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2010-11-11

Mormon Media Studies Symposium - 2010

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MORMON MEDIA STUDIES SYMPOSIUM

Mormon Media Studies | BYU Conferences and Workshops

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In Celebration of the 50th Anniversary of BYU Broadcasting and the 10th Anniversary of BYU Television (BYUTV)

BYU Department of Communications, BYU Broadcasting and BYU Studies
present

2010 Mormon Media Studies Symposium "Mormon Media Studies: Across Time, Space, and Disciplines"

November 11 & 12, 2010

Brigham Young University Conference Center, Provo, Utah, USA

Important Announcement

An easy & delicious lunch option is available to those who are attending the Mormon Media Study Symposium. Lunches are available on Thursday and Friday and may be ordered until November 10, 2010.

Lunch Menu

You can purchase lunch in advance by calling 801-422-8925, or by using our **online** ordering system. *Please note that you will be required to create a Net ID and log-in to use the online system. Phone orders may be the easiest option.

Please contact us at 801-422-7692 if you have any questions regarding lunch orders.

An Academic Exploration

The Church of Jesus Christ of Latter-day Saints and its members have been highly visible in the media in recent years, and also have been actively engaged in the production of media content. 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.

This first-ever interdisciplinary Mormon Media Studies Symposium will focus on the academic study of all aspects of Mormons and the media, historically and in the present. (The term "media" is used broadly to encompass print and electronic media, books, film, etc.)

The Symposium will feature two full days of academic exploration including:

- Keynote Speaker
Terryl Givens
"Fraud, Philanderers, and Football: Negotiating the Mormon Image" ([More information](#))
- Plenary Speaker
Daniel Stout
"Research Trends in Media and Religion: Implications for Mormonism" ([More information](#))
- Plenary Speaker
Sterling Van Wagenen
"Image and Authenticity: What We Believe About Ourselves" ([More information](#))
- More than 30 academic paper presentations on Mormons and the media
- Panel discussions on Mormon bloggers, Church public relations, Mormon film and more
- Film screenings, documentaries and discussions

Read the [full conference schedule](#) 

You're Invited!




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

Conference 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.



Questions? Please contact: karyn_daley@byu.edu

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Call for Conference Papers and Panels: **PAPER CALL NOW CLOSED**

Sponsored by: BYU Department of Communications; BYU Broadcasting; and *BYU Studies*

In Conjunction with the 50th Anniversary of BYU Broadcasting

November 11 & 12, 2010
Brigham Young University, Provo, Utah, USA

Conference Theme:

◆ **Mormon Media Studies: Across Time, Space, and Disciplines** ◆

The Church of Jesus Christ of Latter-day Saints and its members have been highly visible in the media in recent years, and also have been actively engaged in the production of media content. 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. This first-ever interdisciplinary Mormon Media Studies Symposium will focus on the 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.)

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. Audio-visual presentations (with rigorous analysis) and short films are welcome. Papers recently presented or published elsewhere may be considered (provide full information). Submissions (which will be peer-reviewed) may be made in three categories: Full Papers; Presentation Papers; and Panels. Full papers should be approx. 6,000–8,000 words. They will be considered by *BYU Studies* for possible publication (if the author wishes). (They must be adapted for a 20–25 minute presentation.) Presentation papers should be approx. 3,000 words. They may be accepted to presentation, panel, or poster sessions. Panel proposals should be approx. 2–3 pages. They should include panel topic and relevance, and panel members' names, titles, and contact information. For all submissions, include title and short abstract (100 words), author's full name, title or student status, and contact information. Identifying information should appear only on the cover page.



Deadline: Papers and panel proposals must be submitted by June 30, 2010 in Word or PDF formats as an e-mail attachment to Dr. Sherry Baker at: sherry_baker@byu.edu

As this is the first ever interdisciplinary Mormon Media Studies Symposium, the range of topics to be explored in paper and panel sessions is wide. Possible 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 media (contemporary, historical, international, etc.): newspapers, magazines, books, television, radio, film, Internet, social sites, etc.
- Content and effects of recent Mormon depictions in news and popular culture
- Mormons, media & politics—U.S. and international
- Mormon media uses and effects, including social media
- Mormon media image (present & historical)
- Content and effects of Mormon PR, 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, etc.
- Historical, sociological, literary, rhetorical, international, etc. perspectives

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Research Resources

A Bibliography of Mormons and the Media and also a Mormon Media History Timeline are available on-line at the BYU Harold B. Lee Library's ScholarsArchive. Both are searchable and downloadable.



- (1) Bibliography of Mormons and the Media
- (2) Mormon Media History Timeline

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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

Courtyard by Marriott—1600 N. Freedom Blvd., Provo, 801-373-2222
www.marriott.com – BYU rate \$89 a night

SpringHill Suites by Marriott—1580 N. Freedom Blvd, Provo, 801-373-0073
www.marriott.com

Residence Inn Provo—252 West 2230 North, Provo, 801-374-1000
www.marriott.com

Best Western CottonTree Inn—2230 N. University Pkwy., Provo, 801-373-7044
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

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

Fairfield Inn by Marriott—1515 S. University Ave. Provo, 801-377-9500
www.marriott.com

LaQuinta Inn—1100 West 780 North, Orem, 801-235-9555
www.lq.com

Comfort Inn and Suites—427 W University Parkway, Orem, 801-431-0405
www.comfortinn.com

Sleep Inn—1505 South 40 East, Provo, 801-377-6597
www.choicehotels.com

Hampton Inn—851 West 1250 South, Orem, 801-426-8500
www.hamptoninn.com

Hampton Inn—1511 South 40 East, Provo, 801-377-6396
www.hamptoninn.com




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





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Keynote Speaker

Terryl Givens, Professor

Terryl Givens was born in upstate New York, just the other side of the Finger Lakes from Palmyra and graduated from Brigham Young University.

He did his graduate work at Cornell and the University of North Carolina at Chapel Hill in Intellectual History and in Comparative Literature. Currently he is Professor of Literature and Religion and holds the James A. Bostwick Chair of English at the University of Richmond.

Professor Givens has published articles on Greek aesthetics, literary theory, and European Romanticism. His books in religious studies and intellectual history include [Viper on the Hearth: Mormons, Myths, and the Construction of Heresy](#); [By the Hand of Mormon: the American Scripture that Launched a New World Religion](#) (which the New York Times called "provocative reading"), and [People of Paradox: A History of Mormon Culture](#), (MHA Best Book Award, 2007).

More recently, he has published [The Book of Mormon: A Very Short Introduction](#) (Oxford, 2009) and [When Souls had Wings: Premortal Existence in Western Thought](#) (Oxford, 2010). A biography of Parley P. Pratt, co-authored with Matthew Grow, will be released next year.




Professor Givens resides in Montpelier, Virginia.





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Plenary Speakers

Bios and photos of other speakers will be posted here as soon as they are confirmed.



Daniel A. Stout, Professor

(PhD, Rutgers)

Daniel A. Stout is Professor of Journalism and Media Studies at the University of Nevada Las Vegas. He is founding co-editor of the *Journal of Media and Religion* (Routledge) as well as the recent *Encyclopedia of Religion, Communication, and Media* (Routledge). His books with Judith Buddenbaum include *Religion and Mass Media* (Sage) and *Religion and Popular Culture* (Iowa State University Press). Stout has authored numerous journal articles and book chapters on the media – religion interface.



Sterling Van Wagenen

Sterling Van Wagenen was the co-founder of the Sundance Film Festival in Park City, Utah, and, in association with Robert Redford, he was the founding executive director of the Sundance Institute. He has been a partner in three motion picture production companies. From 1993 to 1999, Mr. Van Wagenen was Adjunct Professor of Film at Brigham Young University, and manager of the University's TV Group. From 1999 to 2004, he was chair of the Film Department, then Director of the School of Film and Digital Media at the University of Central Florida in Orlando. From 2007–2010 he was Director of Content for BYU Broadcasting. Currently, he is an executive producer with the Audio Visual Department of the Church of Jesus Christ of Latter-day Saints (Mormon).

His producing and directing credits include the Academy Award winning *The Trip to Bountiful*, written by Horton Foote and starring Geraldine Page and John Heard; *Alan and Naomi* starring Lucas Haas; *The Work and the Glory, Parts 2 and 3*; Horton Foote's *Convicts* starring Robert Duvall and James Earl Jones. His documentary work includes projects for PBS and the Discovery Channel. Most recently, he co-produced *Small Fortunes: Microcredit and the Future of Poverty*, featuring Mohammed Yunus, winner of the 2006 Nobel Peace Prize—the film opened the International Year of Microcredit 2005 at the United Nations and aired nationally on PBS; *Learning from Light: The Vision of I.M. Pei*; the seven part series *Messiah: Behold the Lamb of God* for the Neal A. Maxwell Institute for Religious Scholarship at BYU.

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Presenter Handouts

Clair Barrus: "Mormon Internet Origins: A Prelude to the Bloggernacle"

Stephen McIntyre: ♦♦The Literary Concerns of My Church♦♦: Copyright Law and the Control of Sacred Texts in Mormonism♦

**DETAILED SCHEDULE
THURSDAY, NOVEMBER 11
BYU CONFERENCE CENTER**

MORMON MEDIA STUDIES SYMPOSIUM

Thursday, 9:00-9:50 am

Room 2254

Welcome to Symposium by:

Edward E. Adams, Associate Dean, College of Fine Arts and Communications; and Bradley L. Rawlins, Chair, Department of Communications, BYU

Panel: “Mormon Teachings about Media: Message and Audience Considerations”

Brad L. Rawlins: Chair, Department of Communications, BYU

Daniel A. Stout: Professor, Greenspun School of Journalism and Media Studies, University of Las Vegas

David W. Scott: Associate Professor, Chair, Department of Communications, Utah Valley University

Abstract: This panel explores Mormon teachings about media use, as well as how audience members interpret and use such instruction. Given that both the family and latter-day revelation are central in Mormon theology, appropriate media use has been a dominant theme at various times in Church history. Panelists will identify specific admonitions about media use; they'll discuss how the topic has been treated in conference talks and other official sources.

Thursday, 10:00-10:50 am

Room 2254

Paper: “Framing Mormons vs. Gays: How Media Covered California’s Proposition 8”

Joel Campbell: Associate Professor, Print Journalism, Department of Communications, BYU

Abstract: This paper will examine how journalists covered California’s Proposition 8 battle, particularly when it comes to the participation of Mormons in the campaign. While many religious groups were involved in the campaign, Mormons became a flashpoint in the media coverage particularly because of the Mormons’ organized volunteer effort and financial contributions. The paper also will explore whether the “Mormons vs. Gays” frame was easy for journalists to identify and report and ask the question: “Was it easy for anti-Proposition 8 forces to find media and public sympathy for this frame?”

Paper: “Theory and Theology of Media Uses and Effects: Connecting Communication Theory and LDS Doctrine in David A. Bednar’s “Things as They Really Are.”

John Davies: Assistant Professor, BYU & J. David Mecham, Master’s Student in Mass Communication, BYU

Abstract: Mood regulation is a primary goal in media use. LDS doctrine provides a unique philosophical foundation for theories regarding media use and its effects. In this paper, we make theoretical and practical connections between mood regulation and Elder David A. Bednar’s doctrine regarding the uses and effects of new media technology.

Room 2258

Panel: “Mormon Media Studies: Across Web Time, Cyberspace, and Blogging Disciplines”

Emily W. Jensen: MormonTimes.com Bloggernacle columnist

Clair Barrus: Manages several blogs including Today-in-Church-History and LDS-Church-History (at .blogspot.com); and writes Mormon history articles for Examiner.com

Blair Dee Hodges: BA, Mass Communications, minor, Religious Studies

Courtney J. Kendrick: Author of cjanerun.com, cjaneanswers.com, and cjaneprovo.com

Larry Richman: Author of LDSMediaTalk.com (IdsWebguy) and Director of Product Awareness, Church Curriculum Department

Kathryn Lynard Soper: Founder and Editor in Chief: *Segullah: Writings by Latter-day Saint Women*

Abstract: Mormon bloggers will discuss why blogging is a valuable media outlet and illustrate how it promotes conversation. Discussion topics include sharing Church resources, breaking global boundaries, balancing life as blogger/mother, tracking a 25-year-online journey, and encouraging literary talent.

Thursday, 11:00-11:50 am

Room 2254

Keynote Speaker: Terry Givens

**“Fraud, Philanderers, and Football:
Negotiating the Mormon Image”**

Terry Givens was born in upstate New York, just the other side of the Finger Lakes from Palmyra and graduated from Brigham Young University. He did his graduate work at Cornell and the University of North Carolina at Chapel Hill in Intellectual History and in Comparative Literature. Currently he is Professor of Literature and Religion and holds the James A. Bostwick Chair of English at the University of Richmond. Professor Givens has published articles on Greek aesthetics, literary theory, and European Romanticism. His books in religious studies and intellectual history include *Viper on the Hearth: Mormons, Myths, and the Construction of Heresy*; *By the Hand of Mormon: the American Scripture that Launched a New World Religion* (which the New York Times called “provocative reading”), and *People of Paradox: A History of Mormon Culture*, (MHA Best Book Award, 2007). More recently, he has published *The Book of Mormon: A Very Short Introduction* (Oxford, 2009) and *When Souls had Wings: Premortal Existence in Western Thought* (Oxford, 2010). A biography of Parley P. Pratt, co-authored with Matthew Grow, will be released next year. Professor Givens resides in Montpelier, Virginia.

Introduced by: Sterling Van Wagenen, Executive Producer, Audio Visual Department, Church of Jesus Christ of Latter-day Saints

Thursday,12:00-12:50 pm

Room 2258

Lunch and a Movie

Eat your box lunch while you enjoy a film and discussion:

“Beehive Stories: ‘Utah Mormons on What It Means to be a Utahn in 2010”

Brad Barber: Assistant Professor, Department of Theatre and Media Arts, BYU

Thursday,1:00-1:50 pm

Room 2254

Paper: “The World through a Veil: A Phenomenology of Mormon Film”

Randy Astle: Independent film director, screenwriter and critic

Abstract: Phenomenology is possibly the most important and least explored area of Mormon cinematic criticism. Using scriptures on ontology and epistemology and critics like AmedeeAyfre and Henri Agel, this presentation reconceptualizes how Mormons view film and posits a new fourth way to conceptualize the film screen: as a veil through which a nonphysical, spiritual reality may be discerned.

Paper: “Evidence and Intangibles: Cultural Implications and Legacy of the 1940s Contest over Historical Proof in Mormonism”

Richard Saunders: Curator of Special Collections, University of Tennessee at Martin; PhD candidate in History, University of Memphis

Abstract: In the 1930s and 40s, the Latter-Day Saints were confronted by a philosophical approach to history and historical evidence much different than what they were comfortable reading. Succeeding decades have seen the challenger carry the day, but not before calls for a return to “faithful history” attempted to reclaim the upper hand. This presentation looks at the way differing approaches to history in this period – what the past is, what about the past is knowable, and what constitutes “evidence”— all shape what is possible to present to viewer/readers in the present.

Room 2258

Panel: “I Am A Mormon Woman: Female Latter-day Saint Identity On The Internet”

NeylanMcBaine: Founder, *Mormon Women Project* and Creative Director, Bonneville Communications

Kathryn LynardSoper: Founder and Editor in Chief, *Segullah: Writings by Latter-day Saint Women*

Lisa Butterworth: Founder, feministMormonhousewives.org

Panel Moderator: Catherine Matthews Pavia: Ph.D., Faculty Associate, English Department, Arizona State University

Abstract: The founders of three LDS women’s online destinations will discuss how personal stories and discussion enhance the sense of community among women in the world-wide church, balanced with a celebration of the diversity of personal choices, background, ethnicity, and age. This panel will also discuss how women’s voices online contribute to the management of the church’s image on social networking and new media sites.

Thursday,2:00-2:50pm

Room 2254

Paper: “Twilight as a Reflection of Latter-day Saint Beliefs and Values”

Trudy L. Hanson: Chair and Professor, Department of Communication, West Texas A&M University

Abstract: This paper discusses how Latter-day Saint beliefs and values are woven into the storylines and characters of Stephenie Meyer’s best selling *Twilight* series. Four recurring themes in the series reflecting Latter-day Saint beliefs include centrality of families, agency to make choices, restraint in romantic relationships, and power and control in relationships. While vampires and family values seem to be at odds, Meyer has created characters and a storyline that has been accepted and marketed to fans of all ages.

Paper: “Mormonism vs. Capitalism: Religion, Media, and the Redistribution of the Sensible”

Wade Hollingshaus: Assistant Professor, Department of Theatre and Media Arts, BYU

Abstract: In this paper, I employ Giorgio Agamben’s work on “profanation” to explain, first, how *Big Love*’s justification for depicting a sacred Mormon temple ceremony is grounded in the new sacred that capitalism has been establishing for itself, and, second, that the sacred of capitalism constitutes a growing threat to Mormonism and religion in general. In response, I contend that while media is complicit in the mobilization of this threat, religious peoples can utilize media, through what Jacques Rancière calls “a redistribution of the sensible,” as a significant means of resistance.

Paper: “A Case Study of the Impact of Filmmaker Decisions in the Construction of a Documentary: Helen Whitney’s (2007) *The Mormons*”

Elizabeth J. Mott: Doctoral student, School of Religion, Claremont Graduate University

Abstract: Informed by theories of media framing, exemplification, and non-fiction film production, this case study used as its sample for textual analysis the typed transcripts from the final cut of Helen Whitney’s (2007) documentary film, *The Mormons*, and the interview transcripts of the 15 key commentators interviewed for the film. By coupling a close examination and comparison of the texts with the filmmaker’s own personal statements about making the film, this research suggests that Helen Whitney constructed the film through a process that gave voice to minority viewpoints, challenged institutional or ecclesiastical authority, and favored complexity.

Thursday, 2:00-2:50 pm (cont'd)

Room 2258

Film and Discussion: "Highlights from the Documentary Film *The History of Homefront, the Early Years: 1972-1985*"

Kevin Kelly: Associate Professor, Department of Communications, BYU

Abstract: In the early 70's, the only substantial media outreach programming the LDS Church was producing was "Music and the Spoken Word," featuring the Mormon Tabernacle Choir. In 1972, with the help of Bonneville Productions, the church launched Homefront—TV and radio public service announcements about family togetherness that became one of the most awarded PSA campaigns in the history of advertising. How did this phenomenon happen? Let the managers, producers, writers, composers and directors who created Homefront tell their stories, and watch the timeless commercials they produced.

**Thursday 2:50- 4:00 Refreshment Breaks
Snacks provided by BYU Television and BYU Broadcasting
Conference Center Foyer**

Thursday, 3:00-3:50 pm

Room 2254

Paper: "Under the Media's Nose: Overlooked Factors Undermining the Presidential Campaign of Mitt Romney"

John Gee: Senior Research Fellow, Neal A. Maxwell Institute, William (Bill) Gay Professor, BYU

Louis C. Midgley: Emeritus Professor of Political Science, BYU

Abstract: On 13 February 2007, Mitt Romney formally announced his run to become President of the United States. Less than a year later, on 7 February 2008, he quit the race. Romney's father, George Romney had run unsuccessfully forty years previously. Mitt Romney faced challenges that his father had not. One of these challenges went unreported by the media. We will look at the historical development of a phenomenon that significantly undermined Romney's presidential bid and went largely unnoticed by the media.

Paper: "The Evangelist: Missionaries, Model Minorities and Contrasts with Mitt in the Coverage of George Romney's 1967-1968 Presidential Campaign"

Lane Williams: Department of Communication, BYU-Idaho

Abstract: Mormonism was an important part of the media coverage of George Romney when he ran for president in 1968. He was framed as a classic model minority and as a missionary. Mormonism was more frequently discussed in the Mitt Romney campaign, but there are important similarities and contrasts between them. This paper explores those differences.

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

Room 2245

Panel: "Digital Distribution and the Future of Mormon Film"

Randy Astle: Independent film director, screenwriter and critic

Christopher C. Blakesley: Ph.D. candidate in interactive media, University of Wisconsin-Madison

Gideon O. Burton: Assistant Professor of English, BYU

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

Chris Twitty: Director at LDS Audiovisual Department; past Chief Operating Officer, BYU Broadcasting

Abstract: The rise of digital film distribution in the past three years has completely altered the nature of independent cinema and has the potential to be equally revolutionary in the niche area of Mormon film. Independent Mormon movies experienced a collapse in theatrical distribution after 2005, but digital distribution will now allow filmmakers to access new audiences and new funding sources and create new types of films. This panel will examine the current state of Mormon film distribution, the Church's developing web presence, and the potential Internet video has to revolutionize Mormon film and, to a large extent, Mormon society.

Thursday, 4:00-4:50 pm

Room 2254

Paper: "Family Home Evening: A Public Relations Media Tool in the 1970s"

Jessie L. Embry: Associate Director, Charles Redd Center for Western Studies, BYU

Abstract: During the 1970s the LDS Church Public Relations committee encouraged local wards and stakes to promote Family Home Evening as a missionary tool. This presentation will examine the newspapers published at the time.

Paper: "Relations Between the Church of Jesus Christ of Latter-day Saints and the *San Jose Mercury News*, 1982-1990: Turning Lemons into Lemonade"

William E. Homer: Former Director of Public Affairs, Northern California multi-region, LDS Church

Abstract: This paper explores the questions surrounding the calling of a Church Public Communications Director, how a major media outlet that was disinterested and sometimes antagonistic was addressed, and how its attitudes toward the Church were gradually changed over an 8-year period.

(cont'd)

Thursday, 4:00-4:50 pm

Room 2254 (cont'd)

Paper: "This is My magazine: Reader Responses to the *Relief Society Magazine* 40 Years Later"

Maurianne Dunn: Master's Student in Mass Communications, BYU

Abstract: The study explored the feelings readers had toward the *Relief Society Magazine* in the last years it was published. Readers saw the magazine as a handbook for life, a way to connect with others, a source for knowledge, an inspirational example to follow, and an escape from daily life. In addition, readers commented on their feelings of loss and change when the magazine ceased publication in 1970.

Room 2258

YOUNG SCHOLARS SPEED SESSION

Paper: "People Watch Conference Like This: Male and Female Viewing Styles During LDS General Conference"

Trent Boulter and Kevin Nielsen: Master's Students in Mass Communications, BYU

Abstract: This study asked how viewers consume General Conference of The Church of Jesus Christ of Latter-Day Saints through the media. The paper reports on the results of a survey of college-age respondents (n=317). Viewer preferences for certain speakers, styles, or callings were investigated, and which live media types were used (broadcast, radio, or internet streams). Conference viewers also were also asked with whom they watch, and in what languages they do so.

Paper: "The Salt Lake Tribune and Deseret News' Coverage of the 1978 Revelation: An Historical Analysis"

Malinda J. Miller: Master's Student in Mass Communications, BYU

Abstract: This historical study looked at archives from the *Salt Lake Tribune* and *Deseret News* to examine news coverage surrounding the 1978 revelation the Church of Jesus Christ of Latter-day Saints received regarding blacks and the priesthood, and addressed whether the church-owned *Deseret News* framed the story differently than the *Salt Lake Tribune*.

Paper: "Games Mormons Play"

Dai Newman: Undergraduate student, Religion and Culture, University of Utah

Abstract: Board games by and for Mormons have found commercial success over the past 25 years. One genre that has seen various iterations is the trivia game. This paper considers the questions used in older and newer games of this type to explore the shifts and changing boundaries of Mormon popular culture.

Paper: "Viral Mormonism: A case study in why videos go viral using the MormonMessages YouTube channel"

Danny Duerden: Master's Student in Mass Communications, BYU

Abstract: Many of the videos posted on the MormonMessages channel have just enough views to match the subscriber count. However some of the videos manage to go viral exceeding the subscriber count by upwards of ten times. This study looks at this phenomenon, attempting not only to explain why these videos go viral but also forming a hypothesis on why other videos go viral.

Paper: "From Foe to 'Friend': Shifting the Portrayal of Older Characters through a Religious Children's Magazine"

Jessica L. Danowski: Master's Student in Mass Communications, BYU

Abstract: As previous investigations of various children's media often suggest negativity regarding the portrayal of older adults, a present analysis of their depiction in a religious children's magazine entitled *The Friend* communicated an overall 96% positivity. Elements of this analysis are highlighted and compared to other children's media in correlation to the promotion of positive views of older adults to younger generations

Thursday, 5:00-6:30 pm –Dinner Break

Thursday, 6:30-8:30 pm

Room 2254

****A Night at the Movies****

Film Screening: "A Film Lost, Found and Restored: Lester Park's Production of *Corianton* (1931)"

James V. D'Arc: Curator, BYU Motion Picture Archive, L. Tom Perry Special Collections

Arguably the first "Mormon movie," *Corianton*, adapted from stage play inspired by a novella by LDS historian and general authority B.H. Roberts, was presumed lost forever. In 2005, the sole surviving but badly damaged print was donated to Brigham Young University by descendants of its LDS producer, Lester Park. Thus began an extensive digital restoration of this early sound-era drama featuring the wayward son of Book of Mormon prophet Alma, his entrapment by the harlot ZoanZe Isobel, the trial of Korihor, and a climactic siege by the Zoramites of the ancient city of Zarahemla.

**DETAILED SCHEDULE
FRIDAY, NOVEMBER 12
BYU CONFERENCE CENTER**

MORMON MEDIA STUDIES SYMPOSIUM

Friday, 9:00-9:50am

Room 2254

Paper: "Entered at Stationers' Hall": The 1841 British Copyright of the Book of Mormon"

Edward Carter: J.D., LL.M., Associate Professor, Department of Communications, BYU

Abstract: The registration of the Book of Mormon copyright at Stationers' Hall in London in 1841 was among the single-most important legal events in the history of the restored Church. The book's copyright allowed its reproduction and distribution, which in turn facilitated the conversion of thousands. Likewise, it is also true that the copyright registration of the Book of Mormon was one of the most unique and important events in the history of Stationers' Hall. This paper examines the events surrounding that copyright registration and discusses its significance in the history of the Church as well as the realm of intellectual property law in the United Kingdom.

Paper: "The Literary Concerns of My Church': Copyright Law and the Control of Sacred Texts in Mormonism"

Stephen McIntyre: J.D., M.A., Duke University

Abstract: From the LDS Church's founding, copyright has influenced the Church's relationship with non-Mormons and shaped the manner in which Mormons use sacred texts. Mormons exhibit a "jealous care" for their texts, and have consistently relied upon copyright law to prevent suspected enemies from altering and misusing LDS publications. While this practice has helped the Church protect the sacred, such control comes at a definite cost—especially in the Internet age.

Room 2258

Paper: "Member Sourcing"

Gideon O. Burton: Assistant Professor of English, BYU

Abstract: "Member sourcing" refers to how the Church is organizing widely distributed online volunteer work, harnessing the unity of Mormons while playing to the strengths of individual initiative and content development. I will explain how crowdsourcing has become a vital element of Web 2.0, then show how the Church is member sourcing through its extraction volunteer program in family history, its LDS Tech volunteer programming effort, and more broadly now through member-submitted profiles on Mormon.org.

Presentation: "Changing the Landscape of Mormon Messaging Online: Engaging the Lay Membership"

Jonathan Johnson: President, More Good Foundation

Karen Trifiletti: VP of Public Relations & Marketing, More Good Foundation

Abstract: More Good Foundation is a nonprofit involved in reclaiming the media conversation about Mormons, creating websites and providing tools to enable members to share their lives and faith online in a way that is accessible to honest seekers. With over 300 websites, many of which are translated into multiple languages, and numerous YouTube videos, MGF serves both to increase awareness of our beliefs, dispel misperceptions, and open up dialog using the New Media, inviting member participation in the online conversation, as invited by Church leaders, and as disciples of Christ under covenant to be witnesses of Him at all times and in all places.

Friday, 10:00-10:50 am

Room 2254

Paper: "Out of Obscurity: Heber J. Grant's Communications and Public Relations Efforts to Bring the Church into a National Positive View"

Edward E. Adams: Associate Dean, College of Fine Arts & Communications; Professor, Department of Communications, BYU

Abstract: This article examines LDS Church President Heber J. Grant's ability as a public communicator and his role in trying to change national public perception about the church. Heber J. Grant served as church president from 1918 to 1945. During the first decade of his administration he extended outreach efforts to change national public opinion after previous tumultuous decades of scrutiny over the issue of polygamy. The beginning of the 20th century brought continued national press coverage and political pressure upon the church. Much has been written about Heber J. Grant's financial abilities and his leadership during the Great Depression. However, Heber J. Grant also proved to have an innate sense for communications and public relations, and an interpersonal nature mixed with homespun humor which endeared him to people and to the press.

Paper: "St. Louis Luminary: The Latter-day Saint Experience at the Mississippi River 1854-1855"

Susan Easton Black: Professor, Church History and Doctrine, BYU

Abstract: The *St. Louis Luminary* is the key to understanding the Latter-day Saint experience at the Mississippi River from 1854 to 1855. Because of the years in which this newspaper was printed, it played a significant role in the national discussion of polygamy, which had not been publically announced until 1853. The paper's defense of polygamy against a backdrop of exaggerated reports stemming from the halls of Congress to the sensuous claims of eastern newspapers was unrelenting.

Room 2258

Film and Discussion: "Media in Missouri: The Story Behind the Making of the Steamboat Saluda Documentary and Its Aftermath"

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

Abstract: This presentation will include a viewing of the documentary, "Fire and Redemption: The Explosion of the Steamboat Saluda" followed by a look at the story behind the making of the film and the wonderful ramifications which have followed resulting in a better relationship between Latter-day Saints and citizens of Lexington, Missouri, where the explosion took place in 1852.

Friday, 11:00-11:50 am

Room 2254

Plenary Speaker: Daniel A. Stout

**“Research Trends in Media and Religion:
Implications for Mormonism”**

Daniel A. Stout (PhD, Rutgers) is Professor of Journalism and Media Studies at the University of Nevada Las Vegas. He is founding co-editor of the *Journal of Media and Religion* (Routledge) as well as the recent *Encyclopedia of Religion, Communication, and Media* (Routledge). His books with Judith Buddenbaum include *Religion and Mass Media* (Sage) and *Religion and Popular Culture* (Iowa State University Press). Stout has authored numerous journal articles and book chapters on the media – religion interface.

Introduced by: Roger Terry, Senior Associate Editor, *BYU Studies*

Friday, 12:00-12:50 pm

Room 2258

Lunch and a Movie

Eat your box lunch while you enjoy the following films:

Film: *Coffin Maker*: Producer-Tom Morrill; Director-Sam Wallace; Written By- Becky Baker

In October of this year, “Coffin Maker” won a Regional Emmy from the Rocky Mountain Southwest Chapter of the National Academy of Television Arts and Sciences.

“Arty’s daughter has stopped coming to see him because she is busy with her own young family. He fills his loneliness with card games and fishing with his best friend, Milton. But when Milton is hospitalized, Arty draws further within himself and begins a strange project in his wood shop as he is faced with the reality of his loneliness, aging, and looking outside himself.”

Film: *Samasource*: A mini documentary by Becca Summers and Dusty Hulet. Sponsored by The Peery Foundation, The Theatre and Media Arts Department at BYU, and the Ballard Center at BYU.

This mini-doc was created through the Peery Foundation, an organization that was created to bring awareness to social entrepreneurship programs around the world. The foundation sponsored 4 group of students to create these mini-docs to highlight organizations that are changing the lives of those who live in under developed countries. This is one of those mini-docs.

Friday, 1:00-1:50 pm

Room 2254

**Paper: “Confronting the ‘White Horse Prophecy’ in the Media:
Contrasting Responses of Glenn Beck and W. Mitt Romney”**

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

Abstract: This presentation will focus on contrasting media responses by Beck and Romney, to the highly-controversial “White Horse Prophecy”—a detailed document attributed to Joseph Smith, but not brought forth and made public until the early 20th Century. Essentially the prophecy predicted certain apocalyptic events, leading to the End Times, most famous its assertion that the U.S. Constitution would “hang by a thread” with leaders of the LDS Church stepping forward to save it from destruction.

Paper: “Measuring Up Romney: Media Speculation about a Second Mitt Romney Presidential Campaign”

Craig L. Foster: Family History Library, Salt Lake City

Abstract: The 2008 presidential election wasn’t even over before political pundits and members of the media began speculation on another Mitt Romney presidential campaign. As the 2012 presidential season quickly approaches, Mitt Romney has arguably become the Republican frontrunner. Nevertheless, as with his previous campaign, the so-called Mormon Question has again arisen among members of the press. Will 2012 be a repeat of 2008 or will Romney’s religion end up not being the stumbling block it was last time?

Room 2258

**Panel: “Joining the Conversation: The Evolution of Public Relations
and Public Affairs in the LDS Church”**

Joel J. Campbell: Associate Professor in multimedia journalism in the BYU Department of Communications. A former reporter and editor, Campbell currently writes a column for the *Salt Lake Tribune*.

Michael R. Otterson: Managing Director of Public Affairs for The Church of Jesus Christ of Latter-day Saints. He began his career as a journalist and for nearly 35 years has held various public affairs positions for the Church throughout the world.

Susan B. Walton: Associate Chair of the BYU Department of Communications and associate professor of public relations. A former Fortune 500 PR executive, Walton has over 20 years of experience in public communications, reputation management and stakeholder relationships.

Abstract: Historically, much of the LDS Church’s story has been told by others—observers, critics and the news media. This panel will explore the evolution of public relations within the Church and its efforts to articulate its own voice and become an integral part of such conversations. It will deal specifically with how new technologies, such as social media, and recent pivotal events—such as the 2002 Winter Olympics, the Mitt Romney presidential campaign and California’s Proposition 8—have propelled the Church more squarely into the public eye. It will also discuss the increasing focus on building relationships with key opinion leaders whose actions and opinions influence the work of the Church. The panel will include the managing director of the Church’s Public Affairs department, who will provide an overview of these efforts; a journalist, who will explore how the Church’s engagement is viewed by the media; and a former public relations executive, who will analyze how this engagement both aligns with and diverges from traditional PR theory and practice. This panel presentation has implications for media observers of the LDS Church in understanding and applying a theoretical and practical framework to the Church’s communications efforts and in understanding the unique opportunities and challenges these efforts engender. The panel will represent the perspectives of the three authors, all of whom have considerable experience as practitioners, students, teachers, scholars and advocates of journalism and public relations. They have diverse perspectives on this subject and all will discuss how their own experiences and observations have shaped their views.

Friday, 2:00-2:50 pm

Room 2254

Presentation: "The Book of Jer3miah: History and Production"

Jeff Parkin: Independent writer/director/producer; Associate Chair, Department of Theatre and Media Arts, BYU; Executive Producer of *The Book of Jer3miah*.

Jared Cardon: Independent writer/director/producer; President of Tinder Transmedia, a film production company specializing in transmedia stories and branded entertainment; Executive Producer, *The Book of Jer3miah*.

Abstract: A short introduction to the genesis of *The Book of Jer3miah*, the first Mormon web series, produced by a group of Brigham Young University students and faculty members. This unapologetically LDS series has garnered the praise of The New York Times and was an official honoree for Best Drama at the 2010 Webby Awards.

Paper: "LDS Theology by Webisode? *The Book of Jer3miah*"

Sharon LeeSwenson: Assistant Professor, Department of Theatre and Media Arts, BYU

Abstract: This analysis of *The Book of Jer3miah* (a groundbreaking "Mormon" transmedia project) concentrates on the "televisual" and narrative operations of the webisodes-- particularly the implications of the series' use of Mormon culture as well as LDS theology.

Paper: "An Exercise in Mormon Criticism: *Pan's Labyrinth* and the Sanctity of Disobedience"

DaveyMorrison: Undergraduate student in media arts, screenwriting, and critical studies, BYU

Abstract: An introduction to the function and process of Mormon criticism, followed by a Mormon reading of the film *Pan's Labyrinth*, focusing on how this non-LDS film illuminates aspects of LDS doctrine -- specifically, the Plan of Salvation, the accounts of Adam and Eve and Abraham and Isaac, and the relationship between obedience, agency, and the individual spiritual conscience.

Friday, 2:00-2:50 pm

Room 2258

Church PR and the Press: Reflections and Experiences of Seasoned Practitioners

Jennifer Dobner: Associated Press staff writer whose beat includes the Mormon Church

John Hughes: Professor, Department of Communications, BYU; former Editor of the Deseret Morning News and the Christian Science Monitor

Michael Otterson: Managing Director, Public Affairs Department, The Church of Jesus Christ of Latter-day Saints.

Panel Moderator: Dr. B. William Silcock: Curator Hubert H. Humphrey Fellowship and Director of Cronkite Global Initiatives, Walter Cronkite School of Journalism and Mass Communications, Arizona State University

Abstract: Paul the Apostle declared, "There are...so many kinds of voices in the world, and none of them is without signification" (1 Corinthians 14:10). How does the delicate balance between journalism and LDS Church Public Affairs play out in a deadline driven, socially networked 24/7 multi-mediated world of news? This panel of seasoned practitioners will reflect upon these challenges and opportunities.

Friday 2:50- 4:00 Refreshment Breaks
Snacks provided by BYU Television and BYU Broadcasting
Conference Center Foyer

Friday, 3:00-3:50 pm

Room 2254

Paper: "Latter-day Tweets: *The Mormon Times'* use of Twitter as a Reporting Tool"

KrisBoyle:Assistant Professor, Creighton University

Abstract: This study examined the Mormon Times use of Twitter as a tool for disseminating news and other information. Specifically, the author analyzed tweets posted over a six-month period, gathering a wide range of data, including the news value, proximity, and angle of each tweet, the level of interaction with followers, and the basic demographics of those following the *Mormon Times* Twitter feed.

Paper: "Mormon Pageant Family Casts: Recording the Memories in Their Hearts and Minds, But Not Posting Them to YouTube"

Megan Sanborn Jones: Assistant Professor, Department of Theatre and Media Arts, BYU

Abstract: Based upon the author's experiences at the 2010 Hill Cumorah Pageant, this paper explores how the experience of family cast members is remembered after the event. This issue of memory is complicated by both official and unspoken rules about the use of media (photography, video, blogging) during the event. The result is a fascinating intersection of doctrine, tourism, and mediated scrapbooking.

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

Room 2258

Room 2258

Panel: "Preserving Audiovisual Mormon Media"

Randy Astle: Independent film director, screenwriter and critic

James V. D'Arc: Curator, BYU Motion Picture Archive, L. Tom Perry Special Collections

Christine R. Marin: Librarian, LDS Church History Library and Archives

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

Abstract: The preservation and archiving of audiovisual media such as filmstrips and motion pictures is a crucial issue in Mormon studies. Recently there has been an increased interest in archiving Mormon media, but archivists and historians also face increased challenges as they strive to keep pace with advancing technology using very limited resources. This panel, which includes professional archivists and librarians who deal with Mormon media on a daily basis, will discuss the issues facing Mormon audiovisual preservation today and strategies for taking the discipline into the digital era.

Friday, 4:00-4:50 pm

Room 2254

Paper: "Family—Isn't It about Air Time? The Context of *Homefront's* Debut in the Turbulent 1970s"

J.B. Haws: Seminary Instructor, Weber Seminary

Abstract: At a time when media outlets and college protesters threatened to equate Mormonism with racism, and when widespread opinion polling revealed that few understood what Mormonism had to offer potential investigators, LDS Church public relations officials launched a media campaign that would profoundly affect the Church's reputation.

Paper: "Assuaging Death and Assigning Blame: A Lyric Analysis of Mormon Murder Ballads"

Clark Callahan: Assistant Professor, Department of Communications, BYU

Quint Randle: Associate Professor, Department of Communications, BYU

Abstract: This paper uses Fisher's narrative approach as a theoretical foundation for deconstructing 19th century Mormon culture through the use of its ballads. Specifically, this paper investigates Mormon and non-Mormon lyrical representations of murder (killing) and how those ballads reveal early Mormon responses to both murder and persecution.

Paper: "Joseph Smith Apologetics and Print Media"

Matthew B. Brown: Independent Researcher and Author

Abstract: Throughout Joseph Smith's religious ministry print media was utilized against him and in turn he employed the same outlet to defend himself and the faith he had helped to establish. His apologetic writings convey frustration and indignation but also a strong determination to clarify.

Paper: "Likened the Scriptures: Embracing Our Inner Kids' Movie"

Dennis Agle, Jr.: Writer-Director, Lightstone Pictures LLC

Abstract: It's no small feat to retain the youthful optimism required to make kids' movies, especially in the frequently cynical world of show business, but Lightstone Pictures has managed to do it eight times since 2003 with its Likened the Scriptures series of musical movies based on scripture stories. Writer-director Dennis Agle Jr. recounts what's worked and what hasn't for the independent production company as it prepares to release the series' first feature-length title, "Jonah & the Great Fish," starring David Osmond as Jonah and Katherine Nelson (*Emma Smith: My Story*) as the Queen of Nineveh.

Friday, 5:00-6:00 pm

Room 2254

Plenary Speaker: Sterling Van Wagenen

**"Image and Authenticity:
What We Believe About Ourselves"**

Sterling Van Wagenen was the co-founder of the Sundance Film Festival in Park City, Utah, and, in association with Robert Redford, he was the founding executive director of the Sundance Institute. He has been a partner in three motion picture production companies. From 1993 to 1999, Mr. Van Wagenen was Adjunct Professor of Film at Brigham Young University, and manager of the University's TV Group. From 1999 to 2004, he was chair of the Film Department, then Director of the School of Film and Digital Media at the University of Central Florida in Orlando. From 2007–2010 he was Director of Content for BYU Broadcasting. Currently, he is an executive producer with the Audio Visual Department of the Church of Jesus Christ of Latter-day Saints (Mormon).

His producing and directing credits include the Academy Award winning *The Trip to Bountiful*, written by Horton Foote and starring Geraldine Page and John Heard; *Alan and Naomi* starring Lucas Haas; *The Work and the Glory, Parts 2 and 3*; *Horton Foote's Convicts* starring Robert Duvall and James Earl Jones. His documentary work includes projects for PBS and the Discovery Channel. Most recently, he co-produced *Small Fortunes: Microcredit and the Future of Poverty*, featuring Mohammed Yunus, winner of the 2006 Nobel Peace Prize—the film opened the International Year of Microcredit 2005 at the United Nations and aired nationally on PBS; *Learning from Light: The Vision of I.M. Pei*; the seven part series *Messiah: Behold the Lamb of God* for the Neal A. Maxwell Institute for Religious Scholarship at BYU.

Introduced by: TBA

Friday, 7:00-9:00 pm

Room 2254

****A Night at the Interactive Transmedia Movies****

Film Screening and Discussion: "The Book of Jer3miah"

Jeff Parkin: Independent writer/director/producer; Associate Chair, Department of Theatre and Media Arts, BYU; Executive Producer of *The Book of Jer3miah*.

Jared Cardon: Independent writer/director/producer; President of Tinder Transmedia, a film production company specializing in transmedia stories and branded entertainment; Executive Producer, *The Book of Jer3miah*

The Book of Jer3miah is an interactive web drama that marks the beginning of the Fifth Wave of LDS cinema. Created by Jeff Parkin and Jared Cardon and produced by a interdisciplinary group of BYU students, this unapologetically Mormon series successfully blends mainstream narrative techniques and cutting-edge interactive storytelling with explicitly Mormon stories and doctrine. It has garnered widespread praise from critics in and out of the LDS church including The New York Times, which called the show "a tight, suspenseful little series". *The Book of Jer3miah* was also honored for Best Drama at the 2010 Webby Awards alongside programs from ABC-Disney, MTV, Showtime, and IFC. This film presentation will screen the series in full and will be followed by a Q&A with the series creators.

SCHEDULE AT-A-GLANCE



BYU CONFERENCE CENTER
THURSDAY, NOVEMBER 11

Time	Room 2254	Room 2258
9:00-9:50 am	<p>Panel: "Mormon Teachings about Media: Message and Audience Considerations" Brad L. Rawlins, Daniel A. Stout, David W. Scott</p>	
10:00-10:50 am	<p>Paper: "Framing Mormons vs. Gays: How Media Covered California's Proposition 8" Joel Campbell</p> <p>Paper: "Theory and Theology of Media Uses and Effects: Connecting Communication Theory and LDS Doctrine in David A. Bednar's 'Things as They Really Are.'" John Davies, J. David Mecham</p>	<p>Panel: "Mormon Media Studies: Across Web Time, Cyberspace, and Blogging Disciplines" Emily W. Jensen, Clair Barrus, Blair Dee Hodges, Courtney J. Kendrick, Larry Richman, Kathryn Lynard Soper</p>
11:00-11:50 am	<p>Keynote Speaker Terryl Givens "Fraud, Philanderers, and Football: Negotiating the Mormon Image"</p>	
12:00-12:50 pm		<p>Lunch and a Movie: "Beehive Stories: 'Utah Mormons on What It Means to be a Utahn in 2010'" Brad Barber</p>
1:00-1:50 pm	<p>Paper: "The World through a Veil: A Phenomenology of Mormon Film" Randy Astle</p> <p>Paper: "Evidence and Intangibles: Cultural Implications and Legacy of the 1940s Contest over Historical Proof in Mormonism" Richard Saunders</p>	<p>Panel: "I Am A Mormon Woman: Female Latter-day Saint Identity On The Internet" Neylan McBaine, Kathryn Lynard Soper, Lisa Butterworth, Catherine Pavia</p>
2:00-2:50 pm	<p>Paper: "Twilight as a Reflection of Latter-day Saint Beliefs and Values" Trudy L. Hanson</p> <p>Paper: "Mormonism vs. Capitalism: Religion, Media, and the Redistribution of the Sensible" Wade Hollingshaus</p> <p>Paper: "A Case Study of the Impact of Filmmaker Decisions in the Construction of a Documentary: Helen Whitney's (2007) <i>The Mormons</i>" Elizabeth J. Mott</p>	<p>Film and Discussion: "Highlights from the Documentary Film <i>The History of Homefront, the Early Years: 1972-1985</i>" Kevin Kelly</p>

SCHEDULE AT-A-GLANCE



BYU CONFERENCE CENTER
THURSDAY, NOVEMBER 11

(continued)	Room 2254	Room 2258
2:50-4:00 pm		<p>Thursday 2:50- 4:00 Refreshment Breaks Snacks provided by BYU Television and BYU Broadcasting Conference Center Foyer</p>
3:00-3:50 pm	<p>Paper: "Under the Media's Nose: Overlooked Factors Undermining the Presidential Campaign of Mitt Romney" John Gee</p> <p>Paper: "The Evangelist: Missionaries, Model Minorities and Contrasts with Mitt in the Coverage of George Romney's 1967-1968 Presidential Campaign" Lane Williams</p>	<p>Panel: "Digital Distribution and the Future of Mormon Film" Randy Astle, Christopher C. Blakesley, Gideon O. Burton, Jeffrey Parkin, Chris Twitty</p>
4:00-4:50 pm	<p>Paper: "Family Home Evening: A Public Relations Media Tool in the 1970s" Jessie L. Embry</p> <p>Paper: "Relations Between the Church of Jesus Christ of Latter-day Saints and the <i>San Jose Mercury News</i>, 1982-1990: Turning Lemons into Lemonade" William E. Homer</p> <p>Paper: "This is My magazine: Reader Responses to the <i>Relief Society Magazine</i> 40 Years Later" Maurianne Dunn</p>	<p>YOUNG SCHOLARS SPEED SESSION</p> <p>Paper: "People Watch Conference Like This: Male and Female Viewing Styles During LDS General Conference" Trent Boulter and Kevin Nielsen</p> <p>Paper: "The Salt Lake Tribune and Deseret News' Coverage of the 1978 Revelation: An Historical Analysis" Malinda J. Miller</p> <p>Paper: "Games Mormons Play" Dai Newman</p> <p>Paper: "Viral Mormonism: A case study in why videos go viral using the MormonMessages YouTube channel" Danny Duerden</p> <p>Paper: "From Foe to 'Friend': Shifting the Portrayal of Older Characters through a Religious Children's Magazine" Jessica L. Danowski</p>
5:00-6:30 pm Dinner Break		
6:30-8:30 pm	<p>Film Screening: "A Film Lost, Found and Restored: Lester Park's Production of <i>Corianton</i> (1931)" James V. D'Arc</p>	

SCHEDULE AT-A-GLANCE



BYU CONFERENCE CENTER

FRIDAY, NOVEMBER 12

Time	Room 2254	Room 2258
9:00-9:50 am	<p>Paper: "Entered at Stationers' Hall": The 1841 British Copyright of the Book of Mormon Edward Carter</p> <p>Paper: "The Literary Concerns of My Church': Copyright Law and the Control of Sacred Texts in Mormonism" Stephen McIntyre</p>	<p>Paper: "Member Sourcing" Gideon O. Burton</p> <p>Presentation: "Changing the Landscape of Mormon Messaging Online: Engaging the Lay Membership" Jonathan Johnson, Karen Trifiletti – The More Good Foundation</p>
10:00-10:50 am	<p>Paper: "Out of Obscurity: Heber J. Grant's Communications and Public Relations Efforts to Bring the Church into a National Positive View" Edward E. Adams</p> <p>Paper: "St. Louis Luminary: The Latter-day Saint Experience at the Mississippi River 1854-1855" Susan Easton Black</p>	<p>Film and Discussion: "Media in Missouri: The Story Behind the Making of the Steamboat Saluda Documentary and Its Aftermath" Fred E. Woods</p>
11:00-11:50 am	<p>Plenary Speaker Daniel A. Stout</p> <p>"Research Trends in Media and Religion: Implications for Mormonism"</p>	
12:00-12:50 pm		<p>Lunch and a Movie: Film: <i>Coffin Maker</i>: Producer-Tom Morrill; Director-Sam Wallace; Written By-Becky Baker. Film: <i>Samasource</i>: A mini documentary by Becca Summers and Dusty Hulet</p>
1:00-1:50 pm	<p>Paper: "Glenn Beck and the Media: His Mormonism and the White Horse Prophecy" Newell G. Bringhurst</p> <p>Paper: "Measuring Up Romney: Media Speculation about a Second Mitt Romney Presidential Campaign" Craig L. Foster</p>	<p>Panel: "Church PR and the Press: Reflections and Experiences of Seasoned Practitioners" Jennifer Dobner, John Hughes, Michael Otterson, Jon Du Pres Moderator: Dr. B. William Silcock</p>
2:00-2:50 pm	<p>Presentation: "The Book of Jeremiah: History and Production" Jeffrey Parkin, Jared Cardon</p> <p>Paper: "LDS Theology by Webisode? <i>The Book of Jeremiah</i>" Sharon Lee Swenson</p> <p>Paper: "An Exercise in Mormon Criticism: <i>Pan's Labyrinth</i> and the Sanctity of Disobedience" Davey Morrison</p>	<p>Panel: "Joining the Conversation: The Evolution of Public Relations and Public Affairs in the LDS Church" Joel J. Campbell, Michael R. Otterson, Susan B. Walton</p>
(continued)	Room 2254	Room 2258

SCHEDULE AT-A-GLANCE



BYU CONFERENCE CENTER

FRIDAY, NOVEMBER 12

2:50-4:00		<p>Friday 2:50- 4:00 Refreshment Breaks Snacks provided by BYU Television and BYU Broadcasting Conference Center Foyer</p>
3:00-3:50 pm	<p>Paper: "Latter-day Tweets: <i>The Mormon Times</i>' use of Twitter as a Reporting Tool" Kris Boyle</p> <p>Paper: "Mormon Pageant Family Casts: Recording the Memories in Their Hearts and Minds, But Not Posting Them to YouTube" Megan Sanborn Jones</p>	<p>Panel: "Preserving Audiovisual Mormon Media" Randy Astle, James V. D'Arc, Christine R. Marin, Julie Williamsen</p>
4:00-4:50 pm	<p>Paper: "Family—Isn't It about Air Time? The Context of <i>Homefront's</i> Debut in the Turbulent 1970s" J.B. Haws</p> <p>Paper: "Assuaging Death and Assigning Blame: A Lyric Analysis of Mormon Murder Ballads" Clark Callahan, Quint Randle</p>	<p>Paper: "Joseph Smith Apologetics and Print Media" Matthew B. Brown</p> <p>Paper: "Liken the Scriptures: Embracing Our Inner Kids' Movie" Dennis Agle, Jr.</p>
5:00-6:00 pm	<p>Plenary Speaker Sterling Van Wagenen</p> <p>"Image and Authenticity: What We Believe About Ourselves"</p>	
<p>6:00-7:00 pm Dinner Break</p>		
7:00-9:00 pm	<p>Film Screening: "The Book of Jer3miah" Jeffrey Parkin, Jared Cardon</p>	



MORMON MEDIA STUDIES SYMPOSIUM

Roster of Presenters & Topics

Adams, Edward E.

Associate Dean, College of Fine Arts & Communications; Professor, Department of Communications, BYU

Paper: "Out of Obscurity: Heber J. Grant's Communications and Public Relations Efforts to Bring the Church into a National Positive View"

Agle, Dennis Jr.

Writer-Director, Lightstone Pictures LLC

Paper: "Likened the Scriptures: Embracing Our Inner Kids' Movie"

Astle, Randy

Independent film director, screenwriter and critic

Paper: "The World through a Veil: A Phenomenology of Mormon Film"

Panel: "Digital Distribution and the Future of Mormon Film"

Panel: "Preserving Audiovisual Mormon Media"

Barber, Brad

Assistant Professor, Theatre and Media Arts, BYU

Film and Discussion: "Beehive Stories: 'Utah Mormons on What It Means to be a Utahn in 2010'"

Barrus, Clair

Manages several blogs including Today-in-Church-History and LDS-Church-History (at .blogspot.com); and writes Mormon history articles for Examiner.com

Panel: "Mormon Media Studies: Across Web Time, Cyberspace, and Blogging Disciplines"

Black, Susan Easton

Professor, Church History and Doctrine, BYU

Paper: "*St. Louis Luminary*: The Latter-day Saint Experience at the Mississippi River 1854-1855"

Blakesley, Christopher C.

Ph.D. candidate in interactive media, University of Wisconsin-Madison

Panel: "Digital Distribution and the Future of Mormon Film"

Boulter, Trent

Master's Student in Mass Communications, BYU

Paper: People Watch Conference Like This: Male and Female Viewing Styles During LDS General Conference by Trent Boulter and Kevin Nielsen

Boyle, Kris

Assistant Professor, Creighton University

Paper: "Latter-day Tweets: The Mormon Times' use of Twitter as a Reporting Tool"

Bringhurst, Newell G.
Retired Professor of History and Political Science, College of Sequoias, Visalia, California
Paper: "Confronting the 'White Horse Prophecy' in the Media: Contrasting Responses of Glenn Beck and W. Mitt Romney"

Brown, Matthew B.
Independent Researcher and Author
Paper: "Joseph Smith Apologetics and Print Media"

Burton, Gideon O.
Assistant Professor of English, BYU
Paper: "Member Sourcing"
Panel: "Digital Distribution and the Future of Mormon Film"

Butterworth, Lisa
Founder, feministMormonhousewives.org
Panel: "I Am A Mormon Woman: Female Latter-day Saint Identity On The Internet"

Callahan, Clark
Assistant Professor, Department of Communications, BYU
Paper: "Assuaging Death and Assigning Blame: A Lyric Analysis of Mormon Murder Ballads"

Campbell, Joel
Associate Professor, Print Journalism, Department of Communications, BYU
Paper: "Framing Mormons vs. Gays: How Media Covered California's Proposition 8"
Panel: "Joining the Conversation: The Evolution of Public Relations and Public Affairs in the LDS Church"

Cardon, Jared
Independent writer/director/producer; President of Tinder Transmedia, a production company specializing in transmedia stories and advertising; Executive Producer, "The Book of Jer3miah"
Presentation: "The Book of Jer3miah: History and Production"

Carter, Edward
J.D., LL.M., Associate Professor, Department of Communications, BYU
Paper: "'Entered at Stationers' Hall': The 1841 British Copyright in the Book of Mormon"

Danowski, Jessica L.
Master's Student in Mass Communications, BYU
Paper: "From Foe to 'Friend': Shifting the Portrayal of Older Characters through a Religious Children's Magazine"

D'Arc, James V.
Curator, BYU Motion Picture Archive, L. Tom Perry Special Collections
Panel: "Preserving Audiovisual Mormon Media"
Film Presentation: "A Film Lost, Found and Restored: Lester Park's Production of *Corianton* (1931)"

Davies, John
Assistant Professor, Department of Communications, BYU
Paper: "Theory and Theology of Media Uses and Effects: Connecting Communication"

Dobner, Jennifer

Associated Press staff writer whose beat includes the Mormon Church

Panel: "Church PR and the Press: Reflections and Experiences of Seasoned Practitioners"

Duerden, Danny

Master's Student in Mass Communications, BYU

Paper: "Viral Mormonism: A case study in why videos go viral using the MormonMessages YouTube channel"

Dunn, Maurianne

Master's Student in Mass Communications, BYU

Paper: "This is *my* magazine: Reader responses to the *Relief Society Magazine* 40 years later"

Embry, Jessie L.

Associate Director, Charles Redd Center for Western Studies, BYU

Panel: "Family Home Evening: A Public Relations Media Tool in the 1970s"

Foster, Craig L.

Family History Library, Salt Lake City

Paper: "Measuring Up Romney: Media Speculation about a Second Mitt Romney Presidential Campaign"

Gee, John

Senior Research Fellow, Neal A. Maxwell Institute, William (Bill) Gay Professor, BYU

Paper: "Under the Media's Nose: Overlooked Factors Undermining the Presidential Campaign of Mitt Romney"

Givens, Terryl

Professor of Literature and Religion; James A. Bostwick Chair of English

University of Richmond

Keynote Address:

"Fraud, Philanderers, and Football: Negotiating the Mormon Image"

Hanson, Trudy L.

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

Paper: "*Twilight* as a Reflection of Latter-day Saint Beliefs and Values"

Haws, J.B.

Seminary Instructor, Weber Seminary

Paper: "Family—Isn't It about Air Time? The Context of *Homefront's* Debut in the Turbulent 1970s"

Hodges, Blair Dee

BA, Mass Communications, minor, Religious Studies

Panel: "Mormon Media Studies: Across Web Time, Cyberspace, and Blogging Disciplines"

Hollingshaus, Wade

Assistant Professor, Department of Theatre and Media Arts, BYU

Paper: "Mormonism vs. Capitalism: Religion, Media, and the Redistribution of the Sensible"

Homer, William E.
Former Director of Public Affairs, Northern California Multi-region, The Church of Jesus Christ of Latter-day Saints
Paper: "Relations between the Church of Jesus Christ of Latter-day Saints and the *San Jose Mercury News* 1982-1990: Turning Lemons into Lemonade"

Hughes, John Hughes
Professor, Department of Communications, BYU
Former Editor of the *Deseret Morning News* and the *Christian Science Monitor*
Panel: "Church PR and the Press: Reflections and Experiences of Seasoned Practitioners"

Jensen, Emily W.
MormonTimes.com Bloggernacle columnist
Panel: "Mormon Media Studies: Across Web Time, Cyberspace, and Blogging Disciplines"

Johnson, Jonathan
President, More Good Foundation
Presentation: "Changing the Landscape of Mormon Messaging Online: Engaging the Lay Membership"

Jones, Megan Sanborn
Assistant Professor, Department of Theatre and Media Arts, BYU
Paper: "Mormon Pageant Family Casts: Recording the Memories in Their Hearts and Minds, But Not Posting Them to YouTube"

Kelly, Kevin
Associate Professor, Department of Communications, BYU
Film and Discussion: "Highlights from the Documentary Film: The History of Homefront, the Early Years - 1972-1985"

Kendrick, Courtney J.
Author of cjanerun.com, cjaneanswers.com, and cjaneprovo.com
Panel: "Mormon Media Studies, Across Web Time, Cyberspace, and Blogging Disciplines"

Marin, Christine R.
Librarian, LDS Church History Library and Archives
Panel: "Preserving Audiovisual Mormon Media"

McBaine, Neylan
Founder of the Mormon Women Project and Creative Director at Bonneville Communications
Panel: "I Am A Mormon Woman: Female Latter-day Saint Identity On The Internet"

McIntyre, Stephen
J.D., M.A., Duke University
Paper: "'The Literary Concerns of My Church': Copyright Law and the Control of Sacred Texts in Mormonism"

Mecham, J. David
Master's Student in Mass Communications, BYU
Paper: "Theory and Theology of Media Uses and Effects: Connecting Communication"

Midgley, Louis C.
Professor Emeritus, Political Science, BYU
Paper: "Under the Media's Nose: Overlooked Factors Undermining the Presidential Campaign of Mitt Romney"

Miller, Malinda J.
Master's Student in Mass Communications, BYU
Paper: "*The Salt Lake Tribune* and *Deseret News*' Coverage of the 1978 Revelation: An Historical Analysis"

Morrison, Davey
Undergraduate student in media arts, screenwriting, and critical studies, BYU
Paper: "An Exercise in Mormon Criticism: *Pan's Labyrinth* and the Sanctity of Disobedience"

Mott, Elizabeth J.
Doctoral student, School of Religion, Claremont Graduate University
Paper: "A Case Study of the Impact of Filmmaker Decisions in the Construction of a Documentary: Helen Whitney's (2007) *The Mormons*"

Nielsen, Kevin
Master's Student in Mass Communications, BYU
Paper: People Watch Conference Like This: Male and Female Viewing Styles During LDS General Conference by Trent Boulter and Kevin Nielsen

Newman, Dai
Undergraduate student, Religion and Culture, University of Utah
Paper: "Games Mormons Play"

Otterson, Michael R.
Managing Director, Public Affairs Department, The Church of Jesus Christ of Latter-day Saints
Panel: "Church PR and the Press: Reflections and Experiences of Seasoned Practitioners"
Panel: "Joining the Conversation: The Evolution of Public Relations and Public Affairs in the LDS Church"

Parkin, Jeffrey
Associate Chair, Department of Theatre and Media Arts, BYU
Presentation: "The Book of Jeremiah: History and Production"
Panel: "Digital Distribution and the Future of Mormon Film"

Pavia, Catherine Matthews
Ph.D., Faculty Associate, English Department, Arizona State University
Panel: "I Am A Mormon Woman: Female Latter-day Saint Identity On The Internet"

Randle, Quint
Associate Professor, Department of Communications, BYU
Paper: "Assuaging Death and Assigning Blame: A Lyric Analysis of Mormon Murder Ballads"

Rawlins, Brad L.
Ph.D., Chair, Department of Communications, BYU
Panel: "Mormon Teachings about Media: Message and Audience Considerations"

Richman, Larry
Author of LDSMediaTalk.com (ldsWebguy) and Director of Product Awareness, Church Curriculum Department
Panel: "Mormon Media Studies: Across Web Time, Cyberspace, and Blogging Disciplines"

Saunders, Richard
Curator of Special Collections, University of Tennessee at Martin; PhD candidate in History, University of Memphis
Paper: "Evidence and Intangibles: Cultural Implications and Legacy of the 1940s Contest over Historical Proof in Mormonism"

Scott, David W.
Ph.D., Associate Professor, Chair, Department of Communications, Utah Valley University
Panel: "Mormon Teachings about Media: Message and Audience Considerations"

Silcock, Dr. B. William
Curator Hubert H. Humphrey Fellowship and Director of Cronkite Global Initiatives, Walter Cronkite School of Journalism and Mass Communications, Arizona State University
Panel: "Church PR and the Press: Reflections and Experiences of Seasoned Practitioners"

Soper, Kathryn Lynard
Founder and Editor in Chief: *Segullah: Writings by Latter-day Saint Women*
Panel: "I Am A Mormon Woman: Female Latter-day Saint Identity On The Internet"
Panel: "Mormon Media Studies: Across Web Time, Cyberspace, and Blogging Disciplines"

Stout, Daniel A.
Professor, Greenspun School of Journalism and Media Studies, University of Nevada, Las Vegas
Plenary Speaker: "Research Trends in Media and Religion: Implications for Mormonism"
Panel: "Mormon Teachings about Media: Message and Audience Considerations"

Swenson, Sharon Lee
Assistant Professor, Department of Theatre and Media Arts, BYU
Paper: "LDS Theology by Webisode? *The Book of Jer3miah*"

Trifiletti, Karen
VP of Public Relations & Marketing, More Good Foundation
Presentation: "Changing the Landscape of Mormon Messaging Online: Engaging the Lay Membership"

Twitty, Chris
Director at LDS Audiovisual Department; past Chief Operating Officer, BYU Broadcasting
Panel: "Digital Distribution and the Future of Mormon Film"

Van Wagenen, Sterling
Executive Producer, Audio Visual Department, Church of Jesus Christ of Latter-day Saints
Plenary Speaker: "Image and Authenticity: What We Believe About Ourselves"

Walton, Susan

Associate Chair and Associate Professor, Department of Communications, BYU

Panel: "Joining the Conversation: The Evolution of Public Relations and Public Affairs in the LDS Church"

Williams, Lane

Department of Communication, BYU-Idaho

Paper: "The Evangelist: Missionaries, Model Minorities and Contrasts with Mitt in the Coverage of George Romney's 1967-1968 Presidential Campaign"

Williamsen, Julie

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

Panel: "Preserving Audiovisual Mormon Media"




Woods, Fred E.

Professor, Department of Church History & Doctrine, BYU

Film and Discussion: "Media in Missouri: The Story Behind the Making of the Steamboat Saluda Documentary and Its Aftermath"

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Travel and Parking

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.slcairport.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.

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  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  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 to view a list of national parks and other popular destinations in Utah.



MORMON MEDIA STUDIES SYMPOSIUM

Mormon Media Studies



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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 11, 2010
 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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