



2025 Winner and Two Runners-Up of First AEJMC-NED Grant for Innovative Research on the News Audience & News Engagement

Building on 11 successful years of two of her presidential initiatives—News Engagement Day (NED) and the News Audience Research Paper Award—Paula M. Poindexter, the 2013-2014 president of AEJMC, established and funded a new research grant that replaced the News Audience Research Paper Award in which winners received a certificate and cash prize of \$1,000. All current AEJMC members were invited to apply for the new \$3,000 research grant that encouraged the exploration of the news audience and news engagement in new ways in order to answer never-before asked theoretical and real-world questions relevant to today's times and the future. Almost 40 AEJMC members responded to the CALL.

Listed below are the 2025 winning research grant proposal, which received \$3,000, and two runners-up proposals that because of their innovativeness, each received partial grant funding of \$1,000.

Winner of \$3,000 Research Grant:

Who is Entrusted to Use Generative AI, and for What? A Conjoint Experiment on News Audiences' Evaluations of Journalists, Submitted by **Ruta Kaskeleviciute**, Ludwig Maximilian University of Munich and **Melanie Hirsch**, University of Klagenfurt, Austria

Two Runners-up Proposals Received Partial Research Grant of \$1,000:



1) **Processing Election Emotions Through Ritualistic Podcast Use: Listeners' Uses, Needs, and Perceptions**, Submitted by **Elia Powers**, Towson University (right)

2) **What's news to you? Engaging rural youth in local news conversations and prioritization**, Submitted by **Rosemary Avance** and **Andrew M. Abernathy**, Oklahoma State University (left)

Paula M. Poindexter, NED Founder, University of Texas (middle)

About Grant Funder Paula M. Poindexter: A Professor of Journalism and Media at the University of Texas at Austin, Poindexter founded News Engagement Day as the 2013-2014 President of AEJMC. A former TV news reporter and co-producer at Houston's NBC-affiliate TV station and a former manager and executive at the *Los Angeles Times*, Poindexter is the author of the recently published *Gen Z, Social Media, and News: Implications for the Future of News Engagement, Journalism, the U.S. and Democracy*.