

# AEJMC Election Profiles

# 2016

## Vice President

### Marie Hardin Pennsylvania State University



Marie Hardin is professor of journalism and dean in the College of Communications at Penn State. Before her appointment in 2014, she was associate dean for undergraduate and graduate education. She joined the College in 2003. She held appointments at Florida Southern College and the University of West Georgia before joining Penn State.

Hardin has been an active member of AEJMC since 1997, when she attended her first conference as a doctoral student at the University of Georgia. She has

been chair of two interest groups and helped launch a third, the Sports Communication IG. She was chair of the Mass Communication & Society Division in 2006-2007. She has also served on the Publications Committee and the PF&R Committee, serving as chair of both. From 2009-2011, she was a member of the President's Advisory Council.

Hardin was winner of the MC&S "Promising Professor" award in 2001 and of the Commission on the Status of Women's Mary Ann Yodelis Smith award in 2006. She participated in the Journalism Leadership Institute for Diversity in 2008-2009.

She is a member of ASJMC and is vice chair of the Accrediting Committee for ACEJMC.

Hardin has worked in a variety of roles at Penn State. She has served as an associate department head of the largest academic department in the College; as associate director for the John Curley Center for Sports Journalism; as director of the Arthur W. Page Center for Integrity in Public Communication; and as director of the Center for Editing Excellence, affiliated with the Dow Jones News Fund. Hardin won a University-wide teaching award in 2009.

Hardin has worked as a newspaper reporter and editor and as a writer for Georgia Trend magazine. She earned her Ph.D. in 1998 and was named a Distinguished Alumni Scholar in 2013 by UGA's Grady College. She earned her master's degree at Georgia State University and her bachelor's degree at Ambassador College.

Hardin has taught courses focusing on the intersection of sports, media and society. She has also taught journalism skills and ethics-related courses. Her research concentrates on diversity, ethics and professional practices in sports journalism. She regularly provides media commentary on issues related to coverage of women's sports and issues related to women in sports journalism. She is co-editor of a 2014 handbook on new media and sports, published by Routledge. She is also associate editor of *Communication & Sport*.

### Paul Parsons Elon University



Paul Parsons is professor and dean of a most unusual school – the School of Communications at Elon University in North Carolina. Since coming as founding dean 15 years ago, the school has grown to 75 faculty and staff serving 20 percent of Elon's student body.

The school is fresh and innovative, with majors in Media Analytics and Communication Design complementing multi-platform majors in Journalism, Strategic Communications and Cinema & Television Arts.

Thanks to his faculty's nomination, Parsons was named national Administrator of the Year by AEJMC and Scripps Howard in 2010 – the same year he served as president of the Association of Schools of Journalism and Mass Communication. AEJMC also honored Elon that year with its national Equity & Diversity Award in recognition of the school's successes in gender equity and racial diversity.

For 25 years, Parsons has been active in the life of AEJMC – elected three times to the Standing Committee on Teaching, three times a mentor in the leadership diversity program, and an elected representative on the Accrediting Council. He has chaired accreditation teams at Michigan State, Missouri, Georgia, Nebraska, Oklahoma, Iowa State, TCU and other schools and made accreditation treks to Kuwait, Saudi Arabia and the United Arab Emirates. He led leadership sessions at the World Journalism Education Congresses in South Africa and Belgium.

Parsons graduated from Baylor University, spent 10 years as a UPI reporter and Associated Press broadcast editor while completing a master's degree at Arkansas-Little Rock, received a Rockefeller Foundation fellowship at UNC Chapel Hill, and earned a PhD at the University of Tennessee. He joined the faculty at Kansas State, where he received the Outstanding Teaching Award in the College of Arts and Sciences and served eight years as associate director of the School of Journalism and Mass Communications.

He spent a year as a Fulbright Professor in Beijing and another year as a visiting professor in Singapore before becoming founding dean at Elon. Today, Elon's School of Communications is home to the Imagining the Internet Center, the North Carolina Open Government Coalition, a Los Angeles program, and an innovative MA in Interactive Media.

His teaching areas are media law, ethics, writing and philanthropy. He has authored two books published by university presses, numerous book chapters, and scholarly works in *J&MC Quarterly*, *J&MC Educator*, *Newspaper Research Journal*, *Asian Journal of Communication*, *Journal of Law and Education*, *Book Research Quarterly* and *Scholarly Publishing*.

# Vice President Platforms

## Hardin's Platform

Like so many of my colleagues across AEJMC, I am grateful to be part of an organization that has been a stable and positive influence on my academic career, bringing me critical opportunities and lasting friendships. I'm not alone in feeling this way, with good reason: AEJMC reflects the strong investment of its staff, elected leaders, and members in building an organization that serves its constituents effectively.

Its structure works to serve our needs, allow for new ideas, and foster productive relationships among all of us. Planning and programming has been inclusive and forward thinking. The organization has wisely invested in strategic planning, yet I've found that it is flexible enough to move quickly on good ideas and key trends.

Obviously, presidents play a key role. They are AEJMC's public face. They launch and steward initiatives and they make key committee and leadership appointments. They also play a strong role in fundraising and planning for AEJMC's long-term fiscal health.

I am honored that the Nominations and Elections Committee put me forward for this role. I'm especially honored because I know the accomplishments of previous presidents, especially in recent years. I also know that there are many others who have the experience and qualifications for this role, including my friend Paul Parsons, also on the ballot. To those who nominated me and to the committee: Thank you. I'm also indebted to this organization. I have great memories of the "chip auction" days, where I made lifelong friends. My teaching has improved as a result of the panels and workshops I've attended. And my research has benefited: I met many of my collaborators through AEJMC.

So: What can I bring as president to an organization that is already so strong?

The time for any president of AEJMC to make an impact is short, and stability for the organization is critical. Thus, my goals would not be revolutionary but would involve a careful blend of what has made us great: Commitment to our shared, strategic directions, along with innovation that ensures we remain relevant. Just as important as any single new initiative I might introduce is caretaking those introduced by leaders before me.

With that in mind, you can expect I will:

1. Support proven and promising programs. Some, such as those that support new and senior scholars, demonstrate our commitment to research. Others, including grant programs with industry partners, demonstrate our commitment to staying connected to the professions. We need to cultivate more such partnerships, and the AEJMC president should, working with staff and members, pursue such relationships. Newer initiatives will need extra attention to make sure they reach their

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## Parsons' Platform

The expression "May you live in interesting times" has come true for those of us in journalism, media and communication education. Both our professional and educational worlds are in constant metamorphosis.

It may be impolite to begin a platform statement by suggesting we change the association's name. But the fact is, we are on the rapid downside of the age of "mass." It doesn't reflect the dynamic of the contemporary media system, which has become atomized into countless market segments. We increasingly speak of interactivity and participants rather than users and audiences.

What to do? A good solution exists that retains our letters AEJMC. With many of our programs adopting "media" in their names, we become the Association for Education in Journalism, Media and Communication – and we just broadened our tent for the metamorphoses to come.

Now that I have your attention, may I say what a tremendous honor to be nominated for Vice President. For a quarter century, AEJMC has greatly influenced my academic life – being my steady summer destination, prompting critical thinking about the discipline, providing ideas for becoming a better teacher, publishing the journals on my bookshelves, and hosting great conferences for reconnecting with old friends and meeting new ones from around the world.

Just as teachers and scholars stand on the shoulders of others (to paraphrase the language of Isaac Newton), so do AEJMC presidents. Leadership often is not dramatic change, but steady forward progress. If elected Vice President, I will work to fulfill the goals of predecessors. That's what a presidential ladder implies – the initiatives of one will be extended by those who follow. It's the concept of standing on the shoulders of others. AEJMC presidents also must endeavor to fulfill AEJMC's strategic plan, adopted in 2008, leading to these following goals of mine.

Expand the international dimension of AEJMC in the developing world. Our organization began in 1912 with 18 members and has grown to be a global force of about 4,000 members. As our world shrinks in a metaphysical sense, teacher-scholars in the United States and other countries benefit from interactions that provide a broader perspective of journalism, media and communication in a global age. During my year as a Fulbright Professor in China and another year as a visiting professor in Singapore, I gained knowledge and insight equivalent to what I may have provided. My eyes certainly were opened while leading sessions at the World Journalism Education Congress in South Africa when U.S. administrators cited budget cuts and technological advances as their most pressing issues, while JMC administrators in other parts of the world cited government censorship and lack of a consistent electrical supply for their labs as their most pressing problems. I see AEJMC increasingly becoming an international organization. One new idea is

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## A note about the 2016 Election...

AEJMC will use an online voting system this year. Eligible members will receive an email with a built-in link to the AEJMC ballot. Response and postmark deadline is **April 4, 2016**. After that the online system will be closed and votes tallied.

Eligible members without an email address on file, or whose email bounces back to AEJMC, will receive a paper ballot. Paper ballots received by **April 8, 2016**, will also be counted and

added to the final totals.

Brief biographies of each candidate appear in this flyer. Thank you for taking the time to read through this information and participate in the election process. As always, AEJMC appreciates the willingness of all candidates to run for office. The association cannot function effectively without such gracious volunteers.

# Accrediting Council Representatives

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Cristina Azocar  
San Francisco State  
University



Cristina Azocar is the chair of the Journalism Department and an associate professor of journalism at San Francisco State University. She is a past president of the Native American Journalists Association.

Azocar is a former board member of the Women's Media Center. She is the current editor of *American Indian Issues for the Media Diversity Forum*.

Azocar earned her doctorate in Communication Studies at the University of Michigan in 2001. Her research and teaching focuses on portrayals of people of color in the news.

Azocar received her master's degree in Ethnic Studies and her bachelor's degree in Journalism from San Francisco State University. Her interest in diversity in the news media spans more than 25 years, and began with her concern about negative news media representations of Native Americans.

She has conducted numerous presentations, workshops, talks and panels on the intersection of diversity and journalistic practice and has published in academic and professional journals. Azocar is a member of the Upper Mattaponi Tribe of the Powhatan Nation.

Michael Bugeja  
Iowa State University



Michael Bugeja has participated in or led communication programs through multiple re-accreditations at three universities. An ACEJMC accreditor, he contributes on site visits in diversity, research and curricula standards. He directs Iowa State's Greenlee School of Journalism and Communication, continuously accredited since 1948 and among the first nationally to post a Public Accountability website.

A hallmark of his leadership was advancing diversity at the Greenlee School, which won the 2014 AEJMC Diversity Award. In 2005, he won his college's Outstanding Administrator Award. In 2008, he won Iowa State's Outstanding Administrator Award. In 2014-15, he was a finalist for the Scripps Administrator of the Year Award. He is a finalist again this year.

Bugeja has published more than 50 articles about curriculum, student debt and educational technology in *The Chronicle of Higher Education* and *Inside Higher Ed*. He writes "What I am Working on Today" for the ASJMC website.

His Oxford Univ. Press books include *Interpersonal Divide in the Age of the Machine* (forthcoming in 2017), *Living Ethics across Media Platforms* (2008) and *Interpersonal Divide* (2005). The latter two won the Clifford G. Christians Award for Research in Media Ethics. He has published in *Journalism Quarterly*, *Journalism Educator*, *New Media and Society*, and *Journal of Mass Media Ethics*, among others.



# Committee on Professional Freedom and Responsibility Profiles

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Denise Bortree  
Pennsylvania State  
University

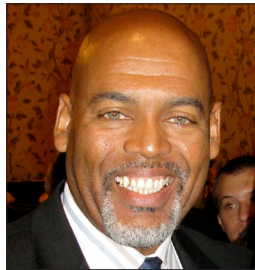


Denise Bortree is an associate professor in the College of Communications at Penn State University and director of the Arthur W. Page Center for Integrity in Public Communication, a leading funder of research on ethics and responsibility in communication.

Bortree's research explores nonprofit organizational communication, volunteerism and sustainability. She has co-edited two books, *Talking Green: Exploring Contemporary Issues in Environmental Communications* and *Ethical Practice of Social Media in Public Relations*. Her 30 peer-reviewed articles have been published in journals such as *Journalism and Mass Communication Quarterly*, *Journal of Public Relations Research*, *Nonprofit Management and Leadership*, *Journal of Media and Religion* and *Journal of Children and Media*.

At the division level of AEJMC, Bortree has held many leadership roles including PF&R chair, membership chair, secretary, research chair, listserv manager, programming chair, and head. Bortree sits on the Commission for Public Relations Education and leads its ethics report committee. She is a past chair for the Association/Nonprofit Division of PRSA. In 2013 she was selected to participate in the Scripps Howard Leadership Academy. Bortree spent 10 years working in a variety of communications fields including journalism, advertising, public relations, and marketing communications. She earned her PhD from the University of Florida.

Hub Brown  
Syracuse University



As Associate Dean, Brown manages the Newhouse School's incentives to facilitate research and creative activity, aids department chairs, the School's Diversity Committee and individual faculty members in promoting diversity in curriculum, faculty hiring and student recruitment, and promotes international engagement among faculty and students, including student/faculty exchange, memoranda of understanding and promotion of the Newhouse School abroad.

Brown has been a member of the faculty of the S.I. Newhouse School of Public Communications since 1996. He teaches broadcast reporting, newscast production and performance, mass media ethics, and media and diversity.

Brown has been active nationally in issues of journalism and mass communications education. He is a former head of the Electronic News Division of AEJMC. He's also a former member of the Accrediting Council for Education in Journalism and Mass Communication, and has taken part in accreditation site visits at JMC programs all over the country. Brown is a member of the National Association of Black Journalists and the Broadcast Education Association.

Brown has more than 15 years experience in reporting, producing and anchoring, for commercial local news and in public television. His experience ranges from political and state government reporting to producing public affairs documentaries.

Heidi Hatfield Edwards  
Florida Institute of  
Technology



Heidi Hatfield Edwards is an associate professor, communication program chair, and associate head of the School of Arts and Communication at Florida Institute of Technology. She teaches a variety of communication courses, including communication theory, mass communication and society, intro to communication, covering science and technology, and scientific and technical communication. Prior to joining the faculty at Florida Tech in 2006, Edwards taught public relations at the Pennsylvania State University. She has nine years experience in communication, working in television, radio, and print media, and in public relations and marketing.

Edwards has been active in the AEJMC Public Relations Division leadership since 2003 serving as chair for two division committees and on the executive committee as vice-head elect, vice-head, and head in 2011-2012.

Edwards' research focuses on communication and social issues, with special emphasis in two areas: corporate involvement in social issues, and the cultural and societal implications of communication regarding social issues. She is interested in how audiences use mediated messages, interpreting those messages and engaging in discourse with the message creators, opinion leaders, and other audience members. Edwards earned her bachelor's degree in telecommunication from Florida, and her master's and PhD from Wisconsin-Madison and Georgia, respectively.

Anthony Fargo  
Indiana University



Anthony L. "Tony" Fargo is an associate professor in The Media School at Indiana University, Bloomington, where he has taught since 2004. He is the director of the Center for International Media Law and Policy Studies.

He previously taught at the University of Nevada, Las Vegas, and the University of Rhode Island. He has published numerous scholarly articles on media law and policy issues, focusing primarily on the protection of confidential news sources and the legal protections for anonymous online speech internationally.

He is a former newspaper reporter and desk editor. Fargo earned his PhD and MA in mass communication from the University of Florida and his BA in English and journalism from Morehead State University.

He is a former head of the Law and Policy Division of AEJMC. He was an academic visitor at the University of Oxford's Centre for Socio-Legal Studies during the summer of 2013, conducting research on the origins of the legal right to publish or post anonymously. He was one of 20 media law experts from around the world invited to meet in Vienna in June 2015 with the United Nations' special rapporteur for freedom of opinion and expression to advise him on a report to the U.N. General Assembly on how to better protect confidential news sources and whistleblowers.

# PF&R Committee Profiles con't.

Michael Longinow  
Biola University



Michael Longinow is a professor in the Department of Journalism & Integrated Media in the School of Arts & Sciences at Biola University. He helped develop its rigorous internship program, a student-run multi-media feature magazine, a multi-media long form journalism program that has produced five books, and a curriculum for Haitian visual journalists in a school district outside Port-Au-Prince. He was one of the planners for a first-of-its-kind academic conference for journalism and education at a Christian university in Jakarta in 2014. He has had chapters published in nine anthologies dealing with religion and media, and the history of journalism.

Longinow was awarded the Journalism Educator of the Year award in 2015 by CAL-JEC. He is a board member with the California College Media Association, is national executive director of the Association of Christian Collegiate Media, and an active member of the Associated Collegiate Press and College Media Advisers. He is an active panelist with these organizations, focusing on practical applications of trending techniques to ethical questions. Longinow's doctoral dissertation at the University of Kentucky dealt with the growth trajectory of Christian higher education between 1880 and 1940 focusing on the influence of media (print and broadcast). He earned tenure at Asbury and Biola and developed award-winning campus media at both schools.

Jenn Mackay  
Virginia Tech University



Jenn Burleson Mackay is associate professor of Multimedia Journalism in the Department of Communication at Virginia Tech. She is the former chair of the Media Ethics Division of AEJMC. She enjoys teaching classes such as Communication Ethics, Media and Society, and Multimedia Reporting. She also participates in the study abroad program. Her research focuses on journalism ethics and the influence of technology on journalism. Recently, her work has focused on the ethics of political cartoonists. She has studied the influence of workplace stress on journalists and the continuing problem of death threats directed at journalists. She has studied the journalistic use of mobile technology and the influence of social media on the news media.

Mackay has been published in several journals such as the *Journal of Mass Media Ethics*, *Newspaper Research Journal*, *The Electronic Journal of Communication*, and *Journalism & Mass Communication Quarterly*. She also co-edited the book *Media Bias* and has published chapters in several additional books including *Communicator-in-Chief: How Barack Obama Used New Media Technology*, *Ethical Issues in Communication Professions*, and *Contemporary Media Issues*.

She obtained her bachelor's degree in journalism from the University of North Carolina at Chapel Hill. She received her master's and doctorate degrees from the University of Alabama.

## Hardin's platform

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potential. One, for instance, is National News Engagement Day, launched in 2014 under Paula Poindexter's leadership. This purpose fits well within our mission and also has promise to raise awareness of AEJMC, which is part of our strategic plan.

2. Support multiculturalism and globalism as core values for the organization. A commitment to "encourage the implementation of a multi-cultural society" is in our mission statement. We "walk the walk" in a variety of ways: Through our commissions and committees; through our Equity and Diversity Award; and through our Institute for Diverse Leadership in Journalism and Communication (previously JLID), revived under the leadership of Elizabeth Toth. We must continue to support our relatively new efforts toward being a truly global organization. We should continue our involvement with the World Journalism Education Congress and follow up our first international meeting (in Chile) with continued activity. The momentum is there. We must capitalize on it. It is good for our membership prospects and for our future.

3. Steward our resources and seek new ones – with an eye toward the future. The greatest gift any leader can provide to AEJMC is to work for the long-term fiscal health of the organization. That has been a strong priority for presidents through the years, and fundraising has been an increasing priority. Linda Steiner's work on the Centennial fundraising campaign is an example, and more recent presidents have also made this a priority. This is important. AEJMC has – and must continue – diversifying its revenue base so it becomes less dependent on member dues. We need funds for our short-term priorities and our long-term health, and, as president, I would continue this work as a high priority, engaging our membership, divisions and interest groups, commissions, and outside partners.

Of course, other more pressing needs may arise. As I work with the AEJMC Board of Directors over the next few years, I will also develop my own initiatives, meant to follow logically those of others and to build on our strengths.

And those strengths are many. I hope to help ensure that AEJMC fulfills its mission – serving its members and society -- even more powerfully in the years ahead.

# Committee on Research Profiles

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Serena Carpenter  
Michigan State University



Serena Carpenter is Assistant Professor of Journalism Innovations and serves on the Information and Media Studies PhD program executive committee at the School of Journalism in the College of Arts & Sciences at Michigan State University and the University Faculty Tenure committee.

Carpenter recently joined the faculty at MSU after teaching at the Cronkite School of Journalism and Mass Communication at Arizona State and the Department of Mass Communication at Bloomsburg.

She holds a PhD in Media and Information Studies from Michigan State, a MA in Journalism from Nebraska-Lincoln, and a BA in Communication Studies from South Dakota State.

Carpenter has published more than 30 journal articles and book chapters across the journalism, social media, and general mass communication fields. Her work has been published in *Journalism & Mass Communication Quarterly*, *Mass Communication and Society*, *Journalism & Mass Communication Educator*, *Journal of Broadcasting & Electronic Media*, *New Media and Society*, *Health Communication*, *Journalism*, and *Journalism Practice*.

Carpenter teaches scale development, quantitative research methods, theory building, social media, and multimedia reporting for master's and doctoral students, and has also taught digital/broadcast media and visual communication courses for undergraduate students at MSU.

Amy Jo Coffey  
University of Florida



Amy Jo Coffey (PhD, University of Georgia; MA, Ohio State University) is an associate professor at the University of Florida. She currently serves as chair of the Media Management, Economics, and Entrepreneurship Division, has served as Teaching Chair and Research Chair, and is also a member of the Minorities and Communication Division. Her research focuses on media management and economics issues, including audience analysis and valuation, ethnic and non-English speaking audiences in the United States and advertiser perception and investment in such audiences; strategic competition; and market segmentation issues. Her work has been published in *Journalism & Mass Communication Quarterly*, *Journal of Advertising Research*, *Communication Law & Policy*, *International Journal on Media Management*, *Journal of Media Business Studies*, *Howard Journal of Communications*, *International Journal of Intercultural Relations*, *Journalism & Mass Communication Educator*, *Electronic News*, *the Handbook of Media Management and Economics*, and *The Handbook of Spanish Language Media*. She is on the editorial boards of the *International Journal on Media Management* and the *International Journal of Hispanic Media*.

In 2014, Coffey was named a UF Research Foundation Professor and, in 2012, received the Educator of the Year award for the College of Journalism and Communications.

María Len-Ríos  
University of Georgia



María Elizabeth Len-Ríos (PhD Missouri; MA Georgia; BA Macalester College) is an associate professor of public relations at the University of Georgia's Grady College. A long-time AEJMC member, she is a former head of the CTAM. She has also served as an elected member and chair of the AEJMC Publications Committee.

Len-Ríos serves on the editorial boards of the *Journal of Public Relations Research*, *Public Relations Review*, the *International Journal of Strategic Communication*, and *The Howard Journal of Communications*, and reviews for AEJMC journals.

An active researcher, Len-Ríos, and together with her colleagues, have won nine top paper conference awards, including from AEJMC's MAGD, MCSGD, MACD, and SHER Divisions. Her research addresses crisis and health communication as well as media's portrayals of underrepresented groups. She has published more than 35 journal articles and book chapters, with her work appearing in *Journal of Communication*, *Science Communication*, *Health Communication*, among others. In December 2015, Routledge released *Cross-cultural Journalism: Communicating Strategically About Diversity*, which she co-edited with Ernest L. Perry.

Before joining academia, Len-Ríos worked for a national lawyers association in marketing, as well as for a female-led advertising/PR agency. She enjoyed a fellowship with Ketchum PR.

Patrick Plaisance  
Colorado State University



Patrick Lee Plaisance is Professor of journalism and media communication at Colorado State University (PhD Syracuse University 2002), where he teaches media ethics, reporting and communication theory and has served as chair of the department's graduate program committee.

His research focuses on media ethics theory, moral psychology theory and methods, and the value systems, ethical orientations and other factors that influence the decisions of media professionals. He is author of a textbook, *Media Ethics: Key Principles for Responsible Practice* (SAGE, 2nd Ed., 2013) and a book featuring original research, *Virtue in Media: The Moral Psychology of Excellence in News and Public Relations* (Routledge, 2014). He is editor of a planned volume, *The Handbook of Communication Ethics*, now under contract with DeGruyter Mouton. He also serves as Editor of the *Journal of Media Ethics*. He has published more than two dozen journal articles and book chapters, and his work has appeared in *Communication Research*, *Communication Theory*, and *Journalism & Mass Communication Quarterly*.

He served as head of the Media Ethics Division in 2009, and received that division's top-paper awards in 2003, 2006 and 2015.

Before entering academia, he had a career of nearly 15 years as a newspaper journalist in New Jersey, south Florida and Virginia.



# Research Profiles con't.

**Kenneth Plowman**  
Brigham Young University

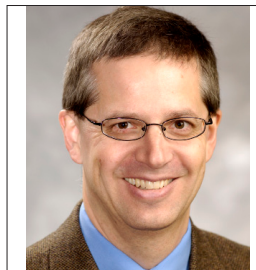


Kenneth (Ken) D. Plowman is an Associate Professor of Communications at Brigham Young University, Provo, Utah. He has been a graduate coordinator and associate chair at BYU and previously graduate coordinator at San José State University for five years. He was also the head of the Public Relations Division 2003-04 and has held leadership positions in the division since 1999. Specializing in strategic management and conflict resolution in public relations, he earned a doctorate in Journalism from the University of Maryland.

As the lead author, he published a book in 2015, *The Social Media Communications Matrix: A New Direction in Public Relations*. He is the author of over 60 other articles and book chapters, and is on the editorial boards of *Public Relations Review*, *Journal of Public Relations Research*, *Journal of Communication Management*, *Public Relations Journal*, and the *Journal of Promotion Management*. He is the past editor of *Teaching Public Relations* and is an associate editor of the *Journal of Communication Management*.

He spent 15 years in the field of public relations, and retired as a public affairs officer with the U.S. Army Reserves after 30 years of service. The courses he teaches at BYU include both quantitative and qualitative research at the graduate and undergraduate levels. Other graduate courses taught include mass communications theory, persuasion and negotiation, and public relations leadership.

**Tim Vos**  
University of Missouri



Tim P. Vos (Syracuse University, 2005) is Chair and Associate Professor of Journalism Studies and Coordinator of Global Research Initiatives at the University of Missouri School of Journalism. He is co-author of *Gatekeeping Theory* (2009), co-editor of *Gatekeeping in Transition* (2015), and author of nearly two-dozen journal articles and book chapters. Vos has won five top paper awards, including the Best American Journalism Article in 2014. He has served AEJMC in a number of capacities, including head of the History Division in 2011-12. He serves on the editorial boards of *Journalism Studies*, *Journalism & Communication Monographs*, and the University of Missouri Press.

His research explores roles of journalism, media sociology and gatekeeping, media history, and media policy. He has presented his research to 10 AEJMC divisions or interest groups.

Vos also examines journalism in a comparative context. He is lead U.S. investigator for the 80-country Worlds of Journalism Study, lead U.S. investigator for the 34-country study, Journalism Students Around the Globe, adviser to the 28-country study, Journalistic Role Performance Around the Globe, associate editor for the forthcoming Wiley-Blackwell International Encyclopedia of Journalism Studies, and editor of the forthcoming internationally-themed *Journalism volume in Gruyter Mouton's Handbooks of Communication Science Series*.

## Parsons' platform

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to secure funding to provide stipends to faculty in the developing world to participate in AEJMC conferences. This could do much to advance JMC education globally.

Propel a discussion about curriculum in an age of interdisciplinarity. The rigid walls between disciplines are beginning to crumble. We increasingly hear of JMC students needing computer science courses, marketing and management courses, digital art and design courses. With the Accrediting Council's relaxation of the 80/65 curriculum rule, JMC programs have an opportunity to reconsider what their curricula should be in an interdisciplinary age. AEJMC would be an excellent venue for such overarching conversations.

Highlight the growing role of data and analytics in our discipline. At Elon, we created a Media Analytics major two years ago because of a growing sense of what the future may hold for our students. The "60 Minutes" senior producer who chairs our school's professional board commented one day that never does a "60 Minutes" meeting occur without the word "analytics" being used. We are storytellers, be it journalism or public relations or advertising or filmmaking or television arts. But our stories need to reach others and be interactive, and analytics helps show that in a data-driven world. AEJMC can offer a forum for the sharing of ideas.

Support faculty who want to be on the technological forefront. During my year as ASJMC president, I partnered with AEJMC's president at the time to secure a \$180,000 grant from the Knight Foundation for a two-year project titled "Building a Bridge Between the Knight News Challenge and JMC Programs." The grant funded faculty members to pursue innovative academic or student media applications of Knight Challenge projects. The grant was enormously successful. At AEJMC conferences, it was thrilling to see the presentations of first-year recipients. Because our discipline is experiencing change at a galloping pace, AEJMC can be an agent to help increasing numbers of faculty be on the technological forefront of innovation.

Elevate the importance of our discipline among university leaders. It's important for a national organization to be a public voice on the issues of the day, championing free expression and deep democracy. It's also important for our discipline to be recognized on our campuses as vibrant and vital. Having joined with my university president a few years ago in a focus group on the importance of JMC education, I can say it had a powerful impact on my campus. University presidents and provosts need to hear of the importance of our discipline as they struggle with budgets and priorities, and AEJMC can be the impetus to lift high the value of our discipline in a democracy.

National associations must be nimble and flexible, else they become plodding organizations out of touch with the dynamic evolution of disciplines. AEJMC's members are wonderfully thoughtful and innovative, and AEJMC's central office is forward thinking and elastic. I would welcome an opportunity to serve AEJMC in this new way.

# Committee on Teaching Profiles

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Linda Florence Callahan  
North Carolina A&T State  
University



Linda Florence Callahan, professor, journalism & mass communication at North Carolina A&T State University, is an award-winning educator who enjoys teaching and seeing students succeed. Callahan is the recipient of the 2014 National Association of Black Journalists Educator of the Year, the 2013 Robert P. Knight Multicultural Recruitment Award; the Kay Phillips Distinguished Service Award; the North Carolina Scholastic Media Association Award, and was 2005 Outstanding Teacher of the Year for the College of Arts and Sciences at NC A&T State.

Callahan previously worked professionally in newspaper, radio, television and public relations. She has extensive administrative experience—having served as department chair at NC A&T State and Elizabeth City State universities and director of University Relations at Johnson C. Smith University. Callahan also served several terms as Faculty Senate president at NC A&T State and chaired numerous university and professional committees. She is past chair of the Commission on the Status of Minorities and past head of the Minorities and Communication Division.

Callahan was the first journalism educator and the first associate representative to serve on the NABJ board of directors, and was founding president of the Columbus, Ohio Association of Black Journalists and the Charlotte Black Media Association.

Raluca Cozma  
Iowa State University



Raluca Cozma (PhD, Louisiana State University) is an associate professor of journalism in the Greenlee School of Journalism and Communication at Iowa State University. She teaches classes in broadcast journalism, international communication, political communication, and social media.

Cozma serves as chair of the Diversity Committee, as faculty adviser of ISUtv, and as adviser of the ISU chapter of Kappa Tau Alpha. At AEJMC, she served as research chair, program chair, and head of the Newspaper and Online News Division from 2011 to 2015.

Cozma combines her professional experience in local television news and her scholarship on news framing, excellence, and credibility to teach journalism and research skills in an age of evolving global and social media. Cozma won the Early Achievement in Teaching Award from the College of Liberal Arts and Sciences at ISU in 2014 and the Harry Heath Distinguished Adviser's Award from the Greenlee School in 2012. She earned two professional-development grants that funded summer externships at local TV stations.

Her research examines the state and evolution of foreign news. Cozma argues for a more nuanced and realistic view of foreign correspondence, using social science to understand what can be changed to ensure that correspondence learns from its past, serves the public, and is genuinely foreign, rather than merely a projection of Washington views.

Jennifer Henderson  
Trinity University



Jennifer Jacobs Henderson (PhD, University of Washington) is a professor and chair of the Department of Communication at Trinity University in San Antonio, Texas. Her research addresses issues of media law, the ethics of media, and the use of participatory cultures for political and social action. She is co-editor of the 2012 Routledge *Participatory Cultures Handbook*. Her most recent research includes three articles published with Dr. William G. Christ (2014) that assess the ACEJMC professional values competencies and a chapter for Routledge's *The Rise of the Transtexts* (2016) that proposes a new copyright scheme to accommodate increasingly common remixed and transmedia narratives.

Henderson has been an active member of AEJMC and has served as clerk/newsletter editor, research/paper competition chair, vice head/program chair and head of the Law and Policy Division as well as teaching committee chair (four times), vice head, and head of the Mass Communication and Society Division. She was among one of the first recipients of the Mass Communication and Society Division Promising Professors Award and received the Outstanding Junior Faculty Award for Teaching at Trinity University. She has organized and participated in many teaching panels at AEJMC national and regional conferences. She is passionate about the transformative potential of face-to-face classroom teaching and learning.

Carol Schwalbe  
Arizona State University



Carol Schwalbe is the Soldwedel Family Professor of Journalism, an associate professor, and director of graduate studies at the University of Arizona's School of Journalism. She teaches editing, multimedia journalism, science journalism, and environmental journalism. From 2002 until 2010 she taught at the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. She has won numerous awards, including Arizona State University's Faculty Achievement Award for Excellence in Classroom Performance, the University of Arizona's Leicester and Kathryn Sherrill Creative Teaching Award, the AEJMC Magazine Division's Educator of the Year, and the Scripps Howard Journalism Teacher of the Year Award.

Schwalbe's research focuses on the role of images in shaping ideas and public opinion during the Cold War, ethical concerns about publishing violent images, the visual framing of war, gate-keeping, and innovative pedagogy in the digital age. For five years she was editor of the *Journal of Magazine & New Media Research*. She is the co-author of a broadcast textbook called *News Now: Visual Storytelling in the Digital Age*. Her professional writing has appeared in National Geographic publications.

Schwalbe came to Arizona in 2002 from *National Geographic* magazine, where she was a senior articles editor.



# Teaching Profiles con't.

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Kevin Williams  
Mississippi State University



Kevin D. Williams, associate professor in the Department of Communication at Mississippi State University, teaches web design in addition to media and society courses. His research focuses on the intersection of psychology and video games.

Williams' love for teaching has been encouraged since graduate school at UGA, where he was selected among all teaching assistants as one of fifteen members of the Future Faculty Program, dedicated to classroom excellence. At MSU he was named Top Teacher by students in the Communication Department. Williams has also placed 2nd in MCSD's Promising Professor Competition. He has subsequently served as a judge for the competition, providing him access to some of the best teachers AEJMC offers.

Much of his service relates to issues of instruction. As faculty senator, he contributed to major revisions in the promotion and tenure process and is currently working to develop a common faculty annual review process that could evaluate teaching across all campus disciplines.

His involvement with AEJMC for more than a decade includes many division leadership roles, most recently as Head of MCSD. He was Teaching Chair for both MCSD and Entertainment Studies Interest Group. Prior to earning his doctorate, he worked as a DJ at several radio stations and provided audio services for Morris Communications Company.

Ron Yaros  
University of Maryland



Ronald Yaros, Associate Professor of mobile journalism at the University of Maryland – College Park, has been committed to excellence in teaching and learning with digital technology since his doctoral work began exploring the subject in 2000. His evolving model for teaching and learning with mobile technology is titled a “manageable educational environment for collaboration.” This research-based model utilizes custom designed apps outside of class to produce multimedia followed by strategic use of dedicated mobile devices during class. Face to face meetings synthesize discussions with interactive tools to promote engagement and sharing of student-produced content on blogs and social media. He continues to test and assess how younger users of digital technology seek, select, share, and learn from information. His related research has been peer reviewed in the *International Journal of Cyber Behavior, Psychology & Learning* and been featured in publications such as *The Chronicle of Higher Education* and *Campus Technology*. Yaros was awarded University of Maryland's “Excellence in Undergraduate Teaching” award in 2012. He seeks election on the Teaching Committee to collaborate with other members who are interested in teaching with technology, to contribute his experience with mobile technologies, and to help explore and facilitate new strategies and teaching the next generation of news consumers.

# Publications Committee Profiles

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Laura Castañeda  
University of  
Southern California



Laura Castañeda has been a staff writer and columnist for *The San Francisco Chronicle*, *The Dallas Morning News*, and a staff writer and editor at *The Associated Press* in San Francisco, New York and Mexico. She has worked as a freelance journalist specializing in business, and has written for *The New York Times*, *The Los Angeles Times*, *BusinessWeek Online*, *Women's Wire*, and *Hispanic Business*, *Latina*, *Hispanic Living*, *Los Angeles* and *Latina Style* magazines. She has written freelance stories for *Columbia Journalism Review*, *American Journalism Review* and *Online Journalism Review* magazines. Scholarly articles have appeared in *Journalism & Mass Communication Educator* and *Media Studies*.

She is co-editor of a book published in 2006 by Sage Publications titled *News and Sexuality: Media Portraits of Diversity*. She is co-author of *The Latino Guide to Personal Money Management*, published by Bloomberg Press in 1999. She earned undergraduate degrees in journalism and international relations from USC, a master's degree in international affairs from Columbia University, where she also was awarded a Knight-Bagehot Fellowship in business and economics reporting, and a doctorate from the USC Rossier School of Education. Castañeda joined the USC faculty in 1999. She served as Associate Director for the Annenberg School of Journalism from 2011-2014. She is currently a Professor of Professional Practice.

Sei-Hill Kim  
University of  
South Carolina



Sei-Hill Kim (PhD, Cornell University) is Eleanor & Frank Mundy Professor and the Associate Director for Graduate Studies and Research in the School of Journalism and Mass Communications at the University of South Carolina.

His research interests include interactions between the media and the audiences in the contexts of politics, health, and science.

His scholarly record includes more than four dozens articles in leading journals, such as *Journalism & Mass Communication Quarterly*, *Mass Communication & Society*, *Journal of Communication*, *Communication Research*, *Journal of Health Communication*, *American Journals of Health Promotion*, *Science Communication*, *Public Understanding of Science*, *International Journal of Public Opinion Research*, and *Journalism Studies*.

Kim has been actively involved with AEJMC for many years. He served as a research co-chair, teaching co-chair, and award co-chair of the Mass Communication & Society Division of AEJMC.

Kim has reviewed more than 70 articles for 19 different scholarly journals. He currently serves as associate editor for *Journalism & Mass Communication Quarterly*. He also serves as an editorial board member of another AEJMC journal, *Mass Communication & Society*. Kim served as president of the Korean American Communication Association from 2011-2013.

Wilson Lowrey  
University of Alabama



Wilson Lowrey (PhD, University of Georgia) is a Professor and Chair of the Department of Journalism at the University of Alabama.

He is an associate editor for *Journalism & Mass Communication Quarterly*. He serves on the editorial boards of *Journalism Studies* and *Newspaper Research Journal*, and he previously served on the board of JMCQ.

Lowrey's scholarship falls in the area of media sociology. His current research focuses on institutional processes and the emergence of media forms, as well as journalism's changing contexts and practices in the U.S. and Russia.

He has authored or co-authored more than 40 peer-reviewed articles in journals such as *Journalism & Mass Communication Quarterly*, *Political Communication*, *Journalism*, *Journalism Studies*, *International Communication Gazette*, *Journal of Broadcasting & Electronic Media*, *Journalism and Communication Monographs* and *Mass Communication and Society*.

He has published two books (one co-edited and one co-authored) and written numerous book chapters.

Lowrey has been an active member of AEJMC, serving as head of the Newspaper Division and chair of the Nominations Committee, and coordinating the 2006 Southeast Colloquium. He was named Outstanding Educator of the Year by the Newspaper and Online News Division in 2013.

Charles Lubbers  
University of South Dakota



Charles "Chuck" Lubbers is a professor in the Media & Journalism Department at the University of South Dakota. He joined USD in 2005 and served as Media & Journalism Department chair until 2011.

Prior to his current position, Lubbers was a faculty member of the A. Q. Miller School of Journalism and Mass Communication at Kansas State University for 14 years. He served as the Assistant Director of the Miller School and was in charge of the graduate program and research activities. Lubbers has been a member of AEJMC for two decades.

In addition to his presentations at national conferences and division-level leadership positions in AEJMC, he has served on the Strategic Plan Implementation Committee, the Development Committee and the Emerging Scholars Committee.

Within AEJMC, Lubbers serves on the editorial boards of the *Journalism & Communication Monographs* and *Journalism & Mass Communication Educator*, as well as serving as the editor of the *Journal of Public Relations Education*. Additionally, Lubbers has served on the editorial board of three publications outside of AEJMC and has served as a reviewer for several others. Lubbers has over 50 peer-reviewed publications and over 100 conference presentations.

Lubbers earned his PhD from the University of Nebraska.

# Publications Profiles con't.

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Patricia Moy  
University of Washington



Patricia Moy (PhD, Wisconsin) is Associate Vice Provost for Academic and Student Affairs and the Christy Cressey Professor of Communication at the University of Washington. Her research focuses on issues of communication and citizenship, specifically, how the mass media shape public opinion, citizens' trust in government, and political behavior. Moy's scholarship has been published as books and articles including *Journal of Communication*, *Journalism & Mass Communication Quarterly*, *Communication Research*, *Political Communication*, and the *International Journal of Public Opinion Research*.

Moy has been an active member of AEJMC, serving as head of its Communication Theory & Methodology Division (2003-04) and a member of its Task Force on Diversity (2004) and Research Committee (2009-12). She has held leadership positions in the International Communication Association, as head of its Political Communication Division (2006-08) and chair of the ICA-APSA Joint Publications Committee (2010-14). She has served in multiple roles on the Council of the American Association for Public Opinion Research, and in 2008-09, was president of the Midwest Association for Public Opinion Research.

Moy is currently editor of *Public Opinion Quarterly*, editor of *Oxford Bibliographies in Communication*, and president of the World Association for Public Opinion Research.

Paula Poindexter  
University of Texas  
at Austin



Paula M. Poindexter, AEJMC's 2013-2014 president, has chaired the Standing Committee on Research and served as head of the Minorities and Communication Division. Through her AEJMC presidential initiatives and research committee service, Poindexter proposed the Tankard Book Award and created and personally funds the AEJMC News Audience Research Paper Award. During her research committee service, she spearheaded the development of AEJMC's "Recommended Ethical Research Guidelines."

She has been awarded the 2016 AEJMC Eleanor Blum Distinguished Service to Research Award and she was the first recipient of AEJMC's Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education. Her research has been published in books and journals and presented at AEJMC annual conferences. Her fourth book, *News for a Mobile-First Consumer*, will be published in 2016. She has also published in *JMC Quarterly*, *Journalism & Communication Educator*, *Newspaper Research Journal*, *International Communication Research Journal*, *Journal of Press/Politics*, and *Journal of Broadcasting & Electronic Media*. Poindexter has served on the editorial board of *JCMonographs* and she has been the book review editor for *JMC Quarterly*. Her PhD degree is from Syracuse.