Minorities and Communication (MAC) Division Association for Education in Journalism and Mass Communication

1. MAC 2014-2015 Officers

Position	Name	University	E-mail	Contact #
Head	Frances Ward- Johnson	Elon	fward2@elon.edu	336-580-1521
Vice-Head	Masudul Biswas	Loyola Maryland	mkbiswas@loyola.edu	740-707-8396
2 nd Vice- Head	Kyle Huckins	Azusa Pacific	khuckins@apu.edu	765-661-6577
Faculty Research	Josh Grimm	Louisiana State	Jgrimm@lsu.edu	614-738-8061
Student Research	Mia Moody	Baylor	Mia_Moody@Baylor.edu	254-652-6972
PF&R	Victoria LaPoe	Western Kentucky	victoria.lapoe@wku.edu	(270) 745-2063
Teaching Standards	Omotayo Banjo	Cincinnati	omotayo.banjo@uc.edu	N/A
Newsletter	Bellarmine (Bella) Ezumah	Murray State	bezumah@murraystate.edu	N/A
Webmaster	Masudul Biswas	Loyola Maryland	mkbiswas@loyola.edu	740-707-8396
Faculty Liaison	Carolyn Brown	American	cbrown@american.edu	551-208-7949
Graduate Liaison	Saif Shahin	Texas-Austin	saif.shahin@gmail.com	512-299-6145
Mid-Winter Coordinator	Riva Brown	Central Arkansas	rrbrown@uca.edu	N/A

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2. Demographic information

Year: 2014- 2015	Officers	Annual Conference Sessions				Total				
		Paper Judges	Panelists	Moderators	Discussants	Paper Judges	Panelists	Moderators	Discussants	
Female (tot.)	9	29	27	6	3	2	17	3	2	98
Amer. Indian/ Alaska Native		1	2	1	1					5
Asian		4	1				2			7
Black/ African American	7	10	11	2	2	1	7	3	2	45
Hispanic/ Latino	1	3	3	1			1			9
International		2					2			4
Native Hawaiian/ Pacific Is.	1	0								1
White		9	10	2		1	7			29
Multi-racial		0								0

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Male (tot.)	4	18	9	3	3	7	3	1	2	50
Amer. Indian/ Alaska Native		0	0	1			1			2
Asian		1	0			1				2
Black/ African American		3	4	1		2	1	1	1	13
Hispanic/ Latino		0	1							1
International	2	0	1		1	1		1	1	7
Native Hawaiian/ Pacific Is.		0								0
White	2	14	3	1	2	3	1		1	27
Multi-racial		0					1			1
Did not report		2								2
Total:	13	47	36	9	6	9	20	4	4	148

^{*}An estimation is included in some columns as research chairs or midwinter chair was not sure of participants' identified identities.

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3. Please provide an overall statement weighting the division or interest group's activities for this year in the Research, Teaching and PF&R areas. The new assessment process recognizes that the relative weighting of these three activities will be different from year to year, but over the five-year reporting period, the three areas should receive generally balanced attention.

The MAC Division's activities for 2014-15 have spanned the areas of research, teaching and professional freedom and responsibility. For the 2015 conference, MAC's nine joint-panel sessions consisted of 2 research, 1 teaching, 5 PF&R and 1 preconference workshop that falls into the area of teaching. MAC is the lead sponsor in 5 of the panels. This year, the MAC Division partnered with History, Newspaper and Online News, Cultural and Critical Studies, Mass Communication & Society, International Communication and the Communication Technology divisions. We also partnered with the Lesbian, Gay, Bisexual and Transgender (LGBT) Interest Group and the Commission on the Status of Women (CSW). In addition, during the convention, MAC, with the Scholastic Journalism Division, co-sponsored an annual award luncheon to honor individuals and/or organizations for their sustained diversity efforts in teaching and mentoring younger generations - future journalism professionals - and those in academia. This event reflects MAC's contributions to both teaching and PF&R (racial, gender and cultural inclusiveness). Outside the convention, in the research area, the MAC Division participated in the AEJMC Midwinter Conference at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. Moreover, our officers and members participated in a number of activities and garnered awards that helped further the division's goals and bring distinction to the MAC division.

4. Please write a bullet-point statement (500-word maximum), to be co-authored by the outgoing and incoming Heads, addressing:

Annually, we reinforce the ultimate goal of the MAC division, which is to promote the relationship between ethnic/minorities and mass communication through research, teaching and professional freedom and responsibility. This goal remains the same from the founding of our division in the early 1970s to the present. Priorities for 2014-2015 link directly to this goal and are accountable, sustainable and demonstrate the importance of our mission. In addition, the list below embraces and carries forward items from the previous year.

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Priorities for 2014-2015 and On-Going Priorities

- Promote an inclusive division with a diversity of members and officers dedicated to exploring issues about minorities and the
 mass communication.
- Produce a division-sponsored journal publication with the aim of solidifying partnership with a publisher to have an ongoing journal
- Advance and strengthen communication between members by encouraging them to utilize MAC's online devices (e.g., Website, Facebook, Twitter, Instagram and newsletter) as well as the listserv.
- Produce a promotional video featuring division members so as to publicize MAC's diversity efforts to non-members and the general public
- Continue cultivating Minority Outreach efforts, expanding to other under-represented groups (e.g. Native Indians, Arab-Americans)
- Develop "action plans" for recruiting new membership, with a focus on junior faculty and graduate students.
- Continue recruiting MAC members to serve in AEJMC leadership positions --- with a focus on providing members with
 information, election strategies and support so that they can position themselves for successful candidacy.
- Develop collaborative research and/or instructional projects among members.
- Increase the number of convention paper submissions, particularly from HBCUs and HSIs.
- Increase teaching and PF&R activities year round.

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Progress made during 2014-2015 regarding new and ongoing priorities:

Promote an inclusive division with a diversity of members and officers

- This year, MAC's membership included one of its most diverse as relates to racial and ethnic makeup, including international members. While our membership numbers did not increase significantly, the diversity of our membership did grow, including our leadership. Our 14-member executive board is one of the most racially diverse among AEJMC divisions, as it includes male and female officers who are African American, African, Native American, White, Asian and Latino. In addition, the division continues it commitment to an inclusive membership, attracting a variety of members from various backgrounds.

Produce a division-sponsored journal publication

- In October 2014, the *Howard Journal of Communications* published the MAC Division's first special issue, edited by Dr. Kenneth Campbell of the University of South Carolina. This was a great milestone, as the division membership had discussed the idea of having a MAC journal for many years. The members voted to pilot a partnership with the *Howard Journal* to publish special issues until the division decides to implement its own journal. The current MAC head, Dr. Frances Ward-Johnson, will continue to discuss MAC's association with the *Howard Journal* editor and editor emeritus to solidify the partnership.

Produce a promotional video featuring division members

- MAC Faculty Liaison and Multimedia Specialist, Carolyn Brown, produced a three-minute promotional video with MAC members explaining why the division is importance to them and detailing the mission of the division. The video, unveiled at the 2015 MAC business meeting, will be used on the division's website and social media sites to promote the organization and to recruit new members. Plans are underway for additional videos to be produced in the forthcoming year.

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Actively seek ways to increase Historically Black Colleges and Universities (HBCUs) participation

• MAC's Second Vice Head and Faculty and Graduate Student Liaison officers developed a list of and were able to make contact with Historically Black Colleges and Universities (HBCUs) and Hispanic Serving Institutes (HISs) as part of MAC's Minority Outreach Project this year. This helps with many of MAC's priorities addressed above.

Strengthen communication between members by reviving the newsletter and using the listserv and website

• Thanks to MAC's Webmaster, Graduate Student Liaison, Newsletter Editor, and the MAC listserv coordinators, the division has currently six communication tools that MAC members and non-members can use. We produced for the first time this year an electronic newsletter (Summer Edition) rather than the traditional email paper version (Fall/Winter Issue). Further, the Division appeared on Instagram and Twitter this year. In addition, MAC's Webmaster, Mas Biswas, redesigned the division website adding more links and photos so that it is more user-friendly. This year's head and other officers publicized MAC members' accomplishments, job postings and other topics via the listsery, which, as always, generated a number of members' comments, indicating active member communication.

Goals not met this year:

- Actively seek funds for more graduate student participation
- Develop "action plans" for recruiting new membership,

Standing Committee Planning for coming year 2015-2016

The MAC Division currently plans to create a subcommittee on **Integrated Communication** to be formed during the 2015 business meeting, which will assess all division communication materials, including the MAC newsletter (format, content and

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frequency of distribution) as well as use of the listserv and other member communications. The subcommittee will also review the division's social media and website. The group will consider enhancing MAC's visual and written materials with the idea of attracting more members to the organization, especially junior faculty and graduate students. The committee will be crucial to MAC's goals of helping to garner new members, increasing the number of paper submissions and fund raising for graduate students.

RESEARCH:

Each Division/Interest Group is assessed based on diversity in participation and programming. A primary goal of the Research Committee is to enhance the scholarly activities of AEJMC.

Questions 5 through 8 apply ONLY to refereed research competitions.

- 5. Number of faculty research paper submissions **33**; number of acceptances **17**; **51.51%**. (overall research activity; please note the Research Committee guideline is a 50% acceptance rate).
- 6. Number of student research paper submissions **20**; number of acceptances **11**; **55** %. (research activity with students; please note the Research Committee guideline is a 50% acceptance rate).
- 7. Overview of judging process (forms used, please attach). We used the standard form available on the All-Academic website. We considered the reviewers' expertise while assigning the papers. The judging form used for the Midwinter Conference is attached.
- 8. Total # of judges: 47; 2-4 papers per judge (please note the Research Committee guideline is no more than 4 papers per judge).

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- 9. Did your group conduct any other type of refereed competition? (Could be creative projects, teaching papers or any other non-traditional method of inquiry.)
 - Yes. We participated in AEJMC Midwinter Conference at Gaylord College of Journalism and Mass Communication at the University of Oklahoma.
 - Number of submissions 14; Number of acceptances 13.
 - The midwinter coordinator facilitated a research paper abstract competition. Nine (9) judges reviewed 3-4 abstracts based on the attached <u>scoring sheet</u>, which allowed them to rate the abstracts based on their purpose, methods, topics, writing and relevance to the MAC Division. The coordinator, in consultation with the MAC Division Head, calculated the judges' scores and made an acceptance/rejection decision based on those. The session titles were:
 - o Ferguson, Framing and Fighting Words: Analyzing News Media and Social Media
 - o Connecting through Culture: Exploring Cultural Hybridity, Classifications and Forums
 - o Races, Roles and Responsibility: Analyzing Black and Chinese Ethnic Newspapers
 - o Examining Students' Perceptions of Journalism's Future, PR Diversity and STEM through Strategic Communication
- 10. Please list your in-convention activities related to research.
 - The MAC Division sponsored five refereed research sessions, including four paper sessions and one poster session. The MAC Division is also the lead sponsor of two research panels. The four refereed paper sessions focused on the following topics:
 - o The Intersection of Race and Entertainment Media
 - o Communicating Struggle: Protest, Social Media, and History
 - o Race and Ethnicity in the News: Ethnic and Mainstream Media Portrayals
 - O MAC's top paper session where papers covered racial representation and communicating racial issues, with an emphasis on social media and the intersection of race and protest.

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- The poster session was in one of the Scholar-to-Scholar sessions in which papers examined the relationship between the media and people of color on various issues.
- The MAC Division led two research panels at the 2015 AEJMC Convention. One of them was "Coverage of the Charleston Church Shootings and Other Related Events in Mainstream, Social, and Alternative Media," which was co-sponsored with the Critical & Cultural Studies Division. The topic of this panel was so timely that the MAC Division labeled it as a "hot topic" panel. In this roundtable-style research panel, participants shared insights from original and ongoing research on mainstream, social and alternative media's role in coverage of Charleston, Ferguson, and other related events.

Another research panel was titled "Giving Voice: The Untold Stories from Selma to Montgomery." It was the MAC Division's number one featured panel at AEJMC's annual meeting in San Francisco in 2015. This panel was proposed since 2015 marked the 50th anniversary of Bloody Sunday in Selma, Alabama, and the 50th Anniversary of the Voting Rights Act.

- 11. Please list your out-of-convention activities related to research.
 - Recruited research paper competition judges for annual conference and mid-winter conference
 - Participated in the AEJMC Midwinter Conference at Gaylord College of Journalism and Mass Communication at the University of Oklahoma.
 - Encouraged MAC members to participate in AEJMC's National News Engagement Day, International Regional Conference and other colloquia.
- 12. Please describe briefly the research goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

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- The MAC Division does research on diversity and communication, particularly issues and topics that are salient and relevant to historically underrepresented and marginalized populations. This was especially salient in the past year, as issues of race, gender, and sexuality were pushed to the forefront of news coverage.
- MAC provides monetary awards for the top three faculty research papers and for the top three student papers. In addition, the authors of the top four student papers had their registration fees waived by AEJMC. MAC also identified a top paper winner for the Midwinter Conference.
- The MAC division, along with the Commission on the Status of Minorities, administers the Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education.
- The MAC division contributes monetarily and through judging to the Lionel C. Barrow Jr. Minority Doctoral Student Scholarship Award, sponsored by the Communication Theory and Methodology Division.
- The MAC division regularly features members' research accomplishments in its newsletters.

TEACHING:

It is in the interest of the students we are training to be taught by faculty and led by administrators who have given thoughtful consideration to excellence in curricular matters, course content, teaching methods and teaching performance. To this end, the Teaching Standards Committee of AEJMC urges divisions and interest groups to include activities concerning curriculum, leadership, course content and teaching methods, and assessment.

13. Please list your in-convention activities related to teaching. Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

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- The MAC Division co-sponsored a very timely teaching panel with the History Division on "Addressing Ferguson in the Journalism Classroom: Lessons from the #Ferguson Syllabus." This panel addressed how the Ferguson case and other high profile cases can be used to teach First Amendment Rights. Special emphasis was placed on the role that Twitter plays in breaking news and providing updates and other resources for journalists when their press freedoms and rights clash with police.
- The MAC Division, with co-sponsorships from International Communication and Communication Technology divisions, organized a pre-conference workshop, "Hackathons, Coming to a University Near You!: How to Bring Journalists, Activists and Programmers Together to Increase Public Understanding." The panelists shared the Institute for Justice and Journalism's highly successful Migrahacks as they assisted journalists, activists and computer programmers from a variety of diverse backgrounds to work together to shed light on the issue of migration around the world. The Institute for Justice and Journalism's hackathons includes training in the latest digital tools for journalism, and results in the creation of web-based and data driven content.
- MAC alternates lead sponsorship with the Scholastic Journalism Division at an annual luncheon that honors individuals or organizations that have provided journalism training to high school and middle school students. The luncheon features a key speaker who has provided leadership, underscoring the importance of minority presence in all aspects of journalism education. The 2015 luncheon speaker is Martin G. Reynolds, senior editor for community engagement and training for the Bay Area News Group/Digital First Media. This luncheon reflects the Teaching Standard Committee's focus on leadership.
- The MAC division also partners with the Scholastic Journalism Division to honor a journalism professor with the Robert Knight Multicultural Award for their sustained diversity efforts in teaching and mentoring our younger generations future journalism professionals and academicians. In 2015, the award recipient is Dr. George Daniels at University of Alabama.
- 14. Please list your out-of-convention activities related to teaching. Describe how these activities fulfill one or more of the Teaching Standards Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

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- MAC's Teaching Standards Chair Omotayo Banjo penned a column about how to discuss issues surrounding race and racism in the classroom. The column reminded educators that, on the subject of the minority experience, they bear a responsibility to help students see, and perhaps empathize with experiences from which they are far removed. This reflects the Teaching Standard Committee's focus on *Leadership and Curriculum*.
- MAC's PF&R Chair Victoria LaPoe spent a week in Washington, D.C. this summer helping American Indian students covering stories that affect Indian Country for print, TV, and online/multimedia, which included the students attending and covering the first White House Tribal Nations Gathering. This gives focus to Leadership and Curriculum and Teaching Methods.
- MAC has continued its *Minority Outreach Project* this year, where our Second Vice Head and Liaison Officers continued to
 make calls to a list of contacts at HBCUs and HSIs to encourage the schools to join MAC and the Commission on the Status of
 Minorities. This fulfills the focus on *Leadership*.
- 15. Please describe briefly the Teaching goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.
 - As the division commits to each year, the primary Teaching objectives and activities of the MAC Division focus on teaching and learning experiences for faculty and students of color, attempting to enhance their knowledge/skills required for excellence in teaching and learning. The division's in-conference activities address the unique challenges faculty of color confront in the classroom, including dealing with new technologies and bridging the digital divide among minority groups. Goals also focus on assisting journalists of color who are leaving the profession to enter the classroom and newly minted Ph.D. graduates of color and sharing strategies for making the transitions, including navigating the tenure process as well as leadership roles. The division's goals also focus on helping mid-career faculty of color navigate their positions.
 - The MAC Division continues to provide sessions that enhance educators' ability to present course content in culturally sensitive ways. Over the years MAC's sessions have included strategies for making sure course content includes the

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contributions of people of color. This year MAC is co-sponsoring a session that showcases ways educators can use social events such those in Ferguson and Charleston to help students make connections about diversity and social justice topics.

MAC also provides financial support and judging for the Communication Theory and Methodology Division's Lionel C.
 Barrow Minority Doctoral Student Scholarship. This award acknowledges student achievement in teaching, research and service, and encourages and recognizes talent for future faculty members.

PF&R:

Each year the PF&R Committee expects some programming both during the convention and between conventions in at least three of the five PF&R areas to meet minimal expectation. Over a period of a few years, divisions and interest groups should have activities in all five areas. A few activities of high quality are preferred and evidence that helps assess quality is helpful.

It is important to fully explain the division or interest group's role in organizing a session or panel. Suggested notations: division planned, division was primary or secondary sponsor, division sent out a special paper call on the topic, division provided names for panelists, etc.

16. Please list your in-convention activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, or public service. Include a list of non-member invited convention speakers with names and affiliations.

The MAC Division is the lead sponsor in two of its *five* PF&R *panel* sessions. These sessions reflect all of the five PF&R areas: *public service, media criticism* & *accountability and racial, gender and cultural inclusiveness*. Below is a description of each panel.

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- The MAC Division is the leader of the panel titled "Examining national trends facing the challenges of diverse faculty in reaching or failing to reach academic leadership roles across the academy," which is co-sponsored by the Mass Communication and Society Division. It was one of the MAC Division's top two featured panels. This panel provides a broad context and specific advice to support the success of diverse faculty. National trends and statistics examine why faculty of color are decreasing. Challenges such as stereotyping, micro-aggressions, and subtle bias are addressed along with the need for support structures at the institutional, college and departmental levels. Strategies for success are presented for the individual as well as at the institutional level, using Penn State University data as an example and illuminating with institutional data. This session fulfills the PF&R area of racial, gender and cultural inclusiveness.
- Another session, in which MAC spearheaded is the panel, "Thugs and Missing White Girls: Race, Gender, and Blame in Crime News." The Newspaper and Online News Division had co-sponsored this panel. This panel focused on the intersection of race and gender when examining how individuals are portrayed (or not portrayed) in coverage of crimes. It achieves the PF&R goals of media criticism accountability and racial, gender and cultural inclusiveness.
- MAC co-sponsored a Commission on the Status of Women's panel, "I Have Tenure, What's Next?: A Panel for Mid-Career Women," Panelists provided advice on how to move forward into administrative ranks or to full professor. The session highlighted PF&R's goal regarding *gender and cultural inclusiveness*.
- MAC co-sponsored another panel of Commission on the Status of Women, "Images of Great Women across the Ages and Races." Panelists discussed why mainstream images of women of color continue to foster the same male gaze and stereotypical views even though society has made advancements in technology and education. This session satisfies the PF&R focus on media criticism and accountability, and gender and cultural inclusiveness.
- Finally, MAC co-sponsored a GLBT Interest Group panel titled, "Minorities among the minorities: (In)Visibility, the media, and the LGBTQ, Black Nationalists, and Native American Communities." This panel traces the development of mediated representations of marginalized groups: LGBTIQ people, persons of color (including revolutionary Black

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Nationalists, Native Americans, and immigrants), and those at the intersections of these identities. This timely topic accomplishes the PF&R goals of *ethics*, *freedom of expression*, *and racial*, *gender and cultural inclusiveness*.

- 17. Please list your out-of-convention activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability racial, gender and cultural inclusiveness, or public service.
 - MAC distinguished member and former head Federico Subervi was a founding member and selected as president of the Association for Latino Media and Marketing Communication Research, whose mission is to enhance the teaching and research of this growing arena in the field of communication. This includes PF&R goals of *cultural inclusiveness and public service*.
 - MAC's Second Vice-head Kyle Huckins published a book titled "Getting From Here to Eternity: A Spirit-filled View
 of the News" a compilation of newspaper columns on religion. The columns address major issues regarding faith across
 the nation and including gay rights, separation of church and state and the rise of non-Christian religions. This reflects
 the PF&R goals of *cultural inclusiveness*.
 - Huckins also garnered an award for best religion reporting from the Religion News writers Association, the nation's largest secular group of journalists discussing faith.
 - MAC's PF&R Chair Victoria LaPoe published a column focused on media coverage of the Washington NFL team name controversy. In addition, she was selected as a Fellow Mentor for the Native American Journalists Association. This reflects the goals of **media criticism** and **accountability** and **public service**.
- 18. Please describe briefly PF&R goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

The MAC Division continues to participate in activities to fulfill the PF&R areas of free expression, media criticism & accountability, ethics, public service and racial, gender and cultural inclusiveness. Given the focus of our Division, ethnic and

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racial minorities, all of the division's activities have fulfilled the racial, gender and cultural inclusiveness areas. At the same time, this year's PF&R activities have also significantly addressed all of the five PF&R goals. The division's in-convention and out-of-convention activities have addressed the areas of free expression, media criticism & accountability, public service and ethics.

General Information:

19. Please attach copies of the newsletters sent by your group this year, and any other material you wish us to note.

The MAC Division currently has five online assets and one listserv.

- Website: http://www.mediadiversityforum.lsu.edu/MAC/ (which was redesigned and updated several times throughout the year with division news, award information, call for papers and members' achievements). (maintained by MAC's Webmaster)
- Facebook: https://www.facebook.com/groups/mac.aejmc/ (maintained by MAC's Graduate Student Liaison)
- Twitter: https://twitter.com/MacAejmc (maintained by MAC's Graduate Student Liaison)
- Instagram: https://instagram.com/aejmcmac/ (maintained by MAC's Graduate Student Liaison)
- MAC listsery (for member discussions and announcements):: http://lists.ou.edu/cgi-bin/wa?A0=AEJMAC-L&X=3E12A6353B143D6059&Y (maintained by MAC's/Listsery/Membership Coordinators)

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Appendices:

Appendix A: Midwinter Conference Form (See Below) Appendix B: MAC Fall/Winter Newsletter (Attached) Appendix C: Spring/Summer Newsletter (Attached)

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Minorities & Communication Division Abstract/Panel Review Form Midwinter Conference 2015

Paper Title:	
Abstract #:	
Reviewer #:	_

Please evaluate the abstract/panel with the following statements in mind. Mark one number for each item.

	Strongly Disagree						rongly Agree	N/A	
1. Purpose of the research is clearly stated	1	2	3	4	5	6	7	8	
2. Choice of research method is appropriate	1	2	3	4	5	6	7	8	
3. The topic is important to the field	1	2	3	4	5	6	7	8	
4. The topic is relevant to the MAC Division	1	2	3	4	5	6	7	8	
Poor Excellent									
5. Overall quality of abstract/panel is	1	2	3	4	5	6	7		
What is your recommendation?									
Definitely Accept Accept if space permits Reject									
Places make comments/suggestions below (write compething however brief)									
Please make comments/suggestions below (write something, however brief).									

Thank you for serving as a reviewer!