



Newsletter

Summer 2019

MAC Division to Host HBCU Roundtable in Toronto

Calling All Faculty and Administrators at Historically Black Colleges and Universities:

The Minorities and Communication Division requests your participation in an HBCU Roundtable on Friday, August 9 from 7 to 8 a.m. during the AEJMC Annual Conference.

This roundtable is designed to lay the groundwork for additional efforts that AEJMC can spearhead through the MAC Division to better support historically black colleges and universities.

One of the areas of greatest concern for HBCUs is accreditation. Currently, five HBCUS are fully accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC): Howard, Hampton, North Carolina A&T, Savannah State and Norfolk State. Florida A&M And Southern University are currently provisionally accredited with site team re-visits scheduled for the 2019-2020 school year. Morgan State University will be seeking

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initial accreditation this year.

Historically, HBCUS have both produced more than 30% of the degrees in journalism and mass communication granted to African Americans. While they are typically smaller than other JMC programs and offer fewer areas of specializations, the specialization they do offer are in the core areas of journalism and mass communication education.

Still, African American students who attend HBCUs have historically had more difficulty than African American students not part of HBCUs landing full-time jobs in communication fields upon graduation. This is based on data from the 2001 Annual Surveys of Journalism and Mass Communication Enrollments and 2001 Annual Survey of Journalism & Mass Communication Graduates.

Results of the 2018 Survey of Journalism and Mass Communication Enrollments are expected to be released by Texas Tech University at the AEJMC conference in Toronto.

Dr. Calvin Hall, Chair of the

The Pluses and Practicality of Programming for MAC

By George L. Daniels
MAC Vice Head/Program Chair

As of this writing, we are exactly a month from the first days of the AEJMC Annual Conference in Toronto. I just put my hands on my passport and the countdown to my biggest (and most important) academic conference of the year is on!

About a week ago, I had the pleasure of having lunch with our AEJMC headquarters staff and AEJMC President Marie Hardin and President-Elect David Perlmutter. It was an



impromptu opportunity to catch the spirit of excitement about our annual conference.

Even if you won't be able to join us in Toronto this year, I hope that you catch

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STAY IN TOUCH:

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

MAC LISTSERV:

<https://bit.ly/suKxcSo>

From MAC Newsletter Editor Monica Flippin-Wynn

The AEJMC Minorities in Communication newsletter was published two times this year. Both issues were distributed via .pdf through the listserv and MAC's website. Both issues were also linked via MAC's Social Media platforms. Several of the articles included QR codes to link readers with information, applications or other story content. This year's newsletters were streamlined and easy to navigate on all search engines and platforms thanks to Magan Davis, who worked on layout and design and the MAC E-news editor.

The fall 2018 issue highlighted the MAC leadership, fall 2018 leadership roles and new positions for Mac members and winners of the Dr. Paula M. Poindexter Research Grant.

The spring 2019 issue provided a heartfelt tribute to Dr. Lorraine Branham, who tragically passed away in April. Other features from the spring 2019 issue included highlights from the midwinter conference and the MAC Men of Color.

While the newsletters did not have current

analytics or member tracking to indicate readership, there were a steady stream of emails from members on the usefulness of the content included in the newsletter, especially the spring 2019 edition that paid homage to Dr. Branham.



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Roundtable from page 1

Department of Mass Communication at North Carolina Central University and Dr. Robbie Morganfield, Chair of the Department of Mass Communication at Grambling State will co-facilitate the HBCU Roundtable.

While we only have one hour for the HBCU Roundtable, we hope to begin developing some ideas that can be advanced and developed over the next few years, including more programming for HBCU attendees at our annual conference and mid-year meetings.

Pluses from page 1

that same spirit of excitement just from reading this edition of our MAC newsletter. Spending the last two years as vice head and program chair, I've had the experience of working with other AEJMC units in developing some innovative programming that speaks to the core of what we do in the Minorities and Communication Division.

Pre-Conference, Panels Focus on Teaching

Thanks to an invitation from the National Association of Black Journalists, which last summer held its conference in July (instead of the same week as AEJMC), I participated along with MAC Head Mia Moody-Ramirez in an educators' session on entrepreneurship, we have built out a half-day workshop for our AEJMC members and attendees to learn not only about teaching entrepreneurship, but also connecting to the larger efforts to increase the number of minority media owners and diversity.

We are partnering with the Media Management Economics and Entrepreneurship (MMEE) Division to put on this workshop that will feature the expertise of our own MAC members Amy Jo Coffey of University of Florida, Dorothy Bland of University of North Texas and Dean Michelle Ferrier of Florida A&M University. Please don't miss this pre-conference on Tuesday, August 6 from 1 to 5 p.m. It is sure to take your teaching to a whole new level.

In addition to our pre-conference, MAC is linking up with the Critical Cultural Studies Division to take a closer look at how we address social issues in our teaching. MAC Member Janice Collins of the University of Illinois is among the scholars who will show us how to respond to the

student surge of interest in activism while teaching skills-based courses. This teaching panel on "Contributing to Higher Education Vision of Equity and Inclusion" takes place on 11:45 a.m. on Wednesday, August 7.

And MAC Teaching Chair Robbie Morganfield will moderate a teaching panel "Opportunities for Diversity and Inclusion in the Visual Communication Classroom." This session, which is co-sponsored by the Visual Communication Division, will be held on Wednesday, August 7 at 1:30 p.m. MAC Member Gabriel Tait and Martin Smith-Rodden, both veteran photojournalists now on the faculty in the Department of Journalism in the Ball State University, are among the panelists for this session. Also, visual communication scholar Mary Bock of the University of Texas will share her insights.

Leadership Ladder Update

In the Spring Edition of the MAC Newsletter, I reported on our efforts to develop the next generation of leaders in the Minorities and Communication Division.

Traditionally, to encourage continuity in leadership, we encourage our Faculty and Student Research chairs to "move up" to the positions of vice head and head of the division, taking with them the experience of managing the paper competition and the in's and outs of AEJMC.

In recent years, not all of our research chairs have been able to make such a multi-year commitment to MAC. This year, we are happy to report some improvement in building our leadership ladder. We have identified great candidates to serve in not only position of vice head but second vice head. But, there are lots of other people who I know

want to help out and serve in our leadership team.

Please Volunteer to Serve

In recent years, it has been our custom to have a slate of division officers to present at the MAC Members Meeting for the upcoming year. This gives individuals a chance to understand what's involved in a particular leadership role BEFORE the conference and they've given it some serious thought instead of being put on the spot at the conference.

As we look to 2019-2020 and beyond, we need you. If you are interested in serving as an officer in the coming year, please volunteer. E-mail me at gdaniels@ua.edu Most officer positions don't require a huge time commitment, but help you to learn how MAC and other AEJMC units work.

Meet MAC in the Daylight in Toronto

For the second year in a row, the MAC Members meeting will be held in the daytime, instead of after dinner in the evenings when most of the AEJMC units hold their meetings.

This year we've purposely scheduled our MAC Top Research Papers Session on Thursday, August 8 at 11:45 to 1:15 p.m. Then, immediately following that session, we will ask you to join us for our MAC Members meeting at 1:30 p.m. We will provide light afternoon refreshments at this members' meeting.

We had great attendance and lively participation last year in Washington, DC when we met in the daytime. Also, we want to strongly encourage our MAC Members to take their active commitment to diversity, equity and inclusion to OTHER AEJMC units as they meet in the evening.

Annual Awards Luncheon Features Diversity Standouts



Toni DeAztian-Smith



Mary Beth Tinker



Dean Rochelle Ford

We are looking forward to continuing the tradition of recognizing those who have done outstanding research and service in the area of diversity at our MAC/Scholastic Luncheon, which will be held this year on Friday, August 9 at 11:30 a.m.

Immediately after receiving the Lionel Barrow, Jr. Award for Distinguished Achievement in Diversity Research and Education at the 10 a.m. AEJMC Business Meeting, Dean Rochelle Ford of Elon University, an active member of the MAC Division, will give remarks during the MAC/Scholastic Luncheon.

The Barrow Award is a collaborative effort by the MAC Division and the Commission on the Status of Minorities (CSM). It is considered the association's highest award in the area of diversity teaching and research.

"This is a humbling honor having known Lionel Barrow and many of the previous winners," said Ford, after learning she is the 2019 recipient. "As a non-traditional research or as a scholar of the public domain, I

have dedicated my academic career to diversity, equity and inclusion, and I am not done yet."

Asked about her greatest achievement in the area of diversity, Dean Ford pointed to the experience of seeing the hundreds of students she's mentored and taught "break barriers and achieve success while advocating for diversity in their communications professions."

Also at the Friday luncheon, we'll hear from the 2019 winner of the Robert P. Knight Multicultural Recruitment Award, which is presented by the Scholastic Journalism Division.

Toni DeAztian-Smith, assistant professor of practice at Northern Arizona University will receive the Knight Award for her work as lead instructor and co-director of the Andy Harvey Broadcast Journalism workshop, which NAU co-sponsors with Native Public Media. The workshop engages Native American students in to use their own agency to tell stories about Native Americans.

"Toni has been instrumental in communicating with leaders in the Native American community and locating exceptional Native speakers to be part of the workshop," said Brant Short, director of the School of Communication at Northern Arizona University.

Mary Beth Tinker, who has been a strong advocate of the First Amendment since she was a 13-year-old student, will give the keynote address at this year's MAC/Scholastic Awards Luncheon. Tinker's courageous effort to wear an arm band protesting Vietnam War resulted in a court case that was ultimately decided in 1969 by the U.S. Supreme Court.

Tinker will be receiving the Innovative Outreach to Scholastic Journalism Award.

Finally, the luncheon is an opportunity to recognize the graduate student chosen as the Lee Barrow Minority Doctoral Scholarship winner. The 2019 winner is Marisa Smith of the University of Illinois.

MAC Member News



Congratulations to MAC Grants Chair **Dr. Sydney Dillard** who received tenure and promotion to associate professor at DePaul University. She teaches advertising and graphic communication in the College of Communication at DePaul in Chicago.



Congratulations to MAC Graduate Liaison **Aqsa Bashir** who successfully defended her dissertation entitled "Exploring the Effects of Cancer Educational Messages on Vietnam War Veterans." Aqsa is graduating this summer from The College of Journalism and Communications at The University of Florida. She's expecting a baby later this month. So, she'll be taking off the fall semester. Dr. Bashir and her husband will be relocating to Austin, Texas.



Congratulations to MAC Social Media Co-Chair **Miya Williams Fayne**. She successfully defended her dissertation at Northwestern University in April. Her dissertation was entitled "Transitioning Mediums and Understandings: An Examination of Entertainment in the 21st-Century Black Press." She received her doctoral degree in June. Dr. Fayne is starting a new job as an assistant professor in the Department of Communications at California State University, Fullerton this fall.



After 40 years of teaching, longtime MAC Member **Dr. Wanda Brockington** has retired from the Department of Mass Communications and Journalism at Norfolk State University. Dr. Brockington plans to enjoy her retirement with her husband Dr. James E. Brockington, a retired naval officer and current Senior Psychologist at Indian Creek Correctional Center in Chesapeake, and her son Jason, who graduated from Norfolk State in 2003.

MAC To Continue Outreach to Hispanic/Latin-Oriented Media

The MAC Division is continuing its efforts to increase the association's outreach and collaboration with Hispanic/Latin-oriented media.

While the division is not sponsoring a specific session featuring industry representatives in Toronto, we are already working on an event at the 2020 AEJMC Conference in San Francisco. Last summer in Washington, DC, the two principal goals



During last year's AEJMC Annual Conference, MAC Division hosted a Breakfast with Hispanic Media featuring Alberto Avendano from Latino Impact Media, Tsi-Tsi-ki Felix from WMDO Univision, Janette Luviano from WZDC Telemundo and Francisco Montero from Fletcher, Heald & Hildreth.

behind the Hispanic Media Breakfast at AEJMC 2018 were to create a forum where conference attendees could learn about Hispanic/Latin-oriented media in the D.C. area, and to encourage interaction among scholars and industry professionals.



Kent Wilkinson, Professor and Director of Texas Tech's Harris Institute for Hispanic & International Communication moderated the breakfast discussion.

Thanks to the hard work of Dr. Kenton Wilkinson of Texas Tech University's College of Media and Communication and Alberto Avendano from Latino Impact Media, we achieved both objectives as practitioners spoke to a number of political, economic, technological and regulatory issues facing their industries and audiences, then fielded a number of questions from the audience.

The MAC Division expresses thanks to the Harris Institute for Hispanic & International Communication at Texas Tech and the law firm of Fletcher, Heals & Hildreth for their co-sponsorship of our 2018 breakfast.

Look for more updates on plans for 2020 in the coming months!

Graduate Student Spotlight



Yewande O. Addie
University of Florida
Entering the third year as a doctoral student

Yewande Addie is a third-year doctoral student at the University of Florida's College of Journalism and Communication and second-year MPH student in UF's College of Public Health and Health Professions. In the first year of her doctoral program, AEJMC's MAC division recognized her with the Carolyn G. Stroman award for presenting a marketing-advertising study she co-authored and led. The study proposed a conceptual model on how brands can establish more resonance with Black female consumers, an understudied and valuable consumer group. Addie and her collaborators collected data to test the model's efficacy, and the study is awaiting review for publication. Additionally, she was recently awarded a prestigious grant from the J. William Fulbright Foreign Scholarship Board to conduct her dissertation research in Nigeria. She has an interest in cultural communication, global health messaging, West African health interventions, and the representation of Africa/the Black diaspora in global news and entertainment media. A native of Atlanta, she studied journalism at Florida A&M University and liberal studies history at Clayton State University. Before embarking on her doctoral journey, Yewande worked in Washington, D.C. as an Obama Presidential Appointee within the USDA's Office of Communication.

MAC, LGBTQ Interest Group Sponsor Two Afternoon Panels in Toronto

In photo order:

Kim Fox, American University in Cairo, Jen Christensen, Vice President of National Lesbian Gay and Journalists and Richard Mocarski from University of Nebraska-Kearney will participate in panels sponsored by MAC and the Lesbian Gay Bisexual Transgender and Queer Interest Group.

For the first time, the Minorities and Communication Division is teaming up with the Lesbian Gay Bisexual, Transgender and Queer (LGBTQ) Interest Group for two separate events during the Toronto Conference.

On Wednesday, August 7 at 3:15, MAC will co-sponsor an invited panel "Community Partnership as Pathway to Combatting Transphobic and Transnormative Media Narratives."

This session grew out of the reality that transgender and gender non-conforming communities (TGNC) face pervasive stigma from media narratives, which pervade all aspects of life and manifest into health disparities. The panel highlights areas of concern for TGNC individuals seeking healthcare.

Panelists will include Shelley Craig, who is the Canada Research Chair in Sexual and Gender Minority Youth at the University of Toronto.

Two professors from the United States, Dr. Eric Ciszek from University of Texas-Austin and Dr. Sim Butler from the University of Alabama, will also share their perspectives. Dr. Richard Mocarski, assistant vice chancellor for research at University of Nebraska-Kearney will moderate the session.

Then on Thursday, August 8 at 3:15 p.m., MAC and the LGBTQ Interest Group will come together again for a series of presentations on "Diversity and Storytelling Across the Podcasting Platform." Robert Byrd from University of Memphis will share a talk on "Queer Worldmaking and Podcasting" while Nathian Rodriguez from San Diego State will talk about "Latinx Podcasts and Queer Intersectional Identities."

Byrd and Rodriguez serve as the leaders of the AEJMC GLBTQ Interest group. Also Kim Fox from American University in Cairo will talk about "Black podcasts and digital community building."

Rounding out the session will be Jen Christensen, vice president and print and digital for the National Lesbian and Gay Journalists Association (NLGJA) who will share thoughts on "Diverse Storytelling Across Media Places, Spaces and Platforms". Christensen is a producer at CNN.

Thursday's session was organized and will be moderated by Laura Smith from University of South Carolina.



MAC Mentoring Update from South Carolina

By George L. Daniels
MAC Vice Head/Program Chair

Congratulations to Emmanuel Nwachukwu (right) on completing his first year as an instructor in the Department of Mass Communication at Winthrop University in Rock Hill, SC!

I first met Emmanuel several years ago as a Ph.D. student presenter at the AEJMC Midwinter Conference at University of Oklahoma. When the MAC Division started our Mentoring Program in 2017, I was pleased to be matched with Emmanuel.

Since then, he's presented research at our Discerning Diverse Voices Symposium at my institution, the University of Alabama in 2018. And, this summer he's dissertating, the last stage of the Ph.D. Program he's completing at the University of Southern Mississippi.

In June, we met for lunch during a short visit to his campus in South Carolina. It was a great opportunity for me to meet his five-month-old baby girl and his two sons, who joined us for the lunch. We caught up on the happenings at our respective institutions. And, for me, it was chance to see what it's like to be a faculty member originally from Nigeria teaching in South Carolina. Emmanuel explained the challenges of doing research and academic writing when there are big differences between British English and American English.

Emmanuel's area of research is political communication.

He had lots of opinions about the recent debates featuring the large pool of Democratic U.S. Presidential candidates announced for 2020. His dissertation focuses on the 2016 U.S. presidential election.

While I don't necessarily do political communication research per se, as a journalist, I'm interested in the way the media tells stories about politicians at local, state and national levels.

I predict in the next few months, we're going to end up collaborating on research even as he becomes Dr. Nwachukwu later this year. We'll keep you updated!



Can Journalists of Color Change Newsroom Culture?

Sonya Fatah (top-left) from Ryerson School of Journalism in Canada, Lisa Yeung (top-right) from Huff-Post Canada and Bryan Pollard (bottom) from Native American Journalists Association will share insights on the role journalists of color in the newsroom.

A leader on the staff of the Native American Journalists Association and an editor from Huffington Post-Canada will headline a panel discussion entitled "Can Journalists of Color Change Newsroom Culture?"

The session, which takes place on Friday, August 9 from 8:15 to 9:45 a.m. is sponsored by the MAC Division and the Newspaper and Online News Division. It examines efforts to improve how news is defined and covered by showing diversity can work in traditional and non-traditional newsrooms.

Bryan Pollard, who is director of programs and strategic partnerships at the Native American Journalists Association will be joined by Lisa Yeung, managing editor for HuffPost-Canada's Perspectives section.

Also participating in the session will be Sonya Fatah from the Ryerson University and Jan Larson from University of Wisconsin-Au Claire.



Mia Moody-Ramirez, Ph.D.

MAC members and officers had a stellar year and a lot to be thankful for as a division! Members earned various promotions/awards, published and presented research on meaningful topics and executed programming that helped further the division's goals.

As I reflect on my two years as Head of the MAC Division, I am excited to share that, as a group, we addressed:

- Membership recruitment and retention
- Mentorship efforts
- Research to explore the relationship between racial and ethnic minorities and mass communication
- Fundraising efforts to help pay for MAC programming

- The cultivation of partnerships with HBCUs

The MAC division was able to meet and often exceed its goals. We successfully kicked off the inaugural Dr. Paula Poindexter Grant in 2018. Our 2018 faculty award recipient, Dr. Cristina Azocar of San Francisco State University, is using her funds for an upcoming book manuscript on media representation of Native American tribes' endeavors for federal recognition over the last 40 years.

Our 2018 graduate student award recipient, Lourdes Cueava Chacon, is a doctoral candidate at the University of Texas. She is using her grant to further her dissertation research on political processes behind segregation in the city of Austin and has presented a paper on the subject at a previous

AEJMC conference. Both Azocar and Cueava Chacon will share updates on their research later this summer.

As part of last year's AEJMC conference in Washington DC, MACD and the Commission on the Status of Minorities celebrated the 50-year anniversary of Dr. Lee Barrow's AEJMC initiatives with a soiree, luncheon and various other events. The events offered an opportunity to recognize MAC members, officers and previous Barrow scholarship recipients. Also at the conference, MACD mentorship program chair Kathleen McElroy hosted a luncheon for mentors and mentees and that was well attended and appreciated. Attendees shared a meal and conversations about their experiences participating in the program.



Farewell But Not Goodbye

AEJMC MAC Head's Note

Research-wise, the MACD had very highly rated research papers for this year's AEJMC conference competition. Research chairs Melody Fisher and Danielle Kilgo reported that the faculty papers, in particular, received high ratings. The MAC Division also participated in the AEJMC Midwinter Conference at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. MAC Midwinter Conference Chair Rebecca Britt reported the MAC division ranked fourth in the number of submissions, with Mass Communication & Society, International Communication, and Graduate Student Interest Group ranking higher. We had 16 paper submission and two panels.

The MAC division continues to support the Dr. Carolyn

Stroman Award given to graduate students who submit research papers to our division. Each recipient receives a membership to the MAC division, with the hope that they will become life-long members and supporters after they graduate.

MAC's PF&R chair Leticia Williams collaborated with our social media chairs, Miya Fayne and Miriam Hernandez, to share timely and interesting content via social media platforms—Facebook and Twitter. The PF&R chair also reached out to board members to find out what they are doing at their Universities in the area of PF&R and wrote an article for the newsletter that included some potential research projects that can be done on minority women in journalism.

This year's MAC Vice Head George Daniels continues to plan unique programs for the division, with his most

recent efforts emphasizing entrepreneurship and HBCU. He will offer more details in his newsletter column.

I am particularly excited about the success of this year's newsletters with Monica Flippin-Wynn serving as editor and Magen Davis serving as our division's newsletter designer.

Each newsletter was filled with photos, articles and content to recognize the accomplishments of MAC members as well as to highlight industry trends. The spring newsletter included a tribute to Lorraine Branham, which received many accolades.

My two years at the helm of the MAC division have been busy and productive. I am excited about what the future holds for the group. I look forward to continue working with the division in some capacity-- so this article is a farewell, but not a goodbye.

A Talk With Scripps Howard Foundation's 2018 Teacher of the Year

Congratulations to MAC Member Dr. Jinx Coleman Broussard, who is the 2018 Scripps Howard Foundation's Teacher of the Year. She will receive the award during the Keynote Session at the AEJMC Annual Conference at 6:45 p.m. on Wednesday, August 7, 2019 in Toronto, Ontario. Dr. Broussard is the Bart Swanson Endowed Memorial Professor in the Manship School of Mass Communication at Louisiana State University.

MAC Vice Head/Program Chair George Daniels interviewed the 2018 Teacher of the Year.

Daniels: Take us back to when you first learned you won "Teacher of the Year" from Scripps Howard Foundation. What were your first thoughts?

Broussard: I will take you back to when I first learned I was one of three finalists. While leaving a meeting of the LSU Graduate Council in early December, I stopped in my tracks when I read an email from AEJMC notifying me of my selection as a finalist. What a surprise because I had no idea I had been nominated. My thought was, "This is an honor, but there is no way I will win national Teacher of the Year."

Now, to when I learned I won. I was at the parades with my family on Mardi Gras Day when I received a congratulatory text message from Dr. Cristina Mislán, one of my mentees, friends, and a fellow collaborator and co-author on projects. I exclaimed, "What?!" No notification had reached my email inbox. I immediately called Cristina because I thought she was congratulating me on being a finalist, but she confirmed I was the winner. Cheers erupted at

our gathering and, I don't want to sound melodramatic, but tears flowed. One person who grew up on a plantation adjacent to the one I was reared on said through tears she was so proud because the award proved that no matter where a person comes from, she can accomplish anything. People on

students and advisees and mentees go on to, as I like to say, "pay it forward."

Daniels: Your teaching career has spanned multiple decades, primarily at two institutions—Dillard University and Louisiana State University. These are very



a Mardi Gras float that had paused along the parade route were so moved by my children and friends' tight hugs, they gave all of us prized Mardi Gras throws (beads). All of us were overjoyed.

Daniels: What's it like to be the Teacher of the Year?

Broussard: I am happy and humbled to be recognized for doing something I love to do. I wake up every morning looking forward to going to campus, not to teach, but to engage students in and out of the class as partners in the learning process. Teaching for me is not a job; it's a major part of who I am. So, being named Teacher of the Year is one of the greatest honors of my life. It validates that I touch lives in a meaningful way, and that my

different institutions. What did you learn teaching at both an HBCU and a flagship institution in the Southeastern Conference?

Broussard: I learned that students are the same, no matter the institution. All want and deserve to learn, to be challenged and enlightened, and to appreciate and maximize their potential. I gleaned that students sometimes are doubtful of their capabilities and they experience angst, but they succeed beyond their expectations if they know the teacher is as invested in their learning and growing as they are. Although my class sizes are larger at LSU and the demographics are totally different from Dillard, I utilize the same hands-on approach at LSU as I did at the Dillard.

Daniels: You've been recognized for leading students in service learning. Why do you think it's important to involve students in situations where they are involved in a cause such as organ donation while also learning skills like those in the field of public relations?

Broussard: Students do not live in a cocoon and learning does not take place in a vacuum, therefore, I constantly ask: "How do I enable my students to acquire the skills to become critical thinkers, excellent communicators, and engaged citizens?" Employing service-learning pedagogy is my means of answering that question. Service learning empowers my students to apply what they learn in courses, but to become enlightened about the myriad issues, problems and challenges communities and nonprofits face.

Daniels: In addition to your undergraduate teaching, you have directed many Ph.D. students. What's the key to a successful mentoring relationship for a student who is working on a dissertation?

Broussard: My graduate students receive the same kind of hands-on approach and attention my undergraduate students experience. I press my students to reach their maximum capacity, to go the extra mile. I push and prod and reassure—all while demanding they take responsibility for successfully matriculating. I even give them my cell phone number. Master's and doctoral students become my research assistants and co-authors book chapters, conference papers, and publications with me, thus gaining enhanced knowledge, scholarly experience, and visibility. I also aim to expose/introduce my graduate students to opportunities that will enhance their education and career experiences. My mentoring doesn't end after graduation because I remain a ready resource, sounding board, and counselor who is only a phone call or email away.

Daniels: Not everyone may know that you are a trailblazer as the first African American to receive an undergraduate degree in journalism from LSU. How does that accomplishment rank on your list of achievements now that you've had such a stellar career as a faculty member?

Broussard: That accomplishment ranks extremely high because it started me on my journey to eventual success. I didn't consider myself a trailblazer when I graduated. I was merely a confident young girl who had known since I was eight or nine years old I wanted to be a journalist. The Journalism School, as it was called then, provided a supportive environment that enabled me to thrive and become a journalist and a PR professional before becoming an educator. I have come full circle now, enjoying being at the place where it all began.

2019 AEJMC Annual Conference Toronto, Ontario MAC Division Events AT-A-GLANCE

Tues, Aug. 6

1-5 p.m. | Pre-Conference: Diversity Teaching Through Entrepreneurship

Wed, Aug. 7

8:15-9:45 a.m. | Panel: Small Programs, The Good, The Bad, the Ugly

10-11:30 a.m. | High Density Research Refereed Session

11:45-1:15 p.m. | Panel: Contributing to Higher Ed's Vision of Equity and Inclusion

1:30-3 p.m. | Panel: Diversity in the VisCom Classroom

3:15-4:45 p.m. | Panel: Community Partnerships as Pathways for Combatting Transphobic Media Narratives

Thurs, Aug 8

7-8 a.m. | MAC Executive Board Meeting

8:15-9:45 a.m. | MAC Refereed Research Session

10-11:30 a.m. | TRIBUTE PANEL to LORRAINE BRANHAM "Diversity and Administration: Pathways to Leadership"

11:45 a.m.-1:15pm | MAC Top Papers Session

1:30-3 p.m. | MAC Members Meeting

3:15-4:45 p.m. | Panel: Diversity and Storytelling Across the Podcasting Platform

8:30-10 p.m. | MAC Social- Earl's King Street

Friday, Aug. 9

7-8 a.m. | HBCU Roundtable

8:15-9:45 a.m. | Panel: Can Diverse Newsroom Change Newsroom Culture?

10- 11:30 a.m. | AEJMC Business Session: Lionel C. Barrow Award Presentation

11:30-1 p.m. | MAC/Scholastic Awards Luncheon

3-4:30 p.m. | MAC Refereed Research Session

6:30- 8 p.m. | Commission on Status of Minorities Meeting

Saturday, Aug. 10

11a.m.- 12:30 p.m. | Panel: Digital Advocacy For and By Ethnic Groups