



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication
December 2025



“SO, HOW ARE YOU DOING?”

ASJMC has always been a place where colleagues can offer mentorship and support.
Page 2

(Left to right) Lewis Williams, Williams Creative Group Chicago; Emily Metzgar, Kent State University; Kim Bissell, Louisiana State University; Hub Brown, University of Florida

LEADING BEYOND THE INBOX

Our schools need more than good administration.
Page 5

A Note from the President

“So, how are you doing?”

Towards the end of a long, information-dense faculty meeting, when I ask if anyone has any questions, I can depend on one particular faculty member to ask me that question. At first, it caught me off guard. I was prepared to answer all manner of questions about the state of the college, about our initiatives, about what I saw happening with central administration leadership (a bit of an adventure over the last few years here in Florida). I hadn't expected a question from the floor about how I personally was holding up through all the change and uncertainty. But that's what this faculty colleague wanted to know, and I said I was doing well. I've come to appreciate the question. In the midst of the firehose of information, tasks, and crises du jour, it's easy to lose track.

So, let me ask you: how are you doing?

The headlines, the decisions, the challenges—the everything—coming out of the business end of that firehose can feel relentless. We've long been dealing with digital disruption. Many of the careers we're attracting students into have only become more demanding and under-resourced. The free press is under unprecedented pressure, and that's happening while universities are scrambling to cope with dramatic cuts to research support from the federal government and ideologically fueled pressure on curricula. As faculty and leaders of media programs within universities, we often may feel that we are being targeted many times over.

Your ASJMC leadership is looking to respond to these times by creating space to support fellow leaders and

colleagues. As we plan for our annual conference in March, we are looking to help in a number of ways. We all know that if there were one magic wand we could wave—one tried-and-tested solution to all the problems—we would have opted for it by now. But what we *can* do is share insights, compare notes, and identify resources—we can have one another's backs.

We'll want to discuss the biggest challenges to our programs. How do we find sustainable ways to stand for a free press and support our students in the pursuit of truth? How do we make sure that our institutions understand that doing so is essential both to our schools and colleges and to the entire university? How do we manage the pressures of reduced research funding and help colleagues maintain momentum toward tenure and promotion? We already know that the proliferation of artificial intelligence systems presents both huge opportunities and troubling challenges. How do we make more space for the former and minimize the latter at the same time, in an ethically consistent way?

And amidst all these items on our to-do list, we know that finding funding for them is becoming more necessary and more difficult at the same time. We know that for a lot of colleagues, development can be a bit of a black box. I don't know many leaders of our colleges, schools, and departments who received much in the way of instruction about development. We'll want to talk about how leaders manage fundraising in the current environment, help those new to development, and discuss the future with those who

Continued on page 3

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 program directors attending the ASJMC Conference to stay an extra day at the InterContinental Chicago Magnificent Mile to attend the ACEJMC Committee meeting, which will take place on Friday, March 20. It is expected to begin at 8 a.m. and conclude by 3 p.m. The 15-member Committee will vote on recommendations from site teams reviewing nine journalism and mass communications programs.

Observers are welcome to arrive at and depart from the meeting as their travel schedules allow.

The ACEJMC Accrediting Council makes final accreditation decisions. The Council will meet on Tuesday, May 5, at the Freedom Forum headquarters in Washington, D.C.



A Note from the President (continued)

are studying the philanthropic landscape.

A lot of leaders I talk with have been hearing from their faculty, and their conclusions are similar: many colleagues are just plain tired. These times are taking a toll on a lot of people. Our colleagues know that there are limits on what leaders can do in this moment—they've seen examples all over the country. That adds to potential morale challenges and makes addressing them even more necessary. As we approach our annual meeting, we'll want to find ways to help one another and our colleagues focus on the good that they do, the opportunities they create, and how they work to be a force for good.

ASJMC has always been a place where colleagues can offer mentorship and support. How can we deliver more and help one another build resil-

ience? In our ranks are members with years of leadership experience and others who are encountering this unique combination of challenges for the first time in their careers. How can the perspectives of each be helpful in this moment? We'll want to explore that, and we'll provide space for mentorship in March.

Most important, we want to hear from you as we plan your next conference. If there's one thing we all know, it's that a lot could change between now and next spring. If you have some ideas that we could explore—something you think is missing or emerging late—we'd love to hear from you. You can find me at hub.brown@ufl.edu.

You can even drop me a note to tell me how you're doing.

Hub Brown, University of Florida
2025-26 ASJMC President





ACEJMC—Advancing a Culturally Proficient Workforce

The Accrediting Council on Education in Journalism and Mass Communications this year revised the standard that promotes diversity and inclusion for curriculum, faculty, and students. This change responded to requests from programs seeking help and clarification in navigating the legislative landscape at the state and federal level.

Standard 4 now is titled “Advancing a Culturally Competent Workforce,” with modifications of language to reflect recent statutory actions and requirements eliminated for data collection and website posting.

ACEJMC Vice President Greg Pitts, joined by Council members Heidi de Laubenfels and Dorothy Bland, led the task force that spent seven months on the changes. Their goal was to make it easier for programs to meet the standard without running afoul of new laws on DEI.

“Our goal is to prepare graduates who move through their professional and personal lives as engaged and proficient communicators in a culturally dynamic world,” Pitts said. A key aspect of the revised standard, said Pitts, is that “the spirit of the standard remains unchanged.”

To comply with Standard 4, the unit needs to show that it:

- offers a program that fosters equal opportunity, respect for a broad range of points of view, and participatory opportunity for all ...while educating culturally proficient communicators prepared for a global society.
- ensures that all individuals are treated fairly and with dignity, emphasizing shared values of professionalism, personal responsibility, and excellence.
- focuses on empowering all individuals through equal access...regardless of background or identity.

Before adopting the revision in May, the Council sought comment at two virtual town hall discussions. Then in July, the Council hosted a virtual question and answer session for members of ACEJMC’s Commission on the

Status of Minorities and its Minorities and Communications Division, as well as at a panel discussion in San Francisco at the annual ACEJMC conference.

Beginning in fall 2026, schools must use the revised language. The process encourages schools to tell their own story about what they seek to achieve, how they meet the spirit of the standard, and produce the intended outcomes of graduating culturally proficient communicators.

This academic year, the Council is contacting schools that might be interested in starting on the road to accreditation. Faculty benefits from the process through the internal examination in preparing the self-study and from the insights of the external evaluators. Programs can contact ACEJMC to schedule a Zoom call to explain the process and review eligibility guidelines.

In addition, ACEJMC is preparing for a surge in reviews in the next few cycles by recruiting knowledgeable, skilled academics and professionals to volunteer for a site-visit team. These visitors spend four days on a campus, talking with students, faculty, administrators, employers and alumni about the program.

To set up the informational Zoom or inquire about applying to be a reviewer, contact Executive Director Susan Walton at susan.walton@acejmc.org.

ACEJMC this year welcomed back two professional groups:

- Asian American Journalists Association, represented by Joie Chen, special correspondent for the syndicated “Matter of Fact with Soledad O’Brien,” and a former CBS and CNN anchor.
- National Association of Hispanic Journalists, represented by Alicia Ybarbo, coordinating producer, NBC News’s “Today” show.

Steve Geimann,
President, Accrediting Council on
Education in Journalism and
Mass Communications



Leading Beyond the Inbox: Rediscovering Your Role as a Visionary

We all know the feeling. It's 5 p.m., and you've spent the entire day responding to emails, reviewing budget spreadsheets, and navigating personnel issues. Throw in a few student complaints and... You've been busy. More than anyone realizes busy. Yet as you close your office door (if you're lucky enough to be able to leave at 5:00), a nagging question surfaces: *Did I actually lead today?*

As administrators, we inhabit a peculiar professional space. We are simultaneously administrators tasked with keeping complex organizations running and leaders charged with inspiring the next generation of storytellers, strategic communicators, and media innovators. The difference between these roles is real, and too often, administration wins by default.

Administration is seductive in its urgency. Deadlines demand attention. Forms require signatures. Crises need immediate response. These tasks are important, even vital to our units' functioning. But when we allow the urgent to consistently crowd out the important, we risk reducing ourselves to highly credentialed managers rather than the transformational leaders our faculty, students, university, and profession need.

The distinction matters profoundly. Administrators maintain systems. Leaders challenge assumptions. Administrators ensure compliance. Leaders inspire and cultivate courage. Administrators ask "how" and "when." Leaders ask "why" and "what if."

Consider what drew most of us to this work in the first place. Few of us aspired to master budget reconciliation or annual performance reviews. We were captivated by journalism's power to find the truth and report it, by strategic communication's ability to connect with publics. We entered academia to champion these ideals and to inspire students and faculty to pursue work that matters.

That inspiration doesn't happen in the margins of our administrative calendars. It requires intentionality.

So how do we reclaim our leadership identity amid administrative demands?

Start by protecting time for the work only you can do as a leader. Block off hours each week to think

strategically about your school's future. Visit classrooms not to evaluate but to engage with the intellectual energy there. Have conversations with faculty about their research passions, not just their course loads. Meet with student media leaders to understand their challenges and dreams.

Articulate and rearticulate your vision. Our programs exist in a time of unprecedented disruption in media industries. This is precisely when our communities need to hear repeatedly where we're headed and why it matters. Your vision should be compelling enough that faculty reference it in meetings you're not attending and students repeat it to prospective applicants.

Delegate the administrative work that others can do competently. If you have talented associate deans, directors, or staff members who can handle routine reports and processes, trust them with that work. Your unique contribution isn't in personally completing every administrative task but in setting direction, building culture, and representing your program's values and aspirations.

Finally, model the courage and creativity you want to see. Take intellectual risks. Support innovative pedagogy. Champion difficult but necessary conversations about the future of JMC education. Celebrate failure that stems from ambitious attempts rather than settling for safe mediocrity. Don't ask your people to do anything you aren't willing to do yourself.

Our schools need more than good administration. They need bold leadership. The reports will always be there. The question is: will we also be there, in the moments that define our programs' trajectories, offering the vision and inspiration that administration alone can never provide?

The inbox will be full tomorrow.
But so will the opportunity to lead.

Jared L. Johnson,
Oklahoma State University



Look for other ASJMC member articles delivered right to your email inbox throughout the year!



ASJMC.ORG/CONFERENCE

ASJMC CONFERENCE

**MARCH
18-19, 2026**

CHICAGO, IL

InterContinental Chicago Magnificent Mile

Strengthening Connections in a Time of Challenge

CONFERENCE REGISTRATION: \$475

HOTEL: \$199 | BOOKING DEADLINE: FEBRUARY 24



Hosted By

HUB BROWN

University of Florida
2025-26 ASJMC President



Accrediting Council on Education in Journalism and Mass Communications
meeting follows on **Friday, March 20.**



Sponsorship opportunities are available.



ASJMC CONFERENCE

MARCH 18-19, 2026

CHICAGO, IL

InterContinental Chicago
Magnificent Mile

PRELIMINARY SCHEDULE

Strengthening Connections in a Time of Challenge

WEDNESDAY

MARCH 18

Registration – 1:00 PM to 6:00 PM

Opening Keynote Session – 5:00 PM to 6:30 PM

Light Reception at Hotel – 6:30 PM to 7:30 PM

THURSDAY

MARCH 19

Registration – 8:00 AM to 5:00 PM

Session 1: Addressing the Threats to JMC Programs and Education – 9:00 AM to 10:30 AM

Break – 10:30 AM to 10:45 AM

Session 2: Leadership in Challenging Times: What Experienced Leaders Wish They Knew
– 10:45 AM to 12:15 PM

Lunch – 12:30 PM to 1:45 PM

Session 3: The Challenge and Promise of Fundraising – 2:00 PM to 3:30 PM

Break – 3:30 PM to 3:45 PM

Session 4: Building Resilience and Morale for the Future – 3:45 PM to 5:15 PM

Sass Award Presentation/Reception – 5:30 PM to 7:30 PM

Conference Concludes

FRIDAY

MARCH 20

ACEJMC Committee Meeting



2026 ASJMC CONFERENCE
SPONSORSHIP OPPORTUNITIES

March 18-19 | Chicago, IL

SPONSORSHIP

ASJMC invites partners, universities, and organizations to support the 2026 Annual Conference. Sponsorships help advance the association’s mission to connect journalism and mass communication leaders, promote innovation, and cultivate care and connection across higher education. Your support ensures ASJMC can host meaningful conversations and programs for administrators, faculty, and professionals in higher education.

Sponsorship Levels & Benefits

Platinum Partner **\$2,500**

Platinum Partners will receive their logo on conference materials, a cover-page ad, recognition in 2 emails, promotion in all channels, 1 social media post and the option to introduce a session. The sponsor opening a session will have a 10–15-minute opportunity at the start of the program to engage directly with attendees. This is dedicated time to:

- Introduce your organization;
- Highlight key programs, services, or resources;
- Share special announcements, initiatives, or opportunities;
- Invite attendees to connect with you later (e.g., booth visit, website, handouts, social platforms, etc.).

This segment is not meant to be a full presentation or workshop—rather, it’s a brief and energetic welcome that helps attendees learn who you are and how your work supports the field. After your introduction, the session will transition to the scheduled speakers or panel.

Gold Partner **\$1,500**

Gold Partners will receive their logo on website, recognition in 1 email, full-page ad, and visibility on sponsorship signage throughout the conference space.

Silver Partner **\$1,000**

Silver Partners will receive their logo on website, 1 social media post, and visibility on sponsorship signage throughout the conference space.

Bronze Partner **\$500**

Bronze Partners will receive their logo on website, group thank-you signage and acknowledgment in program.

Friend of ASJMC **\$250**

Friend of ASJMC sponsors will receive name recognition in program and a “Friends” listing.

Opening Reception Sponsor **\$1,500**

Opening Reception Sponsors will receive signage, logo in program, and podium acknowledgment.

Refreshment Break Sponsor **\$500**

Refreshment Break Sponsors will receive signage at a break station and recognition in schedule.

Technology Sponsor **\$1,000**

If your organization is a Technology Sponsor, your organization’s logo will have visibility during every panel session. This ensures consistent brand visibility throughout the event and reinforces your support in front of all attendees. It’s an easy, high-impact way to keep your brand top-of-mind while participants engage with the program.

Reserve Your Sponsorship

Contact Amanda Caldwell at Amanda@aejmc.org with sponsorship questions.

ASJMC.org/conference

Advertising Options

Ad Type	Rate	Available
Back Cover	\$400	1
Inside Front Cover	\$350	1
Inside Back Cover	\$350	1
Full Page	\$250	4
Half Page	\$125	3

Conference Program Specs

The ASJMC Conference Program is printed in an 8 ½" x 11" format. Ad sizes are 7.5" x 10" (full page), and 7.5" x 5" (half page horizontal). Ad content is subject to approval of the publisher. **Advertisers are to submit advertising copy as a high-resolution PDF.** No bleed pages. Recommended screens are 120-150 with 133 preferred. **Copy must be submitted by March 1.** Email ads to Kyshia at Kyshia@aejmc.org.

Payment in advance is appreciated but not required. Advertisers will be emailed invoices if payment is not received in advance. Advertisers will receive an email confirmation. No agency or cash discounts are given.

[Reserve Your Ad Space](#)



2026 ASJMC CONFERENCE
ADVERTISING OPPORTUNITIES

March 18-19 | Chicago, IL

ADVERTISING



2025-2026 ASJMC Executive Committee

President • Hub Brown, University of Florida

President-Elect • Kim Bissell, Louisiana State University

Vice President • Jared L. Johnson, Oklahoma State University

Past President • Emily Metzgar, Kent State University

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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



LET AEJMC HELP YOU FIND YOUR NEW HIRE!

Advertise your job using the AEJMC Job Portal



STANDARD

- Online posting for 60-days
- Includes one ad and a link to your school's website or job listing
- A posting on the Job Board in the AEJMC Community (an exclusive online community for AEJMC members)
- A link to your online job posting on the AEJMC website emailed directly to all AEJMC members

\$475 per 60 days



UPGRADE

- All STANDARD ad benefits plus:
- Two distributions of your job announcement via AEJMC X (formerly Twitter) — scheduled as two X posts spread out over your 60-day posting to AEJMC's 15K followers
- One posting on AEJMC's Bluesky platform

\$525 per 60 days



PREMIUM

- All STANDARD ad benefits plus:
- Four distributions of your job announcement via AEJMC X (formerly Twitter) — scheduled as two X posts spread out over your 60-day posting to AEJMC's 15K followers
- One posting on AEJMC's Bluesky platform
- Stats available upon request (must be requested immediately after confirmation of posting is received)

\$625 per 60 days

POST YOUR JOB NOW!

