



# Newsletter

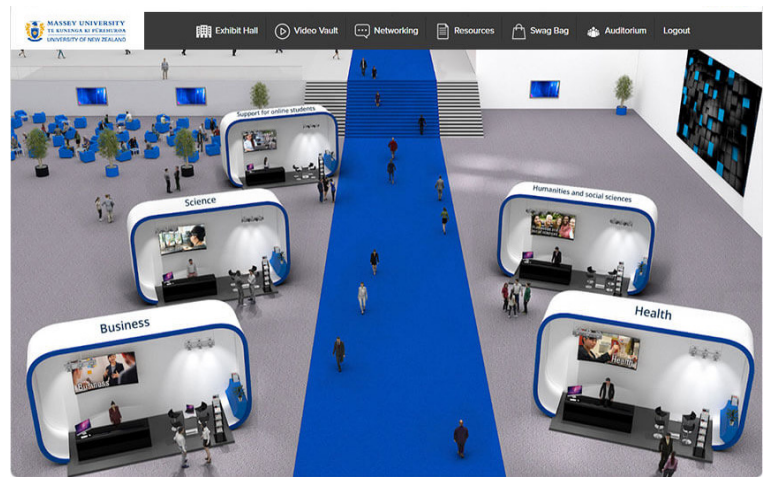
Summer 2020

## Special MAC Events Planned for AEJMC Virtual Conference

AEJMC's first Virtual Conference is less than a month away, and we want you to register and plan to join us for several special Minorities and Communication Division events. The virtual conference set for August 6-9, 2020 gives the MAC Division a chance to try some new ways of conferencing.

Technology allows us as the Minorities and Communication Division to sponsor several great research paper sessions and collaborate with other AEJMC divisions and interest groups on what are shaping up to be some engaging panel discussions.

We encourage you to check out the vFairs interface to learn how our vendor will be organizing the



This rendering shows one of the digital spaces offered by vFairs, the vendor putting on the AEJMC Virtual Conference

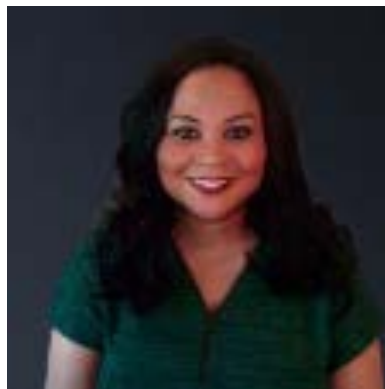
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## Black Lives Matter Movement *MAC, Are We Doing Enough?*

Living with the COVID-19 pandemic has become the "new normal." Although Americans are longing for a cure, we assume we will eventually have one. At the same time, in the United States we are dealing with another crisis—one that has been ongoing—systemic racism. We are not as sure if there will ever be a remedy.

Instances of police brutality have been a constant battle for African Americans for decades.

According to Statista Research Department, during the timeframe of 2017 to 2020, the trend of fatal police shootings in the United



Mia Moody-Ramirez, Ph.D.

States has increased, with a total 506 civilians having been shot—105 of whom were Black. In 2018, there were 996 fatal police shootings, and in 2019, this figure increased to 1,004. Additionally, as of June 2020, the rate of fatal police shootings among Black Americans was much higher than that for any other ethnicity, standing at 31 fatal shootings per million of the population.

As a side note, Black reporters covering protests are also attacked at a higher rate—they are singled out, shot with

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## MAC NEWSLETTER

Newsletter Editor: Vincent Peña

## STAY IN TOUCH:

Website: [mediadiversityforum.isu.edu/MAC/](https://mediadiversityforum.isu.edu/MAC/) | Facebook: @mac.aejmc | Twitter: @MacAejmc

## MAC LISTSERV:

<https://bit.ly/suKxcSo>  
MAC NEWSLETTER

## **VIRTUAL from page 1**

virtual environment and what you'll see when you log into the site once you've registered. Here's the web address: <https://www.vfairs.com/>. Yes, you have to register to participate.

If you are presenting in one of our MAC research paper sessions or panel discussions, it is very important that you take the time to do a quick training on how to present in this virtual environment. We will post information about training sessions on the MAC Division e-mail listserv in early July.

## **MAC's Morning Members Meeting**

After decades of holding our business meeting or members meeting in the early or late evening, you may recall the last two years—2018 and 2019—we have sponsored a daytime MAC Members Meeting. Due to scheduling of a special President-Elect panel, we have moved our MAC meeting even earlier in the day to an 8:15 a.m. (PT) timeslot on Friday, August 7. While that's kind of early on the

West Coast, the majority of members who live in the Eastern and Central time zones will find that's not quite so early in their morning. This will be a live event where you'll be engaging in real time as we review the progress on many MAC projects this year, recognize our top paper winners and elect our new MAC Leadership for the 2020-2021, our 50th year of existence as an AEJMC unit.

## **MAC Virtual Awards**

This year, instead of holding our MAC-Scholastic Journalism Luncheon, we are offering a semi-live event at 11:30 a.m. Pacific Time on Saturday, August 8. The MAC Virtual Awards will feature our 2020 Lionel Barrow Award winner, Dr. Meta G. Carstarphen, and reports from our 2019 Poindexter Grant recipient, Juan Mundel. We'll also recognize the 14 winners of our Carolyn Stroman Award.

This session will actually be pre-recorded and will run in our virtual space, allowing you during

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## **BLM from page 1**

rubber bullets and arrested. That's not OK. As Black people, we should be able to jog in our own neighborhoods. We should be able to enter our homes without being shot. We should be able to do our jobs without the fear of dying.

It appears the tipping point for tolerating police brutality/institutional racism against Black people occurred after May 25, 2020, when police officers killed George Floyd. He died when his neck was compressed by Derek Chauvin, a white police officer who placed his knee on Floyd's neck while he was in handcuffs for approximately nine minutes. His alleged offense—using a counterfeit \$20 bill.

We have witnessed an important time in history where we are finally acknowledging and weeding out racist symbols in American culture. Major companies are considering rebranding their products that are perceived as racist. Confederate statues are being demolished. Streets are being renamed Black Lives Matter Avenue/Blvd. The AP Stylebook now capitalizes the letter 'B' for Black people. Police departments are being restructured.

As MAC division Head George Daniels stated in his recent email, it is time for us to "do what we do" as MAC division members.

What can you do? I'm glad you asked:

- First of all, vote—and register other people to vote.
- Support Black-owned businesses and causes.
- Organize, plan and/or attend a rally (protect yourself against COVID-19).
- Don't be afraid to speak up. If you are shy, write a letter to your Congress representative. If you like to talk, speak at a rally.
- Document what is going on in this time in history.
  - If you are a photographer, take photos.
  - If you are a poet, write poems.
  - If you are a historian, record it for posterity.
  - If you are a scholar, research it.
  - If you are a journalist, journal it.
  - Practice self-care. If you are not well, then you are not going to be able to help other people.
  - If you are feeling overwhelmed, reach out to your support system and let them know that you are trying your best but you need help.

In the words, of Dr. Martin Luther King Jr. "If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward."

Reminder to all journalists: The Reporters Committee hotline is available if you have legal questions or are told to follow a curfew order. 800-336-4243 or [hotline@rcfp.org](mailto:hotline@rcfp.org)

# MAC Head's Note

Even as we are social distancing and working remotely this summer with the COVID-19 coronavirus pandemic continuing, it has already been a very busy time as we prepare for an unprecedented, first-ever AEJMC virtual conference in August. Every Tuesday, I've been spending at least an hour meeting with the heads and vice heads of the nearly two dozen divisions and interest groups to ensure that we are in good shape for the virtual conference.

In this summer edition of the MAC newsletter, we've provided you a preview of what to expect with special MAC events and features unique to the virtual conference environment. A special thanks to Vincent Peña, who has managed the production of our MAC newsletter this year even as he continues his doctoral studies at University of Texas at Austin. Vincent, you rock!

## MAC Initiatives Paying Dividends

It is exciting to see two of our most recent MAC initiatives paying off. This year we have our largest group of Carolyn Stroman Award Winners in the five-year history of the program: 14 new student members are joining our division as they make debut presentations at the AEJMC conference.

One of our previous Stroman Award winners, Denetra Walker (South Carolina), is the first-ever top paper winner in both our MAC Faculty and Student Research Competitions. Be sure to read Denetra's story of collaborating with faculty while co-authoring with other students in producing her own award-winning research (**See page 16**).

Another previous Stroman winner, Sean Upshaw, is relocating to Austin, Texas, to start a new job as an assistant professor of visual communication and persuasion in the Stan Richards School of Advertising and Public Relations at the University of Texas. Congratulations Dr. Upshaw!

And, we are pleased that both of our 2018 Paula Poindexter Research Grant winners, Lourdes



**George Daniels, Ph.D.**

Cueva Chacon (Texas-Austin) and Cristina Azocar (San Francisco State), have turned their grant projects into research that is being presented at this year's conference. We will be announcing the 2020 Grant Winners in just a few days.

Last but certainly not least, I must share a bit of good news about my mentee in the MAC-2-MAC Mentoring Program. I first met Emmanuel Nwachukwu three years ago when he was a Ph.D. student at University of Southern Mississippi presenting his research at the AEJMC Midwinter Conference. We've stayed in touch as he transitioned from ABD to his first teaching position. A year ago, I reported here in the MAC newsletter on my trip to his campus at Winthrop University. I'm pleased to report that he's now Dr. Emmanuel Nwachukwu. I can't wait to see what's next for Dr. Nwachukwu.



**Emmanuel Nwachukwu, Ph.D.**

## Wisdom from our AEJMC "Elders"

Over this past year, I've had the pleasure of working with at least five former heads of our division on various projects. Each one in his/her own way served as a valuable mentor to me as I've tried to move our division forward. As we continue to build up to MAC's Golden Anniversary in 2020-2021, we've compiled a listing of all of the MAC Division Heads from 1970 to 2020. (**See**

**page 19.**)

Most recently, this summer I interviewed Kenneth

**Continued on page 5**

#### HEADS NOTE from page 4

Campbell. He is now in his 32nd year on the faculty at the University of South Carolina. He was leading this division (1991-1992) at the same time that I was finishing up my undergraduate degree at Howard University. Before becoming MAC Division Head, he served as MAC Professional, Freedom and Responsibility Chair.

As one of the final interviewees for our seven-year AEJMC Trailblazers of Diversity Oral History Project, Campbell reflected on his journey from working as a journalist to becoming the first African American faculty member in the School of Journalism and Mass Communication at University of South Carolina.

Dr. Campbell credits Phil Jeter, another former head (1986-1987) as one of those who mentored and encouraged him.

The tradition of mentorship has become a core component of the MAC Division. Even as we men-

tor our many student presenters, we as faculty can look to senior scholars like Kenneth Campbell for advice and insight as we advance in our roles as teachers and researchers.

I consider it a privilege to be among the small group of AEJMC servants who have had the pleasure of leading the Minorities and Communication Division.

Now, it's time for me to pass the baton to our vice head and program chair Melody Fisher (Mississippi State), who will lead us in our 50th year of existence. With our respective SEC campuses in Tuscaloosa, Alabama, and Starkville, Mississippi, being less than an hour apart, it's been great meeting up in person (and lately virtually) to strategize for MAC. Now, Dr. Fisher, we're all in your hands.

**George L. Daniels, Ph.D.**  
**The University of Alabama**



*In June, Daniels interviewed Kenneth Campbell for the AEJMC Trailblazers of Diversity Oral History Project.*

#### VIRTUAL from page 3

the conference to interact with Drs. Carstarphen, Mundel, Stroman and others in a live chat environment while the awards event is playing. Think of how you might use Twitter or other social platforms as you're watching your favorite show. That's how our MAC Virtual Awards program will run this year.

#### Virtual Chat During The MAC Semi-Live Social

On Friday, August 7, instead of going to a local restaurant venue for our MAC Social, we will be hosting another semi-live event featuring MAC members who've recently released books. Think of it as a Book Chat/Project Chat that will be running during the scheduled time of our social, which was

to start at 8:30 p.m. PT. We encourage you to stay up late and chat with us live as you're watching the various MAC members talk about their projects. We'll post a lineup on the MAC Listserv in July.

If you thought the virtual conference would just be an endless string of Zoom meetings, think again. While Zoom Video Conferencing is the platform for our sessions, there will be so many other opportunities for virtual connections that you'll be able to make online outside of Zoom during this conference.

Remember to register and then watch your e-mail for further updates on the training and introduction to the vFairs space.

# News Industry Reckoning with Racism and Diversity

By Kathleen McElroy, Ph.D.

MAC wants to make it easier for you to keep up with resources you could use in the classroom or for your research. Dr. Danielle Kilgo's iCITE (**See next page**) will be an amazing resource of MAC-related peer-reviewed and public publications — as soon as we all start contributing to it. When the project gets critical mass, we'll share its citations of MAC-related content: books, book chapters, peer-reviewed journal articles and popular press articles like commentary and op-eds. The form is easy to complete. In addition, I've created a running list of recent articles about racism and newsrooms, including a category on newsroom resignations related to insensitivity and questionable behavior. This list is not comprehensive and leans heavily on white, traditional articles:

## Resignations

*NYT's Cotton piece and Bennet's resignation:*

<https://www.niemanlab.org/2020/06/this-puts-black-people-in-danger-new-york-times-staffers-band-together-to-protest-tom-cottons-anti-protest-editorial/>

<https://www.nytimes.com/2020/06/07/business/media/james-bennet-resigns-nytimes-op-ed.html>

<https://www.politico.com/news/2020/06/07/nyt-opinion-bennet-resigns-cotton-op-ed-306317>

<https://www.latimes.com/entertainment-arts/business/story/2020-06-07/nyt-opinion-editor-resigns-cotton-controversy>

*Refinery 29:*

<https://www.nytimes.com/2020/06/08/business/media/refinery-29-christene-barberich.html>

*Philadelphia Inquirer:*

<https://www.cnn.com/2020/06/07/us/philadelphia-inquirer-executive-editor-steps-down/index.html>

*Philly Mag:*

<https://www.inquirer.com/news/philly-mag-editor-resigns-philadelphia-magazine-diversity-race-george-floyd-tom-mcgrath-20200616.html>

*Bon Appetit:*

<https://www.npr.org/2020/06/09/872697289/chief-editor-at-bon-appetit-resigns-after-rationally-offensive-photo-surfaces>

## Newsroom turmoil and issues of racism:

*Washington Post:*

[Ignited by public protests, American newsrooms are having their own racial reckoning](https://www.washingtonpost.com/news/energy-environment/wp/2020/06/23/ignited-by-public-protests-american-newsrooms-are-having-their-own-racial-reckoning/)

<https://www.nytimes.com/2020/06/23/opinion/objectivity-black-journalists-coronavirus.html>

<https://www.nytimes.com/2020/06/07/business/media/new-york-times-washington-post-protests.html>

[ness/media/new-york-times-washington-post-protests.html](https://www.nytimes.com/2020/06/07/business/media/new-york-times-washington-post-protests.html)

The role of today's journalists? Read Margaret Sullivan, *Washington Post* media columnist

<https://www.cnn.com/2020/06/05/media/journalists-diversity/index.html>

## Specific newsroom issues:

*ABC News:*

[https://www.huffpost.com/entry/abc-news-toxicity-thrives\\_n\\_5ee3db80c5b684a0c4f2e297?wfx&guccounter=1](https://www.huffpost.com/entry/abc-news-toxicity-thrives_n_5ee3db80c5b684a0c4f2e297?wfx&guccounter=1)

*Los Angeles Times:*

<https://www.npr.org/2020/06/15/874530954/rancor-erupts-in-la-times-newsroom-over-race-equity-and-protest-coverage>

*Pittsburgh Post-Gazette:*

<https://www.cnn.com/2020/06/07/us/pittsburgh-newspaper-black-journalist-looting-tweet/index.html>

<https://www.npr.org/2020/06/10/874002152/pittsburgh-editor-defends-sidelining-black-reporter-citing-journalism-ethics>

*Wall Street Journal:*

<https://www.nytimes.com/2020/06/09/business/wall-street-journal-gerard-baker-editor.html>

## Opinion pieces by journalists of color:

[Patrice Peck's Opinion piece in \*The Times\*: Black Journalists Are Exhausted](https://www.nytimes.com/2020/06/09/opinion/patrice-peck-black-journalists-exhausted.html)

*CNN's Luqman Adeniyi:*

<https://www.cnn.com/2020/06/18/politics/perspective-american-black-journalist-race/index.html>

*Brianna Holt:*

<https://www.nytimes.com/2020/06/17/opinion/juneteenth-holiday.html>

# Diversify your Syllabi?

*Sometimes it's harder than we think*

# iCITE

inclusive citation project ||  
minorities and communication division || AEJMC

By Danielle Kilgo, Ph.D.

When it comes to teaching, curriculum and coursework, development is no easy task, and syllabi often become a coveted literature review that can, at times, go unappreciated.

Before the start of each semester, I usually spend countless hours attempting to prepare and update syllabi, hoping for the perfect list that will expose my students to different perspectives and trigger robust debate. However, with so many journals, media outlets, and books publishing important work, it's hard to keep up!

Whether I am polishing a new syllabus or updating old ones, I spend more hours than I'd like to admit searching for the perfect pieces to make my class more inclusive. Sometimes different perspectives are hard to find. There is a lot of information out there now, and our various systems make it hard to find the voices that are in the margins. As a researcher, I'm also often wondering about the exposure of my work: is there a way that I can show the relevance of my work to others?

Calls to diversify the content on our syllabi are important — essential, really. But I think it's important to acknowledge that knowing how to do and where to find the information isn't always easy. But, how can we help foster a "no excuses" environment when it comes to expectations for inclusivity and equity that we so desperately need in the field?

I think there are multiple answers to those questions, but I hope this project is the beginning of a fruitful effort to address them.

This Inclusive Citation Project (iCite) is an effort I'm hoping will help collect and organize the scholarship (broadly defined) produced by members of the MAC division.

<http://bit.ly/iCiteMAC>

I want to create a searchable database that we can build to put the work of MAC scholars in one place. iCite has two principal goals: 1) to allow us to create a better community with each other and 2) to promote the work of MAC members to all the fields in communication more broadly.

## I can't do this without your input!

Please, take the opportunity to provide information about your work. The form will ask mostly APA appropriate questions, but will also ask first names of all authors, and require APA citations. Books, chapters, publications and popular press articles are all wanted!

At this time, I'm specifically seeking your research that you think would be good in a classroom setting — graduate or undergraduate. There are so many ways we can build this in other areas. I welcome your ideas and your patience as I figure out how to best get this off the ground in the context of teaching. When we've collected 30 or more entries, I'll work to put that information in an easily searchable database that can serve our division and beyond for years to come.

Feel free to email me if you have questions or concerns: [daniellekilgo@gmail.com](mailto:daniellekilgo@gmail.com)

**Do you have research, chapters, or books that students should be reading?**

**Tell us about it in the iCITE project:**

<http://bit.ly/iCiteMAC>

# MAC Members Take Part in AEJMC Twitter Check-Ins

By Mia Moody-Ramirez, Ph.D.

Several AEJMC Divisions sponsored Twitter chats this spring to stay in touch with members during the Covid-19 pandemic. The #AEJMCcheckins in April invited members to hop on to share during this “odd time.”

AEJMC members—even more than expected—took them up on the offer. MAC Division Head Dr. George Daniels said the Twitter chats offered a good opportunity for AEJMC members to catch up and provide insight into how they were surviving the pandemic.

“Tweets discussed the new normal and the obstacles we’re facing as professors,” he said. Top hashtags for the informal conversations included “#selfcare” and “#weekendvibes.” AEJMC members were invited to relax, drink a glass of wine and prepare for the weekend.

AEJMC MAC members used the hashtags #AEJMCcheckin and #MACaejmc to chime in.

Doug Mendenhall, a MAC member, tweeted that he was “coming up for air from grading the thoughts of his intro class about ‘fake news.’”

MAC member Jordan Stalker tweeted, “Having a great time with my @CMNDePaul students talking

intercultural comm and diversity in creative media. @MacAejmc #AEJMCcheckin. Diving into my reviews this weekend. Talking @KishonnaGray's work on oppression on the internet next week.” The Twitter chats offered a good way to catch up and to hear what other professors are experiencing during this time of crisis.



## Reflections from the 2020 Lionel Barrow Award Winner

By George L. Daniels, Ph.D.

*The Minorities and Communication Division and the Commission on the Status of Minorities (CSM) are pleased to recognize Meta G. Carstarphen, a former MAC Head and Gaylord Professor of Strategic Communication at The University of Oklahoma, as the recipient of this year's Lionel Barrow Award for Distinguished Achievement in Diversity Research and Education. The award is named for the founder of both the MAC Division and CSM. Our current MAC Division Head, George L. Daniels, sat down with this year's winner for some reflections on receiving AEJMC'S highest diversity award.*

**DANIELS:** No doubt when you were division head back in the late 1990s, you were very acquainted with Dr. Barrow. What does it mean to receive this award named for him?

**Carstarphen:** I served as Head of the Minorities and Communication Division from 1999-2000, five years after I attended my first AEJMC conference in 1994. Dr. Barrow was a magnetic presence, with a broad smile that he shared with friends and strangers like me in equal measures of sincerity. When I sat in on my first MAC meeting, the gathering was

small—maybe 10—but it was clear that Dr. Barrow's presence loomed large as a guiding light for this group that would become my academic “home” at AEJMC. Later, as I attended the large, all-member meetings and the plenaries, I witnessed Dr. Barrow captivate a room of hundreds with his unstinting focus on the imperative of diversity for our fields.

The thing about Dr. Barrow was that even though he spoke in soft, academically articulate tones, the rhythms of his convictions held everyone in

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## BARROW from page 8

respectful silence. He raised questions and inserted pauses masterfully, with a steely light in his eyes and a knowing smile on his lips. Over the years since, until his death, I learned to look forward to Dr. Barrow's smiles, hugs and encouraging words. He was an incredibly generous mentor who freely gave more than advice to those of us in his comfortable shadow. He gave us wisdom and encouragement in large doses, through both his words and actions.

What does it mean for me to receive this award? This incredible honor is, and will always be, one of the most meaningful recognitions of my career. It is humbling to me to join an amazing tradition of leaders and scholars that Dr. Barrow enabled because of his work begun in 1968 for AEJMC. The Barrow Award also reminds me that the work of advocating for diversity remains incomplete, and that I have an obligation to join my efforts with others to press towards the mark.

**DANIELS:** Given recent events of civil unrest, the nation is focused on the matters of race, racism and racial injustice. What do you think MAC members should be doing at this time in our roles as teachers, researchers and public servants?

**Carstarphen:** I think recent events give MAC members a clear mandate to lead the conversations, actions and research that enlarge the thought leadership about diversity, equity and inclusion in journalism and mass communication fields. It is a time also to strengthen and renew our ties to like-minded groups and allies, because there is great advantage in doing this hard work in meaningful coalitions.

**DANIELS:** This award recognizes one who with a sustained record over time of publication on racial and ethnic minorities in journalism and mass communication. You have authored or edited seven books. One of those books, *Race, Gender, Class and Media* is now in its third edition. How have you managed to make such a sizeable



**Dr. Meta G. Carstarphen** (Photo credit: Photo by Mark R. Delgado)  
contribution to the field? What's your secret for scholarly productivity?

**Carstarphen:** My dissertation (1993!) was a discourse analysis of how "race" was reported for African Americans over 100 years of front pages in a major daily newspaper in Texas. My first major publication was an excerpt from this study. It's safe to say that all of my work since then has focused in some way or another around media representations and identity. And I haven't run out of topics yet!

Led by my brilliant colleague and friend, Sharon Bramlett-Solomon, our work in *Race, Gender, Class and Media: Studying Mass Communication and Multiculturalism* (Kendall-Hunt), has allowed me to teach students about these issues with material that is historically and conceptually grounded. It is

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# Teaching in the age of COVID-19:

## *Listening, Learning, Looking Ahead*

By **Robbie Morganfield, Ph.D.**

*(Editor's Note: This essay is part of an occasional MAC newsletter series on teaching that seeks to spark thought and conversation on the ways we engage students in learning. Please feel free to share feedback and ideas).*

The COVID-19 pandemic is teaching those of us who teach some pretty important lessons. Hope you are taking notes.

On a very fundamental level, we are being forced to disabuse ourselves of any tendency toward what I call “either-or” thinking. Instead, we’ve been compelled to embrace a “both-and” reality.

It’s safe to say that many of us have fancied ourselves as traditional classroom teachers, who deliver content to students face-to-face while utilizing lecture, laboratory and Socratic methodologies. It has been either that or, for others, what is known as distance-learning delivery, where most or all instruction is not circumscribed to a specific physical space because it takes place largely online via the usage of internet-enabled technology. In fact, as demand and interest in distance learning has grown, some professors are exclusively positioned to teaching online.

Still, the traditional classroom has remained predominant in course delivery, according to the National Center for Education Statistics. In 2018, 16.6 percent of U.S. college students were enrolled exclusively in distance-learning courses. Another 18.7 took at least one course via distance learning, while 64.7 percent enrolled exclusively in traditional on-campus classes.

My university, like many others, suddenly saw those lines of distinction totally obliterated in March of this year as the coronavirus steadily made its way across the globe, infecting and killing thousands of people. When it was clear that gathering in groups inside buildings was a prescription for aiding the spread of the virus, higher education officials shifted gears, closing campuses and converting classes to online formats.

Many professors who were used to teaching



**Robbie Morganfield, Ph.D.**

face-to-face classes had only a week or so to make the switch to distance-learning models. For many, it was a crash course and utter shock. The same proved true for many students.

As we are moving through the summer months with a lingering sense of uncertainty about what the fall holds in store, there has been quite a bit of reflecting on the latter half of the spring 2020 semester. The key question has been just how well did higher education do in educating students?

Some reviews have not been flattering.

Nationwide, hundreds of students have filed lawsuits arguing they felt cheated by the experience that followed the switch from campus to online. Some have complained that there were no lectures tied to their online courses. Others have lamented the fact that they did not receive at least a partial refund for services and access that were lost once they were forced to leave campus.

Despite these events, I am among those professors who think the pandemic, as horrific as it has been, is giving us an opportunity to listen, learn and look ahead in proactive ways. I believe we have an opportunity to turn this great challenge into an opportunity.

That, I believe, is particularly true for journalism and mass communication programs, which in some ways are uniquely positioned to be leaders on this front because of the nature of what we teach.

Mass communication, by definition, is tied to its reliance on technology. However, anecdotal evidence suggests we might not be fully living to our potential, largely because we’ve never had to do so or perhaps, we’ve been unwilling to do so. The lack of doctorate-level programs offered online is a telling sign in journalism and mass communication, even as many other fields have long embraced the



*George Daniels does Zoom meetings with students in his newswriting class this summer*

**TEACHING from page 10**

option.

Testimonials from some members of MAC about their experiences and observations from spring 2020 run the range.

MAC Head George Daniels, an associate professor at the University of Alabama, said he has been teaching a grad course online for two years and was set to start teaching reporting online this summer.

"I've become accustomed to delivering instruction this way," Daniels said. "I don't see how if it's done the 'right' way, the learning experience is inferior. The key is the 'right' way. It requires more time of instructors and innovative thinking about learning."

Danielle Kilgo, who is transitioning this summer to a new professoriate at the University of Minnesota, said it was clear that some professors on her campus had difficulty making the transition to online.

"For faculty who had never taught their specific class online or taught online at all, the difficulties of shifting online were amplified," she said. "Navigating the unknown of online education while also

reimagining a class that is meant for in-classroom instruction is no easy task."

That reimagining also included helping students create "a new set of expectations" all while "living in a world of uncertainty," Kilgo added.

Melody Fisher, an assistant professor at Mississippi State University, said she taught summer classes online prior to the pandemic. She described it as "a good platform to deliver a semester's worth of instruction in a condensed time frame."

Fisher noted that when the pandemic hit, she and others had to quickly convert their classes. She noted that her university provided trainings and hotlines to assist professors, while also extending spring break for a week to buy them more time to prepare. "I found the extra time to be helpful not only with technicalities, but also to adjust to the right mind frame," Fisher said.

Mind frame might be the key factor in the end. At Grambling State University, where I have overseen undergraduate and graduate programs for the past four years, I began in spring 2019 encouraging my faculty to complete online teaching certifications that the university supported and

**Continued on page 12**

## TEACHING from page 11

funded. One by one, faculty members were crossing over into new territory. But a few remained resistant. I was scheduled to be the first to offer an online class in Summer 2020.

When the pandemic hit, the university quickly made the shift. All classes went online and all faculty were provided training that aided in the transition. Those who had not already been certified were then required to undergo the certification training.

Suddenly, things that many claimed we could not do, have become common expectations. Among those: teleworking.

With recent surges in coronavirus cases, there are growing concerns that plans to return to campuses this fall might be circumvented, or at the very least altered, to the point where, even with students on campus, much of the learning will be delivered in non-traditional ways—either fully online or in hybrid form—with time in classrooms being staggered.

At any rate, mass communication should certainly be well positioned to ensure that course material is being delivered to students in ways that recognize students learn in different ways. So that means we can deliver content using such technology as Zoom or Microsoft Teams to provide lectures, demonstrations or lead Socratic-style

discussions. These are potentially good sources for students who learn best by listening or seeing.

We can also look to such formats as podcasts to deliver lectures or use virtual reality material that we create to teach students through simulations how to run cameras or shoot video. Tweets, blogs and discussion boards are staples, as well, that hold great potential for engaging students in meaningful ways that result in mastering of important information and skills.

One of the key things I picked up in my certification training is that online classes, in order to be effective vehicles for student learning, must be designed from the student's perspective.

On the one hand, that means the class is to be designed so that each student reasonably can be expected to be able to navigate it in the professor's absence. On the other, it means that multiple approaches to conveying information and testing mastery of material must be built into the framework of the course so that it's likely to touch all students at various points—and not just some who are more accustomed to traditional classroom structures that often are designed from the professor's perspective.

As we listen, learn and look ahead, the new opportunities that await us outweigh the challenges that demand our attention. Hopefully, we have adjusted our "mind frames" to seize them.

# BIG MOVES

This fall, Dr. Danielle Kilgo will join the faculty as an assistant professor in the Hubbard School of Journalism and Mass Communication in the University of Minnesota, Twin Cities. She will hold the John and Elizabeth Bates Cowles Professor of Journalism, Diversity and Equality chair.



Lourdes Cueva Chacon, who recently finished her Ph.D. at the University of Texas at Austin, will be joining the faculty at San Diego State University as an assistant professor in the School of Journalism & Media Studies.



**BARROW from page 9**

uncanny to me how the third edition covers topics in popular culture and social protest that mirror today's times.

Another collaboration that has been meaningful to me has been when John P. Sanchez joined me to complete a book project on American Indians and the Mass Media (University of Oklahoma Press). These projects and others helped prepare me in many ways in my current position as editor-in-chief for the academic review journal, *Communication Booknotes Quarterly*.

I wish I had "magic" advice to share, but the realities for me have been grounded in deliberation and determination. It's been vital for me to focus on topics that were meaningful to me, even when the publishing prospects seemed dim at times. And, collaborating with amazing colleagues with shared interests has been a boost for me. I would not be here without them.

**DANIELS: There are many of us who are coming behind you as we make our scholarly mark in the spirit of Lionel Barrow. What three pieces of advice do you have for up-and-coming researchers exploring issues of diversity, equity and inclusion in their work?**

**Carstarphen:** My first piece of advice is to find your voice and claim it. This is probably the hardest challenge because there are many people in academia who will have ideas about what your work should be about—and will not be shy about sharing their views! It's good, of course, to be open to new ideas and opportunities, but always measure those against whatever your particular passion is about diversity, equity and inclusion issues.

Secondly, protect your inspiration by investing in it. I have pursued conferences, meetings, conversations and workshops that may not have been on the radar for my colleagues or program, but they have been immensely enriching for me. These have stoked my creativity, given me new insights, and brought me in contact with supporting individuals in surprising ways. Lastly, protect your time. Say no to others sometimes and choose to sit out certain events and commitments that may distract

you in a significant way from your purpose, your work, and your special voice.

**DANIELS:** As of this interview, the eyes of the nation are on Tulsa, Oklahoma, as President Trump holds a campaign rally there in the backyard of Black Wall Street and the site of the worst race riot in our nation's history. You've been selected by your provost to offer a "Presidential Dream Course" in Spring 2021 entitled, "The Tulsa Massacre: 100 Years Later." Tell us about what you envision for this course. What does it mean to offer this learning experience on the 100th anniversary of a pivotal event in American history?

**Carstarphen:** The historic significance of these times and currents events is not lost on me as I prepare for a once-in-a-lifetime course designed for upperclassmen and some graduate students, "The Tulsa Massacre: 100 Years Later." This team-taught course will include sections taught by a colleague in African American history and one in creative writing.

My focus, from the perspective of journalism and media studies, will be to use a critical, media literacy lens and invite students into an examination how the media address race. What did the media miss in 1921 and why? How should we understand the contemporary coverage of the Tulsa Massacre in 2021? And what should students make of popular culture's retellings of these horrible events [Think HBO's *The Watchmen* series].

I feel incredibly fortunate to have the opportunity through my university to help lead students through these discussions. I hope that academia will create many other opportunities to allow scholar/professors to teach about contemporary events through historical, critical and media-relevant lenses.

**Dr. Carstarphen will be recognized during the AEJMC Virtual Conference at the AEJMC Members Meeting on Saturday, August 8, 2020 at 10 a.m. PDT. Then you'll have an opportunity to chat live with Dr. Carstarphen during her virtual presentation at the Minorities and Communication Virtual Awards Ceremony that will follow at 11:45 a.m. PDT.**

# 2020 AEJMC MAC Division Schedule

(All conference events are on Pacific Daylight Time)

## Thursday, August 6

• 10 to 11:30 a.m.

### **Refereed Paper Session**

The Nation's Grief, Media's Response: Media Representation of Issues Surrounding US Minority Groups

• 11:45 a.m. to 1:15 p.m.

### **High Density Refereed Paper Session**

Culture, Coping, and Media Representation of Minorities – Ideologies of Authenticity, Integration, and Hegemony

• 1:30 to 3 p.m.

### **Magazine Media and Minorities and Communication Divisions**

#### **Research Panel Session**

A Lasting Impact: The End of Ebony and Jet Magazines and Implications for the Media Industry and Media Scholarship

• 3:15 to 4:45 p.m.

### **Minorities and Communication Division and AEJMC Council of Affiliates**

#### **Teaching Workshop Session**

HBCU Roundtable II

## Friday, August 7

• 8:15 to 9:45 a.m.

### **Minorities and Communication**

#### **Business Session - Members' Meeting**

Moderating/Presiding

George L. Daniels, Alabama

• 10 to 11:30 a.m.

### **Political Communication and Minorities and Communication Divisions**

#### **PF&R Panel Session**



The Role of the Media in Puerto Rico's Times of Crisis

• 11:45 a.m. to 1:15 p.m.

### **Refereed Paper Session**

#### **Top Papers in Minorities and Communication**

• 3:15 to 4:45 p.m.

### **History and Minorities and Communication Divisions**

#### **Teaching Panel Session**

Connecting Today's Students with Jim Crow-era media History

• 8:30 to 10 p.m.

### **Minorities and Communication Division - Social**

Hosting - George L. Daniels, Alabama

Semi-live event honoring MACD book authors and MACD trivia night.

## Saturday, August 8

• 7 to 8 a.m.

### **Business Session**

#### **Executive Committee Business Meeting II**

Moderating/Presiding

Melody Fisher, Mississippi State University

• 8:15 to 9:45 a.m.

### **Minorities and Communication**

#### **Diversity Teach-In**

Moderating/Presiding - Sally Lehrman/Venise Wagner, San Francisco State

• 11:30 to 1 p.m.

#### **MAC Virtual Honors**

Moderating/Presiding - George L. Daniels, Alabama

Semi-live event will recognize the 2020 Barrow Award, Stroman Award, and 2020 Poindexter Grant Winners, as well as presentations from past winners.

• 1:15 to 2:45 p.m.

#### **Minorities and Communication Division and Commission on the Status of Women**

#### **PF&R Panel Session**

We Too Are Women: Deconstructing the Marginalization of Women of Color in Research and Practice

• 3 to 4:30 p.m.

#### **Communicating Science, Health Environment and Risk and Minorities and Communication Divisions PF&R Panel**

Addressing Diversity and Inclusion in the Practice and Scholarship of Science Communication

### **Sunday, August 9**

• 11 a.m. to 12:30 p.m.

#### **Refereed Paper Session**

Legitimizing Perceptions, Frames, and Equality: Race in Politics and Sports

# TOP PAPER WINNERS

**The MAC Division wants to congratulate all of the Top Paper winners in our Faculty and Student Research Competitions!**

## **Faculty Top Papers**

**1st place** - Kevin Hull, University of South Carolina; Denetra Walker University of South Carolina; Miles Romney, Brigham Young University; Kirstin Pellizzaro, University of South Carolina - "Through Our Prism": A Survey of Black Local Sportscasters' Views and Interactions with Black Athletes

**2nd place** - Oluseyi Adegbola, DePaul University, Sherice Gearhart, Texas Tech University - "Communication, Perception of Candidate Ethnicity, and Hispanic Engagement During the 2018 Texas Senate Election"

**3rd place** - Queenie Li, University of Miami; Yeunjae Lee, University of Miami; Shiyun Tian, University of Miami; Wanhsiu Tsai - "Coping with Workplace Racial Discrimination: The Moderating Role of Transparent Communication"

## **Student Top Papers**

**1st place** - Denetra Walker University of South Carolina; Kelli Boling, University of South Carolina - "Black Maternal Mortality in the Media: How Journalists Cover a Deadly Racial Disparity"

**2nd place** - Robert J. Richardson, University of Texas at Austin "News Presenters and the People Who Lead Them: Examining Diversity of Local Television News Teams"

**3rd place** - Solyee Kim, University of Georgia - "Communicating the culture through Korean food between authenticity and adaptation"

# South Carolina Ph.D. Student Wins Two Top Research Awards

By George L. Daniels, Ph.D.

History is being made at the AEJMC Virtual Conference this summer. For the first time in 49 years, a student is a winner of both Top Student and Top Faculty Research Awards in the Minorities and Communication Division.

Denetra Walker, a third-year Ph.D. student in the School of Journalism and Mass Communication at the University of South Carolina, co-authored "Black Maternal Mortality in the Media: How Journalists Cover a Deadly Racial Disparity" with Kelli Bolling, who's also in the graduate program at University of South Carolina.

"When I found out about the awards I was truly in shock/disbelief, Walker said. "As you know, we all work so hard but never know how others will perceive our work."

Walker is also the second author on the top faculty paper, with Kevin Hull, an associate professor at University of South Carolina. It is entitled, "Through Our Prism: A Survey of Black Local Sportscasters' Views and Interactions with Black Athletes"

An award-winning journalist who worked in-television news for more than 10 years before South Carolina, Walker has experience in markets in Texas, Nevada, New York, Georgia and South Carolina.

Her research with Bolling started as a paper in a Health Communication class.

"Through semi-structured interviews, our study explored how journalists who specialize in women's issues cover Black maternal mortality," Walker said. "We found several themes including the journalistic struggle over advocacy and the complex way race is reported (as a systemic issue) in American society."



**Denetra Walker**

The top paper awards are not the first MAC awards for Walker. Two years ago, she won second place in the MAC Student Paper Competition. Walker was also a 2017 recipient of the Carolyn Stroman Award.

"It is truly a compliment to learn more from the wonderful scholars in MAC who share a passion for addressing issues affecting those in communities of color, who are often ignored," Walker said.

She and other research paper award winners will be recognized at the Minorities and Communication Members Meeting on Friday, August 7 at 8:15 a.m. PDT.



**Do you have an item for our newsletter? Please email it to AEJMC MAC Newsletter Editor Vincent Peña at [vincent.pena@utexas.edu](mailto:vincent.pena@utexas.edu).**



# MAC Member News

**Laura Castañeda**, Ed.D., professor of professional practice at the University of Southern California School for Communication and Journalism, has been appointed to serve on the AEJMC Committee on Careers.

University of North Texas Professor **Dorothy Bland** earned her Ph.D. from Florida State University in the spring 2020. Her dissertation is titled, "The Online News Association's Historic Role in Fueling the Next Wave of Female Digital News Leaders." At the National Association of African American Studies and Affiliates Conference, she and co-author Cassie Hudson presented a research paper titled, "Black Female Journalists Navigating a Trump Twitterstorm," on Feb. 18 in Dallas.

Bland also had two book chapters published during the 2019-2020 academic year. See the summary that follows:

- Bland, D. (2020) Exploring Misogyny and Women's Representation in Editorial/Political Cartoons. In M. Marron (Ed.) *Misogyny and Media in the Age of Trump*. Lexington. ISBN: 978-1-7936-0619-8

- Onyebadi, U.T., Bland, D., Howard, H.H. & Walcott, C. (2019) *Issues in Academic Leadership: Narratives of Personal Experiences of Diaspora Administrators*. In U.T. Onyebadi (Ed.) *Multidisciplinary Issues Surrounding African Diasporas*. IGI Global. Doi: 10.4018/978-1-5225-5079-2

As for grant activity, Bland se-

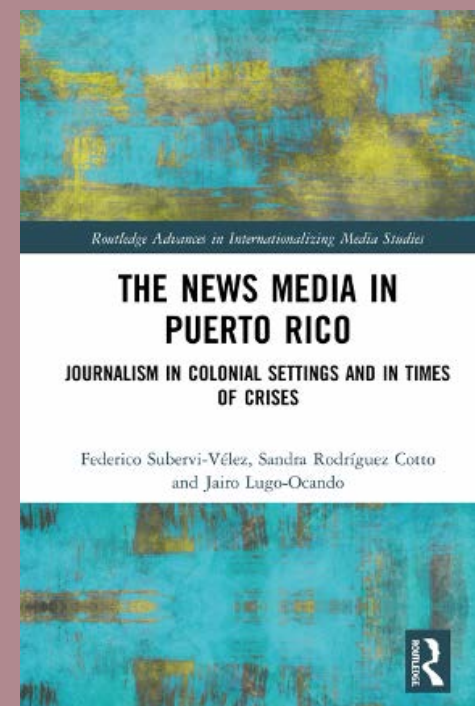
cured \$8,500 in paid internship grants from the Scripps Howard Foundation for three Mayborn students (Jasmine Robinson, Brooke Colombo and Emilia Capuchino) to work as interns at the Denton Record-Chronicle during the summer 2020.

**Jennifer C. Thomas**, associate professor in the Department of Media, Journalism and Film at Howard University, was named the Scripps Howard AEJMC Teacher of the Year — to be awarded at the upcoming 2020 Virtual Conference.

**Federico Subervi** has published a new book, *The News Media in Puerto Rico*, which offers a synopsis as well as a critical analysis of the Island's news media system, with emphasis on the political and economic factors that most influence how the media operate. The authors also document the impact of Hurricane María on the media structures and the changing media landscape given the political, economic and colonial strictures. Building on interviews with news media professionals, the book further presents detailed insights about journalism and journalism education in these times of crises. The final chapters include theoretical frameworks and methodological guidelines for the analysis of other colonial, post-colonial and neo-colonial media systems, with research recommendations valuable for future studies of the Island's media as well as for cross-national comparisons.



From top:  
Laura Castañeda, Ph.D.  
Dorothy Bland, Ph.D.  
Federico Subervi, Ph.D.  
Jennifer C. Thomas



# 50 Years of Mac Leaders

*Editor's Note: The Minorities and Communication Division will be celebrating its Golden Anniversary in 2020-2021. An outgrowth of the Ad Hoc Coordinating Committee on Minority Education, which was established by the Association for Education in Journalism (AEJ) in 1968, the MAC Division held its first Members Meeting in 1971. Below is a listing of the individuals who have served as MAC Division Head over the last half-century.*

**1970-1971** Lionel C. Barrow, Foote, Cone & Belding

**1971-1972** Lionel C. Barrow, Wisconsin-Milwaukee

**1972-1973** William Stroud, Wisconsin-Milwaukee

**1973-1974** Edward Traves, Temple

**1974-1975** Samuel Adams, Kansas

**1975-1976** Pam Johnson, Wisconsin-Madison

**1976-1977** James Williams, Hampton

**1977-1978** Stuart Surlin, Windsor

**1978-1979** Stuart Surlin, Windsor/Robert Nwanko, Howard

**1979-1980** Robert Nwanko, Howard

**1980-1981** Richard Allen, Michigan

**1981-1982** Clint Wilson, Southern California

**1982-1983** Jay Harris, Northwestern

**1983-1984** James Hawkins, Florida A&M

**1984-1985** Lawrence Kaggwa, Howard

**1985-1986** Elayne Hayes-Anthony, Jackson State

**1986-1987** Phil Jeter, Florida A&M

**1987-1988** Diane Lynne Cherry, Massachusetts-Amherst

**1988-1989** Oscar Gandy, Pennsylvania

**1989-1990** Carolyn Stroman, Howard

**1990-1991** Marilyn Kern-Foxworth, Texas A&M

**1991-1992** Kenneth Campbell, South Carolina

**1992-1993** Karen Brown, Poynter Institute

**1993-1994** Valerie Saddler, Winston Salem State

**1994-1995** Federico Subervi, Texas at Austin

**1995-1996** Sharon Bramlett-Solomon, Arizona State

**1996-1997** Venise Berry, Iowa

**1997-1998** Eddith Dashielle, Ohio

**1998-1999** Paula Poindexter, Texas at Austin

**1999-2000** Meta Carstarphen, North Texas

**2000-2001** Diana Rios, Connecticut-Storrs

**2001-2002** Cathy Jackson, Norfolk State

**2002-2003** Ali Mohamed, Edinboro

**2003-2004** Linda Callahan, North Carolina A&T

**2004-2005** M.C. Santana, Central Florida

**2005-2006** Emmanuel Onyedike, Virginia Union

**2006-2007** Lillie Fears, Arkansas State

**2007-2008** Camilla Gant, West Georgia

**2008-2009** Sharon Stringer, Lock Haven

**2009-2010** Jennifer Woodard, Middle Tennessee

**2010-2011** Ilia Rodriguez, New Mexico

**2011-2012** Petra Guerra, Texas-Pan American

**2012-2013** Felecia Jones-Ross, Ohio State

**2013-2014** Yuki Fujioka, Georgia State

**2014-2015** Frances Ward-Johnson, Elon

**2015-2016** Masudul Biswas, Loyola

**2016-2017** Josh Grimm, Louisiana State

**2017-2018** Mia Moody-Ramirez, Baylor

**2018-2019** Mia Moody-Ramirez, Baylor

**2019-2020** George L. Daniels, Alabama

## 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

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

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

# MAC Officers



**Head**  
**George L. Daniels**  
University of Alabama  
gdaniels@ua.edu



**Teaching Co-Chair**  
**Danielle Kilgo**  
University of Minnesota  
dkilgo@umn.edu



**Graduate Student Liaison**  
**Sean Upshaw**  
University of Texas at Austin  
sjrmaine@gmail.com



**Faculty Research Chair**  
**Sydney Dillard**  
DePaul University  
sdillar2@depaul.edu



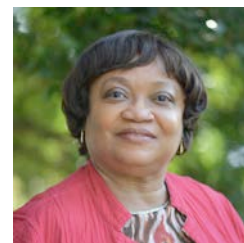
**Vice Head**  
**Melody Fisher**  
Mississippi State University  
mfisher@comm.msstate.edu



**Teaching Co-Chair**  
**Robbie Morganfield**  
Grambling State University  
morganfieldr@gram.edu



**Mentoring Chair**  
**Kathleen McElroy**  
University of Texas at Austin  
kathleen.mcelroy@austin.utexas.edu



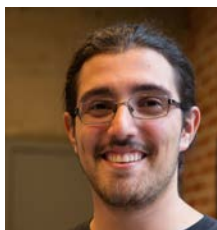
**Student Research Chair**  
**Debbie Owens**  
Murray State University  
dowens@murraystate.edu



**Second Vice Head**  
**Rebecca Britt**  
University of Alabama  
rkbritt@ua.edu



**Midwinter Coordinator**  
**Monique L. Luisi**  
University of Missouri  
luisim@missouri.edu



**Newsletter Editor**  
**Vincent Peña**  
University of Texas at Austin  
vincent.pena@utexas.edu



**Membership Chair**  
**Mia Moody-Ramirez**  
Baylor University  
Mia\_Moody@baylor.edu



**Secretary**  
**Miya Williams Fayne**  
California State University-  
Fullerton  
mwilliamsfayne@fullerton.edu



**PF&R Chair**  
**Leticia Williams**  
NOAA/Howard University  
leticia.williams12@howard.edu



**Webmaster**  
**Masudul (Mas) Biswas**  
Loyola University, Maryland  
mkbiswas@loyola.edu



**Grants Chair**  
**Keonte Coleman**  
Middle Tennessee State University  
keonte.coleman@mtsu.edu



**Social Media Coordinator**  
**Miriam Hernandez**  
California State Dominguez Hills  
hdzmiriam@gmail.com