



# ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication  
DECEMBER 2023



## **"PHONE A FRIEND"**

*ASJMC President Johnny Sparks shares how the ASJMC community promotes excellence in your profession.*  
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## **ASJMC IN CHICAGO MARCH 20-22, 2024**

*Join the ASJMC community in Chicago in March to gain knowledge with colleagues for greater success.*  
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***"An ASJMC colleague often offers the best lifeline."***

# A Note from the President

## ASJMC: Your lifeline.

Sometimes your best option is to “phone a friend.”

“Phone-a-friend” famously offered a “lifeline” for stumped contestants on “Who Wants to Be a Millionaire.” If a contestant didn’t know the answer or lacked confidence in their answer, they could call a friend for help or affirmation.

When I need to phone a friend, I often dial Dr. Raul Reis, ASJMC past president and Dean of the Hussman School of Journalism and Media at the University of North Carolina at Chapel Hill, whom I first met in 2018 at the ASJMC workshop/conference.

Outside of ASJMC, I don’t believe our professional paths would have crossed. Although we worked in the same discipline for more than a decade and both attended AEJMC, I had never met Dr. Reis. Today, it’s hard to imagine the past five years without Dr. Reis’s support.

If you are managing difficult personnel matters, navigating the impact of a new budget model, leading a unit through reaccreditation, or simply trying to make it through a particularly tough semester, an ASJMC colleague often offers the best lifeline.

You’ll most likely find someone, such as Dr. Reis, who has been there, done that. Your trusted ASJMC colleagues bring the experience and offer the insight to help you avoid pitfalls and capitalize on promising situations.

There are some things you simply can’t discuss with anyone inside your university and maintain confidentiality. Without an outside support network of discrete, experienced professional peers, you may feel isolated in your role.

Isolation impedes success, but community promotes excellence. The support of a network of peers who are familiar with the unique demands of a leadership position in journalism and mass communication administration can be professionally and personally invaluable.

Aside from the outstanding informal opportunities for connection afforded by ASJMC to support its leaders, the Association offers professional leadership development through the annual conference and this year’s first-ever “pre-conference.”

ASJMC’s two-day workshop/conference, which takes place every spring, marks a much-anticipated annual highlight. The annual workshop gives administrators the opportunity to discuss timely, salient issues, hear from expert panelists, take respite with colleagues, build relationships, and gain renewed perspective to support their success.

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## A Note from the President (continued)

The conference theme will be “Managing Change.” Three major sub-themes will highlight processes related to ASJMC’s mission and involved in change management: (1) Supporting leaders, (2) Organizing resources, and (3) Activating innovation.

This year’s conference occurs on March 21 and 22. The upcoming pre-conference on March 20 will focus on professional leadership development. The pre-conference and conference will be hosted at the Westin Michigan Avenue Chicago preceding the ACEJMC Committee Meeting March 22 and 23.

If you are attending the ASJMC Conference and ACEJMC Committee Meeting, you should plan to be in Chicago March 20-23. In the past, the two events for JMC leaders were scheduled within weeks of one another, but in different cities. The back-to-back scheduling presents a great opportunity for you to attend both important events at a savings of time and money.

The moment demands an organized community of strong academic leaders and professional experts to seize the opportunities and overcome the challenges facing our discipline.

We need your number when it’s time to phone a friend.  
You can reach me at 765-285-8278.

Johnny Sparks, 2023-24 ASJMC President  
Ball State University



### ACEJMC Committee Meeting: Stay to Enjoy Chicago a Bit Longer

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) will conduct its annual Committee meeting in March in collaboration with ASJMC’s winter workshop.

ACEJMC encourages directors attending the ASJMC workshop to stay a day or two longer at the Westin Hotel to attend the ACEJMC Committee meeting, which begins Friday afternoon, March 22, and continues all day Saturday, March 23. The 15-member Committee is ex-

pected to vote on accreditation recommendations from site teams reviewing programs at 27 universities.

If you would like to attend the Committee meeting, please email ACEJMC Executive Director Patricia Thompson at [patt@umd.edu](mailto:patt@umd.edu).

The ACEJMC Council, which makes final accreditation decisions, will meet Friday and Saturday, May 3-4, at the Freedom Forum’s new headquarters in Washington, D.C. Committee and Council meetings are open to the public, but registration is required to manage meeting room maximum limits on the number of attendees.

More information about the meetings and ACEJMC’s new initiatives and policies can be found in its Fall Newsletter:

<http://www.acejmc.org/wp-content/uploads/2023/10/2023-Fall-Ascent-1.pdf>





# CONFERENCE



**ASJMC** Supporting the Leadership of Schools  
of Journalism and Mass Communication

*"Managing Change: Supporting leaders, organizing resources, activating innovation"*

**WESTIN MICHIGAN AVENUE CHICAGO**

909 North Michigan Avenue, Chicago IL 60611

DAY	DESTINATION	REGISTRATION
MARCH 20-22	CHICAGO, IL	\$475

*Registration includes breakfast, lunch & reception.*

**HOTEL RATE:**

**\$159 USD per night**

*Reservation cutoff date: Monday, February 19, 2024*

*See hotel booking link at [asjmc.org/events](https://asjmc.org/events)*

*Stay to enjoy Chicago a bit longer...*



**March 22-23**

The ACEJMC Committee Meeting  
is immediately following the ASJMC Conference.

### “Managing Change: Supporting leaders, organizing resources, activating innovation”

WEDNESDAY,  
MARCH 20

9:00 AM to 5:00 PM — Registration

9:00 AM to 5:00 PM — Preconference: **Supporting Leaders: Chair and Director Training**

6:00 PM to 7:30 PM — **Light Reception at Hotel**

THURSDAY,  
MARCH 21

7:00 AM to 4:00 PM — Registration

7:30 AM to 8:45 AM — Breakfast

9:00 AM to 9:30 AM — **“Welcome” – ASJMC President**

9:30 AM to 11:00 AM — **Session 1 – Supporting Leaders: Advancing understandings of the challenges and opportunities in JMC education**

Description: The panel will discuss the top challenges and opportunities facing JMC from multiple perspectives within the academy.

11:00 AM to 11:15 AM — Break

11:15 AM to 12:45 PM — **Session 2 – Supporting Leaders: Understanding challenges and opportunities in JMC professions**

Description: The panel will discuss the top challenges and opportunities facing JMC from multiple perspectives within industry. On what do leading professionals believe that we should focus our academic energy?

12:45 PM to 1:45 PM — Lunch

1:45 PM to 3:15 PM — **Session 3 – Organizing for Action: Strategic Communication**

Description: The session focuses on organizing ASJMC and its members in preparation to strategically communicate in response to innovations, significant events, tragedies, and crises. The focus of the discussion is on ASJMC’s “organizational” response to relevant external events. Additional attention will focus on the use of ASJMC communication to support member units’ strategic communication.

3:15 PM to 3:30 PM — Break

3:30 PM to 4:30 PM — **Session 4 – Engaging with ACEJMC**

6:00 PM to 7:30 PM — Reception TBD

FRIDAY,  
MARCH 22

7:30 AM to 12:00 PM — Registration

7:30 AM to 8:30 AM — Breakfast

8:30 AM to 10:00 AM — **Session 5 – Activating Innovation: Reimagining JMC**

Description: The panel will address the impact of innovations including AI and XR on journalism from philosophical, ethical, legal, educational, psychological, and social perspectives.

10:00 AM to 11:30 AM — **Session 6 – Activating Innovation: Latest tools and technologies (i.e., AI, XR, Analytics, etc.)**

Description: The panel will highlight how the latest tools and technologies are being used in JMC industry.

11:30 AM — “Grab and Go” Box Lunch

- Conference Concludes -

**ACEJMC Committee Meeting Immediately Following**

12:00 PM to 3:30 PM — ASJMC Executive Committee Meeting

# Request for ASJMC Officer Nominations

ASJMC will be requesting nominations for the following officer positions: Vice President, Small and Large Programs Representatives and one ACEJMC Council Representative.

A ballot link will be emailed to members to nominate ASJMC officers February 1-15, 2024.

Contact [samantha@aejmc.org](mailto:samantha@aejmc.org) with questions.

## ASJMC Administrator

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### ASJMC 2023/2024 Executive Committee

President — **Johnny Sparks**, Ball State University  
President Elect — **Emily Metzgar**, Kent State University  
Vice President — **Hub Brown**, University of Florida  
Past President — **Raul Reis**, University of North Carolina at Chapel Hill  
AEJMC President — **Linda Aldoory**, American University  
Small Programs — **Felicia McGhee**, Florida A&M University  
Medium Programs — **Brad Yates**, University of West Georgia

### ACEJMC Representatives

**Jason Shepard**, California State University, Fullerton  
**Mark Lodato**, Syracuse University  
**Brad Rawlins**, Arkansas State University  
**James Stewart**, Nicholls State University

### BBCA Representative

**Valerie White**, Florida A&M University

**Amanda Caldwell**, ASJMC/AEJMC Executive Director  
**Felicia Brown**, ASJMC/AEJMC Assistant Director

[www.ASJMC.org](http://www.ASJMC.org)