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Wrapping up a successful year

Head's Corner

By Frances Ward-Johnson

Greetings, MACers! As the semester is winding down, I hope you are finding time to relax and enjoy the holidays. This year is quickly coming to a close, and I want to recap some of our division's successes in 2014.



Ward-Johnson

MAC Special Journal Issue

In case you haven't heard, the Minorities and Communication Division's Special Issue with the Howard Journal of Communications has been published. The journal issue can be previewed at <http://www.tandfonline.com/doi/full/10.1080/10646175.2014.956514#preview>. The special issue was published in November by Taylor and Francis.

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Call for Reviewers

By Josh Grimm

This is a reminder that we are going to need as many of you as possible to be reviewers for this year's annual AEJMC conference. We've talked a lot in meetings how, as MAC continues to grow and flourish, we need as much involvement as possible from its members. Being an AEJ reviewer is an essential part of the involvement.

Mia and I will be sending out a call for reviewers at the beginning of next semester (for the student and faculty competitions, respectively), and I look forward to your participation. We will tailor the experience for you—if you feel most comfortable with a particular method, theory, or approach, we will do everything possible to make sure those papers are directed to you.

Last year, the most common reason for not participating was that people were too busy. Believe me, I understand that—between research, teaching, and service, there is always something. But this is a small commitment in terms of time, and it makes a huge impact. I look forward to your participation. Contact me at jgrimm@lsu.edu to volunteer.



Montreal panel on the impact of the Brown decision.



MAC Officers 2014 - 2015

Highlights (From Page One)

Special thanks to Ken Campbell from the University of South Carolina for serving as guest editor. The launching of this partnership with the Howard Journal of Communications has been a part of MAC's business meeting discussions for a considerable time. The original idea was that our division would form its own journal, but members decided that a partnership with the Howard Journal would be a good interim solution before implementing a new journal. Members of the MAC Journal committee over the years have included **Anita Fleming-Rife, Ken Campbell, Carolyn Stroman, Federico Subervi, Sharon Stringer, Jerry Domatob, John Sanchez** and yours truly.

In his introduction to the journal issue titled "Minorities and Mass Communication Scholarship: A Legacy of **Dr. Lionel C. Barrow**," Campbell chronicles the legacy of the founder of the MAC Division and his quest to build a better AEJMC by calling for more diversity within the association in the late 1960s. Barrow challenged the association to expand recruitment, training and placement of minorities in the field of mass communication. He established the MAC Division in the early 1970s.

Other articles featured in the issue include: "The Color of Their Collar: Effects of Social Status Portrayal in Advertising on Self-Esteem" by Gregory J. Hoplamazian & Silvia Knobloch-Westerwick; "The Influence of Asian American Spokesmodels in Technology-Related Advertising: An Experiment" by Joe Phua; "Whiteness Theory in Advertising: Racial Beliefs and Attitudes Toward Ads" by Angelica Morris & Lee Ann Kahlor; "Basket Case: Framing the Intersection of "Linsanity" and Blackness" by Kathleen McElroy; and "Media Use, Gender, and African American College Attendance: The Cosby Effect" by Paula Whatley Matabane & Bishetta D. Merritt.

Thanks to the reviewers of this special issue and the many voices and MAC members who helped get this partnership underway. We look forward to continuing our association with the Howard Journal of Communications.

Montreal Highlights

Many of you attended this year's AEJMC conference in Montreal. Overall, the total numbers for the conference were: 2,312 attendees, 370 sessions and 910 papers accepted.

As for as the MAC Division, we partnered with five different divisions and interest groups to co-sponsor five Professional Freedom and Responsibility sessions, two Teaching panels

and one Research panel.

We hosted five refereed research paper sessions with one paper presented in the Latin American Research Award (LARA) session. We awarded three top faculty research paper awards and four student research paper awards.

More than 40 people attended the annual MAC/Scholastic luncheon.

A number of MAC members were recognized with awards. Accepting an award during the AEJMC General Business Meeting was MAC member Marilyn Kern-Foxworth of Kern-Foxworth International, who received the 2014 Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education. In addition, Carolyn Stroman, Howard University Professor and former editor of the Howard Journal of Communications, received the 2014 Presidential Award for Distinguished Service to Journalism Education.

At our business meeting, past MAC head Linda Florence Callahan of NC A&T was recognized for her recent award from the National Association of Black Journalists as the 2014 Educator of the Year.

We also congratulate MAC member and former head Paula Poindexter, AEJMC outgoing president, for her extraordinary leadership throughout the year.

In my estimation, the Montreal conference was a huge success and we hope to have an even greater time in San Francisco next year.

MAC Video Project

A video project for the Minorities and Communication Division was launched this fall. The video is being produced to highlight the MAC Division and will be used as an informational tool to introduce our division to colleges, universities and potential members. Video producer is MAC faculty liaison Carolyn E. Brown from American University, who is working with MAC Vice Chair and Multimedia Specialist Mas Biswas who will compile photos and videos for the project. We urge you to contribute to our MAC video by sending us your photos and videos – old and new - from MAC events at AEJMC conferences and other events outside the conference. All media will be used for the video. By sending the items to us, you are allowing MAC to use your media for promotional presentations, online resources, etc. Email photos and videos to masudul.biswas@gmail.com by Feb. 1, 2015.

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OPINION

Five media lessons to consider when covering the Washington/NFL name discussion

Victoria LaPoe

As news organizations and individual announcers decide to use or not use the R* name associated with the Washington NFL team, some media lessons to consider:



LaPoe

1. Interview those who are directly impacted by the story – in this case Native people. While some may think frustration over stereotypical representation of American Indians is something that has surfaced overnight, Native journalists and those who are Native know that fighting stereotypes is an issue that has been going on for more than four hundred years.

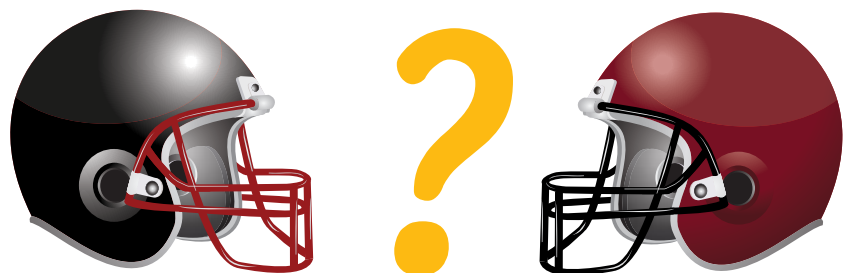
2. Inclusion = Credibility: Include Native communities in your beat system. There are organizations such as the NAJA that are accessible and willing to comment on stories connected to the Native community.

3. Research your story: A tenet of being a good journalist is researching story. Understanding what you are covering, who you are covering, and being inclusive in your sources are key to being an effective journalist.

4. Visit those you are covering. If you want a community to take you seriously and believe you are covering them fairly, in my opinion, you need to go to that community and include that community in your coverage?

5. Understand the depths of the communities and stories you are covering. You also have to understand there are more than 500 federally-recognized tribes and several tribes that are not federally recognized. All American Indians aren't the same. You may have a range of views from Native people on the Washington NFL name change, but it is important as a journalist that you include this in your coverage.

For the full article please click on: <http://www.mediadiversityforum.lsu.edu/how-to-cover-washington-mascot-discussion.html>.



CONGRATULATIONS!

Diana I. Rios, a former head of the Minorities and Communication Division, is currently President of the University of Connecticut's American Association of University Professors (AAUP). She is running again for president of her chapter of AAUP and currently represents over 2,500 faculty. In addition, she has been nominated to run for a post at the national AAUP level.



Federico Subervi has new duties at Kent State University. This year he is Provost Faculty Associate for Diversity, Equity & Inclusion. In September, he attended the Ford Foundation Fellows conference in Irvine, California, where in addition to participating in working panel sessions, he delivered one of the closing presentations. His talk, which focused on transformational leadership, was well received and considered “inspirational” by many of the Ford Fellow attendees. In November, Subervi attended the Challenging Media Landscapes conference, hosted at the University of Salford, in Manchester, UK, to present a paper on how Latino-oriented media are presenting new challenges and opportunities for media freedom and democracy. From there he traveled to Prague, where he delivered a paper on his pioneering Latino-oriented news literacy project at the Media Education Summit. With funding from the McCormick Foundation and full collaboration of Stony Brook University's Media Literacy Program, that project offered its first workshop in Chicago in July 2014.

Dr. E. K. Daufin, Alabama State, recently published a book chapter, “Black Women in Fat Activism” (pp. 163-187) in R. Chastain's (Ed.) *The politics of size: Perspectives from the fat acceptance movement*. CA: Praeger.



The Amazon pre-order link is: http://www.amazon.com/The-Politics-Size-volumes-Perspectives/dp/1440829497/ref=sr_1_fkmr1_1?ie=UTF8&qid=1413576265&sr=8-1-fkmr1&keywords=fat+activism+movement



Dr. Carolyn Stroman, Howard University, received the AEJMC Presidential Award “given to dedicated and long-serving AEJMC members by the current AEJMC president” at the Montreal conference. The award recognizes distinguished service to journalism and mass communication education. Dr. Stroman is a Professor of Communications and served as editor of *Howard Journal of Communications* for 16 years (until September 2014). She has contributed immensely to the education and mentorship of young scholars and she has equally furthered knowledge of issues through her research on the portrayal of African Americans in various media outlets.

CONGRATULATIONS!

Dr. Marilyn Kern-Foxworth received the Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education at the Montreal conference. Created in 2009 by the MAC Division and the Commission on the Status of Minorities, the award recognizes outstanding individual accomplishments and leadership in diversity efforts within the Journalism and Mass Communication discipline.

Dr. Kern-Foxworth is a household name in media industry and education as she leaves several impactful footprints in the sands of minorities and media research. Kern-Foxworth is a past AEJMC president and is currently president and chief executive officer of Kern-Foxworth International, LLC. Among her many publications is the best-selling book, *Aunt Jemima, Uncle Ben and Rastus: Blacks in Advertising, Yesterday, Today and Tomorrow*. She is also co-editor of the book, *Facing Difference: Race, Gender and Mass Media*. Kern-Foxworth is a recipient of numerous awards, including the Kreighbaum Under-40 Award from AEJMC and recognition by the *Public Relations Quarterly* as “one of the most influential executives in public relations.”



Dr. Marilyn Kern-Foxworth (left), recipient of the Barrow Award with Dr. Yuki Fujioka, MAC Past Head.



Jenny Korn, Harvard University, was the recipient of the Lionel C. Barrow Scholarship Award. The scholarship assists a minority student enrolled in a doctoral program in journalism or mass communication. In her research, Korn explores how the online landscape belies user presumptions about race and gender and how the Internet has given rise to inventive digital representations and online communications of identity. Sponsored by the Communication Theory and Methodology Division, the scholarship is named for Dr. Lionel C. Barrow, Jr. in recognition of his pioneering efforts in support of minority education in journalism and mass communication.

A Community Of Colleagues Of Color: Public Gratitude for the Barrow Award

By Jenny Korn

When a female professor of color encouraged me to apply for the Barrow Award, she changed my life. Because of former winner Eulàlia Puig Abril, I learned about the Barrow Award. Her outreach made a positive difference in my life, and I appreciate this opportunity to thank her publicly.

I am grateful to be part of this community of colleagues of color in communication. The support that I have received from the Minorities and Communication Division at my first AEJMC conference was abundant, touching, and appreciated. I give thanks to MAC officers Masudul Biswas, Yuki Fujioka, and Mia Moody-Ramirez in particular, for their warm welcome, useful advice, and continued mentorship.

We develop community when we support one another. Each person’s accomplishment is a result of those before her that have influenced and encouraged her. I am grateful for kind faculty, including André Brock, Steve Jones, and Zizi Papacharissi, that have guided me since my entrance into the field of communication.

I am grateful to be part of the Barrow community. I am a scholar of color studying race and gender online, and I believe in paying kindness forward and working for social justice. I aim to carry on the legacy of the late Professor Lionel C. Barrow, Jr.

Nominations Sought for Barrow Award

Nominations are now being sought for the Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education.

This award, jointly supported by the Minorities & Communication (MAC) Division and the Commission on the Status of Minorities (CSM), recognizes outstanding individual accomplishment and leadership in diversity efforts for underrepresented groups by race and ethnicity, in journalism and mass communication.

The late Dr. Lionel (Lee) C. Barrow, Jr. was a long-time AEJMC member who provided key leadership and guidance to the association during his many years of service. As a member of AEJMC, Lee pioneered and founded in 1968 the Ad Hoc Committee on Minority Education, in an effort to recruit, train and place minorities in communications. In 1970, he founded and became the acting head of the Minorities & Communication Division. The Communication Theory and Methodology Division renamed its diversity scholarship after Lee in 1997, the same year he received the AEJMC Presidential Award for his contributions. In 2005, he was recognized with one of AEJMC's highest honors, the Distinguished Service Award, for his outstanding service in promoting diversity within the association and the discipline.

Nominees should be a JMC educator with a long record of diversity-related work, but do not have to be AEJMC members at the time of their application, and self-nominations are welcome. A monetary award accompanies this prize, and the winner will receive a complimentary, one-year membership to AEJMC. The Lionel C. Barrow Jr. Award will be presented during the AEJMC Business Meeting by the chairs of the two sponsoring groups.

Nominees will be judged by their outstanding contributions in ONE of the three following areas:

(1) a sustained record over time of publication on racial and ethnic minorities in journalism and mass communication; and/or

(2) a sustained record over time of contribution to teaching and service of racial and ethnic minorities in journalism and mass communication; and/or

(3) the publication of an impactful book on racial and ethnic minorities in journalism and mass communication.

Nomination packets should contain the following:

- a letter from an AEJMC member on letterhead naming the specific area of the contribution (see above) and then describing in detail the candidate's contributions to diversity in that area, and one additional letter of support from a colleague (on or off campus) who is also an AEJMC member. All nominees, including those who are self-nominated, will provide a total of two (2) letters;

- the nominee's personal statement (350 words);

- a three-page CV outlining information pertinent to the nomination;

- additional materials might include (but are not limited to) abstracts of research findings, professional papers and published articles (no more than five total), text of a speech delivered or prepared for delivery, course outlines, innovative teaching tools, teaching evaluations and citations or other recognition pertaining to the nominee.

The entire nomination packet should be combined into one file and be no longer than 13 pages (including the additional materials). Applications that exceed this length will be disqualified. Entries should be received by 11:59 PM (Eastern), Feb. 1, 2014, via email to aejmchq@aol.com. The recipient will be announced by mid-April and will be recognized in the 2014 AEJMC Conference Program.

Facing the Blank Stares in the Classroom

By Omotayo Banjo

It never fails. It gets to that time of the semester where we talk about the “R” word and an invisible force shield descends. Race. That’s not a class favorite. We can joke about gender differences, engage about class distinctions, and although most of my students are willing to publicly acknowledge that racism continues to be a problem in America, they sure hate to talk about it.



Banjo

As a person of color, I also find it difficult to talk about, as I tend to wonder whether or not my teaching on racial discrimination is being confounded by my physical appearance. Sometimes I wonder if my students who are not African American or Latino hear my words as confirming their perceptions of Blacks as entitled whiners. In fact, a non-Black student once expressed those very thoughts during a class discussion, and occasionally I might see a similar sentiment in my course evaluations. It used to be discouraging, but over time, I’ve come to obtain a few nuggets of insight that make teaching on race worthwhile.

Why So Serious?

Certainly racial discrimination is a serious topic and warrants careful attention and discussion. However, many of our students are products of post-racial discourse perpetuated by entertainment that keep us laughing and dancing, while masking the actual and persistent problems of institutional racism. It seems useful to use entertainment to help them think critically. Some of my colleagues have shared that they use clips from the Daily Show, the Chappelle Show, or Key and Peele to introduce sensitive topics. Humor breaks the ice, and can help to facilitate difficult discussions.

Show Me the Numbers!

Though some may shy away from statistics, numbers really illustrate the gravity of discrimination. When students are informed of the disparity in arrest rates and prison sentencing across for similar crimes, it is harder to argue against the material problems of discrimination. When students see a map of wealth gaps across gender and race, it is much more difficult to

deny systemic difference. Providing statistics show how lived experiences are not mere products of individual choices, but are a social problem.

Making Connections

Although one can categorically be a minority, some of us can still boast of having some privileged position. When we consider gender, class, sexual orientation, nationality, or religion, we can identify the ways in which even we do not have to think twice about certain lifestyle choices. Surely none of these identity positions directly equate to more longstanding forms of privilege, but acknowledging privilege as more than a certain group’s problem could break down the defenses. Helping students connect the ways they experience privilege outside of race (e.g. class) makes it easier to digest.

The Invisible Shield and Blank Stare

Having discussions about race is uncomfortable—even for communication students. I’ve found some of my White students speak defensively, and my Black students tend not to speak at all. Asian students in the class seem to disappear against the background of the Black-White dichotomy. I’ve become all too familiar with the averted eyes, as well as the burning glares or blank stares. Over time, I’ve come to understand that some students are processing out loud, while others are simply taking it in. It is not until a semester or a year later, after a random run-in with a student in a mall, you find, they were actually listening and now they can see.

As educators on the subject of the minority experience, we bear a responsibility to help students see, and perhaps empathize with an experience from which they are far removed. Quite frankly, it can be a daunting task to invite someone to see into a world miles away from their social location. However, we understand that the potential outcomes outweigh the probable frustration of coming up against stubborn standpoints. We hope that students will both recognize and appreciate difference. Perhaps an unwritten student learning outcome is our hope that students will see the ways in which they may unconsciously participate in the micro-oppression of different others. I have found, though, an unintended learning outcome for me has been learning new ways to think about the meaning of race for this generation.

Submit Research to International Conference

The Association for Education in Journalism and Mass Communication, will hold its first international regional conference in Santiago, Chile, October 15-17, 2015. The event will gather academics and professionals from diverse areas linked to the study and practice of journalism and communication. The conference will be trilingual -Spanish, Portuguese and English-and will be held at Pontificia Universidad Católica de Chile's main campus in downtown Santiago.

The invitation to submit an original research paper or panel proposal is open to researchers and professionals in Latin America, the United States, and other parts of the world. Topics for submission are not limited to Latin America.

For more details, please visit www.aejmcsantiago.cl or contact the conference co-chairs.

CONFERENCE CO-CHAIRS:

Paula Poindexter, University of Texas at Austin, paula.poindexter@austin.utexas.edu

Ingrid Bachmann, Pontificia Universidad Católica de Chile, ibachman@uc.cl

IMPORTANT DATES

Panel proposal deadline January 10, 2015
(11 pm Santiago time)

Research paper submission deadline May 1, 2015
(11 pm Santiago time)

Decision notices June 15, 2015

Early bird registration deadline September 15, 2015

Conference October 15 - 17, 2015

MAC Members Participating in Midwinter

By Riva Brown

The Minorities and Communication Division is participating in the annual Association for Education in Journalism and Mass Communication Midwinter Conference in 2015.

The event will be held March 6-7 at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma in Norman, Okla. The MAC Division is among 10 AEJMC interest groups, divisions or commissions sponsoring the forum.

The conference is designed for researchers to present their work and receive feedback in a less-formal setting. Scholars are then encouraged to revise and submit their

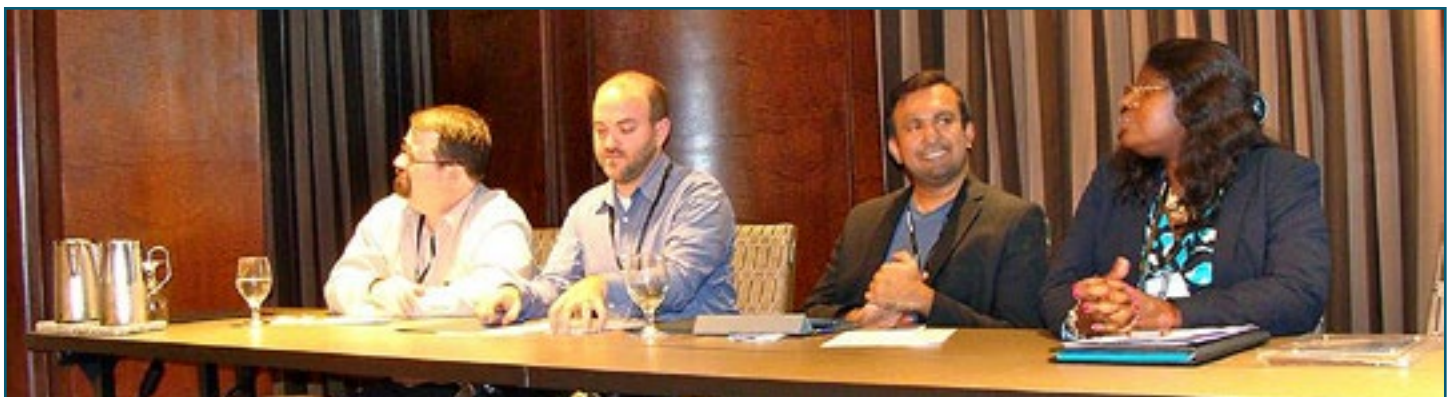
papers to the 2015 AEJMC national conference, which will be held Aug. 6-9 in San Francisco, Calif.

The MAC Division received 13 paper abstracts to review for the upcoming midwinter conference. Accepted authors will be notified by mid-January and must submit their final papers at least two weeks in advance.



Brown

For details about the 2015 AEJMC Midwinter Conference, visit https://www.ou.edu/content/gaylord/outreach/aejmc_mid_winter.html.



MAC Business Meeting: (left) Kyle Hawkins, Josh Grimm, Mas Biswas and Frances Ward-Johnson.

MONTREAL CONFERENCE HIGHLIGHTS



MACers at Conference Session



Panel Session Attendees

New CBQ Editor Calls for Reviews of Recent Books in Mass Communication

Communication Booknotes Quarterly (CBQ) is an annotated quarterly review service for recent books, reports, and electronic publications on all aspects of mass communication designed for an audience of scholars and librarians in the United States and around the world. Subject areas of interest include, but are not limited to: advertising, public relations, journalism, telecommunications, media effects, media economics, media regulation and policy, media ethics, critical and cultural studies, popular culture, books and publishing, and film studies.

Contributors are encouraged to develop any of the three kinds of reviews CBQ publishes:

(1) Topical review essays comparing and integrating multiple publications about a given subject;

(2) extensive State-of-the-Discipline reviews that assess the state of knowledge in various aspects of mass communication; and

(3) brief annotated reviews across a variety of subjects.

If you have ideas for review essays, want to volunteer reviewing for CBQ, or have any other suggestions concerning CBQ, please contact Communication Booknotes Quarterly editor Weiwu Zhang, Texas Tech University.

Email: weiwu.zhang@ttu.edu; phone: (806) 834-5967; fax: (806) 742-1085.

Publication office: Taylor & Francis, Inc., 530 Walnut Street, Suite 850, Philadelphia, PA 19106.

Ideas and Possibilities

How can we best utilize our social media accounts?

By Masudul (Mas) Biswas

Many of you are aware of the MAC Division's social media presence. Kudos to Saif Shahin, graduate liaison officer for the Minorities and Communication Division, for creating and regularly updating the Division's Twitter and Facebook pages!

But unfortunately, as of December 15, 2014, the Facebook page has only 76 friends and Twitter page has only 26 followers. Please spread the word out about the MAC Division's Twitter and Facebook accounts. Encourage your students interested in diversity and media topics to follow our Twitter page and friend us on Facebook.

How to find/follow the MAC Division: If you are the user of either the Twitter or the Facebook or the both, look for this handle on the Twitter @MacAejmc and search Mac Aejmc on the Facebook. You also can type this URL in your browser to see the public feeds of Twitter, <https://twitter.com/MacAejmc>. Likewise, you can type this URL in your browser to find MAC Division's Facebook page, <https://www.facebook.com/people/Mac-Aejmc/100007493791711>

Some ideas: How can we make our social presence engaging? Before we launch the Twitter and Facebook accounts, our goal was to share the Division's updates and information on academic/professional opportunities through these channels in addition to the latest information posted on our website. But we would like to utilize the full potentials of social media by initiating and encouraging intelligent and informed dialogue on contemporary diversity issues in media, promotional communication, politics and society.

1. Promoting hashtag(#)-based class discussion:

Some of us regularly teach diversity and the media-type of courses. Some of us integrate diversity discussion in other journalism and mass communication courses. You may try integrating Twitter-based class engagement on a diversity topic related to your course. In that case, you can share the hashtag with us (e.g., #GenderInAd or #RaceInPR or #RaceRelations) and then we will be able to promote and publicize the class discussion in advance and real-time via our Twitter and Facebook pages. It not only gives your class engagement more visibility but also serves the division's objective of promoting diversity discussion in journalism and mass communication education.

2. Sharing diversity-related content: Some of us, who are the members of MAC Division, have active research agendas on diversity in media and media diversity issues.



Biswas

During the time of your research, you may run into an interesting research and news article that you may want to share with the MAC Division. In that case, if you follow our Twitter account or if you are our Facebook friend, you can share that article with our Twitter and Facebook. Or, you can email the Division head or vice-head the URL address or link to the article; we will then be able to share that article information via Facebook and Twitter.

Also, you can share your on-campus or departmental diversity events through our Twitter and Facebook pages. Again, if you are not a Facebook and Twitter user, please email such event information to the MAC Division head or vice-head.

3. Organizing Twitter and Facebook chats: We can also utilize our Facebook and Twitter accounts by organizing a live twitter chat or a Facebook interaction with a diversity expert among us (MAC Division members) on a topic. We can organize such live chat each month on a contemporary ethnicity or race relations or gender issue. We can make such dialogue successful by encouraging our students, colleagues, other AEJMC groups and social media users to participate in them.

4. Live tweeting and tagging from the MAC Division sessions/panels/workshops:

We can designate an executive committee member to tweet and post on Facebook from the MAC Division sessions/panels during AEJMC conferences. In addition, we can ask MAC members to mention our handle when they are tweeting the discussion and information presented at the MAC Division panels/sessions. Likewise, MAC members can also tag us on Facebook with a picture or information from the panels/sessions organized and sponsored by our division.

The revamped website of the MAC Division, to be launched in January 2015, will integrate social media feeds on different Web pages. Therefore, to keep our content fresh on the Web, it is important that we stay active on our Facebook and Twitter sites.

Questions & Recommendations about these ideas? Please email me at mkbiswas@loyola.edu