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### **Dr. Michael Bruce Selected for 2026 Hood–Dupont Service Award**

The Broadcast and Mobile Journalism Division (BAMJ) of the Association for Education in Journalism and Mass Communication (AEJMC) is pleased to announce that the University of Alabama’s Dr. Michael Bruce has been selected as the 2026 recipient of the Hood–Dupont Service Award.

“Dr. Bruce exemplifies the spirit of the Hood–Dupont Award through his sustained, visionary service to journalism education and the profession,” said Dr. Deb Wenger, chair of the selection committee. “His work reflects a deep commitment to strengthening academic programs and advancing the field of broadcast journalism.

In 2025, BAMJ voted to rename the division’s highest service honor, the Larry Burkum Service Award, in memory of Lee Hood and Nancy Dupont, two exemplary educators whose dedication left a lasting impact on journalism and journalism education.

This year’s winner, Dr. Bruce, serves as Department Chair and Director of the Digital Media Center at the University of Alabama, where he leads both academic and professional media operations. His career is defined by an ability to connect classroom learning with industry practice while providing leadership at the highest levels of journalism education.

In her nomination letter, Dr. Cory Armstrong of the University of Nebraska–Lincoln wrote, “Dr. Bruce exemplifies the spirit of Lee Hood and Nancy Dupont through sustained, visionary service to journalism education, professional media practice, and national academic leadership.”

Armstrong also emphasized the national scope of Bruce’s contributions, noting, “Few educators have shaped the governance and strategic direction of national media education organizations at this scale. He works tirelessly in this service role.”

Letters of support further highlight Bruce’s impact on colleagues and professional organizations. Dr. William Davie of the University of Louisiana at Lafayette described Bruce as someone who “is completely willing to share his expertise with others” and who “teaches by example but motivates those he touches through warm connections and effective communication.”

Heather Birks, executive director of the Broadcast Education Association, underscored Bruce’s behind-the-scenes contributions, noting that “his dedication to service seems to have re-defined the word ‘volunteer.’”

She added that Bruce’s work has been essential to the success of professional organizations, describing him as “a consultant and a connector” who helps sustain key initiatives and events.

Bruce's service includes leadership roles as president of the Broadcast Education Association and chair of the Council of Communication Associations, as well as the creation of initiatives such as BEA Ignite! and BEA/WJEC Ignite!, which were designed to share innovative teaching practices with educators worldwide.

Armstrong summarizes Bruce's contributions clearly.

"His service is not episodic; it is structural, sustained over decades, and national in scope."

*The Hood–Dupont Service Award ceremony will take place in New Orleans in August at the AEJMC 2026 Conference in New Orleans.*