

Hubert (Hub) Brown

Summary:

An experienced administrator with a long record of teaching and a deep understanding of the challenges faced by schools of journalism and mass communication.

Collaborative leader with deep experience advancing diversity, equity, and inclusion, supporting faculty scholarly agendas and helping to grow the research enterprise, while also creating opportunities for international educational and research exchange with top mass communications institutions abroad. Active in teaching broadcast journalism, media ethics, and diversity, equity and inclusion in media, both in person and online.

Administrative Experience:

2009-Present, Associate Dean for Research, Creativity, International Initiatives and Diversity, The S.I. Newhouse School of Public Communications, Syracuse University.

Research activities:

- *Works to advance the research and creative agendas of Newhouse School faculty, and grow the research enterprise.*
- *Provides information and resources to aid faculty in applying for and securing outside funding for scholarly activity.*
- *Facilitates the formation of research groups to advance projects and seek funding.*
- *Administers a seed money fund to help launch new faculty research projects, providing launch funds for 10-12 new scholarly projects per year.*
- *Administers the second year of the Newhouse School's Future Professoriate Project, providing second year faculty with guidance on building research agendas, presenting work to scholarly communities and preparing for third-year review.*
- *Works with the Syracuse University Office of Research to advance the interests of Newhouse faculty and seek collaboration with colleagues across the campus.*

Diversity, Equity, and Inclusion Activities:

- *Helps to administer the Newhouse School's Diversity Plan, as well as its evolving strategic goals in diversity, equity, and inclusion.*
- *Provides support and connection for students, through regular forums and student-focused events, and advising and sponsorship of co-curricular activities.*

- *Administers a series of regular and special events, including two speaker series, to bring the community together around topics of diversity, equity, and inclusion.*
- *Provides resources and support to faculty search committees seeking to diversify candidate pools.*
- *Represents the Newhouse School on Syracuse University's Inclusive Leadership Assembly, and works closely with the University's Chief Diversity, Equity, and Inclusion Officer the help the University achieve its goals.*
- *Advises DEI-focused student groups.*
- *Works with the Faculty Committee on Diversity on projects to improve the environment for diversity, equity, and inclusion in the Newhouse School.*
- *Provides resources and training for faculty and staff on DEI concepts and issues, to improve their ability to support students of all backgrounds.*

International Engagement Activities:

- *Leads the effort to accomplish the international engagement goals of the Newhouse School strategic plan.*
- *Works with Syracuse University Abroad to support curriculum delivery at abroad centers, through approval of courses and course changes, new courses and instructors.*
- *Sought and received University approval for Memoranda of Understanding to establish student, teaching and research exchange at six different institutions worldwide, with two more pending.*
- *Supervises incoming and outgoing student exchange.*
- *Solicits and approves faculty proposals for summer and short-term courses in locations around the world.*
- *Facilitates and oversees international visiting instructor and post-doc arrangements.*
- *Promotes international engagement with students, faculty and staff, encouraging enrollment in study abroad, joint research/teaching projects and the development of new educational opportunities.*
- *Helped craft Syracuse University policy on international engagement, as a member of select committees.*

2004-2009, Chair, Communications Department, The S.I. Newhouse School of Public Communications, Syracuse University.

- *Responsible for the delivery of the central Communications curriculum of the Newhouse School, including all the sections of the School's Communications Law, Mass Media and Society, and Race, Gender, and Media courses. Additionally, the Department provided coursework for the School's Media Studies and Ph.D. programs. Made course assignments for more than a dozen faculty members.*

Teaching Experience:

May 2003-Present, Associate Professor, Broadcast and Digital Journalism, The S.I. Newhouse School of Public Communications, Syracuse University.

August 1996-May, 2003, Assistant Professor, Broadcast Journalism, The S.I. Newhouse School of Public Communications, Syracuse University.

- *Taught 15 hours per year on the tenure track, 12 hours per year as a department chair, and nine hours per year as Associate Dean. Designed an online course in the Communications@Syracuse Master's program. Taught nearly every course in the Broadcast and Digital Journalism curriculum. In addition, taught the journalism version of the Newhouse School's ethics course and its course on media and diversity, available to all majors. Earned consistently positive evaluations from students.*

August, 1993-August, 1996: Assistant Professor, Broadcasting Department, University of Nebraska-Lincoln College of Journalism and Mass Communications.

- *Taught 18 hours per year at Nebraska-Lincoln, including each of the courses in the Broadcasting curriculum. Advised approximately 30 students per semester. Won recognition for service to students as instructor.*

August 1989-August 1993: Lecturer, Broadcasting Department, University of Nebraska-Lincoln College of Journalism and Mass Communications.

August-December 1988: Adjunct Instructor, Broadcasting Department, University of Nebraska-Lincoln College of Journalism and Mass Communications.

Professional Experience:

Since May, 1992: Freelance Production, Writing, and On-Air Talent.

Program Host/Consultant, "Parenting Matters" call-in radio program, WAER-FM, Syracuse, N.Y., 1997-2004.

May 1995- March 1997: Host, "Speaking With Confidence," and "Human Communication," educational series produced by the Learning Services Unit of the Nebraska ETV Network.

August 1989-May 1992: Program Host and Writer, Public Affairs Unit, Nebraska ETV Network.

August 1987-August 1989: Producer/Reporter, Public Affairs Unit, Nebraska ETV Network.

May 1979-August 1987: Reporter/Photographer, KOLN/KGIN-TV, Lincoln/Grand Island, Nebraska. Specialized in government and political reporting.

National Academic Leadership and Service (selection):

Member, Hearst Journalism Awards Program Steering Committee, since February, 2020.

For the Association for Education in Journalism and Mass Communication:

- Member, national Standing Committee on Professional Freedom and Responsibility, 2016-2019.
- Chair, AEJMC Centennial Fundraising Committee, 2011-2012.
- Head of Division, Radio/Television Journalism (Now Electronic News) Division, 2010-2011.
- Research Chair, Radio/Television Journalism Division, 2009-2010.
- Member national Standing Committee on Teaching Standards, 2004-2006.
- AEJMC Task Force on Ethics, 2004-2008.

Accrediting Council on Education in Journalism and Mass Communication (ACEJMC), member, 2004-2009.

ACEJMC accreditation site visit team member:

Florida A & M University, 1999.
 University of Minnesota, 2000.
 Kansas State University, Florida International University, 2001.
 Jackson State University, 2002.
 University of Maryland, 2003.
 Arizona State University, 2004.
 Norfolk State University, Elon University, 2005.
 California State University, Fullerton, 2006.
 University of Oklahoma, Iowa State University, 2009.
 Western Kentucky University, 2010.
 University of Southern California, 2011.
 Arizona State University, 2016.
 University of Montana, 2017.
 University of Puerto Rico-Rio Piedras, 2018.

Member, Editorial Board, *Electronic News* (journal of Electronic News Division of AEJMC)

Member, National Association of Black Journalists, National Association of Black Journalists, Broadcast Educators Association.

Service to Syracuse University and the Newhouse School (selection):

Member, Syracuse University Strategic Planning Working Group on International Initiatives, 2015-2019.

Member, Syracuse University Inclusive Leadership Academy, 2018-Present.

Member, Syracuse University Abroad Advisory Council, 2009-Present.

Member, Syracuse University Task Force on International Relationships, 2008-2011.

Co-Chair, University Task Force on Student-Run Television, November 2005-May 2006.

Member, Newhouse School Tenure Committee 2003-2005, 2005-2008, 2010-2012 (chair, 2011-2012), 2013-2015, and 2020-2022 (current chair).

Member, Search Committee for Dean, Newhouse School, 2007-2008 and 2019-2020.

Awards, Recognitions (selection):

Association for Education in Journalism and Mass Communication Equity and Diversity Award, 2020 (led winning entry).

Named as one of the nation's Noteworthy Journalism Educators by NewsPro Magazine, January, 2018.

Larry H. Burkum Award for Outstanding Service, Electronic News Division, AEJMC, 2016.

Academic Engagement (selection):

Panelist, "Crisis on the Strip: Reporting in an Unfolding Emergency." NAB Show (Convention of the National Association of Broadcasters), Las Vegas, Nevada, April, 2018.

Presenter, "#MeToo, Dreamers and Sh*t-hole Countries—Using Diversity Discussions to Improve Reporting." Broadcast Educators Association Convention, Las Vegas, Nevada, April 2018.

Participant/Presenter, Future Media Landscape Conference, Amsterdam University of Applied Sciences, Amsterdam, Netherlands, December 2017.

Panelist, "Social and Solutions Journalism: A New Way of Teaching the Next Generation of Reporters." Broadcast Educators Association Convention, Las Vegas, Nevada, April, 2017.

Panelist, “Reporting on Race in America: Lessons from Local Newsrooms (NAB Awareness in Reporting Initiative).” Broadcast Educators Association Convention, Las Vegas, Nevada, April, 2017.

Panelist, Teaching Panel Session—“Death of Diversity: Concerns in U.S. Journalism and Mass Communication Programs and Effects of TV Newsrooms.” Association for Education in Journalism and Mass Communication Convention, Chicago, Illinois, August 2017.

Invited Presenter: “U.S. Media, Politics and Diversity.” Hochschule der Medien (Stuttgart Media University), Stuttgart, Germany, November 2016.

Panelist, Professional Freedom and Responsibility Session: “The Rhetoric of Riot: Criticism of Media Coverage in Baltimore and Beyond.” Association for Education in Journalism and Mass Communication Convention, Minneapolis, Minnesota, August 2016.

Panelist, “How to Diversify Your Experts in Broadcast News Reporting.” Broadcast Educators Association National Convention, Las Vegas, Nevada, April 2016.

Panelist: “Paid, Unpaid, or Credit: How Do We Handle Internships?” Broadcast Educators Association National Convention, Las Vegas, Nevada, April 2014.

Participant: Teaching Panel Session—“From Newsroom to Classroom: Diversity, Pedagogy, and the Transition from Working Journalist to Journalism Teacher.” Association for Education in Journalism and Mass Communication Convention, Washington, D.C., August, 2013.

Panelist: “Cheating and Plagiarism in Non-Traditional and Experiential Courses.” Presentation: “Academic Integrity and Online Content in Skills Courses.” Broadcast Educators Association National Convention, Las Vegas, Nevada, April 2013.

Participant: Research Panel Session—“Ethnic Minority Groups in the Crosshairs of the 2012 Electoral Campaigns,” Association for Education in Journalism and Mass Communication Convention, Chicago, Illinois, August 2012.

Panelist: “How to Engage Students in a Fractious World of Technology and Information: Tips and Ideas.” Broadcast Educators Association National Convention, Las Vegas, Nevada, April 2012.

Participant: Teaching Panel Session—“He Said, She Said: The Continuing Controversy Over Data Collection Methods and Use of Student Evaluations,” Association for Education in Journalism and Mass Communication Convention, St. Louis, Missouri, August 2011.

Panelist: “Facebook and Twitter: The New Journalism? Let’s Debate.” Broadcast Educators Association National Convention, Las Vegas, Nevada, April, 2011.

Productions, Publications, Presentations (selection):

“Going Dark: Black-Owned Radio in a Time of Change,” a 30-minute television documentary on the role of African-American owned radio stations in their communities and the threats to their future. In cooperation with WCNY-TV, Syracuse. First airing: February 19, 2002. The program has been used to facilitate conversations about the effects of broadcast consolidation in the U.S. and the importance of local broadcasting in minority communities.

“Wanted: More Critical Thinking,” *Static* (newsletter of Radio-Television Journalism Division of AEJMC), July, 2003.

“African American-Owned Radio in the U.S.: Surviving 21st Century Challenges, An Exploratory Case Study,” presented to the AEJMC 2003 Mid-Winter Convention, February 28-March 2, 2003, Boulder, CO.

“Terror Threat Logo Is Useless Information” *Media Ethics*, v. 14, No. 2, Spring 2003.

“Squeeze the Truth from Orange Alert, Please!” *Newsday* (New York), February 14, 2003, p. A39.

With Professor Jerry Renaud, “A Week in the Life,” a paper exploring the images of minorities in local television newscasts, presented to the AEJMC 2002 Mid-Winter Convention, February 8-10, 2002, Athens, GA.

With Professor Beth E. Barnes, “Perceptions of Advertising Influence on Broadcast News,” *Journalism Educator*, v. 55, No. 4, Spring, 2001.

“What’s In a Name? Plenty!” *Media Ethics*, v. 12, No. 2, Spring, 2001.

“African American-Owned Radio in the U.S.: An Endangered Voice For The Community, A Case Study,” refereed paper accepted for presentation at the International Radiocracy Conference (exploring the use of radio in political and social development), Durban, South Africa, September, 2001.

“How Race Is Covered In America: The New York Times Approach,” *Media Ethics*, v. 12, No. 1, Fall, 2000.

“Teaching Ethics Up To The Minute,” *Media Ethics*, v. 11, No. 2, Spring 2000.

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Members of the Search Committee:

It gives me great pleasure to present my qualifications to you, and to engage in a conversation about the future of one of the greatest institutions of journalism and mass communication in the United States, and indeed in the world. The decision to choose the next dean of the College of Journalism and Communications at the University of Florida is an opportunity to talk not just about the future of the College, but of journalism and mass communication in our society, and of the impact an institution such as the CJC can have. Making this choice is deep and difficult work. Having served on the search committees for the present and previous deans of the Newhouse School at Syracuse University, I know it well. Before going any further, allow me to say that I appreciate your work and wish you the very best in this journey.

I have been on a journey of my own. I am a professional-turned-academic, like so many of my present colleagues. I covered all manner of issues, events and controversies, first as a general assignment reporter, then as a political reporter, and later as a producer of public television documentaries. I began teaching, like so many, because I thought I had something to say as a professional. It turns out that there was a lot I needed to hear—from colleagues, students, and the public. And after a good 30 years of listening, and acting on what I heard, here I am. Where I began, however, is still with me. I was a first-generation college student. My family moved from East Texas, where there was nothing for a young Black man with a new family, to Omaha, Nebraska, where at least there was work in a meat-packing plant—until there wasn't. My parents had no idea how to support me as a college student. When I see first-generation students now, that fact never leaves me. Now I am in a position to help, and when I do, it feels like there is no place that I would rather be.

Helping all students, first generation and beyond, is only one facet of the work that we are called upon to do. Staying focused on preparing the next generation of communication professionals and scholars, on advancing the cause of the First Amendment and upholding standards of excellence, would be a challenge under the best of times. Amidst a pandemic and a heart-rending process of coming to grips with systemic racism, the level of challenge rises significantly. We must both look forward and remember how we got here. We, administrators, faculty and staff, must work harder than ever before to maintain a space where our students are challenged and supported, and where our research puts us at the center of some of the most important conversations. We have to work harder to maintain a place where connection with the growing and successful cadre of alumni is strengthened, and where we show the value of our work to the community, state, and nation. I am ready to lead that effort, and I believe my experience over the years has positioned me for it.

The School of Journalism and Communications is already one of the nation's leaders in our field. As we all move forward into an era of challenge, I believe I can lead the School toward strengthening its great reputation, connection with its publics, and impact in this nation and world. In mass communications, the First Amendment is our foundation, diversity, equity and inclusion are our present and future, and excellence in teaching, scholarship, and creative activity is the path forward. I am a collaborative leader who would work to further support the great contributions the School makes to the fields of mass communication, while advocating for the agility to meet new challenges in everything we do.

In June, ten deans of Carnegie-Knight-affiliated schools of journalism and mass communication issued a statement in support of a reckoning around issues of race after the killings of George

Floyd, Ahmaud Arbery, Breonna Taylor, and others sparked nationwide demonstrations and unrest. In doing so, the deans outlined some of the major challenges facing our institutions—using the power of journalism to shine a brighter light on injustice and better explain the effects of generations of systemic bias; doing more to support journalists in this work, even as that work and the journalists themselves are increasingly threatened; and doing more to both diversify the professions we serve and provide all students with the tools to lead mass communications in an increasingly diverse multiracial democracy. In my role as Associate Dean for Research, Creativity, International Initiatives and Diversity, I have been deeply involved in this work from many angles.

Advancing diversity, equity, and inclusion has been a primary focus of mine since before I was appointed Associate Dean. As a member of the faculty of the Newhouse School, I helped to write the rules to establish the School's Faculty Diversity Committee, which was the first such committee at Syracuse University. My current focus is threefold: to support student retention and connection with the School, to aid in the recruitment of students, as well as faculty and staff; and to provide the community with resources, programming and support. Specifically:

- I provide guidance on the School's strategy and planning in the area of Diversity, Equity and Inclusion (DEI).
- I help shape Syracuse University's approach to DEI through its Inclusive Leadership Assembly, which includes diversity executives from all the schools and colleges. I work closely with the University's Chief Diversity, Equity and Inclusion Officer to develop new policy to address the concerns of students, faculty and staff from marginalized groups, remove barriers, and foster broader participation and inclusion.
- I manage lines of communication with students through regular Newhouse School forums to discuss issues of concern to students of color, international students, and LGBTQ students of all backgrounds.
- I partner with the Faculty Committee on Diversity to provide information and resources to faculty to help strengthen their familiarity with current issues and support students.
- I manage speaker series on diversity issues for the entire Newhouse community, and support the efforts of all the School's departments to bring in professionals and scholars from a range of backgrounds to speak to students. I manage special events such as symposia to bring the community together around specific issues related to DEI.
- I advise students who created a publication focusing on the international student experience (a result of the above forums), as well as the Newhouse chapters of the National Association of Black Journalists and the National Association of Hispanic Journalists.

Our work in diversity, equity, and inclusion has grown in many ways, and we as a community feel better equipped to improve our teaching, research and service mission as a result. Early in my time at Newhouse, the School had found itself out of compliance with the diversity standard in the accreditation process of the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC). Now, after years of growing our capacity to bring DEI into all that we do, we are honored to be the recipient of the national Equity and Diversity Award from the Association for Education in Journalism and Mass Communication (AEJMC) this year. I'm proud to have led the effort that resulted in that important recognition.

Our work in international initiatives has grown as well. I work hand in hand with Syracuse University Abroad, which ranks as one of the highest-quality international education programs in the country. Syracuse University operates six of its own overseas centers; it also has partner arrangements with more than 60 institutions all over the world. About a third of all Newhouse School students study abroad at least one semester over their four undergraduate years, but cost, co-curricular activities and program requirements have made this more difficult. The approach I offered is to incentivize faculty to create shorter-term study abroad experiences that lower the bar to entry for students, and can be conducted in a summer, winter, or even spring break. Students exercising this option have had unique international educational opportunities in South Africa, Liberia, Israel and the West Bank, Hong Kong, Costa Rica, Ukraine, Tokyo and Seoul, as well as short-term and summer classes in London and Geneva. In addition, we entered into agreements to allow students to study and faculty to collaborate on teaching and research at several institutions: Stuttgart Media University in Germany, the Danish School of Media and Journalism, the Amsterdam University of Applied Sciences, Interdisciplinary Center Herzliya in Israel, and Zhejiang University in Hangzhou, China. Agreements with two additional top communication programs in China are pending.

In the area of research and creative activity, I believe that leaders need to be active in giving the faculty the tools to pursue their interests and the incentives to grow their projects and activities. Faculty need money and time, and when they have it, their work creates opportunity for our graduate students and energy for our entire community. I have used our own startup funds within the School to help launch new projects and lines of inquiry. I manage the School's travel funding to encourage faculty members to share their work within their disciplines and find new research partners. I have brought groups of faculty together to begin projects aimed at attracting funding both from within Syracuse University and outside of it. Our work has resulted in Newhouse faculty partnering with colleagues across the University to create research clusters, adding new faculty lines within research teams that will seek outside funding and help maintain Syracuse University's status as a Carnegie Research 1 institution. I worked with our colleagues in the world-renowned Maxwell School of Citizenship and Public Affairs to create the Citizenship and Democratic Institutions research cluster. We will use it to grow our scholarship focusing on the role of journalists and other communications professionals in the maintenance of American democracy.

In order to make any kind of difference in institutions such as ours, a leader must be a collaborative listener who believes in shared governance. Since I do not have a large staff to accomplish goals, I know that to achieve what I think is important, I must convince others to join me. I value collegiality and see it as the cornerstone of my approach to leadership. I greatly value the faculty and staff with whom I work, and I understand that to have great colleagues, I need to be a great colleague.

The things that I've been fortunate enough to be able to do have been supported by core beliefs which have served me well over the years. With the threats that come with the pandemic, and the work we must do to come to terms with generational systemic bias, they become more timely:

Diversity, equity and inclusion must be a defining concept. There is ample evidence of the pervasive damage that systemic bias has done to the country and to the possibilities for millions over the generations. In the face of the enormity of the phenomenon, an institution of higher education needs to be consistent about identifying potential in underrepresented communities

and doing all it can, from recruitment to commencement, to help students develop it. But moreover, students who do not come from those communities stand to benefit from an institution that dedicates itself to preparing them to be top professionals and scholars in an increasingly diverse country. We in journalism and mass communications have an opportunity to become more than just institutions that see this as important. We can become known advocates, holding ourselves, and helping to hold the professions, to account for real progress.

We must strengthen our connection with our communities. With journalism facing real threats, and with all of mass communication facing challenges in this disruptive environment, an alumni base with the motivation to “give back” to current students is a formidable tool. I know this well at Newhouse—we devote considerable resources to keeping our alumni engaged, through events, continuing advice and career support, and opportunities to share their experiences with students. The alumni provide a tremendous return on that investment. Similarly, strong relationships with media outlets, professional communicators, and the important associations in our fields will pay dividends that we all need in these challenging times. We have an opportunity to re-energize the connection with these stakeholders and tell the story of how we are meeting this moment.

Research creates opportunity. We stand at a moment unlike any other in the history of our institutions of mass communication. There are important, critical questions confronting all of us. Scholars are exploring new ways to rebuild trust in journalism and give people the means to separate truth from disinformation. There is a need to explore new funding models and new ways to tell stories. There’s certainly a need to find ways to address the expanding phenomenon of news deserts, both in Florida and across the country. There are new opportunities to define what corporate social responsibility means in this era. Developing new initiatives to grow the research enterprise not only addresses these questions and more, but also provides an opportunity to bolster the diversity of Ph.D. programs. There is a critical need especially for Black mass communication scholars, and few programs in journalism and mass communications are better situated to provide them than the CJC, with its size, reputation and depth of program offerings. I see an opportunity to grow the support for top scholarship and make an even greater positive difference in the academy.

A leadership transition provides a great opportunity to work on fundamental, definitional questions. In addition to being excited to share my thoughts about the future of journalism and mass communication education, I’m more interested in what you think. Leading an organization as important as the College of Journalism and Communications is chiefly about turning a shared vision into action. The conversations about what is possible can be energizing to a community, and I am excited about the prospect of taking part.

As I began, I wish you the best on this journey, and would welcome the opportunity to partner with such a great institution.