

Johnny V. Sparks, Ph.D.
Director, Professor
School of Journalism and Strategic Communication
Ball State University
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Summary of Qualifications

- *Visionary academic leader* with a proven record of advancing journalism and strategic communication education through innovation, experiential learning, and strong industry and community partnerships.
- *Experienced administrator with nearly a decade of leadership in a large, complex academic unit*, overseeing peak enrollments of 900 undergraduates and 125 graduate students, managing multimillion-dollar budgets, and leading 40+ faculty and staff within an ACEJMC-accredited school while expanding programs in digital storytelling, strategic communication, and emerging media.
- *Champion of curricular innovation*, spearheading new majors and concentrations in AI/XR, emerging media, sports communication, and immersive storytelling.
- *Nationally recognized leader in journalism and mass communication education*, serving as President of ASJMC, ACEJMC site-team reviewer, and member of the AEJMC Board of Directors.
- *Demonstrated success in faculty development and inclusive leadership*, including mentoring faculty through tenure and promotion, strengthening non-tenure-line faculty advancement pathways, and leading policies and practices that earned a first ACEJMC “Compliance” rating on Diversity & Inclusiveness in nearly two decades.
- *Builder of high-impact, community-focused experiential learning ecosystems*, overseeing award-winning student media and strategic communication agencies and developing immersive partnerships with news organizations, nonprofits, and community coalitions.
- *Strategic research leader*, driving major increases in faculty productivity and founding research labs in psychophysiology, VR, gaming, and cognitive media research.
- *Active fundraiser and external ambassador*, securing foundation partnerships, exceeding campaign goals, expanding donor engagement, and leveraging alumni and industry partners to support student success, innovation initiatives, and school visibility.

Education

Ph.D. (September 2006), Mass Communication
Indiana University (Bloomington), Department of Telecommunications

M.A. (May 2002) with honors, B.S. (May 2000) Cum Laude (Journalism Major)
Austin Peay State University. Department of Speech, Communication & Theatre

Certifications

Artificial Intelligence: Implications for Business Strategy (2025)
MIT Sloan School of Management
Prosci® Certified Change Practitioner (2021)

Academic/Administrative Positions

Ball State University

Director (October 2021-Current) and Professor with Tenure (August 2021-Current)
School of Journalism and Strategic Communication

Department Chair (July 2016-September 2021); Associate Professor with Tenure (2016- July 2021)
Department of Journalism

The unit maintains accreditation by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

- *Academic Administration*
 - Lead a unit that during its peak enrollment served 900 undergraduates in five ACEJMC-accredited majors and 125 graduate students across three programs; directed up to 28 full-time and 12 part-time faculty, 12 graduate assistants, and six professional staff.
 - Commended in the ACEJMC 2022–23 site-team report for providing “seven years of stable, visionary direction,” including efforts to increase curricular flexibility, expand minors and general education offerings, prioritize diversity, and elevate faculty scholarly productivity.
- *Budget and Operations*
 - Oversee a unit’s ~\$2M operating budget and ~\$2M in foundation funds; increased fiscal efficiency during the shift to an incentive-based model and maintained operational strength through enrollment declines.
 - Lead student media (2016–2021; 2025–present) and the student-run strategic communication agency (2016–present), advancing an award-winning experiential learning ecosystem that mirrors contemporary newsroom and agency environments.
 - Oversee student media and agency budget; guided a student-supported overhaul of the media organization’s financial model in 2017, eliminating a significant deficit and establishing a sustainable operational strategy.
 - Oversaw (2016-2021) the unit’s long-running J-Day scholastic outreach program, engaging hundreds of middle and high school students and teachers annually in workshops, competitions, and journalism training.
 - Collaborated with the BSU Office of Marketing Communication on market research and led a shared governance process to rename the unit from the “Department of Journalism” to the “School of Journalism and Strategic Communication” (October 2021).
 - Lead the unit’s integrated communication efforts across web, social media, and external messaging, advancing brand visibility, stakeholder engagement, and public-facing storytelling consistent with unit and university priorities.

- *Faculty Development, Recruitment & Retention*
 - Tenure-Line Faculty: Oversaw the hiring of ten tenure-track assistant professors, retaining eight and mentoring six through successful promotion and tenure; one is currently under review for full professor and another for tenure and promotion. Also mentored four incumbent assistant professors through promotion to associate professor, three of whom have remained and advanced to full professor.
 - Non-Tenure-Line (NTL) Faculty: Implemented major reforms to strengthen NTL recruitment, evaluation, and advancement, including equitable hiring practices, transparent promotion pathways, and clear expectations for teaching excellence. Enfranchised full-time NTL faculty in governance and leadership selection.
 - Expanded professional development through mentoring and tailored training, including an initiative supporting project-based curriculum redesign by funding faculty completion of PMI® Authorized On-Demand PMP® Exam Prep and integrating project-management outcomes into courses.
- *Curriculum Innovation & Program Development*
 - Led development of new majors (Strategic Communication; Emerging Media Design & Development) and concentrations (Creative AI Management and Strategies; Sports Communication; Sports Writing & Multimedia Storytelling) aligned with emerging industry trends.
 - Expanded the unit's technological capacity by launching an Extended Reality (XR) lab and facilitating the creation of an XR certificate program to prepare students for immersive storytelling and next-generation media production.
 - Introduced new minors and broadened high-impact learning through project-based, community-engaged, study-abroad, and immersive-learning experiences.
 - Consolidated and modernized curricula to enhance interdisciplinarity, eliminate silos, and strengthen student pathways.
- *Research Leadership*
 - Transformed the unit's research culture, increasing faculty scholarly productivity from 31 to 107 peer-reviewed publications between accreditation cycles (a more than threefold increase) through strategic hiring, mentoring, workload alignment, and targeted development.
 - Founded the Unified Research Lab (URL), the unit's first shared research infrastructure supporting advanced methodologies (eye-tracking, psychophysiology, VR, gaming) and maintaining an IRB-approved participant pool and graduate assistant support.
 - Supported launch of the Embodied Media Cognition Lab (2022), expanding capacity for cognitive and psychophysiological research and interdisciplinary collaboration.
- *Inclusive Excellence*
 - Led the unit to its first ACEJMC "Compliance" rating on Diversity & Inclusiveness in nearly 20 years.
 - Embedded inclusive excellence practices in hiring, evaluation, curriculum, and governance.

- *Partnerships & Community Engagement*
 - Secured and led a multi-year partnership with the George and Frances Ball Foundation to support the Cradle to Career initiative, funding student-agency roles in community-based strategic communication.
 - Expanded immersive-learning and community-engaged projects, including Match Point, the Ross Community Center ethnography partnership, Inform Muncie, the grant-funded 8twelve Coalition collaboration, BSU at the Games, and the nationally recognized Stigma Unmasked documentary (1.5M+ views).
- *Fundraising & Advancement*
 - Increased donor participation and overall giving in first three years of leadership, including leading the unit's 50th Anniversary Campaign, which exceeded its \$50,000 goal by raising \$63,000+.
 - Led fundraising efforts on BSU's first annual day of giving, One Ball State Day, where the unit ranked second among academic units for total gifts and Student Media ranked first among student organizations.
- *Alumni Relations*
 - Strengthened alumni engagement by collaborating with the Journalism Alumni Society on strategic initiatives, including co-organizing the unit's premier annual recognition event—the National Writing and Alumni Awards Luncheon, a 65-year tradition.
 - Leveraged alumni expertise to support curriculum innovation, student mentorship, and advancement efforts.
- *Technology*
 - Aligned technology investments with strategic goals while maintaining operational efficiency and improving student experience.
 - Oversaw enhancements to state-of-the-art facilities, including the launch of the XR lab at net savings.

Central Michigan University, Department of Journalism

Associate Professor with Tenure, Advertising (August 2014-May 2016)

Associate Department Chair (May 2013-July 2014)

Assistant Professor, Advertising (August 2012-July 2014)

- Launched a new advertising major that grew by approximately 50 new students annually.
- Served as Associate Chair and chaired the department's Curriculum and Assessment Committees.
- Advised more than 100 advertising majors and 100 minors between 2013 and 2016.
- Advised CMU's AAF student chapter; coached the National Student Advertising Competition (NSAC) team to a third-place regional track finish (Region 6, 2015).
- Led the merger of "news/editorial" and "online journalism" into a unified journalism concentration, modernizing curriculum and removing structural silos.
- Served as founding director of the CCFA Center for Innovation, Collaboration, and Engagement (ICE), creating a collaborative space for research, creative activity, and emerging-technology practices. Secured financial support for a 20-workstation research lab and managed research operations, equipment, and training.

Texas Tech University, Department of Advertising
Assistant Professor (July 2009-July 2012)

- Chaired a doctoral dissertation and master's thesis to completion and served on seven additional dissertation and thesis committees.
- Chaired Sungwon Chung's dissertation committee; the dissertation won TTU's Social Science Dissertation Award (2nd Place, 2014) and the American Academy of Advertising Dissertation Grant (2012).
- Launched a second Psychophysiology Lab in the Center for Communication Research and led multiple graduate research projects in the lab.

The University of Alabama (Tuscaloosa), Telecommunication & Film Department
Assistant Professor (August 2006-August 2009)
Interim Graduate Coordinator (August 2007-January 2008)

- Chaired or served on more than 20 thesis, dissertation, and comprehensive exam committees during first three years as assistant professor.
- Mentored multiple graduate and McNair Scholars who later secured academic positions or pursued doctoral study (e.g., Cheryl Chambers at Mississippi State; Sarah Miesse at UA; Brandi Watkins at Virginia Tech).
- Coordinated the TCF graduate program (interim) and represented the department on the college-wide graduate education committee.
- Assisted in drafting the college-wide diversity plan in preparation for an ACEJMC accreditation visit.
- Re-established a previously defunct survey research laboratory in the Institute for Communication and Information Research (ICIR), acquiring equipment, securing software funding, and managing research operations.

Indiana University (Bloomington)

The Kinsey Institute, Predoctoral Fellow (September 2005-August 2006)

Institute for Communication Research, Research Assistant (Summer 2003-Summer 2004)

Teaching Assistant, Spring 2003, Fall 2004, Spring 2005

Austin Peay State University

Director of Student Publications (January 2002-August 2002)

Disciplinary Leadership

[Association of Schools of Journalism and Mass Communication](#)

Past President (2022-23); President (2023-24); Vice President (2024-25)

As President, programmed 2024 ASJMC Conference. Please see the linked [conference program](#) for complete details. My presidential welcome column in the program summarizes the theme of the conference, which represented a call to action for journalism and mass communication educators. Through planning and moderating the conference, advanced as a thought and conversation leader in the discipline. The conference was the best attended since 2018 and attendee feedback, which is available upon your request, was very positive.

[Association for Education in Journalism and Mass Communication](#)

Board of Directors (2022-2024)

[Accrediting Council on Education in Journalism and Mass Communication](#)

Site-Team Reviewer

Drake University, February 2024

University of Oregon, January 2025

External Program Reviewer

School of Journalism and Strategic Media, University of Arkansas, November 2024

Scholarship

Refereed/Juried

1. Spillman, M.M., Sparks, J.V., & Kuban, A.J. (2019). The use of comprehensive exit exams in program assessment: Benefits, challenges & best practices. *Journal of Media Education*, 10(3).
2. Wirtz, J. G., Sparks, J.V., & Zimbres, T. M. (2018). The effect of exposure to sexual appeals in advertisements on memory, attitude, and purchase intention: A meta-analytical review, *International Journal of Advertising*, 37, 2, 168-198, doi: 10.1080/02650487.2017.1334996
3. Sparks, J. V. & Chung, S. (2016). The effects of psychobiological motivational traits on memory of in-game advertising messages, *Psychology & Marketing*, 33, 1, 60-68, DOI: 10.1002/mar.20840
4. Sparks, J. V. & Lang, A. (2015). Mechanisms underlying the effects of sexy and humorous content in advertisements, *Communication Monographs*, 82, 1, 134-162, doi:10.1080/03637751.2014.976236
5. Chung, S. & Sparks, J. V. (2015). Motivated cognitive processing of in-game advertising, *Communication Research*, 43, 4, 518-541, doi:10.1177/0093650214566623.
6. Erzikova, E., Mills, C., & Sparks, J. V. (2014). Identity management in HIV-positive prisoners in Russia, *Russian Journal of Communication*, 6, 2, 143-154.
7. Sparks, J. V., Chuang, W., & Chung, S. (2012, Fall). Continuous emotional responding to audio, video, and audiovisual sensory channels during television viewing, *Southwestern Mass Communication Journal*, 28, 1, 78-94.
8. Sparks, J. V., Matthews, C., & Chung, S. (2011, Fall). The influence of arousal on encoding and storage of information in pleasant television messages, *Southwestern Mass Communication Journal*, 27, 1, 45-53.
9. Sparks, J. V. & Lang, A. (2010, October-December). An initial examination of the post-audicular response as a physiological indicator of motivational activation during television viewing, *Communication Methods and Measures*, 4, 4, 311-330.
10. Lang, A. Bradley, S., Sparks, J. V., & Lee, S. (2007). Measuring individual differences in motivational activation: Predicting physiological and behavioral indicators of appetitive and aversive activation, *Communication Methods and Measures*, 1, 113-136.
11. McBride, K. R., Sanders, S. A., Janssen, E., Grabe, M. E., Bass, J., Sparks, J. V., et al. (2007). Turning sexual science into news: Sex research and the media, *Journal of Sex Research*, 44, 4, 347-358.

Book Chapters

12. Stocking, H. S. & Sparks, J. V. (2007). Communicating the scientific complexities and uncertainties of behavioral science, In M. K. Welch-Ross & L. G. Fasig (Eds.), *Handbook on Communicating and Disseminating Behavioral Science*. Thousand Oaks, CA: Sage.

Published Abstracts

13. Sparks, J. V. (2013). The influence of added motivational activation during television viewing on the post-auricular reflex [Abstract]. *Psychophysiology*, 50. (Suppl. 1)., S76.
DOI: 10.1111/psyp.12121
14. Matthews, C. B., Wells, K. C., Hamilton, B. K., Lang, A., & Sparks, J. V. (2010). The heart knows best: Cognitive effort increases with added appetitive activation. [Abstract]. *Psychophysiology*, 47. (Suppl. 1)., S33.
15. Sparks, J. V. & Fox, J. (2008). Your funny ad makes me giggle, my ears wiggle, and helps me to remember you better: An examination of the influence of humorous content in television advertisements on appetitive activation and encoding [Abstract]. *Psychophysiology*, 45. (Suppl. 1)., S98.
16. Sparks, J. V. (2007). A Validation of the post-auricular response as an indicator of appetitive activation during television viewing [Abstract]. *Psychophysiology*, 44 (Suppl. 1)., S107-108.
17. Lang, A., Sparks, J. V., Bradley, S. D., Lee, S., & Wang, Z. (2004). Processing arousing information: Psychophysiological predictors of motivated attention [Abstract]. *Psychophysiology*, 41(Suppl. 1), S61.
18. Potter, R. F., Sparks, J. V., Cummins, G. R., Lee, S.K. (2004). "I bleed crimson!": The impact of fan identification levels on viewers' attention and emotional response during sports news, [Abstract]. *Psychophysiology*, 41(Suppl. 1), S62.
19. Angelini, J., Lee, S., Schwartz, N., Sparks, J. V., & Lang, A. (2003). Processing radio public service announcements: Arousing content, production pacing, and children, [Abstract]. *Psychophysiology*, 40(Suppl. 1), S23.

Presentations

Conference Papers and Presentations

Top-Papers, Information Systems Division, International Communication Association

1. Chung, S. & Sparks, J. V. (2013, June). Motivated cognitive processing of in-game advertising (Top Paper). *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, London.*
2. Sparks, J. V. & Lang, A. (2009, May). Examining the influence of emotional, sexy, and humorous content on motivated cognitive processing of television advertisements (Top Paper). *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, Chicago, IL.*

Additional Peer-Reviewed Conference Papers and Presentations

3. Chung, S, Lee, Y. & Sparks, J. V. (2024, August). Are You with Us, or Against Us? Motivated

- Cognitive Processing of Corporate Social Advocacy (CSA) Communication Messages. *Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication at its annual conference. Philadelphia, PA.*
4. Lee, Y., Chung, S., Sparks, J. V., Pour, A. J., Sa-ad, M., & Murphy, L. (2024, August). Visual Strategies in “Child Hunger” Charity Messages: Effects of Helper and Child Images on Psychophysiological and Motivated Processing. *Paper presented to the Visual Communication Division of the Association for Education in Journalism and Mass Communication at its annual conference. Philadelphia, PA.*
 5. Chung, S., Lee, Y., Sparks, J. V., Morrell, C. T., & Murphy, L. (2023, May). Are you with me or them? The motivational and cognitive effects of political ideology and issue controversy in corporate social advocacy (CSA) communication. *Paper presented to the International Communication Association. Toronto, Canada.*
 6. Kemp, B., Chung, S. & Sparks, J.V. (2022). The influence of psychobiological motivational traits on COVID-19 anxiety, avoidance and prevention behaviors, *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, Paris, France.*
 7. Chung, S. & Sparks, J. V. (2021, August). Cognitive and attitudinal processing of visual frames in 360-degree environmental corporate social responsibility (CSR) messages. *Paper presented to the Visual Communication Division of the Association for Education in Journalism and Mass Communication at its annual conference, Online.*
 8. Sparks, J. V. & Chung, S. (2015, March). The influence of game players’ motivational traits on cognitive processing of in-game advertising. *Paper presented at the American Academy of Advertising at its annual conference, Chicago, IL.*
 9. Chung, S., Kim, H. S., & Sparks, J. V. (2015, April). Linking individuals' psychobiological motivational traits to attitudinal and cognitive perceptions in the HIV/AIDS prevention model. *Paper presented at the D. C. Health Communication Conference, Fairfax, VA.*
 10. Sparks, J. V. & Carson, M. (October, 2014). Conceptualization of graduate exit exams: Enhancing quality and culture. *Paper presented to Assessment Institute, Indianapolis, IN.*
 11. Sparks, J. V. & Chung, S. (May, 2014). Psychobiological Personality Traits and Game Addiction, *Paper presented to Communication Science - Evolution, Biology, and Brains 2.0: Innovation in Theory and Methods Preconference of the International Communication Association at its annual conference, Seattle, WA.*
 12. Wirtz, J., Sparks, J. V., & Lyons, K. (August, 2012) Sex sells? A meta-analysis of the effect of sexual content in advertisements on persuasive outcomes. *Paper presented to the Advertising Division of the Association for Education in Journalism and Mass Communication at its annual conference, Chicago, IL.*
 13. Chuang, W., Sparks, J. V., Gardner, E. L. & Bradley, S. D. (2012, May). Continuous emotional responses to the audio, video, and audiovisual channels of television messages. *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, Phoenix, AZ.*
 14. Matthews, C. B., Sparks, J. V., & Parrot, M. S. (2010, August). The influence of sexy and humorous content on motivated cognitive processing of television advertisements. *Paper presented to the Advertising Division of the Association for Education in Journalism and Mass Communication at its annual conference, Denver, CO.*

15. Sparks, J. V., Gangadharbatla, H. S., Meisse, S. W., & Matthews, C. B. (2010, August). Motivated cognitive processing of risky and sexy video game content. *Paper presented to the Entertainment Studies Interest Group of the Association for Education in Journalism and Mass Communication at its annual conference, Denver, CO.*
16. Chambers, C. & Sparks, J. V. (2009, November). Judging a cover by its book: The influence of personality presentation on perceptions of physical attractiveness and memory. *Paper presented to the Mass Communication Division of the National Communication Association at its annual conference, Chicago, IL.*
17. Watkins, S. & Sparks, J. V. (2009, May). Emotional responding to violent and risky video game content. *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, Chicago, IL.*
18. Sparks, J. V. & Lang, A. (2007, October). A validation of the post-auricular response as a physiological indicator of appetitive activation during television viewing. *Paper presented to the Mass Communication Division of the National Communication Association at its annual conference, Chicago, IL.*
19. Sparks, J. V. (2007, May). Motivated processing of mediated messages and the post-auricular response. *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, San Francisco, CA.*
20. McBride, K. R., Sanders, S. A., Janssen, E., Grabe, M. E., Bass, J., Sparks, J. V., Brown, T. & Heiman, J. R. (2007, November). Turning sexual science into news: Sex Research and the Media. *Poster presented to the Society for the Scientific Study of Sexuality at its annual conference, Indianapolis, IN.*
21. Sparks, J. V. (2006, June). Preliminary report of results: Survey of journalists. *Results presented at the workshop Turning Sex Research into News: Sexual Science for the Public's Interest, Bloomington, IN.*
22. Lang, A., Derryberry, D., Sparks, J. V., Park, B., Kurita, S., & Shyu, S. (2006, May). The effects of audio and video information density on available resources and encoding. *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, Dresden, Germany.*
23. Sparks, J. V., Lang, A., & Park, B. (2005, May). Separating production pacing from cognitive load: Does information trump structure? *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, New York, NY.*
24. Haverhals, L., Bradley, S. D., Angelini, J. R., Sparks, J. V., & Lang, A. (2004, November). Friendly announcers and disturbing warnings: A longitudinal analysis and comparison of prescription drug advertising. *Paper presented to the Health Communication division of the National Communication Association at its annual conference, Chicago, IL.*
25. Lang, A., Bradley, S. D., Sparks, J. V., & Lee, S. (2004, May). Processing arousing information: Psychophysiological predictors of motivated attention, sensation seeking, and substance use. *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, New Orleans, LA.*
26. Potter, R. F., Choi, J., Cummins, R. G., Lee, S., & Sparks, J. V. (2004, May). The impact of sports fan identification on cognitive processing of sports news. *Paper presented to the Information Systems Division of the International Communication Association at its annual conference, New Orleans, LA.*
27. Sparks, J. V., Zhang, W., & Kanervo, E. (2002, November). Trust, news media use, civic

engagement, and social capital after September 11, 2001. *Paper presented to the Midwest Association of Public Opinion Research at its annual conference, Chicago, IL.*

Invited Presentations/Panels

1. Sparks, J.V. (2024, August). Roundtable discussion: “You’re Invited: Coffee with Leadership.” *Panelist presentation to the Association for Education in Journalism and Mass Communication at its annual conference. Philadelphia, PA.*
2. Sparks, J.V. (2024, August). Presidential Panel Session: What the changing Landscape of Higher Education Means to You as JMC Faculty. *Panelist presentation to the Association for Education in Journalism and Mass Communication at its annual conference. Philadelphia, PA.*
3. Sparks, J.V. & Zhang, W. (2024, March). Emotional Intelligence in Academic Leadership *Presented to the Association of Schools of Journalism and Mass Communication Winter Conference: Engaging and Reengaging our Stakeholders in a Post-Pandemic World, Chicago, IL.*
4. Sparks, J.V. (2022, February). Presentation: “Enrollment Data Topics and Trends,” *Presented to the Association of Schools of Journalism and Mass Communication Winter Workshop: Engaging and Reengaging our Stakeholders in a Post-Pandemic World, Charlotte, NC.*
5. Sparks, J.V. (2022, February). Moderator: “Engaging ASJMC: Organizing for Activism and Leadership,” *Presented to Association of Schools of Journalism and Mass Communication Winter Workshop: Engaging and Reengaging our Stakeholders in a Post-Pandemic World, Charlotte, NC.*
6. Sparks, J. V. (2021, February). Panelist: Higher Ed’s “New Frontier,” *Presented to Association of Schools of Journalism and Mass Communication Winter Workshop (Online): Leadership in Times of Change: The Pandemic, Social and Racial Justice, and Economic Uncertainty.*
7. Sparks, J. V. (2016, March). You’ve set the lab; you trained the grad students! Now what? How to start your first psychophysiological study. *Presented to Your Brain on Advertising: Psychophysiological and Neuroscientific Approaches to Studying Advertising Effects and Processes Preconference of the American Academy of Advertising annual conference, Seattle, Wash.*

Teaching

- Grounded in a teaching philosophy focused on helping students integrate diverse perspectives, theory, and practice to advance communication goals in democratic, cultural, and professional contexts.
- Led BSU School of Journalism and Strategic Communication (SJSC) academic oversight of curricula, faculty, and co-curriculars, contributing to ACEJMC reaccreditation and maintaining PRSA CEPR certification of public relations programs (2016–2024).
- Under my leadership, SJSC students earned more than 50 national, regional, and state awards annually, including ACP Pacemakers for Best Four-Year Newspaper (Daily News) and Best Four-Year Feature Magazine (Ball Bearings), as well as regular placements in Hearst competitions.

- Oversaw the launch and growth of innovative graduate programs, including the STEM-classified, low-residency Emerging Media Design & Development master's program at Launch Fishers (2017).
- Led international field study in Italy–Slovenia–France (Summer 2024).
- At Central Michigan University (CMU), helped launch a new advertising major that grew by roughly 50 students annually; advised 100+ majors and 100+ minors per year; advised the NSAC team to a third-place regional finish (2015); and authored the ACEJMC assessment standard self-study.
- Graduate teaching experience includes mass communication theory, research methods, and doctoral seminars at the University of Alabama (UA), Texas Tech University, and CMU.
- Recognized for teaching excellence with the UA Board of Visitors Teaching Excellence Award (2009) and The Last Lecture Award (2009).
- Demonstrated consistently strong student evaluations: CMU average 3.47/4.00 (N=535), TTU >4.5/5.0, UA 4.62/5.0 (N=418).

Classes taught.

Ball State University, Department of Journalism, School of Journalism and Strategic Communication

Fall 2025

AI in Creative Storytelling (ADPR 170)

Spring 2022

Public Relations Graduate Projects (PR 681)

Fall 2021

Media and Society (JOUR 101)

Fall 2020

Media and Society (JOUR 101)

Media and Society (JOUR 101)

Spring 2020

Introduction to Advertising (JOUR 250)

Central Michigan University, Department of Journalism

2016 Spring

Principles of Advertising (JRN 360)

Advertising Campaigns (JRN 466)

Personal Branding (JRN 497p)

2015 Fall

Principles of Advertising (JRN 360)

Advertising Campaigns (JRN 466)

Personal Branding (JRN 497p)

2015 Spring

Principles of Advertising (JRN 360)
Sex, Violence, & the Media (JRN 397a)

*National Student Advertising Competition (NSAC),
American Advertising Federation (AAF) District 6
Faculty Advisor, Third Place (in-track), 2015*

2014 Fall

Principles of Advertising (JRN 360)
Sex, Violence, & the Media (JRN 397a)
Advertising Campaign Management (JRN 497a)

2014 Spring

Principles of Advertising (JRN 360)
Sex, Violence, & the Media (JRN 397a)

2013 Fall

Principles of Advertising (JRN 360)
Advertising Media Planning (JRN 365)

2013 Spring

Principles of Advertising (JRN 360)
Advertising Campaigns (JRN 466)

2012 Fall

Principles of Advertising (JRN 360)
Advertising Campaigns (JRN 466)

Texas Tech University, Department of Advertising

2012 Spring

Sex & Violence in the Media (ADV 4303/6315)
Advertising Design and Layout (ADV 3361)

2011 Fall

Advanced Creative Strategies (ADV 4304)
Advertising Design and Layout (ADV 3361)

2011 Summer

Sex & Violence in the Media (ADV 4303/6315)

2011 Spring

Research Methods (MCOM 5364)

Principles of Advertising (ADV 3310)

2010 Fall

Advertising Writing (ADV 3312)

Advertising Theory (ADV 3330)

2010 Spring

Advanced Mass Communication Theory Graduate Seminar (ADV 6315)

Principles of Advertising (ADV 3310)

2010 Summer

Sex & Violence in the Media (ADV 4303/6315)

2009 Fall

Principles of Advertising (ADV 3310)

Advertising Campaigns (ADV 4312)

2009 Summer

Sex & Violence in the Media (ADV 4301/6315)

The University of Alabama (Tuscaloosa), Department of Telecommunication & Film

2008 Summer

Special Topic: Sports and Media (Com 495/ TCF 444)

2009 Spring

Media Psychology (CIS 650)

Special Topic: Media Psychology (TCF 444/544)

2008 Fall

Introduction to Telecommunication (TCF100)

Mass Communication Theory (MC551)

2008 Spring

Seminar in Telecommunication (TCF 553)

Introduction to Mass Communication (MC 101)

2007 Fall

Seminar in Communication Theory (MC 551)

Telecommunication Effects (TCF 420/TCF520)

2007 Summer

Special Topics: Sports and Media (TCF 444/COM 495)

Introduction to Mass Communication (MC 101-026)

2007 Spring

Introduction to Mass Communication (MC 101)
Telecommunication Management (TCF 445)

2006 Fall
Media Programming (TCF 310)

Teaching Assistantships

Indiana University (Bloomington), Department of Telecommunications

2005 Spring
Design and Production (T206)

2004 Fall
Politics and Media (T314)

2003 Spring
Design and Production (T206)

Adjunct Teaching

Austin Peay State University, Department of Speech, Communication & Theatre

2001 Fall
News Reporting (Comm 2000)

Service

Unit

Department of Journalism/School of Journalism and Strategic Communication, Ball State University
ExOfficio on all unit committees and taskforces including 12 tenure track search committees (2016-Current).

Department of Journalism, Central Michigan University
Committee Member, Personnel Committee (2012 - 2016).
Committee Chair, Assessment Committee (December 2013 - May 2016).
Committee Member, Assessment Committee (2012 - 2013).

Department of Telecommunication and Film, University of Alabama
Committee Member, Department Graduate Committee. (September 2006 - 2009).

College

College of Communication, Information, and Media, Ball State University,
Committee Member, CCIM Leadership Committee (2016 - Present).

Committee Member, Curriculum Committee (2020 - Present).
Committee Member, Dean Search Committee (2024-25).
Committee Member, Assistant Dean Search Committee (2020-21).

University

Ball State University

Committee Member, Faculty Salary and Benefits Committee (2025-26)
Committee Member, Academic Ethics Committee. (2020 – 2021; 2024-25; 2025-26). Committee Member, HLC (Higher Learning Commission) Criterion #4 Committee. (2021 - 2022).
Editorial Board Member, Ball State University Alumni Magazine. (2017 - 2022).
Committee Chair, Media Ecosystem Taskforce. (January 2021 - May 2021).
Committee Member, Classroom Management Taskforce. (August 3, 2020 - December 1, 2020).

Central Michigan University

Committee Member, Assessment Council, Faculty Senate Committee (March 2014 - 2016).
Curriculum Committee, College of Communication and Fine Arts (March 2014 - 2016).

Texas Tech University

Committee Member, Graduate Council (2010 - 2012).

University of Alabama

Committee Member, College Graduate Committee (March 2007 - 2007).
Committee Member, Human Resources Committee (2009).
Faculty Mentor, Mentor, McNair Scholars Program (2007 - 2008).

Professional Association Leadership

Past President, ASJMC, 2024-25
President, ASJMC, 2023-24
President Elect, ASJMC, 2022-23
Site-Team Reviewer, ACEJMC, 2023
Secretary, Information System Division, ICA