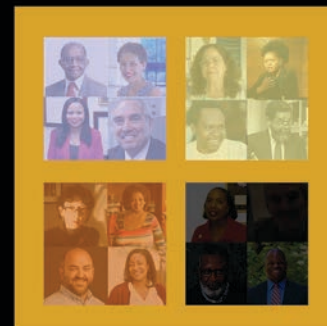


# 50<sup>th</sup> Anniversary

Newsletter

Commemorative Edition



SUMMER 2021

## MAC 50th Celebration and Events

*Kenneth Campbell, MAC 50th Chair, Past Head*

The official golden anniversary recognition of the AEJMC Minorities and Communication Division will begin at the virtual business meeting scheduled for 10 a.m. Central Time on Friday, July 30.

As we all know, the pandemic has interrupted our plans for an in-person celebration in New Orleans, but we will still celebrate – virtually – according to the following schedule.

At the annual business meeting on July 30:

- AEJMC President Tim P. Vos will issue a proclamation recognizing the division and its valuable work during the past 50 years.
- A family member of Dr. Lionel C. Barrow, Jr., founder of the division, will share thoughts.
- Immediate Past MAC Head George Daniels will show a short video highlighting the division's history based, in part, on the AEJMC Trailblazers of Diversity Oral History Project.

Additionally, during the virtual convention, which will be held August 4-7, the following activities will take place:

- A Jeopardy-style virtual celebration social will be held Thursday, August 5, 5-6:30p.m
- MAC's Golden Anniversary - Trailblazers, Troublemakers and Traditions- Friday, August 6, 3-4:30p.m. CST

During the past year, several virtual events were held in observance of MAC's 50th anniversary. The events represent the vision of Dr. Barrow to advance teaching, scholarship and service at intersection of media and minorities with a focus on diversity, inclusiveness and fairness.

Activities during the year included:

- A session on September 25, 2020 titled "Ask Me Anything: What Can MAC Do for YOU?" The session, organized and moderated by Dr. Monique Luisi, Missouri, introduced new members and interested persons to the Minorities and Communication Division.
- A panel, "A Disproportionate Crisis: Race and COVID-19-related Communication Needs and Concerns," at the annual AEJMC Midwinter Conference, March 6, 2021, at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. The panel, which included a discussion of vaccine hesitancy among People of Color, was organized and moderated by Dr. Monique Luisi, Missouri.
- A panel, "MAC: The Voice in AEJMC for Racial and Ethnic Diversity," at the 46th annual AEJMC Southeast Colloquium, March 19, 2021, at Elon University. The panel, which addressed the legacy of the Minorities and Communication Division, featured four past MAC Heads -- Dr. Phillip Jeter, 1986-1987, Winston-Salem State (Emeritus); Dr. Sharon Bramlett-Solomon, 1995-1996, Arizona State; Dr. Paula Poindexter, 1998-1999; 2013-2014, AEJMC President, Texas; and Dr. Ilia Rodriguez, 2010-2011, New Mexico. It was moderated by Dr. Melody Fisher, Mississippi State, the current MAC Head.

Continued on page 3

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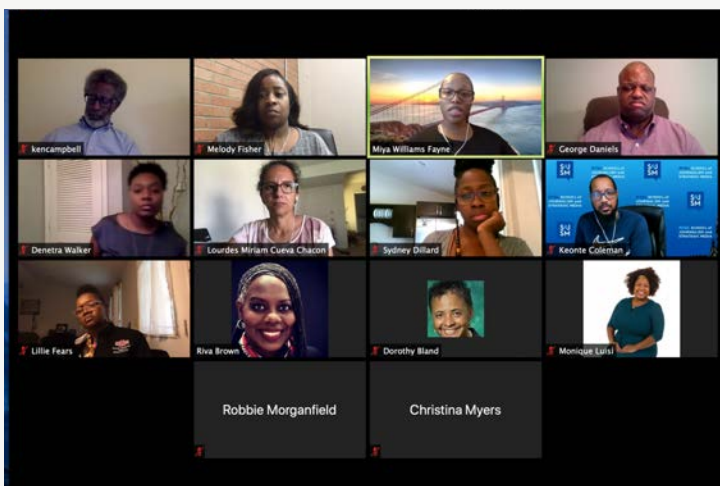
- A research paper session, “MAC 50th Anniversary Tribute,” on March 26 at the biennial Media & Civil Rights History Symposium, at the University of South Carolina School of Journalism and Mass Communications. The research paper presentations included “The Movement before MAC: 1960s Change Agents for Media Education Diversity,” by Dr. George L. Daniels, Alabama. The moderator was Dr. Sydney Dillard, DePaul, who is the current MAC Vice Head.

### MAC 50th Anniversary Celebration Committee

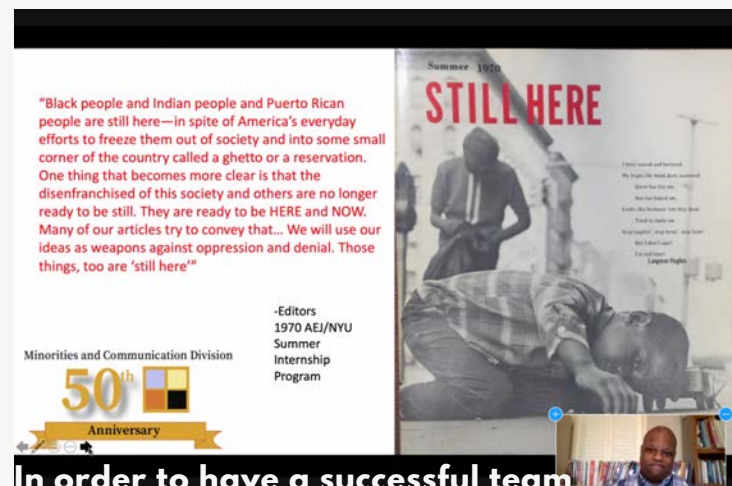
Kenneth Campbell, PhD (chair), South Carolina  
George L. Daniels, PhD, Alabama  
Bradley W. Gorham, PhD, Syracuse  
Cathy M. Jackson, PhD, Norfolk State  
Debra Kelley, PhD, Hennepin Technical College  
Monique Luisi, PhD, Missouri  
Karen M. Turner, PhD, Temple  
Sharon Bramlett-Solomon, PhD, Arizona State  
Laura Smith, PhD, South Carolina  
Carolyn Stroman, PhD, Howard  
Federico Subervi, PhD, Co-Editor-in-Chief, The Oxford Encyclopedia of Race, Ethnicity and Communication;  
Honorary Associate/Fellow of the Latin American, Caribbean and Iberian Studies Program at the University of Wisconsin-Madison



Panelist Ashley Jones speaks about vaccine hesitancy during AEJMC Midwinter Conference, March 6, 2021



MAC members attend informative MAC 50th Ask Me Anything session



Past Head George Daniels presents MAC history at the AEJMC Southeast Colloquium

# MAC Preconference Like No Other

Sydney Dillard, Vice-Head

Maybe you've just survived the arduous spring semester, or perhaps you are trying to brace yourself for the turbulent academic year to come – whatever that case may be, you need to schedule some down time in order to reflect on strategies and directions for your career. One of the largest risks we run as academics is burnout. The simplest way to avoid this is to recharge and redirect your attention...but where?

As the MAC Division's Vice-Head, I am happy to report you needn't look any further. This year's AEJMC 2021 virtual Conference panel programming has everything you need in order to avoid burnout while staying abreast on research and content that can assist you in the moment and provide direction for potential new research lines. This year's content

ranges from fun-filled live cooking demonstrations to in-depth explorations of activism in action. We also have the added bonus of discovering the history, present, and future of the division as a whole as we celebrate our 50th Anniversary as a division. The Golden Anniversary speaks to the commitment each and every MAC Division member has made in seeing that our voices are acknowledged and heard. As we all think about the best ways to end this summer, I encourage you all to drop in on this year's preconference. Please preregister at the lon the MAC website:

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

Find a topic that best helps you reinvigorate your thirst for knowledge and solace in the everyday work we accomplish while contributing to the academy:

## Tuesday, August 3, 2021

9 a.m. to 6 p.m. CST

### **Creative Outlets: Battling Fatigue and Minority Related Trauma through Healing**

The associations between racial microaggressions, coping, and mental health among ethnic minorities has become a growing topic of concern among scholars. While the academy attempts to find appropriate steps for addressing inequities that place greater burdens upon minority groups, there is still room for improvement. Often times recommendations direct scholars toward self-help options that primarily focus on individual reflection with little to no consideration beyond one's own agency. In response, this preconference offers an exploration of various creative outlets for battling fatigue associated with minority related trauma. This preconference will offer options that include mindfulness techniques, cooking demonstrations, painting demonstrations, and other less traditional means for responding, such as legal support. This preconference will direct scholars to agentive, cultural, and structural change that may help create a space for healing and flourishing as a minority communications scholar in the academy.

## Panelists schedule

9 – 9:15 am

Moderating/Presiding

Sydney Dillard, Ph.D., DePaul University



9:15 – 10: 45 am

**Whiteness in the Academy: Psychological Considerations**

Falynn Thompson, Ph.D., University of Toledo



11:00 am – 12:30 pm

**Intentional Mind, Body, Spirit Wellness for Academics: Building Your Authenticity**

Karen Lindsey, Ph.D., Texas Christian University



1:00 – 2:15 pm

**Neo Contemporary Abstract Art: Owning Your Own Story**

Jeffery Beckham - CEO, Chicago Scholars



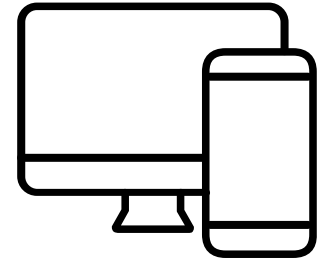
2:45 – 4:00 pm

**The Royal Road: A Litigator’s Perspective to Responding to Unfair Treatment in the Workplace**  
**Jerry Bramwell – Principal, Law Offices of Fitzgerald Bramwell, Chicago**



4:15 – 5:30 pm

**Cooking with K and A: Outletting Deliciously**  
**Kathleen McElroy, Ph.D., University of Texas at Austin**  
**Autumn Caviness, Ph.D., University of Texas at Austin**



Use #MAC50  
for all MAC-  
related posts

## MAC-2-MAC

*Kathleen McElroy & Miya Williams Fayne, Mentoring co-chairs*

The first year of MAC-2-MAC programming concluded in April with Dr. Laura Castañeda of University of Southern California leading our discussion on “Media Coverage and Public Scholarship.” She spoke about balancing non-academic publishing with research and session attendees engaged in a timely discussion about how academics of color contend with the public’s potential backlash to their work.

The division instituted MAC-2-MAC during the 2020-21 academic year to add programming along with its mentorship pairings. Based on earlier feedback, mentorship coordinators Dr. Miya Williams Fayne and Dr. Kathleen McElroy, chose “Applying for Academic Jobs at Any Stage of Your Career” as next September’s MAC-2-MAC event, but in May they surveyed program participants about topics of interest for future sessions.

The results are in, and the top-requested programming for next year’s MAC-2-MAC Zoom series is tips for “Applying for Grants and Fellowships.” Of the 15 MAC mentors/mentees who completed the survey, 12 named grants/fellowships as a topic they were “very interested” in, and the three others were “somewhat interested.” The other chosen topics were “The Tenure Process” and “Juggling Service Commitments.” Mac-2-Mac sessions typically feature a guest speaker who shares their expertise on a topic and then leads a discussion with program participants. If you’re interested in leading the discussion on any of these topics, please email the mentorship coordinators ([mwilliamsfayne@Fullerton.edu](mailto:mwilliamsfayne@Fullerton.edu) and [Kathleen.mcelroy@austin.utexas.edu](mailto:Kathleen.mcelroy@austin.utexas.edu))

Those completing the survey were also pleased with the overall mentorship program, which had twelve pairs for the 2020-21 academic year. As one mentee put it, “The benefits of having someone to lean on outside of my campus is really valuable.” Because mentors and mentees seemed unsure if the pairings would remain for the upcoming year, here’s some guidance: If you want to remain in the same mentoring pairing, please email the mentoring coordinators (it’s OK for us to have individual confirmation). Those who want to register to be a mentor or a mentee (or both) will be able to do so after the 2021 AEJMC Conference. During the next iteration of the program, the coordinators are also planning to give more guidance on how and when the pairings should contact each other, and ways to get to know each other.



MAC-2-MAC participants listen to Former Head Federico Subervi present on academic publishing

# 2021 AEJMC MAC Division Schedule

(All conference events are in Central Daylight Time)

## Friday, July 30

10 to 11:30 a.m.

Member's meeting

## Tuesday, August 3

9am to 6p.m.

Pre-conference Workshop

***Creative Outlets - Battling Fatigue and Minority Related Trauma through Healing***

## Wednesday, August 4

9 to 10:30 a.m.

Minorities and Communication and Scholastic Journalism Divisions

Teaching Panel Session

***Practical Ways to Diversify Journalism Skills Courses***

11a.m. to 12:30 p.m.

Minorities and Communication and Electronic News Divisions

Teaching Panel Session

***The Black Effect: How Podcasting Could Help Diversify Our Students' Storytelling and Prepare Them for the Podcasting Marketplace***

1 to 2:30 p.m.

Refereed Paper Session

***Race, Ethnicity and Identity in the Profession***

3 to 4:30 p.m.

High Density Refereed Paper Session

***Promises and Perils in Media Portrayal, Politics and Activism***

5 to 6:30 p.m.

Sports Communication Interest Group and Minorities and Communication Division

PF&R Panel Session

***Fighting Two Battles: Athlete Activism in the Age of COVID-19***

## Thursday, August 5

11 a.m. to 12:30 p.m.

Visual Communication and Minorities and Communication Divisions

PF&R Panel Session

***Powerful Perspective: Black Women Photojournalists/Photographers***

1 to 2:30 p.m.

Minorities and Communication and Newspaper and Online News Divisions

Research Panel Session

***Surviving and/or Thriving? The State of Black-Owned News Operations in the Age of Protest and Pandemic***

5 to 6:30 p.m.

Minorities and Communication and Mass Communication and Society Divisions

Research Panel Session

***BLM: How PR, Advertising, and Journalism Benefit from the Conflict***

8 to 9:30 p.m.

MAC Social

**Know your history!**



## Friday, August 6

9 to 10:30 a.m.

Refereed Paper Session

***Minorities in the Academy: Progress, Limitations and Calls for Change***

1 to 2:30 p.m.

***Scholar-to-Scholar Refereed Paper Poster Session***

1 to 2:30 p.m.

***MAC Virtual Honors- pre-recorded Moderating/Presiding – Melody Fisher, Mississippi State***

1 to 2:30 p.m.

Association for Education and Journalism and Mass Communication, Public Relations and Minority and Communication Divisions

PF&R Panel Theory Colloquium Session

***Transcending the Silos: Building on Critical Race Theory's Essential and Timely Foundation***

3 to 4:30 p.m.

Minorities and Communication Division and Commission on the Status of Minorities

Research Panel Session

***MAC's Golden Anniversary- Trailblazers, Troublemakers and Traditions***

5 to 6:30 p.m.

Refereed Paper Session

Minorities and Communication ***Top Paper Session***

## Saturday, August 7

10:30 a.m. to 12 p.m.

Teaching Panel Session

***2021 Historically Black Colleges and Universities Roundtable***

# Continuing PF&R for Another 50 Years: What's Next?

Leticia Williams, PF&R Chair

As the MAC Division celebrates 50 years of supporting and advocating for the Division's members and mission, it is important to not only reflect on our accomplishments, but also to consider what is next for MAC members. Although Professional Freedom and Responsibility (PF&R) is inherently incorporated into our ethos and scholarship, there are several strategies to continue our engagement in PF&R research and activities.

First, our research is a major tool for extensive coverage of the various areas of PF&R such as promoting media criticism and accountability, protecting free expression, and supporting racial, gender, and cultural inclusion. These PF&R principles are at the core of MAC members' scholarship, particularly due to the current need to examine equity and inclusion, representation, and the First Amendment.

Second, this scholarship provides a direct mechanism to transition MAC members' research to society and our communities. For example, the MAC Division has been engaging with the Multicultural Media, Telecom, and Internet Council (MMTC) across various issues, including equity in media ownership and multicultural advancement in communication. This provides opportunities for MAC members to share their research, participate in activities outside of academia, and identify new opportunities for the MAC Division.

Lastly, our ability to determine what is next for the MAC Division's PF&R goals is contingent on our ability to be flexible with our planning and remain at the forefront of PF&R principles.



The MAC Division's ongoing activities during the global Covid-19 pandemic has demonstrated MAC members' flexibility and capability to overcome challenges to continue meeting the MAC Division's mission and goals. This can include finding unique methods to participate in PF&R, such as using technology for remote activities. Furthermore, it is important for MAC members to continue our robust PF&R research that is grounded in current discourse and the PF&R principles that are relevant for our communities, and can provide the blueprint for the MAC Division's PF&R activities.

Please contact the MAC Division if you would like to become more involved with our PF&R activities, and refer to the following resources for more information about the AEJMC Code of Ethics for PF&R:

AEJMC Code of Ethics for PF&R:  
<https://www.aejmc.org/home/2011/03/ethics-prf/>

## STAY CONNECTED WITH US



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@mac.aejmc



<https://www.mediadiversityforum.lsu.edu>

/MAC/

# Save Yourself the Headache and Ditch the Current Events Quizzes

Keonte Coleman, Teaching Standards Chair



I want you to stop wasting your valuable time crafting the perfect low-stakes news quiz before each of your classes just to be upset by the results. Your heart is in the right place, but times have changed, and so should your method of ensuring budding journalists know what's happening in the world around them. Before you take away my journalism teaching credentials, please keep reading to see if you think my method will help you achieve your desired outcomes.

"Your heart is in the right place, but times have changed

||  
.....

## Inequitable News Quizzes:

It's hard to ensure that the news quiz is equitable for all of your students unless you provide the exact articles used to create the quizzes. Students might have issues with access to publications or broadcast news sources because of fees or time constraints. If you're using online news sources, you also risk asking a question about a story that has been updated, or even removed, by the time the student views the publication.

## Create Weekly Current Events News Journals:

I'm suggesting that you have your students keep a weekly current events news journal. This allows them the flexibility to locate and summarize news articles over the course of a week on their own schedule. You set the parameters for the news outlets allowed and prohibited. I have my students write a three- to four-sentence summary of the article that includes information that stood out to them for any reason, positive or negative. The students summarize six different articles that must occur during the seven days between class periods. Students must use different news outlets each week for the three sections: local/state news, national news, and international news. They use local and statewide media outlets for the local news section. They use nationwide publications as well as media outlets from other states for national news. I ask them to use the English versions of foreign newspapers to gather international news instead of using international sections of U.S. media outlets. You can set specific parameters for the genre of news used. I allow only two soft news stories a week. I include sports and entertainment stories in that category to make sure students summarize news from a variety of genres and not just those that appeal to them.

## Use the Quiz Time to Discuss News Topics:

I start each class asking students, "What's going on in the world?" I normally allow five minutes or so at the beginning of the class for students to share information from their journals. This also allows them a space to show that they can comfortably talk about important topics to an audience. You have to model the activity for your students and be ready to share interesting news that you've seen. I always point out when a student shares news that I haven't seen, and I can tell that becomes a badge of honor of sorts for "stumping the professor." Students start to notice how differently a story can be presented depending on the media outlet. This discussion factors into their course participation grade. No one is forced to talk, but students are made aware that choosing not to share in the discussion can lower their participation grade. The current events notes represent 16 percent of my students' overall grade, so I'm very clear with letting them know that getting zeroes in this category can be the difference between one letter grade and another.

Most students figure out that they can set aside about 20 minutes one day of the week to complete the summaries. The students who do not keep up with the notes are going to be the same ones who weren't going to do well on your quiz, but now you give them the same zero without having to spend time creating quizzes. Sure, students will complain about keeping the journal, but many of them will admit to you that they've formed a habit of keeping up with the news and checking various news outlets when major news breaks. Give the current events notes journal a try for a semester or two, and if you don't like it, you can always go back to making those quizzes.



What started as an Ad-Hoc Coordinating Committee on Minority Education in 1968 three years later became the Minorities and Communication Division of what was then known as the Association for Education in Journalism (AEJ) in 1971.

A Black executive from Foote, Cone and Belding Advertising in New York City, who had attended AEJ as a graduate student at the University of Wisconsin-Madison, wrote an open letter to AEJ in 1968 just a few months after his former classmate and studymate at Atlanta's Morehouse College, Dr. Martin Luther King, Jr. was assassinated.

That advertising executive was Dr. Lionel C. Barrow, Jr.

"I decided that the best way for me to assure that his goal of equality for Black people was reached was for me to cast down my bucket where I was – in the Communications industry," Barrow wrote in a 1980 research paper on "MAC: The Beginnings."

He was granted time by AEJ President Harold Nelson to read his letter during the AEJ Business Meeting in 1968. He told the largely white male audience of AEJ

convention attendees that the time had come to develop an AEJ Plan for the recruitment, training and placement of and increasing the number of minority group members in AEJ itself and in various fields of mass communications served by AEJ.

After Barrow read his letter, AEJ members passed a resolution to establish a committee to coordinate the activities of AEJ members in bringing more Blacks and other minority group members into the pipeline. Barrow agreed to chair the committee and William Stroud, a faculty member at the University of Wisconsin-Milwaukee, served as secretary.

The two would later become the first two heads of the Minorities and Communication Division. "An Ad Hoc Committee existed for one year at a time at the pleasure of the President of AEJ," Barrow wrote. "While all presidents or president-elects had pledged their support, such support could not be guaranteed."

The permanent division was one of four structures needed if the efforts to diversify were going to be sustained. The other three structures were an AEJ Summer Internship Program, a Job/Scholarship Referral Service and the Journalism Council, which would raise funds to support these efforts.

At the 1970 AEJ Convention in Washington, D. C., 121 people signed a petition to create the new Minorities and Communication Division.

Fifty of those individuals donated \$1 each, which provided the \$50 deposit that was then required by the association for units seeking division status

The Minorities and Communication Division held its first business meeting on August 23, 1971 at 7 p.m. Only 19 were present. Then, acting secretary William Stroud reported there were 42 paid division members prior to the 1971 convention. There were only three primary items on the agenda: The Head's report, Approval of a Constitution and By-Laws and the Election of Officers. Continued on page 10

"I decided that the best way for me to assure that his goal of equality for Black people was reached was for me to cast down my bucket where I was – in the Communications industry."



Dr. Lionel Barrow, Jr.

### THE EARLY YEARS

The Minorities and Communication Division did not sponsor its first convention sessions until the 1972 AEJ convention at the Southern Illinois University-Carbondale campus when it sponsored two research sessions. One of the research papers on that first MAC program was the impetus for what would become AEJ's first group focused on women and their involvement in the association.

After previously serving on the Ad-Hoc Coordinating Committee for Minority Education, Ramona Rush teamed up with officemate Carol Oukrop and Sandra Ernst, all from the Kansas State University, to co-author "More Than You Ever Wanted to Know about Women and Journalism Education." The 48-page paper included a set of recommendations, one of which was the creation of the Ad-Hoc Committee on the Status of Women in Journalism Education. Incoming AEJ President Neale Cople followed through and for the first time AEJ had a formal structure to address the presence and involvement of its female members.

In its first evaluation of the MAC Division, AEJ's Committee on Professional Freedom & Responsibility in 1972 wrote: "With a small membership—under 50—it has been remarkably active in public service.. The Job/Scholarship referral service for minorities—monthly bulletin—is a praiseworthy project, as is the NYU AEJ Summer Internship Program."

By the 1973 convention, AEJ promoted in its newsletter the fact that the Minorities and Communication Division was operating a non-profit placement bulletin for the Journalism Council, Inc. No charges were assessed for listing "tersely written job descriptions or resumes. Subscriptions to the monthly bulletin were \$15 a year for educators and \$25 for non-educators."

The name of this placement bulletin was *Still Here*. Under the leadership of Barrow, *Still Here* was initially produced from the University of Wisconsin-Milwaukee, where Barrow was on faculty in African American Studies. But in 1976, *Still Here* moved to Howard University where Barrow served as dean from 1976 to 1986.

### MAC Encourages Students With Bussel Award

In 1975, the MAC Division lost one of its most dedicated members, whose involvement even pre-dates the formation of the division. As a member of the Ad-Hoc Committee on Minority Education, Alan Bussel organized an Atlanta-based meeting for historically Black Colleges and Universities to share their involvement in journalism education. During his eight years as a journalism professor at what was then known as Clark College, Bussel served the MAC Division as a committee chair and an at-large member of the MAC Executive Committee.

Professor Bussel was still working on his doctoral degree at Emory University when he died of a stroke in October 1975. In 1976, in Bussel's memory, the MAC Division launched its first student paper competition with the top student paper award being called the Alan Bussel Award. Records indicate that over the years, many of the Bussel Award winners have gone on to become leaders in the MAC Division and AEJMC. Among them—Marilyn Kern, Phil Jeter, and Maria Len-Rios. Continued on page 11

**Volume VI**  
**Number 2**  
**February 1983**

**JOB/SCHOLARSHIP REFERRAL NEWSLETTER**  
PUBLISHED FOR THE JOURNALISM COUNCIL, INC.

**SCHOOL OF COMMUNICATIONS • HOWARD UNIVERSITY • WASHINGTON, D.C. 20059**

**News Notes**

**"I Ain't About to Kill Myself"—Milton Coleman**  
Washington Post reporter Milton Coleman will tell his 20th birthday story in a special section of the 1983 annual conference of the National Association of Black Journalists.

**"Squatters Shouldn't Always Tell the Story"—Dale Schott**  
David Schott, senior correspondent, Cuba Press Network, and former CBS correspondent (1962 to 1976), is a TV Guide writer (August 11, 1983), and edited from a special unit there when a reporter couple he was talking to was in a unit that housed one of his ways to live.

**AEJ Summer Internship Program**  
More than 275 students have applied for the 1976 AEJ Summer Internship Program at New York University. Entrants, in addition to filling out a questionnaire, submitted a writing sample, a letter of recommendation from a faculty person and a transcript. To date, six internships have been identified, a seventh will be created from AEJ contributions. Negotiations are still in progress for two other positions. Last year seven interns were placed in the ten-week work-study program, co-sponsored by the Journalism Council and NYU's Institute of Afro-American Affairs and the Department of Journalism.

**HOWARD TO HOLD AUDIO-VISUAL WORKSHOP**  
The Howard University School of Communications is hosting an audio-visual communications workshop, June 28 through July 9. The workshop, co-sponsored by the Dept. of Education/PAIS and the Dept. of Educational Leadership, is designed to help teachers and prospective teachers to acquire skills in the use of audio-visual equipment in their classrooms.

**Workshop participants will be instructed in the use of the latest audio-visual equipment including 8mm and 16mm cameras, projectors, VTR equipment and the latest educational teaching aids. Three graduate or undergraduate credits can be earned in the workshop. There is an enrollment fee.**

**For more information contact: Ms. Peggy Finn, Summer A/V Workshop Director, Dept. of TV/Film, Howard University, School of Communications, 2600 4th St., N.W., Washington, D.C. 20059, or call (202) 636-7527.**

**STILL HERE**  
JOB/SCHOLARSHIP REFERRAL BULLETIN FOR MINORITIES  
PUBLISHED FOR THE JOURNALISM COUNCIL, INC.

**VOLUME VI, No. 7**  
**April-May - 1976**

**NEWS NOTES**

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**—SPECIAL EDITION—**

**still here**  
JOB/SCHOLARSHIP REFERRAL NEWSLETTER  
PUBLISHED FOR THE JOURNALISM COUNCIL, INC.

**VOLUME VII**  
**NUMBER 7**  
**FEBRUARY 1983**

**SCHOOL OF COMMUNICATIONS • HOWARD UNIVERSITY • WASHINGTON, D.C. 20059**

**COMMUNICATIONS AND CULTURE, SHAPING THE WORLD**  
**TWELFTH ANNUAL COMMUNICATIONS CONFERENCE**

**ROBINSON TO ADDRESS OPEN PLENARY SESSION**  
The Howard University School of Communications will host its Twelfth Annual Communications Conference in cooperation with the School of Journalism and Mass Communication. The conference will be held on the campus of the University of Maryland, College Park, on February 28 and March 1, 1983. The conference will be held on the campus of the University of Maryland, College Park, on February 28 and March 1, 1983.

**SUTTON TO KEYNOTE DOUGLASS LUNCHEON**  
The Howard University School of Communications is sponsoring a luncheon in honor of the late Dr. Martin Luther King, Jr. The luncheon will be held on the campus of the University of Maryland, College Park, on February 28, 1983. The luncheon will be held on the campus of the University of Maryland, College Park, on February 28, 1983.

**Books To Speak at Conference: Introduce New Communications Group**  
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**IN THIS ISSUE**

- NEWS NOTES
- JOB OPPORTUNITIES
- WORKING CONFERENCE
- COMMUNICATORS IN THE NEWS
- COMMUNICATIONS CONFERENCE
- CONFERENCE ANNOUNCEMENTS

Copies of Still Here publication

**MAC's First Woman in Leadership**

While no Women of Color were ever involved in the Ad-Hoc Coordinating Committee on the Minority Education, they were in the organization. In fact, in his research on the role of minority women in AEJMC, Barrow identified three Women of Color who were among what he called minority pioneers.

A minority pioneer was defined as a minority member of AEJ prior to 1975 who either presented two or more papers or took an active role in the association by involvement in division leadership or a standing committee. One of those three Women of Color was Pam McAllister Johnson. She joined while still a graduate student and part-time lecturer at the University of Wisconsin-Madison.

After serving as program chair and head-elect, Johnson became MAC's first female division head in 1975-76.

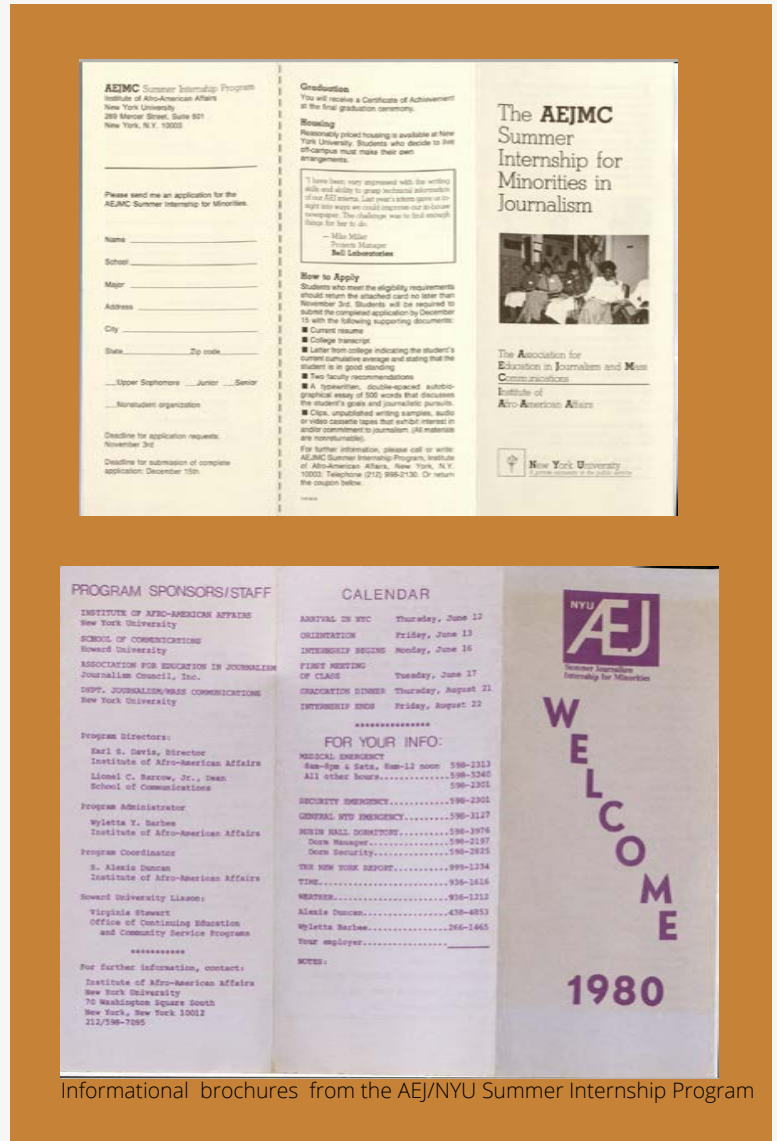
Under Johnson's leadership, the MAC Division answered a call from the association to do a program related to the 150th anniversary of the Black Press. MAC was the lead sponsor of a plenary session where attendees were given a replica of Freedom's Journal, the first Black newspaper. The plenary session involved not only the MAC Division, but also Mass Communication and Society, Secondary Education, Community Colleges, History, Magazine and Newspaper divisions during the 1977 convention.

After the convention, a special issue of Journalism History was published that included articles written by those who were panelists during the plenary session.

The plenary session was perhaps MAC's biggest splash on the AEJ stage, especially in terms of the research and scholarship of its members.



**Pam M Johnson**  
The first woman to be elected MAC division head, Pam McAllister-Johnson served 1975-76 while still a part-time instructor and doctoral student at University of Wisconsin-Madison. This photo was taken in 2003 shortly after Johnson was named Director of what was then School of Journalism and Broadcasting at Western Kentucky University in Bowling Green, Kentucky.



Informational brochures from the AEJ/NYU Summer Internship Program

**MAC's Public Service and Advocacy**

During that period, the division also continued to fulfil its public service mission principally through its role in supporting the AEJ/NYU Summer Internship Program and the Job/Scholarship Referral Service, two initiatives that originated with the Ad-Hoc Coordinating Committee on Minority Education.

After passing a one-paragraph resolution in 1976 "reaffirming its commitment to minorities and women in journalism education," AEJ through its resolutions committee approached the MAC Division for help with another diversity-related resolution. In 1977-78, the MAC Executive Committee helped draft a resolution in which AEJ agreed to help the American Society of Newspaper Editors achieve its goal of minority employment in newsrooms equal to the proportion of minorities in the population (AKA parity). The 1978 resolution also committed AEJ to establish a similar goal for the faculties of schools and departments of journalism. It gave the task of coordinating and providing leadership in that effort to the Minorities and Communication Division.

Continued on page 12

“The AEJ resolution offered no way to transfer sentiment into concrete action,” said Bob Ruggles, founding dean of Florida A&M University School of Journalism and Graphic Communication. Ruggles wrote about the sentiment of the 1978 resolution in a history of diversity as an accreditation standard in the book *Pluralizing Journalism Education: A Multicultural Handbook*.

In 1983, Jay Harris as the outgoing MAC Division Head forwarded a statement of concern from the MAC Executive Committee to AEJMC president Everette Dennis. The statement indicated the issues of lack of racial minority involvement in journalism and journalism education affected all of journalism education and therefore, required action not only by MAC, but also the elected leadership of journalism education. As a result of that statement, AEJMC President Everette Dennis formed an AEJMC Minorities Task Force to deal with the issues identified in the 1978 resolution. Dennis appointed Ruggles to head the task force.

A year later when the Accrediting Council on Education in Journalism and Mass Communication circulated and asked for comments on a proposed revision to its accreditation standard that would include a new section titled “Affirmative Action and Non-Discrimination,” Ruggles engaged not only the members of the Minorities Task Force, but also the members of the Minorities and Communication Division Executive Board, which was led by MAC Head Lawrence Kaggwa from Howard University. At a joint meeting of the MAC Division Executive Board and the AEJMC Minorities Task Force in New York City on October 12, 1984, what would become ACEJMC’s Standard 12 governing diversity in journalism education was hammered out. Standard 12 required journalism and mass communication units seeking accreditation or re-accreditation to make organized efforts to recruit, advise and retain minority students and minority and female members.



Jay Harris, MAC Head 1982-1983

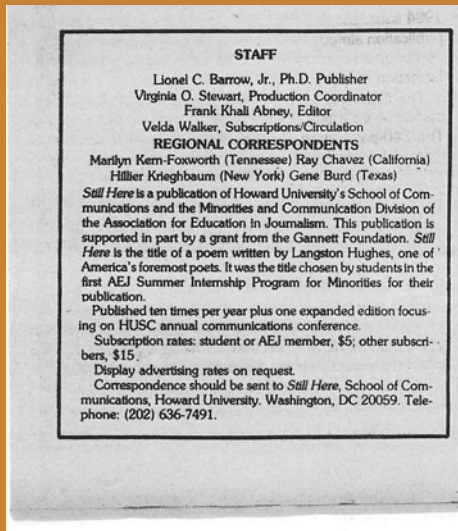
► **RESOLUTION 1.** Be it resolved, that the AEJ membership:

- 1) Rededicate itself to the principle of affirmative action for minorities and women, with reliance on goals rather than quotas.
- 2) Endorse, and cooperate in working to achieve, the general goal of the American Society of Newspaper Editors to achieve, before the year 2000, minority employment at all levels on newspapers at least equal to the proportion of minorities in the population.
- 3) Urge other segments of the media to adopt similar goals.
- 4) Establish a comparable goal for the faculties of schools and departments of journalism.
- 5) Urge the Minorities and Communication Division to coordinate and provide leadership in the following areas, to give an annual accounting of progress, and to develop new goals as old ones are met:
  - a) Recruiting minority young people for journalism education through the summer or year-around programs and workshops for high school students and providing pre-college skills programs as needed.
  - b) Urging that schools and departments of journalism create minority internships, particularly with small and medium-sized media where newsmen have traditionally entered the profession.
  - c) Conducting job-getting skills sessions for students to make them more proficient in writing resumes, in informing themselves about media organizations to which they’re applying, and in being interviewed by prospective employers.
  - d) Providing academic and career counseling throughout college to help students develop backgrounds necessary to fully take advantage of the diverse employment opportunities in journalism and communications.
  - e) Developing, in schools and departments of journalism, programs patterned after the Summer Program for Minority Journalists as well as management programs to help working minority journalists qualify for executive positions.
  - f) Encouraging schools and departments of journalism to provide instruction about minority media so as to stimulate interest among students in working for such media.

- g) Urging journalism faculties to discuss with media manager their minority employment practices to conduct seminars with editors and minority students concerning employment prospects and means to expand minority employment, and to involve minority journalists in various campus visitation programs.
  - h) Expanding efforts to encourage media organizations for minorities and women to join AEJ and to become involved in the accreditation process.
  - i) Originating ways to recognize, reward, and encourage media reporting of the nature of minority subcultures, community contributions of minorities, and minority problems such as unemployment and educational deprivation.
- 6) Commend Jay Harris of the Urban Journalism Center, Northwestern University, for his survey of minority employment on newspapers; the Institute for Journalism Education for sponsoring the National Conference on Minorities and the News at which Harris’ data were presented and discussed; and the American Society of Newspaper Editors for the employment goals it promptly adopted in response to Harris’ findings; the Howard R. Marsh Center for the Study of Journalistic Performance, University of Michigan, for sponsoring the Conference on Minorities and the Media and publishing the conference report *Kerner Plus 10*; and the Frank E. Gannett Newspaper Foundation for funding various research projects and programs concerned with minorities.

A key part of the MAC Division’s public service mission was its co-publication with the Howard University School of Communications of *Still Here*. The publication was supported by a grant from the Gannett Foundation. In addition to Barrow serving as the publisher, *Still Here* had four regional correspondents: Marilyn Kern from the University of Tennessee, Ray Chavez from the University of California, Hillier Kriehbaum from New York and Gene Burd from The University of Texas. Each of the 11 editions a year provided everything from information on upcoming communication conferences, Federal Communications Commission news briefs and diversity-related news stories. For several years, special editions of *Still Here* would be published and distributed as part of the annual Howard University Communications Conference.

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Clipping of *Still Here* staff box

The value of the *Still Here* newsletter was measured not only in the variety of content it offered readers with each issue, but also in the data reported annually on position announcements and referrals and the publication's increasing paid subscriber base. For example in 1977-78, it was reported that *Still Here* published 600 referrals, and 276 positions, including 38 summer positions. That year *Still Here* had a paid subscription list of 104 individuals or organizations. During 1983-84, the *Still Here* circulation had increased to 6,000 copies. That year it listed 159 job opportunities, 150 resume profiles and 21 advertisements. *Still Here* served as the official newsletter of the MAC Division until 1985 when a decision was made to discontinue it. It was replaced by MAC News as the Division publication.

By 1989, three years after leaving his post as dean of Howard's School of Communications, Barrow reported that the AEJMC/NYU Summer Internship Program had served some 200 students since it was first offered in 1970. Graduates had gone to work for Newsweek, Jet, The Amsterdam News and The Washington Post, among other journalistic outlets. Others who completed the program had pursued law degrees and at least one former intern continued on for his Ph.D.

"I wish I could say that the program was no longer needed. I can't," wrote Barrow. "I wish I could say that we have all the money we need to keep the program going, but I can't. However, despite the obstacles, the program has survived for 20 years."

Despite numerous letters and correspondence to outside organizations and to the leadership of AEJMC soliciting financial support, the summer internship program did not last many years beyond 1989. Correspondence between AEJMC leadership and New York University suggest there were concerns about whether the program would be under the supervision of the NYU's Department of Journalism and Mass Communication or the NYU Institute of Afro American Affairs. Despite the support from then MAC Division Head Carolyn Stroman, who designated Barrow to be the point-person for the internship program, the \$2,500 annual contribution from the association was not sustained.

#### A New Minorities Unit in AEJMC

In 1990, AEJMC created both the Commission on the Status of Minorities (CSM) and the Commission on the Status of Women (CSW). Each group would have a representative on the AEJMC Executive Committee.

A primary but not sole focus of the Commission on the Status of Minorities was to keep a watchful eye on accreditation, particularly compliance with the diversity and inclusiveness standard.

While the Commission on the Status of Women also had programming power and sponsored refereed research within AEJMC, the Commission on the Status of Minorities' focus was on advocacy with the MAC Division serving the role of programming and research sessions.

Structurally, the two units were linked as the MAC Head and Vice Head were part of the Executive Committee of the Commission on the Status of Minorities.

Several former MAC Heads eventually were elected to serve as Chair of the Commission on the Status of Minorities.

As CSM became a part of the AEJMC culture, some questioned whether there was a need for both MAC and the CSM. As Kenneth Campbell recalls, there was an effort to improve the status of the MAC Division as discussions had begun about possibly dismantling it.

"It wasn't so much to get rid of it so that minorities would not have a voice," Campbell noted in a 2020 interview for the AEJMC Trailblazers of Diversity Oral History Project. "It was that there needed to be a voice from minority members of AEJMC on the Executive Board."

Sharon Bramlett-Solomon, who served as MAC Division Head 1995-96 worked with the Division's founder Lee Barrow to respond to those who proposed elimination of MAC.

"I drafted a resolution on the absurdity and hypocrisy of any possible proposal to eliminate MAC, highlighting why it made little sense, if AEJMC truly was serious about its diversity and inclusion commitment, Bramlett-Solomon said.

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## MAC Members Take Association Leadership Reins

Besides the establishment of the CSM and co-existence of two units focused on racial and ethnic diversity, the 1990s were distinguished in the division's history by the election of more MAC members to association-wide positions of leadership. Chief among them is Tony Atwater, who was the first African American to serve as AEJMC President, in 1993. Longtime MAC member Alexis Tan was elected vice president and ascended to the role of AEJMC President in 1997. He was the first Filipino immigrant to lead the organization. And, after serving as MAC Division Head and then chair of the Teaching Standards Committee, Marilyn Kern-Foxworth was elected AEJMC vice president and ascended to the position of President in 2000. It was the first time a Woman of Color held the position.

Paula Poindexter helped the MAC Division sponsor an off-site tour during the 1997 convention in Chicago to Burrell Communications Group, the largest African American Advertising Agency. Burrell's headquarters was located just a few blocks from the convention hotel.

While the Commission on the Status of Minorities had assumed the leadership in advocating for Standard 12, ACEJMC's Diversity and Inclusiveness standard, MAC continued to sponsor convention programming on the topic. In 1997, MAC teamed up with the Public Relations Division to sponsor a panel on

“Standard 12: “Don't Throw the Baby Out with the Bathwater.” It featured both CSM Chair Kenneth Campbell and Commission on the Status of Women Chair Susan Kaufman plus Robert Giles, who was then the president of the ACEJMC and Debra Miller, who was the president of the Public Relations Society of America.

At the 2000 Convention in Phoenix, MAC sponsored a session titled “New Faces of an Ancient People” where all four Native American speakers called for schools, colleges and professional teams to ease using Native American mascots and nicknames such as Redskins, Indians, Braves and Fighting Sioux. That year, the MAC Division during its business meeting approved a resolution supporting the discontinuance of the use of Native American-themed nicknames and mascots. At the 2001 Convention in Washington, D. C., MAC presented the resolution to the full AEJMC membership, which approved it.

### New Strategies for the 21st Century

In response to then-AEJMC President Charles Self's call for divisions, interest groups and commissions to assess the state of the discipline, MAC Head Camilla Gant in 2008 led a sole-sponsored panel “State of the Division & Discipline: Re-envisioning MAC.” Gant released a report based on wisdom shared during the panel in four areas: strategic directions, roots and repositioning, a 20-year analysis of MAC Research and mobilizing/streamlining and forging partnerships.

“MAC has made significant strides in advancing scholarship and programming concerned with media and racial and ethnic minorities, and often supports CSM initiatives,” Gant wrote. “MAC members generally agree that the division needs to assume more of an advocacy role to bolster the mission of CSM. As such, members propose exploring initiatives such as establishing a faculty mentorship program, inaugurating teaching and scholarship excellence awards, launching an expert database and sponsoring signature teaching workshops and panel sessions concerned with MAC's mission.”

In part, toward putting into action recommendations of Gant's report, efforts began to create a new association-wide diversity award that would be presented by both the MAC Division and the Commission on the Status of Minorities. MAC Head Sharon Stringer and CSM Chair Hayg Oshagan led the first selection committee, which included former leaders of both groups—Meta Carstarphen, Carolyn Stroman, Clint Wilson, Felecia Jones Ross and Federico Subervi.

Presented at the AEJMC Annual Business Meeting, the new award was to recognize one who had amassed either a sustained record over time of publication on racial and ethnic minorities in journalism and mass communication or published an impactful book on racial and ethnic minorities in journalism and mass communication or established a record of teaching and service of racial and ethnic minorities in journalism and communication.

In 2009, after a call was issued for nominees, the committee selected Paula Poindexter, then an associate professor at the University of Texas School of Journalism as the first recipient of the Lionel C. Barrow Award for Distinguished Achievement in Diversity Research and Education.

“It was really quite an honor because it recognized me in the areas that were important to him,” said Poindexter in a 2014 interview for the AEJMC Trailblazers of Diversity Oral History Project. Continued on page 15



Former MAC Head Yuki Fujioka, with Former MAC Head and Former AEJMC President Marilyn Kern-Foxworth



Former MAC Head and Former AEJMC President Paula M. Poindexter

### Scholarship and a Special Journal Issue

After multiple years of discussions within the Minorities and Communication Division about whether to start a divisional journal under two different Division Heads —Yuki Fujioka (2013-2014) and Frances Ward-Johnson (2014-2015) — a decision was made to pursue a special Minorities and Communication-themed issue of the *Howard Journal of Communications*. Former MAC Head Kenneth Campbell, who was designated to serve as editor of the special issue, reached out to authors of research papers presented in the MAC Division in both 2012 and 2013. Authors of relevant papers presented during refereed paper session in other divisions were also contacted.

“A number of papers were no longer available because they were already committed to another journal,” Campbell explained in his editor’s note. “We were pleased that the research we care so much about was indeed being published but were also disappointed our process did not afford us the opportunity to be the publisher.”

Some 37 years after MAC members had published a special issue of *Journalism History*, a total of five manuscripts appeared under the theme “Minorities and Mass Communication Scholarship” in Issue 4 of the *Howard Journal of Communications* in 2014.

A recent analysis of 661 refereed research papers presented in the MAC Division between 1972 and 2020 showed over time, women outnumbered men as first authors. Fifty-four percent of the papers were authored by females or had research teams with a woman as the first author. In 2007 and 2008, the gender split of sole or first authors was 50-50.

While during the decades of the 1970s and 1980s, the division typically only sponsored one or two refereed research sessions, the presence of refereed research dramatically increased in the 1990s. For example, between 1993 to 1994, the number of papers nearly doubled from 12 to 22. In the year 2019, the division had a record high 29 refereed research papers presented.

### Grant-making, Mentoring and an Inaugural Book Project

In the past five years, the MAC Division has worked intentionally on putting into action some of the recommendations outlined by Gant in the “Re-envisioning MAC” report, particularly in the area of mentoring.

Under the leadership of MAC Head Mas Biswas (2015-2016), a new MAC mentoring program began and was continued by MAC Head Josh Grimm (2016-2017). Graduate students and faculty within the division who wanted a mentor could be matched with a senior scholar from within the MAC Division. Kathleen McElroy at the University of Texas at Austin coordinated the MAC Mentoring Program and at the 2018 Convention in Washington, D. C., sponsored through her school, a special MAC Mentoring Luncheon. After some assessment, the MAC Mentoring Program was re-branded in 2020 as the “MAC-2-MAC” Mentoring Program as Miya Williams Fayne joined McElroy as co-coordinator of the initiative. In addition to the mentor pairings, four virtual socials were held, each featuring a special presentation by a MAC senior scholar.

An example of the division’s focus on mentoring came from the generosity of former AEJMC President and MAC Division Head Paula Poindexter.

Her vision for MAC’s intentional support of graduate students was realized with the creation of the Carolyn Stroman Awards Initiative launched in 2016. Now each year as Stroman Award winners, graduate students making debut presentations in the MAC Division are awarded with a one-year MAC Division membership to encourage their continued involvement in the division.

Following the practice of other AEJMC units, the division under the leadership of MAC Head Mia Moody-Ramirez in 2017 launched a new grant program to support research projects of MAC faculty and graduate students. The program was named for Paula Poindexter with the first Poindexter Research Grant Awards made in 2018.

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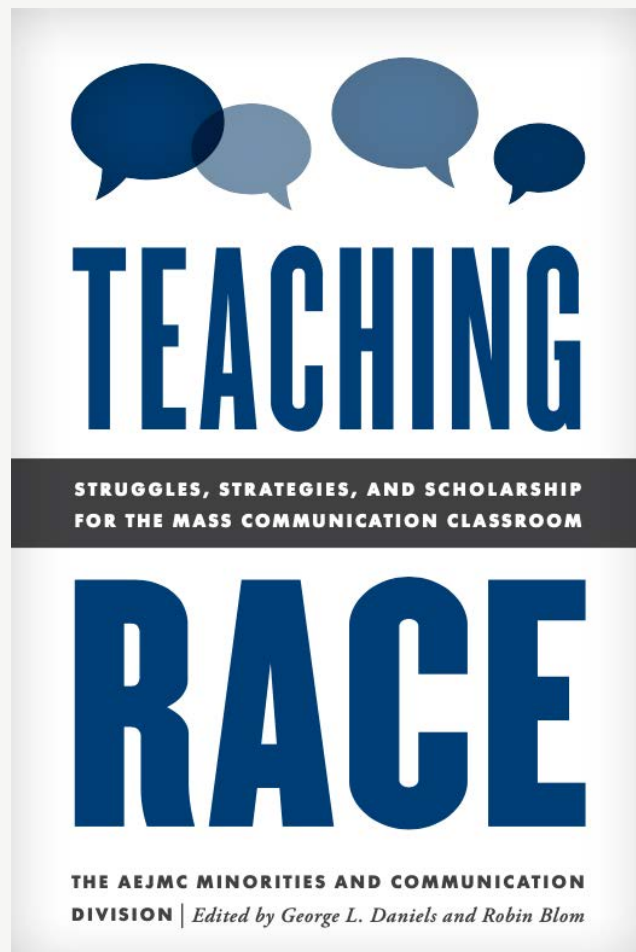


Dr. Carolyn Stroman, center, with 2017 recipients of the Stroman New Graduate Student Membership

As the division celebrates its Golden Anniversary, it does so with another first in its 50 years of operation—the publication of an edited book featuring the scholarship of MAC members. The MAC Division was invited by Chris Roush, former head of the AEJMC Elected Standing Committee on Teaching and editor of the Master Class book series, which is published by Rowman & Littlefield, to consider developing a book of teaching tips related to diversity. A committee was formed to develop a book proposal, which required and received the approval of both Rowman & Littlefield and the AEJMC Board of Directors at the AEJMC 2020 Virtual Conference.

Co-edited by MAC members George L. Daniels and Robin Blom, *Teaching Race: Struggles, Strategies and Scholarship of the Mass Communication Classroom* will be released in August 2021. All proceeds from book sales will be donated to the MAC Division.

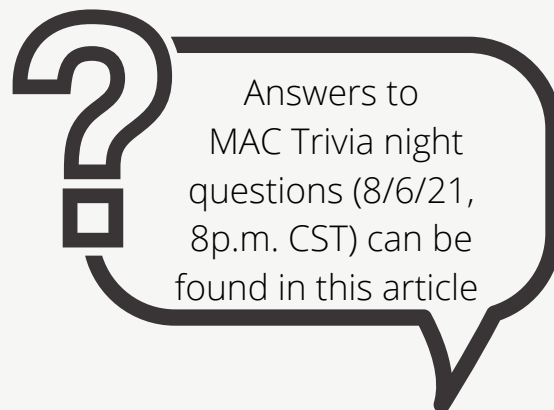
As Dr. Poindexter observes in an essay commemorating the MAC Division's 50th anniversary, MAC has been and will continue to be "AEJMC's diversity conscience." It has successfully pushed the organization and its members to value teaching, scholarship and service addressing media and racial and ethnic minorities, and to value diversity, inclusiveness and fairness in the academy and industry. Dr. Barrow's advocacy and vision significantly contributed to transforming the organization, the journalism and mass communications academy, and the media industry on the issues of race, ethnicity and the media. And as the second 50 years begins, there is still much work to be done.



Cover art for *Teaching Race: Struggles, Strategies and Scholarship for the Mass Communications Classroom*



Former MAC Heads: top left, James Hawkins (Florida A&M), Head 1983-84; top right, Samuel Adams (Kansas), Head 1974-75; bottom left, Ilia Rodriguez (New Mexico), Head 2010-11; bottom right, Ed Traves (Temple), Head 1973-74





# MAC Heads

<b>Name</b>	<b>Affiliation</b>	<b>Year</b>
Lionel C. Barrow, Jr. <sup>1</sup>	Foote, Cone & Belding	1970-1971
Lionel C. Barrow, Jr.	Wisconsin-Madison	1971-1972
William R. Stroud <sup>2</sup>	Wisconsin-Madison	1972-1973
Edward Traves <sup>3</sup>	Temple	1973-1974
Samuel Adams	Kansas	1974-1975
Pam Johnson	Wisconsin-Madison	1975-1976
James Williams/E. Boynton <sup>4</sup>	Hampton/CCNY	1976-1977
S. Surlin <sup>5</sup>	Windsor (Canada)	1977-1978
Surlin/Nwafo (Robert) Nwankó <sup>6</sup>	Windsor (Canada)/Howard	1978-1979
Nwafo (Robert) Nwankó	Howard	1979-1980
Richard Allen	Michigan	1980-1981
Clint Wilson, II	Southern California	1981-1982
Jay Harris <sup>7</sup>	Northwestern	1982-1983
James Hawkins	Florida A&M	1983-1984
Lawrence A. Kaggwa	Howard	1984-1985
Elaine Hayes-Anthony	Jackson State	1985-1986
James Phillip Jeter	Florida A&M	1986-1987
Diane Lynne Cherry	Massachusetts-Amherst	1987-1988
Oscar H. Gandy, Jr.	Pennsylvania	1988-1989
Carolyn A. Stroman	Howard	1989-1990
Marilyn Kern-Foxworth	Texas A&M	1990-1991
Ken Campbell	South Carolina	1991-1992
Karen Brown (Dunlap)	Poynter Institute	1992-1993
Valerie Saddler	Winston-Salem State	1993-1994
Federico Subervi	Texas-Austin	1994-1995
Sharon Bramlett-Solomon	Arizona State	1995-1996
Venise Berry	Iowa	1996-1997
Eddith A. Dashiell	Ohio	1997-1998
Paula M. Poindexter	Texas-Austin	1998-1999
Meta G. Carstarphen	North Texas	1999-2000
Diana Rios	Connecticut	2000-2001
Cathy Jackson	Norfolk State	2001-2002

Ali Mohamed Edinboro	U of Penn.	2002-2003
Linda Florence Callahan	N.C. A&T State	2003-2004
M.C. Santana	Central Florida	2004-2005
Emmanuel Onyedike	Norfolk State	2005-2006
Lillie Fears	Arkansas State	2006-2007
Camilla Gant	West Georgia	2007-2008
Sharon B. Stringer	Lock Haven	2008-2009
Jennifer Woodard	Middle Tennessee	2009-2010
Ilia Rodriguez	New Mexico	2010-2011
Petra Guerra	Wisconsin-Madison	2011-2012
Felecia Jones Ross	Ohio State	2012-2013
Yuki Fujioka	Georgia State	2013-2014
Frances Ward-Johnson	Elon	2014-2015
Masudul Biswas	Loyola-Maryland	2015-2016
Josh Grim	Louisiana State	2016-2017
Mia Moody-Ramirez	Baylor	2017-2018; 2018-2019
George L. Daniels	Alabama	2019-2020
Melody Fisher	Mississippi State	2020-2021

1 Acting head during organizational year

2 Ms. Frances Murphy(Henderson), the head-elect, resigned before becoming head. Stroud, the secretary, elected at 1972 convention.

3 James Alsbrook, the head-elect, resigned before taking office as head. Traves, the secretary, elected head at the 1973 convention.

4 Williams never served. Boynton, the head-elect, handled both positions.

5 Boynton resigned and Surlin, head-elect, served.

6 Surlin was ill and Nwanko, head-elect, served at the conference and prepared the annual report.

7 Christine Harris was the head-elect but she resigned before becoming head.

## Here to Stay

When I joined AEJMC in the late 1970s, the organization was known as AEJ (Association for Education in Journalism). Its membership was almost universally devoid of People of Color, a circumstance that reflected their paucity within the nation's journalism academy. Similarly, there were few Students of Color majoring in the discipline, although the Civil Rights Movement had been a major issue in the national conscience for more than two decades.

The landmark report by the Kerner Commission that sought to explain causality of a series of racial disturbances across urban America was issued in 1968. It found the nation's news media and their discriminatory policies in hiring and coverage of minority communities was a major source of discontent in Black and other minority communities.

Within a few years, Dr. Lionel Barrow -- one of the few Persons of Color in AEJ at that time -- succeeded in persuading the organization to consider creation of a division dedicated to the study of "minorities and communication." This was not an easy task.

Not only did Barrow's proposal meet with skepticism, but several in AEJ were openly hostile to the notion of a Minorities and Communication (MAC) division. For a 21st century comparison, note the current disdain and resistance encountered by such entities as Black Lives Matter and Critical Race Theory.

Barrow emphasized from the beginning the importance of the new division being comprised of culturally diverse scholars. Not only was there a scarcity of journalism and mass communication faculty and students in the 1970s, but there was virtually no inclusion of multicultural perspectives in the curriculum.

Likewise, in the 1970s there were no accreditation requirements that addressed inclusion of minority faculty or students as a base standard for teaching undergraduate students.

When I became head of MAC in the early 1980s, matters had improved somewhat but the old attitudes against cultural diversity still persisted. A personal example: When I wrote with co-author Felix Gutierrez the groundbreaking text "Minorities and the Media" (1985), the publisher had not identified neither a course nor a textbook addressing the subject matter in the nation's colleges and universities. In fact, research into the issue by Sage Publications was prompted by the Kerner Commission recommendation that media industries and higher education institutions intensify their efforts to diversify and reflect the U.S. population.

Sage said it was willing to take the risk of publishing the book on the chance a textbook would fulfill an innate need for courses in the subject. At least the book could be an ancillary to general mass communication study.

In reference to "Minorities and the Media," a White faculty colleague asked me how it would be possible to write a book on the subject. He said, "maybe I can see a chapter on minorities in media . . . but a full book?" Such was the prevailing attitude within the journalism academy during the early years of the MAC Division.

Over the years, it has been my honor to serve as both Head of the MAC Division and chair of the AEJMC Commission on the Status of Minorities. I am pleased to have played a small role in the development of our discipline into a mature, rigorous study of the role and impact of previously marginalized groups in American scholarship in mass communication. Ours is a field of study that is here to stay.

"Barrow emphasized from the beginning the importance of the new division being comprised of culturally diverse scholars."



Clint C. Wilson

## Reclaim the Memories

Naturally, it is a real challenge for me to reclaim the memories of my time when I was so deeply involved in the activities of the Division, and AEJMC in general. I want to thank George Daniels from the University of Alabama for being so kind and thoughtful for sending me some historical documents that helped me to remember some of my time with the MAC Division.

It was certainly a time when I was quite closely involved with my colleagues and students at Howard University who were also active within the Division. Among them, I would obviously have to include my former Dean, at Howard University, Lee Barrow, who started building the Division in 1968. Another Howard Dean, Orlando Taylor, who provided me with all sorts of challenges and opportunities to develop some leadership skills, by inviting me to head the school's new Center for Communication Research, before I skipped town and moved to The Annenberg School. Of course, I would be remiss not to mention other colleagues and students at Howard that helped me in my development in ways that shaped my efforts within the MAC Division such as Larry Coleman, Jannette Dates, Paula Matabane, John Omachonu and Carolyn Stroman.

I succeeded in receiving \$21,600 from the Annenberg Public Policy Center in 1989 to support members' participation in the activities of the Division and in the development of their careers. My presence at the Annenberg School at the University of Pennsylvania, due in no small part to my long term and beneficial history with the school's Dean, George Gerbner, unquestionably facilitated my being awarded such a timely and important grant for the Division. As I remember the grant, its purpose was to fund minorities in communication research, and to make it possible for scholars in this area to travel and present their work to a wider audience, and eventually to publish that research in important journals. My hope was that not only would such funding support scholarly development, but that its delivery, discussion and imitation by others would lead to the development of increased demand and support for more work in these areas of emphasis. Whatever success the grant may have had, depended greatly upon the ready and reliable assistance provided by AEJMC Executive Director Jennifer McGill and her staff.

Although I have no data about the nature, extent, and impact of the Membership Directory that was developed in the fall of 1988, and published in 1989, upon reflection, it seems to me to have been the kind of resource that would have helped to meet some of the goals that I sought to accomplish through the efforts of the MAC Division. Among those goals was the desire to increase the productivity and scholarly visibility of the members of the Division. The primary goal of the Directory was to provide colleagues and students with ways of contacting Division members who would be willing to provide some assistance by reviewing conference papers and materials they were preparing for publication. Some of the information provided by colleagues who were willing to be included in the Directory, was intended to guide those seeking assistance included membership in other divisions, other associations, editing or reviewing for AEJMC and other journals, research areas (including whether minority research was actually an area of research emphasis), and most importantly, the extent to which they were available for reviewing materials

"My hope was that not only would such funding support scholarly development, but that its delivery, discussion and imitation by others would lead to the development of increased demand and support for more work in these areas of emphasis."



Oscar H. Gandy, Jr.

## The Welcoming World of MAC

When I found the AEJMC Minorities and Communication Division – or maybe it found me – I discovered a whole new world.

It was a welcoming world, a world of interests that fit mine. Yet, it still had to grow on me, or maybe I had to grow into it. At the time, the 1980s, I was still very much a journalist. That's all I wanted to be; journalism was my calling. I was fortunate to have a caring and passionate African American journalism professor at Columbia University – Luther P. Jackson, my only Black professor in college – who became a mentor. After a brief career in newspaper journalism and inspired by Professor Jackson, I joined him at North Carolina A&T State University to teach journalism. (He was spending a sabbatical at the historically Black university and I had taught a reporting course there one semester as an adjunct while working for the local morning newspaper, the Greensboro Daily News.) We both wanted to help prepare African Americans for careers in newspaper journalism since so many newspapers claimed they could not find “qualified” minorities. Most importantly, though, as African Americans we saw the need for our presence in the news media, whether in the newsrooms or journalism classrooms. Feeling very much at home at A&T and in my home state, I embarked upon the Ph. D. journey not necessarily to become a scholar, but for security in the academy in pursuit of diversifying newsrooms.

Looking back, Dr. Lionel C. Barrow, Jr., was probably the first African American with a Ph. D. in communications whom I met. That was in February 1977 at the Howard University School of Communications 6th Annual Communications Conference. He was the school's dean. I was an undergraduate student at East Carolina University attending the conference as the winner of its Frederick Douglass Essay Contest.

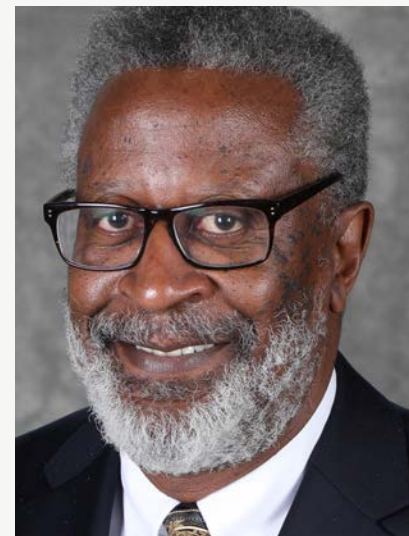
Awed and too overwhelmed to even speak, I just shook his hand at the grand luncheon. It was my first time at such a spectacular event. I did not know anything about teaching mass communications as a career option, much less AEJMC or Dr. Barrow's activist role in the organization. I was a lowly undergrad from rural eastern North Carolina seeking a career in newspaper journalism, and in fact I got my first job as a reporter from an interview at that conference.

After a brief career as a newspaper journalist at the Niagara Falls Gazette, the Greensboro Daily News, and the Miami Herald, I started teaching fulltime in the early 1980s at North Carolina A&T State University. It was an opportunity to work alongside Professor Jackson for a year and chart my path forward. There, I met Dr. Phillip Jeter, the first African American male with a Ph.D. in communications whom I got to know. Until then, I did not realize that teaching anything but skills courses in journalism was a viable option. In this new environment of being in “the academy,” the issue of having, or not having, a Ph.D., became ever-present, indeed a pressure. Phil encouraged me to pursue the Ph.D. and join the MAC Division of AEJMC; so did Professor Harry Amana at University of North Carolina at Chapel Hill once I entered the Ph.D. program there.

When I attended my first MAC programs, I found myself among role models and a community of like-minded, supportive individuals – published African American communications scholars like Dr. Carolyn Stroman, Dr. Paula Matabane, and Dr. Oscar Gandy, at Howard University, and Dr. Marilyn Kern-Foxworth at Texas A&M; and professors from professional backgrounds like mine who were teaching the same kinds of skills courses I was teaching,

like Sam Adams at Kansas, J. William Snorgrass at Florida A&M, Les Carson at Florida and Harry Amana at North Carolina; and administrators like Dr. Elayne Haynes-Anthony at Jackson State University and Dr. Jim Hawkins at Florida A&M University. And there were budding doctoral students and developing scholars like Dr. Karen Brown Dunlap at Tennessee State University, Sharon Bramlett-Solomon at Indiana University; and Felicia Jones Ross at Georgia. I began to see beyond the world of being a newspaperman in the classroom; I began to see how I could pursue my passion for improving news coverage of African Americans with newly developing interests in research and scholarship on media and African Americans.

What struck me most about this community of Scholars and Teachers of Color was their passion and commitment to purpose. They clearly and strongly believed in the value of their research and perspectives, just as I believed in the power of journalism and therefore the need to have more African Americans participating in it. These scholars and teachers sought not only to be relevant but also to achieve positive change. I began to see myself at home in this world. Continued on page 22



Kenneth Campbell

Because of my commitment to journalism, I moved from A&T to the University of South Carolina journalism and mass communications faculty primarily to teach in and ultimately direct the Southeastern Multicultural Newspaper Workshop, a 10-week summer program to prepare minority college graduates for careers in newspaper journalism. As much as I hated leaving A&T, ironically the move would allow me to help develop even more African Americans for newspaper careers and it would open up opportunities for leadership and scholarship – two of the foundations of the MAC Division.

Given my professional background and commitment to journalism, it may be no surprise that the focus of my first active involvement in the MAC Division was as newsletter editor in 1986, and later as a member of and then chair of the division's Professional Freedom and Responsibility Committee. Two of the most memorable panels I organized and moderated as MAC Division PFR chair were "Media Professionals Respond to the 'Quiet Riots' of the ALANA Community: 22 years after Kerner" at the AEJMC annual convention in Minneapolis in August 1990 and "Political Correctness" at the Howard University Annual School of Communications Careers Conference in Washington, D. C., in October 1991. These are memorable because I can still feel the trepidation I felt taking on these leadership roles and unfortunately the relevance of these topics has not waned.

I also fondly recall the panel "Color Adjustment: Prime-Time Television and Racial Consciousness in the United States," which I organized and moderated at the AEJMC annual convention in Montreal in 1992. This panel influenced a course that Phil Jeter (on sabbatical at the University of South Carolina at the time) and I developed called "Minorities and the Media," a version of which I still teach. During this period, my research emphasis shifted from media law and history, which was the focus of my dissertation, to representation of minorities in the media, starting with journalism and spreading to entertainment media.

"Most importantly, MAC gave me comfort in a reassuring supportive community to take on such responsibilities."

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MAC also gave me my earliest opportunities to be a discussant for research paper sessions, including at the AEJMC annual convention in Portland, Oregon, in 1988, and again in Minneapolis in 1990. Most importantly, MAC gave me comfort in a reassuring supportive community to take on such responsibilities. I can still hear "you can do it!"

I served as MAC Head in 1991-1992. There I was, working with established African American and other scholars and administrative leaders at the highest levels of journalism and mass communications. There I was, in positions of responsibility where my ideas and decisions mattered. Yes, there I was! One of my major goals as head was to co-sponsor sessions with divisions that we had not co-sponsored with previously; we also increased our number of research paper sessions from 2 to 3, reflecting growing scholarship in our areas of focus. A highlight was co-sponsoring the "Women, Minorities and the Media" conference in Atlanta, sponsored by the Mass Communication and Society Division. Connected to this emphasis on scholarship, we used the newsletter to publish summaries of some of the research papers. This strengthened the newsletter's usefulness and quality while giving the scholarship a broader audience.

It is because of my participation in MAC that doors opened for me within AEJMC and without. I later served as head of the Commission on the Status of Minorities (1996-1997), and was elected to two full three-year terms on the AEJMC Teaching Committee (2004-2010) where I was appointed to two terms on the Accrediting Council on Education in Journalism and Mass Communications (2004-2010) as one of the committee's representatives. I was also selected to participate in the Diversity Leadership Institute for Journalism Administrators (JLID) in 2000, which led to me serving as our School's Journalism Sequence Head and now as the founding head of the School's new Mass Communications Sequence.

It's all because of what starting with when I found MAC – or when it found me. This whole new world has been a good fit.

## Still Here, but Hardly Visible

Two main issues come to mind recalling MAC-AEJMC as it was some 27 years ago. One was the paucity of Latinos in our Division and in AEJMC in general. The other is the stagnation in the funding of the Communication Theory & Methodology Division's outstanding doctoral student award, which was originally established and funded thanks to Dr. Lee Barrow Jr., for whom the award is named. One of my fondest memories of my role as Chair of MAC 1994-1995 was the efforts I put forth to enhance both those numbers.

Sadly, my (and AEJMC's) Latino recruitment steps were not enough back then nor since. In spite of various diversity outreach efforts over the years, the Latino membership numbers remain dismal. Today, a few more Latinos are part of MAC and AEJMC. However, the numbers are still proportionately much less than what they should be given that demographic group's reality in the U.S. overall and in the student enrollments in our J&MC schools. Worse yet, when it comes to AEJMC leadership positions Latinos remain appallingly "missing," including and even with respect to nominations for the association's top posts.



Federico Subervi

In 1994-1995, the MAC Division increased (albeit temporarily) the coveted CT&M Lee Barrow Jr. minority doctoral student scholarship, which has been awarded since 1972. However, the award amount remains practically unchanged and is nowhere close to have kept up with inflation, meaning that a current recipient of that award receives proportionately much less than what was awarded three decades ago. Disclaimer: I was recipient of that award—\$2,000—in 1980. Accounting for inflation, today that would be more than \$6,500; the actual award is less than half that amount.

Rest assured that I wholeheartedly celebrate AEJMC's efforts to enhance diversity overall, such as the Equity & Diversity Award, and the Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education. I also applaud the Institute for Diverse Leadership (formerly the Journalism and Mass Communication Leadership Institute for Diversity), and more recently the Knudson Latin America Prize, for a book or project concerning Latin American coverage of issues in Latin America.

All that notwithstanding, questions remain: Why does the Latino presence and participation in AEJMC—especially in the leadership ranks—continue to be so dismal? What does the organization—and the MAC Division—have to do to recruit, involve and retain Latinos, and then move them up the leadership ranks? What can the CT&M Division do to enhance the scholarship fund?

With respect to the first question, I've addressed that in numerous conversations and meetings of AEJMC committees I've been part of. The reasons are complex, but not insurmountable. I won't dwell on that here but will instead address the second question for which the answer should not be "continue doing more of the same" and see if the outcomes will be different. They certainly won't as the data and history show. More of the same, even with the best of intentions, will not produce the changes that are needed to engage Latinos at the level and rate called for given the aforementioned demographics and school enrollments. Continued on page 24

Moreover, I do not believe that an occasional Latino themed conference session or pre-conference session or two, or even a series of Latino-oriented academic bootcamps would significantly help remedy the growing absence and gaps of Latinos not only in AEJMC, but also in the teaching, research and publications in our field of Journalism and Mass Communication.

I do believe, however, that the 50th anniversary of the MAC Division should serve as a turning point to launch and develop with the support, collaboration and involvement of the whole AEJMC leadership and organization, well-funded, multi-level, short-term and long-term Latino-oriented targeted outreach, recruitment, education, and leadership efforts. Briefly stated, "Latino-oriented affirmative action" initiatives starting with middle-school students and teachers and continuing with undergraduate and graduate students and their professors.

With respect to the Theory & Methodology Division's outstanding doctoral student award, the solution is simpler: that Division, in collaboration with MAC, the Commission of the Status of Minorities and AEJMC finance decision-makers, should explore and enact ways to increase the funds. Better yet, expand it sufficiently to reach out to and even target the most outstanding and promising Latinx student who can commit to enhancing the Latinx diversity of the Association and the field.

In future writings I will gladly elaborate on each of these concerns. For now I will close hoping that some actions will be forthcoming soon so that a few years from now we won't look back to another MAC or AEJMC milestone anniversary and once more have to lament that Latinos are still here, but again hardly visible in MAC and AEJMC.

"Rest assured  
that I  
wholeheartedly  
celebrate  
AEJMC's efforts  
to enhance  
diversity  
overall..."



## MAC Celebration Reflection

Absolutely, we collectively salute and celebrate the MAC Division's Golden Anniversary!! And yes, we all know it's amid a national reckoning on systemic racism and efforts to overcome a global pandemic. Therefore, on this very special occasion that we may long remember, I'm delighted to proudly reflect on what the MAC Division has meant for me and perhaps others. For so many of us MACers, what resonates is awareness that throughout its 50 years, the MAC Division has worked gallantly to make marginalized voices and perspectives more prominent in journalism and mass communications education, research, and the profession. I'm very proud to see this mission and strong legacy continue over the years into current MAC leadership.

Well, let me simply rewind. My introduction to the MAC Division was in the mid-1980s when as an Indiana University doctoral student, I attended my first AEJMC conference to receive a \$1,000 Scholarship awarded to me from the Theory & Methodology Division. What was so exciting for me besides receiving this coveted award, was that for the first time ever, I saw scholars with doctoral degrees who looked like me. Smitten by their presence and fascinating conference scholarship discussions, I joined MAC as a graduate student. Then a few years later, as assistant professor at Arizona State University, I fully engaged in MAC activity.



Sharon Bramlett-Solomon

In 1995, when I stepped into the MAC head leadership arena, three things resonated. First of all, it was clear that I had big shoes to fill in ensuring that MAC played a critical role in holding AEJMC and the journalism education academy accountable for accomplishing its diversity and inclusion initiatives. Secondly, like perhaps many of you, I cherished MAC as safe haven and outlet for teaching, scholarship and research conversations on diversity, equity and inclusion. And thirdly, I was grateful for the opportunity to meet and work with Dr. Lee Barrow, architect of the MAC Division, who throughout my tenure as MAC head was immensely supportive.

Under my 1995-1996 MAC watch, I recall one particularly dramatic and provocative controversy that involved MAC being challenged by some of the AEJMC leadership who asked if the time was ripe to dissolve the MAC Division. The MAC dismantling conversations were around the time that AEJMC leaders approved establishing the Commission on the Status of Minorities, which some thought indicated MAC needed to step back. They suggested that other divisions had opened up to accepting research and addressing issues that were the focus of the MAC Division and the new Commission on the Status of Minorities would cover the advocacy role, so MAC was no longer needed. They also argued that the Commission on the Status of Minorities would have a stronger voice in AEJMC because the heads of commissions are a part of the Executive Committee, which governs AEJMC.

MAC leadership initiated an immediate push back against the idea of dismantling MAC. We supported both MAC and a Commission on the Status of Minorities. In collaboration with Dr. Barrow, I drafted a resolution on the absurdity and hypocrisy of any possible proposal to eliminate MAC, highlighting why it made little sense, if AEJMC truly was serious about its diversity and inclusion commitment.

It was working with Dr. Barrow that I saw firsthand, the power in advocating and strategizing social transformation through drafted resolutions led by solutions.

As MAC leadership actively weighed in on the controversy, I initiated an AEJMC panel session on the brouhaha themed: "Don't Throw the Baby Out with the Bathwater." In addition to rejecting MAC elimination notions, the panel focused on proposed changes to accreditation Standard 9, as MAC led the charge to give Standard 9 teeth that required demonstration of a school's diversity and inclusiveness in the accreditation process, versus courtesy compliance.

Lastly, besides cultivating teaching, scholarship and research excellence, I think MAC has always been a force to mentor and empower its members into diverse AEJMC leadership roles. In fact, most past MAC chairs tend to assume leadership roles in other AEJMC divisions, interest groups or standing committees.

For example, after serving as MAC vice chair then chair, I served on the AEJMC Press Freedom and Responsibility Committee, followed by vice chair and then chair of the Commission on the Status of Minorities plus several other AEJMC committees. Let me note also that I was just awarded the AEJMC 2021 Dorothy Bowles Public Service Award, of which I'm very proud. Let me further note that MAC was a major part of the supportive community for my public service in journalism and mass communications education, the profession and public interest that earned me the honor.

These are just some of the reasons (#macproud), among so many more, that I proudly join the collective celebration of MAC's 50 amazing years!!

## MAC's 50th Anniversary:

# Reflections on the Past and Insights for the Future

When past MAC Heads were invited to write an essay for the 50th anniversary of the Minorities and Communication Division, I was excited to reflect on and share my experience as a leader of this trailblazing AEJMC division. During that reflection, I compared the new generation of MAC leaders with my leadership in 1998-1999 and concluded that today's MAC leaders are more productive and innovative and are having a greater impact on the MAC Division and its members than I did.

As a long-time MAC member, a past MAC Head, a recipient of the Lee Barrow Doctoral Minority Student Scholarship, and the proud inaugural recipient of the 2009 Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education, I commend the new generation of MAC leaders for their enthusiasm in learning about and passing on the history of AEJMC's MAC Division and its founder, Dr. Lionel C. Barrow. I also commend them for adding to the history of MAC by commissioning these 50th anniversary essays from past MAC Heads.

Although my tenure as the Head of the MAC Division was not as consequential as the new generation of MAC leaders, what I learned as the Division's Head was beneficial in other leadership posts I've held in AEJMC, including as a member of the AEJMC Board of Directors, as the chair of the AEJMC Finance Committee, and as the 2013-2014 AEJMC President.

This essay will, therefore, draw on my experiences in MAC and from leadership positions I've held in AEJMC to reflect on the past and share insights about the future of MAC, a division that I view as the diversity conscience of this association.

**MAC is AEJMC's diversity conscience.** This perception of MAC began taking shape when as a graduate student I attended my first AEJMC Conference and met Lee Barrow at my first MAC business meeting. As I got to know Lee and his vision for MAC, I came to view MAC as the diversity conscience of AEJMC.

With a diversity conscience comes responsibility within MAC and beyond. For example, MAC members Mia Moody, Federico Subervi, and Hayg Oshagan showed what that responsibility looked like in their 2013 *Journalism & Mass Communication Educator* article, "Ethnic/Racial Minorities' Participation in AEJMC: How Much and What Type of Progress?" Their study found women in AEJMC were successful in reaching AEJMC's "highest levels of leadership," but AEJMC members of color were not.

As the president of AEJMC, with my roots in MAC which I considered the diversity conscience of AEJMC, I followed up their article with a presidential column, "Diversity Matters More Than Ever" on page 2 of the July 2014 issue of *AEJMC News* that amplified their study's findings and criticized the organization I was now leading for its diversity failures at the highest levels.

Having a diversity conscience also means we should not limit our discussions, research, teaching, and professional freedom and responsibility programs to issues connected to journalism, media, and communication. Remember, it wasn't an issue related to journalism, media, or communication that compelled Lee Barrow to start MAC; it was the assassination of Dr. Barrow's Morehouse College classmate, Dr. Martin Luther King, Jr.

The racial reckoning in the aftermath of the murder of George Floyd by a Minneapolis police officer and the racial disparities exposed by the pandemic of 2020-21 should be woven throughout our discussions. And we should be discussing the new voter laws that state legislators are passing to make it harder for voters of color to vote and have their votes count. States are also passing laws that censor teaching about race, systemic racism, and slavery. Discussing these issues and incorporating them into MAC programming will ensure that MAC is not just relevant 50 years after its founding but will be relevant far into the future.

**Become a MAC donor.** What does MAC mean to you? How important has the MAC Division been in your academic career, including your graduate school days? MAC's focus on research, teaching, PF&R panels, faculty and student awards and grants, mentoring programs, and membership drives is not enough to keep MAC strong. MAC must also be strong financially. That's why I'm calling on all MAC members to become a MAC donor. Continued on page 27



Paula M. Poindexter

As I moved up AEJMC's leadership ladder from vice president to president-elect to president, I served on AEJMC's Finance Committee and co-chaired the fundraising committee for AEJMC's Centennial Campaign in which we were able to achieve our goal of raising \$300,000. And I was able to give input into how the money raised was invested and allocated to new and existing AEJMC programs and endowments, including those with a diversity component.

Reflecting on this financial part of being in a leadership position in AEJMC, I was reminded of the importance of emphasizing that MAC needs a strong financial foundation to support current programs and future initiatives and it's in the hands of every MAC member to make that happen. That's why I'm asking every MAC member to become a MAC donor and commit to giving a minimum of \$50—not including membership dues—to MAC every year, before the end of each year. With 200 MAC members committing to becoming a MAC donor, the \$50 would quickly add up to \$10,000, annually, a down payment on MAC's future.

And I encourage you to also consider becoming an AEJMC Legacy Donor and designate the MAC Division as your beneficiary. You can learn more about the AEJMC Legacy Donor program, one of my presidential initiatives, on pages 2 and 4 in the September 15, 2014 issue of *AEJMC News*.

**Final MAC Thoughts.** Not until I reflected on MAC for this 50th anniversary essay did I realize how much MAC means to me. MAC is one of two AEJMC divisions where I presented my first conference papers and it is the division where I was first elected to an office in AEJMC. And I will never forget that because of the overwhelming support from MAC members I was elected AEJMC Vice President, which was the first step in moving up the leadership ladder to become AEJMC President and preside over the 2014 AEJMC Conference in Montreal.

MAC is also the Division that moved me to tears when I learned the MAC executive committee had voted to name the new research grant it created for faculty and students, after me. Not only does the "Dr. Paula M. Poindexter Research Grant" represent an important source of funding for MAC members to conduct their research, the grant sends a very strong message that the Division supports its members.

My final reflection on MAC made me think of MAC business meetings, which are more than business for me. MAC business meetings are also a place of joy because I see friends I hadn't seen since the last AEJMC Conference. And at MAC business meetings, I get to mentor MAC members by example and through advice MAC members may not have realized they needed or wanted, that is, until I offered it.

The MAC Business Meeting is also the room at the AEJMC Conference packed with people who like me, care deeply about research, teaching, professional freedom and responsibility, and current issues and their historical context as they relate to race and ethnicity. And finally, the MAC Business Meeting, to my knowledge, is the only place at an AEJMC Conference that the Division's founder has two AEJMC awards named after him. And although MAC's founder Dr. Lionel C. Barrow is no long with us, his diversity conscience that helped inspire the founding of MAC 50 years ago, still inspires us today.

"As I got to know Lee and his vision for MAC, I came to view MAC as the diversity conscience of AEJMC. "

### My Time as MAC Head

There were, maybe, 12 people in the room when I first visited a MAC meeting. I was a little shy because it was my first big, academic conference. It was my first time to attend AEJMC. With a newly minted Ph.D., I moved from teaching at a beautiful, intimate campus that was part of the Dallas, Texas, community college system, to the sprawling, majestic main campus at the University of North Texas. Buoyed by my professional experience as a feature writer and public information officer with the Federal Aviation Administration, I landed my first tenure-track job.

But that wasn't my only pivot. After teaching classes that included composition, creative writing and an introduction to the media, I needed to get up-to-speed rapidly on the new teaching assignments facing me in public relations, media theory, media literacy. I didn't know an AEJMC existed until my chair, Dr. Richard Wells, commandeered a rental vehicle and led a small group of us to this national meeting, held in Kansas City, Missouri, in 1993. My conference registration tag was barely pinned when Wells grabbed me and introduced me to Dr. Marilyn Kern-Foxworth, who at that time, taught at another state institution, Texas A&M.

Marilyn was a rising star in AEJMC, on track to receive the prestigious "Under-40" award, become our first black female AEJMC President, and much more. We did not hang out, despite our best intentions to do so. Now, after experiencing the "whirlwind" myself -- many times over—that can be the AEJMC conference, I completely understand how time evaporated for us. However, in our brief conversation, she gave me advice that was golden: "Be sure to attend the business meeting for the Minorities and Communication Division."

I share my own "origin" story about finding MAC and getting involved because my experience animated the priorities I set out to accomplish during my time in the MAC leadership. These included sharpening our outreach to potential new members, enhancing communication among current members, and expanding leadership opportunities for members.

By the time I was poised to lead the MAC division in 1999 as its Head, I was eager and ready for the challenge. In these early years of my involvement with AEJMC, I also formed solid ties with other divisions and interest groups, including Public Relations, Cultural and Critical Studies, History and both the Commission on the Status of Minorities and the Commission on the Status of Women. These affiliations allowed me to observe different leadership structures and consider ways in which our programming agendas might intersect.

Of course, much of the leadership cycle focused on preparing for the annual conferences. At that time, the "chip auction" was in full bloom. Division leaders met in-person to bid on specific time slots for programs and to negotiate shared sessions. Programming turned out to be an intense and sometimes complicated process. Division Heads also differed in how directly they wanted to plan conference programming, or delegate to their own Vice-Head colleagues. As a result of my experiences, I felt that MAC members needed another layer of preparation, so I began thinking about proposing another leadership opportunity for MAC members, in the form of a 2nd Vice-Head position. In this way, a rising officer would have two programming cycles--instead of just one--to learn and participate collaboratively with leaders, both inside MAC and outside our group, on bringing our research and influence on the organization.

Another addition I proposed was the addition of a Membership Chair to the leadership. My idea was basic—to help formalize our outreach to potential new members. I also saw this position as another way to provide a leadership opportunity for MAC. I first appointed Dr. E.K. Daufin as our inaugural chair. Really, I just asked her if she would take this on, and she did so with great enthusiasm. E.K. was a one-person ambassador, inviting people to our membership meetings and sessions, and evangelizing about the great things MAC was doing.

Adding a 2nd Vice-Head and a Membership Chair required amending our constitution and having members vote on these propositions. It might seem counter-intuitive now, but there was some small opposition to these changes, and we had a spirited debate during the business meeting. But happily, both measures passed with a clear majority, and I know our division has been stronger because of it. Continued on page 29



Meta G. Carstarphen

By the time I was Head from 1999 to 2000, my leadership team and I put together a flyer about our sessions. We also asked for session feedback and started “sign-ins” at the business meeting. Attendees wrote their names and e-mail addresses, and this information became part of something else I introduced to our group—the MAC listserv. I set up our first one when I was at the University of North Texas, and when I moved to the University of Oklahoma, I set one up there, and managed it for many years. Although we had a newsletter, the MAC listserv gave us a more dynamic way to stay in touch throughout the year. For the first time, we were able to share news and resources, cheer each other’s successes, and just check in with everyone in real time.

If you are a Prince fan, you will know about his challenge “to party like it’s 1999.” I took that to heart; we organized a dance party at AEJMC. Our convention was being held in Phoenix at the end of my term. Dr. Sharon Bramlett-Solomon was our local host because she found us a DJ who agreed to spin for us on our last conference night, and he was fabulous. People attended from all divisions and quite a few did some fancy steps on the dance floor (looking at you, Dr. Clint Wilson and Dr. Félix Gutierrez)!

But this wasn’t just an excuse to have fun. This was the first fundraiser for what would become a new fund to honor Dr. Lionel C. Barrow, Jr., for all his contributions to MAC and to AEJMC. So, at the dance party, people were asked to donate a multiple of their “waist” size, or to contribute an open amount. I believe we collected over \$1,000 that night. In 2004, former MAC Head and then-AEJMC President Jannette Dates asked me to help plan a fundraiser that she hosted in her presidential suite that really took this fund to endowment level.

Ending my term with a party was fitting, because my service with MAC was enriching to me personally and professionally. I look forward to many more memories with MAC in the years ahead.

"By the time I was poised to lead the MAC division in 1999 as its Head, I was eager and ready for the challenge. "

# Cathy Jackson, 2001-2002

## Norfolk State

### 29 Years of "Old Home Week"

This is not just a story about my time as head of the Minorities and Communication Division. It is the story of MAC. The story of what it has meant to so many who in the last 50 years came through and up the membership ranks.

My introduction to AEJMC and MAC began in 1990. A newcomer to the professoriate, an instructor at Johnson C. Smith University in Charlotte, N.C., I knew the professional organizations for newspaper journalists, but the academic groups were foreign territories. An opportunity to attend a Dow Jones training session and meet other HBCU (Historically Black Colleges and Universities) professors was my introduction to the educational and networking opportunities available at the AEJMC conference. Those professors provided enlightenment into what membership in MAC meant to them.

Eagerly the next year, I applied for and received faculty development support to attend my first AEJMC conference, in Boston. Joining MAC and meeting so many African Americans with Ph.Ds. and outstanding teaching abilities inspired me to be so much more than just an instructor.

As the years passed and I attended AEJMC each year, those professors became more than just colleagues. They are friends. Each conference is "old home week." A chance to hug, to socialize, to share family stories, to network, to learn from each other how to do a better job researching the media and their relationship to People of Color (POC). When I decided in 1995 to get my Ph.D., I relied on my MAC connections to help me gain entrance to the University of Missouri. That is the long story of MAC.



Cathy Jackson

My role in MAC leadership began in the mid-1990s. I served as secretary, newsletter editor, vice head and head during 2001-2002. My time as head is too distant in the past to remember all I did or tried to do. One goal was to create a year-to-year repository of MAC business minutes, newsletters, and panel topics. I requested that each of the past heads send any related items to me, but only one participated.

However, there are some memories that stand out, such as attending my first "chip session" at the mid-year conference as vice-head with MAC Head Diana Rios. Who can forget tossing chips into the open square formed by four long tables filled with AEJMC division heads? Or going to the conference in Miami serving as head and joining the Council of Divisions? Miami was the first conference after 9/11, which cast a shadow not only over the event, but influenced the direction of many panel discussions and presented research.

Many things were different then. AEJMC seemed more compact and simpler, not the sprawling and complicated organization it is now. For example, in 2001, MAC had 8 officer positions, now there are 17. The organization and the division continue to expand, and MAC's mission is needed now more than ever.

In one of my first MAC newsletter columns I authored as head, I wrote: "Forces within American society are threatening the future role and certainly the image of People of Color in the mass media. These forces are attempting to eviscerate long-standing programs and mandates to diversify the mass media and make it a true marketplace of ideas for everyone, not just an entitled few." In the two decades since that column appeared, those forces grew and POC are facing a future more fraught and a media that largely seems to have forgotten we, too, sing America.

Each year since 1991, I traveled to AEJMC conferences, missing one year in 2011. Twenty-nine years of conferences, of attending "old home week," and rejoicing in the company of the many, many friends MAC gave me. Each year learning more about how I could make a difference to my students and the industry I love. As I near the twilight of my academic career, there is one thing I always will carry with me; the memories, the friends, the profound connection, and affection I bear for MAC. MAC's story will not end with me, it is too deeply rooted in those of us who bear and remember its legacy.

## MAC: A Great Partner

My vision for MAC was -- a quest for race equity and to provide the resources and research to attain it. During my year as chair, I encouraged co-sponsorships with other units because I always saw MAC as a great partner for any of the divisions and interest groups. We co-sponsored seven panels for the annual conference held in San Antonio, Texas. I also organized a pre-conference research panel "Show Me the Money: How to Identify, Write and Secure Funding for Research and Professional Development." We also gave a special award to Lee Barrow for his contributions to research and to the Academy. His Minority Student Scholarship was started in 1972 with the recipient, Richard Allen from Wisconsin-Madison, given the honor by the Communication Theory & Methodology Division. Also, in 2005 I ran for the PF&R Committee but was not elected.

In 2007, I joined the Women's and Gender Studies program as Director, in my university, where I have been ever since, teaching courses like Women, Race & Struggle and Gender and Community Activism. I then left AEJMC and journalism. My time in MAC was precious. I admired and cherished our Division and its members!!

"I always saw  
MAC as a  
great partner  
for any of the  
divisions and  
interest  
groups. "



M.C. Santana

## Grateful for MAC Grounding

MAC gave me a sense of belonging in the discipline when I joined the academy as an assistant professor in 1994. As an Ohio State graduate, I submitted my dissertation to a MAC refereed research paper competition. When I received news that my paper was not only accepted, but ranked as a top paper, I felt a sense of affirmation that my research on the decision-making process that shapes African American newscast presentations matters. The thoughtful and constructive feedback that MAC reviewers provided afforded me the opportunity to present my research for the first time at an AEJMC national conference, and contributed to the subsequent successful publication of my research in *Journalism & Mass Communication Quarterly* and *Howard Journal of Communications*, both of which were critical to my successful bid for tenure and promotion to associate professor.



Camilla Gant

Each year, I looked forward to connecting with my MAC colleagues at the national conference. They kept me sharp as a teacher and a scholar. I am also humbled by how freely and frankly they shared their highs and lows of life in the academy, and by how they were always willing to mentor personally as well as unknowingly at a distance by example. I'm indebted to the likes of Drs. Shirley Staples Carter, Carolyn Stroman, Marilyn Kern-Foxworth, Linda Callahan, Felecia Ross, and Lillie Fears. These trailblazers shepherded and celebrated my journey of becoming a full professor and academic leader.

When I was asked to join the leadership ranks of MAC, I gladly, and naïvely, accepted the invitation. My decision was naïve because I didn't know that I was committing to a 7-year term (2001 - 2008). I served as secretary/newsletter editor, co-vice head, vice head/programming chair, and head. However, I have no regrets. Taking on the responsibilities of these roles helped me develop administrative acumen and agility. As MAC head, one of my memorable experiences is serving as a member of the strategic plan think tank during AEJMC's 95th anniversary celebration. As part of that process, I had the honor of chairing our state of the division and discipline panel summer 2008. It was humbling and insightful to hear the history of MAC from our founder, the late Dr. Lionel (Lee) Barrow. When Dr. Barrow founded MAC in 1971, he envisioned a more racial and ethnic inclusive AEJMC that would spur scholarship and programming concerned with media and racial and ethnic minorities. He envisioned an AEJMC that would advocate for an academic and professional workforce that mirrors the multicultural society it serves, particularly racial and ethnic minorities who have

been subjected to historic and government-sanctioned disenfranchisement that has resulted in inequalities of power, process and presentation, muted voices, and ideological excommunications. So, we did the hard work of rethinking, repositioning, addressing critical questions, and encouraging spirited advocacy to advance Dr. Barrow's vision.

During my tenure as head and vice head/programming chair, we also achieved other memorable milestones that strengthened the visibility and reach of MAC. We sponsored inaugural research and panel sessions at the AEJMC mid-winter conference, and increased division and interest group programming partnerships for the national conference. We also launched our division website, shifted our newsletter online, and inaugurated the Teaching Diversity Excellence: Best Practices & Challenges signature panel to affirm that teaching diversity is a critical and achievable goal.

Since my MAC leadership years, I have served progressive leadership roles at my university, including program director, department chair, and now chief administrative officer and executive director of academic affairs for our newest branch campus. In these roles, I've championed the mission of MAC, and am pleased that my program was among the first at my university to draft and implement a diversity plan; and our program's diverse faculty and students were lauded as "enviable" during our recent, successful ACEJMC accreditation review. I am grateful for my MAC grounding. It transcends all that I do as a faculty member, scholar, and academic leader.



## It's a Family Affair

It only took a little nudging to convince me to move into the leadership rotation of the Minorities and Communication Division of AEJMC. It was only fair for me to give-back to an organization that offers so much. AEJMC has been my professional lifeline. It's where I learned how to navigate my career; while MAC is where I received practical application for advice and made lasting accountability partners for the same. AEJMC is a large organization, and the annual conference could be intimidating. However, joining the MAC Division gave me a 'family' to which I could belong. It's a place where I tested instructional ideas, shared my mistakes, and received honest feedback on my professional agenda. MAC is one of the main reasons I kept renewing my membership to AEJMC.

I, without hesitation, say that MAC is my family. For a dozen nearly-consecutive years, I eagerly anticipated the pre-semester injection of encouragement and support when we gathered in August. I especially have enjoyed the family reunion atmosphere that permeates MAC. Every year upon arrival at the annual conference, I have circled the registration table, looking for a familiar face. I've scoured the session guide to determine the day and time for the MAC meeting and for the flyer that outlined the plans for an off-site evening affair, typically not included in the official schedule. Between sessions, I've sought out updates on my colleagues and asked for the latest news on their children, travels, and teaching commitments. I knew that the conference would be filled with early morning meetings and late-night sessions, but the times that are most memorable will be the opportunities to share our personal narratives.

As with my traditional family, MAC has been a good source of support and encouragement. I am forever indebted to MAC colleagues, who took me aside to suggest the value of active AEJMC participation and commitment to small group divisions. While I joined five small groups during the height of my most active involvement, it is with MAC that I found the strongest connections. I served in several roles throughout the organization, learning the organizational structure and the pathway to full professorship along the way. In 2008-2009, I served as division head for MAC.

Relationships are as important in the workplace as they are in the family. The annual conference is an opportunity to share family history, celebrate successes, and renew relationships. I have come to view MAC much in the same way cousins do when they meet annually at the beach, or siblings do, when they make their way to grandma's house every November. These are the same values that make MAC great. I feel connected to AEJMC because I have a connection to MAC. Many thanks to E-K Dauphin, of Alabama State University, who devoted many years to recruiting new MAC members and maintaining their contact information, so that we could build relationships.

Nothing happens without a vision. I give much respect to the late Dr. Lionel Barrow, Jr., who had the foresight to challenge AEJ to diversify the organization and to encourage minorities to pursue careers in communication. In 1970, Dr. Barrow became the founding member and acting head of the Minorities and Communication Division. We can celebrate Dr. Barrow by continuing to provide mentorship when needed and by welcoming anyone, who supports our mission. MAC is committed to academic research that "explore[s] the relationship between racial and ethnic minorities and mass communication." MAC is about developing and strengthening minorities in communication.

The only thing missing now is Aunt Gertrude's pound cake.

"Joining the  
MAC  
Division  
gave me a  
'family' to  
which I  
could  
belong."



Sharon B. Stringer

## The Legacy of MAC's Solidarity, Love, Excellence and Humor

I am thrilled to mark the Minorities and Communication Division's 50th anniversary with a personal reflection on the significance of the camaraderie, support, humor, love, and wisdom shared across generations of MAC members. This affective dimension is a critical dimension that has enabled Faculty of Color to individually and collectively sustain the political commitment of the division to transforming racist and colonizing practices in academic, professional, media, and other social institutions.

In effect, MAC has created a shared space of personal interaction and political engagement seldom available to African American, Latinx, Native American, Asian American, and other underrepresented faculty to learn from each other; discover their distinct histories of oppression; reflect on anti-black ideologies within and across ethnic groups; advocate for anti-racist practices; produce scholarship on issues of common interest to minoritized groups; and cultivate mentorships, professional contacts, and friendships.

As a Puerto Rican, first-generation college graduate, teacher, and scholar with a commitment to social justice, I found in MAC a space that did not exist in my U.S. academic world prior to attending my first business meeting in the late '90s: a space where Faculty of Color constitute a majority in the room; where the sharing of experiences of institutional racism, sexism, and other forms of discrimination in academia gives us a sense of sanity, strength, and empowerment to continue advocating for structural change while achieving professional excellence; where both

unity and difference of ideological positions among us are valued and respected.

I appreciate, in particular, the work of MAC scholars who have opened new avenues in one of my areas of research: the discourses on the communicative interactions between African Americans and Latinx, two communities that have historically been isolated or pitted against each other by dominant political interests as well as media representation that obscures the lived experiences of solidarity and common ground between them. In 2003, *Brown and Black Communication: Latino and African American Conflict and Convergences in Mass Media* was an influential source during my early years as an assistant professor. Edited by former MAC heads Diana Rios and Ali Mohamed, the anthology featured the work of many other MACers. The volume is just one example of the textbooks, anthologies, articles, chapters, and monographs published since the 1980s with African American and Latinx co-authorship and collaboration. This body of scholarship breaks the communication discipline's colonizing history by exposing whiteness and inequities in conventional approaches to underrepresented minorities, and underscores both the complexities and impact of critical scholarship by Faculty of Color.

I first attended a MAC meeting during the AEJMC convention of 1998, when I was a doctoral student at the University of Minnesota. At the end of a panel presentation, E.K. Daufin—who served as MAC's membership chair for years—graciously reached out to me with an invitation to join the MAC members' evening meeting. The powerful and charming ways in which E.K. described MAC's mission and chatted with me that day locked in my decision to join MAC. Once I stepped into my first MAC meeting, I was impressed by the warm reception of new grad students. Junior and senior scholars whose outstanding records in research, leadership, and commitment to racial, class, and gender justice were influential on my own doctoral studies openly welcomed us. During the meeting, the camaraderie, seriousness of purpose, and great sense of humor among attendees—e.g. in no other division meeting had I heard such a witty, hilarious, and profound questioning of the racial and cultural biases of Robert's Rules of Order—convinced me that I have found my place within AEJMC. Continued on page 35



Ilia Rodriguez

At the end of the meeting, I was invited to join a group of MACers for dinner, great conversation, and plenty of laughter. Over the years, I have also enjoyed MAC members' tradition of organizing fabulous off-site socials featuring live music (jazz, blues, salsa) and exquisite cuisine from diverse culinary traditions. For someone like me, who has always disliked the intentional, planned interactions that in professional circles are known as "networking," MAC colleagues make me feel fortunate when spontaneous, horizontal interactions, and personal and ideological affinities emerge so naturally among us.

In the business meeting of 2004, after I had started in a tenure-track position at the University of New Mexico, Sharon Bramlett-Solomon and Federico Subervi "volunteered" me for the position of MAC secretary, with the enthusiastic "seconding" of many others.

At first, from my myopic perspective, I interpreted the nomination as a friendly but desperate attempt to quickly fill the open positions in the officers' roster and finish the meeting on time, since no one had answered division head M.C. Santana's call for volunteers for that role. I accepted gladly and without hesitation anyway, and it was one of the best decisions I made in my career. Over time, I realized that my colleagues' nomination was a gesture of solidarity typical of the ways in which senior MAC members generously open space for junior faculty to join the leadership rotation and thus build their dossiers before tenure and promotion review.

As a MAC officer between 2005-2011, I truly enjoyed working in mutually supportive roles with fellow officers Lillie Fears, Camilla Gant, Sharon Stringer, Jennifer Woodard, Petra Guerra, Felecia Jones Ross, Yuki Fujioka, Frances Ward Johnson, Bradley Gorham, Lesa Major, Felicia McGhee, Kyle Huckins, Erica C. Taylor, Masudul Biswas, and E.K. Daufin. Other MAC leaders like Lionel C. Barrow, Jannette Dates, Federico Subervi, Félix Gutiérrez, Clint Wilson II, Carolyn Stroman, Karen Turner, Earnest Perry, Meta Carstarphen, Anita Fleming-Rife, Venise Berry, and George Daniels have, in direct and indirect ways, influenced my academic career as mentors, editors, discussants, authors, and models of excellence in service, teaching, leadership, advocacy, and publication during my 20-year career.

"I was impressed by the warm reception of new grad students."

In 2010-11, when MAC commemorated its 40th anniversary, I was serving as division head. To mark the occasion, I organized and moderated a roundtable to assess the state of the discipline and propose a research agenda relevant to Latinx, Native Americans, African Americans, and Asian Americans. The speakers were Christina Azocar, Sharon Bramlett-Solomon, Linda Florence Callahan, Jannette Dates, Félix Gutiérrez, Diana Rios, John Sanchez, Carolyn Stroman, Federico Subervi, Alexis Tan, and Clint Wilson II. That year, I also had the privilege of presenting the 2011 Lionel C. Barrow Award to Félix Gutiérrez (see the 2011 MAC newsletter at: <https://www.mediadiversityforum.lsu.edu/MAC/mac-newsletter-junell.pdf>).

While reviewing my notes and minutes from 2007-2011, I noticed that action items discussed at the time have become part of the division's practices within AEJMC. For instance, using co-sponsorships with other divisions and interests groups to maximize visibility and discussion of issues related to race and ethnicity in the annual conference; addressing timely issues and pressing questions in the division's programming; inviting speakers from local Communities of Color wherever the conference is held; encouraging the nomination and support of members' service at all levels of AEJMC leadership; increasing membership and funding for scholarships and research support; and developing a division journal or book project. As we celebrate the 50th anniversary, the forthcoming book *Teaching Race: Struggles, Strategies and Scholarship for the Mass Communication Classroom*, edited by George Daniels and Robin Blom, and authored by 23 MAC members, materializes one of such goals.

In sum, MAC's legacies should certainly be measured in terms of its influence on the institutionalization of standards of diversity in journalism and mass communication education; advocacy for the diversification of AEJMC's membership, organizational agenda, and racial politics; intellectual dialogue and scholarly contributions on race and equity; and advancement of practical solutions to inequities in communication industries. Such critical endeavors are made possible by the quality of human relations that have been fostered within MAC for 50 years. Gracias de corazón, my fellow MACers. Let's keep paying forward.

### Reaping the Fruits and Continuing the Legacy of Its Founders

My tenure as head began when outgoing head Petra Guerra handed the gavel to me during the Chicago conference in 2012 and ended when I passed the gavel to incoming head Yuki Fujioka during the 2013 conference in Washington, D.C. Serving as MAC head meant a lot to me because the MAC Division was my conference home since I started attending AEJMC meetings in 1986. At that meeting, which was held at the University of Oklahoma, I was a doctoral student and met many of the scholars whose work I was assigned to read at the time. I also met MAC legends such as Elaine Hayes-Anthony (MAC Head, 1985-1986), Lionel Barrow Jr. (MAC Founder and Head, 1970-1972) and Clint Wilson II (MAC Head, 1981-1982). I met Drs. Barrow and Wilson on the shuttle to the conference site.

So when I became MAC Division Head some 40-plus years after the division's establishment, I recalled that first conference and appreciated the legacy of the people I had met. I also appreciated how over the years past, current and future MAC leaders were intentional about encouraging and nurturing us. I never saw any "ego trips" among the MAC leaders and members. This friendly atmosphere along with the system created by the founding members made my tenure as head easier.

The year of my tenure, 2012-2013, represented the "fruits" of people who advocated and paved the way for us. Nationally, we re-elected a Black man to be President of the United States. In 2013, former MAC Head Paula Poindexter (1998-1999) assumed the presidency of AEJMC. As she was not the first MAC Head to reach this accomplishment, she was another reflection of the respect that the MAC Division has had throughout AEJMC. As in previous years, MAC members were elected to other AEJMC leadership positions: Maria Len-Rios, Publications Committee; Bob Trumphour, Council of Divisions Chair; Carolyn Byerly, Standing Committee on Research; and Dwight Brooks, Standing Committee on Professional Freedom and Responsibility Chair.

We also recognized people who made contributions that represented MAC's purpose: to include underrepresented racial groups in the journalism and mass communication profession. At our annual luncheon, we honored Dr. Linda Florence Callahan (MAC Head, 2003-2004) for receiving the Scholastic Journalism Division's Robert P. Knight Multicultural Award for conducting media workshops for high school students in North Carolina. As a result, some of these same students went on to pursue careers and degrees in mass communication. The keynote speaker of that luncheon was Dr. Clint Wilson II, winner of the Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education. This award was named for MAC founder Lionel Barrow who spent years advocating for the inclusion of People of Color in the journalism and mass communication profession. Dr. Wilson's contributions included publishing articles and writing books about the experiences of People of Color in the mass media.

We continued the traditions and reflected the progress of MAC. We honored faculty and student scholarship on topics that reflected MAC's mission. They included papers on how press law impacted the coverage of civil rights activities, portrayals of Latinx and people of Middle Eastern descent, and comparing media framing of Blacks and people of Asian descent. We were also busy throughout the year with our annual Midwinter Conference at the University of Oklahoma and the Ida B. Wells lecture held at Alabama State University. Participation in MAC activities was steady in the areas of paper submissions, attendance at sessions, and paper reviewers. When I attended my first MAC business meeting in 1986, it was in a small room with a small and close-knit group of committed people. When I handed my gavel to Yuki in 2013, the meeting was held in a large room crowded with people eager to advance the division's mission.

While we were proud of the division's accomplishments, we knew there was still much work to do.

"I recalled that first conference and appreciated the legacy of the people I had met."



Felicia Jones Ross

## My Detailed Experiences with MAC- Some Highlights

ONCE UPON A TIME... there was a cute, adorable student called YUKI FUJIOKA...

My first impression of the MAC Division was terrible! Coming to the MAC Business Meeting as a graduate student truly terrified me... I could not stay and sneakily got out of the room before it started. Why? There was no one else like me; there was no other Asian-looking person in the room! I was born and raised in Japan until I became an international graduate student at Washington State University, a predominantly Caucasian student population at that time (mid-1980's). I was racially and ethnically naïve and culturally and racially myopic, I should say.

Yet, as a graduate paper presenter, I was warmly encouraged by Dr. Oscar Gandy, a paper discussant who came to me after the research session and said "You did so well, Yuki. I wish my students could present their work like you!" I felt moved and grateful. He even told my mentor, Dr. Alex Tan, about my performance. Then, Dr. Federico Subervi (a former MAC Head) kindly allowed me to use his research lab and project materials (Hispanic News Segments) to collect my dissertation stimuli (Hispanic news clips). I visited the University of Texas at Austin for about a week in 2000. Without his help, I could not have successfully defended my dissertation on time. Alex talked to Federico to make this happen!

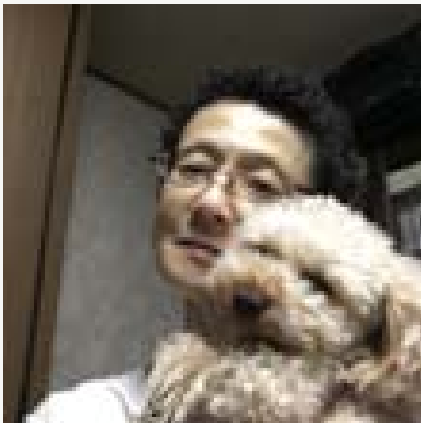
In 2000, Dr. Carolyn Stroman nominated me as a research chair at the MAC Business Meeting. Federico protected me since I was just a brand-new assistant professor (pre-tenured). Carolyn agreed, and she nominated me again after I was promoted with tenure. That was the beginning of my MAC leadership.

Hum... My dear friend and colleague Diana (Dr. Rodriguez, New Mexico) said "Yuki! You are the first Asian Woman MAC Head!" This must be my greatest achievement. I was one of the happiest and luckiest MAC Heads, I have to say. Dr. Felecia Jones Ross at Ohio State was the outgoing Head when I took the office in 2013. Felecia was my lifesaver, serving as my strongest and most reliable buddy! Then, Dr. Frances Ward-Johnson (Elon at that time; now North Carolina A&T) was the Vice-Head, serving as my right-hand (and LEFT-hand!) person! It was my greatest pleasure to work with them – tons of THANKS!

Some initiatives and ongoing projects under my leadership included a "Minority Outreach" that encouraged underrepresented groups' participation in MAC. The executive committee developed the list of Historically Black Colleges and Universities (HBCUs) and Hispanic-serving institution (HSIs); we sent MAC paper calls to some as well. I also remember that knowing we are always busy as bees, I asked outgoing officers to make a list of tips and instructions so that their incoming successors could hit the ground running without much hustle. I made a lot of unintentional mistakes and learned a lot about myself. I don't know how many times I apologized. Thanks for being patient with me...! What I am most grateful for is all the support, encouragement, and friendship I was given from MAC faculty, both senior and junior, members and student members. In fact, I could not wait to attend the AEJMC conferences to meet my MAC family, I still vividly remember! Thank you, Thank You, and THANK YOU!!

I have been absent and out of reach the past six years due to my single mom's multiple medical issues. I lost her about a year and a half ago. I am still grieving badly, but I'm starting to think about going back to my professional life. Hoping to have a chat with you sometime soon!

"I was one  
of the  
happiest  
and luckiest  
MAC  
Heads."



Yuki Fujioka

## Celebrating 50th Anniversary of My Passion and My Roots

My passion for diversity is reflected through my teaching, research and service work. The Minorities and Communication Division (MAC) occupies a big part of my work for diversity. In my academic life, MAC is my second home where I feel comfortable with my ideas and where I feel welcome to participate in various initiatives. Hence, I have been staying actively involved with the MAC Division in the forms of web developer, faculty mentor, paper judge, discussant and panelist even after my leadership role with the MAC Division ended in 2016.

### **My journey with the MAC Division**

From the rank of doctoral student to associate professor – this is my timeline for MAC Division. When I was a doctoral student at Louisiana State University’s Manship School of Mass Communication (2007 – 2011) and building my research agenda in diversity and media, I took the advice of my mentor Dr. Ralph Izard and joined the Minorities and Communication Division. Over the years, I presented my diversity research in the MAC Division’s paper competition and quickly got involved with MAC Division’s Executive Committee with the support of Dr. Linda Callahan, Dr. Felecia Jones Ross, and Dr. Ilia Rodriguez. My first major assignments were to create a new website for the Minorities and Communication Division in 2010-2011 and design newsletters. Since then, I have been maintaining the division’s website (even when I was head of the MAC division) through the webspace for the LSU’s Media Diversity Forum.

Dr. Carolyn Stroman played an important role in my moving up the ladder of MAC leadership. Dr. Stroman nominated me to be a student research chair in 2012, when I just finished my first year as a tenure-track faculty member at Shippensburg. I continued with the roles of Faculty Research Chair, Vice-Head and Division Head. I worked closely with Dr. Frances Ward-Johnson and Dr. Yuki Fujioka (who were heads of the MAC Division immediately before me). Dr. Ward-Johnson guided me time to time and prepared me well for the division head’s role. As MAC Division Head, I was also very fortunate to receive helpful guidance from former division heads Dr. Paula Poindexter and Dr. Federico Subervi.

During my 14 years of AEJMC membership, I made new friends and colleagues through the MAC Division who I sometimes partner with on research projects. I was honored to receive an invitation from former MAC Head Dr. George Daniels and Dr. Robin Blom to contribute research in the forthcoming book, *Teaching Race: Struggles, Strategies and Scholarship of the Mass Communication Classroom*, which is the MAC Division’s first book project. The MAC Division has become more than a work home for me. I was touched by sympathies of MAC leadership and members after the passing of my father last year (2020).

### **As MAC Division Head**

I was head of the MAC Division from 2015–2016. As head of the division, I was lucky to have a team of very active and talented officers. They made my role as the Division Head much easier. As a graduate student, Danielle (“Dani”) Kilgo (currently John & Elizabeth Bates Cowles Professor of Journalism, Diversity and Equality in the Hubbard School of Journalism and Mass Communication at the University of Minnesota, Twin Cities) spearheaded the work on two new initiatives – the mentorship program and the recruitment drive for more graduate students. In 2016, the MAC Division successfully went through AEJMC Council of Division’s **assessment process**. Continued on page 39



Masudul Biswas

During this time, the MAC Division began the process of creating a **mentorship program** for scholars and faculty interested in diversity and media/communication. It became the “MAC-to-MAC” mentorship program.

With generous financial support from Dr. Paula Poindexter, the MAC Division launched the **Dr. Carolyn Stroman New Graduate Student Membership Award** in the AEJMC Convention in Minneapolis in 2016 to recruit more graduate student members.

The award was formally introduced in the division’s members meeting in Minneapolis on Aug. 5, when Dr. Carolyn Stroman, Howard University, handed over certificates to five inaugural recipients of the award.

We also drafted a **three-year plan to recruit and retain graduate student members** in MAC. The reason we were serious about graduate student membership was that only about 12 percent (21) of the division’s members were graduate students. Also, to highlight graduate student experience in MAC division, we launched a new webpage section titled – graduate student corner (<https://www.mediadiversityforum.lsu.edu/MAC/gradstudents.html>).

While I was serving in the roles of Vice-Head and Head of the MAC Division (2014–2016), we created our **social media presence** on Twitter, Facebook and Instagram.

#### **1971-2021: When my passion meets my roots**

I was born in and grew up in Bangladesh, which emerged as an independent nation in 1971 through a nine-month liberation war against Pakistan. The AEJMC Minorities and Communication Division also began its journey in 1971. Both Bangladesh and the MAC Division are celebrating their 50th anniversary (for Bangladesh, it is a celebration of independence, and, for MAC, it is a celebration of teaching, studying and serving racial, ethnic and cultural diversity in media and communication). It is my great honor to be a part of this commemorative edition of the MAC Division’s newsletter.

"The MAC Division has become more than a work home for me."

## Josh Grimm, 2016-2017 Louisiana State

### MAC Reflection

"And that's when I was able to see firsthand the strength of MAC: its members."



Josh Grimm

My experience with the MAC division leadership started with Dr. Paula Poindexter. This shouldn't surprise anyone, as Dr. Poindexter has been a force of nature for MAC over the years at every level, be it mentoring individuals or working as AEJMC President to affect change. She has been a tremendous influence on so many of us – I'm sure dozens have stories to share. And yes, I realize she's asked that I call her by her first name, but I had Dr. Poindexter as my professor years ago, and so she'll always be Dr. Poindexter to me.

I digress. As I was saying, I'd been to a couple of MAC meetings but still wasn't sure about my place in the organization. There was a call for nominees for Teaching Chair, and I thought about self-nominating but didn't want to take the spot from someone else. I was sitting next to Dr. Poindexter, and she turned to me and asked, "Are you interested?" I nodded and, without hesitation, Dr. Poindexter raised her hand and nominated me. There were no other nominations, and I was suddenly in the leadership pipeline.

And that's when I was able to see firsthand the strength of MAC: its members. This seems pretty obvious, but I think it demands recognition. As Teaching Chair, I was able to see incredible panel proposals and hear your innovative ideas from MAC members who clearly cared about teaching students about diversity and inclusion. As Midwinter Chair, I had the opportunity to witness small groups of MAC members working with one another to thoughtfully critique research, and as Research Chair, I was able to see some powerful work that challenged assumptions and focused on previously unexplored issues. And as MAC Head, I had the absolute pleasure of seeing it all at once, hearing stories of success and witnessing advocacy as MAC worked to make a difference within academia and beyond. And through to all, I was able to work closely with some of the best scholars and people around – I was going to list them here, but apparently there is a word limit.

Again, it all started with the MAC members. In MAC, everyone is working on some of the most essential issues in the field and the world, and sadly, not everyone recognizes that, as evidenced by the fact that there are far too few journal articles in our field that deal specifically with the essential challenges and opportunities surrounding mass communication and People of Color – thank goodness for the Howard Journal of Communications.

But with MAC, I know I can reach out to experts in the field, individuals I know can provide guidance and support. Whether it's dealing with a unique situation in the classroom, serving as a reviewer for papers, articles and packets, or assisting with an opportunity to advocate for meaningful change, we've all been there for each other, and that's because MAC members are second to none. You're all incredibly generous with your time and energy, you're brilliant, and your experience and research interests underscore the importance of why MAC is so crucial. Like any leader, I look back and wish I had done more – the conference sneaks up on us every year – but I am humbled and grateful to have been able to work with you and be a part of such an engaged, welcoming, essential organization.



## MAC Head Experience within AEJMC and the Academy

My leadership position in the AEJMC Minorities and Communication Division played an important role in my success as a researcher, faculty member and leader in the academy.

The MAC division connected me to AEJMC in a special way. Prior to joining the MAC division, I felt disconnected—as I didn't know many members or much about the organization. However, after connecting to the group, I met numerous colleagues who later became mentors, friends and research partners. Most notably, I connected with Jannette Dates, with whom I have written two books; Hazel Cole, my coauthor on several articles and a book project; and Gabe Tate and Dorothy Bland, coauthors on many research projects.

My first association with the MAC division was winning the Barrow scholarship as a graduate student at the University of Texas in 2001. I had the honor of meeting Dr. Barrow before he passed away in 2009. He was kind and passionate about helping students.

Although I often attended MAC business meetings during the annual AEJMC meetings, it wasn't until after I graduated from college, that I joined the MAC division. Here, I learned of the energy, history and close-knit nature of the MAC division. I felt welcomed by MAC division members, and I was struck by the strong leadership structure, organization and warmth.

Former MAC Head Frances Ward-Johnson encouraged me to join the leadership ladder, and I began serving as the AEJMC Midwinter conference research paper chair in 2013. Masudul (Mas) Biswas was the vice president and I enjoyed working with him within this capacity. I stayed on, and worked my way up the leadership ladder and became the MAC head in 2017.

I appreciated serving in this capacity so much, I stayed on as head in 2018. Both terms, I had the honor of working with George Daniels as Vice Head. Other officers included Danielle Kilgo, Melody Fisher, Rebecca Britt, Sydney Dillard, Benjamin LaPoe, Miya Williams Fayne, Joseph Erba, Leticia Williams, Monica Flippin Wynn, Robbie Morganfield, Kathleen McElroy, Miriam Hernandez and Mas Biswas.

During my two-year tenure, accomplishments included:

- Making it Happen Fundraiser (approximately \$2,000 raised)
- Kicked off the Paula Poindexter grant to recognize faculty and student research
- Sponsored a soiree to help raise funds for scholarships.
- Newsletters were filled with photos, articles and content to recognize the accomplishments of MAC members as well as to highlight industry trends.
- Division began hosting an HBCU Roundtable, which focused on ways AEJMC can provide additional support (mini-presentation on HBCU/HSI enrollment data)

I am currently the MAC division's membership chair. I also frequently document the group's events by taking photos and sharing them on social media.

In 2018, I became the ninth recipient of the Lionel Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education, which is one of the highlights of my career. It was a complement to the Barrow scholarship that I received as a graduate student.

I feel a strong connection to the MAC division. It is the one group that I will always join each spring when we must decide how to budget our money.

"I felt welcomed by MAC division members, and I was struck by the strong leadership structure, organization and warmth."



Mia Moody-Ramirez

### The Meaning of My Two Decades in MAC

As we celebrate the 50th anniversary of the Minorities and Communication Division, I am pleased to report that I have been a part of the division for 21 of those 50 years of existence.

When I attended my first MAC members meeting in 2000 at the Phoenix convention, I had presented my first paper in the MAC Division. Honestly, I was more excited about making my first trip to the Valley of the Sun, touring the Grand Canyon and going to an Arizona Diamondbacks game than I was getting acquainted with the MAC members. My research paper was one of three that I presented at that convention. Sometimes we're more consumed with our research and scholarship and less about the relationships.

Over the last two decades, I can say it's not the research, but the relationships built that are the most important aspect of being a part of MAC.

#### **Relishing Relationships**

Some of those relationships have lasted two decades. As a graduate student in 2000, I was looking at relationships because they could help me find my place in academia. In fact, the summer of my first AEJMC convention occurred only weeks after I had stepped down from my job in local television. I was still figuring out what life would be like after my days working on two graduate degrees at my beloved Grady College of Journalism and Mass Communication at The University of Georgia. I had no idea how important just showing up for the MAC Business Meeting (what they were called at that time) would be for my future.



George L. Daniels

At one of those MAC Business meetings I met Dr. Lillie Mae Fears, who ended up being my very first research collaborator outside of my own college. She helped me get my footing as a researcher and turn parts of my dissertation into papers that eventually were published. Then, we developed new research projects that we presented and published. At this year's AEJMC Virtual Conference, we have collaborated yet again on our biggest project yet—a 50-year analysis of the research presented in our beloved MAC Division.

But, that relationship led to another MAC colleague who at the time was at the same institution as Dr. Fears. That colleague's name is Dr. Gabriel Tait. He joined Dr. Fears and me on some research projects and then he and I have branched off to develop some of our own projects.

Dr. Tait introduced me to another scholar whom I had admired from afar—Dr. Robin Blom, who's also a MAC member. This year, Dr. Blom and I have co-edited our first book project. We are pleased that Rowman & Littlefield published *Teaching Race: Struggles, Strategies and Scholarship of Mass Communication Classroom*. This is not just our book, but it is a MAC Division book featuring advice from nearly two dozen MAC members who are at various points of their careers. All proceeds from book sales will go directly to the MAC Division.

Getting the MAC Book Project off the ground was one of the highlights of my year as Division Head. Thanks to the COVID-19 Coronavirus, everyone will say 2019-2020 was an academic year like no other. But, that's really not what I will remember the most about leading the division.

#### **Leading by Building on a Legacy**

One thing I learned as the MAC Division Head is that it's less about what one does during that one year. The build-up to that year is what is most important.

What you learn and experience in other leadership roles prepares you for serving as Division Head. Over the 50 years of MAC's existence, I was one of the few people who served two years as vice head and program chair. My predecessor, Mia Moody-Ramirez, and I were such a great team that we decided to do it twice (2017-2018 and 2018-2019). Our goal was to rebuild the leadership ladder that had experienced some holes in recent years. By "holes," I mean having people who decided for whatever reason they were not interested in advancing to the next level of leadership in the division. Continued on page 43

This meant training new volunteers and hoping (fingers crossed) that they would stay on and “move up” the next year.

More than a decade ago, MAC started the leadership ladder tradition where a person would learn the ropes of division leadership and bring continuity to our team by starting out as student research chair, followed by faculty research chair, then second vice head, vice head and then division head. That meant that one was making a multi-year commitment when he or she stepped into the leadership ranks.

I am so glad I did have that experience. I believe it made me a much more effective division head.

That meant that one was making a multi-year commitment when he or she stepped into the leadership ranks.

Another highlight of my year as division head was traveling to the archives to review the Personal Papers of our Division Founder, Dr. Lionel C. Barrow. In the spring and summer of 2019, I spent several days at Duke University’s David M. Rubenstein Rare Book & Manuscript Library going through MAC annual reports, newsletters, and correspondence between Dr. Barrow and others in the association. By the time the AEJMC Conference took place in August 2019 and I was entrusted with the role of Division Head, I had studied what had occurred in the division’s first 30 years for which Dr. Barrow maintained fantastic records. It enabled me to share some of that wisdom in newsletter articles and help us prepare for our 50th anniversary celebration.

By the time I became division head in 2019, we had established two relatively new initiatives that needed to be evaluated and enhanced. The Carolyn Stroman Awards that recognize first-time student research paper presenters with one-year divisional membership had been underway for a few years. Likewise, the Paula Poindexter Research Grants had been given at least twice previously. I was pleased to work with Dr. Poindexter in assuring this program is more intentionally promoted and the amount of the grants increased. I also prepared a special addendum to our Annual Report that updated the status of our previous Carolyn Stroman Award winners.

In my review of MAC Division history, I learned that since its inception, it has played a major role in mentoring graduate students. This Stroman Award report positioned the division to continue to show the impact MAC is making on the future of our field.

### Looking Forward

As we look to the next 50 years of MAC, I hope that we will see both the number of winners and the amount of the award for the Poindexter Grant winners increase and we will see a second and third book project that emerges from our division.

I also hope that we see the number of people willing to step into leadership in our division increase.

As has been shown before, MAC leaders do become AEJMC leaders. Three of our former division heads (Janette Dates, Marilyn Kern-Foxworth and Paula Poindexter) have become AEJMC Presidents. On the current AEJMC Board of Directors, eight members are also MAC members. For the first time in history, three of our AEJMC Standing Committees and both the Commission on the Status of Minorities and Commission on the Status of Women are headed by MAC members.

I am so grateful to have built life-long friends through relationships in this division, had the opportunity as a division head to build on the legacy of strong advocates for diversity and innovative strategies for making a difference. Now it’s time to envision and position what Minorities and Communication will look like in the future.

"I can say it's not the research, but the relationships built that are the most important aspect of being a part of MAC."

# MAC MEMBER NEWS



Assistant Professor, School of Journalism and Strategic Media at Middle Tennessee State University, **Keyonte Coleman** co-authored a new textbook with a release date of September 2021: “A Complete Guide to Television, Field, and Digital Producing,”; was awarded an IRE Educator of Color Fellowship, selected to participate in the Poynter Institute’s Diversity Across the Curriculum four-week seminar, and accepted into the Freedom Forum’s Power Shift Project “Workplace Integrity: Train the Trainers” workshop.



**Amy Jo Coffey**, Associate Professor, University of Florida, discussed the benefits of newsroom diversity in the Denver Post: <https://denverpost-co-app.newsmemory.com/?publink=0cf42a6da>.

Her article, "Challenging Assumptions about Ownership and Diversity: An Examination of U.S. Local On-Air Television News Personnel," was listed in Harvard's Shorenstein Center's The Journalist's Resource piece, "Race in the newsroom: 7 studies to know."



**Dr. Gabriel Tait** was tenured and promoted to the rank of associate professor at Ball State University’s Department of Journalism.



**Dr. Nathian Shae Rodriguez** received tenure and promotion to the rank of associate professor at San Diego State University’s School of Journalism and Media Studies.

# MAC MEMBER NEWS

**Dr. Cristina Azocar** was recently promoted to full professor of Journalism at San Francisco State University, and is currently the only Indigenous full professor in the field of communication (that she knows of!). She recently co-authored two papers: Azocar, C. L., LaPoe, V., Olson, C. S. C., LaPoe, B., & Hazarika, B. (2021). "Indigenous Communities and COVID 19: Reporting on Resources and Resilience." *Howard Journal of Communications*; and, "A Comparative Analysis of Health News in Indigenous and Mainstream Media," in *Health Communication* (forthcoming) with LaPoe and LaPoe, Olsen, Hazarika and Jain. She has two presentations at AEJMC this summer, a panel Dismantling a Legacy of Misrepresentation: Critiquing the Past in Order to Improve the Present Coverage of American Indian Issues and Identity and a paper, Bilingual Spanish journalism: Preparing students for the Future Association for Education in Journalism and Mass Communication. She is the editor of a Women's Media Center Report on the Race and Gender of hosts and sources of Sunday Morning News shows, authored by Marcie Bianco.



**Dr. Sydney Dillard** received \$100,000 for a grant titled "Operation Engage, Educate, and Register (OER): Collectively increasing Covid-19 vaccinations at State of Indiana vaccination pop-up clinic Roosevelt Park." This grant was funded by the Indiana State Department of Health in partnership with the Community Advocates of Northern Indiana, the Federal Emergency Management Agency (FEMA), City of Gary, Continuum of Care Network, and Indiana National Guard, among others. She also received \$41,000 for grant titled "Project Hope - Understanding Potential Covid-19 Vaccination Choices among Minorities in Lake County." This grant was funded by the Indiana Minority Health Coalition in partnership with the Community Advocates of Northern Indiana and Purdue University.



**Dr. Mia Moody-Ramirez**, Professor and Chair of the Department of Journalism, Public Relations and New Media at Baylor University was named the Cornelia Marschall Smith Professor of the Year. Award included \$20,000 cash prize and plaque.



**Dr. Miya Williams Fayne**, Assistant Professor at California State Fullerton, published, "Advocacy journalism in the 21st century: Rethinking entertainment in digital Black press outlets" in *Journalism*. That article examines how perceptions of advocacy, which have previously been associated with hard news content, are broadening to accommodate the entertainment content on Black news websites. She makes the case for two different categorizations of advocacy journalism: hard advocacy and soft advocacy.



Professor of Practice at USC's Annenberg School of Journalism

**Dr. Laura Castañeda** has been named Annenberg's Associate Dean for Diversity, Inclusion, Equity and Access.



# MAC MEMBER NEWS



**Kim Fox**, professor of practice at the American University in Cairo, is co-author of "A Curriculum for Blackness: Podcasts as Discursive Cultural Guides, 2010-2020," which was recognized as one of the Journal of Radio & Audio Media's top research articles at the April, 2020 Broadcast Education Association conference.



**Dr. Fashina Aladé**, Assistant Professor, Department of Advertising and Public Relations, Michigan State University selected to deliver the 2021 commencement address for the University of Pennsylvania's Annenberg School for Communication. The speech can be viewed here: <https://www.asc.upenn.edu/news-events/news/fashina-alade-c11-delivers-2021-annenberg-graduation-speech>



University of Alabama Associate Professor **Dr. George L. Daniels** has been awarded a Scholarsourcing Contract by Peter Lang Publishing for his book entitled "Barrier Breakers: Media Educators Meeting the Diversity Challenge." It tells the story of AEJ/AEJMC's 50-plus years of diversification through the journeys of 20 educators. That story includes not only the formation of the Ad Hoc Coordinating Committee on Minority Education, which became the MAC Division, but also the Disability Studies Interest Group, and the LGBTQ Interest Group. The book is expected to be released in 2023.



**Dr. Clarence Thomas**, associate professor of mass communication in the Richard T. Robertson School of Media and Culture at Virginia Commonwealth University (VCU), has retired after more than 30 years on the faculty. He was the second longest-serving faculty member in the Robertson School.

*Congratulations,  
Members*

# Introducing the 2021 Stroman New Graduate Members



Annalise Baines  
Kansas



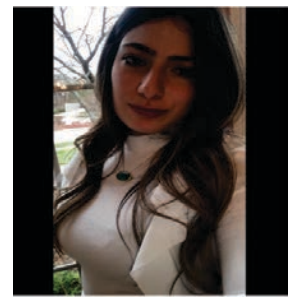
Tania Ganguli  
Minnesota



Tanya Gardner  
Howard



Xue Gong  
Wisconsin-Madison



Farrah Harb  
Wayne State



Rockia Harris  
Louisiana State



Muhummad Ittefaq  
Kansas



Shanshan Jiang  
Wisconsin-Madison



Ursula Kamanga  
Kansas



Elena Lazoff  
Ball State



Chalise Macklin  
Louisiana State



Ekaterina Malova  
Miami



Aja Meux  
Oklahoma



Erin Perry  
Wayne State



Pamela Peters  
Kansas



Chelsea Peterson-  
Salahuddin  
Northwestern



Madhavi Reddi  
North Carolina-Chapel  
Hill



Ellen Santa Maria  
Temple



Indah Setiawati  
Missouri



Fatemeh Shayesteh  
Kansas



Fangjing Tu  
Wisconsin-Madison



Kris Vera-Phillips  
Arizona



Farrah Youn-Heil  
Georgia



Jiehua Zhang  
Alabama

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## Webmaster

Masudul Biswas

# A Note from the Head

Melody Fisher

It is great enthusiasm that I write to you my final note as MAC head. Not because my term is ending, but because I'm excited about the progress we've made and for the future of our beloved Division.

I became a member of AEJMC in 2011 as a doctoral student, and also as a full-time instructor at a small, private HBCU, so I naturally gravitated to MAC. I quietly observed for a few years before I volunteered for the position of Teaching Standards Chair. I rose through the ranks rather quickly and received encouragement every step of the way.

One regret I had during my time in early leadership was not forging relationships with members outside of my concentration area. The conference pace is fast and furious, and I didn't take the time necessary to network. To remedy this, my passion project this year was the **Scholar Spotlight**. Each month, two members are featured via a Listserv announcement as area experts. This is a way we can connect out-of-conference, establish relationships and even partner on research projects.

For many of us, this year has been unpredictable. We've been told to revert to "normal" while still in the midst of a pandemic. We've adjusted to hybrid instruction, vacillating mask mandates and changing institutional policies while caring for ourselves and our loved ones. Yet, with these changes, the MAC Division has proven its resilience and provided exceptional programming. Thank you for your ideas, recommendations, and support that have cultivated in a successful year.

## The 50th Anniversary Activities

The MAC 50 committee planned and executed several events to highlight the importance of this milestone. The Ask Me Anything session, themed research presentations and panel of former MAC Heads punctuated our legacy and served as motivation to continue our mission.

## MAC-2-MAC

Co-chairs Kathleen McElroy and Miya Williams Fayne have done a yeoman's job rebranding the mentoring program. They organized sessions throughout the year on various topics beneficial to senior faculty and graduate students.

## Poindexter Grant Program

Exclusive to MAC members, the faculty and student grants encourage innovative scholarship and help to forward our scholars' research agendas. 2020 faculty recipient Summer Harlow's funded research was awarded 2021 Top Faculty paper! Please, members, take advantage of this opportunity.

This year we had the largest cohort of **Carolyn Stroman New Graduate Student Membership** awardees! It is heartwarming to know that so many graduate students are interested in studying topics related to race, ethnicity and communication.

**The 50th MAC Members Meeting** is approaching and along with honoring our past, we will pledge our dedication to MAC's future. Make sure you tune in to learn of new initiatives.

I encourage all of our members to be more active in MAC. Contribute an article to the newsletter, volunteer to serve as a reviewer, moderator or discussant for the Midwinter and/or annual conference, and submit panels for the upcoming year. If you don't have the time to commit, your financial assistance is always welcome.

Lastly, I would like to thank Ken Campbell, George Daniels and Sydney Dillard for making this commemorative edition a reality. I greatly appreciate your assistance. Also, thank you to the MAC Leadership for a great year. Many of you are remaining next year and I will be cheering for you on the sidelines.



Me at 2017 MAC Members Meeting