Johnny V. Sparks, Ph.D.
Director, Professor
School of Journalism and Strategic Communication
Ball State University
Past President
Association of Schools of Journalism and Mass Communication
Board of Directors
Association for Education in Journalism and Mass Communication
(765) 285-8278 (office)
(205) 535-0423 (mobile)
jvsparks@bsu.edu

Education

Indiana University (Bloomington)
Department of Telecommunications
Ph.D. (September 2006), Mass Communication
Dissertation: The influence of sex and humor on motivated processing of mediated messages

Austin Peay State University
Department of Speech, Communication & Theatre
M.A. (May 2002) with honors
Thesis: Trust, news media use, civic engagement, and social capital after September 11, 2001
B.S. (May 2000) Cum Laude
Journalism Major, Psychology Minor

Certifications/Awards

Prosci® Certified Change Practitioner
Provost's Assessment Incentive Award ($10,000)
Central Michigan University
Board of Visitors Teaching Excellence Award (2009)
The University of Alabama, College of Communication and Information Sciences
The Last Lecture Series (2009)
The University of Alabama, Graduate School

Academic/Administrative Positions

Ball State University,
School of Journalism and Strategic Communication
Director (October 2021-Current) and Professor with Tenure (August 2021-Current)
Department of Journalism
Department Chair (July 2016-September 2021) and Associate Professor (July 2016-July 2021) with Tenure

- *Budget management.* Manage annual budget of approximately $2 million, foundation funds exceeding $1 million. Increased budgetary efficiency and effectiveness during global pandemic and transition to an incentive-based budget model.

- *Academic administration.* Administer academic unit with up to 28 full-time faculty, 12 part-time faculty, 10 graduate assistants, and six full-time professional/staff members serving up to 900 undergraduate students in five majors accredited by Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) and up to 125 graduate students in three graduate programs. Undergraduate and graduate public relations programs are recognized by the Public Relations Society of America's Certification in Education for Public Relations.

- *Faculty success*. Managed hiring of ten tenure-track assistant professors; retained seven-of-ten tenure-track hires during my leadership; and supported four of those to early promotion and tenure. Supported four additional assistant professors on the tenure-track upon my hiring through the tenure and promotion process. Three-of-four promoted assistant professors have been retained with two subsequently promoted to full professor. The third is under review for promotion to full professor this academic year.
    - *Faculty professional development.* Launched faculty professional development initiative to support project-based curriculum. Allocated funds for faculty to complete PMI® Authorized On-demand PMP® (Project Management Professional) Exam Prep course. Participating faculty agreed to include a project management student learning outcome or course objective in courses.

- *Research leadership.* Propelled all-time-high faculty research productivity through improved faculty recruitment, development, and support. According to the 2022-23 ACEJMC reaccreditation self-study report faculty published 107 peer-reviewed journal articles 2016-2022. By comparison, according to the ACEJMC reaccreditation self-study report for the six years prior to 2016 and my leadership, the faculty published a combined total of 31 articles.

    - Launched the Unified Research Lab (URL), a collaborative research center in the unit. Faculty and students conduct eye-tracking, psychophysiological, virtual reality, and video-game research in the URL, which maintains an Institutional Review Board (IRB) approved participant pool and manages graduate assistant support for research studies.
    - Supported launch of Embodied Media Cognition Lab (Fall 2022), which is equipped with psychophysiological measurements, self-reports, and cognitive assessments.

- *Faculty diversity.* In 2015-16, 100% of tenured and 85% of tenure-line faculty members were white. By fall 2022, non-white faculty represented 38% of tenured and *54% of tenure-line faculty*. The ACEJMC site-team found the unit in "Compliance" on Standard 4: Diversity and Inclusiveness in fall 2022. Led the unit to first self-study and site-team review by ACEJMC to result in "Compliance" on Standard 4: Diversity and Inclusiveness in past three review cycles (19 years). Immediately before my joining Ball State University in July 2016 as chair, the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) found the unit in "noncompliance" on "Diversity and Inclusiveness" for a second consecutive review cycle.

- *Fundraising.* Lead fundraising for unit. Increased amount of donations and number of donors during first three years as chair. Led 50th Anniversary Campaign (FY 2019), which exceeded its $50,000 goal and raised $63,794.88 for the general scholarship fund. On *One Ball State Day* 2020, unit's 316 gifts ranked second among academic departments. Student Media ranked first among all student organizations with 213 gifts.

- *Unit name change.* Collaborated with Ball State University Office of Marketing Communication to conduct market research. Engaged in leadership of shared governance process to successfully recommend change in unit's name from "Department of Journalism" to the "School of Journalism and Strategic Communication" (effective October 1, 2021).

- *Curricular leadership.* Mapped curricula, consolidated across and within programs to eliminate curricular silos and inefficiencies. Launched new majors and concentrations. Increased innovation through offering high-impact educational experiences (e.g., project-based, study abroad, community-engaged, and immersive-learning). Increased interdisciplinarity and student-credit-hour production by opening courses to non-majors.
    - *Partnerships.* Secured a partnership with the George and Frances Ball Foundation to support the Cradle to Career Muncie project presenting education as a pathway out of poverty for residents of Promise Neighborhoods in Muncie, Indiana. A strategic communication campaign will be completed by students in SJSC classes and at **The McKinley Avenue Agency**,

- *Student media and agency.* Directed student media (2016-Fall 2021) and student integrated strategic communication agency (2016-current). Collaborated with student media and agency advisers to facilitate a mission-focused, student-led process that eliminated a major budget deficit and evolved dated practices into a more sustainable contemporary business model in 2017.

- *Scholastic outreach.* Oversaw Ball State's Journalism Workshops (2016-21), which had offered summer workshops for middle and high school students and teachers since 1966. More than 1,000 students and teachers representing 36 states registered in the Summer 2020 first-ever online only programming. The program transitioned to college leadership in 2021.

- *Technology.* Manage unit's state-of-the-art facilities and technology. Strategically aligned technology expenditures to enable operational efficiency, effectiveness, and academic excellence. Two classroom computer labs of lower specifications/performance hosting unit courses were replaced by a high-end Extended Reality (XR) laboratory (at a net savings). The XR lab hosts a newly developed XR certificate program, which was codeveloped by Dr. Joshua Fisher, a faculty member in my unit.

- *Alumni Relations.* Continued 60+ year tradition of planning and celebrating the annual BSU School of Journalism and Strategic Communication National Writing Awards. Collaborate with the Journalism Alumni Society to honor distinguished professionals and alumni with awards at premier annual event.

President (2023-24), Association of Schools of Journalism and Mass Communication

- 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. The conference was the best attended ASJMC Conference since 2018 and attendee feedback, which is available upon your request, was very positive.

Site-team member, Accrediting Council on Education in Journalism and Mass Communication

- Drake University, February 2024

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, which experienced sustained growth of approximately 50 new students each academic year during my leadership.

- Served as the department's Associate Chairperson, Curriculum Committee Chairperson, and Assessment Committee Chair.

- Advised more than 100 advertising majors and 100 minors from 2013-14 to 2015-16.

- Advised CMU's American Advertising Federation (AAF) club in National Student Advertising Competition (NSAC) to a third-place finish in track in Region 6: AAF.

- Proposed and gained departmental approval of an Integrated Marketing Communication (IMC) graduate program curriculum and 12 master course syllabi. Conducted primary research to demonstrate demand including a comprehensive review of Michigan and peer-institutions' relevant program offerings; surveys of alumni and students to determine potential interest; and instructional delivery preferences.

- Led a collaborative merger of the previous "news/editorial" and "online journalism" concentrations into a newly unified, modernized, and improved "journalism" concentration.

- Served as the founding director of *The Center for Innovation, Collaboration, and Engagement (ICE)* in the College of Communication and Fine Arts (CCFA). ICE offered a dedicated space, technology, and resources to cultivate innovative practices within CCFA's intellectually diverse community. ICE invited artists, actors, academic/applied researchers, musicians, as well as media and communication experts and professionals from the CMU and global community to bring their tools to collaborate around innovative ideas involving the use of technology. As director, I facilitated engagement on projects through administering a competitive incubation grant competition, hosting meetings, and leading seminars. ICE aspired to provide professional for-hire services in communication and the fine arts to external clients. I left for BSU prior to achieving this objective. Additionally, I secured financial support for and equipped a 20-workstation computer

lab with software to conduct experimental and survey research. I managed research in the lab space including information technology, conducted my own research and research for the department.

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

- Chaired a doctoral dissertation and master's thesis to completion. In addition, I served as a member on seven doctoral dissertation and master's thesis committees and led or served many comprehensive exam committees.

    - Chaired Sungwon Chung's (2009) doctoral dissertation committee, which won the 2014 TTU's Social Science Doctoral Dissertation Award (Second Place) and the American Advertising Academy Doctoral Dissertation Grant Competition (2012). Dr. Chung is currently tenured associate professor and associate director in the SJSC at BSU.

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

- During my first three years as an assistant professor at UA (2006-09), which was immediately after earning my doctoral degree (August 2006), chaired (2 theses), co-chaired one thesis, chaired four master's comprehensive-exam committees, served on four doctoral comprehensive exam committees, served on seven doctoral dissertation committees, served on five master's comprehensive exam committees, and served on four master's thesis committees. Chaired Mark Lent's McNair Scholars thesis.

- Coordinated TCF graduate program (interim) in Fall 2007 interim and represented TCF on the college-wide graduate education committee.

- Assisted the UA College of Communication's Human Resources Committee in the drafting of a college-wide diversity plan in advance of a pending site visit by the Accrediting Council on Education in Journalism and Mass Communication.

- Resourced a previously defunct survey research laboratory in the Institute for Communication and Information Research (ICIR) with 15 "newer" computers, which I obtained from university surplus. Secured funding for a site license for MediaLab Software by Empirisoft for experimental and survey protocols. Used the lab to conduct research. Managed the space within the ICIR, where other graduate students and faculty conducted research projects.

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)

SCHOLARSHIP

Refereed/Juried

In Progress

1. Fox, J. & Sparks, J.V. (under review, 2nd round). Still no joke: A motivated cognition study of humorous and serious news. *HUMOR: International Journal of Humor Research*

2. Chung, S., Lee, Y., & Sparks, J. V. (will be submitted in 2024). Are you with us, or against us? Motivated cognitive processing of corporate advocacy communication messages. *Communication Research.*

3. Chung, S., & Sparks, J. V. (will be submitted in 2024). Emotional Visual Strategies Utilizing 360-Degree Videos in CSR Communication for Environmental Sustainability: Examining Cognitive and Attitudinal Responses. *Journal of Interactive Advertising or Journal of Current Issues and Research in Advertising.*

4. Lee, Y., Chung, & Sparks, J. V. (will be submitted in 2024). Visual strategies in 'child hunger' charity messages: Effects of helper and child images on psychophysiological and motivated processing. *Human Communication Research.*

5. Lee, Y., Chung, S., & Sparks, J. V. (will be submitted in 2024). Psychophysiological and attitudinal responses to corporate social advocacy messages. *Public Relations Review.*

6. Chung, S., Lee, Y., Sparks, J. V. (data collection in Fall 2024). Motivated processing of companies' charity ads: The effects of narratives and visual types.

Published

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-auricular 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). Panel: 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). Presentation: 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: "Panel: 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.

Works in Progress

Wirtz, J.W., Sparks, J. V., & Zhang, W. (in progress). 'Trump bump' or 'Red state slump?:' An analysis of undergraduate enrollment in U.S. journalism programs before and after the 2016 presidential election perceptions, and behavior.

Research Grants

2023-2024
Advance Program Grant (Spring 2023)
Funder: Sponsored Projects Administration, Ball State University
Responsibility: Co-PI, **awarded** ($10,000)

2023-2024
Arthur W. Page Center Legacy Scholars Grant
Funder: Arthur W. Page Center
Responsibility: PI, not funded ($4,600)

SERVICE AND PROFESSIONAL ACTIVITES

Unit

Department of Journalism/School of Journalism and Strategic Communication (BSU). (2016-Current)

ExOfficio or member on all departmental committees and taskforces
Search Committees (12 tenure track search committees)
Diversity, Equity, and Inclusion
Leadership
Assessment

Department of Journalism (CMU). (2012 - 2013).

Committee Member, Personnel Committee, Department of Journalism, Central Michigan University. (2012 - 2016).

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

Committee Chair, Department of Journalism (CMU). (2012 - 2013).

Committee Member, Assessment Committee, Department of Journalism, Central Michigan University. (2012 - 2013).

Committee Member, Graduate Committee, Department of Journalism, Central Michigan University. (2012 - 2013).

Committee Member, Department Graduate Committee. The University of Alabama (Tuscaloosa). (September 2006 - 2009).

College

Committee Member, Search for Assistant Dean, College of Communication, Information, and Media, Ball State University. (Fall 2021).

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

Committee Member, Curriculum Committee, College of Communication, Information, and Media, Ball State University. (2020 - Present).

Committee Member, Texas Tech University, Graduate Council. (2010 - 2012).

University

Committee Member, HLC (Higher Learning Commission) Criterion #4 Committee. (2021 - Present).

Editorial Board Member, Ball State University Alumni Magazine. (2017 - 2022).

Committee Chair, Media Ecosystem Taskforce. (January 2021 - May 2021).

Committee Member, Academic Ethics Committee. (2020 - 2021).

Committee Member, Classroom Management Taskforce. (August 3, 2020 - December 1, 2020).

Committee Member, Assessment Council, Faculty Senate Committee, Central Michigan University. (March 2014 - 2016).

Curriculum Committee, College of Communication and Fine Arts, Central Michigan University. (March 2014 - 2016).

Committee Member, College Graduate Committee, the University of Alabama (Tuscaloosa). (March 2007 - 2007).

Committee Member, Human Resources Committee, University of Alabama (Tuscaloosa). (2009).

Faculty Mentor, Mentor, McNair Scholars Program, The University of Alabama (Tuscaloosa). (2007 - 2008).

Professional Associations

President, ASJMC, 2023-24

President Elect, ASJMC, 2022-23

Site-Team Reviewer, ACEJMC, 2023

Panelist, ACEJMC Meeting Representative, Department of Journalism, Central Michigan University. (March 2013).

Secretary, Information System Division, International Communication Association

TEACHING

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

Teaching Experience

Ball State University, Department of Journalism

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)

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)