

MAC Newsletter

Minorities and Communication Division, AEJMC

MAC 40th Anniversary:

Renewing the commitment to teaching, research and service to minorities in communication



By
Iliia Rodriguez
*University of
New Mexico
Head,
Minorities and
Communication
Division*

Recent news coming from both the most powerful and most vulnerable sources keep calling attention to pressing questions on race and ethnicity facing the nation: from President Barack Obama's online posting of his birth certificate in late April, to the protest of nine Tucson students who chained themselves to school board members' chairs in early May to oppose a ban on ethnic studies, to the passage of the Illinois DREAM Act with bipartisan support on May 30.

In 2011, as in 1968 when the first step was taken to create the Minorities and Communication Division, the events behind the headlines have moved journalism educators and scholars to engage in research and advocacy on the status of minorities in society. The news stream also serves as a reminder of the enduring challenges and achievements that have shaped the trajectory of MAC, 40 years after the adoption of its first constitution on August 23, 1971.

In the late 1960s, the first effort to create MAC was a response to times of turbulence and activism in the wake of

the Martin Luther King Jr. and Robert F. Kennedy's assassinations, and within the public debate spurred by the recommendations of the Kerner Commission established by President Lyndon B. Johnson to investigate the causes of the 1967 race riots.

During the August 1968 convention of the Association for Education in Journalism, an open letter from Dr. Lionel C. Barrow Jr. called for the membership of AEJ to join the movement to end racial inequality by taking proactive steps in mass communication professional and educational arenas. Barrow was then vice president and associate director of research for the advertising agency Foote, Cone and Belding in New York and later became dean of Howard University's School of Communications. In his open letter, he presented four initial points of discussion: recruitment of minority students into communication schools; the development of college courses on race and media communication; the creation of summer programs for minority high school students; and ending AEJ's use of placement services by firms that discriminated on the bases of race or creed.

Barrow's vision, courage and advocacy led first to the creation of AEJ's Ad Hoc Committee on Minority Education and then the foundation of the Minorities and Communication Division in 1970.

MAC | p.3

CONTENTS

Page 2

Gutierrez receives the 2011 Lionel C. Barrow Jr. Award

MACers win 2011 AEJMC national positions

Page 3 - 4

AEJMC Convention 2011: MAC sessions highlights

Page 5

AEJMC 2011: Commission on the Status of Minorities (CSM) panel

News & Events

2010 - 2011 MAC Officers

Page 6 - 7

MAC Business Meeting Minutes 2010

Visit MAC website:

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

Gutierrez receives the 2011 Lionel C. Barrow Jr. Award



Photo: Maggie Smith

Felix Gutierrez, professor of journalism at the University of Southern California, will receive the 2011 Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education during the AEJMC Business Meeting on Friday, Aug. 12, at 10 a.m. The award recognizes

outstanding individual accomplishments and leadership in diversity efforts within the journalism and mass communication discipline. He is also the featured speaker at the MAC and Scholastic Journalism Division luncheon on Friday.

Dr. Gutierrez, a member of MAC since 1971, is a Professor of Journalism and Communication in the University of Southern California's Annenberg School for Communication and an Affiliate Professor of American Studies & Ethnicity. A former Senior Vice President of the Freedom Forum and the Newseum, his responsibilities during 12 years

in philanthropy included journalism education and professional grants and programs, establishing and supervising Pacific Coast Center programs in Oakland and San Francisco, and researching diversity exhibits for the Newseum to open in Washington, D.C. in 2008.

His career in higher education includes tenured faculty positions at the University of Southern California and California State University Northridge, administrative posts at USC, Stanford University and California State University Los Angeles, and visiting appointments at Columbia University, The Claremont Colleges, and the University of Texas at Austin. He was the first Executive Director of the California Chicano News Media Association from 1978 through 1980. In the late 1980s he covered media issues on a weekly basis for The Associated Press Los Angeles bureau and in the mid-1980s was a part-time reporter and columnist for the Pasadena Star-News.

His scholarship and publications since 1972 have focused

BARROW | p.4

Congratulations!

MACers win 2011 AEJMC national positions



Paula Poindexter:
Elected AEJMC
Vice President.

Poindexter, Associate Professor and Graduate Adviser in the School of Journalism

at the University of Texas at Austin, has been a manager and executive at the Los Angeles Times and a reporter and producer for KPRC-TV in Houston. She has published in *Journalism & Mass Communication Quarterly*, *Newspaper Research Journal*, *Journalism & Mass Communication Educator*, *Journal of Communication*, *Journal of Broadcasting & Electronic Media*, and *Harvard International Journal of Press & Politics*. She is co-author of *Research in Mass Communication: A Practical Guide* and lead editor of *Women, Men, and News: Divided and Disconnected in the News Media Landscape*. Poindexter is currently writing her third book to be published next year. Source:

profile at <http://www.aejmc.com/home/2011/02/electionpoindexter/>

<http://www.aejmc.com/home/2011/02/electionaikat/>



Deb Aikat:
Elected to a 3-year
term on the Pro-
fessional Freedom
& Responsibility
Committee.

Aikat is a former journalist and has served since 1995 on the faculty of the UNC-Chapel Hill School of Journalism and Mass Communication. An award-winning researcher and teacher of news media, Aikat was the inaugural winner of the Scripps Howard's National Journalism Teacher (2003) Award. An AEJMC member since 1992, Aikat chaired the Teaching Committee in 2009-10 and conducted the Best Practices Competition in information gathering (2008), diversity (2009), and critical thinking (2010). See profile at <http://www.aejmc.com/home/2011/02/electionaikat/>



Anita Fleming-Rife:
Elected to a three-
year term on the
Teaching Committee.

Fleming-Rife is full professor and the newly appointed

Special Assistant to the President for Equity and Diversity at the University of Northern Colorado. She has taught skills and conceptual courses for more than two decades in JMC. At Penn State, Fleming-Rife served on the Commission for Racial and Ethnic Diversity and the Taskforce to assess the University's Framework to Foster Diversity. At Northern Colorado, she assisted its journalism program in conducting a Self-Study, and made recommendations for incorporating diversity into the curriculum. See profile at <http://www.aejmc.com/home/?s=Fleming+Rife>

AEJMC Convention 2011: MAC sessions highlights

By **Petra Guerra**

MAC Vice Head/Program Chair

MAC-Scholastic Journalism Divisions Award Luncheon

Friday, August 12, 12:15 p.m.

Presentation of Robert P. Knight Multicultural Award to Joseph Selden, Penn State.

Featured speaker: Felix Gutierrez, recipient of the 2011 Barrow Award for Distinguished Achievement in Diversity Research and Education.

Location: Wyndham Roberts Mayfair Hotel (across from the convention site).

Pre-registration is required.

MAC 40th Anniversary Roundtable Discussion

Friday, August 12, at 3:30 p.m.

State of the discipline and research agenda for the 21st century scholars and educators in the field discuss current research problems relevant across racial and ethnic groups and identify questions of particular interest for the study of Latinos, Native Americans, African Americans, and Asian Americans.

Participants (in alphabetical order):

Cristina Azocar, San Francisco State University

Linda Callahan, North Carolina A&T State University

Jan Dates, Howard University

Felix Gutierrez, University of Southern California

Diana Rios, University of Connecticut

John Sanchez, Pennsylvania State University

Carolyn Stroman, Howard University

Federico Subervi, Texas State University, San Marcos

Alexis S. Tan, Washington State University

Clint C. Wilson II, Howard University

Moderator: Ilia Rodriguez, MAC Division Head, University of New Mexico

2011 Top Papers in Minorities and Communication Panel / Thursday, August 11, 3:15 p.m.

“Mass Media and Perceived and Objective Environmental Risk: Race and Place of Residence.” Top Faculty Paper. Brendan Watson, Lynsy Smithson-Stanley, Daniel Riffe, Emily Ogilvie, University of North Carolina at Chapel Hill.

“‘What are you talking about?’ Differences in Twitter Uses and Gratifications between Black and White Twitter Users.” Second Place Faculty Paper. Christopher Saunders, Saleem Alhabash, Cynthia Frisby, University of Missouri.

“Expanding the Parameters of Research on the News Media & the Other: The Faisal Shahzad Case Study and ‘Home-grown Terrorism.’” Third Place Faculty Paper. Angie Chuang and Robin Chin Roemer, American University.

“Pushed to the Periphery: Incivility in Online Newspaper Readers’ Comments.” Top Student Paper. Arthur Santana, University of Oregon.

(MAC, from p.1) - In 1971, members of the newly created division adopted the first constitution to declare their commitment to focus the “research, teaching and public service efforts of the Association for Education in Journalism to delineate the role of minority groups in the communication process.”

MAC’s 1971 Constitution established three main objectives that have remained at the core of the division’s agenda. First, it aimed to promote scholarship on the status of minorities in employment, education, media representation and other spheres of relevance. Second, it encouraged the teaching and design of courses and textbooks that would present an unbiased view of the role of minority groups

in the United States; offer critique of media representations of minorities; and prepare students for professional work in multi-racial environments. And third, it emphasized public service through the recruitment of minority students into graduate and undergraduate communication programs; the establishment of information resources for black colleges and other schools with large minority enrollments; and the gathering of evidence and pledges for employment and promotion of minorities from media organizations and communication schools.

Dr. Barrow’s leadership continued to propel diversification initiatives within AEJMC for decades. Through his leading role in the establishment of

the Commission on the Status of Minorities (CSM) and the Barrow Minority Doctoral Student Scholarships, he also served as a mentor and example for generations of MAC members until his passing in January 2009. To honor his accomplishments and recognize outstanding contributions in diversity research and education, the Lionel Barrow Jr. Award for Distinguished Achievement was created by AEJMC in 2009. During this 2011 convention in St. Louis, MAC members will mark the 40th anniversary of the division’s founding with events that open space for reflection on the new agendas in research, teaching and service for the 21st century (see program highlights for featured events).

Other AEJMC 2011 MAC Sessions

Wednesday, August 10

8:15 a.m.: Health and Prosocial Communication Issues among Minorities
11:45 a.m.: Sound and Fury: Mediated Racial Discourse and the Case of Shirley Sherrod, USDA's Former Director of Rural Development in Georgia
3:15 p.m.: Anti Immigrant Sentiments and Communication Issues
5:00 p.m.: The Unrelenting Crisis Faced by Journalists and Journalism in Latin America: Views from the Region and Implications for the U.S.

Thursday, August 11

8:15 a.m.: Growing Our Own: How

to Promote Diversity in Broadcasting with the FCC's EEO Rules

1:30 p.m.: Scholar-to-Scholar Session

3:15 p.m.: Top Papers in Minorities and Communication

8:30 p.m.: Commission on the Status of Minorities, Business Meeting

Friday, August 12

8:15 a.m.: Mentoring Our Next Generations: Learn from Academic, Professional, and Community Mentorship Programs for Minorities

12:15 p.m.: MAC/Scholastic Luncheon

3:30 p.m.: MAC 40th Anniversary Roundtable: State of the Discipline

7:00 p.m.: MAC Members Meeting

8:45 p.m.: MAC Social (TBA)

Saturday, August 13

8:15 a.m.: Media, Minorities, and Cross-Cultural Communication Issues

10:00 a.m.: Radical Ethnic, Foreign-Language, and Labor Media in the Media Ecology of their Times

11:45 a.m.: Racial Discourses in News Media

(see Convention Program for speaker information)

(BARROW, from p.2) - on racial diversity and media. He is author or co-author of five books and more than 50 scholarly articles or book chapters, most on racial or technological diversity in media. In 2004 his co-authored book, *Racism, Sexism, and the Media: The Rise of Class Communication in Multicultural America*, was awarded the Society of Professional Journalists Sigma Delta Chi Award for Excellence in Research About Journalism. An earlier edition, *Race, Multiculturalism and the Media: From Mass to Class Communication* received the 1996 Gustavus Myers Award as Outstanding Book on Human Rights in North America. Other co-authored books include: *Spanish-language Radio in the Southwestern United States* (1978), *Telecommunications Policy Handbook* (1981) and *Minorities and the Media: Diversity and the End of Mass Communication* (1985). He was co-editor of a special issue dedicated to *El Clamor Público*, Southern California's first Latino newspaper, of *California History: The Magazine of the California Historical Society*, (Vol. 84, No.2, Winter 2006-2007) and editor of the Special Issue: *Ethnic Media and Audiences in America: Growing Beyond the Margins*, *Journalism: Theory, Practice and Criticism*, (Vol. 7, No. 3, August 2006).

His work to advance more accurate understanding of the nation's racial and social diversity has been recognized nationally by the Asian American Journalists Association (1996 Founders Award), Association of Education in Journalism and Mass Communication (1987 President's Award and 2001 Distinguished Service Award), Black College Communication Association (1999 Merv Aubespin Award), National Association of Hispanic Journalists (1995 Padrino of Latino Journalists and 2002 Hall of Fame), National Association of Minority Media Executives (2007 Distinguished Lifetime Achievement Award) and National Lesbian and Gay Jour-

nalists Association (2000 Founders Award). He is an inaugural member of the Northwestern University Medill School of Journalism Hall of Achievement and in 1999 was awarded the Missouri Medal by the University of Missouri School of Journalism. A native of East Los Angeles, he earned a B.A. in Social Studies from California State College Los Angeles, an M.S. from Northwestern University's Medill School of Journalism, and an A.M. and Ph.D. in Communication from Stanford University (from USC Faculty Profile at <http://annenbergl.usc.edu/Faculty/Communication%20and%20Journalism/GutierrezF.aspx>).

The Barrow Award was created by the Minorities & Communication Division and the Commission on the Status of Minorities of AEJMC in 2009. As stated on the AEJMC Web site, "the late Dr. Lionel (Lee) C. Barrow, Jr., was a long-time AEJMC member who provided key leadership and guidance to the association during his many years of service. As a member of AEJMC, Lee pioneered and founded in 1968 the Ad Hoc Committee on Minority Education, in an effort to recruit, train and place minorities in communications. In 1970, he founded and became the acting head of the Minorities and Communication Division. The Communication Theory and Methodology Division renamed its diversity scholarship after Lee in 1997, the same year he received the AEJMC Presidential Award for his contributions. In 2005, he was recognized with one of AEJMC's highest honors, the Distinguished Service Award, for his outstanding service in promoting diversity within the association and the discipline" (from http://www.aejmc.org/_awards/barrow.php). The past recipients of the Barrow Award were Robert M. Ruggles, Professor Emeritus at Florida A&M University, in 2010; and Paula Poindexter, Associate Professor University of Texas School of Journalism, in 2009.

AEJMC 2011:**Commission on the Status of Minorities (CSM) panel**

Thursday, Aug. 11 at 3:15 - 4:30 p.m.

“Mainstream Media Coverage of the Islamic Community: 10 Years After 911.”

News & Events

Indiana Wesleyan University co-sponsors MAC's 2011 top papers and luncheon

The Minorities and Communication Division of AJEMC received a generous donation of \$1,550 from Indiana Wesleyan University to support the funding of Top Faculty and Student Papers in Minorities and Communication and the annual luncheon co-sponsored with the Scholastic Journalism Division. Our most sincere thanks to MAC Faculty Liaison Kyle Huckins, from Indiana Wesleyan, for his initiative and effort to secure this support.

MAC at the 2011 Midwinter Conference in Oklahoma

MAC joined five other divisions of AEJMC for the Midwinter Conference on March 4-5 at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. The division's sponsored panel featured the following presentations:

“Criteria Used by Minority Students in Selecting Universities.”
Ralph Izard, Lyle Perkins and Masudul Biswas, Louisiana State University

“The Impact that Violence Has on the Dropout Rate of Black Males: What Roles Do the Media Play: A Case Study.” Trina Creighton, University of Nebraska, Lincoln

“Give the People what they Want: A Quantitative Analysis of News Satisfaction Levels among African-Americans.” Jayne Cubagga, Howard University

“Afro-textured Hair in the Media: Black Women's Perspectives.” Meghann Olglesby, Arkansas State University

The session was coordinated by Felicia McGhee-Hilt from the University of Tennessee, who served as moderator of the panel. Serajul Bhuiyan, Auburn University, was the discussant. MAC joined the Cultural & Critical Studies, International Communication, Communication Technology, Mass Communication and Society, and Magazine divisions of AEJMC in the organization of this event.

The Ida B. Wells Annual Lecture Series at the Alabama State University

MAC was a co-sponsor the 2011 Ida B. Wells Annual Lecture Series on Feb. 22 at Alabama State University during Black History Month. This year's guest speaker was Roz Dorsey, media sales contractor in St. Louis, Mo. The title of his presentation was “Changing Media: Are you ready?” The lecture is an annual event coordinated by Dr. E-K. Daufin, MAC Membership Chair, and co-sponsored with ASU's Communications Department and Black History Month Committee. The series highlights the relationship between the mass media and the African-American community, with emphasis on African-American participation in the media.

2010-2011 MAC Officers

Head

Ilia Rodriguez, The University of New Mexico
E-mail: ilia@unm.edu

Vice-Head

Petra Guerra, University of Texas-Pan American
E-mail: cielito@utpa.edu

Second Vice-Head/Secretary

Felecia Jones Ross, The Ohio State University
E-mail: ross.256@osu.edu

Faculty Research Chair

Bradley W. Gorham, Syracuse University
E-mail: bwgorham@syr.edu

Student Research Chair

Frances Ward-Johnson, Elon University
E-mail: fward2@elon.edu

Teaching Standards Chair

Yuki Fujioka, Georgia State University
E-mail: jouykf@langate.gsu.edu

PF&R Chair

Lesla H. Major, Indiana University
E-mail: lhmajor@indiana.edu

Midwinter Coordinator

Felicia McGhee-Hilt, The University of Tennessee at Chattanooga
E-mail: felicia-hilt@utc.edu

MAC Membership Chair

Rev. Dr. E-K Daufin, Alabama State University
E-mail: ekdaufin@alasu.edu

Grad Liaison Faculty

Kyle Huckins, Indiana Wesleyan University
E-mail: kyle.huckins@indwes.edu

Grad Liaison Student

Erica C. Taylor, Louisiana State University
E-mail: etayl19@lsu.edu

Webmaster

Masudul Biswas, Louisiana State University
E-mail: mbiswal@lsu.edu

MAC Business Meeting Minutes 2010

By **Felecia Jones Ross**
MAC Second Vice Head/Secretary

AEJMC- Minorities and Communication Division
Business Meeting Minutes
August 5, 2010, 8:30 to 10 p.m.
Jennifer Woodard, presiding

Meeting called to order at 8:30 p.m. with 66 members in attendance. Minutes from the 2009 MAC business meeting approved.

Officers' Reports:

1. MAC Head Jennifer Woodard reported:

a. From Council of Divisions meeting. From a total of 1,834 paper submissions in 2010, 853 were accepted giving it a 47% acceptance rate. Communication and Society Division had the most submissions, 184/accepted 105; Communication and Technology had the second highest submissions, 158 and Public Relations, 135, Advertising, 130, ComSher, 107 and Entertainment Studies, 75 rounding out the top six. Woodard noted that MAC's submissions of 60 place the division within bounds of the rest of the divisions. It will be MAC's turn for division PF&R assessment next year. 2010 AEJMC Midwinter meeting and chip auction will be held in Albuquerque, New Mexico.

b. MAC Program Highlights: Ten out of 14 MAC panel proposals submitted for joint sponsorship were accepted. Out of the 10 panels, four focused on teaching, four focused PF &R and two focused on research. Woodard noted that the emphasis on teaching was MAC's efforts to balance its programming during its five-year assessment cycle (4 in 2010, 1 in 2009, 1 in 2008 and 2 in 2007). MAC was the lead division in three of the four 2010 teaching panels.

c. Research Highlights: Four refereed research sessions and 11 papers in Scholar-to-Scholar sessions. Of the 60 papers submitted to the MAC Division, 38 were submitted to the faculty competition with 19 accepted (50% rate); 22 papers were submitted to the student competition with eight accepted (36% rate).

d. Top Faculty Paper Awards (\$200 first place, \$100 second place, \$75 third). First place: Andrea Miller, David Brown, Stephanie Gray and Renee Edwards of Louisiana State University. Second place: Mavis Richardson of Minnesota State. Third place: Angie Chuang of American University.

e. Top Student Papers: (\$100 top paper). First place: Nangyal Tsering, U Minnesota. Second place: Larissa Williams, U Texas. Third Place: Cristina Mislán, Penn State. Fourth place: Erin Ash, Penn State.

f. Teaching Highlights: MAC and the Commission on the Status of Minorities awarded the second Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity, Research and Education to Robert Ruggles, professor emeritus of Florida A&M University. This award will be presented at the AEJMC Business meeting, 10 a.m. Friday, August 6.

g. MAC co-sponsored the Ida B. Wells Annual Lecture Series at Alabama State University during Black History Month.

h. MAC off-site activities: MAC-Scholastic Luncheon will be held 12:15 p.m. Friday, August 6 at the Denver Press Club. The featured speaker will be Nadia Gedeon, president of the Colorado Association of Black Journalists. A MAC social will be held at Jazz @ Jack's on Friday following the Commission on the Status of Minorities meeting that ends at 8:30 p.m.

i. Budget Report: Balance as of July 31 was \$4,788.32 and that it reflected convention expenditures. The beginning balance, Oct. 1, 2009 was \$5,085.31. Woodard also noted that over the past 16 years, MAC's balance -\$4,017.30 and that MAC has not had a dues increase since 1997. Membership remained flat, 180-200 members. Second vice-head Felecia Jones Ross is researching the statistics in this area over the past 10 years and will report her findings.

j. In other matters, Woodard reported: That MAC attempted to publish two newsletters; however, the content was sparse. With the updated website, and with officers' commitment to contribute columns, Woodard expects the newsletter to be much improved. MAC still has its NetPresence subscription allowing the MAC website to be linked to the AEJMC main page.

- k. Woodard stressed that MAC's 2010-2011 goals should be:
- Focus on teaching
 - Improve between conference communication by contributing to the newsletter, improving the website and utilizing new media such as Twitter
 - Updating the MAC Constitution
 - Continue to recruit new members by focusing on new faculty and graduate students
 - Seek sources for funds by reaching out to institutional donors such as minority-owned or minority-friendly media or foundations.
2. Midwinter Coordinator Frances Ward Johnson reported: The Midwinter Conference was held March 5-6 at the University of Oklahoma. Twenty-one papers were submitted and one panel was proposed. Sixteen of the papers were accepted.
3. Teaching Standards Committee Chair Jerry Domatob reported that more teaching panels needed to be proposed and suggested that MAC gives teaching awards.
4. Vice Head Ilia Rodriguez announced she will collect panel ideas beginning in October and seeks ideas for places for socials.
5. Past Head Lillie Fears reported on the updating of the MAC Constitution. She noted that AEJMC headquarters show that the original Constitution was adopted Aug. 23, 1971 that it had been amended in 1997 and that a 2000 newsletter suggested that some additional changes had or needed to take place. Fears called for volunteers to serve on a committee to update the constitution. Meta Carstarphen, Ilia Rodriguez, and Phil Jeter volunteered to serve on this committee.

New business:

1. The membership voted to add monetary awards to second and third place student paper winners. With the changes, top faculty and student paper awards will be the following: Faculty: \$200, \$100 and \$75. For students: \$100, \$75 and \$50.
2. Woodard announced that she will serve as newsletter editor.
3. The members also voted for AEJMC to host its 2010 meeting in Montreal

Officer Elections:

2010-11 officers: Grad Student Liaison, Erica Taylor; Grad Liaison Faculty, Kyle Huckins; Midwinter Conference Coordinator, Felicia McGhee-Hilt; PF&R Chair, Lesa H. Major; Teaching Standards Chair, Yuki Fujioka; Student Research Chair, Frances Ward-Johnson; Faculty Research Chair, Bradley W. Gorham; Second Vice Head-Secretary, Felecia Jones Ross; Vice-Head, Petra Guerra; Head, Ilia Rodriguez.

###END###