



Newsletter

Fall 2019

MAC Hosts HBCU Roundtable

By Calvin Hall, Ph.D. & Robbie Morganfield, Ph.D.

About 25 MAC members and other interested parties attended an early-morning session billed as an HBCU Roundtable during the AEJMC Toronto Conference.

The event was facilitated by Dr. Calvin Hall, the chair of the Department of Mass Communication at North Carolina Central University, and Dr. Robbie Morganfield, Mass Communication Head at Grambling State University. Incoming MAC Head George Daniels deemed the event important enough to replace one of the MAC E-Board's meetings.

During the session, attendees shared ideas about how to resurrect what had been the Black College

Communication Association. It was noted that the previous leaders had either retired or stepped aside for personal reasons. The group meeting in Toronto agreed that there are various opportunities for collaboration that could greatly benefit those working at Historically Black Colleges and Universities.

The group decided it would begin by circulating a survey and would look forward to planning additional sessions at upcoming regional and national AEJMC meetings.

"We must build on the good energy that was in the room," Morganfield said. "We have a common and collective brand that needs to be celebrated and advanced."

Meet MAC Division's 2019-2020 Leaders



(From left to right) - Robbie Morganfield, Teaching Co-Chair; Kathleen McElroy, Mentoring Chair; Melody Fisher, Vice Head; Vincent Peña, Newsletter Editor; Sydney Dillard, Faculty Research Chair; Sean Upshaw, Graduate Student Liaison; Danielle Kilgo, Teaching Co-Chair; Mia Moody-Ramirez, Membership Chair; Miya Williams Fayne, Secretary; George Daniels, Head; and Keonte Coleman, Grants Chair.

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MAC NEWSLETTER

Newsletter Editor: Vincent Peña

STAY IN TOUCH:

Website: mediadiversityforum.isu.edu/MAC/ | Facebook: @mac.aejmc | Twitter: @MacAejmc

MAC LISTSERV:

<https://bit.ly/suKxcSo>

MAC NEWSLETTER

MAC Head's Note

Welcome to the 48th Year for the Minorities and Communication Division! Producing content for this fall edition of our newsletter is one of the first tasks of the 2019-2020 leadership. Each of our newsletters has a goal. The fall issue is primarily an opportunity to take a quick look back at our annual conference and then focus on the year ahead.

In our most recent annual report submitted this past summer, we listed the following priorities for the division:

- Highlight membership recruitment and retention
 - Increase mentorship efforts
 - Encourage members to research and publish articles that explore the relationship between racial and ethnic minorities and mass communication
 - Increase fundraising efforts to help pay for MAC programming
 - Encourage partnerships with HBCUs (and HSIs)
- To truly make progress on these goals/priorities, it takes multiple years of work. Thus, we carry over all these goals for 2019-2020, with some emphasis on the sixth goal of outreach to HBCUs and HSIs, which has eluded us in the recent years.

Our Leadership Ladder

A year ago in this fall newsletter, I shared details about our efforts to build a leadership ladder. Well, here's the update — we have a dynamite vice head in Melody Fisher who is working alongside Becky Britt, our second vice head. Coming behind them are our current research chairs — Sydney Dillard and Debbie Owens. We are so thankful for these seasoned faculty members who are able to lend some time to serve MAC and mentor others who are earlier in their academic careers. Both our Professional Freedom & Responsibility and Teaching Chairs are staying on for a second year.

On our Executive Board, I believe this balance of senior and junior faculty along with some graduate students ensures MAC will be in good hands for years to come.



George L. Daniels, Ph.D.

Present/Former MAC Heads Focus on AEJMC Diversity Outreach

In addition to staying on our e-board as membership chair, our immediate past head Mia Moody-Ramirez is joining another former MAC Head Fed-

erico Subervi on a special AEJMC Subcommittee on Diversity Outreach, which was appointed by AEJMC President David Perlmutter.

Some areas that we're tackling on this committee are 1) Updating research on diversity in AEJMC leadership; 2) Addressing ways to ensure diverse candidates are elected for top leadership positions in the association and the standing committees; 3) Ensuring a diverse group of doctoral students is being mentored into the Academy through programs such the recently-launched Journalism & Mass Communication Quarterly Doctoral Student Reviewer Trainee Program; 4) Developing new initiatives with historically black colleges and universities (HBCUs) and Hispanic-Serving Institutions (HSIs) to encourage more undergraduate students of color to catch the "research bug" and continue on to graduate school.

Plan Now for Midwinter Conference

I hope that you have already put the AEJMC Midwinter Conference in your travel budget. It's set for March 6-7, 2020 at University of Oklahoma's Gaylord College of Journalism and Mass Communication. I've already been pricing flights and identifying research projects that I'd to share at the conference.

Elsewhere in this newsletter, you'll see a Call for Abstracts. Thanks to Dr. Monique Luisi from Missouri School of Journalism who is serving as our Midwinter Research Chair this year. In addition to having some great MAC research sessions and panels, we look forward to having some type of "MAC Meet-up" in Norman, Okla..

Photo Highlights: 2019 AEJMC Toronto Conference

The AEJMC MAC Division was well-represented at the 2019 AEJMC Conference.



Photo collage by Mia Moody-Ramirez





AEJMC MIDWINTER 2020 - CALL FOR ABSTRACTS

By **Monique L. R. Luisi, Ph.D.**

The Gaylord College of Journalism and Mass Communication at the University of Oklahoma will host the 2020 AEJMC Midwinter Conference. As one of the sponsoring groups, we hope to show up full force. This conference is a great opportunity to share your work and get feedback in preparation for the annual conference – that's right, you can submit your reworked Midwinter projects to the Annual competition!

When is the conference?

March 6-7, 2020

How does this work?

Please submit an abstract between 600 and 800 words (no, references do not count) to one of the appropriate participating Divisions or Interest Groups. **MAKE SURE YOUR DOCUMENT DOES NOT HAVE ANY IDENTIFYING INFORMATION!** Your abstract should give a clear idea about the key literature, purpose of your study, methods, and where you are in the research process (still developing the concepts, gathering the data, analyzing your data), and your findings and conclusions, so far.

But what if you want to do a panel? Send that to the research chair of the appropriate participating Division or Interest Group directly. 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. Length: no more than two double-spaced pages.

When is the deadline?

December 1, 2019 at 11:59PM CST. Remember, abstracts go here: <http://bit.do/Midwinter2020> or the full link <https://cmt3.research.microsoft.com/AEJMCMW2020>. Note: you need a 75-word mini description on the site. Panel proposals go to the research chair directly.

Which Divisions and Interest Groups are participating?

Glad you asked. We have also linked the groups with Chair's emails: Communication Technology Division (Hyunjin Seo); Commission on the Status of Women (Sreyoshi Dey & Khadija Ejaz); Cultural and Critical Studies Division (Khadija Ejaz); Entertainment Studies Interest Group (Gwen Nisbett); Graduate Studies Interest Group (Amanda Bradshaw); International Communication Division (Summer Harlow); Mass Communication & Society Division (Alec Tefertiller); Media Management, Economics & Entrepreneurship Division (Anthony Palomba & Miao Guo); Minorities and Communication Division (Monique Luisi)

For more information, please contact Elanie Steyn, Conference Site Host.

What else do I need to know?

If your abstract is accepted, congratulations! Now, get the full paper (30 pages max) to the discussant by February 20, 2020, because they will need the time to read it. Also, you'll need to register online by the deadline, because there is no on-site registration.

AEJMC Minorities & Communication Division Social Media Guidelines

Purpose: These MAC Division social media guidelines were created to be a reference tool for the MAC Division members and friends who share online content. They provide general guidance for sharing content on social media platforms.

MAC Division Social Media Audience: The audience for MAC Division social media content includes AEJMC members, supporters, and professionals and educators.

MAC Division Platforms: The MAC Division currently has two social media platforms: Twitter and Facebook.

Social Media Best Practices

- We encourage members to post announcements about their professional and research activities; relevant opportunities for faculty, research, practitioners and students; and news topics and articles for discussion.
- In accordance with the scope and focus of the Minorities and Communication Division, posts should be related to research, the academic profession, teaching, and service work.
- The emphasis of the MAC division on racial and/or ethnic minorities should be considered when posting, and we encourage the discussion of ideas, concepts and perspective that are inclusive and intersectional.
- Communication should be conducted in a professional manner. Please refrain from using profanity, racial epithets or vulgar language.
- We encourage engagement among MAC group members and with other AEJMC groups. Please appropriately tag people and groups in posts and provide links where people can find more information when possible.
- Users should avoid posting commentary online about any particular individual, member or idea that they would not say in person to another individual, member or during a discussion of an idea.
- Respect copyright laws. Only post content that you are authorized to share.
- If you are unsure about the relevance of your post, please feel free to message MACs social media coordinators on Facebook or contact them via email to ask for their input.
- If your post falls outside of the aforementioned guidelines, MAC admins reserve the right to remove it and require that your future posts receive approval. If any group member repeatedly posts inappropriate content, they will be removed from MAC's Facebook group.

--Danielle Kilgo
--Miya Williams Fayne
--Mia Moody-Ramirez
--George Daniels

To view previous issues of the AEJMC MAC newsletter, please visit our website:

<https://www.mediadiversityforum.lsu.edu/MAC/newsletters.html>

Graduate Liaison Interview

Editor's Note: Our new Graduate Liaison for the Minorities and Communications Division is Dr. Sean Upshaw, who is currently based at The University of Utah. He recently completed his Ph.D. at Howard University's Cathy Hughes School of Communication. MAC Division Head George Daniels interviewed Dr. Upshaw about his work and some of his ideas about engaging graduate students.

Daniels: What is your role at University of Utah?

Upshaw: I am an NIH Postdoctoral Research Fellow for the Department of Communication under the Health Communication and Technology Lab (HCAT Lab). My faculty mentor, Dr. Jakob D. Jensen, and I work on various projects related to biophysical research (e.g., eye tracking). Our current project involves creating visual health education materials concerning a rare skin cancer phenomenon, acral lentiginous melanoma (ALM) for underserved populations in Utah. In addition to laboratory responsibilities, I assist other lab members and participate in faculty development initiatives. Overall, my experience at the University of Utah consists of mentoring and research development to launch my research/teaching agenda.

Daniels: Tell us about your research.

Upshaw: My research interests are communication and health disparity with an emphasis on visual features and effects. The first manuscript from my dissertation was recently accepted for publication in the journal Health Communication. The study investigates the role of visual communication, culture, and lived experience of prostate cancer. Accordingly, I have manuscripts under review at two other journals. I have gained experience as a research fellow on research projects funded by the National Institutes of Health (NIH), National Institute of Biomedical Imaging and Bioengineering (NIBIB), Centers for Disease Control and Prevention (CDC), Utah Department of Health (UDOT), and the Consortium for Families and Health Research (C-FAHR).

Daniels: What are the biggest challenges graduate students face when breaking into professional organizations like AEJMC, ICA (International Communication Association), and NCA (National Communication Association)?

Upshaw: One of the primary problems I observed when it comes to graduate students and professional spaces is socialization. The pressure can be overwhelming for graduate students to network and establish rapport among peers and seasoned experts. Intimidation and uncertainty can potentially hinder an individual's confidence, which is vital to a graduate student. Lastly, selecting a division that complements his or

her research/teaching agenda. Each division carries a particular reputation and opportunity that can hurt or help a graduate student's career trajectory.

Daniels: How can the MAC Division better reach graduate students within the association?

Upshaw: One way is to meet them where they are academically and professionally for future planning. It is a simple case of sympathizing with a graduate student using your professional experience as a bridge to establish rapport. Overall, future programs that focus on professional relationship development can potentially help them to navigate the academy.



Sean Upshaw, Ph.D.

PF&R: Continuing to Address the Challenge for Diversity and Inclusion in the Newsroom 51 years after the Kerner Report

By *Leticia Williams, Ph.D.*



The MAC Division and the Newspaper and Online News Division sponsored a panel discussion at the 2019 Annual AEJMC conference entitled “Can Journalists of Color Change Newsroom Culture?” The panel provided the opportunity to explore how diversity impacts traditional and non-traditional newsrooms. Despite efforts for increased inclusion in the newsroom, the landscape of journalism continues to lack both diverse perspectives and employees.

In 1968 the Kerner Report found that news media “failed to analyze and report adequately on racial problems in the United States,” which was driven by the lack of diversity in the newsroom of those assigning, reporting, writing, and editing the news. Now, five decades after the Kerner Report, several studies have shown why diversity and inclusion remain an issue in the newsroom. First, the American Society of News Editors (ASNE) annual newsroom survey indicates the lack of diversity in journalism. The ASNE 2017 Newsroom Diversity Survey of 661 United States news organizations found that minority journalists accounted for 16.6

percent of employees in the newsroom (ASNE, 2017).

Second, the Ford Foundation (2018) found that underrepresented minorities have a different perception about news media coverage of race than people who are overrepresented in the news. For example, African American and Hispanic respondents agreed that White communities are portrayed more positively than reality. In terms of news coverage about African Americans, 62 percent of African American respondents believed that coverage of African American communities is more negative than reality, compared to 42 percent of White respondents.

Additionally, for news coverage of Hispanics, about half of African American respondents (48%) and Hispanic respondents (45%) agreed that news coverage of Hispanics is more negative than reality, whereas 43 percent of White respondents agreed Hispanics are portrayed accurately in the news. Yet, the majority of all respondents agreed that equitable hiring and increased diversity among editors and reporters would improve the quality of the news.

Although it may seem that this issue has been comprehensively analyzed and discussed, it is evident that newsroom diversity continues to be a challenge in journalism as indicated by the Kerner Report. Hence, the question remains, how can the MAC Division contribute to changing the culture of the newsroom to be more inclusive? If you have any diversity and inclusion projects at your university or organization that can be supported by the MAC Division, please contact leticia.williams12@howard.edu.

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MAC Member Kudos

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Kudos to Professor Uche T. Onyebadi, chair of the Texas Christian University Journalism Department, who edited the book, *Multidisciplinary Issues Surrounding African Diasporas*, which was published in 2019 by IGI Global. Onyebadi, Herman Howard of Angelo State University and Dorothy Bland of the University of North Texas contributed to a book

chapter, "Issues in Academic Leadership: Narratives of Personal Experiences of Diaspora Administrators."

Dorothy Bland completed the Freedom Forum Institute's Workplace Integrity Train-the-Trainer Course on Aug. 16 in Santa Clara, Calif. She is certified to facilitate FFI's Workplace Integrity Curriculum across the nation.

Prof. Laura Castañeda, Ed.D., of the USC Annenberg School of Journalism was awarded the 2019 Barry Bingham Sr. Fellowship by the News Leaders Association, formerly the American Society of News Editors, in September, given in recognition of an educator's outstanding efforts to encourage students of color in the field of journalism.

Prof. Laura Castañeda, Ed.D., of the USC Annenberg School of Journalism and her colleague Prof. Rebecca Haggerty, Ed.D., published "Undergraduate Students Prefer Learning Text and Broadcast Skills Sequentially Versus Concurrently, but Assessments of their Final Projects are Mixed," in *Journalism and Mass Communication Educator*. June 6, 2019. <https://journals.sagepub.com/>

At the beginning of the Fall 2019 semester Lillie Fears was named coordinator for the Multimedia Journalism Program in the School of Media and Journalism at Arkansas State University. This title was added to her role as Professor of Media.



From top:

Lisa M. Paulin, Ph.D.
Dorothy Bland, Ph.D.
Uche T. Onyebadi, Ph.D.
Laura Castañeda, Ph.D.
Lillie Fears, Ph.D.

Educators, Journalists Convene in Paris, France for 2019 WJEC

By Mia Moody-Ramirez, Ph.D.

Educators convened from all over the world to discuss strategies for educating journalism students in a disruptive age during the 2019 World Journalism Education Conference, held July 6-9 in Paris, France. The venue of the Congress was Université Paris Dauphine.

Panels and research presentations emphasized issues faced by faculty and administrators who must constantly adapt curricula to meet media industry demands and trends. Journalism schools face a double challenge; both new expectations of journalism students concerning what should be taught in a journalism school, as well as the actual academic teaching methods themselves.

Former MAC Head Mia Moody-

Ramirez, Baylor University, and former Commission on the Status of Minorities Head Marquita Smith, John Brown University, presented, "Difficult Dialogues and Blended Learning for Traditional and Online Journalism Courses." Moody-Ramirez also served as chair for a syndicate on Journalism Education and Gender with Margaretha Geertsema-Sligh, Butler University, and Ingrid Bachmann, School of Communications at Pontificia Universidad Católica de Chile.

Syndicates are small, themed discussion groups that produce recommendations to help improve journalism education worldwide. Members of each syndicate team — a chair, expert and reporter — are asked to analyze its topic and make recom-



Marquita Smith and Mia Moody-Ramirez at WJEC in Paris.

mendations for their colleagues across the globe.

WJEC is held every three years in a different country. The event permits the international community of journalism educators convene to share their best teaching practices and to listen to research papers, panels and syndicates dedicated to journalism education.

AEJMC Subcommittee on Diversity Outreach Brainstorms Ideas for Diversity Measures

By Mia Moody-Ramirez, Ph.D.

Members of the AEJMC Subcommittee on Diversity Outreach are brainstorming ideas to address issues of underrepresented ethnic/racial groups in AEJMC and the field of communication.

AEJMC MAC Head George Daniels and former MAC Heads Federico Subervi and Mia Moody-Ramirez served on the task force formed by AEJMC President David Perlmutter this summer to address the ongoing concern of diversity and inclusion in AEJMC.

The four have met three times—once in person and twice via conference calls. Discussions have centered on measures to foster diversity in scholarship on many different levels—including undergraduate research.

"The importance of helping journalists understand perspectives of members of underrepresented groups," Subervi stated. "This may contribute to how they respond to feedback from reviewers."

The committee also recommend-

ed offering quantitative and qualitative research workshops for undergraduate and graduate students. Daniels emphasized the importance of encouraging AEJMC to develop curriculum to help universities support diversity in undergraduate research.

"We want to see more undergraduate researchers at AEJMC, participating in poster sessions, panels, etc.," he said.

Such initiatives would allow universities to share information on their master's programs and help

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Teaching is Reaching

(Editor's Note: This is one in a series of short essays on teaching that will be featured in the MAC newsletter to hopefully spark thought and conversation. Please feel free to share your thoughts).

By Robbie Morganfield, Ph.D.

What is your teaching philosophy?
Or do you even have one?

I admit that I didn't until I started applying for jobs a few years back and found that most listings required that applicants submit their philosophy of teaching.

I cheated by looking up some examples to see exactly what it meant, since I had no recollection of ever hearing it mentioned while pursuing my Ph.D. Just one of the various omissions I have come to note in the years since leaving my program, which emphasized research but devoted little attention to the fine points of teaching effectively.

After reading a few examples, I decided to look inward and try to piece together in some logical way what I had been doing intuitively over the years. I thought about themes and key aspects of what I found myself doing in the classroom. And I wrote and rewrote.

The result was about a page of ideas centered around a paradigm I created that captured the essence of how I see myself in the classroom and what I seek to do.

First, I think the teacher is a facilitator of learning. That means the teacher is there to lead the student in the process of learning, but the student has a significant role to play in the process. Second, I define learning as discovery. That could mean a number of things, but at the end of the day it's about helping students understand the value of



Robbie Morganfield, Ph.D., speaking at the HBCU Roundtable at AEJMC 2019.

what is being taught and how to put it to use. If we're lucky, they will walk away with that gleam in their eyes that suggests they really gained from the journey.

To boil it all down, I concluded that "teaching is reaching." Indeed, the major task of teachers is to reach the students enrolled in their classes. I drew this conclusion as I thought about how often I've heard teachers talk about students who failed their classes. They've had many explanations, usually pointing to the students' lack of attention to the subject matter.

Rarely did I ever hear teachers say some part of the failure could be attributed to them—to their failure to inspire the student, their failure to reach the student. Now, I know that is a tall burden to assign to teach-

ers, but isn't that really our charge? I think so.

Too often we come to classes with a prescribed plan. We call it a syllabus or course schedule. We then commence to trying to get students to adjust to and fulfill the plan. When they don't, they fail. Perhaps, it's time for more of us to consider that when that happens, maybe the student is not the only one who failed.

Repeat after me: "Teaching is reaching." Maybe the task at hand is to keep reaching until you succeed at teaching. That might just require you to scrap the plan you had in hand when the class started. More on that next time. Until then, keep reaching.

Flashback: AEJ Implements Southern Strategy in Outreach to HBCUs

By George L. Daniels, Ph.D.

It's been nearly 50 years since what was then known as the Association for Education in Journalism (AEJ), through its Ad Hoc Coordinating Committee on Minority Education, sponsored a two-day meeting in Atlanta for historically Black colleges.

The meeting was a first step toward accomplishing one of the committee's goals — the establishment of a liaison with more Black colleges and with junior community colleges to help them establish communications courses on their own campuses.

Among the organizers of the meeting was former MAC member Al Bussel, who noted the meeting with black colleges was part of the AEJ's so-called "Southern Strategy." Ten schools gave a brief summary of their mass communication programs current and planned. The presenting institutions also indicated the area where AEJ might be helpful.

It had been two years since the Ad Hoc Coordinating Committee on Minority Education was appointed in response to a letter from Dr. Lionel Barrow, who presented a letter to AEJ at its 1968 convention, only months after the assassination of his Morehouse classmate Dr. Martin Luther King, Jr.

The committee was given the task of ascertaining, stimulating and coordinating the activities of AEJ members in bringing more blacks and other minority group members into the journalism pipeline.

It was reported that of the communication programs contacted by AEJ, only four institutions reported faculty exchange programs with black colleges and only eight have or plan student exchange programs. Mass communication programs had been started in five predominantly Black schools. But, others were interested.

In one of its first reports to the association, the Ad Hoc Coordinating Committee recommended setting up a national mechanism for arranging cooperative efforts with southern black colleges.

At AEJ's request, the United Negro College Fund (UNCF) conducted a survey to determine the number of students at predominantly Black colleges starting courses in mass communication.

Five of the 64 schools responding the UNCF survey had departments of communications: Lincoln University of Missouri, Hampton Institute, Texas Southern, Shaw University, and Norfolk State College. A sixth school, Bishop College in Texas, offered a major through a cooperative effort with Southern Methodist University.

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them recruit for graduate schools, he added.

Diversity in the selection of AEJMC officers has also been tackled during discussions. Daniels stressed AEJMC must seek different types of diversity in the slate of officers, i.e., gender, race, ethnicity, age, and universities. He added that university size is important because a person from a larger college or R1 school may have better odds of winning.

Perlmutter pointed out the AEJMC president has very little to do with the selection of officers. Officer selection is handled by the nominating committee, which takes

into account individuals from different-size schools. However, there are advantages if you work at a large university or are a graduate student of a larger university. He added that he has made diversity a priority in his appointment of task force and committee members.

One reform that should be considered is not having two people from very different backgrounds run for office, i.e., one from a large university and one from a small university. Subervi has recommended bringing forth the names of two Latino candidates.

Daniels also discussed the im-

portance of raising the profile of HSIs and HBCUs at AEJMC. He has submitted a proposal to have some programming around HISs and HBCUs. Perlmutter is looking into designating this topic as a presidential panel.

Anyone who has thoughts or concerns on similar issues should contact a member of the AEJMC Subcommittee on Diversity Outreach.



Do you have an item for our newsletter? Please email it to AEJMC MAC Newsletter Editor Vincent Peña at vincent.pena@utexas.edu.

MAC Division 2019 Paula Poindexter Recipient: Dr. Juan Mundel

By Sydney Dillard, Ph.D.

AEJMC's Minorities and Communication (MAC) Division is excited to announce this year's Dr. Paula M. Poindexter Faculty Research Grant recipient, Juan Mundel of DePaul University. Dr. Mundel's research, titled "Cultural Identification with Latinx Models in Ads and Risky Behaviors," seeks to focus on the growing Latinx population in the U.S that has an estimated \$1.7 trillion worth of purchasing power.

With some of the largest advertisers being alcohol brands, Dr. Mundel's study explores the effects of ethnic identification on consumers' purchase intentions and attitudes toward ads, actors/models, and brands. More specifically, the study will investigate the effects of ethnic marketing for alcoholic beverages on consumers' behaviors and attitudes among Latinx populations.

This study continues to build a research line that creates a gateway for further research on ethnic identity in advertising, while also outlining opportunities for employing ethnic marketing for promoting healthier behaviors. Theoretical and policy implications for alcohol and ethnic marketing will also be included in the discussion of the study. Dr. Mundel plans to present his findings at AEJMC's 2020 conference, hosted in San Francisco, CA.

Juan Mundel is an Assistant Professor at DePaul University, pursuing research in media psychology, health communication, consumer behavior, and social media advertising. His research generates awareness about the

risk of social media use.

He received his PhD in Information and Media from Michigan State University. Some of his work involves the extension of marketing practices to second-generation social media platforms, understanding millennials' consumption patterns, and campaign tailoring for vulnerable populations. His research has been published in the *Journal of Marketing Communications*, *Journal of Product and Brand Management*, and the *Journal of Retailing and Consumer Services*.



MAC Division Members Meeting Minutes

August 8, 2019

Toronto, Ontario

Meeting Began at 1:35 p.m.

Membership (Mia)

- Increased this year to 200 members from 180
- MAC worked hard at recruiting
- Posted messages in newsletter and on the listserv

Incoming AEJMC President (David Perlmutter)

- Not doing enough as an organization in the category of diversity and inclusion
- Changes in representation in some categories but not great in all categories
- Part of it is admitting failure. A lot of things in the past have been marginally successful
- Asked Mia, George and Federico to serve on an AEJMC subcommittee on diversity outreach.
- AEJMC is competing with other places to spend research funds
- Younger faculty are going to smaller conferences
- Want to be organization that gives most value for time, money, and career
- Survey of membership. Listed career workshops from master students to emeritus
- Need to think about new best practices, need set goals and accountability
- Task force recommendation was to create a new standing committee on career development
- There is amazing programming in divisions but not a lot of coordination among divisions
- Need to have a special focus on historically underrepresented groups
- Kathleen McElroy: scholars of color and women do more qualitative work. Takes longer, harder to get published, not as appreciated. As a conference we need to get into the p and t culture of appreciating qualitative work
- This is a campus issue not just AEJMC. Across America can count on one hand the number of journalism and mass comm people who go beyond being a dean; most tend to be from STEM backgrounds. How can we show that we are making a contribution? Federal agencies want greater diversity on grants. People are paying more attention, but we don't have it at the local level
- Kathleen McElroy: AEJMC could do more to promote qualitative work. Within our culture of communication there is not enough communication
- That tends to be done within divisions
- Paula Poindexter: New standing committee idea is excellent. Add leadership. Career and Leadership Development
- National Adopt a Professor Day modeled on News Engagement Day; challenge faculty in our field to identify people every two years to inspire to think about a career in academia. Have to think about a pipeline.

Council of Divisions Updates (Mia)

- AEJMC membership is 3,434, student members are 702 and international members are 234
 - There was an increase in membership numbers but want to have more graduate students
 - Did not give breakdown by racial group, information is available, but it was not shared
- George Daniels: membership numbers come from membership; diversity of presentations is different (This is reported by individual divisions in their annual reports)
- There is going to be a change in the forms for presentations.
 - Removing gender and race because that information is often copy and pasted but not accurate
 - Will have members write about it in a narrative form. Discuss in terms of reviewers, panelists
- Paper Competition Rates
 - All-time record was 1,923 for San Francisco conference
 - 2018: Received 1,584 submissions, accepted 785; acceptance rate was 49.5%
 - 2019: 1,458 submissions, accepted 713; acceptance rate was 48.9%
- Largest division is Mass Comm with 531 members, Media Ethics has 212 but we are pretty close, there are quite a few around that area so they didn't list them
- Largest interest groups. CSW with 191 members followed by CSM with 98
 - Some overlap, some people are members of both the CSM and MAC
 - Has an impact on their numbers for contributing to the Barrow Award, having an ad, etc.
 - George Daniels: Encourage people to be a member of both. Have different mission and complement one another

Conference Locations for 2024 (Mia)

- Next year will be in San Francisco, which is popular
- 2021 is in New Orleans, 2022 is in Detroit and 2023 is in DC
- Options for 2024 are Philadelphia, New York and Nashville
 - Hotel for Philadelphia is \$214, Hotel for New York is \$249, Hotel for Nashville is \$249
- Atlanta was on the table, but it was removed because of the Georgia vote
- Nashville
 - If it is held in Nashville it will be at the Opryland, but it is in a remote location (not downtown); transportation from the airport would be difficult
 - The Renaissance Hotel is downtown Nashville and is an option
- New York
 - There isn't a graduate student rate for NY, but the rate is reasonable
 - Federico Subervi: how much does each rate go up with city rates, taxes etc.
 - It will go up considerably in NY

- Kathleen McElroy: it will be 15% by the time of the conference and flat rate of \$3.50 taxes
- Philadelphia
 - Karen Turner: It is never been in Philadelphia, which has the National Constitution Center, the hotel is in historical area, people interested in NY can take the train up and can also go down to DC. Was told that Philadelphia did not have enough hotel rooms in the past
 - Great food city
 - Sean Upshaw: NCA had meeting in Philadelphia and I had a good experience
 - Paula Poindexter: Was going to vote for Philadelphia because haven't been there
- When is NABJ going to be scheduled for that year?
- George: They don't have their dates yet. Bids just went out a month ago. We try to schedule around them. There was a suggestion to move ours up a week. Most people were amenable to that.
- Official member vote
 - Philadelphia: 27
 - New York: 1
 - Nashville: 4

Achievements (Mia)

- The MAC division highlights the achievements of members in each newsletter
- MAC member Jinx Broussard won outstanding teacher of the year
- Grad students got jobs, professors got tenure and promotions
- The listserv is where we send that information out. We use the membership list from AEJMC and where you sign in today
- The HBCU roundtable is a new initiative that will take place tomorrow at 7:00 a.m.
- Kathleen McElroy: I was able to give Lorraine Branham's husband a copy of the issue and he was touched
 - Took photos at the tribute today that will be in the next newsletter
- 2 of 3 LARA Award recipients were MAC members
 - For research written by and about the Latino community/Latin America

Goals

- Priorities for 2019-2020 include:
 - Highlight membership recruitment and retention
 - Encourage members to publish articles
 - We published the different conferences people can send research to in the recent newsletter
 - Held first fundraiser in 3 – 5 years. Encourage people to contribute
 - Recognized 50th anniversary of Barrow award last year. Want to establish model gathering for MAC divisional history
 - Mas requested additional photos for the website

Budget (Mia)

- Fundraiser was successful
- As of October 2018, MAC was at \$3,860; As of March 2019, we are at \$5,360
- Did a lot last year but had to spend money
- Making it Happen Fundraiser raised \$2,000
- George Daniels: Barrow dinner did not make as much as we wanted.
 - It was a challenge to have people pay additional money beyond registration
 - Talking about alternate ways to build the scholarship fund
 - We always make a \$500 contribution but that's not enough to keep it going
 - In two years, MAC's 50th anniversary may be another time to do another fundraiser
 - It is important for people to continue to be financial and support fundraisers
- Paula Poindexter: Always make a contribution at the end of the year. Encourage everyone to send it off before January 1st so you can take it off income taxes. Remind us as we are coming up on it. Especially about the 50th anniversary. Ask Jennifer if that can be put out to the larger membership
- Laura Smith: MAC could do a \$50 for 50 years campaign
- Karen Turner: Suggestion for 50th anniversary. Information on the heads over that time. Ed Trayes, one of the early heads, a history that will be really interesting
- George Daniels: Ken Campbell, U of South Carolina will lead 50th committee, will start events starting at end of the conference next year. Karen will help with the committee

Midwinter (Mia)

- We had 19 submissions and 12 acceptances
- Rebecca Brit did a good job as coordinator and will move up in leadership next year
- Laura Smith: Thanks MAC members for everyone who showed up at the Southeast Colloquium

Student Competition (Danielle)

- For students we had 12 submissions and 6 acceptances
 - Down from 36 and 12, respectively, last year
 - Numbers down this year probably because of location
 - Right at 50%, which is what we want
- Tried new recruitment idea for reviewers with service letters
- 45 judges for faculty and student competition
- Kathleen McElroy: is representation of scholars of color an issue at ICA?
- Sean Upshaw: it is low, working to creating African diaspora group because I saw that it was a problem. Currently gathering information and trying to get numbers
- Federico Subervi: recent newsletter talks about effort for diversity

Faculty Competition (Melody)

- For faculty we had 32 submissions with 23 acceptances
 - Up from 19 and 12, respectively, last year

- Acceptance rate was higher than the standard 50 % but had great papers. Several received 3 acceptances

MAC Research Reviewers Needed (Melody)

- Need Reviewers for the Midwinter and Annual Conference
- We put out the call for reviewers in the meeting, on the listserv, and on social media
- Any other way to communicate call for reviewers? Please let us know.
- For Midwinter it would only be reviewing abstracts (5-7)
- For the Annual conference it would be 3 papers
- Only faculty can review
- We have an electronic form
- We try to match with research interests
- This is the first year we provided service letters if you served as a reviewer, moderator or discussant

AEJMC Research Poll (Danielle)

- [Bit.ly/2YTkbZ6](https://bit.ly/2YTkbZ6)
- Follow link to fill out the form if you are interested in reviewing, being a discussant or moderator
- Will email you later because you will still have to sign up via All Academic
- Fill out the form now so we know where to recruit if we need more areas covered

Midwinter Conference (Mia)

- Session titles were:
 - Politics and Protest through Media Channels
 - Media Framing of Race and Culture
 - Black Press, Black Bodies and Perception

AEJMC Panels (George)

- MAC sponsored five refereed session, including three paper sessions, one high-density session, and one poster session
- MAC co-sponsored a panel with the LGBTQ Interest group
 - Didn't have a great turnout with the LGBTQ panel yesterday
 - Hoping more people will attend the panel this afternoon
 - Laura Smith: Two members of the LGBTQ research group presenting on Latin America, Kim Fox will be talking about black identities and podcasts
- We are always trying to build relationships with other divisions
- MAC had 6 joint panel sessions and a pre-conference
 - 1 research
 - 3 teaching
 - 3 PF&R
- Our Saturday panel is not in the printed program, but it is on the app; will send a reminder on the listserv

Looking Ahead 2020 Conference (George)

- Working on what we are going to do next year
- Have some panels in the works
 - Breakfast with Hispanic Media II
 - Ebony/Jet Post-Mortem
- Gather ideas for sessions in San Francisco, helps to identify co-sponsors
- Food options are expensive, so we need sponsors
- Goal: Outreach to HBCUs
 - There is an annual survey of comm enrollments.
 - Texas Tech is now leading. Beginning of conversation this year.
 - Talking about programming it next year
- Must Do: Feature Poindexter winners from the past years
- Mentoring pre-conference?
- Goal is to generate 10 ideas

Communication (Mia)

- Listserv used to be hosted by Oklahoma but now is hosted by Alabama
- George was able to move everything over and create a new listserv
- We email a newsletter three to four times a year
- We have active Facebook and Twitter accounts as well

Mentoring Program (Kathleen)

- Sent a survey out to participants; received 14 responses
 - Survey respondents skewed heavily on mentors vs. mentees
 - Need to send survey out to more people
 - What is the number one thing you want to be mentored for and what do people want to mentor: career advice, research etc.
- Previously had paired mentorships
- We can communicate interests and people can reach out, but this can be a problem if everyone wants to work with a certain professor
- We held a mentorship lunch in DC but had to come out of pocket to cover expenses
- Next year there will be more mentorship guidance from the director
- Start having mentorships about alumni and current students
- Ideas of what you can talk about: resume, AEJMC paper, etc.
- Will ask best way to pair mentors and mentees
- Can always email Kathleen if you want to be mentor/mentee

AEJMC Elections and Nominations (George)

- The selection of diverse leaders in AEJ starts with diverse nominations
- You are eligible to vote on VP and members of standing committees as a member
- Want to make sure that every committee has people from different size schools and from different geographic locations

- There will be an email in September or October for people volunteer or nominate people
- Once the slate is announced please vote for MAC members and others from underrepresented groups
- Accredited programs need representatives
- Paula Poindexter: It is important to make sure the information you have online is updated so your work in AEJMC and your university is known. The nominating committee will go and look at your faculty page/website to see what you have been doing. Make it a priority before the fall semester starts. Your peers will put your name in there.
- Laura Smith: Is it true that they don't consider you unless you have multiple nominations
- George Daniels: It is not a reason not to consider you, but it is noted.
- Paula Poindexter: When I was nominated for VP, I invited everyone to vote for me. If you want to be nominated tell your friends and colleagues that you want to run so they can nominate you
- Current MAC members on committees: Calvin Hall and Mia Moody Ramirez are on PF&R, Karen Turner is on teaching, Linda Florence Callahan is on teaching, Paula Poindexter is on Publications

Slate of Officers (George)

2019-2020

HEAD	George L. Daniels, Alabama
VICE HEAD/PROGRAM CHAIR	Melody Fisher, Mississippi State
SECOND VICE HEAD	Rebecca Britt, Alabama
FACULTY RESEARCH CHAIR	Sydney Dillard, DePaul
STUDENT RESEARCH CHAIR	Debbie Owens, Murray State
MIDWINTER RESEARCH CHAIR	Monique Luisi, Mizzou
SECRETARY	Miya Williams Fayne, Cal State-Fullerton
PF&R CHAIR	Leticia Williams, NOAA/Howard
TEACHING CO-CHAIR	Robbie Morganfield, Grambling State
TEACHING CO-CHAIR	Danielle Kilgo, Indiana
GRANTS COMMITTEE CHAIR	Keonte Coleman, Middle Tenn State
MENTORING CHAIR	Kathleen McElroy, Texas- Austin
MEMBERSHIP CHAIR	Mia Moody-Ramirez, Baylor
SOCIAL MEDIA LIAISON	Miriam Hernandez, Cal State-Dominguez Hills
GRADUATE STUDENT LIAISON	Sean Upshaw, Utah
NEWSLETTER EDITOR	Vincent Pena, Texas-Austin
WEBMASTER	Mas Biswas, Loyola-Maryland

- Federico Subervi motioned to approve the slate of officers
- Laura Smith seconded
- All Ayes

New Business (Federico)

- Journalism & Mass Communication Quarterly recognized the first participants in Doctoral Student Reviewer Trainee Program
- 45 percent fill in the blank Asian
- Are they to review, and participate?
- Must do a better job—need more diverse participants in this program
- Enhance pipeline with grad research internships
- Native American most underrepresented, Latinos after that
- Give Federico ideas, will discuss further at the CSM meeting

MAC 2018-2019 Officer Recognition**Poindexter Grant Award**

- Winner is Juan Mundel, Assistant Professor, DePaul University
- Will mail certificate

Stroman Award Winners

- Awarded to grad students who are not currently members of the division
- Marissa Smith is this year's Barrow Scholarship Award winner
- Paula Poindexter: Dr. Stroman was not able to be here. The idea is to be a MAC division member for life

Top Paper Winners

- Top Student Papers
- Top Faculty Papers

Reminders

- CSM Meeting tonight
- MAC Social tonight
- MAC/Scholastic Journalism Diversity Awards Luncheon tomorrow

Meeting ended at 3:10 p.m.

Prepared by:
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