



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication
APRIL 2024

CAST YOUR DIGITAL VOTE!

*It's time for ASJMC members to elect new leadership. Deadline to vote is May 15.
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CHANGE AGENTS & STANDARD BEARERS

*ASJMC President Johnny Sparks shares his takeaway from the ASJMC Conference.
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A Note from the President

We are the Change Agents and Standard Bearers

The 2024 ASJMC Conference sounded a call to action among our disciplinary leadership, who gathered for the conference March 20-22 and the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) Committee meeting March 22-23 in Chicago.

In the opening session of the ASJMC Conference, Bey-Ling Sha, dean of the College of Communications at California State University, Fullerton, set an urgent and inspiring tone by calling attention to JMC leaders' "collective responsibility to democracy."

New-to-ASJMC presenters brought fresh perspectives, which invited (perhaps implored) leaders to rethink JMC.

For the discipline, the conference occurred during a time of great change or "paradigm shock," as described by Caleb Gardner, managing partner at 18Coffees, during his keynote presentation.

In addition to grappling with the paradigm shocks jolting JMC at the pace of generative emerging technology, attendees wrestled with widespread attacks on higher education advanced by legislation taking aim at DEI initiatives and tenure.

The conference lineup captured innovative imagination and primed a change-oriented mindset among disciplinary leaders, who were sent home with a process to manage change.

True to the conference's change-oriented theme, one attendee observed that the conference's presenters and discussions tackled typically tiptoed-around issues.

For example, Gardner challenged "journalism's definition of *journalists*" by way of comparison to the "the Church's definition of *Christians*." He argued that too many storytellers were excluded by journalism's dogmatic definitions of a journalist.

In a symbolic juxtaposition, the ASJMC vanguard picked at such disciplinary pillars, as the definition of a journalist, in the standard-bearers' chamber.

The ASJMC Conference occurred in the Chicago Ballroom on the 16th floor of The Westin Michigan Avenue Chicago, which has been a longtime primary meeting place of the ACEJMC Committee and Council.

It seemed almost sacrilegious to question the definition of a "journalist" in the Mother Church of JMC, where the accreditors hold council.

After conferencing, many ASJMC attendees switched hats on Friday and took seats in the same room on the ACEJMC Committee. Other presenters and attendees represented ACEJMC site teams or their units to the ACEJMC Committee.

As ASJMC president and an ACEJMC site-team reviewer, I am one of the many who wears both hats.

The first-time meeting of ASJMC and the ACEJMC Committee in the same week in the same city bolstered ASJMC Conference attendance, when compared to recent years' conferences.

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ASJMC Election

Members are Encouraged to Vote in the 2024 ASJMC Election

ASJMC is holding the 2024 election from April 15 – May 15. ASJMC members are encouraged to vote for new leadership. Eligible members will receive an email containing a link to the ASJMC ballot. **Response deadline is May 15 at 5 p.m., EDT.** Please view the biographies of each candidate on the ASJMC website at: <https://asjmc.org/election/>

Emily Metzgar, Kent State University, will be installed as ASJMC's 2024-25 president during the ASJMC General Session Saturday, August 10, at 2:30 p.m. at the AEJMC 2024 Conference in Philadelphia, PA. **Hub Brown**, University of Florida, will become 2024-25 president-elect.

ASJMC 2024 Election Slate

Candidates for Vice President:



Kim Bissell
Louisiana State University



Andrea Hickerson
University of Mississippi

Vice President (Elect 1)

1. Kim Bissell, Louisiana State University
2. Andrea Hickerson, University of Mississippi

ACEJMC Reps (Elect 2)

1. Katie Foss, Middle Tennessee State University
2. Felicia McGhee, Florida A&M University
3. Andrea Miller, University of North Texas

Small Programs Representative (Elect 1)

1. Kenneth Pybus, Abilene Christian University
2. Kevin Qualls, Murray State University

Large Programs Representative (Elect 1)

1. Gerry Lanosga, Indiana University
2. Shari R. Veil, University of Nebraska-Lincoln

A Note from the President (continued)

The convergence of the ASJMC Conference and ACEJMC Committee Meeting enhanced my perspective on disciplinary leadership.

Many of the most influential ASJMC change agents *are* also ACEJMC standard bearers.

As change agents *and* standard bearers, we can make a powerful difference through JMC for democracy.

During these challenging times, ASJMC and ACEJMC are more important than ever.

Johnny Sparks, 2023-24 ASJMC President
Ball State University



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978-1-5381-7943-7 · Hardback · \$95.00

DIVERSITY, EQUITY, AND INCLUSION STRATEGIES

LEARNING FROM JOURNALISM AND MASS COMMUNICATION PROGRAMS WITH PROFESSIONAL IMPACT

Masudul Biswas and Dorothy Bland

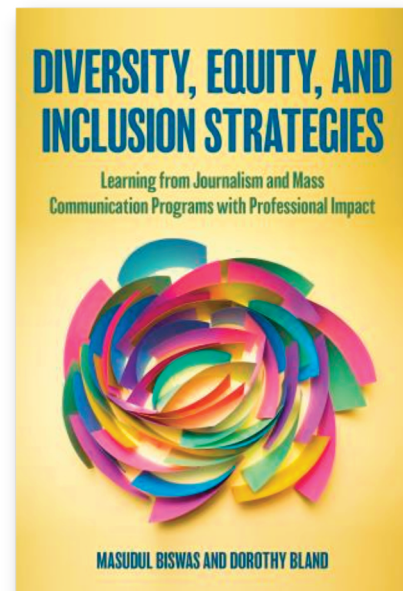
“What is happening with diversity, equity and inclusion in journalism and mass communication programs in the United States? Biswas and Bland provide us with clear and concrete answers. Their timely and rigorously researched book also offers journalism educators and administrators necessary roadmaps and strategies for moving DEI forward in ways that seek to promote positive social change.”

— **Celeste González de Bustamante, The University of Texas at Austin**

Exploring DEI initiatives and practices at U.S. college and university journalism and mass communication (JMC) programs this book puts forward ideas and strategies for ensuring diversity, equity, and inclusion in a great variety of academic units. Building on multicultural education research, this book advances a diversity education framework that entails that works with a program's culture, students, faculty & staff, curriculum, and teaching in the context of JMC programs.

The book reflects on the increase in DEI programming following the racial injustice protests of 2020 as well as the politically motivated restrictions some US states are implementing against DEI initiatives. With the wisdom of experienced professors and program directors as well as industry professionals, the book explores the ultimate efficacy of diversity education and offers practical recommendations for developing and implementing a DEI plan.

While the insights in this book are gathered from JMC programs, they offer pertinent recommendations and calls to action for related academic programs in liberal arts and professional studies.



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ASJMC 2024 Chicago Conference a Success!

Attendees at ASJMC's March 19-21 Chicago Conference were treated for the first time to a "doubleheader" – their ASJMC Conference was immediately followed by the ACEJMC Council meeting, both conveniently held not only in the same hotel but in the same meeting space.

In the past, these two meetings have been held several weeks apart – this year's partnership enabled deans and directors to attend both meetings with one trip rather than two.

The 78 participants, a 31 percent increase over the number of participants from last year, enjoyed sessions with topics ranging from the impact of individual identity and collective diversity on leadership to updates from ACEJMC to the value of the change management process.

ASJMC also hosted an inaugural Chair and Director Pre-Conference Training Workshop, with 30 members attending. This day-long event highlighted four sessions covering emotional intelligence, DEI, getting hired, and money matters.

Thank you to all who attended and contributed to the success of our Chicago Conference!



Hire & Get Hired AEJMCJOB HUB 2024

HOSTED BY THE AEJMC CONFERENCE

August 8-11 • Philadelphia, PA • Philadelphia Marriott Downtown

community.aejmc.org/conference/opportunities/job-hub

**AEJMC 2024: Philadelphia, PA
August 8-11, 2024
107th Annual Conference ~ #AEJMC24**



Conference Opportunities – Advertising & Exhibiting Rate Card

Advertising – Discounted Rate Packages (ASJMC member rates include a 10% Discount)

<p>Color Ad Packages</p> <p>½ Page Color - \$1200</p> <p>1 Full Page Color - \$1350</p> <p>2 Full Pages Color - \$2700</p> <p>3 Full Pages Color - \$4050</p> <p>4 Full Pages color - \$4680</p> <p>5 Full Pages Color - \$5850 <i>*You get an additional discount on all color pages after the 3rd page.</i></p>	<p>Black & White Ad Packages</p> <p>½ Page - \$600</p> <p>1 Full page - \$675</p> <p>2 Full Pages - \$1350</p> <p>3 Full Pages - \$2025</p> <p>4 Full Pages - \$2700</p> <p>5 Full Pages - \$3,375</p>
<p>Facing Pages Packages</p> <p>Color 1 set of Facing Pages \$3400</p> <p>Black and White 1 set of Facing Pages \$1800</p>	<p>Special Placement (flat fee) \$250</p>

For more information on conference advertising opportunities: samantha@aejmc.org

Exhibit Booth – Discounted Rate Packages (ASJMC member rates include a 10% Discount)

<p>Standard Exhibit Booth</p> <p>1 booth - \$720</p> <p>2 booths - \$1440</p> <p>3 booths - \$2160</p> <p>4 booths - \$2880</p> <p>5 booths - \$3600</p> <p>6 booths - \$4320</p>	<p>Digital Exhibit Booth <i>Includes a monitor</i></p> <p>1 booth - \$1822</p> <p>2 booths - \$2542</p> <p>3 booths - \$3262</p> <p>4 booths - \$4500</p>
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*If you reserve 3 or more booths, you will receive 1 complimentary table runner with the logo of your choice.

For more information on conference exhibit booth opportunities: amanda@aejmc.org

REPRESENTATION AND VOICE – THE FUTURE OF DEMOCRACY

AEJMC 2024 CONFERENCE

PHILADELPHIA, PA

AUG. 8 - 11

THURSDAY - SUNDAY

PRE-CONFERENCE: WEDNESDAY, AUG. 7

HOTEL

Philadelphia Marriott Downtown | 1201 Market Street
Grad Rate: \$169.00 | Single: \$214.00 | Double: \$234.00

PAPER CALL

<https://convention2.allacademic.com/one/aejmc/aejmc24/>
Submission deadline: April 1, 2024

EARLY REGISTRATION RATES (THROUGH JULY 15)

\$285.00 (Regular, Associate) • \$175.00 (Student, Retiree)

<https://community.aejmc.org/conference/home>



#AEJMC24

#AEJMC24

AEJMC GRADUATE PROGRAM

EXP

2024

PROMOTE YOUR ORGANIZATION'S ACTIVITIES & PROGRAMS



Friday
August 9, 2024
2:00 p.m. - 5:00 p.m.

More Information :

community.aejmc.org/conference/opportunities/grad-expo



 **ASJMC**
• Video Conference Series asjmc.org

CALL FOR LEADERSHIP
CALL FOR LEADERSHIP

RESUMING THIS FALL MONTHLY VIA ZOOM

Join us as we discuss various topics that enhance the value of leadership.

Only ASJMC members receive invitations to join the video conference.

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

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

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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