



# ASJMC

Administrator

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

July 2025

## ASJMC @ AEJMC

*Technology, innovation, and entrepreneurship is at the heart of ASJMC programming.*  
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## WE'VE VOTED!

*ASJMC election results are in. Welcome our new vice president.*  
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# A Note from the President

## ASJMC @ AEJMC

Dear ASJMC Colleagues,

Technology, innovation, and entrepreneurship have been at the heart of ASJMC programming over the last year, and our presence at [AEJMC in San Francisco](#) in August will continue the theme. We're excited to have a higher profile presence on the AEJMC schedule than in years past, and I want to draw your attention to what's in store. We hope the conversations – open to all conference attendees – will generate insights to help all of us navigate the fast-changing technological, economic, social, and political landscape in which we operate.

Our first panel, *New Media Frontiers: Technology, Entrepreneurship, and the Quest for Innovation* (Thursday, August 7, 1:45 p.m. – 3:00 p.m.) assembles a thoughtful group of experts at the intersection of media and technology. Neil Chase, CEO of CalMatters, will share his perspective on how nonprofit journalism can use emerging technologies and entrepreneurial approaches to address information gaps and news deserts. Stephen Hart of Adobe, with his background in photojournalism and AI, will discuss how generative AI is reshaping content creation and the ethical considerations that arise. Kasi-ana McLenaghan from New\_Public will explore how user research and design principles can help build digital spaces that foster connection and civic engagement. And Subbu Vincent of the Markkula Center for Applied Ethics at Santa Clara University will encourage us to integrate ethical frameworks into emerging media technologies proactively, especially when it comes to algorithmic bias and misinformation.

Our conversation will focus on the “innovation paradox” – that is, how we balance rapid innovation with the need for stability, trust, and ethical consideration in content production. We'll consider the challenges associated with embracing new media technologies without losing sight of the need for practical, ethical, and sustainable implementation. Discussion will also consider the audience's role as it morphs toward ever more active participation. We hope insights from this session will help all of us navigate a future where technology, entrepreneurship, and ethics are closely intertwined.

Our second panel, *The Entrepreneurial Professor: Innovating with Technology for Maximum Impact* (Friday, August 8, 9:45 a.m. – 11:00 a.m.) will highlight colleagues who are integrating cutting-edge technology into their teaching and research. (NB: This session is scheduled with ASJMC's *very brief* business meeting which will consist largely of me handing the leadership gavel to our incoming president, Hub Brown, dean of the College of Journalism and Communications at the University of Florida. Don't stay away because you see “meeting” in the title in the program!)

During this session, we'll hear from Michael Beam (Kent State) about using Brandwatch for research and teaching, Sabrina Habib (University of South Carolina) about embracing AI tools in the classroom and beyond, Janet Coats (University of Florida) about developing a new newsroom tool called Authentically, Mary Beth Oliver (Penn State) about deploying VR in the class-

Continued on page 3

# ASJMC Election



CONGRATULATIONS

**JARED L. JOHNSON**

OKLAHOMA STATE UNIVERSITY

**NEWLY ELECTED  
ASJMC VICE PRESIDENT**

## Members Have Voted for New ASJMC Leadership

### AEJMC 2025 Election Results

ASJMC appreciates our members who participated in the 2025 election. Leadership elections are an important part of our association.

This year members were responsible for electing the ASJMC Vice President on the ballot. We welcome Jared L. Johnson, Oklahoma State University, as the 2025-26 ASJMC Vice President. Johnson's term will begin on October 1, 2025, and run through September 30, 2029, with his presidential year spanning October 1, 2027 – September 30, 2028.

*ASJMC leaders are committed volunteers of the association.*  
[asjmc.org/leadership](https://asjmc.org/leadership)

## A Note from the President (continued)

room, and Alec Tefertiller (Baylor) about advancing research with physiological data.

This conversation will focus on navigating ethical considerations and potential bias in data analysis technologies, measuring the impact of less traditional learning approaches, and bridging academic silos through tech-driven collaborations. Panelists will share "aha!" moments and surprising outcomes from their work and offer practical advice for integrating new technologies in the work we do every day as educators, re-

searchers, and members of university communities.

ASJMC's conversations at AEJMC will emphasize that the evolving media landscape requires us to be adaptable, ethical, and forward-thinking. I encourage you to join these discussions, engage with our panelists, and leave with fresh perspectives for your daily work.

The entire ASJMC team looks forward to seeing you in August. Thank you for your continued support!

Emily Metzgar, Kent State University  
2024-25 ASJMC President



# ASJMC Sessions Schedule at the AEJMC 2025 San Francisco Conference

San Francisco, CA | San Francisco Marriott Marquis  
August 7-10, 2025

## ASJMC Executive Committee Meeting

**Thursday, August 7 | 7:30 A.M. to 9:15 A.M.**

Closed session reserved for the ASJMC Executive Committee.

**Moderating/Presiding: Emily Metzgar**, Kent State University,  
2024-25 ASJMC President

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## ASJMC Current Issues Research Roundtable Session

**Thursday, August 7 | 1:45 P.M. to 3:00 P.M.**

***Navigating New Media Frontiers: Technology, Entrepreneurship,  
and the Quest for Innovation***

ASJMC's annual Current Issues panel explores trends related to the future of program administration. Topics will include changing instructional modes, diversity and inclusion, faculty/staff hiring and retention, remote work, and managing mental health, among others.

### **Moderating/Presiding**

**Hub Brown**, University of Florida, 2024-25 ASJMC President-Elect

### **Panelists**

**Neil Chase**, CalMatters

**Stephen Hart**, Adobe

**Kasiana McLenaghan**, New\_Public

**Subbu Vincent**, Markkula Center for Applied Ethics, Santa Clara

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**ASJMC Business Meeting/Special Technology Session**

**Friday, August 8 | 9:45 A.M. to 11:00 A.M.**

***The Entrepreneurial Professor: Innovating with Technology for Maximum Impact***

Hear from journalism and media scholars who are adopting innovative technological approaches to amplify the impact of their research. Learn about their methods for developing tools and generating insights that resonate in academia and beyond.

**Moderating/Presiding**

**Emily Metzgar**, Kent State University, 2024-25 ASJMC President

**Panelists**

Using Brandwatch for Teaching and Research

**Michael Beam**, Kent State University

Developing Authentically for Research and More

**Janet Coats**, University of Florida

Embracing AI Tools for Academic Research

**Sabrina Habib**, University of South Carolina

Deploying VR in the Classroom

**Mary Beth Oliver**, Pennsylvania State University

Advancing Research and Campus Collaboration with Physiological Data

**Alec Tefertiller**, Baylor University

Installation of **Hub Brown**, University of Florida,  
2025-26 ASJMC President



## Call for Nominations 2025 Journalism Teacher of the Year Award

*Sponsored by the Scripps Howard Fund  
and AEJMC*

**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, 2025.** Submit materials in a **single PDF** via email to Lillian Coleman at [lillian@aejmc.org](mailto:lillian@aejmc.org). Type “2025 SHF Teacher of the Year Nomination” in the subject line. Questions may be directed to Lillian Coleman at [lillian@aejmc.org](mailto:lillian@aejmc.org).

## Call for Nominations 2025 Journalism & Mass Communication Administrator of the Year Award

*Sponsored by the Scripps Howard Fund  
and 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, 2025.** Submit materials in a **single PDF** via email to Lillian Coleman at [lillian@aejmc.org](mailto:lillian@aejmc.org). Type “2025 SHF Administrator of the Year Nomination” in the subject line. Questions may be directed to Lillian Coleman at [lillian@aejmc.org](mailto:lillian@aejmc.org).



Kareem El Damanhoury, Denver



Sungwon Chung, Ball State



Miglana Sternadori, Texas Tech



**ANNOUNCING  
THE 2025-26  
IDL  
JENNIFER MCGILL  
FELLOWS**

Yan Huang, Houston



Joe Phua, Southern Methodist



Shaheen Pasha, Penn State



*aejmc.org/scholarship/idl-program*

THE INSTITUTE FOR DIVERSE LEADERSHIP IN JOURNALISM AND COMMUNICATION IS CO-SPONSORED BY AEJMC AND ASJMC





## Analog to Digital: Positioning ACEJMC for the Future

*Progress continues as we strengthen and advance excellence in professional education in journalism and mass communications*

Since our Executive Committee and I took on the role of presiding over ACEJMC in 2022-2023, we have achieved a great deal – all to fulfill our commitment to strengthen and advance excellence in professional education in journalism and mass communications. That commitment helps ensure we produce culturally proficient communicators prepared for the workforce. Together with AEJMC, ASJMC and the many stakeholders who support the work of ACEJMC, our leaders say thank you.

We established a partnership with the Freedom Forum ([www.freedomforum.org](http://www.freedomforum.org)), which generously hosted our Council meetings in 2024 and 2025. We, in turn, have supported the Freedom Forum by sharing with the ACEJMC network the programs and opportunities the Freedom Forum offers students, educators and the general public.

In 2024, we introduced a new brand identity, based on research conducted to better understand the perceptions and beliefs of ACEJMC and its mission by Council and Committee members, as well as program directors and other key stakeholders. The research results guided our new brand and visual identity – introducing a new logo, a Seal of Accreditation for use by accredited schools, a website redesign, and a new email protocol for Council and Committee members.

We examined and strengthened our governance model, expanding our executive committee, increasing engagement and transparency across the organization and codifying policies and procedures. In brief, we applied business principles to our oper-

ations and governance – making us even more responsive to those we serve.

Last year, we adopted a new, five-year strategic plan, with clear deliverables and outcomes tied to a timeline.

The **John S. and James L. Knight Foundation** awarded us a \$125,000 grant to support our commitment to ensure diverse voices are embedded in our work. The grant—spread over five years—funds Council membership for organizations that will offer even more voices and perspectives at our table. The grant also includes training to help ensure we’re preparing culturally proficient students for a global workforce. Thank you to **Jim Brady** at the Knight Foundation for his support.

Earlier this spring we announced revisions to our accreditation Standard Four, *Advancing a Culturally Proficient Workforce*, which requires programs to foster equal opportunity, respect for a range of points of view, and which provides participatory opportunities for all elements of society, while educating culturally proficient communicators.

ACEJMC will present a workshop on the Standard Four revisions at the AEJMC conference in San Francisco – **August 7, 2025, from 10:15 A.M. to 11:30 A.M.**

A number of changes are occurring with our ACEJMC leadership and staff. This August I will complete my term as president, and Council member **Steve Geimann** has been elected as our new leader.



**Steve Geimann**

**Greg Pitts** will continue as Council vice president, and **Rafael Lorente** has been elected chair of the Committee, and he’s joined by **Diana Martinelli**, our new Committee vice chair. Congratulations and

## ACEJMC (continued)

thank you to Steve, Greg, Rafael and Diana for their leadership. ACEJMC is in very good hands!

**Pat Thompson** retired May 31, following seven years as executive director and almost 30 years of service as a site team member, Committee member, and chair of the ACEJMC Appeals Board. We thank, Pat for her service.

**Susan Balcom Walton**, a public relations faculty member at BYU and BYU-Idaho and a former corporate communications executive who previously oversaw PRSA's Certification in Education for Public Relations (CEPR)



**Susan Balcom Walton**

program, is our new executive director.

**Cindy Reinardy** continues as assistant to the executive director, and **Denise Baar** joins our team as administrative assistant, based in Boise, Idaho.

We've made great progress, and our work continues. Incoming headwinds are strong and the path before us is challenging, no doubt. As an organization, we've made the transition from analog to digital, both in terms of our online presence and in our continued efforts to improve our efficiency and flexibility to those we serve. Our commitment continues to advance excellence and high standards in professional education in journalism and mass communications – as we produce culturally proficient communicators prepared for the workforce: locally, nationally and globally.

It's important work, and our collaborative partnership better helps ensure success. Together, we are stronger. Thank you.

**C. Del Galloway,**  
APR, Fellow PRSA  
President, Accrediting Council  
on Education in Journalism  
and Mass Communications



# Look for Your Upcoming



## MEMBERSHIP RENEWAL

Please return your  
yearly membership  
as soon as it's received.

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

[asjmc.org/asjmc-membership](https://asjmc.org/asjmc-membership)

Contact Saviela Thorne,  
ASJMC Membership Coordinator,  
with membership renewal  
questions:  
[saviela@aejmc.org](mailto:saviela@aejmc.org)

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

MAKE PLANS TO ATTEND

AUGUST 8-10

WJEC 7TH CONGRESS

IS IT TIME TO REBOOT JOURNALISM EDUCATION?



- Join us for:
- Plenary Sessions
  - Paper Presentations
  - Panel Discussions
  - Syndicates

COMMUNITY.AEJMC.ORG/CONFERENCE/WJEC-CONGRESS/WJEC-GENERAL-INFO



GENERAL REGISTRATION (BEGINS JULY 16)

REGULAR, ASSOCIATE RATE: \$335.00

SAN FRANCISCO MARRIOTT MARQUIS

780 MISSION STREET, SAN FRANCISCO, CA 94103

AEJMC 2025 AUGUST 7-10 San Francisco

AEJMC GRADUATE PROGRAM

Expo

LEARN ABOUT PARTICIPATING SCHOOLS' ACTIVITIES, NEW PROGRAMS & UPCOMING OPPORTUNITIES

EVENT DATE & TIME

AUGUST 8 FRIDAY

2 PM - 5 PM