

Broadcast Education Association 2025

April 5-8, 2025

View the [BEA](#) 2025 Program [here](#).

Saturday, April 5

10:15 am

Partnering with Athletics: Experiential Learning from Broadcasting to Branding W306

James Lohrey • Christopher Shofner • Elizabeth Oppe • Joe Brackman • [Geoffrey Thompson, University of Florida](#)

2:00pm

Global Perspectives in Education: Integrating and Assessing International Components in Course Design W307

Dr. Erika Grodzki • Jeff Wilkinson • [Roxane Coche, University of Florida](#) • Deborah Wilson David

5:30pm

BEA Opening Night Awards Ceremony & Reception - Sponsored by Ross Video W312/313

Research Symposium Chairs: Graham Dixon, Ohio State University & [Jay Hmielowski, University of Florida](#)

Sunday, April 6

9:00am

Research Symposium: Communicating Science in World Suffering from Intoxication - Session I-IV W306

Moderator: [Jay Hmielowski, University of Florida](#)

Michel M. Haigh • Heather Walters • Lori Costello

12:45pm

Festival of Media Arts: Student Showcase Session - News Competition W306

Moderator: [Houston Wells, University of Florida](#)

Television Short Feature (1/3)

A Special Singer, [Juan Carlos Chaoui, Undergraduate Journalism Student, University of Florida](#)

Television Newscast (4/5 days per week) (2/3)

First at Five; WUFT News Staff, University of Florida

[Daniel Haviv, Undergraduate Journalism Student, University of Florida](#), [Gracey Davis, Undergraduate Journalism Student, University of Florida](#), [Victor San Martin-Diaz, Undergraduate MPMT Student, University of Florida](#), [Mar Roches, Undergraduate Journalism Student, University of Florida](#), [Juan Carlos Chaoui, Undergraduate Journalism Student, University of Florida](#), [Matthew Clark, Undergraduate Journalism Student, University of Florida](#), [Scarlett Cooney, Undergraduate Journalism Student, University of Florida](#),

2:00pm

International & Writing Divisions - Top Research Presentations W301

Moderator: [Roxane Coche, University of Florida](#)

Melissa Jackson • Matthew Evans • Michael Sinclair • Madeline Lepisto • Edward Downs • Dana Lindaman

3:15pm

Surviving in a Divisive DEI Climate W311

Jennifer Fleming • [Hub Brown, University of Florida](#) • Jessica Retis • Jennifer Henderson

4:30pm

Artificial Intelligence in Public Relations: Revolutionizing Strategic Communication and Redefining Engagement *W309*

Jae-Hwa Shin • Gi W. Yun • Alice Cheng • **Rita Men**, University of Florida

Creating Sport Specific Study Abroad Programs for Your Institution *W305*

Moderator: **Eric Esterline**, University of Florida

Roxane Coche, University of Florida, **Eric Esterline**, University of Florida

5:45pm

Sports Division Meet & Greet *W322-W327*

Eric Esterline, University of Florida, Chris Bacon • Kyle J Miller

3:15 PM

BEA Festival of Arts “Best of Competition Award” for creating CJC *Immersion Opportunities* branded content video.

Tim Sorel, University of Florida

Monday, April 7**9:00am**

Streaming the Old with the New: Convergence Culture in Today's Sports Media *W304*

Nick Artman • Kyle J. Miller • **Geoffrey Thompson**, University of Florida • Matthew Harmon

Finding the Audience for Your Documentary Film Project: The Opportunities and Challenges of Distribution for Academic Filmmakers *W308*

Tim Sorel, University of Florida • Brian Graves

10:15am

Teaching Sports Documentary Filmmaking: The challenges, successes and opportunities in an exploding sub-genre *W305*

Jordan Kligerman • Karen Bullis • **Geoffrey Thompson**, University of Florida

5:30pm

2025 Best of Festival Awards Ceremony *W312/313*

News Competition - Student

A Special Singer; **Juan Carlos Chaoui**, Undergraduate Journalism Student, University of Florida
(Television Short Feature)

Television Newscast (4/5 days per week)

First at Five; **WUFT News Staff**, University of Florida

Daniel Haviv, Undergraduate Journalism Student, University of Florida, **Juan Carlos Chaoui**, Undergraduate Journalism Student, University of Florida