasing online presence (including the Mormon.org campaign and lds.org website redesigns) as well as many breaking news stories, political and theological debates, and entertainment and sports events. She will discuss highlights from the past five years, what she has learned about Mormon media depiction online and its expanding influence, and the cycles she has noticed in blogs, topics and even with people.

### **Panel: *The Book of Mormon* Musical: Tap Dancing, Blasphemy, and Truth in Advertising (Panelists: Megan Sanborn Jones (Chair), Emily Jensen, Thomas Russell, Kymberly Mellen, Janelle Turley, Paul Edwards)**

Abstract: This roundtable discussion will bring together actors, scholars, journalists, advertisers, and audience members to discuss *The Book of Mormon* musical on stage and in national media.

## **Lees, Jessica**

Undergraduate English major, Brigham Young University

### **Presentation: Mormon "Badges": Innovative Credentialing for PR and for LDS Youth (Mentored research project directed by Dr. Gideon Burton with undergraduate students Ellis Dyck, Jessica Lees, Joshua McKinney)**

Abstract: Badges are an emerging, alternate form of credentialing that can be used to educate and offer credibility to bloggers, journalists, and anyone else who writes about the Church online. Mormon badges can be obtained in 5-10 minute online mini-courses and then displayed on Facebook, blogs, and websites. An LDS badge system could also complement the church's online youth achievement programs, providing a means of sharing Personal Progress and Duty to God achievements via social media.

## **Linton, John**

Producer; expert in professional development on educational leadership and classroom practices

Bio: Early in his career Mr. Linton produced numerous motion pictures for BYU, the LDS Church, the state of Utah and many commercial and educational enterprises. *The Great Dinosaur Discovery* is a highly acclaimed landmark film broadcast nationally. For a time Mr. Linton taught high school science followed by 20 years of producing professional development videos throughout the world. He and his former wife Blanch founded *The Video Journal of Education* which is now known as the *School Improvement Network*. Mr. Linton and Blanch videotaped in over 3000 classrooms in every major city, and nearly every state in all types of urban, suburban and rural settings. They have worked extensively with internationally recognized luminaries in education such as William Glasser, Art Costa, Michael Fullan and Heidi Jacobs. Recently they were honored at the National Staff Development Council annual conference in Nashville with an award created especially for them. They were named *Ambassadors for High Quality Professional Learning*. Presently, Mr. Linton mentors video production for the *School Improvement Network* and trains frequently throughout the United States in professional development on various educational leadership and classroom practice topics. He is writing several books about education, personal relationships and the history of his work.



**Documentary Presentation and Discussion: *A Reel Legacy: Judge Whitaker & The History of the BYU Motion Picture Studio* (Panelists: Tom Laughlin, Peter Johnson, Karl Wesson, Pete Czerny, John Linton)**

Abstract: This presentation will commence with a showing of "A Reel Legacy", the story of former Disney animator Wetzel ("Judge") O. Whitaker, who left Walt Disney Studios, to come to Utah to help start a film studio for the LDS Church, and to start a film program at Brigham Young University. For the first time ever on camera, veteran filmmakers who knew and worked with Judge, sit down and talk about his life, from trials and challenges of having no film crews or sufficient funding, to building a state-of-the-art Hollywood style studio in the 1950's. This story will transport you back in time, as we journey from the Walt Disney Studios to Provo Utah. This special documentary features over 17 veteran filmmakers, as well as dozens of rare and never-before-seen images, released by family members and friends. This film is a true tale of faith, toil, sacrifice, and humility, and will not only inspire the LDS (Mormon) community, but others who share Christian values and beliefs, who seek to be uplifted and inspired - as was Judge's mission as a father, husband, friend, and filmmaker. Following the presentation, a filmmaker panel and discussion will follow.

**McKinney, Joshua**

Undergraduate English major, Brigham Young University

**Presentation: Mormon "Badges": Innovative Credentialing for PR and for LDS Youth (Mentored research project directed by Dr. Gideon Burton with undergraduate students Ellis Dyck, Jessica Lees, Joshua McKinney)**

Abstract: Badges are an emerging, alternate form of credentialing that can be used to educate and offer credibility to bloggers, journalists, and anyone else who writes about the Church online. Mormon badges can be obtained in 5-10 minute online mini-courses and then displayed on Facebook, blogs, and websites. An LDS badge system could also complement the church's online youth achievement programs, providing a means of sharing Personal Progress and Duty to God achievements via social media.

**Mellen, Kymberly**

Actor, educator

Bio: Kymberly Mellen is a former faculty member at BYU who has spent the past 3 summers acting with the Utah Shakespeare Festival. This season her roles included: Madame Thernardier in *Les Miz*, Gertrude in *Hamlet*, and Mistress Quickly in *Merry Wives of Windsor*. She is currently the head of the drama academy at Pioneer Charter High School. Other theatres she has worked at include: Pioneer Memorial Theatre, Sundance, Steppenwolf, Chicago Shakespeare Theatre, Writers' Theatre, Court Theatre, and Milwaukee Rep. In addition to private coaching, Kym also teaches at On Broadway Academy and keeps busy with voice-overs, commercial and film work. She has four children and is married to artist, Vance Mellen.

**Panel: *The Book of Mormon* Musical: Tap Dancing, Blasphemy, and Truth in Advertising (Panelists: Megan Sanborn Jones (Chair), Emily Jensen, Thomas Russell, Kymberly Mellen, Janelle Turley, Paul Edwards)**

Abstract: This roundtable discussion will bring together actors, scholars, journalists, advertisers, and audience members to discuss *The Book of Mormon* musical on stage and in national media.

**Jenson, Merrill**

Film Composer. BM Music Composition, Brigham Young University, 1980

Bio: Merrill B. Jenson is a film and media composer who has created scores for well over thirty feature films, music for a significant number of commercial albums, as well as concert works that have been performed by the Mormon Tabernacle Choir, the Utah Symphony, the London Symphony Orchestra, the Prague Symphony Orchestra, and many others. Merrill graduated from Brigham Young University with a degree in music composition, where he still teaches film scoring courses for the Media Music Department. His collaborations with Academy Award-winning director, Keith Merrill established him as a top-flight film composer of significant major motion pictures, with scores for *Harry's War*, *Windwalker*, and *The Great American Indian*. Brother Jenson is the composer of scores for many of the Church's most iconic films, including: *How Rare a Possession: The Book of Mormon*, *The Testaments of One Fold and One Shepherd*, *Joseph Smith: Prophet of the Restoration*, and *Emma Smith: My Story*. Brother Jenson served for a number of years as the music director for Bonneville Communications. He has

composed a great deal of music for commercials, television scores, music for LDS Motion Picture Studios, and the Church's acclaimed *Homefront* campaign. Brother Jenson is also a frequently commissioned composer of concert works, with commissions for the LDS Composers Commissioning program at Brigham Young University – Idaho, and several outdoor pageants.

**Panel: *Mormon Moments in Music: Epic Events and Personal Reflections Portrayed in the Music of Noted LDS Composers and Songwriters.* (Panelists: Marden Pond, Cherie Call, Merrill Jenson, Crawford Gates)**

Abstract: Prominent LDS composers and songwriters play examples of their work and discuss significant "Mormon" events and personal spiritual concepts depicted in music. Discussion of musicians who have been active in the production of LDS-oriented musical materials, including media-related music. The panel will address how the media can help in broadening awareness of these ideas, both within the LDS community and in the world at large.

### **Johanson, Derek**

Undergraduate Student, Department of Communications, Brigham Young University

**Paper: *Perceptions of Mitt Romney within the Mormon Community***

**(Mentored research project directed by Dr. Clark Callahan with undergraduate students Christina Chatfield, Derek Johanson, and Kate Zeller)**

Abstract: Often community is perceived as uniformity. During the current election cycle, news commentators and political prognosticators have mentioned Mitt Romney's Mormonism frequently, but have only done so in a holistic way, as if there were only a single Mormon perspective on politics, community, and transcendence. Other religious or ethnic groups, however, have been portrayed in a much more nuanced and diverse manner that emphasizes their unity as well as their differences in these areas. This research attempts to resolve this dilemma by analyzing the Mormon community and their perspectives of Mitt Romney. By using Q methodology, typologies of Mormon perspectives are identified and offer a more comprehensive understanding of Mormon community by mapping the factors that define their political identity.

### **Johnson, Peter**

Motion Picture Director

Bio: The late Karl Malden, former President of the Academy of Motion Picture Arts and Sciences and Academy Award winning actor, said of Johnson, "If I were a producer and had a script that I wanted to do, the man I would hire to direct it would be Peter Johnson." His credits include: as Director, *The Mountain of the Lord*, *A More Perfect Union* (EMMY), *Man's Search for Happiness*, *The Restoration*, *Zion's Camp*. Producer and/or Director of *The Witching of Ben Wagner* (Disney), *Encyclopedia Brown* (HBO), *How Rare a Possession*, *Journey of Faith*, *The New World*, *Between Heaven and Earth*, *On Sacred Ground with Truman Madsen*, *The Eternal Christ with Truman Madsen* and *Opening Isaiah*. Writer of Disney's 1988 top-rated Sunday Night movie, *Thanksgiving Promise*, with Blaine Yorgason, as well as other screenplays, such as, *Treason*, *The Insiders*, *Charlie's Monument*, and *A Voice from the Dust*. Other credits include *The Sting, Part II* (Universal); *Twilight Time* (Dan Tana Productions); *SKAG* (NBC); *Beyond the Poseidon Adventure* (Irwin Allen Productions); *Miracle on Ice* (ABC); *Word of Honor* (CBS); and *The Streets of San Francisco* (ABC). He is a member of the Director's Guild of America (DGA). Peter is a partner with Orson Scott Card in their film company called Taleswapper, and they are currently developing a feature based on Card's *The Tales of Alvin Maker: Seventh Son*. He was the director of the Motion Picture Studio during the decade of the 1980's and early 1990's.

**Documentary Presentation and Discussion: *A Reel Legacy: Judge Whitaker & The History of the BYU Motion Picture Studio* (Panelists: Tom Laughlin, Peter Johnson, Karl Wesson, Pete Czerny, John Linton)**

Abstract: This presentation will commence with a showing of "A Reel Legacy", the story of former Disney animator Wetzel ("Judge") O. Whitaker, who left Walt Disney Studios, to come to Utah to help start a film studio for the LDS Church, and to start a film program at Brigham Young University. For the first time ever on camera, veteran filmmakers who knew and worked with Judge, sit down and talk about his life, from trials and challenges of having no film crews or sufficient funding, to building a state-of-the-art Hollywood style studio in the 1950's. This story will transport you back in time, as we journey from the Walt Disney Studios to Provo Utah. This special documentary features over 17 veteran filmmakers, as well as dozens of rare and never-before-seen images, released by family members and friends. This film is a true tale of faith, toil, sacrifice, and humility, and will not only inspire the LDS (Mormon) community, but others who share Christian values and beliefs, who seek to be

uplifted and inspired - as was Judge's mission as a father, husband, friend, and filmmaker. Following the presentation, a filmmaker panel and discussion will follow.

### **Jones, Megan Sanborn**

Associate Professor, Department of Theatre and Media Arts, Brigham Young University  
BA, Theatre Arts, BYU, 1995; MA Theatre Arts, Directing emphasis, BYU, 1997; PhD, Theatre History and Criticism, University of Minnesota—Twin Cities, 2004.

Bio: Megan Sanborn Jones is an Associate Professor in the theatre and media arts department, where she coordinates the theatre arts BA program and is a women's studies affiliate faculty member. Publications include work in: *Theatre Journal*, *Theatre Topics*, and *Theatre History Studies*. Her book, *Performing American Identity in Anti-Mormon Melodrama* (Routledge 2009), won the Mormon History Association Smith-Pettit Best First Book Award. Forthcoming work includes chapters in "By Our Rites of Worship" from Eborn Press, *Mormons and American Popular Culture* from Praeger, and *Faith Promoting History* from UConn Press. Megan is also a director/choreographer with credits at BYU including: *Crazy for You*, *Holes*, *A Midsummer Night's Dream*, *Racine's Berenice*, and *Romeo and Juliet*. Megan and her husband, economist Dr. Glen Jones, are the happy parents of Cohen and Eden.

**Panel: *The Book of Mormon* Musical: Tap Dancing, Blasphemy, and Truth in Advertising (Panelists: Megan Sanborn Jones (Chair), Emily Jensen, Thomas Russell, Kymberly Mellen, Janelle Turley, Paul Edwards)**

Abstract: This roundtable discussion will bring together actors, scholars, journalists, advertisers, and audience members to discuss *The Book of Mormon* musical on stage and in national media.

### **Kelly, A. L. Kevin**

Associate Professor, Department of Communications, Brigham Young University, Advertising Sequence

Bio: Kevin Kelly joined the Communications Department after 19 years of experience at Ogilvy & Mather, a global advertising agency in New York, where he was a creative director, senior partner and an operating board member. One of Kelly's main clients at Ogilvy was Kimberly-Clark (Huggies), which he handled for over twelve years and helped Huggies become the #1 diaper in America. He also worked with the following clients: American Express, Kraft, Lipton and Hershey. Before working at Ogilvy, Kelly spent five years at Bonneville Media Communications in Salt Lake City as a senior copywriter and producer, where his key account was the Church of Jesus Christ of Latter-day Saints. Kelly was also asked in 2005-2008 to chair a media task force, under the direction of Elder M. Russell Ballard, charged with the assignment to find new ways to use paid media to enhance the missionary efforts of the church.

Kelly graduated from the Art Center College of Design in Pasadena, Calif., with a B.F.A. in film. He and his wife, Khaliel, live in Provo and are the parents of nine children and thirteen grandchildren. Kelly loves the musical theatre. He co-authored *The Ark*, a musical about Noah and his family, with Michael McLean, which premiered off-Broadway in 2005. Kelly delivered the Raymond E. and Ida Lee Beckham Lecture in Communications in 2008.

### **Documentary Presentation and Discussion: *The History of Homefront Jr., 1980-1985***

Abstract: In the early 80's, the LDS Church, through its advertising agency, Bonneville Communications, produced a children's version of their Homefront series and dubbed it "Junior." The church had the first "values" campaign to run on network television, preceding the "Pass It On" values campaign by several decades. Top commercial director, Bob Giraldi, famous for directing Michael Jackson's "Beat It" music video just prior to the shooting of the first Homefront Jr. campaign, comments in the film that's he's still very proud of "Who Broke My Window," the spot that launched the children's PSA effort. The documentary covers the formative years of this highly successful campaign and talks to all the key players, including Mr. Giraldi and Stu Hagmann, another DGA Commercial Director of the Year winner. The Best of Homefront Jr. television commercials are also featured.

## **Koenen, Kelsey**

Graduate Student, Brigham Young University, studying Mass Communication

Bio: Kelsey received her bachelor degree from Utah State University in 2009 in Journalism with an emphasis in both Print News and Public Relations. She worked in New York for the Women's Sports Foundation as an Online Media Assistant working with Beijing Female Olympians after the 2008 Olympics. She also worked for the SpringHill Suites by Marriott; acting as a Sales Representative, Public Relations Specialist, and Digital/Communications Specialist. She graduates with her Masters from Brigham Young University in the Winter of 2013.

### **Paper: *Examining LDS Public Affairs on the European Continent***

Abstract: This presentation focuses on the world of LDS Public Affairs in Europe. It highlights National Directors from several countries on the European continent. These representatives, who attended the Germany NDPA (National Directors for Public Affairs) Seminar in 2012, are featured in multiple videos intended primarily to inspire NDPAs to spread the gospel and bring the knowledge of The Church of Jesus Christ of Latter-day Saints out of obscurity in today's society worldwide.

## **Kleinman, Karen**

Undergraduate Student, Department of Communications, Brigham Young University

### **Paper: *Unstructured Time and Media Use in Families: How LDS Families Spend their Time With Each Other and with Media* (Mentored research project directed by Dr. John Davies with undergraduate students Karen Kleinman, Spencer Cornett, Cameron Edens, Daniel Sam, Kevin Turek)**

Abstract: Research that examines media use in LDS families does not exist. To be clear, several studies examine media use of LDS individuals and LDS couples, but in none of these studies is the traditionally-defined family the unit of analysis. In this study, 42 families reported on their activities, their mood state, who they were with, and the media they were using during a one-week period. Analysis of our data shows that the number of negative experiences during unstructured family time predicts more frequent use of media. Conversely, positive experiences were associated with less frequent media use.

## **Laughlin, Thomas E.**

Freelance Producer/Editor - Digital Chop House/LDS Church

Bio: Documentary filmmaker Tom Laughlin moved to Utah from Kansas in 2001 and attended Utah Valley University, where he studied screenwriting and producing. After graduation, Tom produced international training media for Gartner Productions in Salt Lake City, and later produced and edited educational documentaries for the School Improvement Network - started by former LDS Church film producer John Linton. It was during Tom's collaboration and travel with John, hearing John's stories about the "old glory days of filmmaking" while working at the BYU Motion Picture Studio in the 1970s, which influenced the making of documentary "A Reel Legacy", a historical preservation of Judge Whitaker and the BYU Motion Picture Studio. Tom currently works as a freelance producer/editor and lives in Layton with his wife Sara and their busy four children. He has written over 15 feature film screenplays, has several projects in development and seeking funding, and recently received a Bronze Telly Award for his post-production and documentary series work.

### **Documentary Presentation and Discussion: *A Reel Legacy: Judge Whitaker & The History of the BYU Motion Picture Studio* (Panelists: Tom Laughlin, Peter Johnson, Karl Wesson, Pete Czerny, John Linton)**

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## **Maxfield, Andrew**

*Director, Influencer Institute*

Bio: Andrew graduated summa cum laude from BYU with a degree in Media Music Studies in 2006 and subsequently received an MBA in Arts Administration from the University of Wisconsin-Madison. He is constantly involved in too many entrepreneurial musical projects, some with his wife Liz (founder of Folk Arts Quartet and New Time Ensemble), some with his brother Stuart (Fictionist), and even some for himself (most recently a two-disc celebration of the poet Wendell Berry—a collaboration with Grammy-nominee Eric Bibb and others). Andrew directs the Influencer Institute, a Provo-based firm that provides business strategy consulting to the nonprofit sector.

**Panel: The Future of LDS Music & Radio (Panelists: Quint Randle, Bob Ahlander, Steven Kapp Perry, Andrew Maxfield, Ron Saltmarsh)**

Abstract: With an emphasis on distribution and listener channels, this panel will discuss the future of LDS music and radio in the context of developing market forces that are shaping the "Mormon" music industry, a sub-set of the national inspirational music market. In some ways the LDS music industry -- labels, artists, buyers and listeners -- is very similar to the music industry at large but in other ways it is unique. Successful new and social media strategies, defining "compartmentalized" LDS music habits, as well as overcoming the stereotype of so-called "EFY" music are some of the subjects this panel will cover.

## **McBaine, Neylan**

*Associate Creative Director, Bonneville Communications*

Bio: Neylan has been with Bonneville Communications for two years, contributing to the agency's brand strategy division for Church and other cause-related clients. Neylan brings experience from a career in online and brand marketing at several Bay Area retailers, including Walmart.com and Tea Collection clothing. She is also the founder of the Mormon Women Project, a non-profit found at [www.mormonwomen.com](http://www.mormonwomen.com).

**Panel: The "I'm A Mormon" Campaign: Where We've Been and Where We're Going (Panelists: Neylan McBaine, Greg Droubay, Brandon Burton, Ron Wilson, Parry Merkley)**

Abstract: In 2008, the Church's Missionary Department and Bonneville Communications led a massive research study and created a global campaign to reverse the course of stereotypical perceptions. In this presentation, representatives from the Church's Missionary Department as well as Bonneville Communications will share the results of that research, discuss the origins and motivations of the I'm A Mormon campaign, share a behind-the-scenes look at the campaign's production, and discuss where the campaign will be heading in the future.

## **Means, Robert**

*English & English Literature Librarian, Harold B. Lee Library, Brigham Young University*

Bio: English Language and Literature Librarian at BYU, with collecting responsibilities for Mormon fiction. Charter member/founder of the original Mormon Literature Database (MLDb) with Connie Lamb, Larry Draper, and Gideon Burton.

**Panel: A Crowdsourced Approach to Indexing Mormon Literature and Creative Arts (Panelists: Julie Williamsen, Larry Draper, Robert Means, Steven Nordstrom, Kayla Willey)**

Abstract: The Mormon Literature & Creative Arts Database is a unique scholarly resource that provides researchers with current and historical information on works by and about Mormons, and includes information on authors, playwrights, critics, filmmakers, and other creative personnel involved in those works. It is the thirteenth most used web resources at Brigham Young University's Harold B. Lee Library with 390,620 page views from February 2010 to February 2011. The database was initially created in 2003 to index Mormon literature, and in 2006 the database was enhanced to index Mormon film. A third release of the database in early fall 2012 will feature fully revised search functionality, a redesigned layout, and for the first time will allow for crowdsourced contributions. Published literary, cinematic, theatrical, and musical works by and about Mormons continues to proliferate. As a result, it has become increasingly difficult for librarians to identify and index all of these materials. In order to capture these growing bodies of works, the new release of the Mormon Literature and Creative Arts

Database will give the global community the ability to submit content to the database, and the submitted content will be vetted by subject specialists. The new redesign of the database will also allow for the future inclusion of additional subject areas such as music, theatre, and the visual arts. This panel discussion will demonstrate the newly redesigned Mormon Literature and Creative Arts Database and discuss its new features, enhancements, and the technology that makes it possible. The panel will include some of the most talented people who work at the heart of identifying and indexing creative works by and about Mormons. It will address the challenges and opportunities to capturing the ever-increasing number of materials created by Mormons or about Mormonism and the importance of indexing them.

## **Merkley, Parry**

Executive Creative Director, Bonneville Communications

Bio: Starting out as a fine artist, moving into illustration, graphic design and then art direction and advertising, Parry Merkley eventually joined Ogilvy Worldwide in New York where he developed American Express's "Portraits" print campaign featuring celebrities photographed by Annie Leibovitz, which went on to win every major industry award including the Kelly Award for print advertising. It was named "Campaign of the Decade" by AdAge, and was listed in Adweek's top 25 campaigns of all time. Parry left Ogilvy to open his own agency, Merkley Newman Harty, and within three years it became the fastest growing agency in advertising. Parry joined Bonneville Communications in 2008, and he now lives in Virginia on a few green acres outside Charlottesville, Virginia where he and his wife, Carolyn, keep a few horses, a dog, three cats and twenty-five free range chickens that lay organic blue eggs.

**Panel: *The "I'm A Mormon" Campaign: Where We've Been and Where We're Going***  
**(Panelists: Neylan McBaine, Greg Droubay, Brandon Burton, Ron Wilson, Parry Merkley)**

Abstract: In 2008, the Church's Missionary Department and Bonneville Communications led a massive research study and created a global campaign to reverse the course of stereotypical perceptions. In this presentation, representatives from the Church's Missionary Department as well as Bonneville Communications will share the results of that research, discuss the origins and motivations of the I'm A Mormon campaign, share a behind-the-scenes look at the campaign's production, and discuss where the campaign will be heading in the future.

## **Michael, Sara**

Senior at Brigham Young University studying Public Relations

Bio: Sara Michael is a senior studying Public Relations at Brigham Young University. She recently returned from serving as a missionary for the LDS church in Brazil. Her mission experience, along with her upbringing in the Bay Area, led her to an acute interest in how Mormons are perceived by those not of the faith. As a communications student she enjoys studying how those perceptions are manifest in social media.

**Paper: *Undercover Mormon* (Young Scholar Speed Session)**

Abstract: In recent months, the highly sensationalized "Mormon Moment" sparked unprecedented media coverage of the LDS faith and its members. However, as is often true with the study of mass media, equally as important to analysis of what is said, is what is left unsaid. This research explores the appearance of a Mormon executive on a reality television show and the decision to implicitly refer to his faith, but not explicitly state his religion. Further, research suggests that economic and political motives may have supported the decision to portray his beliefs in ways only evident to those already of the faith.

## **Mitchell, Ariel**

Senior at Brigham Young University studying Theater Arts Studies

Bio: Ariel Mitchell is a senior at Brigham Young University. She will graduate with honors and a BA in Theatre Arts Studies (Playwriting) this coming April. As a participant in the entertainment industry and a convert to The Church of Jesus Christ of Latter-day Saints, she has always been interested in the subject of Mormons in the media and is overjoyed to be able to participate in this conference.

**Paper: *Persecution to Pride: The Journey of the Latter-day Saint Image* (Young Scholar Speed Session)**

**Abstract:** This paper will contemplate the similarities of colonialist sentiment and tactics of Mormon persecution in 19th century America. It will also discuss how these assigned stereotypes have lived with the Mormon culture and how they are being dealt with today, specifically with the Mormon.org and “I am a Mormon” campaigns. Is the Church of Jesus Christ of Latter-day Saints fighting against the image the world has already given to them or are they embracing it? Through this post-colonial analysis, we will discover how perception plays into image and how being labeled “different” might not always be a bad thing.

### **Monson, Quin**

Director of the Center for the Study of Elections and Democracy and Associate Professor of Political Science at Brigham Young University

**Bio:** Quin Monson is Director of the [Center for the Study of Elections and Democracy](#) and Associate Professor of Political Science at Brigham Young University. He received his PhD from Ohio State University in 2004. He has co-directed the [Utah Colleges Exit Poll](#) and also founded the [Utah Voter Poll](#), an Internet panel survey conducted periodically with a probability sample of Utah voters. He does research in public opinion; campaigns and elections; survey research methods; and religion and politics. He is the co-editor of several monographs on congressional and presidential elections and his research has appeared in academic journals including *Public Opinion Quarterly*, *Political Research Quarterly*, *Political Behavior*, *Political Analysis*, *PS: Political Science and Politics*, *Presidential Studies Quarterly*, and the *Journal for the Scientific Study of Religion*. He also contributes to the [Utahdatapoints](#) blog with several of his colleagues at BYU. He is a Utah native and lives in Orem with his wife Kate and their four children—Anna, Alex, Sadie, and Josephine

**Roundtable: Religion in the 2012 Election. Sponsored by the Charles Redd Center for Western Studies. (Panelists: David Campbell, John Green, Clyde Wilcox (invited), Quin Monson (moderator))**

### **Nordstrom, Steven**

Music & Dance Librarian, Harold B. Lee Library, Brigham Young University

**Bio:** Steven Nordstrom is the Music and Dance Librarian at Brigham Young University. Previously, he was Music Cataloging Librarian at Vanderbilt University. He has interests and strengths in various library disciplines, including collection management, reference services, information literacy instruction, faculty liaison, and music cataloging in all formats. His research emphases include the 16th-century French chanson, choral music, library patron preferences and behaviors, and technology in reference services. Steven completed his MLS degree at Indiana University in December 2006 with a specialization in Music Librarianship, and both a BA in Humanities (Music Emphasis) and an MA in Musicology from Brigham Young University. He’s also an avid marathon runner and cyclist, and completed his eighth marathon in October.

**Panel: A Crowdsourced Approach to Indexing Mormon Literature and Creative Arts (Panelists: Julie Williamsen, Larry Draper, Robert Means, Steven Nordstrom, Kayla Willey)**

**Abstract:** The Mormon Literature & Creative Arts Database is a unique scholarly resource that provides researchers with current and historical information on works by and about Mormons, and includes information on authors, playwrights, critics, filmmakers, and other creative personnel involved in those works. It is the thirteenth most used web resources at Brigham Young University’s Harold B. Lee Library with 390,620 page views from February 2010 to February 2011. The database was initially created in 2003 to index Mormon literature, and in 2006 the database was enhanced to index Mormon film. A third release of the database in early fall 2012 will feature fully revised search functionality, a redesigned layout, and for the first time will allow for crowdsourced contributions. Published literary, cinematic, theatrical, and musical works by and about Mormons continues to proliferate. As a result, it has become increasingly difficult for librarians to identify and index all of these materials. In order to capture these growing bodies of works, the new release of the Mormon Literature and Creative Arts Database will give the global community the ability to submit content to the database, and the submitted content will be vetted by subject specialists. The new redesign of the database will also allow for the future inclusion of additional subject areas such as music, theatre, and the visual arts. This panel discussion will demonstrate the newly redesigned Mormon Literature and Creative Arts Database and discuss its new features, enhancements, and the technology that makes it possible. The panel will include some of the most talented people who work at the heart of identifying and indexing creative works by and about Mormons. It will address the challenges and opportunities to capturing the ever-increasing number of materials created by Mormons or about Mormonism and the importance of indexing them.

## **Olson, Casey W.**

PhD. Candidate, Utah State University

Bio: Casey W. Olson completed his Master's thesis at BYU on The Church of Jesus Christ of Latter-day Saints in National Periodicals: 1991–2000. Currently he is a doctoral candidate at Utah State University and works as a curriculum writer for the LDS Church Educational System

**Panel: How We Got to This "Moment": What History Has to Teach Us about the Creation of Mormonism's Public Image (Panelists: Richard Cowan, J.B. Haws, Casey Olson)**

**Paper: A Historical perspective of the Church's Current Media Campaign**

Abstract: Richard Cowan will point out important long-term trends in the public image of Mormonism. J.B. Haws will then consider how some of the LDS Church's approaches to the 2002 Olympics reversed several late-twentieth-century downturns in the Church's public image. Finally, Casey Olson will continue this focus by analyzing the historical context of the "I'm a Mormon" campaign and suggesting some reasons for the campaign's initial success.

## **Parkin, Jeff**

Associate Chair and Associate Professor, Department of Theatre and Media Arts, Brigham Young University; Executive Producer, co-creator of *Pretty Darn Funny*

Bio: Jeff Parkin graduated from the University of Southern California School of Cinema-Television with an MFA in screenwriting and directing. Jeff has worked with such companies as United Artists, Paramount Pictures, Orion Pictures, CBS Television, Miramax Films, and 20th Century Fox. His credits include co-producer and developer of the #1 rated CBS film, *Cab to Canada*; producer, director, and co-writer of multiple independent feature films, including *Together Again for the First Time*; creator and director of *The Book of Jeremiah*, a web series that was honored alongside entertainment from such media giants as ABC-Disney, HBO and Showtime at the 14th Annual Webby Awards, the "Oscars of the Internet."; and co-creator, executive producer and director of the comedy transmedia property *Pretty Darn Funny*. Jeff is an associate professor at Brigham Young University, where he teaches screenwriting, directing, producing and transmedia storytelling. Jeff was a presenter at the inaugural TEDx conference in Salt Lake City where he discussed the topic of transmedia and the future of storytelling.

**Film Screening and Discussion: Pretty Darn Funny (complete on-line web series)**

**Panel: Comedy and Mormon Women (Panelists: Jeff Parkin, Jared Cardon, Sharon Swenson, Lisa Valentine Clark, Whitney Call)**

Abstract: The general public has many views about Mormons. That we have a sense of humor is not one of them. But Mormons know this view is not accurate. Humor is evident in all our forms of discourse: from sacrament meeting talks to General Conference addresses, from Sunday School lessons to Bishop's interviews. And this has been the case since the Church's establishment. The fact is, Mormons love to laugh and to make others laugh. We understand that humor comes from personal, honest emotions and situations. The reasons for our love of laughter seem to extend beyond the fact that laughter is its own reward. There seems to be an intrinsic understanding within the Church of humor's power to disarm and open us to things of the heart and, ultimately, to connect us with each other. Humor that is personal is particularly effective at this.

All this said, there may be a reason we are perceived as lacking a sense of humor. Ironically, we are often afraid of showing our sense of humor to the world at large for fear of being seen as stupid or buffoons--this despite our knowledge that humor can connect us, help us be more real. Somehow Mormons see *My Big Fat Greek Wedding* with all its stereotypes and caricatures as comedy, while *The Singles Ward* is just seen as embarrassing. This conflicting attitude that comedy connects us but shouldn't be shown outside the walls of our own chapel is problematic--especially for Mormons who feel called to be performers/comedians. This is even more the case for LDS women comics.

Women in comedy, no matter their religious affiliation, often feel forced into one of two roles: the harlot or the bimbo. They generally feel they aren't allowed to play a wide range of funny characters. In other words, they can't be taken seriously as



comedians. And yet we all know many brilliant women comedians. So what happens when a funny Mormon woman enters the world of comedy by using what great comedians have always used: her own experiences, the personal, the honest--even the Mormon? Will her humor paint all Mormon women as stupid? Will it fall flat? Will it succeed wildly? This panel of a group of funny Mormon women will explore this intriguing dilemma.

### **Perry, Steven Kapp**

Host of "Soft Sunday Sounds" on FM100.3; Weekday host on Classical 89 - KBYU FM

Bio: Steven is an award-winning songwriter, playwright, and broadcaster.

**Panel: The Future of LDS Music & Radio (Panelists: Quint Randle, Bob Ahlander, Steven Kapp Perry, Andrew Maxfield, Ron Saltmarsh)**

Abstract: With an emphasis on distribution and listener channels, this panel will discuss the future of LDS music and radio in the context of developing market forces that are shaping the "Mormon" music industry, a sub-set of the national inspirational music market. In some ways the LDS music industry -- labels, artists, buyers and listeners -- is very similar to the music industry at large but in other ways it is unique. Successful new and social media strategies, defining "compartmentalized" LDS music habits, as well as overcoming the stereotype of so-called "EFY" music are some of the subjects this panel will cover.

### **Pettigrew, Ian**

PhD Student, University of Miami

Bio: Ian Pettigrew is a 2<sup>nd</sup> year PhD student at the University of Miami in Florida. He received a BA from BYU in Media Arts Studies in 2006 and a MA in Cinema Studies from the University of Bristol in England in 2010. He has been published in the *Quarterly Review of Film and Video* and *Scope*. He has presented papers at the University of Oxford and the University of Manchester. His interests are in post World War II Italian cinema (specifically the films of Ermanno Olmi), Hong Kong and Chinese Cinema, philosophy and cinema, transnational cinema, modernism, and intermediality.

**Paper: "I Ain't So Sure But What The Lord Done Put These Folks In Our Path For A Reason": Wagon Master As An Example Of Exemplary Mormon Cinema Made By A Non-Mormon**

Abstract: In this paper I will look closely at two significant dance sequences that are featured in John Ford's 1950 picture *Wagon Master* and briefly compare it with the singing scene in Howard Hawks' *Rio Bravo* (1959). Scott Eyman writes in *Print the Legend*, "Ford's Westerns are more about the West itself than they are about Western heroes. Ford's West is a West you can believe in, a West of splintered floors and ragged, resolute people. Westerns were really Ford's vision of an idealized America -- a democratic community of equals unified by shared purpose." The adjustment between the groups following the dance numbers enable *Wagon Master* to display Ford's own envisioned nation more purely than any of his other films. The film takes seriously what it means for Mormons to build a community with people of other faiths, or even no faith. Fictional Mormon cinema made by Mormons has failed to adequately do so and if these filmmakers desire their films to be considered by those outside of their own subculture, they could learn many things from America's greatest filmmaker.

### **Plowman, Kenneth D.**

Associate Professor, Department of Communications, Brigham Young University

Bio: Specializing in strategic communication and conflict resolution in public relations, Ken Plowman earned a doctorate in Journalism from the University of Maryland and an MPA from George Washington University. He spent 15 years in the field, the majority of that on Capitol Hill. He is also the author of over 40 publications and is a retired public affairs officer from the U.S. Army Reserve.

**Paper: Free Agency and Freedom of Press/Speech: A Study of Control and Consequences for Choices**

Acknowledgements: Dr. Plowman wishes to thank and acknowledge the following graduate students for their assistance with this research project: Alex Curry, David Schreindl, Eric Rasmussen, Jenille Fairbanks, Barbara Crownover, Tiffany K. Wilson, Lisa

Hansen, Kelly Sindel, Ty Glade, Giulia Vibilio, Megan Fereday, Ryan Bartlett, Helga Pereira, Chelsie Akers, Kelsey Koenen, Kaitlyn Prettyman, David Chalk, Benjamin Kocher, Tyler King.

**Abstract:** This study examined the confluence of free or moral agency in the Church of Jesus Christ of Latter-day Saints (the LDS Church or Church) as it interacts in U.S. society with the First Amendment to the U.S. Constitution -- freedom of the press and speech. It could be argued that there are no freedoms, but only consequences for us or others in our choices of action or speech that allow for a relatively free society to exist. The President of the Mormon Church, President Thomas S. Monson said in 2010 that we have a first right of choice, "His gift of agency, or the right to choose." President David O. McKay, ninth President of the Mormon Church, said in 1962 that "Next to the bestowal of life itself, the right to direct that life is God's greatest gift to man." But, these choices lead to consequences, the results of choice according to President Monson. The major finding of this study is that this control over choices, the responsibility to live by the consequences, is the bridge between free agency and the ability to report the news and speak our minds in a relatively free manner.

Further, the Church of Jesus Christ of Latter-day Saints holds that the Constitution was divinely inspired to support free agency. The First Amendment in the Bill of Rights says that Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people to peaceably assemble and to petition the government for redress of grievances. According to Dallin H. Oaks, a member of the Quorum of the Twelve Apostles of the LDS Church, one of the greatest revelations in regards to the Constitution was given to the founding prophet Joseph Smith, "that every man may act ... according to the moral agency which I have given unto him, that every man may be accountable for his own sins in the day of judgment." These issues are explored in this paper.

### **Pond, Allison**

Associate Editor, *Deseret News*

**Bio:** Allison Pond is the editor of the *Deseret News* faith section and the *Deseret News* national Sunday edition. She previously worked on national and international surveys at the Pew Forum on Religion & Public Life, including studies of young people and religion, Mormons in the U.S. and evangelical leaders worldwide. Pond also previously worked in the international and government affairs office of The Church of Jesus Christ of Latter-day Saints in Washington, D.C. She earned a BA in Communications with an emphasis in print journalism from Brigham Young University and a master's degree in Public Policy with an emphasis in educational, family and social policy from Georgetown University.

**Panel: *How Does the Truth Still Prevail? Presidential Politics, Press Coverage of Religion, and Social Media in the Era of the Mormon Moment* (Panelists: B. William Silcock, John Hughes, Peggy Fletcher Stack, Allison Pond)**

**ABSTRACT:** What opportunities and challenges exist for journalists covering the LDS Church in the era of the Mormon Moment? What is the role of LDS Public Affairs in meeting those challenges? Re-assembling a panel first explored during the inaugural Mormon Media Studies conference in 2010, this panel brings in some new voices, while hearing again from some key stakeholders. With the expansion of the LDS Church across social media platforms such as Facebook and Twitter we enter deeper into the era of audience interactivity in the news. How does this impact the traditional role of the press and LDS Public Affairs? What challenges does more audience involvement in the news present? What opportunities? As Paul the Apostle declared, "There are so many kinds of voices in the world, none of them without signification."

### **Pond, Marden**

BM, MM, DA. Composer, arranger, conductor, producer, educator

**Bio:** Dr. Marden Pond has served as an instructor of music, film scoring, composition, dance, humanities, and media at Utah Valley University, Brigham Young University – Idaho, and several other colleges and universities throughout the Western U.S. He holds degrees from BYU, Arizona State University, and the University of Northern Colorado. Dr. Pond is active as a composer, arranger, conductor, producer, & educator. He has received commissions from: Meet-the-Composer (New York), National Endowment for the Arts, the National Pony Express Association, Brigham Young University, Arizona State University, Utah Valley University, the Barlow Endowment for Music Composition, the Entrada Institute, the Church of Jesus Christ of Latter-day Saints, the Utah Statehood Centennial Commission, Ririe Woodbury Dance Company, and many others. His music has been performed from coast to coast in the United States as well as in Europe. Dr. Pond is the author of books & articles on music theory, digital & electronic music, pedagogy, music education, jazz, music for theatrical dance, and music in the home. He is an audio and video producer, with productions including a 38-episode televised series on the humanities and arts.

The composer of music on over twenty recorded albums, recorded in the United States and Europe. Dr. Pond has also created music for symphony orchestras, choirs, the ballet stage, film (including the Emmy Award-winning film, *The Shadow Of Light*), video productions, video laser disc, modern dance groups, & a wide variety of chamber, studio, commercial & recording ensembles, a substantial amount of innovative electronic music, jazz ensembles, commissioned arrangements, & even commercial jingles. Receiving over twenty special awards from the American Society of Composers, Authors, and Publishers, Pond has over 300 titles listed in the ASCAP registry. Over 200 of Marden's works are included in the music holdings of the Harold B. Lee Library at BYU. Produced in conjunction with concert pianist, David Glen Hatch, the CD, *Title of Liberty* (for which Pond created original music & special arrangements, and conducted), was named the 2008 Pearl Award winner as "Classical Instrumental Album of the Year." He has conducted numerous musical ensembles -- professional, recording studio, community, and educational. These include symphonic groups (orchestras, bands, etc.), chamber ensembles, jazz groups, choirs, theater orchestras, also including his own period orchestra, *Nachtmusik*. He arranged & conducted music for a special performance in Arlington National Cemetery on the one-year anniversary of the 9/11 attack on the Pentagon.

**Panel: Mormon Moments in Music: Epic Events and Personal Reflections Portrayed in the Music of Noted LDS Composers and Songwriters. (Panelists: Marden Pond, Cherie Call, Merrill Jenson, Crawford Gates)**

Abstract: Prominent LDS composers and songwriters play examples of their work and discuss significant "Mormon" events and personal spiritual concepts depicted in music. Discussion of musicians who have been active in the production of LDS-oriented musical materials, including media-related music. The panel will address how the media can help in broadening awareness of these ideas, both within the LDS community and in the world at large.

**Properzi, Mauro**

Assistant Professor of Religion, Brigham Young University

Bio: Mauro Properzi is a native of Gorizia, Italy. He moved to the U.S. in 1995 to pursue higher education following service in the Italian military and an LDS mission. He received his B.S. in Social Work from BYU (with a minor in Psychology), a Master's of Theological Studies from the Harvard Divinity School, an M.Phil. in Psychology and Religion from Cambridge University, a Ph.D. in Mormon Studies from Durham University in the U.K. and a Post-doc certificate in Interfaith Dialogue from the Pontifical Gregorian University in Rome, Italy. He has taught in the Philosophy Department of Utah Valley University and since Fall of 2011 he is employed full-time for Religious Education at Brigham Young University where he teaches classes on World Religions and Islam. His main research interests include the intersection between psychology and spirituality (or religious experience broadly defined), LDS-Catholic dialogue, the socio-scientific study of religion, moral theology/ethics, and Mormon Studies. He has published in the *Journal of Ecumenical Studies*, the *Journal of Mormon History*, and in *Issues in Religion and Psychotherapy*.

**Paper: Mitt Romney and 'I Mormoni': Perspectives of the Italian Media**

Abstract: Since its beginning, and whether for good or (mostly) for bad, the Church of Jesus Christ of Latter-day Saints has been under the scrutiny of the media. Although initially limited to the US the media's interest has somewhat expanded internationally, particularly in connection with the Church's international growth and as a consequence of the news' focus on particular events and people connected to Mormonism. The 2002 Winter Olympics in Utah certainly brought unprecedented attention to the "Mormon state" and to the beliefs and practices of its predominant religion. Now, the man who presided over the organizing Committee of those Games is still at the center of the media's interest. Mitt Romney, as the Mormon GOP candidate to the United States Presidency for the 2012 Presidential elections, is drawing continuous media attention not only in the United States but also internationally, given the broad political significance attached to the office of US President. Italy is no exception. What is of interest for our present purposes is the degree to which Romney's Mormonism will figure in these analyses as well as the make-up of these reports on uniquely 'religious' matters. Will Romney's religion be largely ignored as is increasingly happening in the United States or will it color Italian political analyses and evaluations? Will his political beliefs be presented as solidly connected to or even caused by his religion? Will Mormonism be presented as a monolithic tradition and will it be presented fairly? Will reporters take the opportunity to examine the lives of Latter-day Saints in Italy or perhaps even discuss the history of the LDS Church in Italy? Will the construction of the first LDS temple in Rome, scheduled for completion in 2014, appear at all under the radar of reporters' attention? The objective of this paper will be to attempt to answer these very questions and to examine printed and video reports from Italy on Mitt Romney and his religion in order to address them. Presently, news material on these subjects is still limited, thus making the drawing of any conclusion unwarranted, but news production will certainly increase as the time of the election approaches. Theoretical frameworks will also emerge as the analysis develops. For now, a brief review of a six-page article that appeared in the popular publication PANORAMA, which is the leading news magazine in Italy with nearly half million copies sold each week, indicates that Mormonism is still painted with suspicion within the cradle of Christianity. Indeed, the article focuses on the usual historical controversies (polygamy, race and

priesthood) or modern social issues (the role of women, homosexuality) in such a way as to describe Mitt Romney's religion as bizarre and foreign to Christianity. What remains to be seen then, is whether Romney's candidacy will be used in Italy primarily as a tool to ignore, to indict, or to inform about Mormonism. The response, which may have significant consequences for the public perception of the LDS Church in Italy, will emerge in the next few months.

### **Randle, Quint**

PhD. Associate Professor, Department of Communications, Brigham Young University

Bio: Dr. Quint Randle teaches new media, writing, design and research. Along with a Ph.D. in mass media from Michigan State, he holds a B.A. in journalism from BYU and a M.A. in communications from Pepperdine University. He co-founded Gig Magazine and co-authored the book, "Making Money Making Music." He is still active in music and marketing, including co-founding the software company Drums On Demand and co-producing 5 albums as co-founder and "Lead Talker" of the award-winning group Joshua Creek.

#### **Panel: The Future of LDS Music & Radio (Panelists: Quint Randle, Bob Ahlander, Steven Kapp Perry, Andrew Maxfield, Ron Saltmarsh)**

Abstract: With an emphasis on distribution and listener channels, this panel will discuss the future of LDS music and radio in the context of developing market forces that are shaping the "Mormon" music industry, a sub-set of the national inspirational music market. In some ways the LDS music industry -- labels, artists, buyers and listeners -- is very similar to the music industry at large but in other ways it is unique. Successful new and social media strategies, defining "compartmentalized" LDS music habits, as well as overcoming the stereotype of so-called "EFY" music are some of the subjects this panel will cover.

### **Russell, Thomas**

Screenwriter, director, Associate Professor of Media Arts, Brigham Young University

Bio: Thomas Russell began his career in the advertising industry as a copywriter and director and a managing partner of his own agency. During that time he received over 40 Addy Awards, four Auroras, and five Silver Microphones, for his his television, radio, and print creative. He then joined BYU as a member of the narrative film production faculty. His work in film and screenwriting has been recognized by the Sundance Film Festival, The Heartland Film Festival, CineVegas, and the American Screenwriters' Association to name a few.

Feature film credits as writer and director include *Mental, mr. dungbeetle, Diantha's Crossing,* and *For Robbing the Dead*. He also recently completed collaborative work on the feature non-fiction film, *Home Movies*; and two of his screenplays: *Tokens* and *The Lovely Obscure* have received prizes from six international screenwriting competitions.

#### **Panel: The Book of Mormon Musical: Tap Dancing, Blasphemy, and Truth in Advertising (Panelists: Megan Sanborn Jones (Chair), Emily Jensen, Thomas Russell, Kymberly Mellen, Janelle Turley, Paul Edwards)**

Abstract: This roundtable discussion will bring together actors, scholars, journalists, advertisers, and audience members to discuss *The Book of Mormon* musical on stage and in national media.

### **Saltmarsh, Ron**

Director, Commercial Music, School of Music, Brigham Young University

Bio: Ron Saltmarsh is an award-winning composer, producer, arranger, engineer, performer, studio musician and recently dubbed professor of music at BYU. With a career that has spanned over 25 years, he has written and produced music for nearly every genre, every broadcast format and performed on stages all over the world. Ron's awards includes an Emmy and multiple nominations, A Telly Award, Clio and Pearl award nominations. His producing/arranging and keyboard talents can be heard on the Grammy nominated album "One More Day" by country super-group Diamond Rio. He has over 1000 published titles found in the catalogs of BMI and ASCAP.

#### **Panel: The Future of LDS Music & Radio (Panelists: Quint Randle, Bob Ahlander, Steven Kapp Perry, Andrew Maxfield, Ron Saltmarsh)**

**Abstract:** With an emphasis on distribution and listener channels, this panel will discuss the future of LDS music and radio in the context of developing market forces that are shaping the "Mormon" music industry, a sub-set of the national inspirational music market. In some ways the LDS music industry -- labels, artists, buyers and listeners -- is very similar to the music industry at large but in other ways it is unique. Successful new and social media strategies, defining "compartmentalized" LDS music habits, as well as overcoming the stereotype of so-called "EFY" music are some of the subjects this panel will cover.

### **Sam, Daniel**

Undergraduate Student, Department of Communications, Brigham Young University

**Paper: *Unstructured Time and Media Use in Families: How LDS Families Spend their Time With Each Other and with Media* (Mentored research project directed by Dr. John Davies with undergraduate students Karen Kleinman, Spencer Cornett, Cameron Edens, Daniel Sam, Kevin Turek)**

**Abstract:** Research that examines media use in LDS families does not exist. To be clear, several studies examine media use of LDS individuals and LDS couples, but in none of these studies is the traditionally-defined family the unit of analysis. In this study, 42 families reported on their activities, their mood state, who they were with, and the media they were using during a one-week period. Analysis of our data shows that the number of negative experiences during unstructured family time predicts more frequent use of media. Conversely, positive experiences were associated with less frequent media use.

### **Silcock, B. William**

PhD. Associate Professor, Walter Cronkite School of Journalism and Mass Communication, Arizona State University. Curator, Hubert H. Humphrey Fellowship Program; Director, Cronkite Global Initiatives; Faculty Fellow, Barrett the Honors College

Bill Silcock is the Curator of the Hubert H. Humphrey Fellowship program at Arizona State University and the Director of Cronkite Global Initiatives. A tenured, associate professor of broadcast journalism at the Walter Cronkite School of Journalism and Mass Communication, he was twice selected as a Fulbright Scholar (Ireland, 1992, Sweden, 1997) and has co-authored two books. He is active as a scholarly researcher and participates in frequent media seminars and conferences worldwide conducting media training for international broadcast journalists through the U.S. State Department most recently in Croatia, Sri Lanka and Jordan. Silcock received his doctorate in 2001 from the University of Missouri School of Journalism (global news theory), his masters degree in 1989 from Brigham Young University (local television news media ethics), and his bachelor's in communications from Brigham Young University.

**Paper: *A Comparative Visual Framing Analysis of the Official LDS Website and Other Denominations' Digital Representations of Politics, Values, and Social Media in the Mormon Moment* (Authors: Steven Garry, Hal Steinbeigle, B. William Silcock)**

**Abstract:** Based on the Pew Forum on Religion and Public Life's ranking of major denominations, this study compares the official LDS website to 40 different English language websites ranging from Catholicism, to mainstream Protestantism, Judaism, and Islam. Using visual framing analysis, this study compares and contrasts the LDS website with the other denominations in the coverage of Mormon Mitt Romney's Presidential campaign. Beyond politics, what dominant visual images are represented on the denominations' various home pages? Which sites link to social media platforms such as Facebook and Twitter, and if so, in what ways and to what degree?

**Panel: *How Does the Truth Still Prevail? Presidential Politics, Press Coverage of Religion, and Social Media in the Era of the Mormon Moment* (Panelists: B. William Silcock, John Hughes, Peggy Fletcher Stack, Allison Pond)**

**Abstract:** What opportunities and challenges exist for journalists covering the LDS Church in the era of the Mormon Moment? What is the role of LDS Public Affairs in meeting those challenges? Re-assembling a panel first explored during the inaugural Mormon Media Studies conference in 2010, this panel brings in some new voices, while hearing again from some key stakeholders. With the expansion of the LDS Church across social media platforms such as Facebook and Twitter we enter deeper into the era of audience interactivity in the news. How does this impact the traditional role of the press and LDS Public Affairs? What challenges does more audience involvement in the news present? What opportunities? As Paul the Apostle declared, "There are so many kinds of voices in the world, none of them without signification."

## **Stack, Peggy Fletcher**

*Salt Lake Tribune* Religion Editor; past president of the Religious News Writers Association

Bio: Peggy Fletcher Stack has been producing stories for the *Salt Lake Tribune's* award-winning Faith section for nearly two decades. Writing about contemporary faith, rituals, and spirituality as well as religion's conflicts and cohesion has always been Stack's passion.

**Panel: How Does the Truth Still Prevail? Presidential Politics, Press Coverage of Religion, and Social Media in the Era of the Mormon Moment (Panelists: B. William Silcock, John Hughes, Peggy Fletcher Stack, Allison Pond)**

Abstract: What opportunities and challenges exist for journalists covering the LDS Church in the era of the Mormon Moment? What is the role of LDS Public Affairs in meeting those challenges? Re-assembling a panel first explored during the inaugural Mormon Media Studies conference in 2010, this panel brings in some new voices, while hearing again from some key stakeholders. With the expansion of the LDS Church across social media platforms such as Facebook and Twitter we enter deeper into the era of audience interactivity in the news. How does this impact the traditional role of the press and LDS Public Affairs? What challenges does more audience involvement in the news present? What opportunities? As Paul the Apostle declared, "There are so many kinds of voices in the world, none of them without signification."

## **Steinbeigle, Hal**

Program Manager, Intel Corporation

Bio: Hal is a Program Manager at Intel Corporation who specializes in technology transfer, knowledge management and transfer, and organizational communications. His research interests include Diffusion of Innovations and Technology Transfer. A French major at BYU, his Masters work included studying under Everett Rogers. His friendship with Dr. Silcock has provided the extraordinary opportunity to co-author this paper, and get outside the usual corporate routine to examine Communications issues in a larger context and mediated Mormon religiosity.

**Paper: A Comparative Visual Framing Analysis of the Official LDS Website and Other Denominations' Digital Representations of Politics, Values, and Social Media in the Mormon Moment (Authors: Steven Garry, Hal Steinbeigle, B. William Silcock)**

Abstract: Based on the Pew Forum on Religion and Public Life's ranking of major denominations, this study compares the official LDS website to 40 different English language websites ranging from Catholicism, to mainstream Protestantism, Judaism, and Islam. Using visual framing analysis, this study compares and contrasts the LDS website with the other denominations in the coverage of Mormon Mitt Romney's Presidential campaign. Beyond politics, what dominant visual images are represented on the denominations' various home pages? Which sites link to social media platforms such as Facebook and Twitter, and if so, in what ways and to what degree?

## **Stout, Daniel A.**

PhD (Rutgers University); Director of the Hank Greenspun School of Journalism and Media Studies, University of Nevada, Las Vegas; founding co-editor of the *Journal of Media and Religion*

Bio: Dr. Daniel A. Stout is the Director of the Hank Greenspun School of Journalism and Media Studies. His research interests are in audience analysis and particularly the interface between media and religion. His books with Judith Buddenbaum, *Religion and Mass Media: Audiences and Adaptations* (Sage) and *Religion and Popular Culture: Studies on the Interaction of Worldviews* (Iowa State University Press) are considered foundational works in the field. He is also founding co-editor of the *Journal of Media and Religion* (Erlbaum) as well as the *Encyclopedia of Religion, Communication, and Media* (Routledge). Professor Stout has authored numerous journal articles and book chapters. He also teaches advertising and was Manager of Special Advertising Projects at the *Houston Chronicle* as well as Head of the Advertising Division of the Association of Education in Journalism and Mass Communication (AEJMC). His most recent book is *Media and Religion: Foundations of an Emerging Field* (2012: Routledge).

**Presentation: Founding a New Discipline: 10<sup>th</sup> Anniversary of the Journal of Media and Religion**

Abstract: Dr. Daniel A. Stout, co-editor of the *Journal of Media and Religion*, will talk about the founding of the journal ten years ago, and about the growth of this field of scholarship since that time. He also will discuss issues of interest to scholars

relating to publishing scholarship about media and religion in general, and about Mormon and the media in particular. A Q&A with Dr. Stout will take place at the end of this session.

### **Stowell, Richard**

PhD. Candidate at the University of Utah, Department of Communication

Bio: Rich Stowell is a PhD candidate at the University of Utah studying Communication. He earned a BA in History, as well as a Secondary Teaching Credential, from California State University, East Bay. He then earned an MA in Mathematics Education from Western Governors University.

Mr. Stowell served a full-time, two-year mission for his church, then moved to California after two years of substitute teaching and coaching in Salt Lake schools. He taught for several years in the San Francisco Bay Area, before he enlisted in the United States Army National Guard. In 2009 Rich deployed with the 40<sup>th</sup> Infantry Division in support of NATO in Kosovo. After the deployment, Rich returned to the classroom at a charter high school in Richmond and at the University of San Francisco.

Among his research interests are how the LDS Church communicates its positions where they enter cultural and political realms, and issues of communication in combat among modern American military forces. Aside from his various teaching and research activities, Rich writes as a hobby. He has published three books including, *Nine Weeks: A Teacher's Education in Army Basic Training*, and *Tunnel Club*. He lives in Salt Lake City with his wife and two sons.

#### **Paper: "The Long Promised Day Has Come": Press Coverage of the LDS Church 1978 Black Priesthood Revelation (Young Scholar Speed Session)**

Abstract: Thirty four years ago, the LDS Church reversed its policy of withholding priesthood and temple blessing from blacks. With Mitt Romney's presidential candidacy drawing more media attention to the LDS Church, its history, and doctrine than ever before, an analysis of how the media portrayed the reversal is in order. In June, 1978, when church President Spencer W. Kimball received the revelation, national media showed a great deal of interest in the unexpected change, partly because of its impact and relevance, but also because of the unusual way it was announced— as a "revelation from the Lord." How they reported it is the subject of this presentation.

### **Swenson, Sharon**

Critical Studies, Department of Theatre and Media Arts, Brigham Young University

#### **Panel: Comedy and Mormon Women (Panelists: Jeff Parkin, Jared Cardon, Sharon Swenson, Lisa Valentine Clark, Whitney Call)**

Abstract: The general public has many views about Mormons. That we have a sense of humor is not one of them. But Mormons know this view is not accurate. Humor is evident in all our forms of discourse: from sacrament meeting talks to General Conference addresses, from Sunday School lessons to Bishop's interviews. And this has been the case since the Church's establishment. The fact is, Mormons love to laugh and to make others laugh. We understand that humor comes from personal, honest emotions and situations. The reasons for our love of laughter seem to extend beyond the fact that laughter is its own reward. There seems to be an intrinsic understanding within the Church of humor's power to disarm and open us to things of the heart and, ultimately, to connect us with each other. Humor that is personal is particularly effective at this.

All this said, there may be a reason we are perceived as lacking a sense of humor. Ironically, we are often afraid of showing our sense of humor to the world at large for fear of being seen as stupid or buffoons--this despite our knowledge that humor can connect us, help us be more real. Somehow Mormons see *My Big Fat Greek Wedding* with all its stereotypes and caricatures as comedy, while *The Singles Ward* is just seen as embarrassing. This conflicting attitude that comedy connects us but shouldn't be shown outside the walls of our own chapel is problematic--especially for Mormons who feel called to be performers/comedians. This is even more the case for LDS women comics.

Women in comedy, no matter their religious affiliation, often feel forced into one of two roles: the harlot or the bimbo. They generally feel they aren't allowed to play a wide range of funny characters in other words, they can't be taken seriously as comedians. And yet we all know many brilliant women comedians. So what happens when a funny Mormon woman enters the world of comedy by using what great comedians have always used: her own experiences, the personal, the honest--even the

Mormon? Will her humor paint all Mormon women as stupid? Will it fall flat? Will it succeed wildly? This panel of a group of funny Mormon women will explore this intriguing dilemma.

### **Thevenin, Ben**

Visiting Assistant Professor, Brigham Young University

Bio: Benjamin Thevenin is a Visiting Professor in Brigham Young University's Media Arts Department. While an undergraduate at BYU, he was involved in the development of the Hands on a Camera project, and has since continued his involvement with media education. His paper "The Re-Politicization of Media Literacy Education" was awarded the Emerging Scholar Award at the National Association of Media Literacy Education's conference in 2011. As part of his dissertation, "Critical Media Literacy in Action: Uniting Theory, Practice and Politics in Media Education," Dr. Thevenin led a media education program that encouraged high school students to develop media analysis and production skills as means of addressing problems that face their community.

**Panel: *Mormonism & Media Literacy: Intersections of Media and Education in LDS Theology and Culture***  
(Panelists: Vanessa Domine, Erika Hill, Amy Peterson Jensen, Benjamin Thevenin)

**Paper: *Critical Agency: Shared Roots of Critical Media Literacy and Mormon Theology***

Abstract: Critical media literacy education seeks to prepare the public to recognize the contradictions within society, explore how media institutions, representations and practices interconnect with these contradictions, and then engage in alternative media production and activism to create a freer society. Underlying these objectives is an understanding of agency that is not unlike that forwarded by Mormon theology. Engaging in media praxis—rather than yield to fashionable, apolitical postmodernism—challenges inequitable social relations and promotes justice, *just as* righteously exercising one's agency—rather than submitting to moral relativism—challenges sin and promotes truth. In both critical media literacy scholarship and Mormon theology, the importance of *critical agency*—the ability to discern between truth and error, freedom and captivity, and then act to promote a world informed to that knowledge—is fundamental.

### **Turek, Kevin**

Undergraduate Student, Department of Communications, Brigham Young University

**Paper: *Unstructured Time and Media Use in Families: How LDS Families Spend their Time With Each Other and with Media***  
(Mentored research project directed by Dr. John Davies with undergraduate students Karen Kleinman, Spencer Cornett, Cameron Edens, Daniel Sam, Kevin Turek)

Abstract: Research that examines media use in LDS families does not exist. To be clear, several studies examine media use of LDS individuals and LDS couples, but in none of these studies is the traditionally-defined family the unit of analysis. In this study, 42 families reported on their activities, their mood state, who they were with, and the media they were using during a one-week period. Analysis of our data shows that the number of negative experiences during unstructured family time predicts more frequent use of media. Conversely, positive experiences were associated with less frequent media use.

### **Turley, Janelle**

Senior undergraduate student, Department of Theatre and Media Arts, Brigham Young University

Bio: Janelle Turley is a senior in the Theatre and Media Arts Deptment at BYU. She is a makeup and hair artist for theatre, television, and film, specializing in hair pieces and wig ventilating, and prosthetic creation and application. In 2012, she received the O. Lee Walker Design/Tech Award for outstanding contributions in design. She loves vintage clothing, tap dance, and Freddie Mercury.

**Panel: *The Book of Mormon Musical: Tap Dancing, Blasphemy, and Truth in Advertising*** (Panelists: Megan Sanborn Jones (Chair), Emily Jensen, Thomas Russell, Kymberly Mellen, Janelle Turley, Paul Edwards)

Abstract: This roundtable discussion will bring together actors, scholars, journalists, advertisers, and audience members to discuss *The Book of Mormon* musical on stage and in national media.



## **Van Dyke, Blair G.**

EdD; Coordinator, Interfaith Relations & Mormon Studies, Orem Institute of Religion, Utah Valley University

Bio: Blair G. Van Dyke is an instructor at the Orem LDS Institute of Religion adjacent to Utah Valley University (UVU) where he is the coordinator of Mormon Studies and Interfaith Engagement. He received his Ed.D from Brigham Young University specializing in education in the Middle East. Van Dyke also teaches as an adjunct professor in the Department of Philosophy at UVU and he sits on the advisory boards of the Religious Studies and Mormon Studies Programs at that university. He is an independent researcher that has published articles and chapters in international and national journals and books. Publications that are relevant to his presentation at this conference include: *Holy Lands: A History of the Latter-day Saints in the Near East* with LaMar C. Berrett (Covenant, 2005); *In the Footsteps of Orson Hyde: Subsequent Dedications of the Holy Lands* with LaMar C. Berrett (BYU Studies, 2008); and *The Jerusalem Center for Near Eastern Studies: Reflections of a Modern Pioneer* with David B. Galbraith (The Religious Educator, 2008).

### **Paper: *The Mormon University on the Mount of Olives: A Case Study in LDS Public Relations***

Abstract: Brigham Young University's Jerusalem Center for Near Eastern Studies is prominently located on the Mount of Olives adjacent to Hebrew University. Many local Palestinians and Jews refer to the impressive building as the "Mormon University." Today, the Center is an important part of Jerusalem's cultural tapestry. However, this has not always been the case. On August 21, 1984, bulldozers started making cuts into the face of the Mount of Olives for construction of the Center. This was the first visible indicator that a small religious group from the United States known for their resolute commitment to proselytizing had acquired what could arguably be the finest piece of available property in the city. Opposition erupted locally, nationally, and internationally and was fueled primarily by Jewish orthodox communities that were convinced the Center would be used for proselytizing Jews to Mormonism. They were well organized and engaged in an effective public relations campaign that involved flooding major domestic and international newspapers with letters to the editor opposing the Center, organizing rallies that included prominent Israeli personalities and pop stars, utilizing television and news outlets whenever possible and a host of other activities that gave their opposition to the Center momentum in the public eye. The Latter-day Saint response to this vigorous opposition constitutes a watershed moment in Church Public Relations. This presentation will explore that Mormon moment.

## **Vibilio, Giulia**

Graduate Student, Department of Communications, Brigham Young University

Bio: Giulia Vibilio was born and raised in Venice, Italy. She earned her undergraduate degree in Science of Communication at the University of Trieste, in Italy, with a dissertation on the most frequent mistakes reported by Italian newspapers on the Church of Jesus Christ of Latter-day Saints in Italy. She is currently working on her master degree at Brigham Young University, focusing principally on Mormon media in Italy and Italian studies.

### **Paper: *The Role of Italian Media in the Conversion Process of Members of the Church of Jesus Christ of Latter-Day Saints***

Abstract: Italian media have had the tendency to give a negative connotation of the Church of Jesus Christ of Latter-day Saints, due to a superficial reporting or a focus on sensational news for marketing purposes. As the LDS Church grew in Italy, the influence of media became a matter of interest to the local LDS Church authorities. This research was conducted among Italian LDS members in order to define the impact negative media had in their conversion process. The results will show that those who ultimately joined the LDS Church, applies a media resistance strategy and selected the media sources to use, avoiding those that lead to cognitive dissonance.

## **Wesson, Karl**

Career in the motion picture and TV Industry for more than 30 years; BA, Arizona State University; MA, Brigham Young University

Bio: While attending graduate school at BYU, Karl was hired to work at the BYU Motion Picture (now the LDS Motion Picture Studio) under Judge Whittaker. He worked in the Motion Picture and TV Industry, in and out of Los Angeles for more than 30 years. He was nominated five times for Emmy Awards and won two. He worked on the teams that won the Oscars for

Hairstyling for "The Grinch" and "The Pirates of the Caribbean". Karl retired early because of Bone Cancer. He is doing very well now and hopes to keep it up for a long time. A partial list of some of the films he has worked on include: "Santa Clause 3," "Van Helsing," "Down With Love," "Pearl Harbor," "Blow," "Maverick," "The Sandlot," "Dumb and Dumber," "Thelma & Louise," "White Palace," "Mobsters," "Windwalker," "Harry's War," and "Take Down." A partial list of the TV Shows he worked on include: "House." "The Guardian," "Buffy," "7th Heaven," "Love Boat the New Wave," "Last Mafia Marriage," "Dr Quinn," "Donny and Marie."

**Documentary Presentation and Discussion: *A Reel Legacy: Judge Whitaker & The History of the BYU Motion Picture Studio* (Panelists: Tom Laughlin, Peter Johnson, Karl Wesson, Pete Czerny, John Linton)**

Abstract: This presentation will commence with a showing of "A Reel Legacy", the story of former Disney animator Wetzel ("Judge") O. Whitaker, who left Walt Disney Studios, to come to Utah to help start a film studio for the LDS Church, and to start a film program at Brigham Young University. For the first time ever on camera, veteran filmmakers who knew and worked with Judge, sit down and talk about his life, from trials and challenges of having no film crews or sufficient funding, to building a state-of-the-art Hollywood style studio in the 1950's. This story will transport you back in time, as we journey from the Walt Disney Studios to Provo Utah. This special documentary features over 17 veteran filmmakers, as well as dozens of rare and never-before-seen images, released by family members and friends. This film is a true tale of faith, toil, sacrifice, and humility, and will not only inspire the LDS (Mormon) community, but others who share Christian values and beliefs, who seek to be uplifted and inspired - as was Judge's mission as a father, husband, friend, and filmmaker. Following the presentation, a filmmaker panel and discussion will follow.

**Willey, Kayla**

Librarian, Harold B. Lee Library, Brigham Young University

Bio: Kayla Willey has a B.A. in History and M.L.S. in Library and Information Science and has been a librarian at Brigham Young University for 35 years. Currently she is the Americana Cataloger for the L. Tom Perry Special Collections in the Harold B. Lee Library, a position held for the past two years. She has spent most of her career training, working on, developing, and implementing computerized library systems software programs. From January 2000-2010, she took a position in the library's digitization efforts as the Metadata Librarian and became active in the metadata standards development community. She has been the president of the Utah Library Association, Computer Support Representative for the Lee Library, and chaired the campus YNet (network) Management Committee.

**Panel: *A Crowdsourced Approach to Indexing Mormon Literature and Creative Arts* (Panelists: Julie Williamsen, Larry Draper, Robert Means, Steven Nordstrom, Kayla Willey)**

Abstract: The Mormon Literature & Creative Arts Database is a unique scholarly resource that provides researchers with current and historical information on works by and about Mormons, and includes information on authors, playwrights, critics, filmmakers, and other creative personnel involved in those works. It is the thirteenth most used web resources at Brigham Young University's Harold B. Lee Library with 390,620 page views from February 2010 to February 2011. The database was initially created in 2003 to index Mormon literature, and in 2006 the database was enhanced to index Mormon film. A third release of the database in early fall 2012 will feature fully revised search functionality, a redesigned layout, and for the first time will allow for crowdsourced contributions. Published literary, cinematic, theatrical, and musical works by and about Mormons continues to proliferate. As a result, it has become increasingly difficult for librarians to identify and index all of these materials. In order to capture these growing bodies of works, the new release of the Mormon Literature and Creative Arts Database will give the global community the ability to submit content to the database, and the submitted content will be vetted by subject specialists. The new redesign of the database will also allow for the future inclusion of additional subject areas such as music, theatre, and the visual arts. This panel discussion will demonstrate the newly redesigned Mormon Literature and Creative Arts Database and discuss its new features, enhancements, and the technology that makes it possible. The panel will include some of the most talented people who work at the heart of identifying and indexing creative works by and about Mormons. It will address the challenges and opportunities to capturing the ever-increasing number of materials created by Mormons or about Mormonism and the importance of indexing them.

## **Williams, Lane**

Professor, BYU-Idaho Department of Communication

Bio: Dr. Lane Williams is a full-time faculty member in the BYU-Idaho Department of Communication. His research interests largely focus on the intersection of media and religion, especially Mormonism and the media. Before becoming a faculty member at BYU-Idaho, he was an award-winning journalist in Utah. Dr. Williams was a Kiplinger Fellow at Ohio State University and a Merrill Fellow at the University of Maryland, where he received his doctorate, while studying under David Broder and Michael Gurevitch, among others. Dr. Williams writes weekly for the Deseret News about Mormonism and the news media as the Mormon Media Observer. He and his wife, Laurie, are the parents of four children.

### **Paper: *Comparing Two Moments: Changes in the Coverage of Mitt Romney's Mormonism Between the Campaigns of 2008 and 2012***

Abstract: This paper compares the coverage of Mormonism between the 2007-2008 campaigns and the 2011-2012 presidential campaigns of Gov. Mitt Romney. It seeks to answer four questions: Was the in-depth press coverage of Mormonism more or less frequent in the "mainstream media" in 2011-2012 than it was in 2007-2008? Was it more or less favorable? Did the Book of Mormon and Joseph Smith receive more coverage? Did polygamy receive more or less coverage? The findings of this study are presented, and possible reasons for change in the coverage are discussed.

### **Paper: *How Political Horse Race Coverage Leads to Poor Coverage of Religion***

Abstract: Reporters and scholars have for many years complained that among the worst aspects of the coverage of American political campaigns is its focus on the horserace — focusing on campaign tactics, polls and strategies, rather than on issues and public policy. The argument has been that the horserace coverage confuses voters and cheapens politics. But what about when religion is involved in a race? In 2007-2008, Mitt Romney made his first run for the presidency. This study shows that the coverage of the horserace influenced the portrayal of Mormonism. In general, Mormonism was portrayed less favorably in news stories that focused on the horserace than those that did not. Implications and suggestions are discussed.

### **Discussion Leader: Exploratory Meeting: Is It Time to Create a Mormon Media Studies Association?**

All interested parties are invited to meet for an informal discussion about whether and/or how to formally organize a Mormon Media Studies Association. Questions include: What would be the objectives of the association? What are the benefits of such an organization? What are the drawbacks? Does it spread the discipline of Mormon Studies too thin? Would we be able to attract a large enough group to make such an organization worthwhile? Would people be willing to pay dues? Would such an association be best affiliated with a university? How might that affect our conferences? Should there be a journal? If so, how should the journal be published? Might an on-line newsletter be worthwhile? Should we assign keepers of the Google Groups Mormon Media Studies list? Is it best to continue as we have been? How might a Mormon Media Studies association be organized? The purpose of this meeting, finally, will be to decide if it is best to continue as we have thus far, or to move forward in new ways. If we decide to move in new directions, we will need to make assignments toward this end.

## **Williamsen, Julie**

Theatre, Media Arts & Communications Librarian, Harold B. Lee Library, Brigham Young University

Bio: Julie Williamsen is the Theatre, Media Arts and Communications Librarian in the Harold B. Lee Library. She collects the majority of videos for the Library's general collection, including Mormon media, maintains the film portion of the *Mormon Literature and Creative Arts Database*, and assists students and faculty with their research.

### **Presentation: *Publishing Trends Mormon Media Scholarship* (Panelists: Julie Williamsen, Trevor Alvord)**

Abstract: This presentation is an examination of scholarship being published in Mormon Media Studies and the generalized field of Mormon Studies by looking at the publishing trends of Mormon content in academic or peer reviewed journals from 2002 to present.

### **Panel: *A Crowdsourced Approach to Indexing Mormon Literature and Creative Arts* (Panelists: Julie Williamsen, Larry Draper, Robert Means, Kayla Willey)**

Abstract: The Mormon Literature & Creative Arts Database is a unique scholarly resource that provides researchers with current and historical information on works by and about Mormons, and includes information on authors, playwrights, critics, filmmakers, and other creative personnel involved in those works. It is the thirteenth most used web resources at Brigham

Young University's Harold B. Lee Library with 390,620 page views from February 2010 to February 2011. The database was initially created in 2003 to index Mormon literature, and in 2006 the database was enhanced to index Mormon film. A third release of the database in early fall 2012 will feature fully revised search functionality, a redesigned layout, and for the first time will allow for crowdsourced contributions. Published literary, cinematic, theatrical, and musical works by and about Mormons continues to proliferate. As a result, it has become increasingly difficult for librarians to identify and index all of these materials. In order to capture these growing bodies of works, the new release of the Mormon Literature and Creative Arts Database will give the global community the ability to submit content to the database, and the submitted content will be vetted by subject specialists. The new redesign of the database will also allow for the future inclusion of additional subject areas such as music, theatre, and the visual arts. This panel discussion will demonstrate the newly redesigned Mormon Literature and Creative Arts Database and discuss its new features, enhancements, and the technology that makes it possible. The panel will include some of the most talented people who work at the heart of identifying and indexing creative works by and about Mormons. It will address the challenges and opportunities to capturing the ever-increasing number of materials created by Mormons or about Mormonism and the importance of indexing them.

### **Wilson, Ron**

Senior Manager of Internet and Advertising, Missionary Department, LDS Church

Bio: Ron Wilson is senior manager of Internet and advertising in the Missionary Department of The Church of Jesus Christ of Latter-day Saints. He manages Mormon.org and it's outreach to those who are not members of the Church. Ron has 25 years of experience in advertising, marketing, product management, and public relations. He managed the creation of his first corporate website in the mid 90's and has led teams in Internet application development ever since. With a breadth of cross-industry experience, Ron has held high-level and executive level positions at corporations and non-profit organizations. He earned a bachelor's of science degree from Antioch University.

**Panel: *The "I'm A Mormon" Campaign: Where We've Been and Where We're Going* (Panelists: Neylan McBaine, Greg Droubay, Brandon Burton, Ron Wilson, Parry Merkley)**

Abstract: In 2008, the Church's Missionary Department and Bonneville Communications led a massive research study and created a global campaign to reverse the course of stereotypical perceptions. In this presentation, representatives from the Church's Missionary Department as well as Bonneville Communications will share the results of that research, discuss the origins and motivations of the I'm A Mormon campaign, share a behind-the-scenes look at the campaign's production, and discuss where the campaign will be heading in the future.

### **Woods, Fred**

PhD. Professor, Department of Church History & Doctrine, Brigham Young University

Bio: Fred E. Woods was born and raised in Southern California. He is married to JoAnna Merrill and they are the parents of five children and two granddaughters. Fred graduated from Brigham Young University (BYU) with his B.S. degree in Psychology and his M.A. degree in International Relations. In 1991 he completed his PhD at the University of Utah in the field of Middle East Studies with an emphasis in Biblical Hebrew. Since the completion of his dissertation, Fred expanded his scholarly interests to include a serious study of Mormon History in the context of American Studies. He has authored several works in the areas of ancient studies and Latter-day Saint history and is the compiler and editor of the "Mormon Immigration Index" CD released by The Church of Jesus Christ of Latter-day Saints in 2000. His primary area of research is Mormon migration. Professor Woods is also very active in promoting interfaith collaboration. Dr. Woods has been a visiting professor at the University of Missouri – St. Louis, University of Iceland, several times at BYU-Hawaii and a research professor at Durham University and Australia Catholic University (Melbourne, Australia). Professor Woods has also lectured extensively in America and internationally.

**Documentary Presentation and Discussion: *Finding Refuge in El Paso: The 1912 Mormon Exodus from Mexico***

Abstract: This presentation will commence with a showing of "Finding Refuge in El Paso: The 1912 Mormon Exodus from Mexico" a recently released documentary for the centennial anniversary of this remarkable story. Between 1885-1912 thousands of Latter-day Saints sought refuge in northern Mexico due to their desire to practice plural marriage without being prosecuted by the U.S. government. They left America because of their Mormon practices, but they evacuated Mexico because they were Americans. This captivating narrative tells the story of thousands of men, women and children who suddenly had to flee Chihuahua and found refuge in El Paso Texas during the sweltering summer of 1912.

## **Zeller, Kaitlin**

Undergraduate Student, Department of Communications, Brigham Young University

### **Paper: *Perceptions of Mitt Romney within the Mormon Community***

**(Mentored research project directed by Dr. Clark Callahan with undergraduate students Christina Chatfield, Derek Johanson, and Kate Zeller)**




Abstract: Often community is perceived as uniformity. During the current election cycle, news commentators and political prognosticators have mentioned Mitt Romney's Mormonism frequently, but have only done so in a holistic way, as if there were only a single Mormon perspective on politics, community, and transcendence. Other religious or ethnic groups, however, have been portrayed in a much more nuanced and diverse manner that emphasizes their unity as well as their differences in these areas. This research attempts to resolve this dilemma by analyzing the Mormon community and their perspectives of Mitt Romney. By using Q methodology, typologies of Mormon perspectives are identified and offer a more comprehensive understanding of Mormon community by mapping the factors that define their political identity.

# MORMON MEDIA STUDIES SYMPOSIUM

NOVEMBER 8-9 2012

Mormon Media Studies


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### MAP OF SALT LAKE CITY INTERNATIONAL AIRPORT

### RENTAL CARS, BUSES, TAXIS

To find a list of rental car companies at the Salt Lake City International Airport, see [www.slairport.com](http://www.slairport.com). Taxis are expensive and are not recommended. Buses do not run directly and require a number of transfers to reach BYU. For bus information, see [www.rideuta.com](http://www.rideuta.com).

### GROUND TRANSPORTATION FROM AIRPORT

Express Shuttle is a commercial van shuttle service that will take you from the airport to Provo and back. Cost is approximately \$29 one way; call 1-800-397-0773. Reservations are required. Please have your flight number and itinerary handy when you call. The shuttle will take you directly to BYU or to your housing accommodations.

### DRIVING DIRECTIONS AND PARKING

#### MAP

Brigham Young University is located approximately 50 miles from the Salt Lake International Airport.

#### To BYU via Salt Lake City (I-15 southbound):

Take the BYU-Utah Valley University exit (#269) off I-15 and turn left (east) at the off-ramp traffic signal. University Parkway will take you past the University Mall and down the "diagonal" into Provo, about 4 miles. Proceed on the same street until you cross University Avenue and 150 East (Canyon Road). After you pass the football stadium on your left and the 450 East intersection, keep to the right lane and turn right into Lot 20. If you have reached 900 East, you have gone too far.

#### To BYU via Springville (I-15 northbound):

Going north toward Provo, take the Provo BYU-University Avenue exit off I-15. Drive north along University Avenue past Provo's Center Street. Turn right at University Parkway (1650 North). You will pass the football stadium on your left and the 450 East intersection; turn right into Lot 20. If you have reached 900 East, you have gone too far.

### FREE PARKING

BYU Map — make sure "parking" is checked so colored lots show. Lot 20, west of the BYU Conference Center.

### THINGS TO DO/SEE ON CAMPUS, IN PROVO, OR IN UTAH

You will receive a list of local activities upon your arrival on campus. Visit [utah.com](http://utah.com) to view a list of national parks and other popular destinations in Utah.






# MORMON MEDIA STUDIES SYMPOSIUM


NOVEMBER 8-9 2012

▼ Mormon Media Studies


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## Lodging

If you are coming from out of state and need accommodations, here are some hotels/motels near the BYU campus where you can reserve lodging.

### With shuttle service:

Provo Marriott Hotel—101 West 100 North, Provo (paid shuttle), 801-377-4700  
[www.marriott.com](http://www.marriott.com)

Courtyard by Marriott—1600 N. Freedom Blvd., Provo, 801-373-2222  
[www.marriott.com](http://www.marriott.com) – BYU rate \$89 a night

SpringHill Suites by Marriott—1580 N. Freedom Blvd, Provo, 801-373-0073  
[www.marriott.com](http://www.marriott.com)

Residence Inn Provo—252 West 2230 North, Provo, 801-374-1000  
[www.marriott.com](http://www.marriott.com)

Best Western CottonTree Inn—2230 N. University Pkwy., Provo, 801-373-7044  
[www.bestwesternutah.com](http://www.bestwesternutah.com) – BYU rate \$76 a night

### Other nearby properties (no shuttle service; helpful to have a car):

Super 8 Provo—Canyon Rd., Provo, 801-374-6020  
[www.super8.com](http://www.super8.com)

Days Inn—1675 North 200 West (Freedom Blvd.), Provo, 801-375-8600  
[www.daysinn.com](http://www.daysinn.com)

Fairfield Inn by Marriott—1515 S. University Ave. Provo, 801-377-9500  
[www.marriott.com](http://www.marriott.com)

LaQuinta Inn—1100 West 780 North, Orem, 801-235-9555  
[www.lq.com](http://www.lq.com)

Comfort Inn and Suites—427 W University Parkway, Orem, 801-431-0405  
[www.comfortinn.com](http://www.comfortinn.com)

Sleep Inn—1505 South 40 East, Provo, 801-377-6597  
[www.choicehotels.com](http://www.choicehotels.com)

Hampton Inn—851 West 1250 South, Orem, 801-426-8500  
[www.hamptoninn.com](http://www.hamptoninn.com)

Hampton Inn—1511 South 40 East, Provo, 801-377-6396  
[www.hamptoninn.com](http://www.hamptoninn.com)

There are also many other properties with various price ranges. To look at them collectively, go to [www.utah.com](http://www.utah.com) and click on "Places to Stay." You can sort by type of accommodations or by average cost.



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## Prearrival Information

### LOCATION OF CLASSES

Conference Center, Brigham Young University — [Map](#)

### PARKING INFORMATION

Free parking in Lot 20 west of the Conference Center — [BYU Map](#)

### CONFERENCE CHECK-IN

Thursday, November 8, 2012

Time TBA, BYU Conference Center

Come up the stairs on the west side of the building and turn right in the lobby, where you will see the check-in desk.

### PROVO WEATHER IN NOVEMBER

Average daytime high temperature: 51 degrees (F)

Average evening and morning lows: 31 degrees (F)

### BYU STANDARDS

Conference participants are required to maintain the standards of Brigham Young University while attending the symposium, including abstinence from tobacco, coffee, tea, alcohol, and harmful drugs while on the campus. The [BYU dress and grooming standards](#) require clothing that is modest in fabric, fit, style, and length. Please, no tank tops or sleeveless, strapless, or backless attire. Dresses, skirts, and shorts should be knee-length or longer. Earrings for men are not appropriate.

### EMERGENCY PHONE NUMBERS

During the conference:

801-422-4834 (Conference registration area)

801-422-7692 (Conferences and Workshops)





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## Pre-Order Your Lunch

To pre-order a lunch:  
click on "Pre-Order Your Lunch" or click on the button below  
click on "Register Now"  
click on "Register without Account" and then follow the steps

#### Lunch Choices:

Office Favorite (roast beef, sliced turkey, ham, Swiss cheese on 13 grain bread)

Turkey Avocado (Oven-roasted turkey breast, sliced avocado, Swiss cheese on honey wheat bread)

Baked Ham (Virginia baked ham, Swiss cheese on sourdough bread)

Vegetarian (mushrooms, tomatoes, cucumbers, avocado, green pepper, sprouts, provolone and cheddar cheese on honey wheat bread)

There is no charge for the conference and no pre-registration is required. The BYU Conference Center, the site of the symposium (770 East University Parkway in Provo, UT), will have vending snacks available, or a full lunch can be ordered and purchased in advance by calling 801-422-8925 or by pre-ordering online here:

#### Mormon Media Studies Symposium

Online Registration Closed: 7 November 2012



Lunches must be pre-ordered before Wednesday, November 7 at noon.  
Cost is \$9.75.

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## Dining on the BYU Campus - [www.dining.byu.edu](http://www.dining.byu.edu)

### Campus Dining Services

The following restaurants and food vendors are located on the BYU campus:

	<p><b>Legends Grille – Located in the Student Athletic Building (SAB) on lower campus</b></p> <p>Set your sights on 11 plasma screens and let your taste buds tackle the flavor of BYU. Make your call as our chefs prepare your meal right in front of you! Choose from specialty salads, hearth-baked pizzas, grilled steaks and salmon, oven-toasted sandwiches, and much more. <a href="http://www.byu.edu/legendsgrille">www.byu.edu/legendsgrille</a>.</p>
	<p><b>Skyroom – Located on the 6th floor of the Wilkinson Student Center (WSC)</b></p> <p>Enjoy a spectacular view of campus while you dine on chef specialties at this national award-winning restaurant, located on the sixth floor of the WSC. <a href="http://www.byu.edu/skyroom">www.byu.edu/skyroom</a>.</p>
	<p><b>Museum Cafe – Located on the 2nd floor of the Museum of Art (MOA)</b></p> <p>Appeal to your finer tastes with fresh sandwiches, salads, soups, breads, entrees, and specialty drinks at this bistro cuisine cafe located in the Museum of Art. <a href="http://www.byu.edu/moacafe">www.byu.edu/moacafe</a>.</p>
	<p><b>The Blue Line Deli and Market - Located in the gallery of the Tanner Building (TNRB)</b></p> <p>Panini sandwiches, salads, and quesadillas are served at dining tables with Internet connections. Snacks and other convenience items are also available. <a href="http://www.dining.byu.edu/blueline">www.dining.byu.edu/blueline</a>.</p>
	<p><b>CougarEat - Located on the 2nd floor of the Wilkinson Student Center (WSC)</b></p> <p>Social gatherings and great food fill the CougarEat. You'll find Teriyaki Stix, L&amp;T Produce, Scoreboard Grill, Subway, Freschetta Pizza, Sugar &amp; Spice, Jamba Juice, Tomassito's Italian Cafe, Cougar Express, and Taco Bell. <a href="http://www.byu.edu/cougareat">www.byu.edu/cougareat</a>.</p>
	<p><b>Orville &amp; Wilbur - Located on the 1st floor of the Wilkinson Student Center (WSC)</b></p> <p>Orville and Wilbur's has tangy buffalo wings, chicken sandwiches, hamburgers, and other snack food items! It's sure to be a treat to your taste buds. <a href="http://www.dining.byu.edu/ow">www.dining.byu.edu/ow</a>.</p>
	<p><b>BYU Creamery - Located on 9th East and 1430 North</b></p> <p>Fill up on an All-American meal of hamburgers, fries, and milkshakes in a '50s-style atmosphere. When you're finished, stock up on groceries with a variety of fresh fruits, vegetables, meats, bakery items, and household products. <a href="http://www.byu.edu/cone">www.byu.edu/cone</a>.</p> <p>There is a Creamery Outlet located just South of the BYU Conference Center. There are a limited number of sandwiches, salads and bakery goods.</p>



**The Commons - Located in the Helaman Residence Halls on lower campus**

On the edge of campus is a great place to gather with friends for a great meal experience. We offer an all-you-can-eat buffet which includes salad and fruit bar, wraps, two entree choices, burgers, waffles, pastas, desserts, and much more.  
[www.byu.edu/cannon](http://www.byu.edu/cannon).


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## Links

- Brigham Young University
- Utah Valley Convention and Visitors Bureau
- BYU Broadcasting
- BYU Studies
- BYU College of Fine Arts and Communication
- BYU Department of Communications
- BYU Arts Tickets
- BYU Athletics Tickets






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## Presenter Ready Room

A room will be provided for MMSS 2012 speakers. The room is located at the BYU Conference Center in Room 2295. Please stop by to enjoy refreshments, check your e-mail or relax with colleagues.

Hours of operation are 8:00 a.m. - 5:00 p.m.

## Supported Software

Audio/Visual Information Sheet  
 BYU Conference Center  
 770 East University Parkway, Provo, UT

Presenters should bring their own laptops. If you use a Mac, you must bring your own adapter.

The BYU Conference Center supports:

- Audio
- Video Projection
- PowerPoint Projection
- Internet (wireless and wired)
- Mics – podium, lapel, or hand held
- PC Laptops / Mac Laptops (with adapters)
- Tech podiums support CD's and DVD's

Please note the following possible tech problems:

According to the staff, most of the problems come from PowerPoint presentations on flash drives or any type of presentation where presenters use the Internet or have embedded videos. Usually presenters want to show a video on PowerPoint but they have embedded the video incorrectly, which is not something the Conference Center AV technicians can fix. That problem, along with the Internet being 'slow' on campus are difficulties that occur at conferences. It is important to have a 'back-up' plan if the internet is down on campus.

Here are some links that help with embedding videos in PowerPoint presentations:

- Option One
- Option Two
- Option Three

If presenters want to visit the conference center before the Symposium to do a run-through or to test the AV equipment (recommended), please contact Jennefer Johnson at [jennefer.johnson@byu.edu](mailto:jennefer.johnson@byu.edu) or call 801.422.4786 to make arrangements.