

2013-2014 Annual Report

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

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1. MAC 2013-2014 Officers

Position	Name	University	E-mail	Contact #
Head	Yuki Fujioka	Georgia State	yfujioka@gsu.edu	404-759-0845
Vice-Head	Frances Ward-Johnson	Elon	fward2@elon.edu	336-580-1521
2 nd Vice-Head	Kyle Huckins	Azusa Pacific	khuckins@apu.edu	765-661-6577
Faculty Research	Masudul Biswas	Loyola University	mkbiswas@loyola.edu	740-707-8396
Student Research	Josh Grimm	Louisiana State	jgrimm@lsu.edu	614-738-8061
PF&R	Anita Fleming-Rife	Northern Colorado	ohsullivan1998@yahoo.com	970-396-2363
Teaching Standards	Carla Kimbrough	Nebraska-Lincoln	Ckimbrough2@unl.edu	303-919-4135
Newsletter	Kathleen McElroy	U of Texas-Austin	kathleenmcelroy@utexas.edu	917-693-0548
Webmaster	Masudul Biswas	Loyola University	mkbiswas@loyola.edu	740-707-8396
Faculty Liaison	Carolyn Brown	American University	cbrown@american.edu	551-208-7949
Graduate Liaison	Saif Shahin	U of Texas-Austin	saif.shahin@gmail.com	512-299-6145
Mid-Winter Coordinator	Mia Moody	Baylor	Mia_Moody@Baylor.edu	254-652-6972

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2. Demographic information

Year: 2013-2014	Officers	Annual Conference Sessions				Mid-Year Meetings				Total
		Paper Judges	Panelists	Moderators	Discussants	Paper Judges	Panelists	Moderators	Discussants	
Male (tot.)	4	9	13	10	2	5				43
Amer. Indian/ Alaska Native	0	0	1	2	0	2				5
Asian	1	0	0	0	0	0				1
Black/ African American	0	1	4	0	0	1				6
Hispanic/ Latino	0	0	2	1	0	0				3
International	1	1	0	1	1	0				4
Native Hawaiian/ Pacific Is.	0	0	0	0	0	0				0
White	2	7	6	6	1	2				24
Multi-racial	0	0	0	0	0	0				0

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Female (tot.)	7	24	12	10	4	7	4			68
Amer. Indian/ Alaska Native	0	1	1	1	0	0	0			3
Asian	1	4	0	1	0	0	0			6
Black/ African American	4	9	3	4	3	4	4			31
Hispanic/ Latino	1	3	2	1	0	0	0			7
International	0	1	0	0	1	0	0			2
Native Hawaiian/ Pacific Is.	0	0	0	0	0	0	0			0
White	1	5	6	3	0	2	0			17
Multi-racial	0	0	0	0	0	1	0			1
Did not report	0	1	0	0	0	0	0			1
Total:	11	33	25	20	6	12	4			111

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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 2013-2014 have fairly evenly covered research, teaching and PF & R areas. For the 2014 conference MAC's eight joint-panel sessions consisted of 1 research, 2 teaching and 5 PF & R panels. MAC is the lead sponsor in 4 of the panels. During the convention, MAC, with Scholastic Journalism Division, co-sponsored an annual award luncheon to honor individuals and/or organizations for their sustained diversity efforts in teaching and mentoring our younger generations - future journalism professionals and academia. This event reflects MAC's contributions to both teaching and PF & R (racial, gender and cultural inclusiveness). Outside convention, in the research area, the MAC Division also 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.

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

The ultimate goal of the MAC division is to promote the relationship between ethnic/minorities and mass communication through research, teaching and professional freedom and responsibility. Our 2013-2014 goals are fulfilling this mission. MAC's year-to-year goals should be accountable as well as sustainable, and thus, our important goals (below) include carried-over items from the previous year.

Important Goals

- Continue to strengthen communication between members by encouraging them to utilize MAC's online devices (e.g., Website, Facebook, and newsletter) as well as the listserv.
- Continue to publicize MAC's diversity efforts (activities) to non-members and the general public
- Continue Minority Outreach efforts, expanding other under-represented groups (e.g. Native Indians, Arab-Americans)

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- Develop “action plans” for recruiting 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 --- but we also need to provide members with supportive environments so that they can position themselves to be a candidate for these positions. Thus,
- Cultivate collaborative research and/or instructional projects among members
- Increase the number of convention paper submissions, particularly from HBCUs and HSIs.
- Increase teaching and PF & R activities year round.

Progress made during 2013-2014 regarding last year’s unmet goals:

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

- ⇒ MAC’s Faculty and Graduate Student Liaison officers have developed a list of HBCUs and Hispanic Serving Institutes (HSIs) that includes contact information as part of MAC’s Minority Outreach Project this year (see attached). This will help many of MAC’s goals addressed above.

The discussion and recommendations on viability of a division-sponsored journal publication

- ⇒ As a pilot case, the *Howard Journal of Communications* has agreed to host a special issue for the MAC division. Paper submissions were due in January 2014, and the blind peer-review procedure has taken place. The MAC Division will resume discussing this effort after the first edition of the publication is complete.

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

- ⇒ Thanks to MAC’s Webmaster, Graduate Student Liaison, and Newsletter Editor, in addition to the MAC listserv, the division has currently three online communication tools that MAC members and non-members can use - two of the three launched this year, including the Facebook and the Newsletter on WordPress). In addition, the past MAC head has made efforts to publicize

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MAC members' outstanding accomplishments via the listserv, which always generated a series of members' wishes, indicating more active member communication this year.

Goals not met this year:

- Actively seek funds for more graduate student participation
- Actively seek ways to make the MAC division more visible
- Increase HBCUs and HISs participation in numbers and membership

Standing Committee Planning for coming year 2014-2015:

- We currently plan to create a Standing Committee working on *Minority Outreach*. The committee would develop visual and written materials introducing and promoting the MAC Division, with the focus on junior faculty and graduate students. The committee will be formed during our 2014 MAC business meeting, and will assist in many of MAC's goals, including helping to garner new members, increasing the number of paper submissions, and fund raising for graduate students.

RESEARCH:

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

Questions 5 through 8 apply ONLY to refereed research competitions.

5. Number of faculty research paper submissions **31**; number of acceptances **14**; **45.16 %**. (overall research activity; please note the Research Committee guideline is a 50% acceptance rate).
6. Number of student research paper submissions **14**; number of acceptances **7**; **50 %**. (research activity with students; please note the Research Committee guideline is a 50% acceptance rate).

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7. Overview of judging process (forms used, please attach).

We used the standard form available on the All-Academic website. We considered the reviewers' expertise while assigning the papers.

8. Total # of judges **45**; **3-4** papers per judge (please note the Research Committee guideline is no more than 4 papers per judge).

9. **Did your group conduct any other type of refereed competition? (Could be creative projects, teaching papers or any other non-traditional method of inquiry.)**

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

- Number of submissions **10**; Number of acceptances **7**.
- The mid-winter coordinator held a research paper abstract competition. Twelve judges reviewed 2-3 abstracts based on the scoring sheet (see attached) that allowed them to rate the abstracts on their purpose, methods, and relevance to the MAC. The coordinator calculated the judge's scores and made an acceptance/rejection decision based those.

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 referred paper sessions* focused on the following topics:

- Mainstream Media vs. Social Media: The State of Construction of Identities
- Media, Racial Representation and the Power of Rhetoric
- The Intersection of Media and Embedded Attitudes
- MAC's top paper session where papers covered racial representation and its effects on media audiences

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The poster session was in one of the Scholar-to-Scholar sessions in which papers examined the relationship between the media and people of color on various issues.

The MAC Division also *led the panel* titled “Ethnic Media in North America: Political Rights and Community Participation,” which was co-sponsored by the Community Journalism Interest Group and the Media Diversity Forum.

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

- Recruited research paper competition judges for annual conference and mid-winter conference; 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.

- The MAC Division does research on diversity and communication, particularly issues and topics that are salient and relevant to historically underrepresented and marginalized populations.
- MAC provides monetary awards for the top three faculty research papers and as the top three student papers. This year, MAC was able to give the “Ramona C. Rios Memorial Travel Grant” to a student top paper award recipient. This one-time award has been made available by a MAC’s member’s donation.
- MAC has worked with *Howard Journal of Communications*, a leading refereed communication journal focusing on the issues of diversity/minorities and communication, to dedicate a special issue to divisional research work. The publicized paper submission was due in January, 2014, and blind peer-review has been taken place.

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TEACHING:

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

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

- MAC is the lead sponsor with the Communication Technology Division on the panel “Teaching in an age of Facebook, Twitter, apps, and smartphones: Can Social and Mobile Media Bridge Gaps?” This panel deals with the social and mobile media in the classroom and discusses the impact these innovations have on the “digital divide” and increasingly diverse student populations. Panelists address all of the areas of the Teaching Standards Committee’s focus, especially the areas of *course content and teaching methods*.
- Moreover, MAC is co-sponsor with the Entertainment Interest Group of a panel titled, “Using Television and Movies to Teach Students about Multicultural Connections and Diversity.” This panel fulfills the Teaching Committee’s focus on *curriculum and course content* in that it highlights the resources available to teach students about diversity and multiculturalism through television and film. The panel features instruction on how educators can enhance their curricula and course materials through the use of film and television as such instruction can be the catalyst for continued lifelong dialogue about discrimination, diversity and inclusion and can potentially promote greater understanding of diverse groups.
- MAC alternates lead sponsorship with the Scholastic Journalism Division at an annual luncheon that honors individuals or organizations that have provided journalism training to the high-middle school students. The luncheon features a key speaker who has provided leadership, underscoring the importance of minority presence in all aspects of journalism education. This luncheon reflects the Teaching Standard Committee’s focus *on leadership*.
- At the Mid-Winter conference held at the U of Oklahoma, 2/28 - 3/1/2014, the MAC Teaching Standard Chair coordinated and moderated a teaching panel discussion, "**Preparing Students to Serve Diverse Markets.**" The panel included both media

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professional (e.g., a night news director, The Oklahoman) and academic (e.g., media ethics, diversity in PR and Advertising) speakers to address important and pressing issues that are relevant to future journalists. Each panelist shared two assignments used in the courses and also discussed their approaches to teaching and reaching students, especially those who are not people of color, with content related to diversity. This particular session focused *on curricula and course content*.

The *topics* that panelists tackled during the session:

- Why do you think it's important to prepare students to work in diverse markets?
- What typically is the racial makeup of your classes?
- How have you broached the topic of diversity with your students and how have they reacted?
- Please share two assignments that you use in your classes to expose students to diversity. (On our panel we have advertising, public relations and journalism represented).
- What have been some of your successes/failures with getting students to understand diverse markets?
- What, if any, experiences have you had with encouraging faculty to update/expand their syllabuses to incorporate diversity?
- Amanda and Yvette still are working in their industries. How does a knowledge of diverse communities benefit someone in the workplace?

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's Teaching Standard Chair was invited to give a brown bag on incorporating diversity into the curriculum at University of Nebraska-Lincoln's College of Journalism and Mass Communications. This brown bag session led to an opportunity to assist the head of the business communications program with incorporating more diversity in the curriculum. It emphasized the importance of including case studies that involve of Latinos, African Americans, Asian Americans and Native Americans because the United States' demographic projections require that students are prepared.
- In addition, the MAC's Teaching Chair participated in a Leadership Lincoln's Youth Leadership program day focused on the media.

⇒ These reflect the Teaching Standard Committee's focus on *Leadership and Curriculum*.

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- The MAC has initiated *Minority Outreach Project* this year, beginning with the list of HBCUs and HSIs this year to encourage HBCUs and HSIs participation in the MAC, which focuses on *Leadership*.

15. Please describe briefly the Teaching goals and activities of your division. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

- The primary Teaching objectives and activities of the MAC Division have focused on teaching and learning experiences for faculty and students of color, attempting to enhance their knowledge/skills required for excellence in teaching and learning. The division's in-conference activities address the unique challenges faculty of color face in the classroom, including dealing with new technologies and bridging the digital divide among minority groups. Goals also focus on assisting journalists of color who are leaving the profession to enter the classroom and newly minted Ph.D. graduates of color and sharing strategies for making the transitions, including navigating the tenure process as well as leadership roles.
- The MAC Division continues to provide sessions that enhance educators' ability to present course content in culturally sensitive ways. Over the years MAC's sessions have included strategies for making sure course content includes the contributions of people of color. This year MAC is co-sponsoring a session that showcases ways educators can use entertainment platforms to help students make connections about diversity and multiculturalism.
- MAC also provides financial support for the Communication Theory & Methodology Division's Lionel C. Barrow Minority Doctoral Student Scholarship. This award acknowledges student excellent achievement in teaching, research, and services, and encourages and recognizes talent for our future faculty members.

PF&R:

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

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

- The MAC Division is the leader of the panel titled “Brown v. Board of Education-It’s Meaning: Yesterday, Today and in the Future, which is co-sponsored by the History Division. This panel is organized around the 60th anniversary of Brown v. Board of Education, and focuses on exploring the meaning of the historic case, the status of African Americans in higher education, continued threats to Brown’s essence and the future of AEJMC’s commitment to diversity. This session fulfills the PF&R area of *racial, gender and cultural inclusiveness*.
- Another session, in which MAC is spearheading is the panel: “Minority Scholars Forging Ahead in Academia: Guidance for Success from Theories, Research and Experience” co-sponsored with the Commission on the Status of Women. This session discusses barriers and challenges minority scholars face to obtain opportunities to succeed in leadership roles. It achieves the PF&F goals *of accountability and racial, gender and cultural inclusiveness*.
- MAC has partnered with the Commission on the Status of Women for the panel: “Is Leaning in Sufficient? Or is this the Same Old Story of Blaming the Victim.” The panel gathers feminist scholars and seasoned journalists for a variety of perspectives on the book’s message about women’s career struggles. The session highlights PF&R’s aims regarding *media criticism & accountability and gender and cultural inclusiveness*.
- With the Community Journalism Interest Group, MAC is co-sponsoring “First Nation Media in North America.” This panel highlights the current state of First Nation media - which is understudied and is an under-recognized aspect of

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community journalism in both Canada and the United States. This session satisfies the PF&R focus on *public service, freedom of expression and media criticism & accountability*.

- Finally, MAC is co-sponsoring with the GLBT Interest Group: “Ethics and Objectivity in Covering Your Own Community,” a panel which examines implications for openly gay reporters and their work. This timely topic accomplishes the PF & R goals of *ethics, freedom of expression, and cultural inclusiveness*.

17. Please list your out-of-convention activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee’s focus on free expression, ethics, media criticism & accountability racial, gender and cultural inclusiveness, or public service.

- This year MAC continued its co-sponsorship of the annual *Ida B. Wells Lecture Series* held at Alabama State University (ASU). This lecture series focuses on the relationship between the mass media and the African-American community, which fulfills the PF&R areas of **media criticism & accountability and racial, gender and cultural inclusiveness**. This year Adrienne Leon, online breaking news and content manager for WSB-TV Atlanta, GA, presented her lecture "Who Should Tell Our Stories?," and led a discussion on ASU’s campus. 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.
- In addition, the MAC’s current 2nd Vice-head participated in the annual convention of the Evangelical Press Association in Anaheim, CA, presenting a panel titled “Pushing the Envelope? How Evangelical Media Can Tell the Stories of Doubters, Cynics and the Broken in our Midst.” It focused on how to put together media reaching out to those disaffected by religion, which reflects the PF&R goals of *cultural inclusiveness*.

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.

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The MAC Division continues to participate in activities to fulfill the PF&R areas of free expression, media criticism & accountability, ethics, public service and racial, gender and cultural inclusiveness. Given the focus of our Division, ethnic and racial minorities, all of the division's activities have fulfilled the racial, gender and cultural inclusiveness areas. Yet, this year's PF&R activities have also addressed all of the five PF&R goals. The division's in-convention and out-of-convention activities have addressed the areas of free expression, media criticism & accountability, public service and ethics.

General Information:

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

The list of Historically Black Colleges and Universities (HBCUs) and Hispanic Serving Institutions (HIS) which was developed by MAC's Faculty and Graduate Student Liaison this year, reflecting our on-going outreach efforts.

The MAC currently has three online assets and one listserve.

- Website: <http://www.mediadiversityforum.lsu.edu/MAC/> (which was occasionally updated in 2013 - 2014 with new job information, award information, call for papers and member's achievements). This is maintained by MAC's webmaster.
- Newsletter on WordPress (maintained by MAC's News Editor): <http://macnewsletter.wordpress.com/>
- Facebook (maintained by MAC's Graduate Student Liaison): <https://www.facebook.com/groups/mac.aejmc/>
- MAC listserve (for member discussions and announcements): <http://lists.ou.edu/cgi-bin/wa?A0=AEJMAC-L&X=3E12A6353B143D6059&Y>

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Appendix: Minorities & Communication Division Abstract/Panel Review Form
Midwinter Conference 2014

Paper Title:
 Abstract #: _____
 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
5. Overall quality of abstract/panel is.....	<i>Poor</i>					<i>Excellent</i>		
	1	2	3	4	5	6	7	
What is your recommendation?								
<input type="checkbox"/> Definitely Accept <input type="checkbox"/> Accept if space permits <input type="checkbox"/> Reject								
Please make comments/suggestions below (write something, however brief).								

Please send this form to Mia_Moody@baylor.edu by midnight Dec. 31, 2013.
Thank you for serving as a reviewer!