

2011-2012 Annual Report
Minorities and Communication Division
Association for Education in Journalism and Mass Communication

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Year: 2011-2012	Officers	Annual Conference Sessions				Mid-Year Meeti		
		Paper Judges	Panelists	Moderators	Discussants	Paper Judges	Panelists	Modera
Male (tot.)	4	12	9		1			
Amer. Indian/ Alaska Native		1	1					
Asian	1		3		1			
Black/ African American	1	4	3					
Hispanic/ Latino			1					
International		2						
Native Hawaiian/ Pacific Is.		1						
White	2	4	1					
Multi-racial								
Female (tot.)	7	23	10	3	2			
Amer. Indian/ Alaska Native			3					
Asian	1	2						
Black/ African American	5	12	6	1	1			
Hispanic/ Latino	1			2	1			
International								
Native Hawaiian/ Pacific Is.								
White		9	1					

Multi-racial								
Did not report								
Total:	11	35	19		3			

General Information

3. Please provide an overall statement weighting the division or interest group’s activities for this year in the Research, Teaching and PF&R areas. The new assessment process recognizes that the relative weighting of these three activities will be different from year to year, but over the five-year reporting period, the three areas should receive generally balanced attention.

For the 2012 Convention, our division’s sessions feature 8 non refereed panels; 1 teaching, 5 PF&R, and 2 research panels. MAC is the lead sponsor in 5 sessions. We also co-sponsor an annual luncheon with the Scholastic Journalism division with a focus on teaching and mentoring younger generations, and the annual Ida B. Wells Lecture Series at Alabama State University.

In terms of PF&R programming, we have maintained a very strong program addressing each of the five focus areas of professional freedom and responsibilities in the context of pressing public issues: the participation of ethnic/racial minorities in AEJMC, the mainstream media’s portrayals of American Indians and a description of the Fulbright experience. Regarding research, we continue to offer a combination of non-refereed and refereed panels that aims to bring inclusiveness of topics and speakers across areas of ethnic and racial issues.

4. Please write a bullet-point statement (500-word maximum), to be co-authored by the outgoing and incoming Heads, addressing:

Our goals for 2012-2013 revolve around fulfilling the purpose of the MAC division which is to promote the relationship between ethnic/minorities and mass communication through research, teaching and professional freedom and responsibility.

Important Goals

- Strengthen communication between members by reviving the newsletter and using the listserv and website
- Inform non-members, as well as the general public of MAC activities and concerns

- Continue to consult with division members to develop specific goals for recruitment of new membership over the next five years, with a focus on junior faculty and graduate students.
- Continue to recruit MAC members to serve as AEJMC leadership positions.
- Raise awareness of issues pertaining to teaching, research and PF&R committee areas as they pertain to minorities and the media
- Increase teaching activities year round.

Goals not met this year:

- The discussion and recommendations on viability of a division-sponsored journal publication were not finalized but we will continue working on it.

Standing Committees:

- None at this time

RESEARCH:

Each Division/Interest Group is assessed based on diversity in participation and programming. A primary goal of the Research Committee is to enhance the scholarly activities of AEJMC.

Questions 5 through 8 apply ONLY to refereed research competitions.

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5. Number of faculty research paper submissions 42; number of acceptances 21; 50 %.

6. Number of student research paper submissions 16; number of acceptances 8; 50 %. (research activity with students; please note the Research Committee guideline is a 50% acceptance rate).

7. Overview of judging process (forms used, please attach).

We used the standard form available on the All-Academic website. The two research chairs divided the reviewers so that faculty who submitted papers could only be judges for the student competition. We also tried to match reviewer's expertise with available papers, although most reviewers said that they were willing to review any method or topic.

8. Total# of judges 35; # 4 papers per judge (please note the Research Committee guideline is no more than 4 papers per judge).

9. Did your group conduct any other type of refereed competition? (Could be creative projects, teaching papers or any other non-traditional method of inquiry.)

Yes. AEJMC Midwinter Conference in Oklahoma

Number of submissions ____11____; Number of acceptances ____9____.

Briefly explain the competition and the selection process.

Four reviewers were asked to rate the papers using a standard form. The conference coordinators Jerry Domatob, Alcorn State and George Daniels, Alabama rated papers. They calculated the judge's scores and papers that received an overall score of seven and above were accepted.

10. Please list your conference activities related to research.

Programming of 6 Research Sessions for the 2012 Convention:

6 Refereed Paper Sessions

Topics:

- Framing, Narrative and Race in Media Coverage
- Perception and use of ethnic and online communities as a health information source
- User-generated racism
- Framing immigration
- D.C. Snipers newspaper coverage
- News coverage of 2010 health-care reform
- Portrayal of minority youths on MTV reality shows

2 Non-refereed Research Panels, Topics:

- Ethnic Minority Groups in the Crosshairs of the 2012 Electoral Campaign
- 65th Anniversary of Jackie Robinson

11. Please list your out-of-conference activities related to research.

Participation in the AEJMC Midwinter Conference Gaylord College of Journalism and Mass Communication at the University of Oklahoma.

For the 2012 Midwinter Conference, we had a total of 11 abstracts submitted. 9 abstracts were accepted, only 8 papers were presented. One author whose paper was accepted subsequently withdrew her paper because she was unable to attend the conference. We had a total of 11 reviewers. The 8 papers were presented in two refereed paper sessions at the conference hosted by the Gaylord College of Journalism and Mass Communication at The University of Oklahoma.

12. Please describe briefly the research goals and activities of your group. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

Primary goals accomplished:

- Inclusiveness in programming in term of topics of interest, focus on diverse minority groups, and attention to inter-ethnic communication issues.
- MAC co-coordinated with the Commission on the Status of Minorities the selection of the third winner of the Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education. This year we (MAC) contributed to the increase of the Barrow fund.
- Ensured gender and racial diversity among panelists, moderators, discussants, and invited speakers.
- Awards and certificates were given to Top 3 faculty papers and to the Top 3 student papers. Through a donation by Indiana Wesleyan University, we increased the monetary awards student authors.
- MAC has maintained its presence and participation in AEJMC's mid-winter meeting.

TEACHING:

It is in the interests of the students we are training to be taught by faculty and led by administrators who have given thoughtful consideration to excellence in curricular matters, course content and teaching methods, and teaching performance. To this end, the Teaching Committee of AEJMC urges divisions and interest groups to include activities concerning curriculum, leadership, course content and teaching methods, and assessment.

13. Please list your in-convention activities related to teaching. Describe how these activities fulfill one or more of the Teaching Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

A) Programming of one teaching panel and a teaching-related PF&R panel for the 2012 Convention.

Topics:

- The Fulbright Experience classified as a PF&R panel, but also focuses on professional development as a teacher
- Bringing Diversity into the Classroom, a panel co-sponsored with GLBT and the Council of Affiliates

B) Co-sponsoring of the annual luncheon with the Scholastic Journalism Division.

This event offers an additional venue where teaching is a central focus: every year, featured guest speakers at the luncheon address a topic related to teaching aspects of diversity in media and mentoring young journalists of color. This year we added the recognition of the Lionel C. Barrow, Jr. award winner

14. Please list your out-of-conference activities related to teaching. Describe how these activities fulfill one or more of the Teaching Committee's focus on curriculum, leadership, course content and teaching methods, or assessment

A) Co-sponsoring the Ida B. Wells Lecture Series with Alabama State University.

MAC was a co-sponsor of the 2012 Ida B. Wells Annual Lecture Series on Feb. 23 at Alabama State University during Black History Month. This year's guest speaker was Kirsten Barnes, Coordinator of Student Media at ASU and the editor and publisher of The Black Belt Connection. Barnes commemorates Mary Ann Shadd Cary, North America's first African American female newspaper publisher and lawyer. The lecture is an annual event coordinated by Dr. E-K. Daufin, MAC Membership Chair, and co-sponsored with ASU's Communications Department and Black History Month Committee. The series highlights the relationship between the mass media and the African-American community, with emphasis on African-American participation in the media.

B) Vice Head, Felecia Jones Ross (Ohio State) presented "Political Cartooning in the Black Press" at a seminar on "Picturing History: Editorial Cartooning in America, 1754-2011" for Ohio high school history teachers. Hosted by the Billy Ireland Cartoon Library and Museum at The Ohio State University, Dr. Ross' presentation served to share ways that teachers can educate students about the role of the black press in advancing democracy through visual messages. Dr. Ross made this same presentation to journalism students and faculty at Bowling Green (Ohio) State University as one of four presenters at "The Black Press: Yesterday and Today" lecture program. Dr. Ross' presentation provided content for faculty to consider using in their respective media history classes.

15. Please describe briefly the Teaching goals and activities of your group. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

MAC members continue to be encouraged to participate in mentorship and recruitment. We have continued to present awards to faculty and students for research deemed excellent in the paper competitions. Students receive monetary awards and certificates. Both the winning students and teachers are recognized at the MAC business meeting. The mid-winter meeting that MAC participates in is also used as a vehicle for students to receive constructive criticism of their research with the intention of their submitting for presentation at the AEJMC annual meeting.

PF&R:

Each year the PF&R Committee expects some programming both during the conference and between conferences in at least three of the five PF&R areas to meet minimal expectation. Over a period of a few years, divisions and interest groups should have activities in all five areas. A few activities of high quality are preferred and evidence that helps assess quality is helpful.

It is important to fully explain the division or interest group's role in organizing a session or panel. Suggested notations: division planned, division was primary or secondary sponsor, division sent out a special paper call on the topic, division provided names for panelists, etc.

16. Please list your in-conference activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, or public service. Include a list of non-member invited conference speakers with names and affiliations.

A) Programming of 4 non-refereed sessions for the 2011 Convention

Topics:

- Inclusiveness - Panel on minority participation in AEJMC's leadership
- Media Criticism/Media Ethics – News coverage of American Indians by mainstream media
- Public Service – The Fulbright panel

17. Please list your out-of-conference activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee's focus on free expression, ethics, media criticism & accountability racial, gender and cultural inclusiveness, or public service.

MAC Division Head, Petra Guerra, University of Wisconsin-Madison, participated as a panelist at two conferences. Both presentations focused on the PF&R area on media criticism.

The first presentation was to an audience of over 200 high school students at the UW-Madison Big Read Conference. The topic was the role of media in adding fuel to the already intense anti-immigrant sentiment.

At the second presentation, the focus was on Shattered Families: Abandoned children after the deportation of their parents and the lack of coverage by the media. This presentation was for UW-Madison School of Social Work. Both presentations were done not only as the Associate Director of Chican@ Latin@ Studies Program but also as Head of MAC.

18. Please describe briefly PF&R goals and activities of your group. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

- 1) Inclusiveness in programming in term of topics of interest, focus on diverse minority groups, and attention to inter-ethnic communication issues.
- MAC co-coordinated with the Commission on the Status of Minorities the selection of the third winner of the Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education. This year we (MAC) contributed to the increase of the Barrow fund.
- Ensured gender and racial diversity among panelists, moderators, discussants, and invited speakers.
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- MAC has maintained its presence and participation in AEJMC's mid-winter meeting.

General Information:

19. Please attach copies of the newsletters sent by your group this year (or provide a link where they can be downloaded), and any other material you wish us to note.

MAC Web site: <http://www.mediadiversityforum.lsu.edu/MAC/index.html>

E-Newsletter: <http://www.mediadiversityforum.lsu.edu/MAC/enevletter-june11.html>

MAC listserv (for member discussions and announcements): <http://lists.ou.edu/cgi-bin/wa?A0=AEJMAC-L&X=3E12A6353B143D6059&Y>

End---

