



PRESS RELEASE

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MAINTAINING AJHA'S MOMENTUM AMONG NEW PRESIDENT'S PRIORITIES

As Amy Lauters begins her term as president of the American Journalism Historians Association, she seeks to maintain the organization's momentum toward increasing professionalism and its stature in the fields of journalism, mass communication and history.

Lauters, an associate professor in the Department of Mass Media at Minnesota State University-Mankato, assumed her new post on Sept. 28, during the 32nd Annual AJHA Convention in New Orleans.

She said that AJHA is in the midst of change.

"We're going through a growth period, and we have been taking steps to professionalize," Lauters said. "Things like moving convention registration online and allowing credit card payment of fees in recent years have helped us achieve a level of professionalism to our work that we need to maintain and build upon."

The new president is also encouraged by AJHA's increasing stature in the field. She said the organization continues to improve its standing as a professional organization in the eyes of associated disciplines while increasing access to and dissemination of its members' research.

"I'd like to see us continue this rise in status, and I'd like to see our organization become the go-to organization for those seeking expertise in media history and associated disciplines," Lauters said. "We're well on our way."

A particular challenge is to maintain these improvements while also maintaining AJHA's unique ability to provide mentorship and face time with each other in a friendly environment, she said.

Lauters was elected second vice-president of AJHA at the 2011 annual convention in Kansas City and moved up to first vice-president in 2012. She also has served as registrar and chair of the Graduate Student Committee.

Founded in 1981, the American Journalism Historians Association seeks to advance education and research in mass communication history. Members work to raise historical standards and ensure that all scholars and students recognize the vast importance of media history and apply this knowledge to the advancement of society. For more information on AJHA, visit <http://www.ajhaonline.org>.

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