



ASJMC

Administrator

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

JULY 2024

JMC'S PLACE IN THE AI ERA

ASJMC President Johnny Sparks ponders JMC education's future place in the world
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THE RESULTS ARE IN!

ASJMC members have voted for incoming association leadership.
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A Note from the President

Where does JMC Fit in the AI era?

As ASJMC recently updated its bylaws to welcome international institutional members, an aim of my leadership has been to expand our membership globally and among less represented subdisciplines.

In June, I represented ASJMC at the 22nd International Conference on Research in Advertising (**ICORIA**) **2024** in Thessaloniki (Greece).

In his keynote address “Moving Forward, Looking Back: Advertising in the Advent of AI,” Michael Belch, Emeritus Professor of Marketing, San Diego State University, echoed challenges cited oceans away and months ago at the 2024 ASJMC Winter Conference.

“How does the profession of advertising adapt in this context? What’s the future of advertising scholarship?”

Belch suggested a return to “theory” — *intelligence* over artificial intelligence. He said that much, if not most, of today’s advertising scholarship lacked in theoretical foundation. He also suggested that sophisticated “research methods” had recently taken priority over theory building.

Further, Belch argued the lack of theory limited the potential of contemporary sophisticated methods and artificial intelligence to advance the discipline and practice of advertising.

I agreed and amplified Belch’s points during dinner conversation with **ICORIA** leaders (in the orange glow of a fabulous Thessaloniki oceanfront sunset). As I often do, I argued that JMC had retooled without sufficiently rethinking. I said, “JMC needs to rethink foundational assumptions for the mediated world, in which we live today, and form appropriate theories to drive improved practice – including better AI.”

A new ICORIA friend surprised me, when she pushed back. Her argument pierced the soft belly of my intuition, which I’d tried to ignore.

She said, “That’s the whole point of machine learning. AI imitates human thinking, then does the thinking for us ... No one actually cares what happens inside the black box. Business only cares whether it works.”

I countered, business may only care about *whether* it works, but it will always be the *business* (i.e., personal concern) of scientists and academics to explain “how it works and to what (e.g., ethical) end.”

Nonetheless, I wondered what place the *business* (i.e., commercial activity engaged in as a means of livelihood) of JMC science and academics will maintain in the AI era.

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ASJMC 2024 Election Results

Members have Voted for New ASJMC Leadership

Thank you to everyone who participated in the 2024 ASJMC Election. Leadership elections are an important part of our association, and each member's vote is valuable to the growth of ASJMC.

The official start date for all new officers is October 1, 2024.



Kim Bissell
Louisiana State University

Kim Bissell, Louisiana State University, is the newly elected Vice President. Kim will advance through the leadership ladder and serve as the ASJMC President for 2026-27.

Emily Metzgar, Kent State University, will be installed as ASJMC President at the ASJMC General Session on Saturday, August 10, from 2:30 to 4:00 p.m. during the 2024 AEJMC Conference.

Hub Brown, University of Florida, will move into the President-Elect position when Emily assumes the presidency.

Also elected:

Large/XL-sized Program Representative

Shari R. Veil, University of Nebraska-Lincoln (October 1, 2024, through September 30, 2027)

Small-sized Program Representative

Kevin Qualls, Murray State University (October 1, 2024, through September 30, 2027)

ACEJMC Representatives

Felicia McGhee, Florida A&M University
Andrea Miller, University of North Texas

A Note from the President (continued)

My "presidential" columns will conclude with this question: If industry seeks only the results, which some allege AI can autonomously provide, what's JMC education's future place in the world?

Ever the optimist, I believe this question alone will be enough to keep us busy and employed for the foreseeable future.

Johnny Sparks, 2023-24 ASJMC President
Ball State University



ASJMC Activities at the AEJMC 2024 Conference August 8-11, Philadelphia, PA

**Saturday, August 10
2:30 p.m. to 4:00 p.m.
Meeting Room 404 (4th Floor)**

General/Award Session
General Session and Sass Award Presentation

Moderating/Presiding
Johnny Sparks, Ball State, 2023-24 ASJMC President

2024 Gerald M. Sass Distinguished Service Award Recipient
Irving Washington, Senior Fellow for Misinformation and Trust, Kaiser Family Foundation (KFF)

Keynote Speaker
Speaker Jacqueline Allain, Program Coordinator, Freedom to Learn, PEN America

Allain will share the latest information on free-expression-related higher education legislation. She is a program coordinator with PEN America, which is a registered 501(c)(3) organization, headquartered in New York City, with offices in Los Angeles and Washington, D.C. and chapters in 10 regions. PEN “stands at the intersection of literature and human rights to protect free expression in the United States and worldwide.”

Installation of 2024-25 ASJMC President
Emily Metzger, Kent State



Irving Washington is the 2024 Sass Distinguished Award Recipient

ASJMC is honored to announce Irving Washington as the 2024 recipient of the Gerald Sass Distinguished Service Award.



Irving Washington
Health Misinformation
and Trust at KFF

The award will be presented at the ASJMC General Session during the AEJMC conference on Saturday, August 10, from 2:30 to 4:00 p.m. in Philadelphia.

Washington is a Senior Fellow for Health Misinformation and Trust Initiative at Kaiser Family Foundation (KFF), where he leads a new initiative focused on identifying health misinformation and building trust among communities. With nearly 20 years advancing innovation and diversity in journalism, he has consistently driven progress at the intersection of journalism, technology, and inclusion.

As the former CEO of the Online News Association (ONA), he significantly expanded the organization's impact in size, scope, and reach. He also created the Challenge Fund for Innovation in Journalism Education, which fostered funding for collaborations between universities and local news organizations.

He serves on numerous nonprofit boards and has advised organizations such as the American Journalism Project, CUNY Graduate School of Journalism, Internews, and the American Society of Association Executives (ASAE). In recognition of his work, Washington received a Special Citation Award from the Knight Foundation in 2022.

The Sass award was established in 1946 by the American Society of Journalism School Administrators (ASJSA) as the Citation of Merit Award to recognize outstanding service. The award was originally presented to media organizations but was changed in 1978 to honor individuals.

Look for Your
Upcoming



MEMBERSHIP RENEWAL

Be sure to return your
yearly membership
as soon as it's received.

Please take time to encourage
non-ASJMC administrators
to consider
joining our association
this upcoming year
to strengthen our connections.

asjmc.org/asjmc-membership

Contact Saviela Thorne,
ASJMC Membership
Coordinator
with membership renewal
questions:
saviela@asjmc.org

CALL FOR NOMINATIONS 2024 Journalism & Mass Communication Administrator of the Year Award

Sponsored by the Scripps Howard Fund & AEJMC

PRIZE: \$10,000 and a distinctive trophy

ELIGIBILITY:

Full-time administrator of a journalism, mass communication or communication program who, over a period of years, has consistently demonstrated an environment of leadership excellence by ongoing contributions to the improvement of learning and teaching. Open to accredited and non-accredited schools.

CRITERIA:

The judges will consider the following criteria when evaluating nominees:

- On-going industry engagement;
- Success in building connections across the university;
- Fostering an environment where experiential education is encouraged and prevalent;
- Leading and empowering faculty to update curriculum and build equity and diversity in the school;
- Encouraging leadership and innovation within the program;
- Successful fundraising efforts to enhance the school/program;
- Development and implementation of strategies for faculty/student engagement across the school, university and academy.

HOW TO NOMINATE:

1. Faculty from a school **may** submit a nomination from their program. **Only one nominee from each school is allowed.**
2. Nomination consists of a **two-page letter by a faculty member or group of faculty members of the school** that provides specific examples of the nominee's merit based upon the criteria above, and a **full curriculum vitae** of the nominee. [The selection committee may also nominate administrators for this award.]

DEADLINE: Submissions must be received electronically by 5 p.m. Eastern on Oct. 15, 2024. Submit materials **in a single PDF** via email to Lillian Coleman at lillian@aejmc.org. Type "2024 SHF Administrator of the Year Nomination" in the subject line. Questions may be directed to Lillian Coleman at lillian@aejmc.org.

CALL FOR NOMINATIONS 2024 Journalism Teacher of the Year Award

Sponsored by the Scripps Howard Fund & AEJMC

(Please note: The criteria for nominees for the Scripps Howard Fund Journalism Teacher of the Year Award have been revised to better reflect the mission of its sponsor, the Scripps Howard Fund.)

PRIZE: \$10,000 and a distinctive trophy

ELIGIBILITY:

Full-time faculty member teaching journalism who, over a period of years, has consistently demonstrated an environment of excellence by ongoing contributions to the improvement of student learning. Open to nominees who teach students how to gather, assess, create, and present news, information and commentary via print and electronic media. Nominees may be from accredited or non-accredited schools but must consistently teach primarily journalism courses.

CRITERIA:

The judges will consider the following criteria when evaluating nominees:

- On-going industry engagement inside and outside the classroom;
- Utilization of experiential learning to provide students opportunities to get out of the classroom and into "real world" settings;
- Innovative teaching practices;
- Influences on curriculum;
- Mentoring and advising students in matters of both career and curriculum;
- Mentoring faculty with regard to instruction;
- Leadership in educational activities in department, school, university and/or academy.

HOW TO NOMINATE:

1. The unit head **must** submit the nomination from the program. **Only one nominee from each school is allowed.** The selection process is at the school's discretion.
2. A nomination consists of a **two-page letter by the unit head** that provides specific examples of the nominee's merit based upon the criteria above, and a **full curriculum vitae** of the nominee.

DEADLINE: Submissions must be received electronically by 5 p.m. Eastern on Oct. 15, 2024. Submit materials **in a single PDF** via email to Lillian Coleman at lillian@aejmc.org. Type "2024 SHF Teacher of the Year Nomination" in the subject line. Questions may be directed to Lillian Coleman at lillian@aejmc.org.



New IDL Class Announced

Eight AEJMC members have been selected as Jennifer McGill Fellows for the 2024-25 class of AEJMC's Institute for Diverse Leadership in Journalism and Communication (IDL). The Institute is co-sponsored by AEJMC and the Association of Schools of Journalism and Mass Communication.

IDL is designed for participants from historically marginalized and underrepresented groups and is dedicated to increasing the diversity of chairs, deans, directors, and endowed chairs in journalism and communication education.

During each IDL year, Fellows participate in Institute activities while continuing to work at their home campuses. The Institute's curriculum involves four in-person group sessions, two of which are workshops during AEJMC conferences. The Institute also matches each Fellow with an administrative mentor. The mentoring relationship consists of monthly contact via telephone or email, and a week-long visit to the mentor's campus when the Fellow shadows the mentor's work and activities.

Fellows for 2024-25 include the following AEJMC members:

Lucinda Austin is Associate Dean for Graduate Studies and Research at UNC's Hussman School of Journalism and Media. She researches social media and crisis communication and corporate social responsibility/advocacy. Past professional experience includes research for CDC, HHS, FEMA, Red Cross and others. Austin is co-editor of two Routledge books on *Social Media and Crisis Communication*.

Dhiman Chattopadhyay is Associate Professor at the Department of Communication, Journalism & Media, and Director of Ethnic Studies at Shippensburg University. In an earlier life, he was a journalist for two decades, initially as a news reporter, and later, as an executive editor at some of India's biggest newsrooms. His research is at the intersection of mass media, marginalization and social change. He is the author of two books on international journalism, and currently serves on the advisory committee of the South Asia Communication Association (SACA).

Meredith D. Clark is an Associate Professor of Race & Political Communication in the Hussman School of Journalism at the University of North Carolina at Chapel Hill. Her research focuses on race and power in news media and social media. Her book, *We Tried to Tell Y'all: Black Twitter and the Rise of Digital Counternarratives*, will be published by Oxford University Press in December 2024. She currently serves as chair of AEJMC's Council of Divisions (2023-2025).

Marlene Neill is Professor and Graduate Program Director at Baylor University where she teaches courses in public relations and advertising. Her research interests include leadership, internal communication and ethics. She has published more than 30 journal articles and three books on public relations ethics and leadership.

Juliet Pinto is an associate professor in the Donald P. Bellisario College of Communications at Penn State. Her co-edited volume, *News media coverage of environmental challenges in Latin America and the Caribbean: Mediating demand, degradation and development*, was awarded the AEJMC 2019 Knudson Latin America Prize. A forthcoming co-edited volume, *Communicating resiliency and efficacy in a digital age: Mediated communities*, will be published in 2025, and she is co-editor of the *Journal of Environmental Media*.

Erica Salkin is Professor of Communication Studies and Interim Dean of the College of Arts & Sciences at Whitworth University in Spokane, Washington. Her research focuses on freedom of expression in academic settings, student media and student speech rights.

Adina Schneeweis is Professor and Director of Journalism and Media Studies at Oakland University, and a Provost Fellow for Diversity, Equity, and Inclusion. Her research focuses on the construction and translation of race and ethnicity in journalism and advocacy communication. She is a past chair of AEJMC's Cultural and Critical Studies Division.

Amy Simons is Professor and John A. Walsh Faculty Fellow at the School of Journalism, University of Missouri. She teaches news literacy, multimedia journalism and social media strategies. Simons is best known for her expertise in online teaching, having won several local, national and international awards for her innovative approaches. She serves as liaison to the Missouri Interscholastic Journalism Association and advises Mizzou Women in Media.



aejmc **2024**
Conference
August 8-11 · Philadelphia, PA

Keynote Speaker
Wajahat Ali

Author · Journalist · Actor · Comedian · Daily Beast Columnist · “Democracy-ish” Podcast Co-host · Recovering Attorney · Playwright

community.aejmc.org/conference/schedule/keynote

Join us
Thursday, August 8 at 6:30 p.m.
Philadelphia Marriott Downtown

Opening Reception Immediately Follows

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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
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ACEJMC Representatives

Jason Shepard, California State University, Fullerton
Mark Lodato, Syracuse University
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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

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