

# MAC Newsletter

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An electronic publication of the AEJMC Minorities and Communication Division

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## MAC Website

<http://www.mediadiversityforum.lsu.edu/MAC/>

## AEJMC 2013

### MAC luncheon highlights former MAC heads

By Felecia Ross

The annual Minorities and Communications Division luncheon this year will feature former MAC Heads Clint Wilson II and Linda Florence Callahan. Dr. Wilson will be the keynote speaker at the luncheon scheduled for Friday, Aug. 9 from 11:45 a.m. to 1:15 p.m. at Hill Country Barbecue, 410 Seventh St., NW. Dr. Callahan will receive the Scholastic Journalism Division's Robert P. Knight Multicultural Award. The MAC and Scholastic Journalism divisions are the co-sponsors for the luncheon.

The title of Dr. Wilson's speech will be "Challenges Facing the Minorities and Communication Division." The luncheon will also recognize Dr. Wilson for being selected as the 2013 winner of the Lionel C. Barrow, Jr. Award for Distinguished Achievement in Diversity Research and Education. This award

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## Kudos!



Paula Poindexter, Texas-Austin, will begin term as AEJMC president. She served as MAC head in 1998-99.



Maria Len-Rios, Missouri, was elected to the AEJMC Publications Committee.

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## AEJMC 2013

### MAC will honor faculty and student paper awards

The MAC Division will honor faculty and student top paper winners at its members' meeting Friday, Aug. 9 from 8:30 to 10 p.m. The winners will receive monetary awards and certificates. First place faculty winners will receive \$200; second place, \$100 and third place, \$75. First place student winners will receive \$100; second place, \$75; and third place, \$50. The winners, their paper titles and abstracts and their presentation times are listed below:

#### Faculty First Place

At the Intersection of Libel and Race, Aaron Henry picks up a Hitchhiker? • Aimee Edmondson, Ohio University •

Lesser known civil rights activist Aaron Henry, the long-time president of the Mississippi NAACP, faced many threats of violence throughout the 1950s and 1960s. This included the bombing of his home. He also faced

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## MAC co-sponsors Ida B. Wells Lecture Series

By Felecia Ross

MAC co-sponsored the Ida B. Wells Lecture Series held at Alabama State University (ASU). This year Dr. Herman Howard, professor and chair of the English, Foreign Language and Mass Communication Department at Benedict College led a public discussion on education and entertainment on African-American television comedies. The lecture is an annual event coordinated by MAC Membership Chair, E.K. Daufin and co-sponsored with ASU's Communications Department and Black History Month Committee.

The series is named in honor of Ida B. Wells who during the latter part of the 19<sup>th</sup> century used her journalism to protest lynchings and other forms of mob violence perpetrated against black people.

## Kudos!



**Bob Trumphour**, Penn. State-Altoona will begin his term as chair of the Council of Divisions.

(Photo: Penn. State-Altoona).



**Carolyn Byerly**, Howard, was elected to the Standing Committee on Research.

(Photo: Howard Media Group).



**Dwight Brooks**, Middle Tennessee, will serve as the chair for the Standing Committee on Professional Freedom and Responsibility.

(Photo: MAC Archive)

## MAC Luncheon (from page 1)

Photo: North Carolina A&T State University



**Linda Callahan**

is named for the late Lionel C. Barrow Jr. whose advocacy for interracial inclusion led to the establishment of the Minorities and Communication Division

and the Commission on the Status of Minorities. Dr. Wilson will receive the Barrow award at the AEJMC business meeting, Saturday, Aug. 10 from 10 a.m. to noon.

Dr. Wilson is graduate professor emeritus at the Howard University School of Communication. In addition to teaching journalism, mass communication and media studies courses. Dr. Wilson has written books and published articles concerning the relationships, contributions and challenges of people of color and the media. Dr. Wilson's book, *Minorities and the Media: Diversity and the End of Mass Communication*, was the first

book that provided an overview of the media's relationship with African Americans, Asian Pacific Americans, Latinos and Native Americans. This book has gone into three editions. Dr. Wilson's publications have also included the history of the African-American press. He is the advisor for the Howard University's student chapter of the National Association for Black Journalists. Dr. Wilson served as MAC head in 1981-82.

Dr. Callahan, who served as MAC head in 2003-04, is a full professor in the Department of Journalism and Mass Communication at North Carolina A&T State University. She will receive the Knight award for her accomplishments in preparing students of color for media careers. The award is named for Robert P. Knight, a professor in the University of Missouri School of Journalism who served as director of the Missouri Interscholastic Press Association from 1965 to 1992. This award recognizes any individual or organization that promotes the media training of middle and high school students from underrepresented groups.

When Dr. Callahan was on the faculty at North Carolina's Elizabeth City State University, she conducted

a media workshop for high school students. This workshop spurred the North Carolina Media Scholastic

Association's regional high school workshop program that Dr. Callahan continues to conduct each fall at A&T. Hundreds of students participate in the workshop each year. The program has spread to six workshops held in six different cities throughout North Carolina. Students participating in the program have later earned degrees in mass communication. Dr. Callahan's commitment to students' success is evident in the regular classes she teaches. In her letter recommending Dr. Callahan for the award, Gail Wiggins, interim chair for A&T's Department of Journalism and Mass Communication wrote, "As an educator, her teaching method boils down to this: not telling students what they want to hear but what they need to hear in order to be successful at their craft."



Photo: Howard Media Group

**Clint Wilson II**

## Paper Awards (From page 1)

libel suits filed by local public officials in retaliation for his activism. *Henry v. Pearson* and *Henry v. Collins* were just two libel cases filed against a civil rights leader in an effort to silence them into submission. These cases are added to a growing list of libel cases filed in the wake of the famous 1964 *New York Times v. Sullivan*, the most famous libel suit that also was a case about race. Such suits were an attempt to take civil rights discourse out of the newspapers and off television and bog it down in the court system. *Presentation time: Thursday, Aug. 8, 8:15-9:45 a.m.*

### Second Place

Media representations and Latino students' college experiences • Joseph Erba, American University •

The study connects media's racialization of Latinos and Latino students' educational challenges in the U.S. by focusing on how Latino students perceive the role media play in shaping their college experiences. It explores the influence that Latino students with different levels of cultural identification ascribe to media representations of their racial/ethnic group. Findings reveal that media representations mostly affect Latino students with high levels of cultural identification. *Presentation time: Sunday, Aug. 11, 9:15-10:45 a.m.*

### Third Place

Linguistic Acculturation Effects on Attitude toward Ad Language among Hispanic Audiences of Mexican Descent • John M. Burton, The Lester Group; Kenneth C. C. Yang, The University Of Texas At El Paso •

This study focused on the historically dominant mass-reach medium of television and explored acculturation effects on attitude toward television ad language among Hispanic audiences of Mexican descent. In this study, we examined the relationship between linguistic acculturation and Hispanic audiences' attitudes toward ad languages in television commercials. Ethnic identity and gender were used as moderating variables. The study used a survey method to collect empirical data from 312 college students in a large Hispanic-serving public university in the Southwest. Hierarchical regression results confirmed that, while linguistic acculturation is a strong and positive predictor of Hispanics' attitude toward Spanish language in television commercials, media content and public language use negatively predict their attitude toward Spanish language in television commercials. Unexpectedly, gender and ethnic identity did not moderate the relationships. Discussion of findings and the study's limitations are

presented and the implications for future research are outlined. *Presentation time: Sunday, Aug. 11, 9:15-10:45 a.m.*

### Student First Place

Memory of an Out-Group: (Mis)identification of Middle Eastern-Looking Men in News Stories about Crime • Jennifer Hoewe, The Pennsylvania State University; Tanner Cooke, Pennsylvania State University •

This study examined White individuals' (mis)identification of Middle Eastern- and Caucasian-looking men as portrayed in news stories about crime. Considering social identity theory, construal level theory, and the Arab/Muslim/Middle Eastern terrorist stereotype, this study predicted participants would correctly identify Caucasian-looking men and misidentify Middle Eastern-looking men as perpetrators. Results show that correct identification and misidentification of Caucasian-looking men is greater. Moderating variables are discussed. A new measure of attitudes toward Arabs and Muslims is recommended. *Presentation time: Thursday, Aug. 8, 10-11:30 a.m.*

### Second Place

Unveiling the American-Muslim press: News agendas and frames in *Islamic Horizons* and *Muslim Journal* • Syed Saif Shahin, School of Journalism, University of Texas at Austin •

This study compares the coverage of *Islamic Horizons*, a news magazine run by immigrant American-Muslims, and *Muslim Journal*, a weekly newspaper run by black American-Muslims. Findings indicate both publications are overwhelmingly U.S.-centric, focusing on domestic political issues and community affairs rather than on the external Muslim world. But *Islamic Horizons* gives a lot more coverage to Muslims from the Middle East/South Asia, and *Muslim Journal* to black American-Muslims, reproducing a historical schism in American-Muslim society. *Presentation time: Thursday, Aug. 8, 10-11:30 a.m.*

### Third Place

Basket Case: Framing 'Linsanity' and Blackness • Kathleen McElroy, University of Texas •

In early 2012 commentators eagerly discussed the racial significance of "Linsanity," when Jeremy Lin became an overnight sensation in the National Basketball Association, "America's blackest network TV show." A textual analysis reveals four frames that writers employed at the intersection of blackness and Linsanity: the novel underdog, a reminder of racism, a pioneer, and antidote to blackness. These frames illustrate hegemony and racial triangulation's grip over Asian Americans and blacks in their struggle for cultural acceptance. *Presentation time: Saturday, Aug. 10, 12:15-1:30 p.m.*

## MAC participates in midwinter conference

The 2013 AEJMC Mid-Winter Conference was held March 1-2 at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. The MAC Division received a total of eleven abstracts,

nine of which were accepted to the conference. MAC Midwinter Coordinator Josh Grimm of Louisiana State University and Dr. Jaime Loke, University of Oklahoma, served as the moderator and discussant for these sessions. For the benefit of future Midwinter coordinators, Grim will conduct a training session at the AEJMC conference Aug. 8-11 at a time and place to be announced.

## MAC Schedule of Activities 2013

*AEJMC Annual Conference, Washington, D.C.*

### THURSDAY, AUG. 8

8:15-9:45 a.m. MAC Refereed Paper Session: Looking Back in Order to See Ahead: History in Minority Contexts.

10-11:30 a.m. MAC Refereed Paper Session: Other Research on Out-Groups and Media.

11:45 a.m.-1:15 p.m. Communicating Science, Health, Environment and Risk (CommSher) and MAC

Teaching Panel Session: "How Indigenous Ways of Knowing Can Inform How We Teach and Research Science, Environmental Health and Risk Communication"

1:30-3 p.m. MAC, AEJMC Task Force on Academic Diversity and Commission on the Status of Women

PF&R Session: "Insider's Guide to the Academy: Understanding Tenure, Academic Freedom and Faculty Governance"

3:15-4:45 p.m. Electronic News and MAC

PF&R Panel Session: "Missing Minorities: The Problem of Child Abduction Coverage"

### FRIDAY, AUG. 9

7-8 a.m. Outgoing MAC Officers' meeting

11:45 a.m.-1:15 p.m. Scholastic Journalism and MAC Divisions

Robert P. Knight Multicultural Annual Award Luncheon

3:15-4:45 p.m. MAC and Cultural and Critical Studies

PF&R Panel Session: Media Ownership, Women and Minorities: Why Gender and Race Matter

5-6:30 p.m. MAC and CommSher

PF&R Panel Session: "Are We Health Media (Literate)? Let's Discuss Health Journalism and Health Disparities Among Marginalized Communities"

8:30-10 p.m. MAC Members' Meeting

### SATURDAY, AUG. 10

7-8 a.m. Incoming MAC Officers' Meeting

8:15-9:45 a.m. MAC and Electronic News

Teaching Panel Session: From Newsroom to Classroom: Diversity, Pedagogy, and the Transition from Working Journalist to Journalism Teacher

12:15-1:30 p.m. Scholar to Scholar

1:45-3:15 p.m. MAC and Gay, Lesbian, Bisexual, Transgender Interest Group

PF&R Panel Session: "What Is Your Secret? Let's Learn About Best and (Worst) HIV/AIDS Campaigns Addressing HIV/AIDS Epidemic Among African-American Communities in Washington, D.C."

3:30-5 p.m. MAC and Political Communication Interest Group

Research Panel Session: "Threatening People or Threatening News? 'Foreigner' Threat in the Political News Framing"

5:15-6:45 p.m. Commission on the Status of Minorities Members' Meeting

8:45-10 p.m. MAC Social at a place to be announced

### SUNDAY, AUG. 11

9:15-10:45 a.m. MAC Refereed Paper Research Session: "Latinos and Latinas in the Media Spotlight"

11a.m.-12:30 p.m. MAC Refereed Paper Research Session: "Twists on Tech: Examining Alternative Media"