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BEA Board of Directors District 6 Special Election Campaign Statement

I am thrilled and honored to be nominated as a candidate in the BEA Board of Directors District 6 special election. I've so enjoyed being a part of BEA, having moderated and participated in a number of panels at the Broadcast Education Association's annual convention since I joined the faculty at Arizona State University's Walter Cronkite School of Journalism and Mass Communication in October 2014. I've learned so much at each of the conventions, attending every one that's been held since I entered academia. I've had the good fortune to mentor so many students in the creation of award-winning work that helped ASU earn the top spot in each of the first two years of BEA's rankings of schools based on the creative achievement of their students. I could not be prouder of our students and their accomplishments in BEA's awards competitions. But while the BEA convention is a fantastic, enriching experience, and the awards are such an important annual recognition of student and faculty excellence, the organization is about so much more than those couple of days in Las Vegas every year, and I want to help amplify that by joining the BEA Board of Directors.

As a member of BEA's Board of Directors, I would work toward increasing engagement and opportunities throughout the year to help our fellow members enrich their careers. As it says in the first line of the BEA mission statement, "The Broadcast Education Association (BEA) is the premier international academic media organization, driving insights, excellence in media production, and career advancement for educators, students, and professionals." Throughout the year, we should be driving insights, excellence in media production, and career advancement. How will we do that? It is all built around dynamic, relevant engagement, growing and extending upon BEA On-Location. We could create both synchronous and asynchronous continuing education opportunities for our members, helping them learn the latest skills, tools, and trends to enable them to elevate their classrooms, their research, and their creative pursuits. This educational content could be developed both by members with expertise in given areas as well as professionals, helping to foster even strong connectivity for BEA with industry experts.

District 6 is vast, spanning across the Western continental United States along with Hawaii and Alaska, making relevant engagement all the more critical. While we may be far away from each other geographically, we need to build connections that bring us closer, that are inclusive of all. As the District 6 board representative, I will conduct outreach to faculty and students across our district to help them understand the value a BEA membership brings while listening to their ideas and concerns about how BEA can continue to improve itself. I will also conduct outreach to professionals and corporations across our district, helping them understand the value they can bring to BEA. I will engage with the state broadcast associations across our region, something I am proud to say the Cronkite School already does so well with the Arizona Broadcasters Association, which is housed here at Cronkite.

I offer a combination of rich professional and academic media experience at the highest level, having won a National Sports Emmy Award for television work and now serving as an assistant dean and professor of practice at the Cronkite School. Among my responsibilities as assistant dean, I oversee the school's 11 capstone professional immersion programs, Cronkite's signature faculty-led, student-powered academic experiences. These hands-on programs include daily news and sports operations, a strategic communications agency, a content creation studio, and an innovation and entrepreneurship lab. I also lead training and onboarding for our faculty associates, helping them learn everything from school policies to best practices in teaching. I am the lead instructor for our Multimedia Journalism Skills class, a foundational, intensive first-semester class for all Cronkite graduate students pursuing master's degrees in mass communication and master's degrees in sports journalism in which they learn how to write, capture, and produce photo, video, audio, social, and web content.

I joined Cronkite in 2014 as the founding director of one of the aforementioned professional programs, the Phoenix Sports Bureau of Cronkite News, leading upper-level undergraduate and graduate students in the production of award-winning multiplatform coverage of professional, collegiate, and high school sports across Arizona for professional media outlets including The Arizona Republic, Arizona PBS, Bally Sports Arizona, Pac-12 Networks, and ArizonaSports.com. I then helped build and grow our sports journalism degree programs, which now make up approximately half of our immersion student population. I have led multiple media Study Abroad experiences, including a three-week multimedia reporting experience at the Summer Olympics in 2016 in Rio de Janeiro.

Before joining the Cronkite School, I was a National Emmy Award-winning sports producer and multimedia entrepreneur for 16 years, producing content across various platforms, ranging from the first made-for-mobile sports video content in 2006 to features and documentaries for CBS and ESPN.

I earned my bachelor of science degree in journalism from Northwestern University's Medill School of Journalism and my MBA from Northwestern's Kellogg School of Management.

Thank you for your consideration.