

**2012-2013 Annual Report**  
**Minorities and Communication (MAC) Division**  
**Association for Education in Journalism and Mass Communication**

**MAC Officers 2012-2013**

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**MAC Officers 2012-2013 (continued)**

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Year: 2012-2013	Officers	Annual Conference Sessions				Mid-Year Meetings				Total
		Paper Judges	Panelists	Moderators	Discussants	Paper Judges	Panelists	Moderators	Discussants	
<b>Male (tot.)</b>	5	17	12	3	3	4				43
Amer. Indian/ Alaska Native	0	0	2	0	0	0				2
Asian	1	2	0	0	1	0				4
Black/ African American	1	5	5	1	1	3				16
Hispanic/ Latino		1	1	1	0	0				3
International	1	2	0	0	0	0				3
Native Hawaiian/ Pacific Is.	0	0	0	0	0	0				0
White	2	7	4	1	1	1				16
Multi-racial	0	0	0	0	0	0				0
<b>Female (tot.)</b>	6	18	25	4	3	6				62
Amer. Indian/ Alaska Native	0	1	0	0	0	0				1
Asian	2	2	4	2	1	1				12
Black/ African American	3	11	10	0	2	5				31
Hispanic/ Latino	0	0	3	0	0	0				3
International	0	0	0	0	0	0				0
Native Hawaiian/ Pacific Is.	0	0	0	0	0	0				0
White	1	4	5	2	0	0				12
Multi-racial	0	0	1	0	0	0				1
Did not report	0	0	2	0	0	0				2

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<b>Total:</b>	11	35	37	7	6	10				<b>106</b>
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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 2012-2013 have evenly covered research, teaching and PF&R areas. For the 2013 convention our division’s eight non-refereed sessions consisted of one research, two teaching and five PF&R panels. MAC is the lead sponsor in six of the sessions. Additionally, in the area of research, the MAC Division participated in the Midwinter Conference at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma, and in the PF&R area, co-sponsored the Ida B. Wells Lecture Series at Alabama State University. PF&R and teaching are also reflected in the MAC Division’s annual luncheon that it co-sponsors with the Scholastic Journalism division. Each year this luncheon honors individuals or organizations that have conducted programs that focus on teaching and mentoring younger generations. The PF &R area of racial, gender and cultural inclusiveness is reflected in the luncheon’s recognition of those individuals who have contributed to this area in both the media’s educational and professional areas. Moreover, the PF&R chair assisted AEJMC in drafting statements advocating the press’ rights to operate without government limitations as well as a statement advocating scholars’ ability to evaluate and critique each other’s work.

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

Our goals for 2012-2013 revolve around fulfilling the purpose of the MAC division which is to promote the relationship between ethnic/minorities and mass communication through research, teaching and professional freedom and responsibility.

**Important Goals**

- Strengthen communication between members by reviving the newsletter and using the listserv and website
- Inform non-members, as well as the general public of MAC activities and concerns
- Continue to consult with division members to develop specific goals for recruitment of new membership over the next five years, with a focus on junior faculty and graduate students.
- Continue to recruit MAC members to serve in AEJMC leadership positions.
- Raise awareness of issues pertaining to teaching, research and PF&R committee areas as they pertain to minorities and the media

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- Increase teaching activities year round.

Goals not met this year:

- The discussion and recommendations on viability of a division-sponsored journal publication were not finalized but we will continue working on it.
- Actively seek ways to increase HBCU participation
- Actively seek funds for more graduate student participation

Standing Committees:

- None at this time

**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 **36** number of acceptances **19**; **53%** (overall research activity; please note the Research Committee guideline is a 50% acceptance rate).

6. Number of student research paper submissions **18**; number of acceptances **6**; **33%** (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 also tried to match reviewer's expertise with available papers, although most reviewers said that they were willing to review any method or topic.

8. Total # of judges **35**; **#3-4** papers per judge (on average) (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.) Number of submissions; Number of acceptances. Briefly explain the competition and the selection process.

Yes. AEJMC Midwinter Conference at Gaylord College of Journalism and Mass Communication at the University of Oklahoma

Number of submissions **11**; Number of acceptances **9**. Eight actually presented their work because one of them was out of the country at the time of the conference.

Ten judges reviewed two to three abstracts. The Midwinter coordinator attempted to match abstracts with the judges' area of expertise. Judges used a standard form (See Appendix 2.) that allowed them to rate the abstracts on their purpose, proposed methodology and their relevance to the MAC Division. The coordinator calculated the judge's scores. Abstracts that received an overall score of seven and above were accepted.

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 in one panel session.

The four paper sessions focused on the following topics:

- Looking Back in Order to See Ahead: History in Minority Contexts
- Other Research on Out-Groups and Media
- Latinos and Latinas in the Media Spotlight
- Twists on Tech: Examining Alternative Media

The poster session was in one of the Scholar-to-Scholar sessions in which papers represented various themes concerning the relationship between the media and people of color.

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The panel titled “Threatening People or Threatening News? ‘Foreigner’ Threat in the Political News Framing,” is one of the conference’s theme sessions. The Political Communication Interest Group is the co-sponsor.

11. Please list your out-of-convention activities related to research.

Recruited judges for annual competition; helped sponsor a special refereed journal issue for research

Participated in the AEJMC Midwinter Conference at Gaylord College of Journalism and Mass Communication at the University of Oklahoma.

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.

Our division champions diversity, particularly showcasing research relating to historically underrepresented populations. MAC gives monetary awards for the top three faculty research papers as well as the best trio of student works. MAC also has been working with Howard University, which has a refereed communication journal, to dedicate a special issue to divisional research.

**TEACHING:**

It is in the interests 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 and 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.

MAC is the lead sponsor with the Electronic News Division in a panel titled, "From Professional to Professor: Diversity, Pedagogy, and the Transition from Working Journalist to Journalism Teacher." This panel addresses the teaching challenges former professional journalists face when they enter the classroom. Panelists discuss all of the areas of the Teaching Standards Committee’s focus.

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MAC is a co-sponsor with the Communicating Science, Health, Environment and Risk (CommSher) Division in a panel titled, “How Indigenous Ways of Knowing Can Inform How We Teach and Research Science, Environmental, Health and Risk Communication.” This panel fulfills the Teaching Committee’s focus on curriculum and course content in that it highlights the resources available at the Smithsonian National Museum of the American Indian for educators to use to enhance their curricula and course content on the subject of communicating with indigenous populations.

MAC alternates lead sponsorship with the Scholastic Journalism Division at an annual luncheon that honors individuals or organizations that have provided journalism training to students at the secondary education level. The luncheon includes a speaker who has provided leadership in making sure that people of color are fairly represented in all aspects of journalism education. This luncheon reflects the Teaching Standard Committee’s focus on leadership.

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.

The MAC Teaching Standards Chair was one of the presenters at teaching, research and technology workshops held at American University in which she focused on using social media as a teaching tool. This activity fulfilled the Teaching Standards Committee’s focus on teaching methods.

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.

The MAC Division’s teaching activities have emphasized the teaching and learning experiences for faculty and students of color. The in-conference activities address the unique challenges faculty of color face in the academe. In the past two years MAC programming has recognized the growing number of journalism professionals of color leaving the profession to join the classroom and has shared strategies for making that transition.

The MAC Division continues to offer sessions that enhance educators’ ability to present course content in a culturally sensitive way. Over the years MAC’s sessions have included strategies for making course content include the contributions of people of color. This year MAC is co-sponsoring a session that addresses ways for educators to better relate to students of color focusing on Native American students.

MAC also provides financial support for the Communication Theory & Methodology Division’s Lionel C. Barrow Minority Doctoral Student Scholarship as a way of not only recognizing and encouraging student achievement, but also a way of recognizing talent for future faculty members.

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## **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 expectations. 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 four of its five PF&R panel sessions. Collectively, these sessions fulfill three of the five PF&R areas: public service, media criticism & accountability and racial, gender and cultural inclusiveness. Below is a description of each panel.

MAC is the lead sponsor with the Commission on the Status of Women and AEJMC's Diversity Task Force for "Insiders' Guide to the Academy: Understanding Tenure, Academic Freedom and faculty Governance," a panel that focuses on how faculty of color and women navigate the tenure and promotion process. This session fulfills the PF&R area of racial, gender and cultural inclusiveness.

"Media Ownership, Women and Minorities: Why Gender and Race Matter," focuses on how the underrepresentation of women and minority media owners affect media policies, as well as media content. This activity fulfills the PF&R areas of media criticism & accountability, racial, gender and cultural inclusiveness and public service because it stresses how a democratic society needs to hear a diversity of voices in the public sphere. Invited panelists include FCC Commissioner Mignon Clyburn, *Free Press* staff member Joe Torres and communication attorney Janelle Trigg. The MAC PF&R chair conceived and organized this panel and it is highlighted as one of the conference's theme sessions. MAC is the lead sponsor with the Cultural & Critical Studies Division.

MAC is the lead sponsor with the CommSher Division for the panel titled, "Are We Health (Media) Literate? Let's Discuss Health Journalism and Health Disparities Among Marginalized Communities." This panel fulfills the PF&R areas of media criticism & accountability and racial, gender and cultural inclusiveness in that it examines the strengths and weaknesses of the way the media communicates health issues to communities of color. The panel fulfills the public service area because these messages can influence

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community members' decision making concerning their health. Kelly Blake of the National Cancer Institute is the invited panelist for this session.

The final panel in which MAC is the lead sponsor is "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." This panel fulfills the PF&R areas of racial, gender and cultural inclusiveness, media criticism and accountability and public service in that it critiques the messages targeting the black community and discusses how they connect with health behavior. Invited panelists are Susan J. Robinson of the Centers for Disease Control and Prevention and Ron Simmons of Us Helping Us, a community organization that provides services for gay black men and fights against HIV/AIDS in the black community. The Gay, Lesbian, Bisexual, Transgender Interest Group is the co-sponsor.

MAC is the co-sponsor with Electronic News Division in a panel titled, "Missing Minorities: The Problem of Child Abduction Coverage." This panel fulfills the PF&R areas of racial, gender and cultural inclusiveness, media criticism and accountability in that it focuses on the lack of attention the media gives to missing children of color and missing males relative to the attention the media devotes to white female children who are missing. The panel fulfills the public service area because it discusses the integral role the media plays in involving the public in locating the missing children. The invited panelists for this session are Natalie Wilson, co-founder and director of public relations for the Black and Missing Foundation, Inc. and Tony Loftis, president and executive director for Find Your Missing Child.org.

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.

The MAC PF&R chair along with other divisions' PF&R chairs assisted AEJMC in the development of three public statements. All of these statements fulfilled the PF&R area of free expression. A description of the statements is below:

- The first statement released in March responded to the U.S. government's zealous pursuit of those who leaked information to the press. The statement urged the government to "make prosecutions as rare as possible" so that we can adhere to the First Amendment values we have historically supported.

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- The second statement released in April challenged the proliferation of open-access online journals that charged fees to authors for publication. The statement also condemned the “abusive attempts to muzzle unfavorable scholarly evaluation and criticisms” practiced by some of these journals.
- The third statement released in May called for the investigation of the U.S. Department of Justice for the department’s “egregious intrusion” into the telephone records of the Associated Press and its reporters. The statement emphasized the need for a Shield Law to protect the ability of journalists to keep their sources’ identities confidential.

This year MAC continued its co-sponsorship of the annual Ida B. Wells Lecture Series held at Alabama State University (ASU). This series fulfills the PF&R areas of media criticism & accountability and racial, gender and cultural inclusiveness in that it focuses on the relationship between the mass media and the African-American community. 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 the MAC Membership chair, and co-sponsored with ASU’s Communications Department and Black History Month Committee.

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. Although all of the division’s activities have fulfilled the racial, gender and cultural inclusiveness areas, activities have also addressed four of the five PF&R activities. The division’s in-convention and out-of-convention activities have addressed the areas of free expression, media criticism & accountability and public service. MAC Division activities have not covered the PF&R area of ethics.

**General Information:**

19. Please attach copies of the newsletters sent by your group this year (or provide a link where they can be downloaded), and any other material you wish us to note.

MAC Web site: <http://www.mediadiversityforum.lsu.edu/MAC/index.html>

E-Newsletter: <http://www.mediadiversityforum.lsu.edu/MAC/enewsletter-june11.html>

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MAC listserv (for member discussions and announcements): <http://lists.ou.edu/cgi-bin/wa?A0=AEJMAC-L&X=3E12A6353B143D6059&Y>

**Appendix: Minorities & Communication Division Abstract/Panel Review Form**  
*AEJMC MidWinter Conference 2013*

THIS SHEET WILL BE SENT TO THE AUTHOR(S)

Title:

Manuscript #: \_\_\_\_\_

Reviewer #: \_\_\_\_\_

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

	<i>Strongly Disagree</i>				<i>Strongly Agree</i>				<i>N/A</i>
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	
	<i>Poor</i>				<i>Excellent</i>				
5. Overall quality of abstract/panel is.....	1	2	3	4	5	6	7		

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What is your recommendation?

**Definitely Accept**     **Accept if space permits**     **Reject**

*Please make comments/suggestions below (write something, however brief).*

*Please send this form to [jgrimm@lsu.edu](mailto:jgrimm@lsu.edu)*