



# NewsLetter

Minorities and Communication Division

Fall 2020

## Teaching during a pandemic is...

Teaching during a pandemic, protests, and polarized elections is exciting and exhausting, challenging yet rewarding, all while being historically significant. So how do you want to be remembered? You will be forever associated with 2020 for many of your students. You get to decide if those memories are negative, neutral or positive. You read that correctly. Yes, you get to decide!

First, place your sanity and family at the top of your priority list. Try to be mindful of your surroundings and be present when you are with your loved ones. The work and home life boundary lines have always been blurred for faculty, but even more so now with many of us teaching from home. Create a schedule that includes all the elements that you need to be successful and do your best to adhere to it. Designate time that is for you, family & friends, your guilty pleasures (because you deserve those, too) and of course time for teaching, research and service. Every day does not have to look the same, but after a week you should feel a sense of balance because you are taking care of your whole self.

Next, give yourself a little grace. We've never experienced anything like this before, so if you are scrambling and looking for answers then you are not alone. Do not suffer in silence. There are many groups and organizations that are sharing resources and best practices for conceptual and practical courses right now. You will not have to search long to find solutions to the issues that you're facing. Reach out to colleagues for help or just to decompress. I am so thankful to have been working on a couple of different projects with colleagues in my program and at other institutions this year. We shared laughs, fears and frustrations about our academic lives, but also about life in general. No one has it all together, so it is ok if you don't.

Finally, give your students grace. Under normal circumstances, I am not lenient with absences, tardies, or missing deadlines, but we are not under normal circumstances. Your students are confused, stressed and likely becoming disheartened about

the world that awaits them. Maybe your student isn't focused on your writing assignment because they just worked their fifth straight overtime shift as an essential worker. They might have turned off their camera because they are ashamed of their living conditions. Your student could have misplaced your assignment because they're overwhelmed by all the different ways you and your colleagues are requesting their work to be submitted. Yes, they should follow the syllabus and be as attentive as possible, but we don't even get that 100% of the time during normal semesters. Students should suffer the consequences for not meeting the course standards, but make sure that those standards are properly weighted for these times.



Keonte Coleman  
MAC Teaching Standards Chair

I sat through several professional journalism organization webinars in the spring and summer to gain an understanding of what was expected of journalists during these tumultuous times. As a former journalist, I could not believe what I was hearing over and over again from the newsroom leaders. They expressed that their main job was to show their staff that they cared about them. They checked in on their team, asking about their family life and offering to provide more flexibility to their work schedules if needed. If professionals are extending grace and finding ways to complete their work, but not at the expense of their staffs' well-being, then we can certainly do the same for the journalists that we're training.

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Treat yourself well and you will be your best self for your students and your campus community. Don't be afraid to ask for help because you are not alone. Some of us are just better at hiding it. Extend your students the grace to be anxious, confused, and scatter-brained by letting them know that you are here to help. That includes directing them to campus or community resources when their concerns fall outside the realm of classroom management. Again, you're going to be remembered, and if that memory is negative, you'll probably find out via social media sooner rather than later. It might take a little longer for the positive news to get back to you, but you'll know in your heart that you did all you could to help these young adults navigate this difficult period in life with care and understanding.

By Keonte Coleman, Ph.D.  
Teaching Standards Chair

## Mentoring program hosts first social

This year the MAC mentoring program is incorporating Zoom socials in an effort to learn together and build community. In the inaugural MAC-2-MAC meetup, which focused on academic publishing, guest speaker Dr. Federico Subervi advised young scholars to work out the details before publishing with co-researchers. "Put it in writing – by such and such date and who does what," Dr. Subervi said in the Sept. 18 Zoom meeting attended by 16 MAC mentors and mentees. Dr. Subervi, former MAC head and co-editor-in-chief of *The Oxford Encyclopedia of Race, Ethnicity and Communication* (to be published in 2022), also said it's important to decide who is first author: "Who needs it the most, who puts in most of the work?"

The first MAC-2-MAC event focused on getting published in academic journals, which mentees listed as one of their top priorities. This year's mentoring program features 12 mentor/mentee pairings, with the mentors having higher academic rank than their mentees while sharing the research interests or professional goals. Participants range from deans and full professors to recent Ph.D. graduates and doctoral students.

"The overall feedback that we have received about the MAC-2-MAC program has been motivating said Dr. Miya Williams Fayne, the mentoring co-chair. "Both mentees and mentors participated in our first social and told us that they learned a lot from our guest speaker, Dr. Subervi. I'm looking forward to keeping the momentum going with our upcoming events."

Dr. Earnest L. Perry, associate dean for Graduate Studies at Missouri's School of Journalism, will discuss tempered resistance and authenticity in the academy during the next MAC-2-MAC event, scheduled for Nov. 13. It's a topic that Dr. Subervi also touched on,

urging scholars to be true to their passion when it comes to researching race, ethnicity and underrepresented groups. But he and mentors pointed out: "One passion at a time."

For more on the MAC-2-MAC program, contact the mentorship co-chairs,

Dr. Williams Fayne (mwilliamsfayne@fullerton.edu) and Dr. Kathleen McElroy (Kathleen.mcelroy@austin.utexas.edu).

By Kathleen McElroy  
MAC-2-MAC Co-chair



Members listen intently as Federico Subervi speaks about the publication process.

## A note from the Head

Hello MAC members! The Fall 2020 semester has been one that we won't soon forget. We've had to alter the way we communicate, socialize, even dine, all while experiencing technological difficulties, taking care of family, and even battling the virus ourselves.

In the midst of the pandemic and quarantine we witnessed another state sanctioned death of a black man and learned of the killing of a black woman. These heartbreaking and maddening events caused many organizations to take a step back and reflect on their corporate social advocacy stances. It also prompted immediate past head George Daniel to charge MAC members to "do what we do" and for former head Mia Moody-Ramirez to provide us with tangible steps to fulfil this charge.

I share my predecessors' urgency to take action using our strengths. We will not stand by idle in our scholarship and service, but will guide our society to better understand the structural barriers that for centuries have normalized inequity. I know that the research, teaching and community outreach MAC members are doing on our respective campuses and within AEJMC reflect our commitment to making systemic change.

In this newsletter edition our teaching standards chair Keonte Coleman urges us to extend grace to our students as well as ourselves, Leticia Williams reminds us of the foundations of PF&R, 50th Anniversary committee chair Ken Campbell announces events planned to mark this significant MAC milestone, and grad liaison Denetra Walker shares her experiences presenting and participating in the first virtual AEJMC conference.

The MAC leadership team is working diligently to plan outstanding conference programming and even more to keep us connected throughout the year. Be on the lookout for new initiatives that will strengthen our bonds through collaboration and engagement. We are excited about the opportunities these will bring.



Melody Fisher

We are still seeking to fill the positions of Grants Chair and Newsletter Editor. With the help and generosity of Vice Chair Sydney Dillard and her graduate assistant Mrunmayee Datar, we were able to bring you this issue, but will need someone to lead the publication of the Spring and Summer issues. Please contact me if you are interested in either of these positions.

As we courageously complete this year and stand optimistic for 2021, I share a passage from Paul Coelho's "The Devil and Miss Prym," "When we least expect it, life sets us a challenge to test our courage and willingness to change; at such a moment, there is no point in pretending that nothing has happened or in saying that we are not yet ready. The challenge will not wait. Life does not look back."

### WE NEED YOU!

THE MACD LEADERSHIP TEAM HAS THE FOLLOWING VACANCIES:

NEWSLETTER EDITOR

GRANTS COORDINATOR

Email Melody Fisher at [mfisher@comm.msstate.edu](mailto:mfisher@comm.msstate.edu) for more information.

## PF&R in a Global Pandemic: The Need for Increased Engagement in our Professional Freedom and Responsibilities

As the global community has transitioned to an online and remote Work From Home (WFH) environment during the COVID-19 pandemic, the guiding principles of AEJMC's Professional Freedom and Responsibility (PF&R) committee have become even more significant for MAC members. AEJMC defines professional freedom as the "freedom of communicators to express themselves" and professional responsibility as the "standards that should exist in media and communication professions." In this context, a "professional" includes professional communicators working in journalism, communication research, public relations, advertising, entertainment media, digital media, and non-profit, government, and health care sectors.

The AEJMC Code of Ethics for PF&R provides recommendations for how professional communicators should engage in professional freedom and professional responsibility, such as protecting and nurturing free expression, promoting ethical behavior, fostering media criticism and accountability, and supporting racial, gender, and cultural inclusion. For MAC members, expanding knowledge about law and policy initiatives can facilitate increased engagement in our professional freedom and responsibility activities and research.

For example, the Multicultural Media, Telecom, and Internet Council (MMTC) lead Civil Rights groups (e.g., National Coalition on Black Civic Participation, National Urban League, Hispanic Federation, League of United Latin American Citizens, and the National Council of Negro Women) in filing comments with the FCC on Section 230 of the Communications Decency Act. This filing advocated for protecting users from hate speech and racial or gender discrimination online (MMTC, 2020).

Additionally, becoming informed about the digital divide and rural broadband deployment is essential to understanding issues that affect minority communities, and the challenges that our students may encounter in continuing their studies from home. There are numerous other law and policy initiatives of interest for the MAC Division, but these two issues of online discrimination and Internet access exemplify opportunities for MAC member's research and advocacy to enhance and protect how the public and professional communicators utilize the Internet with accountable and ethical practices during this amplified WFH environment.

Please refer to the following resources for more information about the AEJMC Code of Ethics for PF&R, the MMTC Section 230 filing, and how Covid-19 has widened the digital divide:

AEJMC Code of Ethics for PF&R: <https://www.aejmc.org/home/2011/03/ethics-prf/>

MMTC Section 230 filing of the Communications Decency Act: <https://www.mmtconline.org/wp-content/uploads/2020/09/Section-230-Proponents-Comments-090220.pdf>

Digital divide: <https://youtu.be/pcoNi-N2RpE>, <https://www.crpe.org/thelens/digital-divide-among-students-during-covid-19-who-has-access-who-doesnt>

By Leticia Williams  
PF&R Chair



Leticia Williams  
PF&R Chair

**"Expanding knowledge about law and policy initiatives can facilitate increased engagement in our professional freedom and responsibility activities and research."**

## Let's celebrate 50 years of MAC

Activities celebrating the 50th anniversary of the Minorities and Communication Division are under way.

"Ask Me Anything: What Can MAC Do for YOU?" a question and answer virtual session to further introduce new members and interested persons to the Minorities and Communication Division, was held on September 25.

MAC Head Melody Fisher, Ph.D., associate professor, Mississippi State, welcomed participants and discussed the leadership structure of the division as well as opportunities to be an active participant. Monique Luisi, Ph.D., assistant professor, Missouri, moderated the event.

The next AMA virtual session is tentatively scheduled to be held in November.

Additional activities being planned include:

\*Panel at the annual AEJMC Midwinter Conference, March 5-6, 2021, at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma in Norman, Oklahoma.

\*Panel at the 46th annual AEJMC Southeast Colloquium, March 18-20, 2021, which will be held virtually at Elon University.

\*Panel at the biennial Media & Civil Rights History Symposium, which will be held at the University of South Carolina School of Journalism and Mass Communications in the Spring. Date: TBA

\*Panel at the annual AEJMC convention, "MAC's Golden Anniversary: Trailblazers, Troublemakers and Traditions," which will incorporate video clips from the recently completed AEJMC Oral History Project that features the voices of previous MAC heads (trailblazers). The panel will offer tips for conducting research about the presence of racial minority groups in AEJMC (making trouble, agitating for change), and for developing traditions (i.e. mentoring graduate students of color).

\*Celebration at annual AEJMC convention, which will be in New Orleans in August 2021

A student logo competition for the 50th anniversary activities and celebration is also being held. See separate call for entries on the following page.

The 50th anniversary celebration is the inspiration of George Daniels, Ph.D., who served as 2019-2020 MAC Head.

"The vision for the Minorities and Communication 50th anniversary celebration is a year-long effort to remind all of AEJMC and those in our field about the role that this unit has played in supporting research and scholarship on issues of diversity while also providing a place for mentoring graduate students and young faculty, many of whom are from historically underrepresented racial and ethnic groups," stated Daniels, an associate professor at the University of Alabama.

"In the process of educating people about the role the division has played since its inception in 1971, we hope to attract new members and put the spotlight on the areas where we know progress still needs to be made."

Additionally, he stated, "YES, it's an opportunity pay tribute to our Founder Lionel Barrow, while also identifying those who worked with him," including the more than 45 people who have served as heads of the division.

By Kenneth Campbell  
MAC 50 Chair



## 50th Anniversary Logo Design Competition for Students

Design a logo for the Association for Education in Journalism and Mass Communication's Minorities and Communication Division 50th Anniversary Celebration. Student entries are being accepted for the official anniversary celebration logo, which will appear on anniversary promotional materials. The winning student will receive \$100.

A logo entered in the contest should represent the diversity mission and goals of the AEJMC MAC Division and also visually suggest "New Orleans." The logo should communicate immediately, effectively and be memorable.

"The vision for the Minorities and Communication 50th anniversary celebration is a year-long effort to remind all of AEJMC and those in our field about the role that this unit has played in supporting research and scholarship on issues of diversity," George Daniels, 2010-2020 MAC Division Head.

The logo design entries must be designed using a solid black tone on a white background. After a winning logo is selected, the AEJMC MAC Division reserves the right to add color later to the winning logo.

A logo entered in this competition must include the following typographic elements: AEJMC MAC 50th Anniversary New Orleans. (No other typographic elements can be added to the logo entries for this contest.)

Include AEJMC MAC as an integral part of the logo, be legible and effective when scaled for different executions, i.e., nametags, promotional material, social media, screens and print; retain a sense of balance and internal integrity when typographical elements are removed., reflect the diversity mission and goals of the AEJMC MAC Division, be reproducible in solid tones using one color (black).

DO NOT INCLUDE COPYRIGHTED ARTWORK.

All elements must be student creations.

For a logo entry to be eligible, entrants are required to submit their logo entry as both an EPS file (.eps) and as a JPEG file (.jpg). The JPEG version of the logo must be identical to the EPS version in terms of design, dimensions, proportion, etc.

The EPS version must have all of its type converted to outlines. The EPS file format is required because it is a vector based format that provides better reproduction. The file names must bear the first initial and last name of the entrant (for example: rSmithLogo1.eps)

ENTRIES MUST BE SUCCESSFULLY UPLOADED NO LATER THAN 11:59 p.m. EST, January 4, 2021.

Winners should be notified before January 31, 2021. Please upload the EPS (.eps) and JPEG (.jpg) to AEJMC MAC 50th Anniversary Chair Kenneth Campbell at: KCampbell@sc.edu

Questions regarding the logo competition may be sent to Kenneth Campbell at: KCampbell@sc.edu

## Virtual #AEJMC2020... An Experience to Remember

When I first saw the announcement that AEJMC 2020 would be virtual, my heart sank as I didn't know what to expect. I knew it was a great decision due to the pandemic, but many questions filled my head such as: how do I network or what would the format be to present my research? Will I have a stable internet connection? Will my computer freeze? Will I mix-up the time zone? I also wondered whether the Zoom sessions would seem impersonal and distant compared to my prior in-person experiences. When the conference started, these concerns quickly melted away.

I can honestly say for me, a third-year doctoral student, AEJMC 2020 owes me nothing! It was an extremely fulfilling, wonderful experience. Like we say in the television world, we just had to "roll with it!" So, I rolled with it (as we all did), making sure I had the best time possible. I mapped out the sessions beforehand, but quickly realized there were far too many great options (a good problem to have). The convenience of Zoom made it easy to navigate in and out of different live sessions without feeling an obligation to stay. This is one of the biggest changes I personally appreciated. This format allowed me to freely move around sessions and support peers/professors who were scheduled at the same time. Technology made this possible with a few clicks.

Seeing familiar names and faces pop-up in the room during my presentations was an added pressure but also made my heart smile. It was a breath of fresh air to "see" familiar faces after a long summer of social-distancing. I also appreciated having a front seat to several healthy conversations and great scholarship. Despite my initial concerns of networking and presenting, I did both just fine. In fact, I connected with some scholars on Twitter, which is something I didn't do in the past. It was great to see names displayed on the screen during Zoom to help identify who was talking.

In hindsight, one thing I should've spent a little more time planning was the poster sessions. The time quickly passed with the various presentations and panels I attended. I was plugged evident AEJMC and the many great division members worked extremely hard to organize engaging sessions. I could see an added emphasis on conversations of diversity and social injustices in response to the world around us. This was refreshing and necessary. **Continued on page 7**

# Background

- The Associated Press Sports Editors' 2018 Racial and Gender Report Card found newsroom diversity relatively unchanged for 12 years (Lapchick, 2018; McCreary, 2018)
- White males dominate sports (McCreary, 2018)
  - 85% editors, 80% columnists, & 82% reports
- Players from NFL, NBA, WNBA 70-75% Black
- No previous studies w/Black sportscasters as primary unit of analysis



Walker presenting her research for the Top Paper Panel.

## Virtual from page 6

MAC gets an A+ for having wonderful sessions for us to share a space with so many great scholars. The pre-recorded session was also a great idea and I am honored to have been a part of it. Honestly, MAC was the cherry on top of the conference for me!

While I would've loved to "physically" be in San Francisco, being virtual was an experience I can appreciate regardless of the circumstances. It was convenient. It was also inspiring. It's surreal that I attended and presented at a conference from my own home... with endless snacks at the ready. Imagine having this conversation a year ago?! AEJMC 2020 truly came at the perfect time and I appreciate all that I have learned. Despite my initial reservations, I made this work, we made this work, and we all should be proud to be a part of this historic virtual experience.

By Denetra Walker  
Graduate Student Liaison



## Virtual Conference Highlights

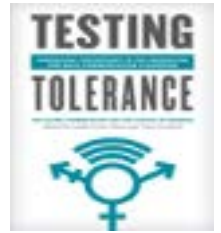


(Top left, Robert Richardson from the University of Texas at Austin presents research. Top right, Vanessa Bravo of Elon University presents on MACD and Political Communication Division Panel. Middle, Members attend Annual Conference Meeting. Bottom left, Charles F. Whitaker, Northwestern, discusses the legacy of Johnson Publishing. Bottom Right, Donnalyn Pompper of the University of Oregon presents at CSW and MACD panel.

## MAC member news

**James Rada, Ph.D.** was promoted to Full Professor in the Department of Journalism at Ithaca College. He was also the recipient of the College's Faculty Excellence award in March, 2020.

**Laura Castaneda, Ed.D.**, Professor of Practice at the USC Annenberg School of Communication contributed a chapter about "mansplaining" in the book, "Testing Tolerance: Addressing Controversy in the Journalism and Mass Communication Classroom," published August, 2020 by Rowan & Littlefield.



University of Texas at Austin Professor **Maggie Rivas-Rodriguez** was recently interviewed on Texas Public Radio about the Voces of a Pandemic Oral History Project. The project, spearheaded by the Voces Oral History Center at UT-Austin, explores stories of the Latina/o community affected by the Coronavirus.

**Indira Somani**, Associate Professor in Howard University's Department of Media, Journalism and Film published the article, "Black Broadcast Journalists: Implications of Mentorship and Race in the Newsroom" in "Journalism & Mass Communication Editor."



Kentucky State University Associate Professor of Journalism **David Shabazz** is the recipient of the Honor Roll Adviser Award in the 4-year Category from the College Media Association. Shabazz currently advises the One Mic broadcasting club and Campus Connect television program at Kentucky State.

University of South Carolina lecturer **Laura Smith's** article, "Assessment for people who hate statistics: Quantitative tools for the qualitative faculty (A Case Study)" was published in the July issue of the Journal of Media Education.



The Public Relations Division of AEJMC presented **Nandini Bhalla**, Washington and Lee Assistant Professor of Journalism & Mass Communications with the Doug Newsom Award for Global Ethics and Diversity for her co-authored paper, "How do Stakeholders React to Different Levels of LGBTQ-related Diversity and Inclusion CSR in India? Examining Social Acceptance, Perceived Fit and Value-driven Attribution." Dr. Bhalla also received the top diversity paper from the Public Relations Society of American Educators Academy for her paper, "A Path Model of LGBT Workplace Diversity CSR: The Impact of CSR and Level on Stakeholders Responses and the Roles of CSR Fit and Attribution in the Process."

**Venise Berry**, Director of African American Studies at the University of Iowa, examines mediated images and messages concerning African American culture in her new book, recently authored a new book, "Racialism and the Media," published by Peter Lang, June 2020.



**Melissa A. Johnson**, Professor in the Department of Communication at North Carolina State University, has received a November 2020 publication date for her book, "En-gaging Diverse Communities: A Guide to Museum Public Relations." The book features interviews with ethnic museum practitioners in four top immigration gateway cities. Also presents content analyses of more than 200 art, history, African American, American Indian, and other culture-specific museums' websites, digital newsrooms, social media, and other communication tools.

**Sydney Dillard** began a new role as Graduate Director of Public Relations and Advertising in the College of Communication at DePaul University. Dillard also joined the "Journal of Applied Communication Research" Editorial Board in Oct. 2020.



**Felicia McGhee** was appointed as Head of the University of Tennessee at Chattanooga's Department of Communication after serving as Interim Head for two years.

**Vincent Pena** was awarded the Top Student Paper at the 2020 Summit for the Inter-national Association for Communication and Sport (IACS) for his paper, "Profits Over Protest: A Marxist Critique of Nike's Ad Campaign featuring Colin Kaepernick."



*Congratulations Members!!*

## New Book Gives Former AEJMC President Alexis Tan's Take on Racism in 2020

Dr. Alexis Tan, a former AEJMC President and longtime member of the Minorities and Communication Division, will release a new book *Who is Racist?: Why Racism Matters* in January 2021. It includes discussions about the recent race reckoning following the deaths of Ahmaud Arbery, George Floyd, and Breonna Taylor as well as the COVID-19 coronavirus and Anti-Asian Bias. The 108-page book also includes sections on "President Donald Trump and Racism" plus one on how "Trump Supporters Respond to Racial Cues."

George Daniels, immediate past MAC Division Head, interviewed Tan about his new book that is sure to provoke much dialogue and discussion on the issue of race.

**Daniels:** Some of our MAC Members may not know you. You are a former AEJMC President (1997) Could you start by giving us

a little background on how long you've been coming to AEJMC. Tell us about research area and your role now at Washington State University's Edward R. Murrow College of Communication.

**Tan:** I have been attending AEJMC conferences since the early 1970s, presenting papers at the Communication Theory and Methodology division first, then at the Minorities and

Communication division. Dr. Lee Barrow was a source of encouragement and inspiration. I wanted to do what I could to make research about minorities central to the AEJMC mission. One way of doing this was to present my own research, and to recruit other scholars to do the same. I began my research career studying media effects and underlying processes. I then studied intercultural communication. In the past 10 years, I've been studying prejudice and communication, and have been investigating interventions. Most recently, I was Special Adviser for Research and Graduate programs at the Murrow College until this fall. I am now on the faculty as professor.

**Daniels:** You've written five textbooks and more than 60 journal articles. This book is different your other academic work. Explain how *Who is Racist?: Why Racism Matters* is different.

**Tan:** I wrote *Who Is Racist?* as a trade book for a general audience. I wanted to reach readers who might not have access to the research and technical articles. I wanted to provide "ordinary" folks with the tools and

information that would help them understand racism, and hopefully, do what they can to fight racism.

**Daniels:** Having reviewed an advance copy, I was impressed by how current this book is to controversies involving race in 2020. When did you start working on this project? And, how did the events of 2020 change the final product?

**Tan:** I started the project in fall of 2019 soon after I had signed a contract. The murders of George Floyd, Breonna Taylor, and Ahmaud Arbery and the ensuing protest movement prompted me to include in the book material that would be more relevant to hate, violence, racism, policing and national politics (e.g., Trump). I found quite a bit of research, and tried to integrate science into my (perhaps not totally dispassionate) discussion of these issues. I had completed more

than half of the book by spring and early summer, when the murders had occurred and the protest movement blossomed.

**Daniels:** You have used a provocative question in the title. But, in fact, the entire book is organized around questions. Why use this strategy?

**Tan:** I did not want to be

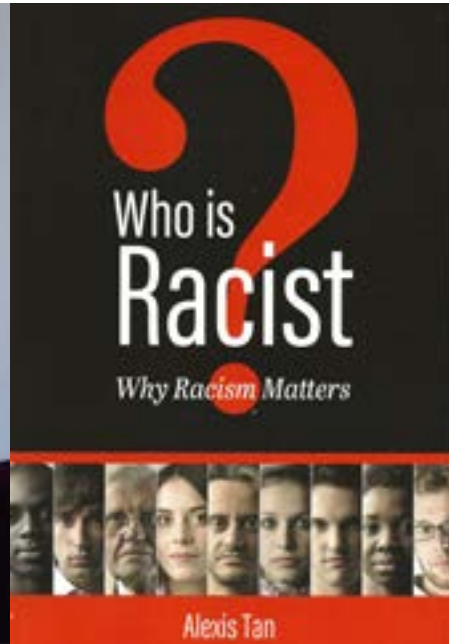
proscriptive, telling people what to believe and do. I was hoping to present the facts and examples, and to motivate folks to "do the right thing."

**Daniels:** Given where we are as a country, what role do you think your book can play in helping us move forward?

**Tan:** Well, if anyone reads it, I hope people will confront their own racism and act as individuals to mitigate the effects of racism. And, as President Obama, John Lewis, and Nike said, "do something", and certainly, we can vote the unrepentant racists out of office.

**Daniels:** Now—the most important question. When will the book be available? Can faculty adopt it for Spring 2021 classes?

**Tan:** The book will be released the first week of January. The publisher and I have sent advance review copies to some "influencers," but launching is in January because of the lengthy production process. The book will be available for adoption in spring. The initial contact is Kaela Martin, project manager and my editor at Cognella Press. Her email is [kmartin@cognella.com](mailto:kmartin@cognella.com).



## MAC 2020-2021 Leadership



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## Call for Abstracts and Panel Proposals

AEJMC MIDWINTER CONFERENCE AT THE UNIVERSITY OF OKLAHOMA!  
AEJMC MIDWINTER CONFERENCE 2021  
March 5-6, 2021  
Gaylord College of Journalism and Mass Communication

The AEJMC Midwinter Conference is an annual forum for the presentation of research and debate in areas relevant to the AEJMC groups (divisions, interest groups and commissions) sponsoring the event. The conference provides a platform for presentations and extended discussions in a relaxed setting. We are happy to host the upcoming conference again at the Gaylord College, University of Oklahoma in Norman, Oklahoma between March 5 and 6, 2021. Conference participants will be able to enjoy the College's state-of-the-art teaching and research facilities, as well as the city's and campus' world-class museums, art galleries and restaurants. We will also ensure a healthy and safe environment for participants in light of the current COVID-19 reality, with options to participate in the conference remotely (via Zoom or a similar platform).

Paper abstract submissions: Authors are invited to submit research paper abstracts of between 600 and 800 words (word count excludes author information and references) appropriate to the Minorities and Communication Division. Abstracts should give a clear sense of relevant literature, research objectives, methodological approach, stage of research project (conceptual, data gathering, data interpreting), findings and conclusions. Submissions should be done online and by the

Submissions should be done online and by the December 1, 2020 deadline at: <http://bit.ly/Midwinter2021> or the full link <https://cmt3.research.microsoft.com/AEJMCMW2021/> Panel submissions: In addition, the organizers are also inviting panel proposals.

These panel proposals should NOT be done through the online abstract submission system. Instead, submissions for panels should be sent to MAC midwinter chair Robbie Morganfield directly at [rmorganfield@ncat.edu](mailto:rmorganfield@ncat.edu)

The deadline for panel submissions is the same as for abstract submissions, December 1, 2020, 11:59 p.m. Central Time.

Panel submissions should include the panel title, a description of the session's focus, the issues to be discussed, and a list of panelists (potential and confirmed), including affiliation. Proposals should not exceed two double-spaced pages.

For more details about the Midwinter Conference, visit [Call for abstracts Midwinter conference 2021 final](#).

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## Stay in Touch

Website: [mediadiversityforum.isu.edu/MAC/](http://mediadiversityforum.isu.edu/MAC/)

Facebook: @mac.aejmc

Twitter: @MacAejmc

## MAC Division Members Meeting

### Minutes

Friday, August 7, 2020

San Francisco, CA (Virtual)

Meeting began at 8:15 a.m. PT

Opening Remarks (George Daniels)

- Congratulations to 2020 Lionel C. Barrow Winner Dr. Meta Carstarphen
- Minutes from 2019 Members Meeting (Miya Williams Fayne)
- First year that we had a secretary for the division (George)
- Highlights from 2019 Meeting in Toronto, Ontario
- Motion to adopt the minutes
  - Federico Subervi moved
  - Debbie Owens seconded
  - All in favor said aye
  - Minutes were approved

Council of Division Updates (George)

- AEJMC Master Class series book approved on Wednesday at board meeting
  - Book Proposal edited by George Daniels and Robin Blom: Struggles, Strategies and Scholarship of Teaching Race (from MAC Division)
- No vote on convention location this year
  - San Francisco in 2025
- Programming language adjustments
  - Will be defined by slots instead of chips
- Membership update
  - AEJMC membership down slightly (2,993 as of June)
  - MAC has 198 members as of July 2020
  - Did not hold a membership drive this year because of COVID (Mia)

MAC Membership Updates (George)

- 202 members as of Monday, August 3, 2020
- AEJMC Presidential Fellows
  - This year we are offering a one-year membership to 20 grad students part of the fellowship program
- Carolyn Stroman Award winners
  - 14 winners this year; largest cohort thus far

New MAC Division Video (Mas Biswas)

- Video is currently available on our website
- We can do another video next year (George)

MAC Financials (George)

- Balance of \$4,431.95 as of May 31, 2020
- Motion to increase the Barrow scholarship amount to \$500 (Federico Subervi)
  - seconded (Mas)
  - All in favor
  - Motion passes

Program Updates AEJMC Virtual Conference (Melody)

- Had 11 sponsored MAC sessions this year
  - Four were refereed paper sessions
  - Three teaching sessions, 1 research and 3 PF&R sessions



## Research Reports

### Sydney Dillard, Faculty Research

- 15 submissions
- 12 acceptances (80% acceptance rate)
- 24 judges (1 to 4 papers per judge)
- 

### Debbie Owens, Student Research

- 12 submissions
- 5 papers accepted, 2 extended abstracts accepted (58% acceptance rate)
- 23 judges (1 to 4 papers per judge)

### Midwinter Conference (George on behalf of Midwinter Chair Monique Luisi)

- 11 submissions
- 7 acceptances (5 papers and 2 panels)

## Committee Reports

### Teaching- Danielle Kilgo/Robbie Morganfield

- iCite project launched in March (Danielle)
  - Collect MAC research so we can highlight it
  - [bit.ly/iCiteMAC](https://bit.ly/iCiteMAC)
- The Broom Center (Nathian Rodriguez)
  - Scrub Your Syllabus webinar
  - Give PR professionals/faculty the tools to be more equitable in the classroom
  - The webinar will be our first as a division (George)

### PF&R- Leticia Williams

- This year we wanted to focus on our work with the Multicultural Media and Telecommunication Internet Council
- Working on establishing relationship with NABJ

### Paula Poindexter Grants- Keonte Coleman

- Denetra Walker student winner
- Summer Harlow faculty winner
- Award amount was increased this year (faculty \$1,000 and student \$500)
- Had 6 or 7 entries this year

### MAC-2-MAC Mentoring- Kathleen McElroy & Miya Williams Fayne

- Making the program less time but more structured
- Will have Friday webinars twice a semester
- 

### Social Media- Miriam Hernandez

- Twitter followers are increasing
- People react most when we share great news about MAC
- Please follow us, send information and tag us

## Old Business

### Report on AEJMC Special Diversity Committee (Federico)

- The presidential committee on careers had a section dedicated to diversity
  - Took place as a pre-conference
- Apprenticeship reviewer program for JMCQ
  - Imbalance in diversity of people selected; Incoming editor will review it
- There are multiple efforts across AEJMC that have not been coordinated
- Careers committee goal to assess what is being done and address the overlaps
- Want to get to areas not dealt with in the past including AEJMC leadership

### Barrow Award Revised Requirements (George)

- Want to award someone in the area of teaching and service and award someone in the area of research
- Current call says nominees need to have contributions in one of the following areas (publications, teaching and service, an impactful book)
- We can convene a working committee of previous recipients and people on the committee to look at clarifying the call

### Research Paper Award Presentations (George)

- Faculty Awards
  - First Place: Kevin Hull and Denetra Walker, Miles Romney, Kirstin Pellizzaro
  - Second place: Dr. Oluseyi Adegbola
  - Third Place: Queenie Li, Yeunjae Lee, Shiyun Tian, Washiu Tsai
- Student Awards
  - First Place: Denetra Walker and Kelli Boling
  - Second Place: Robert Richardson
  - Third Place: Solyee Kim
- The checks will be in the mail and you will receive a digital certificate

### Elections 2020-2021 Executive Board (George)

- Slate of Officers

Head	Melody Fisher (Mississippi State)
Vice Head/Program Chair	Sydney Dillard (DePaul)
Second Vice Head	Maria DeMoya (DePaul)
Secretary	Vacant
Faculty Research	Danielle Kilgo (Minnesota)
Student Research	Monique Luisi (Missouri)
Midwinter Chair	Robbie Morganfield (North Carolina A&T)
Teaching Chair	Keonte Coleman (Middle Tennessee)
PF&R Chair	Leticia Williams (NOAA)
Graduate Liaison	Denetra Walker (South Carolina)
Newsletter Editor	Vacant
MAC-2-MAC Mentoring	Kathleen McElroy (Texas) and Miya Williams Fayne (Cal State Fullerton)
Grants Chair	Vacant
Webmaster	Masudul Biswas
Social Media Chair	Miriam Hernandez (Cal State-Dominguez Hills)

- Need a secretary and newsletter editor; contact Melody if interested
- Any nominations from the floor?
- Motion to accept slate
  - Moved by Dorothy Bland

- Seconded by Robin Blom
- All in favor said aye
- No one opposed

Closing Remarks (Melody)

- Incoming e-board will have a meeting tomorrow at 7:00 a.m.
- Email Melody with feedback about the virtual conference

Meeting ended at 9:46 a.m.PT

Respectfully submitted by Miya Williams Fayne

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