

# Biomedical Acoustics TC Meeting 187th Meeting (Virtual)

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Technical Committee (TC) Chair: Prof. Julianna C. Simon

## 1. Welcome

- New attendee introduction:
  - Raghu Raghavan, physicist with several companies, new to acoustics; interested in signal processing and ultrasonic imaging
  - Faye Liu from JSFA (jsfarchs.com), designs theaters/arts facilities.
- The total number of participants on Zoom was 36; three people did not officially sign in
  - 27 non-students
  - 6 students

## 2. The meeting began with introductory content and summary of TC activities by Prof. Simon. See slides for details.

## 3. Standards Committee Update: seeking volunteers

## 4. Publication News: JASA impact factor was down to 2.1 for 2023

- LinkedIn is trending and is encouraged for JASA authors to publicize their work.
- Podcasts are becoming increasingly popular.
- Acoustics Today is moving to twice/year in 2025. Ads are being sought from different TCs.
- POMA: Scott Schoen Jr. Presenters are encouraged to submit POMA articles following conferences. December 23rd is the deadline for the Student Competition.

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5. Other society news: the 5-year strategic planning process is nearly complete.
6. Discussion on absent presenter policy: should pre-recorded videos be allowed?
  - Pros: Larry Crum gave an example of how he gave a talk on behalf of Phil Marston. He argued that video presentations should be allowed for the sake of accessibility.
  - Tyrone Porter stated that the video format puts chairs in a difficult position, to which Larry Crum asked if directions could be given to TCs about video formats. Tyrone Porter said that it would be possible to do so, but the concern is that the video format might be abused.
  - Tom Szabo expressed concerned about no-shows. To prevent this, he suggested that presenters should be notified of the expectations of giving a presentation.
  - Tyrone Porter said that this wording can be included in the acceptance letter.
  - Tanya Khokhlova gave examples of the awkwardness of an empty spot in the program due to no-shows, and why a video presentation would be a good filler (at the very least) of this time.
  - Larry Crum objected that no-shows can actually be beneficial, because panel-like discussions can be improvised during this time.
  - Mark Hamilton said that for the D. T. Blackstock memorial session, three presenters were unable to attend the meeting, and the chairs were forbidden from playing the videos, and that “we had to sit around like idiots” due to this order.
7. Ad-hoc committee on industry partnerships: Raghu Raghavan (Liaison with Technical Committees). The proposal is to have a focused program on one day of a conference to attract industry to the BATC.
  - Larry Crum: the society is in poor financial health, and membership has decreased. One reason might be that industry members do not attend meetings because ASA is very academic. This is in contrast with IEEE and other organizations, but ASA is not attractive to individuals in industry. At the Chicago meeting, Larry Crum asked industrialists to present (not by advertising, which is forbidden, but by presenting the technical details of their product). Take-away message: need to appeal more to the industry.
  - Larry Crum and Raghu Raghavan exchanged contacts.
  - Tom Szabo: the industry people need to be sought out. Specific companies should be identified.
  - Larry Crum pointed Raghu to the Focused Ultrasound Association. All of the industry partners have an interest in new technology. Larry suggested that those industry partners could be invited to ASA activities.
8. Public relations committee (Molly Smallcomb, not present), see slides for details.

9. ASA Diversity Initiatives: Eric Rokni. CIRDI is working on a number of initiatives to improve racial diversity in the ASA. SURIEA mentors are sought. The standard applications are due 1/31/25 (for mentors who seek funding from the ASA), and the early-bird application is due 12/8/24 (for mentors who can fund students independently). Early-bird mentors will be guaranteed a match with a student. Overall the BATC is doing quite well with the SURIEA program.
10. Future meetings:
  - ASA/ICA meeting in New Orleans, spring 2025. Mark Hamilton described the layout of the meeting. There will be a “History of Jazz” talk. Plenary lectures will be held every morning. There will be six Biomedical Acoustics special sessions.
  - ASA/ASJ meeting in Honolulu, fall 2025. There will be eight Biomedical Acoustics special sessions.
  - ASA meeting in Philadelphia, spring 2026. A request for a tribute session to A. D. Pierce has already been submitted. No additional sessions were suggested in the meeting, but attendees were encouraged to think about this.
11. 2025 Technical Initiatives and reminders, see slides for current initiatives. For the Winter School on Therapeutic Ultrasound, US students are encouraged to register.
12. International Symposium of Nonlinear Acoustics (ISNA) in Nanjing, China. Mark Hamilton provided the layout of the conference. The first day will include a short course, and the following days will be dedicated to technical sessions. See more details at the ISNA website.
13. Thanks to all the BATC representatives!
14. The end.