



FOOTNOTES

Stories, milestones, and opportunities
across the AIJC community

Welcome to the official launch of **Footnotes**, the newsletter and student huddle space brought to you by the Asian Institute of Journalism and Communication. This space is designed to serve as an anchor outside your formal classroom workflows—a place where we can step into the margins of academic life to share institutional updates, exchange insights, and celebrate the milestones of our graduate cohort.

We are introducing this initiative as we officially welcome you to the start of the 3rd Trimester of Academic Year 2025-2026.

AIJC students highlight practitioner-friendly classes as critical to balancing work, academics

Career progression emerged as a primary driver for enrollment.

The practitioner-friendly learning approach is the biggest factor keeping working professionals enrolled in the Asian Institute of Journalism and Communication (AIJC), preliminary results of the AIJC Graduate Student Insights Survey reveal.

Based on the initial findings, respondents identified the schedule and learning formats as a “critical influence” in their decision to pursue postgraduate education at AIJC. This indicates that weeknight and weekend classes allow them to manage professional workloads and personal responsibilities without stepping away from their careers.

Professional milestones also emerged as a key driver for enrollment, with respondents citing eligibility for academic promotions, research grants, or faculty appointments as a critical

motivation for returning to school.

The survey highlighted the strong appeal of the institution's core advocacy. More than half of the initial respondents stated that AIJC's grounding in "communication as a vital resource for advancing the common good" framework was one of the most valuable and effective aspects of the curriculum for their academic and professional growth. This suggests that students value coursework with societal relevance.

Asked about emerging communication trends and technical areas that remain underrepresented in their academic experience, most survey respondents identified ethics in the use of artificial intelligence (AI), prompt engineering, and the application of generative AI in research and writing as topics that warrant greater attention in the program.

The survey is ongoing. Students who have yet to respond are encouraged to fill out the online form, open until June 22. Meanwhile, AIJC has already begun translating these findings into immediate operational changes to enhance the student experience.

AIJC hosts online *Kumustahan* to strengthen student engagement

AIJC held an online Kumustahan session on June 5, providing a dedicated space for the Institute and students to reconnect.

During the virtual gathering, members of the AIJC Management Committee were officially introduced to the community. The session also discussed the initial results of the ongoing student survey, and provided a platform for students to ask questions and raise concerns.

“This Kumustahan is a vital opportunity for us to directly engage our students and ensure that the Institute is deeply well-versed on their needs,” said AIJC President Therese San Diego Torres.

She also announced that more Kumustahan sessions will be organized. These future dialogues will be coupled with AIJC Footnotes, an online learning huddle series that shares its name with the Institute’s newsletter, designed to foster dialogue, reflection, and engagement beyond the classroom.



New!

Upcoming online event: AIJC Footnotes on AI and Academic Integrity

As ethics in the use of AI emerged as a key area of interest among students, AIJC is creating opportunities for deeper discussion on the topic. AIJC faculty member Dr. Pauline Gidget Estella will serve as resource person for the inaugural session of AIJC Footnotes

AIJC Footnotes on AI and Academic Integrity will be held online, **4:00 to 6:00 p.m. on July 3**, via MS Teams. AIJC students may register and bring a “plus one” for free.

[Register now](#)

What’s happening at AIJC:

[illegible]

More Information



More Information



More Information



More Information



AIJC Partners Anew with FEU at 4th FRAMEwork Asia-Pacific Communication Conference

The Asian Institute of Journalism and Communication (AIJC) continues to be a proud partner of the 4th FRAMEwork Asia-Pacific Communication Conference, which brought together scholars, practitioners, and communication leaders at the Cavite State University (Indang Campus) International Convention Center in March 2026.

[More Information](#)

Members of the AIJC community are welcome to invite friends and colleagues to the next AIJC Teaser Lecture and Virtual Open House featuring a Graduate School orientation by Dr. Paz H. Diaz and a teaser lecture on Issues Management and Crisis Communication, focusing on how to communicate bad news in challenging situations, to be led by Ms. Janess Ann J. Ellao.

As earlier announced on the [AIJC Facebook page](#) and the [AIJC LinkedIn page](#), the AIJC Teaser Lecture and Virtual Open House will be held at 10:00 a.m. on June 17, Wednesday.



[Register now](#)

Contact AIJC

Email: gs@ajici.com

Landline: +632 8743 4321

Follow Us:



If you no longer wish to receive this newsletter,
[click here to unsubscribe.](#)

[Legal Notice](#) • [Terms of Use](#) • [Privacy Policy](#)