AEJMC 2013: MAC refereed research sessions

August 8, 2013

Looking Back in Order to See Ahead: History in Minority Contexts | 8:15 am to 9:45 am / 031

At the Intersection of Libel and Race, Aaron Henry Picks Up a Hitchhiker?
Aimee Edmondson, Ohio

How Ohioans and Their Newspapers Defended African-Americans Who Emancipated Themselves from Slavery
Lee Joliffe, Drake

“The Cosby Show” and “A Different World”: Impact on HBCU Enrollment
Paula Matabane and Bishetta Merritt, Howard

The Ambassador and the Activist: Reporting the Willie Earle Lynching of 1947
Craig Flournoy, Southern Methodist

Other Research On Out-Groups and Media
10 am to 11:30 am / 048

We Are Rom. We Are Gypsies: Constructions of Gypsies in American Reality Television
Adina Schneeweis, Oakland and Katie Foss, Middle Tennessee State

Memory of an Out-Group: (Mis)identification of Middle Eastern-Looking Men in News Stories about Crime
Jennifer Hoewe and Tanner Cooke, Pennsylvania State

Russian Ethnic Press in the U.S.: A Comparative Analysis
Nataliya Dmytrochenko, Florida

Unveiling the American-Muslim Press: News Agendas and Frames in Islamic Horizons and Muslim Journal
Syed Saif Shahin, Texas at Austin

Beyond the Positive-Negative Paradigm of Latino News-Media Representations: DREAM Act Exemplars, Stereotypical Selection, and American Otherness
Angie Chuang, American; Robin Chin Roemer, Washington

August 9, 2013

Refereed Paper Research Session: Scholar-to-Scholar
12:15 pm to 1:30 pm / 270

Leona Achtenhagen, Jonkoping International Business School
Cindy Price Schultz, Wyoming

20. Whiteness Theory in Advertising: Racial Beliefs and Attitudes Toward Ads
Angelica Morris and Lee Ann Kahlor, Texas at Austin

21. Basket Case: Framing “Linsanity” and Blackness*
Kathleen McElroy, Texas

22. Economic Goals of Media Firms for Ethnic Groups and Media Firms Owned by Ethnic Groups
Xueying Luo, Ohio

Discussant:
Debashis “Deb” Aikat, North Carolina at Chapel Hill

August 11, 2013

Latinos and Latinas in the Media Spotlight
9:15 am to 10:45 am / 346

Media Representations and Latino Students’ College Experiences
Joseph Erba, American

Linguistic Acculturation Effects on Attitude toward Ad Language Among Hispanic Audiences of Mexican Descent
John Burton, The Lester Group and Kenneth Yang, Texas at El Paso

Serving the Needs of the Latina Community for Health Information
Ronald Yaros and Jessica Roberts, Maryland; Elia Powers, Maryland and Linda Steiner, Maryland

Television News Reporting in Salinas, California: Defining and Informing a Latino Community with Excessive Crime News Coverage
Carolyn Brown, American and Robin Chin Roemer, Washington

Twists on Tech: Examining Alternative Media
11 am to 12:30 pm / 364

Race in Virtual Environments: Competitive versus Cooperative Games with Black or White Avatars
Mao Vang and Jesse Fox, Ohio State

Beyond the Digital Divide: A Look at Media Expectancies Across Seven Media and Three Racial Subgroups
Amanda Mabry, Matthew Eastin and Vincent Cicchirillo, Texas at Austin

Social Media, Social Good: HBCU College Students’ Use of Social Media During Superstorm Sandy
Kim Smith, Bonnie Newman-Davis, Adrian Gray and Vanessa Cunningham-Engram, North Carolina A&T State

Growing Up Latina: Identity Exploration in Latina Blogs
Marilda Oviedo, Iowa
AEJMC 2013: MAC co-sponsored session highlights

**Thursday, August 8**

**Missing Minorities: The Problem of Child Abduction Coverage**  
3:15 pm to 4:45 pm / 086

**Panelists:**  
Natalie Wilson, Public Relations, Black and Missing Foundation, Inc.  
Tony Lofts, FindYourMissingChild.org  
Carol M. Liebler, Syracuse  
Carmen Brookins-House, Howard  
Otis Thomas, Bowie State

**August 10, 2013**

1:45 pm to 3:15 pm / 284

**Panelists:**  
Wen-Ying Sylvia Chou, National Cancer Institute, NIH  
Sally Lehrman, Santa Clara  
John Sanchez, Pennsylvania State  
Gary L. Kreps, George Mason  
Maria E. Len-Rios, Missouri

**Friday, August 9**

**Robert P. Knight Multicultural Annual Award Luncheon**  
11:45 am to 1:15 pm / 152 **Pre-registration is required**  

- Presentation of Scholastic Journalism Division’s Robert P. Knight Multicultural Award Recipient: Linda Florence Callahan, North Carolina A&T State
- Recognition of 2013 Lionel C. Barrow, Jr. Award Recipient: Clint C. Wilson II, Howard

**Speaker:**  
Challenges Facing the Minorities and Communication Division  
*Clint C. Wilson II, Howard*

**Media Ownership, Women and Minorities: Why Gender and Race Matter**  
3:15 pm to 4:45 pm / 182

**Panelists:**  
Policy Perspectives  
*Mignon Clyburn, Federal Communications Commission*

- Latino Ownership  
*Joe Torres, Free Press*

- African American & Women’s Ownership  
*Janelle Trigg, Esq., Lerman Senter, PLLC*

- Political Economy of Minority Ownership  
*Jeffrey L. Blevins, Cincinnati*

**Are We Health (Media) Literate? Let’s Discuss Health Journalism and Health Disparities among Marginalized Communities**  
5 pm to 6:30 pm / 200

**Panelists:**  
Wen-Ying Sylvia Chou, National Cancer Institute, NIH  
Sally Lehrman, Santa Clara  
John Sanchez, Pennsylvania State  
Gary L. Kreps, George Mason  
Maria E. Len-Rios, Missouri

**Threatening People or Threatening News? “Foreigner” Threat in the Political News Framing**  
3:30 pm to 5 pm / 299

- “A Full-blooded President”: Framing the ‘Birther’ Movement in Mainstream and Minority News Media  
*Hemant Shah, Wisconsin-Madison*

- Reinforcing the “Other” to Control Moral Panic: The “Haitian” Threat in the Bahamian Press  
*Juliette Storr, Pennsylvania State*

- Prolonging the Danger: How the Mass and Latino Ethnic Media Framed the “Immigrant Threat” in the Context of Obama’s Deferred Action Program  
*Maria De Moya, DePaul, and Mellisa Johnson, North Carolina State*

- Masking and Unmasking Racial Threat in the 2012 Election Campaign  
*Robert Entman, George Washington  
Andrew Rojecki, Illinois, Chicago  
Kimberly Gross, George Washington  
Carol V. Bell, George Washington*
AEJMC 2013: (Co)sponsored sessions of AEJMC’s Task Force on Academic Diversity

Thursday, August 8

Insiders’ Guide to the Academy: Understanding Tenure, Academic Freedom and Faculty Governance
1:30-3:00 pm

**Description:** The panel includes tenured full professors and associate professors who have an understanding of what it takes to get tenure, the politics of the process and how professors of color and women manage their own research and academic freedom, while still being accepted into the academy. For those making the transition into academia and understanding how it is different from industries and professionals, this is the panel for you.

**Panelists:**
Lana Rakow, Ph.D., U. of North Dakota
Radhika Parameswaran, Ph.D., Indiana Univ.
Maggie Rivas-Rodriguez, Ph.D., UT- Austin
Linda Florence Callahan, Ph.D., North Carolina A &T State University

Friday, August 9

From the newsroom to the academy, transferring your journalists skills into a research agenda
1:30 to 3 p.m.

**Description:** Conducting research, exposing people to different methods, what interested you in the journalism profession to begin with? This panel is about how journalists can use the skills they learned in the newsroom and transfer those skills into a research agenda. Some of these panelists study the representations of race and/or ethnicity in the news, entertainment media or new media. The participants use quantitative analysis such as survey methodology. But they also use qualitative methodology such as content analysis, ethnography, in-depth interviewing, focus groups, and historical approaches. These are all approaches to critical and cultural studies of media.

**Panelists:**
Angie Chuang, M.A., American University
Jayne Cubbage, Ph.D., (Howard Alum)
Teresa Housel, Ph.D., Hope College
Earnest L. Perry, Ph.D., Missouri School of Journalism

Saturday, August 10

Freedom of Speech and Academic Freedom: Common Ground between Professionals and Academics?
8:30 to 10:30 a.m. | Off Site Location: Newseum, 555 Pennsylvania Avenue NW, Knight Studio (3rd floor)

**Description:** When a professional makes the transition to higher education, it can mean landing in strange territory, where expectations about faculty governance and tenure may seem like impediments to getting the job done. This panel discussion is intended to smooth that transition for professionals of color and others who have made the jump or might consider it. Distinguished panelists start the conversation by explaining what is at stake for professionals and academics when it comes to freedom of speech and the press and academic freedom. They will be looking for common ground that can make these two worlds more understandable to each other.

**Panelists:**
Dwight Brooks, Middle Tennessee State University
Gene Policinski, Freedom Forum
Martin Snyder, American Association of University Professors
Ingrid Sturgis, Howard University

“From Newsroom to Classroom: Diversity, Pedagogy, and the Transition from Working Journalist to Journalism Teacher”
8:15 to 9:45am

**Description:** According to ASNE annual reports, a disproportionate number of minority journalists have been leaving professional jobs in recent years. As efforts like the AEJMC Diversity Task Force’s “From Professional to Professor” series, of which this panel is a part, encourage journalists and former journalists from diverse backgrounds to transition to academia, the first challenge new hires face is teaching. This panel draws on the real-life experiences of working journalists who are now full-time faculty members, addressing curriculum development, classroom management, balancing teaching and research. The panel will explore the cultural aspects of university teaching, in particular highlighting the experiences of minority faculty in majority institutions, majority faculty in minority institutions (e.g., Historically Black Colleges and Universities (HBCUs) and Hispanic-Serving Institutions (HSIs), as well as looking at the move from practice to pedagogy more generally as a cultural shift.

**Panelists:**
Jayne Cubbage, Ph.D., American
Indira Somani, Ph.D. Howard University
Hubert “Hub” Brown, Syracuse
John Shrader, California State-Long Beach
Laura K. Smith, Huston-Tillotson