

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