

Summer 2016



# Newsletter

## Chair's Note...

By: Masudul Biswas

Let me begin my "Chair's Note" with the Minneapolis conference. It will be a very busy conference for the Minorities and Communication Division; we will not only have more MAC-sponsored panels to attend this year, we will get a chance to ponder over a couple of new initiatives and, hopefully, move them forward to attract new members to our division.

For the 2016 conference, MAC Division's 10 joint-panel sessions are consisted of three research, two teaching, three PF&R, one teaching-focused free-chip session (AEJMC is sponsoring this session as part of its initiative on building diversity in the academy) and one pre-conference workshop on teaching diversity online. This year's panel sessions are well distributed among three areas, consisting of four teaching, three research and three PF&R sessions. Sponsoring a pre-workshop panel and being awarded for a special panel on diversity are good for MAC Division's visibility and engagement among AEJMC members.

### A Special Panel on Diversity

I would like to thank AEJMC's leadership for sponsoring a panel on "building diversity in the academy." We had to go through a competitive process since AEJMC invited proposals from different divisions on this diversity theme. I am glad to inform you that the AEJMC's selection committee decided to award the proposal submitted by Dr. Marquita Smith at John Brown University; we are proud to be the lead sponsor of Dr. Smith's panel. Kudos to Dr. Smith for organizing this panel! In this special panel titled "Fault Lines: Building Diverse and Inclusive Academics," panelists are planned to discuss the application of Maynard Institute's "Fault Lines" concept in building diverse and inclusive academics. Maynard Institute's Executive Director Evelyn Hsu, Strategic Planning Director Martin Reynolds, and the institute's "Fault Lines" trainers will participate in this panel.

Save the date! This special panel is scheduled at a "prime time" slot -- 3:15 p.m. on Thursday, August 4.

### Mentorship Program for Junior Scholars

This year, the MAC Division began the process of creating a mentorship program for junior scholars interested in diversity and media/communication. Next year, one of the faculty liaison's new responsibilities will be to coordinate this mentorship program with the assistance of the graduate liaison. I think such a program will help us attract more new members -- junior faculty and graduate students -- to our division. The plan is to pair a junior faculty or a doctoral student with a senior faculty [also a MAC member] under

this mentorship program. My hope is our division members will support this initiative.

I would like to thank our very active graduate liaison and social media coordinator -- Danielle Kilgo at University of Texas at Austin -- for working on the form to be used for this mentorship program.

### Graduate Student Membership: Initiative for Recruitment and Retention

We have drafted a three-year plan to recruit and retain graduate student members in our division. The reason we are serious about graduate student membership is that only about 12 percent (21) of our total members (166) are graduate students as of June 2016, and every year our division's student paper competition receives only 12 -- 15 papers on average.

In our membership meeting, we will pitch the idea of reducing membership fee for graduate students from \$15 to somewhere between \$5 - 10 during 2016 -- 2017. Our research finds that some other major AEJMC groups charged student members \$5 -- 10 for membership. In addition, we will also highlight the work of graduate student

members through the Division's social media pages, website and newsletter. Our graduate liaison Danielle Kilgo is currently working on gathering testimonials from graduate student members. When the testimonials will be ready to dispatch, they will be shared through the division's social media pages, website and newsletters.

### Reframing the call for papers for the AEJMC Convention

After talking with some AEJMC members, who regularly submit papers to paper competition organized by different divisions, I gather that sometimes some researchers who conduct studies on multicultural issues do not submit their papers in MAC because they are unsure about the scope of our division's research. Therefore, I suggest that incoming research chairs and MAC leadership consider rewriting the call for papers to broaden the scope of paper submission within the area of race, ethnicity and communication.

### Congrats!

Every year we at the AEJMC Convention honor the award recipients of the Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education, Barrow Minority Doc-

toral Student Scholarship, and Robert Knight Multicultural Recruitment Award. Since by now I know the names of the 2016 award winners, I would like to congratulate Joel Beeson at West Virginia University for the Barrow Award, Adrienne Muldrow at Washington State University for the Barrow Minority Scholarship and Dr. Kimetris Baltrip at Kansas State University for Robert Knight Multicultural Award.

### Special Thanks!

As the head of the division, I am lucky to have a team of very active and talented officers this year. They make my roles as the division's head much easier in a year when I was also busy preparing dossier for my midpoint tenure-track review. So I would like to thank MAC Division's executive committee members for their out-

standing services to the division in 2015 - 2016.

Also, I would like to recognize some of their active and/or leadership roles in last few months. So my 'special thanks' go to Josh Grimm (who as a vice-head worked on the MAC-sponsored panels and constantly offered his insights to the head and research chairs in program planning), Felecia Ross (who as a second vice-head helped the division organize the SCHJ/MAC luncheon session), Mia Moody-

Ramirez (who as a faculty research chair administered the division's research competition), Riva Brown (who as a student research chair administered the division's student paper competition), George Daniels (who as a midwinter coordinator administered the research competition and planned panels for the mid-year conference), Danielle Kilgo (who has been keeping us informed about MAC and AEJMC announcements, members' achievements, event information through MAC Division's Facebook and Twitter pages, and who lately volunteered to work on two new initiatives on mentorship program and graduate membership), Benjamin LaPoe (who as a newsletter editor produced two professionally-designed and information-rich newsletters), and E-K Daufin (who as a membership coordinator alerted us about important AEJMC deadlines, AEJMC elections and opportunities and members' achievements via listserv).

I also would like to thank past MAC heads -- Dr. Paula Poindexter, Dr. Federico Subervi, and Dr. Frances Ward-Johnson -- for their suggestions and guidance. If I forgot to recognize any name in my note, please accept my apologies. At the end, I wanted to wish you all a wonderful summer. And, I am very much looking forward to seeing you in Minneapolis!



## MAC 2016 AEJMC Conference Research

By: Mia Moody-Ramirez and Riva Brown

The MAC Division will sponsor four refereed research sessions, four paper sessions and one poster session at the 2016 AEJMC Conference in Minneapolis, Minn. The division had 50% acceptance rates for both the faculty and student competition. There were 24 faculty research paper submissions and 12 acceptances and 12 student research paper submissions and 6 acceptances.

Accepted papers examine mainstream and specialized representations and images of "minorities," which has been defined to include Latinos, African Americans, Asian Americans, and Native Americans. The three refereed paper sessions focused on the following topics:

- The Intersection of Power, Politics and Race the 21st Century
- The Dynamics of Social Media, Race and Social Movements
- Media, Trust and the Proliferation of Racial Disparities

The division's poster session will be a part of one of the Scholar-to-Scholar sessions in which papers examine the relationship between the media and people of color on various issues.

The MAC Division will offer awards to the top three faculty and top three student papers. A certificate along with a check will be awarded to each of the winners. Presenters in MAC's top paper session focus on various issues including assessing media literacy to counter stereotypical images of Blacks and Latinos, the Black Lives Matter Movement and racial representation across media platforms. The award winners are below:

### Faculty Papers

- First Place: Using media literacy to counter stereotypical images of Blacks and Latinos by Joseph Erba, University of Kansas, Yvonne Chen, University of Kansas and Hannah Kang, University of Kansas.
- Second Place: Ethnic media as communities of practice: The cultural and institutional identities by Sherry Yu, Temple University.
- Third Place: Do Black Lives Matter? A content analysis of New York Times and St. Louis Post Dispatch coverage of Michael Brown protests by Mohamad Elmasry, University of North Alabama and Mohammed el-Nawawy, Queens University of Charlotte.

### Student Papers

- First Place: Obsessing over the white: The effects of fairness cream commercials on Pakistani-American women by Aqsa Bashir, University of Florida.
- Second Place: Comparative newspaper coverage of the twentieth century African American freedom struggle by Christopher Frear, University of South Carolina.
- Third Place: At the border: A comparative examination of

U.S. newspaper coverage about unaccompanied immigrant minors by Ricardo Valencia, University of Oregon.

### Full Schedule

Minorities and Communication Division Top Research Papers  
Thursday, August 4, 10-11:30

Comparative newspaper coverage of the twentieth century African American freedom struggle  
Christopher Frear, University of South Carolina\*\*

Do Black Lives Matter? A content analysis of New York Times and St. Louis Post Dispatch coverage of Michael Brown protests\*\*\*

Mohamad Elmasry, University of North Alabama  
Mohammed el-Nawawy, Queens University of Charlotte

Obsessing over the white: The effects of fairness cream commercials on Pakistani-American women  
Aqsa Bashir, University of Florida\*\*\*\*

Using media literacy to counter stereotypical images of Blacks and Latinos

Joseph Erba, University of Kansas\*  
Yvonne Chen, University of Kansas  
Hannah Kang, University of Kansas

\*First Place Faculty Paper

\*\*Second Place Student Paper

\*\*\*Third Place Faculty Paper

\*\*\*\*First Place Student Paper

Moderator:

Frances Ward-Johnson, Elon

Discussant:

Benjamin LaPoe, West Kentucky University

The Intersection of Power, Politics and Race the 21st Century  
Thursday, August 4, 1:30-3 p.m.

Racial congruence effect in candidate coverage: How race affects news coverage of in- and out-group candidates  
Mingxiao Sui, Louisiana State University

Newly Paul, Appalachian State University  
Paru Shah, University of Wisconsin-Milwaukee, Political Science Department

Johanna Dunaway, Department of Communication, Texas A&M University

Brooksie Chastant, Louisiana State University

Mediating the president's American otherness from 'Birthers' to Bin Laden: Television-news representations of Barack Obama, false balance, and power

Angie Chuang, American University School of Communication

Anwulika Ngene, American University

Media politics of belonging

Miriam Hernandez

Trust and credibility: Race and its effects on audience perceptions of news information from broadcast news and anchors  
Sadaf Ali, Eastern Michigan University

Fred Vultee, Wayne State University

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## Plan of Action: Increasing student paper submissions to MAC Division

By: Danielle Kilgo, Graduate Liaison

Research. Research. Research. A productive research agenda is at the forefront of responsibilities for graduate students. AEJMC continues to receive record numbers of graduate submissions. However, this year MAC graduate research submissions decreased, creating an opportunity for us to take action.

Recently, I brainstormed with several MAC officers, both past and present, about the challenges facing MAC and the opportunities we have to engage with graduate students. Our division has a profound history of research on and advocacy for minorities in academia and society. The future requires us to invite others to join, to inspire them to be active, and to engage them in the fight and struggle for equality in academia and life. Indeed, no other division can better prepare graduate students for such. As Dr. Frederico Subervi put it, "The nation and the world are changing. MAC division helps you better understand that. We have to get into action through mentorship, promoting the value of diversity, and of knowing about the empirical research about diversity issues."

Here are four ways we can jump into action starting today:

**Social Media.** Currently, our Facebook community connects over 200 interested or current MAC members. Right now, I post relevant information from the listserv as well as other opportunities I see. Thankfully, several members also post their research findings, relevant news articles, and interesting opportunities in our Facebook group. These postings are vital. Make sure you post your research successes, publications and projects on the MAC Facebook page so that the work is more visible. If you don't have Facebook or don't want to post it yourself, send it to me (daniellekilgo@utexas.edu), and I'll post it.

As of June 6, I also began an online document where we can begin cataloging newly published or presented research papers. This will give graduate students a place to reference current research from MAC members outside of social media. If you have publications or projects you would like to add to that document, please send the citation (and if available, the link) and I'll add them to the list.

**Increasing Membership.** As many of you know, membership to MAC comes with a huge set of benefits, from advocacy opportunities to community and camaraderie. Among many of Dr. Paula Poindexter's recommendations was the suggestion to look at creative strategies to engage and connect with graduate students. "All graduate students with an interest in our research or mission will benefit from the MAC division and enhance the discussions that need to take place in the future." Part of reaching out to graduate students is figuring out where they are. Therefore, I began a contact list to help connect us directly with graduate program directors, and keep them up to date about opportunities MAC offers graduate students. Please make sure your program or alma mater is on the list. You can fill in the blanks or add additional information directly to this document. Your help completing this list would be greatly appreciated. Additionally, now may be the time to reconsider our graduate membership fee. Currently, we are the most expensive division or group to join at AEJMC. Lowering our membership cost to compare with other divisions may lend us the opportunity to attract and serve more graduate students, enriching our community and putting a few dollars back in graduate students' pockets. This small cut could also make a huge difference in the retention of members.

**Revising our Call for Papers.** The call for papers is one of the single most important factors for students submitting to any division. Selecting the wrong division can be a surefire way to get a dreaded rejection. There's no doubt that this part of the academic process. However, our call could be more inviting to new ideas or more suggestive of research possibilities. Take, for example, the Commission on the Status of Women's call for papers, which names a possible research topic as "women of color in politics." Perhaps our Division can include an additional invitation for research that addresses topics such as women of color, and other the intersections of race/ethnicity and social identities. My recommendation is that we collectively identify a group of theories or concepts that broaden the scope of issues related to race/ethnicity, and make sure to incorporate them into our future call for papers.

**Mentorship.** Many AEJMC groups and divisions have a mentorship program, where graduate students & junior faculty can be paired with senior faculty. Programs such as these not only create interest for graduate students, but also help retain interest as time goes on. For those of you that engage in research, teaching and advocacy, your knowledge is a coveted. Let's create an opportunity to share these experiences with other graduate students through a mentorship program. I would be the first to sign up.

I was fortunate enough to speak with many members about the origins of MAC, the history of the Barrow Minority Scholarship, and the collective effort to increase awareness about our division's mission and purpose. Let's make this history, our work, and our goals accessible to new graduate students both through our online initiatives and through word of mouth. Understanding the purpose and goals of our division can, no doubt, inspire students to take up research projects in this crucial work, and engage with MAC as lifetime members.

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Moderator:

Hazel Cole, University of West Georgia

Discussant:

Melissa Johnson, North Carolina State University

The Dynamics of Social Media, Race and Social Movements  
Saturday, August 6, 8:15-9:45

Black Lives Matter 5280: Bridging love and disruptions with  
community, meetings and social media  
Gino Canella, University of Colorado Boulder

Priming Black Lives Matter support: Interaction effects in the  
black and mainstream Presses  
Benjamin LaPoe, Western Kentucky University  
Victoria LaPoe, Western Kentucky University  
Jocelyn Porter, Western Kentucky University  
Hope Bradford, Western Kentucky University

Protesting police brutality in the United States  
Aimee Edmondson, Ohio University

More than just a Tweet: Understanding black Americans'  
instrumental use of Twitter  
Roselyn J. Lee-Won, Ohio State University  
Tiffany White, Ohio State University  
Bridget Potocki, Ohio State University  
Sung Gwan Park, Seoul National University

Moderator:

Mia Moody-Ramirez, Baylor University

Discussant:

George Daniels, University of Alabama

Media, Trust and the Proliferation of Racial Disparities  
Sunday, August 7, 11-12:30

We talk of what we care about: Understanding climate  
change perceptions and attitudes across Hispanic, African  
American, and Anglo racial/ethnic groups  
Troy Elias, University of Oregon  
Nicole Dahmen, University of Oregon  
Daniel Morrison, University of Oregon  
Deborah Morrison, University of Oregon  
David Morris II, University of Oregon

Latino is the New Black: Racial Disparities in Network Televi-  
sion Coverage of Major League Baseball Games.  
James Rada, Ithaca College  
K. Tim Wulfemeyer, San Diego State University

At the Border: A comparative examination of U.S. newspaper  
coverage about unaccompanied immigrant minors  
Ricardo Valencia, University of Oregon\*\*\*

Ethnic media as communities of practice: The cultural and  
institutional identities  
Sherry Yu, Temple University\*\*

Moderator:

Maria Taveras DeMoya, DePaul University

Discussant:

Melody Fisher, Mississippi State University

\*\*Second Place Faculty Paper

\*\*\*Third Place Student Paper

Scholar to Scholar Poster Session  
Saturday, August 6, 12:15-1:30

When video becomes salient: how ethnic and mainstream  
newspapers framed the Sandra Bland controversy  
Earlesha Butler, University of Florida

Finding the impact zone: Testing health news for the Native  
American audience  
Sherice Gearhart, Texas Tech University  
Teresa Trumbly-Lamsam, University of Nebraska at Omaha  
Casey Riesberg, University of Nebraska at Omaha

Discussant:

Miglana Sternadori, Texas Tech

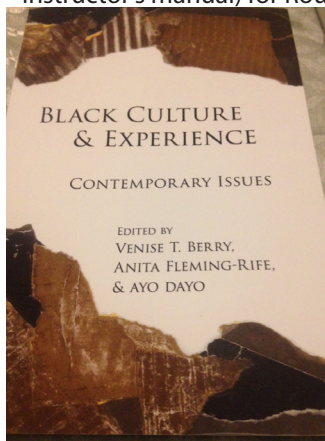
## Achievements

Congratulations to Baylor Associate Professor **Mia Moody-Ramirez** who was named Outstanding Woman in Journalism by AEJMC's Commission on the Status of Women (CSW).

**Debbie Owens** has been appointed Interim Chair in the Department of Journalism and Mass Communications at Murray State University in Kentucky. Owens is the first African American and second woman to lead the department in its nearly 90-year history.

**Jenny Korn**, winner of the Graduate Prize in Gender Studies from UIC, listed three 2015 publications to share for MAC members: "Genderless" Online Discourse in the 1970s: Mutated Group Theory in Early Social Computing (Ada's Legacy, Hammerman, Robin, and Adrew L. Russell, editors, Association for Computing Machinery and Morgan & Claypool); Black Nerds, Asian Activists, and Caucasian Dogs: Online Race-Based Cultural Group Identities Within Facebook Groups (Feminist Media Studies 15, no 4); Guest Editors' Introduction: Feminist Approaches to Social Media Research: History, Activism, and Values (Feminist Media Studies 15, no 4).

**Kathleen Fearn-Banks**, University of Washington, completed production on the 5th edition of "Crisis Communications: A Casebook Approach" (including student workbook and instructor's manual) for Routledge, Taylor & Francis.



**Venise Berry and Anita Fleming-Rife, along with Ayo Dayo**, have co-edited "Black Culture and Experience: Contemporary Issues," and was published by Peter Lang in October. The book offers a holistic look at Black Culture in the 21st Century. It is a collection of work that creates a synergy among authors and leads to a valuable resource on contemporary issues. Among the book's contributors are MAC members,

George Daniel, Kenneth Campbell, and Anita Fleming-Rife.

## Joel Beeson of West Virginia University Wins 2016 Barrow Award

By: Felecia Jones Ross

The winner of the 2016 Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education is Dr. Joel Beeson, associate professor of Visual and New Media at West Virginia University. Dr. Beeson's work in honoring and bringing recognition to black veterans was noted as one of his many achievements deemed representative of the award's purpose.



Dr. Beeson's work consists of a blend of service-learning, historical and audiovisual projects designed to expose the public to the contributions and voices of individuals who have been traditionally marginalized.

Recently, Dr. Beeson has been working with the

Congressional Black Caucus to build a National Black Veterans History Trail app that will use historical tourism to highlight different communities. His work concerning veterans has included, "Forgotten Legacy: Soldiers of the Coalfields," a service-learning project in which students collected oral histories, archival data and audiovisual materials to create an interactive website and exhibit at the Kimball War Memorial in West Virginia. This place is the only memorial honoring the black veterans of World War I. This project won the AEJMC Visual Communication's Division Top Creative Project in 2011. In another homage to veterans, Dr. Beeson's students recorded oral histories of African American veterans which are now in the Library of Congress.

Dr. Beeson's work showcases the voices of people who have disabilities. His "Artists With Disabilities Project" allows students to document the stories of artists with physical and psychological disabilities. This documentation consists of a multimedia project that reported on the way the disabled experience discrimination and marginalization. In another multimedia project, the "Katrina Project," students chronicled the experiences of Katrina evacuees who had relocated to West Virginia. This project culminated into a website titled "Starting Over: Loss and Renewal in Katrina's Aftermath" and received a "Best of Festival Award" in the BEA Festival of Media Arts. One of Dr. Beeson's nominees wrote, "Dr. Beeson challenges his students' conventions and comfort zones by embracing special projects that require him and his students to be flexible, critical and creative problem solvers who explore the human condition with respect, empathy and evidence-based truth."

The Lionel C. Barrow Jr. Distinguished Achievement in Diversity Research and Education is named for the founder of the Minorities and Communication Division (MAC). Recipients of this award must be a journalism educator with a long record of diversity-related work. Dr. Beeson's award will be presented during the AEJMC Business Session and he will also be recognized at the MAC/SCH Luncheon at the AEJMC Conference in Minneapolis.

## The Barrow Award\*

By: Diane B. Francis

For almost 50 years, the Barrow Minority Doctoral Student Scholarship Award has recognized a cadre of diverse emerging scholars who investigate theoretically grounded research topics relevant to minorities and mass communication. As a recipient of the Barrow Award, I feel privileged to join other communication scholars who have gone on to distinguished research careers.

I am honored and grateful to have received the Barrow Award. The award came at a critical time in my doctoral career, and enabled me to complete my doctoral studies. Receiving the award was validation that I was "on track," and "studying a relevant topic." Receiving the award was validation that my research mattered. Receiving the award was validation that I had a voice, and could communicate my ideas through my research.

I thank MAC and CT&M Divisions for continuing to support emerging minority scholars through this scholarship established to honor the legacy of Dr. Lionel C. Barrow, Jr. I also thank members of my committee and other faculty who have championed my scholarship and growth as a health communication scholar. In particular, I thank Drs. Seth M. Noar, Adaora A. Adimora, Joan R. Cates, Maria Leonora Comello, Deborah Fortune and Brian G. Southwell.

The current media and communication environment is rich with possibilities to expand theoretically germane scholarship of import to minorities. I hope to honor the legacy of Dr. Barrow by conducting and fostering scholarship on minorities and health communication. To pay it forward, I also encourage other doctoral students of color to apply for the Barrow Award.



\*This previously appeared in the Spring 2016 CT&M Newsletter

### AEJMC Election

Two MAC division members were elected to national AEJMC office for 2016.

Committee on Teaching: Linda Florence Callahan, North Carolina A&T State

Publications Committee: Paula Poindexter, Texas at Austin

## Federico Subervi: continuing his academic endeavors

On January 1, 2016, Subervi embarked on his research projects about the media in his home country of Puerto Rico. The first step was the completion (in May) of the thematic coding and analysis of the 420 theses and dissertations that have been written about communication at the University of Puerto Rico. With that foundation, and other sources being scrutinized, he is now writing an updated version of his co-authored 1990 work titled *Mass Media in Puerto Rico* (published in *Mass Media in the Caribbean*, edited by S. Surlin & W. Soderlund). The preliminary findings of this new research will be presented in July at the University of Leeds, UK, during the third international conference on Media and Governance in Latin America.

Between February and May, he conducted the first phase of research for a paper entitled "Puerto Rico: The Greece of the Caribbean?" in which he compares the US news media coverage of both those countries and their struggles to overcome their respective financial crises. This work was presented in late May in Athens, Greece, at the 14th Annual International Conference on Communication and Mass Media hosted by the Athens Institute for Communication and Research.

One additional work in progress is the first audience analysis of Radio Vieques, a community radio station on the island-municipality off the east coast of Puerto Rico. This project, which stems from his role as member and secretary of the Board of Directors of the Latino Public Radio Consortium, is being conducted in collaboration with professors Ivelisse Rivera-Bonilla and

Maximiliano Dueñas and their students at the University of Puerto Rico, Humacao campus. Also collaborating on this project is professor Julian Jeffries and his students at California State University-Fullerton who were in Vieques in June for part of their summer international-intercultural study experience.

In mid-June, Subervi attended the International Communication Association conference in Fukuoka, Japan, to continue in his role of chair of the Ethnicity and Race in Communication Division and as such as member of the Board of Directors of ICA. Also, as president of the Association for Latino Media and Marketing Communication Research, he is helping with the planning of this organization's next international conference to be held February 16-18, 2017 with the support and sponsorship of the Latino Communications Initiative of the College of Communication at CSU-Fullerton.

Although retired from Kent State University, Subervi still co-directs the dissertation work of two doctoral students from that campus. He co-directed the dissertation of a third, Dr. Norma Jones, who finished her degree in April. He also serves on the dissertation committee for a student at Howard University, and an MA student at Texas State University.

Subervi's professional and community service continues very active as well.

He is a member of the finance committee of AEJMC, serves as advisor for a PBS children's animated series, advisor for Child Trends' Hispanic Institute, and advisor for Latinarrific.com, a multi-platform effort to help

empower Latina women and youth. He considers Latinarrific as an adult version of Latinitas, Inc., a non-profit community organization dedicated to



empower Latina youth through media and technology. This latter organization, now serving more than 30 middle schools across Texas, had its genesis in one of his classes at the University of Texas in 2002.

Despite his busy research and professional service activities, Subervi remains available to offer lectures and seminars on one of his favorite topics: political communication and Latinos—a most relevant issue during this year's ongoing electoral campaigns. A talk on this topic was delivered in February to a standing room only audience at Loyola University in Baltimore. He can also offer inspirational talks about other Latino media topics, which he has done various times for students of the Hispanic Scholarship Consortium and community leaders of the Greater Austin Hispanic Chamber of Commerce.

His favorite task of all, however, is having more flexible time to dedicate to his seven-year-old grandson, Preston.

## Multicultural Award

By: Jeffrey William Browne

Professor Kimetris Baltrip of Kansas State University has been named the 2016 winner of the Robert P. Knight Multicultural Award and will be honored Saturday, Aug. 6, at the annual Minorities and Communication/Scholaristic Journalism Division luncheon at the Minneapolis Hilton.

For more than 10 years at K-State, Baltrip has worked to promote diversity within the school and its student newspaper, and provide opportunities for minority students. During her first three years as adviser, she increased diversity among the Collegian staff by 700 percent, from two students to 14.

She has also worked in the Manhattan community to promote diversity, creating the "Diversity Discovery" workshop, exposing middle school students to the journalism field. She also resurrected the school's Diverse Mass Communicators organization, and guided students in creating the first NABJ chapter at Kansas State.

Baltrip came to K-State in 2005 after stints as a copy editor at both the New York Times and the Houston Chronicle. She also served as an assistant professor at both Prairie View A&M University and Akron University.

Television reporter Ramona Marozas will deliver the keynote address at the annual MAC/SJD luncheon. After graduating from St. Cloud State University in Minnesota, Marozas started working as a multimedia journalist at KDLH in Duluth, Minnesota in 2013 and now serves as a multimedia producer and reporter.

From her bio on the Northland News (Duluth, Minn.) website: "Marozas is a member of the largest Chippewa reservation in Wisconsin, which is the Bad River Band of the Lake Superior Tribe of Chippewa Indians Reservation. During her college years she interned at the St. Cloud Times in St. Cloud, Minn., and at the Argus Leader in Sioux Falls, S.D. After college she became the first News Apprentice to work at WCCO-TV in Minneapolis. She is also a 2010 and 2011 American Indian Journalism Institute (AIJI) graduate. Marozas has been a proud member of the Native American Journalist Association (NAJA) since 2008. She attended NAJA conferences in 2009 and 2011 as a student, and returned in 2013 as a Project Phoenix mentor. She also was a student at the UNITY: Journalists of Color Convention and the Crazy Horse Journalism Career Conference in 2008."

## Balancing Research, Teaching, and Professionalism

By: Victoria LaPoe

In a May 2016 poll, the Washington Post reported 9 out of 10 Native Americans did not find the Washington R\*\*\*\*\* name offensive. (As a person who is Native, I choose not to type out the name.) The Post **article** stated it had a “5.5 percent sampling error” and it was **conducted by randomly calling** individuals as part of another study and if they identified as Native American, were asked questions about the team name.

The Native American Journalists Association **issued this statement** in response to this poll. As a former television news producer now professor, issues like the above provide a teaching and professional responsibility opportunity. Frequently in academia, there is a back and forth pull between those who are research, teaching and/or professional in residence. I am one that believes that there is a place for all three positions within academia and when we work together as a team, providing our area of expertise/s, this is where we best serve students. I myself am a mix of professional and Ph.D. researcher and I can't say one part of me is more important than the other; it is the balance of my understanding from working in a newsroom and the balance of my Ph.D. and research knowledge that help me to teach my students today.

I'd also like to note that it appears when reviewing cuts at universities that at times it is the social responsibility or diversity aspect often cut first. Much like people who are not within the dominant group or groups, diversity is treated like an “other” versus a necessity.

For a bit of transparency, I am Native American. I currently serve as a member on the Native American Journalists Association education board, assisting with development and curriculum of the first collaborative student newsroom for Society of Professional Journalists and NAJA student newsroom for this fall's Excellence in Journalism Conference that will take place in November.

I also consider myself a methodology nerd; perhaps this comes from my Type-A detailed former television news producer traits. My issue with the poll is this poll cannot show causality. You cannot say X causes all Native people to feel Y. This poll is not generalizable. You'd have to conduct a high level survey such as a regression, controlling for quite a few elements and to actually say causality and for true causality

to be supported and experiment with a control group must be conducted. A poll can only give a snapshot of information based on the respondents.

As NAJA notes, the respondents are self-identified Native Americans. I have a book coming out next spring called **Indian Country: Telling a Story in a Digital Age**. During my research, a complaint I heard within the Native community is that of Native people being defined as a culture. Marley Shebala, a Navajo journalist, on the Dine' reservation said (to summarize) that Native people are not a culture; Native people are Nations with their own land, governments, language, etc. Those interviewed for this poll were self-identified Native people. I'd argue that NAJA is correct in its statement.

You need to examine those who are tribally enrolled and those who are strongly connected to their community to evaluate the type of impact a word (which I personally consider a racial slur) is affecting people.

My position and discussion for this page is poll provides an opportunity. Whether you agree with the stance NAJA and



I take or not, it doesn't matter, but either way, this topic does need to be discussed. Especially during a time where it feels like I wake up almost every morning and people who are marginalized are being targeted. Only through discussion and awareness, hearing voices from multiple sides will it help with understanding multiple people and hopefully assist with inclusivity.

A takeaway for me and I hope for you, gluing together the professor, former practitioner, researcher element, is that a poll generated news coverage. It helped set a news agenda. The poll was

conducted by the Post; others picked it up and turned stories based on this information. NBCSport did produce a story with **NAJA's response**. It is with the news routine here of conducting a poll and then turning stories that research and teaching can meet. A person who has been in this business understands how newsrooms select and package stories, researchers understand what a poll means and those of us with our diversity antennas up understand what saying and normalizing a word such as “R\*\*\*\*\*” can do to young people and a perception of people, who have been marginalized, underrepresented, and essentially ignored and targeted for profit. I hope you will see that it is the balance of research, professionalism and teaching that can truly help move diversity forward in a professional and responsible way.

# MAC Business Meeting Minutes

8/7/2015, 6:45-8:15

Frances Ward-Johnson, MAC Head, Presiding

The meeting was called to order with 47 members/guests present. Minute from the 2014 MAC business meeting were approved. When taking attendance, the division was asked if anyone was attending a MAC meeting for the first time and 11 people raised their hands.

## Barrow Award 2015:

Division head Frances Ward-Johnson recognized the 2015 Lionel C. Barrow Award winner, Dr. Alice Tait of Central Michigan University. UNC-Chapel Hill's Diane Francis was also recognized for receiving the 2015 Lionel C. Barrow Scholarship Award.

## Council of Divisions Report

Paula Poindexter announced that she was pleased with the National News Engagement Day, but reminded everyone that the long-term goal is to make this a global initiative. Poindexter reported that a news agency in Paris asking her if she wants to go global, and so France is ready to go.

Another initiative by Paula Poindexter pushes to take AEJMC off the continent. The idea is to have regional conferences around the world and involve more people around the world. The 2015 regional international conference will be held in Santiago, Chile, from October 15-17. Registration is open.

The AEJMC Southeast Colloquium will be held March 3-5, 2016, at Louisiana State University.

AEJMC asked divisions for feedback on the location for the 2019 conference, with Atlanta, Philadelphia, Tampa, and Toronto offered as possible destinations. The initial vote was 9 votes for Atlanta, 13 votes for Philadelphia, 12 votes for Tampa, and 6 votes for Toronto. The top two choices (Philadelphia and Tampa) were re-voted to double-check the preference. Final vote was 18 votes for Tampa and 17 votes for Philadelphia. Frances Ward-Johnson announced that the MAC division would send the top two choices in rank-order to AEJMC.

## Financial Report

Balance as of July 30, 2015 was \$8,609.99. Beginning balance was \$8,094.99 on Oct. 1, 2014. During the 2014-15 year, the division's income was \$765, which came from membership fees (at \$15 per person for both faculty and graduate students). This year's expenses were \$250 as of this meeting, though awards, Midwinter fees, and advertising had not yet been disbursed.

## Awards and Kudos

Faculty Research Chair Josh Grimm and Student Research Chair Mia Moody-Ramirez presented awards for the top faculty and student papers.

### Faculty Papers:

1st Place: Leticia Williams, Howard University [\$100]

#STEMdiversity: Utilizing Twitter to Increase Awareness about Diversity in Science, Technology, Engineering, and Mathematics

2nd Place: Meagan Manning, University of Minnesota [\$75]

How Long, Not Long: The Disappearance of the Selma to Montgomery Marches in Anniversary Coverage

3rd Place: Jisu Kim, University of Minnesota

Yiran Zhang, University of Minnesota [\$50]

The influence of individuals' racial identification with media characters in crime dramas on moral judgment.

### Student Papers:

1st Place: Roselyn J. Lee-Won, Hyunjin Song, & Ji Young Lee,

Ohio State University;

Sung Gwan Park, Seoul National University [\$200]

More Sources, Greater Harm: Source Magnification of Racist Hate Messages on Social Media

2nd Place: Summer Harlow & Lauren Antista,

Florida State University [\$100]

Framing #Ferguson: A comparative analysis of media tweets in the U.S., U.K., Spain and France

3rd Place: Doug Mendenhall, Abilene Christian University [\$75]

Blogging Ferguson in Black and White

### Latin American Research Award [LARA]

Grimm informed members that the International Communication Division introduced the LARA award for the second time to recognize top papers on Latino/Hispanic issues by Latino scholars. The competition process considered the accepted papers in MAC and International Communication Divisions. The student paper that was nominated from the MAC Division received second-placed award.

2nd place, Regina Marchi, Rutgers University

Latino Youth, Digital Media and Political News

3rd place: Melita Garza, Texas Christian

How Twitter Users Framed Sebastien de la Cruz's Anthem Singing at the 2013 NBA Finals

Federico Subervi (Kent State University) was elected President for the Association for Latino Media and Marketing Communication Research. This group was recently formed to enhance research and teaching in this growing area in the field of communication.

George Daniels (University of Alabama) received the 2015 Robert Knight Multicultural Recruitment Award.

MAC Second Vice Head Kyle Huckins was recognized for publishing his new book: "Getting from Here to Eternity: A Spirit-filled View of the News." Huckins also received the Religion News Writers Association Award.

Dr. Clint Wilson, who is retiring, was celebrated for having a career spanning 45 years, 7 books, and 4 universities, not to mention he was a former MAC head. Felix Gutierrez delivered a tribute to Wilson, explaining that Clint was a "barrier breaker, a role model and inspiration and a mentor to all of us." Wilson said



"The applause are wonderful, but the most important thing is for me to see my students go on and succeed. It's heartwarming." Wilson received a standing ovation from all in attendance.

#### Officer Reports

Faculty Research Chair Josh Grimm reported 33 faculty papers were submitted to the 2015 AEJMC conference, 17 of which were accepted.

Student Research Chair Mia Moody-Ramirez reported that 20 student papers were submitted, 11 of which were accepted. In all, 53 papers were submitted and 28 were accepted, filling a total of five refereed research sessions.

Programming Chair Mas Biswas announced that MAC co-sponsored 5 PF&R panels, 2 teaching panels, and 2 research panels. He also noted that this was the first year MAC has hosted a pre-conference panel as well, something he hopes continues in following years.

Midwinter Coordinator Riva Brown announced that the 2015 Midwinter Conference was held at Gaylord College of Journalism and Mass Communication at the University of Oklahoma. MAC had 14 submissions, and 13 were accepted. Nine judges reviewed 3-4 abstracts apiece.

PF&R Chair Victoria LaPoe discussed the White House Tribal Nations Gathering, where she spent time helping American Indian students covering stories that affect Indian Country. Students attended and covered the first White House Tribal Nations Gathering.

A number of MAC members also took their students to Selma to observe the 50th Anniversary of "Bloody Sunday."

Webmaster Masudul Biswas pointed out new job and award information, call for papers, and member achievements on the website. Biswas and Newsletter Coordinator Bella Ezumah were recognized for their work on the newsletter.

Graduate Liaison Saif Shahin reminded membership about MAC's Facebook, Twitter, and Instagram accounts.

Listserv/Membership Coordinators E.K. Daufin and Meta Carstarphen updated the listserv with those in attendance and reminded everyone that the listserv is available for discussions and announcements.

Faculty Liaison Carolyn Brown updated the membership on the MAC Promotional Video for Recruitment, reminding everyone to make sure to send videos and to be sure that, if recording by phone, to rotate the phone horizontally.

Nominations confirmed for incoming officers for 2015-16:

- 2nd Vice-Head (interim): Felicia Jones Ross, Ohio State University
- Student Research Chair: Riva Brown, University of Central Arkansas
- PF&R Chair: Diane Francis, University of North Carolina-Chapel Hill
- Teaching Standards Chair: Victoria LaPoe, Western Kentucky University
- Newsletter: Ben LaPoe, Western Kentucky University
- Midwinter Coordinator: George Daniels, University of Alabama

Clint Wilson moved to vote on officers, Phil Jeter seconded. Slate of officers passed unanimously.

#### Officers for 2015-16

Position	Incumbent
Head	Mas Biswas
Vice-Head	Josh Grimm
2nd Vice Head (interim)	Felicia Jones Ross
Faculty Research	Mia Moody-Ramirez
Student Research	Riva Brown
PF&R	Diane Francis
Teaching Standards	Victoria LaPoe
Newsletter	Ben LaPoe
Midwinter Coordinator	George Daniels
Faculty Liaison	Carolyn Brown
Graduate Liaison	Danielle Kilgo

Membership dues were revisited. Overall membership numbers are down in each of the divisions and interest groups. MAC is 13th out of 18 divisions with 166 members (though that number did not include on-site registration). Prices for the main conference have been increasing because AEJMC is increasing the number of activities offered. Those in support of increasing the membership fees to \$20 pointed out that MAC income mainly comes from memberships, which must also cover awards, luncheon costs, and midwinter fees. Supporters also noted that MAC could donate more money to scholarships with increased dues.

Those in support of keeping the membership fees at \$15 pointed out that MAC does not have a publication like other divisions, that keeping the price down is more likely to encourage more members, and that MAC is competing with NCA where division memberships are free.

The suggestion that MAC needs to continue working on raising awareness was acknowledged by several individuals.

The division voted to keep dues at \$15, with 7 in favor of raising membership fees and 18 voting to not raise membership fees.

Officers will take up the idea of adding a line about voluntary donations.

#### Past and Ongoing Business

MAC is up for assessment in 2016. The Council of Divisions will look through the last three years of annual reports and will meet with officers to discuss strengths and weaknesses of the division. Frances Ward-Johnson said she's confident in MAC's record, stating, "We feel confident about what we've done in the past three years."

#### New Business

MAC members discussed the importance of having election strategies. Subveri and Poindexter both pointed out that MAC also needs a pipeline for leadership. Other divisions (CSW) have mentorship programs, but men and women of color are underrepresented in AEJMC leadership. Frances has created formed for mentorships and mentees.

#### Closing

MAC outgoing officers were recognized for their service. The meeting was adjourned at approximately 8:40 p.m.

--submitted by Josh Grimm