



ASJMC

Administrator

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

DECEMBER 2024



NOW WHAT?

*Lots of big thinkers have shared lots of big thoughts about what it all means.
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LEADERS OF JMC PROGRAMS HEAD TO CHICAGO

ASJMC 2025 | March 19-20

A Note from the President

Now What? Making a Difference after the Elections

As we recover from a political advertising and public opinion-polling post-election hangover, we have an excellent opportunity as leaders in journalism and mass communication education to ask, "Now what?" Lots of big thinkers have shared lots of big thoughts about what it all means. You can't download a podcast, turn on a talk show, or scroll social media without being told how to think about what transpired.

Nothing like that is on the agenda here. Let's talk instead about the continued challenges facing journalism and mass communication education and how we can help meet them. These challenges didn't appear in the lead up to the election, nor did they disappear with the closing of the polls. But discussion of the media since the elections serves as a leitmotif for the challenges we face. We're in the business of preparing future communication professionals to meet the information needs of an engaged citizenry in a democratic society. We know there are many challenges to this mission. But let's start with just one: How are we doing in our efforts to tackle the ubiquity of misinformation?

We know misinformation erodes trust in institutions. Just look at Gallup's recent polling results about Americans' faith in institutions – the media is again battling for the basement with Congress. We know, too, that misinformation exacerbates existing

divisions and promotes polarization by feeding confirmation bias and perpetuating echo chambers. We know it's viral and difficult to contain and can affect political decision making. Think of it as the dark side of agenda setting. It's kind of a lot.

But programs in journalism and mass communication are uniquely positioned to do more than offer pithy quotes in response to media inquiries or teach media literacy service classes on campus. Can we look a bit further afield than that? How many of our programs are partnered with local libraries to deliver media literacy workshops to the community? How many of our programs pair students with local TV, radio and newspapers to help conduct fact check operations? How many of our programs provide incentives for research faculty to conduct research focused on the community impact of misinformation across a given geographic region? How many of our programs partner with local organizations to help develop responsible social media sharing campaigns? The challenge of misinformation can feel too big to do anything about. But take a moment to consider whether there might be new ways to engage our students and faculty colleagues in efforts that make a meaningful difference in our little corners of the world.

Animosity toward the media has been a

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A Note from the President (continued)

common theme since November 5, with criticisms coming from all points on the political spectrum. Rather than taking the abuse – joking or otherwise – that what we do is part of the problem, how about doubling down on the ways we know can make significant contributions to the communities in which we live? It's at the heart of our mission in higher ed. We can't engage

in every battle, but journalism and mass communication programs are well situated to help the fight against misinformation. How are your programs engaging on this front? I'd love to hear what you're doing. Shoot me an email to let me know. I'm always at emetzga1@kent.edu.

Thank you for your support of ASJMC!

Continuing Our Legacy in the Year Ahead

We're eager to know how we can better help you achieve your goals as leaders of journalism and mass communication programs. I hope each of you participated in the survey that was emailed to the ASJMC membership last month to help facilitate those goals. This year, we're focused on providing the resources you need to help your programs navigate fast-moving developments at the intersection of higher education and the industries for which we prepare our students. Contact me anytime at emetzga1@kent.edu with your questions, concerns, comments and feedback.

These are some of my goals for ASJMC in 2025:

- Assess whether and how ASJMC is currently meeting members' needs
- Re-evaluate how and when ASJMC leadership communicates with members
- Launch a podcast that reflects a forward-looking organization ready to grapple with members' concerns
- Host a March 2025 conference that yields immediately-actionable insights for members
- Generate a bigger impact with a bigger footprint at AEJMC in August 2025
- Update ASJMC's constitution and bylaws to reflect current realities and member needs

Emily Metzgar, Kent State University
2024-25 ASJMC President



REGISTER NOW



ASJMC Conference 2025

Technology,
Innovation and
Entrepreneurship as
Catalysts for Change

CHICAGO, IL

March 19-20, 2025

Registration \$475.00

**SHERATON GRAND
CHICAGO RIVERWALK**

ROOM RATE \$199.00 + TAXES

BOOKING DEADLINE: FEB. 25, 2025



Accrediting Council on Education
in Journalism and Mass
Communications

meeting follows on **Friday, March 21**



HOSTED BY

Emily Metzgar

Kent State University
2024-25 ASJMC President

Sponsorship opportunities are available.

asjmc.org/conference

ASJMC 2025 Conference

Conference Preliminary Schedule

Chicago, IL · Sheraton Grand Chicago Riverwalk
March 19-20, 2025

“Technology, Innovation and Entrepreneurship as Catalysts for Change”

TUESDAY, MARCH 18

- Early Registration Check-in: 6:30 p.m. – 9:00 p.m.

WEDNESDAY, MARCH 19

- Registration Hours: 8:00 a.m. – 6:30 p.m.
- Opening Keynote: 5:00 p.m. – 6:00 p.m.
- Light Reception: 6:00 p.m. – 7:30 p.m. (Reception follows the Keynote.)
- No-Host Dinner: 8:00 p.m. (RSVP in advance)

THURSDAY, MARCH 20

- Registration Hours: 8:00 a.m. – 5:00 p.m.
- Full Day of Sessions: 9:00 a.m. – 5:15 p.m.
- Lunch Break: 12:30 p.m. – 2:00 p.m. (Attendees plan their own lunch.)
- Light Reception: 6:00 p.m. – 7:30 p.m. (Reception follows the last session.)

FRIDAY, MARCH 21

- The ACEJMC Committee Meeting: 8:00 a.m.

ACEJMC to Join ASJMC in Chicago

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) will conduct its annual Accrediting Committee meeting in collaboration with the ASJMC Conference.

ACEJMC encourages directors attending the ASJMC Conference to stay an extra day at the Sheraton Grand Chicago Riverwalk to attend the ACEJMC Committee meeting, which will take place all day on Friday, March 21. It is expected to begin at 8 a.m. The 15-member Committee will vote on recommendations from site teams reviewing programs at 18 colleges and universities.

The ACEJMC Council makes final accreditation decisions, and will meet on Thursday, May 1, at the Freedom Forum headquarters in Washington, D.C.

Information about Committee meeting attendance will be posted in January on the ACEJMC website, acejmc.org.



2025 ASJMC Annual Conference Sponsorship Levels

March 19 -20, 2025 | #ASJMC25

ASJMC is excited to hold its 2025 conference at the Sheraton Grand Chicago Riverwalk. The association is expecting more than 65 delegates during the 2 days of the conference. Delegates will be JMC administrators, faculty, and working professionals. The conference will offer teaching and public service sessions.

All sponsorship levels will receive the benefits below:

- Thank you recognition in the conference program
- Visibility throughout the conference to ASJMC attendees

The indicated sponsorship levels below will also receive:

PLATINUM Sponsor

Benefits for contributors of more than \$2,500

Logo on conference website page and all conference signage
promotion on all conference emails and social media posts

SUSTAINING Sponsor

Benefits for contributors of more than \$1,500

Logo on conference website page and all conference signage
promotion on 2 conference emails and 2 social media posts

WEBSITE Sponsor

(Sole sponsorship available — \$1,000)

Digital display on conference website page
promotion in at least 1 conference email and 1 social media post

REFRESHMENT BREAK Sponsor

(Multiple sponsorships available — \$500)

Thank you recognition signage at Break Station

RECEPTION Sponsor

(Multiple sponsorships available — \$1,500)

Logo on conference website page and all conference signage
promotion on 1 conference email and recognition signage at reception

Contact Amanda Caldwell at amanda@aejmc.org for sponsorship questions.

A Message to the Membership

Dear Association Members,

I hope you are doing well and looking forward to the 2025 year. I am writing to inform you of some changes that are taking place within our organization's staff headquarters, so that we can continue serving AEJMC/ASJMC members as effectively as possible.

First, after careful consideration and evaluation, we have decided to transition all our employees to a fully remote work modality. This decision streamlines our operations, increases flexibility, and reduces overhead costs associated with maintaining a physical office space. To our members, AEJMC/ASJMC staff have always been "remote," and our pandemic-year experience underscored the viability and efficiency of this service modality.

With the shift in staff work modality, the AEJMC/ASJMC leadership has decided to put our headquarters building up for sale. Originally purchased in 1991 so that AEJMC/ASJMC members could "visit the organization" and have a physical meeting space, the headquarters office has since hosted very few members for visits and annual leadership meetings. This historical reality reinforces our understanding that "the organization" is the AEJMC/ASJMC membership, not the office building.

Proceeds from the sale of the building will be reinvested into our operations to support our continued growth and development, a financial move that optimizes our resources and ensures the long-term sustainability of AEJMC/ASJMC.

We deeply appreciate your continued membership in support of and dedication to our association. It is your commitment that drives our organization forward, and we are grateful for it. Please feel free to email me with any questions, amanda@aejmc.org.

Amanda Caldwell
AEJMC/ASJMC Executive Director



ASJMC Administrator

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2024-2025 ASJMC Executive Committee

President • **Emily Metzgar**, Kent State University
President-Elect • **Hub Brown**, University of Florida
Vice President • **Kim Bissell**, Louisiana State University
Past President • **Johnny Sparks**, Ball State University
AEJMC President • **Teresa Mastin**, Michigan State University

Small Programs • **Kevin Qualls**, Murray State University
Medium Programs • **Brad Yates**, University of West Georgia
Large Programs/XL Programs • **Shari R. Veil**, University of Nebraska-Lincoln

ACEJMC Representatives

Jason Shepard, California State University, Fullerton
Mark Lodato, Syracuse University
Felicia McGhee, Florida A&M University
Andrea Miller, University of Oklahoma