



ASJMC 2025 Conference | March 19-20

Technology, Innovation and Entrepreneurship as Catalysts for Change

Preliminary Agenda

Tuesday, March 18

6:30 p.m. – 9:00 p.m.

Early Registration Check-in

Wednesday, March 19

8:00 a.m. – 6:30 p.m.

Registration Hours

5:00 p.m. – 6:00 p.m.

Opening Keynote

Beyond the Buzzwords: Making Innovation Actionable

A presentation about embracing the dynamic nature of the media environment for which we prepare our students and cultivating the resilience and agility that programs will need to thrive in an unpredictable future.

Keynote Speaker: Lewis Williams

[Lewis Williams](#) is an advertising leader with experience planning and executing compelling paid and earned media, TV, digital, print, and audio campaigns for leading general market and multicultural advertising firms. He is an award-winning creative leader who has developed and led campaigns recognized through industry competitions including The One Show, ANDYs, London International Awards, Clios, The Telly Awards,

Communications Arts, Sabre Awards, ADDY, HUGO, Effie, and New York Festivals. Mr. Williams is a trusted business partner who has shaped, influenced, and transformed creative strategy and execution for globally recognized brands including American Airlines, McDonald's, Google, Walmart, Team USA and more. He is a mentor to college students and young industry professionals and has earned recognition by his peers in fora including Adweek's Creative 100, The Ad Club of New York's Icons, and Rock Stars and Innovators. He serves as a juror for Cannes Lions, One Show, ANDYs and the Effie Awards.

6:00 p.m. – 7:00 p.m.

Light Reception (Reception follows the Opening Keynote.)

7:30 p.m.

No-Host Dinner

Thursday, March 20

8:00 a.m. – 5:00 p.m.

Registration Hours

9:15 a.m. – 10:45 a.m.

Session I: Innovation in Storytelling & Production

An orientation to how the latest tools and techniques are used to craft immersive and impactful stories across diverse media platforms.

11:00 a.m. – 12:30 p.m.

Session II: Innovation in Advertising & Public Relations

A conversation about how cutting-edge technologies and evolving audience behaviors are transforming strategies and creative approaches in advertising and public relations.

Speaker: Bryan McCord, SVP/Executive Director, Media Practice at RPA

[Brian McCord](#) has built a nearly 25-year career in media at Starcom, Spark Foundry, and now [RPA](#) fueled by a relentless curiosity to learn about and help guide clients across a variety of categories, having held senior-level roles on Honda/Acura, Carl's Jr. + Hardee's, Microsoft Xbox, Bank of America, and United Airlines among others. He currently leads RPA's Media Practice across all clients. He's guided by a firm belief that a Media team should operate as strategic business partner to our clients, leveraging expertise in media as a means to achieving our clients' business results. He is a dedicated leader of teams, empowering and driving them to deliver

best-in-class strategic product for clients. He's never happier (at work, that is) than when he feels he's been of service to his clients and his team members – and has the measurable results to show for it.

12:30 p.m. – 2:00 p.m.

No-Host Lunch Break (Attendees plan their own lunch.)

2:00 p.m. – 3:30 p.m.

Session III: Innovation in Journalism

An interactive session focused on using new technologies for innovative approaches to newsgathering, storytelling, and audience engagement.

Speaker: [Janet Coates](#), Managing Director, [Consortium on Trust in Media and Technology](#) at University of Florida, College of Journalism and Communications

3:45 p.m.-5:15 p.m.

Session IV: Innovating In & Around ASJMC

A presentation of ASJMC member survey findings and solicitation of feedback about innovating ASJMC to meet member needs.

Moderator: [Emily Metzgar](#), Director, School of Media and Journalism, Kent State

Panelist: [Hub Brown](#), Dean, College of Journalism and Communications, Florida

Panelist: [Kim Bissell](#), Dean, Manship School of Mass Communication, Louisiana State

Panelist: [Johnny Sparks](#), Director, School of Journalism and Strategic Communication, Ball State

Updates from AEJMC's Professional Freedom & Responsibility Committee Chair.

Chair: [George L. Daniels](#), Associate Professor, Alabama

6:00 p.m.-7:30 p.m.

Closing Reception (Reception follows the last session.)

Friday, March 21

8:00 a.m.

The ACEJMC Committee Meeting