

Campaign Statement



My name is Michael Lee, and I am an associate professor and director of graduate studies at Ball State University. I am running for the newly created Academic Director position with the Broadcast Education Association (BEA). My nine years of broadcasting industry experience, academic leadership roles, and participation in academic conferences have taught me the importance of clear communication and responsive leadership. I see this new position as an opportunity to strengthen connections among division chairs, the Board, and other BEA leaders, ensuring that division needs help shape organizational priorities and that BEA's goals are clearly communicated to its members.

My research examines the effects of new media, spanning video games and interactive narrative storytelling. Drawing on my professional production experience, I integrate creative practice with scholarly inquiry, developing creative projects to explore research questions. My current work investigates perceptions of uncanniness in physical AI and explores interactive storytelling through narratives developed with Adobe Animate and JavaScript.

I began attending the Broadcast Education Association (BEA) conference in 2012, encouraged by my department's strong involvement in the organization. Since then, I have attended numerous conference sessions and research presentations, with particular involvement in the Interactive Media and Emerging Technologies (IMET) Division. This division aligns closely with my research and creative interests in interactive media, emerging technologies, and narrative storytelling.

I value BEA's role in connecting media educators, researchers, and creative practitioners. My combined background positions me to understand and support the needs of both researchers and creative practitioners, fostering connections between academic research and creative endeavors at the conference. I would also work with fellow Academic Directors to identify shared interests and develop opportunities for joint programming that brings scholarship and creative work into conversation. I am interested in strengthening BEA's international engagement, and I hope to expand opportunities for cross-cultural exchange and build lasting relationships among media educators, researchers, and creators worldwide.

I would be honored to serve as an Academic Director and help ensure that every division feels heard and supported. Drawing on my experience in broadcasting, academic research, and leadership, I would work to strengthen communication, encourage collaboration, and expand opportunities for scholarly and creative exchange. I welcome your support and would appreciate your vote. Thank you for considering my candidacy.

Sincerely,

Michael Lee

A handwritten signature in black ink that reads "Michael Lee". The signature is fluid and cursive, with a stylized "M" and "L".