

AEJMC Election Profiles

2017

Vice President

Dane S. Claussen Thiel College



Dane Claussen was editor of *Journalism & Mass Communication Educator* from March 1, 2006 to September 30, 2012. He “internationalized” it, adding dozens of international editorial board members, promoting it at international conferences and soliciting article manuscripts worldwide. Claussen required all manuscripts be reviewed by three, no longer two, reviewers, and initiated reviewers’ assessment of manuscripts’ research ethics.

Claussen served as Head (and in other positions) of the Mass

Communication & Society Division (which named him a Promising Professor); History Division; Magazine Division; Media Management, Economics & Entrepreneurship Division; and LGBTQ Interest Group (its co-founder). He also has been a member of: AEJMC’s Publication Committee (appointed), Teaching Committee (elected), and Diversity Task Force (ex officio). Claussen has presented about 25 AEJMC papers, in addition to serving dozens of times as a panelist, discussant, respondent or moderator. Claussen even originated changing divisional meetings’ name to the friendlier “Members’ Meetings” (instead of the long-time label “Business Meetings”).

He is the James Pedas Professor and Chair, Department of Media, Communication and Public Relations, Thiel College, Greenville, Pa. Claussen also is Executive Director, James Pedas Communication Center and adviser to *The Thielensian* student newspaper. There he has redesigned three majors and launched two new ones: the USA’s only media-based Religion Communication major and one of the only a few undergraduate majors nationally in Business & Financial Journalism. Claussen also is an editor for Louisiana State University’s Media Diversity Forum website.

Before joining Thiel in July 2015, Claussen was Visiting Professor of International Journalism in the School of Journalism & Communication, Shanghai International Studies University, Shanghai, China, for two years. Previously, Claussen was Executive Director, ACLU of Nevada, 2011-2013. During 2001-10, he was Graduate Program Director and Associate Professor, then Professor, School of Communication, Point Park University. He launched one of the country’s six dual M.A.(J&MC) -MBA programs, chaired the Graduate Council for 5 1/2 years, was the university’s Faculty Development Coordinator, and was founding chair of the University’s Program Review Committee.

Author or editor of four interdisciplinary books, Claussen is a former editor and publisher of daily, weekly, biweekly, and monthly newspapers. He holds BS (Oregon); MS (Kansas State); MBA (Chicago); and PhD (Georgia) degrees and was a Fulbright Specialist.

David Perlmutter Texas Tech University



David D. Perlmutter is a professor in and dean of the College of Media & Communication at Texas Tech University. He earned his BA and MA from the University of Pennsylvania and his PhD from the University of Minnesota. Before coming to Texas Tech in 2013 Perlmutter held appointments at the University of Iowa, University of Kansas, and Louisiana State University.

Perlmutter joined AEJMC as an MA student; his first presentation was in Atlanta in 1994. Since then he has presented at almost every AEJMC annual conference. He has worked on numerous AEJMC committees, volunteer projects, and task forces, and currently is a reviewer for the AEJMC-Peter Lang Scholarsource project. He was elected twice to the AEJMC Standing Committee on Research, and alternately ran its Graduate Student Travel Awards competition or the Nafziger-White-Salwen Dissertation Award and served as liaison for various AEJMC divisions and interest groups. He also served an appointed term on the AEJMC Finance Committee. In 2012 he led the Plenary Centennial Panel on “Reflections on the Next 100 Years of Communications Research.” In 2013-2014 he received an AEJMC Presidential Citation for “outstanding service and dedication” on the committee.

Perlmutter is the author or editor of ten books on political communication, new media technologies, and higher education published by, among others, Palgrave, Oxford, and Harvard University Press. He has written several dozen research articles for academic journals as well as more than 400 essays for U.S. and international newspapers and magazines. Perlmutter has been interviewed by most major news networks and newspapers, from the *New York Times* to CNN, ABC, and “The Daily Show.” He was co-principal investigator for about \$800,000 in grants through the Kansas Transportation Institute.

At LSU Perlmutter won the main campus-wide award for research, teaching, and service, and edited a political communication book series. His teaching focuses on political communication and persuasion, especially via new and emerging media and visual media. Among his specializations are the effects and influences of photo-journalism icons and new technologies in campaigns and elections. Having developed and taught graduate classes on pedagogy, he writes a column, “Career Confidential,” for the *Chronicle of Higher Education*. He wrote a book on promotion and tenure and regularly conducts workshops on academic career issues. He writes and conducts webinars for the *Chronicle of Philanthropy* about fundraising and has conducted workshops for ASJMC on college fundraising.

Vice President Platforms

Claussen's Platform

First let me say what an honor it is to be nominated for AEJMC Vice-President. Many of my friends have been AEJMC President over the years, but I never thought that I might be among them.

President Paul Voakes wrote a column about “bridging the gap” between professors and professionals. I agree completely, and this should happen in many ways. Let’s start with industry guests teaching us existing and coming new technologies at our conventions.

AEJMC’s convention, publications and website need to all be focused on helping members keep up on technological changes (and what they mean in terms of employee skills, media economics, etc.).

AEJMC should track, and compile resources for, interdisciplinary programs. At my institution, we have the country’s only media-oriented Religion Communication major (with Religion Journalism and Religious Broadcasting tracks) and one of the very few undergraduate majors in Business Journalism. More JMC programs should offer and market interdisciplinary programs in ways that could benefit from, but not require, new resources. News media now look for specialists, not generalists.

As an AEJMC board member for four years (VP, President-Elect, President, Past President), I will work on building a storehouse of information about performing assessment on JMC courses. At my college, we regularly assess the Senior Seminar and Communication Ethics courses, but at yours, it might be the Online Journalism and Public Relations Campaigns courses. Assessment is time consuming, not fun, it’s not going away, and most faculty need, or at least would welcome, help on it.

As it should, AEJMC changes in carefully planned, incremental, well studied and fairly inclusive ways. It is currently operating under its 2008 strategic plan. It grouped goals into eight “strategic directions”: Create Brand Awareness, Build Academy and Industry Prestige, Develop Financial Strategies, Redefine Internal Structure, Develop Membership Program, Expand Expertise Everywhere, Creative Innovative Scholarship Center, Engage Globally and Multiculturally. Much has been accomplished, from AEJMC doing more to communicate internally and externally (through social media, presidential position statements, etc.), to a variety of globalization efforts large and small, to active management of AEJMC financial reserves. Current and past AEJMC boards and committees—especially the Strategic Plan Implementation Committee—have much to be proud of.

But while it is not obvious to me that anything in that plan is moot because of changes external to AEJMC, the plan needs to be updated, now that it has become more obvious what is likely to be accomplished, and not, under it. (I don’t think it is necessary to start the strategic planning process from scratch, although I also would not object to that.) As only one example, the plan includes a page envisioning what AEJMC might be like in 2012, now five years ago, and arguably none of the

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Perlmutter's Platform

I presented my first paper at an AEJMC conference almost a quarter century ago while a nervous MA student. I remember being awed by the camaraderie and goodwill of everyone, from doctoral students to faculty and AEJMC staff. Yes, it was an academic and professional gathering, focused on the discovery and dissemination of knowledge, but AEJMC has continued to be – for me and many others, and across nations and ranks – a place to rejuvenate and calibrate our connection to a community of supportive scholars, teachers, and practitioners. I owe to AEJMC my career as well as my understanding of our field’s theories, research, applications, and practices. I am honored by the possibility of “paying back and forward” that my vice-presidential candidacy offers.

Serving on AEJMC task forces and committees – like the Standing Committee on Research and the Finance Committee – gave me a sense of some of the challenges and opportunities we face as members of AEJMC. Specifically, I want to continue the trajectory of past presidents to increase the stature and strength of our organization. First, AEJMC should continue to grow more attractive as an “added value” to new generations of diverse scholars/teachers/practitioners. Second, AEJMC should become more of an institutional resource, helping communications departments, schools, and colleges make the case for internal and external support. Third, we need to maintain the momentum of recent years in solidifying AEJMC’s firm financial and organizational footing.

In short, my service as vice-president and then president will adopt the theme of “securing the future” as follows:

Increase the variety and depth of professional and career services and assistance offered by AEJMC to faculty of all types and levels. These days, people are pulled by many commitments and options for their time, efforts, resources, and passions. We must present added value to persuade them to commit to a particular enterprise or service. I would create a task force that I hope would become a new standing committee on professional development and career services, comparable to those we have for research and teaching. Among other things, the group would survey the membership to identify specific career services we can enhance.

For example, we could increase the number and specificities of career workshops. Having written about promotion, tenure, and academic careers for the *Chronicle of Higher Education* for more than 15 years, including a book on the subject, I can testify to the anxiety these issues produce, and the enormous need for support and mentoring for diverse audiences. To attract and serve our members, whether graduate students, adjuncts, or tenure-track professors and especially from international universities, our workshops, essays, primers, and social media offerings must help them succeed in a campus and job-market atmosphere that is often chaotic. At the same time, mid- and mature-career support is increasingly sought (and little paid attention to on campuses).

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A note about the 2017 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 deadline is **April 3, 2017**. 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 7, 2017**, 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

Cristina Azocar
San Francisco State
University



Dr. 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 and 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.

As a faculty member she was involved in helping write an accreditation report, and as department chair she led a department through the accreditation process.

Thor Wasbotten
Kent State University



Thor Wasbotten is director and professor of the School of Journalism and Mass Communication at Kent State University. Prior to Kent State, he was Assistant Dean for Student Media in the College of Communications at Penn State University. He currently serves as vice president of ASJMC.

Wasbotten began his service to ACEJMC as a television news director and has participated on ten site team visits since 2001. He is an active member of AEJMC, ASJMC, BEA and RTDNA.

Wasbotten places an emphasis on experiential learning by building partnerships with industry and working to create a stronger cultural competence among students, faculty and staff. Wasbotten worked with faculty to create the Student Voice Team, composed of students who serve as advisors to the director and faculty to improve inclusion in all aspects of the school. Wasbotten also launched "A JMC Conversation," which is a series of discussions with students focused on current issues.

His professional experience includes former partner with Blue Heron Research Partners, LLC, a qualitative due diligence firm for institutional investors; news director at KGUN-TV; station manager and news director at KTRV-TV; managing editor of KTVB-TV; and, weekend assignments editor at KOIN-TV.

Wasbotten earned his MS in journalism and communication from the University of Oregon and his BA in broadcast journalism from the University of Southern California.

Committee on Professional Freedom and Responsibility Profiles

Carolyn Bronstein
DePaul University



Carolyn Bronstein is a professor and associate dean in the College of Communication at DePaul University in Chicago, and a 2015-16 Fellow of the AEJMC Institute for Diverse Leadership. She has served in a leadership role for seven years in the Cultural and Critical Studies Division. She is an active member of the Mass Communication and Society Division and the Commission on the Status of Women. She is a member of the editorial board for *Journalism and Communication Monographs* and the AEJMC/Peter Lang ScholarSourcing series launched in 2015. Bronstein also chairs the national faculty advisory board of the OpEd Project which trains scholars to present their research in accessible ways to the public.

Bronstein's research focuses on media representation and social responsibility. She is co-editor or author of numerous books, including *Responsible Advocacy: Ethics in Public Relations* (Sage) and *Battling Pornography* (Cambridge University Press), winner of the 2012 Emily Toth Award for feminist scholarship. She also received the 2002 Nafziger-White research award. Her research on advertising, media studies and history has been published in leading AEJMC and Communication journals and professional outlets.

She earned her BA and MA in Communication at Stanford, and her PhD in Journalism and Mass Communication at Wisconsin-Madison.

David Bulla
Zayed University



David W. Bulla is an associate professor of communication at Zayed University in the United Arab Emirates. He teaches introductory media writing and communication history. His research focuses on the history of press freedom with an emphasis on its development in the nineteenth century. His latest book is titled *Lincoln Mediated* (2015), co-authored with Gregory A. Borchard of UNLV.

Bulla received his doctoral degree in mass communication from the University of Florida; his master's degree in journalism is from Indiana University, and his undergraduate degree in English from the University of North Carolina at Greensboro. Before becoming a college professor, he advised student newspapers at two high schools in his native North Carolina.

Bulla served as the head of the Scholastic Journalism Division of AEJMC in 2011-2013. He has taught at the High School Journalism Institute at Indiana University and served as chair of the First Amendment Day Committee at Iowa State University, where he taught for seven years.

Bulla is the adviser of the ZU Student Chapter of SPJ, which hosted World Press Freedom Day in 2012 and, partnering with the American Community School, has held four Journalism Days, the last two at CNN's Abu Dhabi bureau. Previous to his years as a high school teacher, he was a sports writer. He is working on a book about Mohandas K. Gandhi as a journalist.

Jerry Crawford
University of Kansas



Jerry Crawford is an associate professor at the University of Kansas' William Allen White School of Journalism and Mass Communications. He is a member of the Minorities and Communications Division and has been a member of AEJMC since 2005, and is a 2016 AEJMC Institute for Diverse Leadership in Journalism and Communication Fellow. He is KU's first Faculty Fellow for Diversity, Equity and Social Justice, where he was involved in implementing the first campus-wide climate survey in over 20 years.

He serves as a member of KU's Faculty Senate Committee on Standards and Procedures for Promotion and Tenure and is Director of the School's Multicultural Scholars Program. He has won teaching awards at the university and school level. He teaches courses in theory, ethics, documentary and multimedia reporting. His scholarship focuses on accreditation and governance of higher education and HBCUs. He has published in *Journalism and Mass Communication Educator*, *Journal of Sports Media* and BEA's *Journal of Media Education*, along with book chapters and online publications such as the *Journal of Research Initiatives and Contemporary Issues in Education Research*. His research on Latinos at HBCUs and MSIs has also been featured on NPR and *The Atlantic*. Prior to academia, he had more than 25 years of professional experience in broadcast management.

Mia Moody-Ramirez
Baylor University



Mia Moody-Ramirez, PhD, is the Director of Graduate Studies, Director of American Studies and an associate professor of journalism, public relations and new media in the Baylor University College of Arts & Sciences.

She is Vice Head of the Minorities and Communication Division and Secretary for the Commission on the Status of Women. She served on the AEJMC Strategic Plan Implementation Committee from 2013 to 2016.

She was named the 2016 AEJMC Commission on the Status of Women Outstanding Woman of the Year. She completed the Scripps Howard Academic Leadership Academy at LSU in 2014. She was the recipient of the third-annual Baylor University Diversity Award. She is a 2016-17 Academy of Teaching & Learning Baylor Fellow.

Her research emphasizes mass media representations of women, minorities and other underrepresented groups. In 2013, she co-authored *The Obamas and Mass Media: Race, Gender, Religion, and Politics* (Palgrave Macmillan) with Dr. Jannette Dates. She solo authored *Black and Mainstream Press' Framing of Racial Profiling: A Historical Perspective* (University Press of America) in 2009. She has presented papers at numerous conferences and has been published in publications such as *Public Relations Review*, *Journalism Educator* and the *Journal of Magazine & New Media Research*.

She received her BA from Texas A&M, MA from Baylor and her PhD from Texas at Austin.

PF&R Committee Profiles con't.

Wendy Wyatt
University of St. Thomas



Wendy Wyatt is associate vice provost for undergraduate studies and professor of media ethics at the University of St. Thomas, Minnesota, where she has taught the capstone communication ethics course for 14 years. Wyatt has been an AEJMC member since 2001 and has served as research chair, teaching chair, and professional freedom and responsibility chair for the Media Ethics Division, as well as liaison between the division and the Association for Practical and Professional Ethics. Much of her research focuses on issues of media and democracy, and she has particular interests in journalism ethics, citizen responsibilities to the media, and media literacy. Wyatt is author or editor of three books: *Critical Conversations: A Theory of Press Criticism* (Hampton, 2007), *The Ethics of Reality TV: A Philosophical Examination* (Continuum, 2012), and *The Ethics of Journalism: Individual, Cultural and Institutional Influences* (I.B. Tauris, 2014). Her work has also appeared in such journals as the *Journal of Mass Media Ethics*, *Journalism and Communication Monographs*, and the *International Journal of Applied Philosophy*, as well as in several edited volumes.

Recently, Wyatt was part of the five-person editorial team that guided development of the Online News Association's Build Your Own Ethics Code platform. This crowd-sourced tool, allows journalists to easily customize and publish a digital ethics code.

Jack Zibluk
University of Tennessee
at Chattanooga



John B. (Jack) Zibluk, is full professor and department head of Communication at the University of Tennessee-Chattanooga, where he oversees an accredited 10-person program. He was recently named editor of *Teaching Journalism and Mass Communication*, a peer-reviewed journal sponsored by the Small Programs Interest Group. He has been a department chair and, at Arkansas State University, faculty senate president. He works to balance scholarly and professional work, keeping a foot in both worlds. His more public scholarship has appeared in *Quill*, the magazine of the Society of Professional Journalists, *The Chronicle of Higher Education*, and *News Photographer*, the magazine of the National Press Photographers Association. He served as NPPA national vice president and in 2005, he won the NPPA's Garland "educator of the year" award. He also won the Arkansas Scholastic Press Association Lemke Educator award in 2008.

He has been active in AEJMC as a member of the Visual Communication, the Newspaper and Online News Division, and as a head of the Small Programs Interest Group. A native of Connecticut, he worked as a newspaper writer, photographer and editor before earning a PhD at Bowling Green State University in 1998. His scholarship has focused on law, copyright, and education issues.

Claussen's platform

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hypothetical results (or visions) on that page have materialized.

As a board member for four years, I would do everything I could to assist the Strategic Plan Implementation Committee, the Board, the AEJMC staff, and other relevant committees in redoubling efforts to execute the 2008 strategic plan while also encouraging and working on updating it, including new ideas.

Several points that emerged during the planning process's SWOT (strengths, weaknesses, opportunities, threats) analysis are more urgent than ever. One opportunity in the plan is "To display a larger role in continuing education for professionals." AEJMC should have convention panels on this topic, resources, case histories, and more. A second opportunity is "to help develop citizen scholars," reminding us that JMC graduates should have high media literacy including, for example, a deep understanding of the relationship between good journalism and healthy democracy. A third opportunity is "to become the conscience and moral voice of professional journalism." While one could argue that we have more journalism criticism than ever via websites and social media, institutional sources have declined as journalism reviews have shrunk or disappeared, news media employ a tiny number of ombudsmen, and the slack has not been taken up by professional organizations, public-intellectual professors, alternative media, etc.

In addition to taking public positions, AEJMC needs to do more to get its activities covered by media, including but not limited to, promoting research published in its journals and presented at its conventions, and making available members as experts for news media and government. Would you believe that, since 1995, AEJMC has been mentioned only once in *The New York Times* and only in obituaries in *The Washington Post*? (The then AEJ got more coverage in the 1950s and the 1970s than now.)

A threat identified in the plan was "competition for the best and brightest students." This might be less of an issue at our programs with national and regional reputations and those at very to highly selective institutions. But everywhere, especially at other institutions, we need to be able to articulate why the best students should consider majoring in journalism, public relations, advertising, and our other subdisciplines despite common wisdom about lack of jobs, lower salaries, stressful work, etc. (I tell students: because every day, communication work is important—it matters.)

The strategic plan said that AEJMC is too fragmented, not focused enough, with so many divisions, interest groups, and commissions. If this is true, I don't think that can be fixed. For example, which divisions would you eliminate if you had to? In fact, I propose that AEJMC add a division: Teaching & Learning. Currently, research about JMC education fits into every division, interest group and commission, and none of them.

In 2014, the Task Force on AEJMC in the Global Century finished its excellent Report and Recommendations. Again, while much progress has been made, much has been accomplished only partially if at all. As an AEJMC board member for four years, I also would commit to working on accomplishing more of its vision, and sooner. We should have, even need, more international members, international attendees at the convention, international authors of journal articles, etc.

Finally, we should finally change AEJMC's name to the Association for Education in Journalism, Media and Communication.

Committee on Research Profiles

Amy Jo Coffey
University of Florida



Amy Jo Coffey (PhD, Georgia; MA, Ohio State) is an associate professor at the University of Florida. She is immediate past head 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. 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*, *Journal of Media Business Studies* 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. She also serves on the university's Institutional Review Board (IRB).

Kay Colley
Texas Wesleyan
University



Kay L. Colley, department chair and director of student media, earned a doctor of philosophy degree in higher education from the University of North Texas. Colley holds a master's degree in international journalism from Baylor University and a bachelor's degree in journalism from Texas A&M University, as well as an associate's of arts degree in journalism from Blinn College.

Prior to joining Texas Wesleyan University in 2008, Colley taught at five other Texas institutions including the University of North Texas Health Science Center, the University of Texas at Arlington, the University of North Texas, Texas A&M University and Blinn College. She has advised student media for more than 20 years.

She has served as Head of the Small Programs Interest Group for AEJMC and president of the Southwest Education Council for Journalism and Mass Communication. She has served on the boards of the Fort Worth Society of Professional Journalists and Fort Worth International Association of Business Communicators.

Jae-Hwa Shin
University of Southern
Mississippi



Jae-Hwa Shin, PhD, MPH, is a professor in the School of Mass Communications at the University of Southern Mississippi. She completed her doctorate at the University of Missouri-Columbia. She also holds a second master's degree in public health. Prior to graduate studies, Shin worked as public relations director at the Korea Economic Research Institute and the Center for Free Enterprise, affiliated with the Federation of Korean Industries. Her research focus is in public relations from a strategic conflict management perspective including crisis, risk, issue, and reputation management. She has engaged in diverse international and interdisciplinary research collaborations.

She is the author of dozens of peer-reviewed articles in prominent journals such as *Journalism & Mass Communication Quarterly*, *Public Relations Review*, *Journal of Public Relations Research* and *Journal of Communication in HealthCare*. She has co-authored *Public Relations Today: Managing Conflict and Competition*, and *Think: Public Relations*, widely adopted public relations textbooks. She is a regular presenter and reviewer at national and international conferences, including AEJMC, ICA and NCA. Shin is a frequent reviewer and serves on the editorial boards of *Journal of Public Relations Research* and several other periodicals.

Shin has received many academic awards and honors, including the Suzanne B. Roschwalb Awards from the Public Relations Division of AEJMC and the Best Dissertation Award from the Public Relations Division of the ICA.

Linda Lumsden
University of Arizona



Linda Lumsden (PhD, UNC at Chapel Hill) is Associate Professor in the School of Journalism, affiliated with the Department of Gender and Women's Studies. She has been active for decades in the American Journalism Historians Association, serving on its board of directors and as research chair [both 2012-14], and hosting the 2010 Tucson convention. She co-hosted the 1999 AJHA-AEJMC Joint Journalism and Communication History Conference; was a member of the AEJMC Tankard Book Award Committee [2005-2007, 2016.]; serves on the boards of both *American Journalism* and *Journalism History*; appeared on AEJMC's 2005 Blum Research Award Tribute panel to Margaret Blanchard; judges convention papers for AJHA and AEJMC's History Division; and frequently reviews article and book manuscripts. Author of 2014's *Black, White, and Red All Over: A Cultural History of the Radical Press in Its Heyday, 1900-1917*, Lumsden is working on her fourth book, *Social Justice Journalism: From Abolition to #yesallwomen: A Cultural History of Social Movement Media*, which won the 2016 AEJMC-Peter Lang Ltd. Scholarsourcing Award book contract. She also won a 2016 AEJMC Senior Scholar Research Grant. Her affiliation with AEJMC dates back to 1991, when she won the AEJMC Southeast Colloquium's Top Student Law Paper award. She spent 2012-13 in Malaysia as a J. William Fulbright Core Scholar.

Research Profiles con't.

Nikki Usher
George Washington
University



In addition to continuing the work of AEJMC's research committee, Nikki Usher, PhD, hopes to use this position to strategize how to bring more public and industry recognition for AEJMC research. Usher is the author of two books: *Making News at The New York Times* (University of Michigan Press, 2014), which won the Tankard Award, and *Interactive Journalism: Hackers, Data, and Code* (University of Illinois Press, 2016). She is the author or co-author of over twenty journal articles and eight book chapters and has been named a Tow Fellow at Columbia University and a fellow at the Reynolds Journalism Institute. She was awarded by AEJMC the Lillian Lodge Kopenhaver Outstanding Woman Junior Scholar award in 2015, the Emerging Scholars award in 2013, and her dissertation won ICA's dissertation of the year award in journalism studies.

She is an editorial board member of four journals: *Journalism & Communication Monographs*, *The International Journal of Communication*, *Social Media & Society*, and *Digital Journalism*. She regularly writes for industry and popular press, consults for the US State Department, and is frequently quoted by major media outlets, including NPR, *Politico*, *The Washington Post*, and beyond.

Usher received her PhD and MA from USC Annenberg. Prior to academia, she worked at *The Philadelphia Inquirer*.

Richard Waters
University of San Francisco



Richard D. Waters (PhD, University of Florida) is an Associate Professor in the School of Management at the University of San Francisco, where he teaches strategic communication courses in business and nonprofit administration graduate programs. He is the Vice Head of the Public Relations Division and past chair of Public Relations Society of America's Nonprofit/Association section.

His research focuses on the theoretical understanding of fundraising and the role of relationship cultivation in the organization-public relationship, specifically as it involves nonprofit engagement strategies. Waters was named one of the leading nonprofit public relations scholars in a 2013 *Journal of Public Relations Research* study, publishing more than 75 peer-reviewed journal articles and book chapters. He edited *Public Relations in the Nonprofit Sector* (2015, Routledge) and co-edited *Coming out of the Closet: Exploring LGBT Issues in Strategic Communication with Theory and Research* (2013, Peter Lang, with Dr. Natalie T. J. Tindall).

He is the associate editor of *Case Studies in Strategic Communication* and serves on *Journal of Public Relations Research*, *Public Relations Review*, and *Journal of Nonprofit & Public Sector Marketing* editorial review boards. He has guest edited special issues of *PRism* and *International Journal of Nonprofit & Voluntary Sector Marketing*.

He co-chaired the Public Relations Division research competition for two years.

Perlmutter's platform

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Moreover, faculty from "first in family," international, and other underrepresented or diverse backgrounds have special concerns that should be addressed. My goal: Increase the already strong brand of AEJMC as the go-to conference to help move everyone's career forward.

AEJMC should increasingly provide resources to "make our case" on campuses. We know that every other field, theoretical or professional, can benefit from the insights of communications and media scholars and practitioners. Yet, JMC programs have been hard pressed on campuses. Among the issues: the thirst for external funding support, especially federal research dollars; a focus on metrics of enrollment and credit hours; and a pernicious mythology that we train people for jobs that don't exist anymore. Our stake-holders – including parents, high school guidance counselors, scholars in more traditional disciplines, higher campus administrators (who rarely come from JMC schools) – often know little about what we do.

The good news is that many successful JMC programs have persuaded external and internal constituencies that:

- We are vital partners for HSTEAM (health-science-technology-engineering-arts-mathematics) research and grants productivity.
- Our majors enter a world with thousands of evolving longstanding and exciting new careers.
- Our ideas and skill sets constitute core knowledge for all students.
- Our values and understanding of accurate and insightful communications are vital to the survival of our planet and species.

Yet the "wins" scored on any one campus are not being shared by others. I would charge another task force to create "best persuasive points and practices" white papers, infographics, and basic talking points that JMC faculty and administrators can use locally. This issue is not just for chairs or deans but for every graduate student and assistant professor as well. We all need to make the existential argument for our centrality to the mission of our college or university and, on a very basic level, for funding for our research, creative production, practice, and teaching.

Continue to improve AEJMC finances. One of the most unsung but vital behind-the-scenes activities in past years that I have witnessed is how AEJMC officers have worked with staff to solidify our financial base. So many people need our help, not just via the mentoring and collegiality I experienced at my first AEJMC conference but also with financial assistance. For instance, while serving twice on the Standing Committee on Research I often ran the graduate student travel assistance program. I saw how many potential future colleagues from diverse and "first in family" backgrounds required funding help to attend an annual meeting. New non-dues sources of revenue would further strengthen AEJMC's stature and enable us to help members in need even more.

To sum up, AEJMC is for many of us the academic institution to which we have the most loyalty, aside from or in concert with our home department or area of research and teaching. But we should express our appreciation by maintaining forward momentum to ensure that the organization is seen always as benefitting individual members and constituencies in practical ways. To secure the future we must plan for it. I would be honored to help lead continuing efforts to do just that.

Committee on Teaching Profiles

Brigitta Brunner
Auburn University



Brigitta R. Brunner is a professor at the Auburn University School of Communication & Journalism. She has been on faculty at AU since 2002 teaching PR classes at the undergraduate and graduate levels. Brunner has been an active member of AEJMC for many years and is currently a member of the PR Division's Teaching Committee.

Brunner has been selected for several competitive fellowships, including JLID, SEC Leaders, Plank Center Educators, and Imagining America. She has also been recognized for her teaching. She was inducted into the AU College of Liberal Arts' Academy of Outstanding Teachers (2015) and was named Educator of the Year by the Public Relations Council of Alabama (2013). Brunner currently serves as president of the PRCA-East Alabama chapter. She is active in the leadership of the National Communication Association and Southern States Communication Association.

Her research interests include civic engagement, civic professionalism, diversity, and education. She has published two edited books, *Creating Citizens: Liberal Arts and Community & Civic Engagement in the Land-grant Tradition*, University of Alabama Press (2016) and *The Moral Compass of Public Relations*, Routledge (2017) and has numerous refereed journal articles.

Brunner earned her BA at Juniata College, her MA at Auburn University, and her PhD at the University of Florida.

Raluca Cozma
Iowa State University



Raluca Cozma (PhD, Louisiana State University) is an associate professor of journalism and Director of Undergraduate Education in the Greenlee School of Journalism and Communication at Iowa State University. She teaches classes in electronic and social media, international communication, and political communication. In her unit, Cozma serves as adviser of ISUtv and of the ISU chapter of Kappa Tau Alpha.

At AEJMC, she filled an unexpected vacancy on the Standing Committee on Teaching this year and served as research chair, program chair, and then 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 her college's Early Achievement in Teaching Award 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 a projection of Washington views.

Marcus Messner
Virginia Commonwealth University



Marcus Messner is an associate professor of journalism at the Richard T. Robertson School of Media and Culture at Virginia Commonwealth University, where he has spearheaded mobile and social media initiatives. As academic director of a Social Media Institute sponsored by the U.S. State Department, he has built teams of American and Iraqi students which have developed more than 60 social media campaigns for nonprofit organizations. In his "iPadJournos" newsroom, journalism students report via mobile and social media on politics and elections for a local CBS station.

In 2015, Messner won the AEJMC's Best Practices in Teaching Competition with his open online class on "Global Health and Social Media." VCU's College of Humanities and Sciences honored Messner with its Distinguished Teaching Award last year.

Messner closely connects his research with his teaching and his social media research classes have assisted doctoral students to win research awards at AEJMC, ICA and IPRRC. He is also a regular commentator on social media issues in national and international media.

A past head of AEJMC's Communication Technology Division, he currently serves on the teaching committee of the Mass Communication & Society Division. Before earning his PhD at the University of Miami, Messner worked as a politics and business reporter.

Lyle Olson
South Dakota State University



Lyle Olson is a professor, assistant head (interim head in 2017-2018), and graduate program coordinator in the Department of Journalism & Mass Communication at South Dakota State University.

He encourages active and experiential learning in tandem with creative and servant teaching, presents teaching sessions and tips locally and nationally, and mentors young faculty.

A past Scholastic Journalism Division head, Olson received the SJD's David Adams Journalism Educator of the Year Award. At SDSU, he received the Excellence in Teaching Award, the inaugural Outstanding Online Educator Award, and the 2016-2017 Excellence in Graduate Student Mentoring Award.

At two institutions, Olson has taught nearly 30 classes (developing 10) from the 100 to 700 level. He currently teaches Health Journalism, International Media, and Media Law Case Studies. He has advised 61 master's projects and theses.

Since 1999, he has taught 10 classes online and helped develop an award-winning online master's program in 2009, which received ACEJMC accreditation in 2014.

His research includes the scholarship of teaching and learning, and he received three SJD top faculty paper awards. Olson, who has newspaper and public relations experience, holds an MA, from Oklahoma and an EdD from Oklahoma State.

Teaching Profiles con't.

Amanda Sturgill
Elon University



Amanda Sturgill is an associate professor in the School of Communications at Elon University, where she teaches students at all levels. Her courses are a mix of journalism, media analytics, interactive media and general education. Since coming to Elon, she has helped to launch an interdisciplinary minor in poverty and social justice, and she uses service-learning as a pedagogy in communications courses to increase students' appreciation for and facility with economic diversity as a characteristic of sources, audiences and users.

Her students' work has twice won Best of the Web awards and her teaching ideas have been featured in the Great Ideas for Teachers (GIFT) competition multiple times. Because Elon is a primarily undergraduate institution, she uses research as a way of engaging bright students. She has presented undergraduate co-authored work at both the mid-winter and annual AEJMC conferences.

Sturgill has been an active AEJMC member for more than 13 years, and has held various positions in both the Communication Technology Division and the Religion and Media Interest Group, including serving as head of each. While head of CTEC, she led the division to partner with interest groups so the GIFT competition could return to AEJMC.

Sturgill's research includes a strong pedagogy thread, including investigating service-learning and study abroad for high-impact learning. Sturgill is a PhD graduate of Cornell University

Brad Yates
University of West Georgia



Brad Yates is a professor of mass communications at the University of West Georgia, where he has been on faculty since 2000. He teaches media law, media programming and management, mass communication research methods, and all levels of film/television/video and radio production. He earned the College of Social Sciences' (COSS) Outstanding Teaching Award in 2015. COSS also recognized him with the Outstanding Service (2014) and Outstanding Mentor (2012) awards. He is an active member of AEJMC and has been since 1996. He is the former chair of the Entertainment Studies Interest Group (ESIG) and served nearly every officer position since joining ESIG in 2006. He, too, founded UWG's The WOLF Internet Radio, served the NBS-AERho Board of Governors for three years, and holds membership in the Broadcast Education Association.

Yates has been selected for competitive fellowships/seminars with the Television Academy Foundation and the NATPE Educational Foundation, among others. His research interests include media literacy, mass communication education, and popular music. His work has been presented at national and international conferences and published in refereed journals including *Atlantic Journal of Communication*, *The Internet and Higher Education*, *Journal of Health Education*, *Journal of Popular Music Studies*, and *Learning, Media & Technology*. Yates holds an MS in TV-Radio from Newhouse at Syracuse, and a PhD from Florida.

Publications Committee Profiles

Debash (Deb) Aikat

University of
North Carolina



A former journalist, Deb Aikat has served AEJMC since 1992. He co-chairs the AEJMC Bridges to the Professions Presidential Task Force. He represented AEJMC (2007-13) in the ACEJMC Accrediting Council, founded AEJMC's "Magnanimous Mentor" initiative (2009-2012), and chaired AEJMC's Standing Committees for Teaching (2009-10) and Professional Freedom & Responsibility (2015-16).

An award-winning scholar, Aikat theorizes digital media in the global sphere. Aikat's research has been published in book chapters and research journals such as *First Amendment Studies*, *Health Communication*, *Popular Music and Society*, *Convergence: The Journal of Research into New Media Technologies*, and publications of the Association for Computing Machinery, IEEE, and Microsoft Corporation.

Aikat was named an inaugural winner of the 2015 AEJMC-Peter Lang Scholarsourcing competition for *Who's a Journalist? News in the Digital Age* book scheduled for publication in 2017. He was awarded a 2016 Scholarsourcing contract for the 2018 co-authored book, *Agendamelding: How We Use Digital Media to Create Personal Community*. The Scripps Howard Foundation recognized Aikat as the inaugural winner of the "National Journalism Teacher of the Year" (2003) for his "distinguished service to journalism education." He is a 2005 graduate of the AEJMC-ASJMC Journalism Leadership Institute in Diversity.

Pat Curtin

University of Oregon



Pat Curtin (PhD, University of Georgia) is professor and associate dean for undergraduate affairs at the University of Oregon's School of Journalism and Communication. Previously, she was an assistant and associate professor at the University of North Carolina-Chapel Hill, where she served as head of the master's and doctoral programs. She has been an active AEJMC member since the mid-1990s, serving on the Council of Divisions as head of the Public Relations Division and on the Board of Directors as chair of the Standing Committee on Research. She is completing one term on the Standing Committee on Publications.

For 5 years she was book review editor of *Journalism & Mass Communication Quarterly*, and she serves on the editorial boards of three journals and as a frequent ad hoc reviewer for another 15 journals, encompassing AEJMC publications as well as those from other associations and independent publications. As a member of the library advisory board for two state universities, she has helped negotiate contracts with numerous journal publishers. Her research comprises two books and more than 50 refereed articles that have appeared in journals worldwide.

She is the recipient of national teaching and research awards as well as a university-wide award for service.

Patrick Plaisance
Colorado State University



Patrick Lee Plaisance is Professor of journalism and media communication at Colorado State University (PhD Syracuse University), 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., 2014) and a book featuring original research, *Virtue in Media: The Moral Psychology of Excellence in News and Public Relations* (Routledge, 2015). He is editor of a planned volume, *The Handbook of Communication & Media 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, where he specialized in state-level political reporting.

Karen Miller Russell
University of Georgia



Karen Miller Russell is an award-winning media historian who focuses on public relations history. She was the winner of the Nafziger-White Award from the Association for Education in Journalism and Mass Communication for best dissertation in mass communication in 1995 as well as the 2001 Pathfinder Award from the Institute for Public Relations in recognition of original scholarly research that has made a significant contribution to the body of knowledge and practice of public relations. She is the author of *The Voice of Business: Hill and Knowlton and Postwar Public Relations*, winner of the National Communication Association's PR Division Pride Award for Top Book of the Year in 1999.

Russell teaches public relations at the University of Georgia, including core courses such as management and campaigns and a new class in online reputation management. At the graduate level she teaches courses in media history, social media strategy and public relations management. Russell advised the PRSSA Bateman National Case Study Competition national championship team in 2007, and her teams received Honorable Mention awards in 2006, 2008, 2009, and 2015.

Russell served as editor of the *Journal of Public Relations Research* from 2009 through 2015. Formerly a member of the AEJMC's Membership Committee and Standing Committee on Teaching, she has completed one term on the Publications Committee.

Publications Profiles con't.

Brian Steffen
Simpson College



Brian Steffen is professor and chair of Multimedia Communication at Simpson College in Indianola, Iowa, where he has been on the faculty since 1989. Steffen is the outgoing editor in chief of *Teaching Journalism & Mass Communication*, the open-access journal of the Small Programs Interest Group of AEJMC. His research, focusing primarily on public-plaintiff doctrine in libel law, has been published in *Journalism & Mass Communication Quarterly*, the *Journal of Mass Media Ethics*, *College Media Review*, *Communication & The Law*, and the *John Marshall Law Review*.

Steffen is a former head of Small Programs Interest Group and a past winner of SPIG's Teacher of the Year Award. He has twice been named winner of Simpson's Distinguished Teaching Award for senior faculty. Before entering academe, Steffen was a reporter and editor for many years for the *Associated Press* and the *Ames (Iowa) Daily Tribune*.

Steffen holds BA and MS degrees in journalism and mass communication from Iowa State University and a PhD in mass communication from the University of Iowa.

Bu Zhong
Pennsylvania State
University



Bu Zhong is an associate professor in the College of Communications, Pennsylvania State University, where he is also a faculty affiliate at Center for Advanced Data Assimilation and Predictability Techniques (ADAPT), Media Effects Research Lab, ICT4D Consortium, and a senior research fellow at the John Curley Center for Sports Journalism.

He is the current President of Chinese Communication Association, and an Associate Editor of *Computers in Human Behavior*. He won AEJMC Presidential Citation award and the inaugural PF&R Award after he served as head, vice head, research chair and PF&R chair in Mass Communication and Society Division. His research applies decision making theories to studying how judgment and decisions may be altered by information use, ranging from news, sports information and the information shared on social media. Special attention has been paid to research projects with practical implications.

His research has been published in *Journal of Communication*, *Journalism and Mass Communication Quarterly*, *Computers in Human Behavior*, *Newspaper Research Journal*, and *American Behavioral Scientist*. Before he joined the Penn State faculty, he had been a journalist for a decade in Beijing (*China Daily*), Washington D.C. (CNN Financial Network) and Atlanta (CNN/USA).