



# Newsletter

Summer 2018

## Barrow Legacy Celebrated At AEJMC Conference Scholarship Fundraiser, Diversity Trailblazers Luncheon Planned



**Dr. Lionel C. Barrow, Jr.**  
Foundign Dean,  
School of Communications  
Howard University

By George Daniels, Ph.D.

Fifty years after the late Dr. Lionel C. Barrow called for the membership of what was then known as the Association for Education in Journalism to join the movement to end racial inequality, we will celebrate him with three events at our upcoming AEJMC Annual Conference in Washington, DC.

A fundraiser, the Lee Barrow Scholarship Soiree is planned for Wednesday, August 8. For the second time in the history of the Lionel Barrow Award for Distinguished Achievement in Diversity Research, this year's winner is also a previous winner of the Lee Barrow Minority Doctoral Scholarship. And, the MAC Division is pleased to join the Communication Theory and Methodology

Division in co-sponsoring a panel highlighting previous winners of the Lee Barrow Scholarship.

These events on this year's conference program reflect the impact of continuing to champion diversity, equity and inclusion within AEJMC.

### The Barrow Legacy

In August of 1968, Barrow, who was vice president and associate director of research for the advertising agency Foote Cone and Belding in New York, made his case for diversity in an open letter to the association.

His activism on such areas as the recruitment of minority students in communication schools and development of college courses on race and media led to the creation of the Ad Hoc Coordinating Committee on Minority Group Education that eventually became the Minorities and Communication Division (For more, see Dean Jan Dates' articles in this newsletter).

### Barrow Scholarship Winners Reflect on Their Careers

One of the first efforts by the association to recognize Barrow for his efforts was the establishment of the Lee Barrow Doctoral Minority Student Scholarship. Since it was first awarded in 1972, the endowed scholarship has assisted dozens of minority students enrolled in a doctoral program in journalism or mass communication.

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## A Tribute to Lionel C. Barrow, Jr



By Jannette L. Dates, Ph.D.

Dr. Lionel C. Barrow, Jr. –or Lee, as he was known to most of us in later years—was well

known, and well respected for three “c’s” : his commitment to diversity, his courageousness and his candor. Sometimes those three “c’s” got him into hot water—but the thing about Lee Barrow is that early in his life, he decided that he did not care about “the hot water;” when he felt passionately about something, he felt compelled to speak his mind to any and all who would listen.

I first met Dean Barrow-- as I called him when he was my first dean at Howard University—in 1981, when I began teaching in the Department of Radio, Television & Film. He was widely regarded as a visionary educator who had a plan for how the brand new School of Communications would be

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## MAC Newsletter

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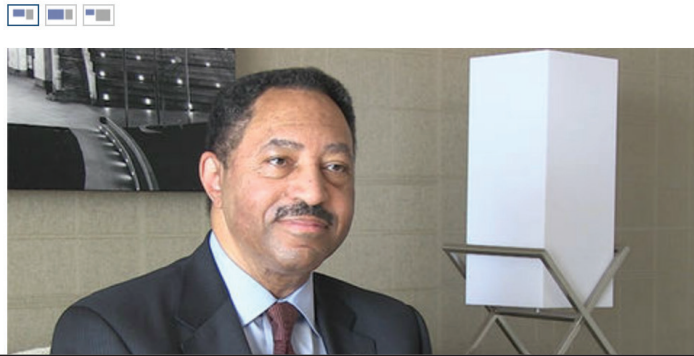
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Website: [mediadiversityforum.lsu.edu/MAC/](http://mediadiversityforum.lsu.edu/MAC/) | Facebook: @mac.ajejmc | Twitter: @MacAejmc

### MAC listserv:

<https://bit.ly/2uKxcSo>

Categories: Video | Trailblazers

**AEJMC Trailblazers of Diversity Interview with Atwater, Tony**


This year, five of those students will share their career journeys and reflect on the impact of receiving the scholarship award. The panel, “Barrow Minority Scholarship Award Winners: Where Are They Now?” features Tony Atwater, the first and only African American male to serve as president of AEJMC, Former MAC Head Federico Subervi, and Former Commission on the Status of Minorities Chair Sharon Bramlett-Solomon.

Also speaking about their experiences as Barrow Scholarship winners will be Marie Len-Rios from The University of Georgia, Troy Elias from the University of Oregon and Diane Francis from The University of Kentucky.

Matt Barnidge, Professional Freedom and Responsibility Chair for the Communication Theory and Methodology Division, will moderate this session, which takes place Monday, August 8 from 5 to 6:30 p.m.

**Second MAC Division Head to Receive Barrow Research Award**

MAC Division Head Mia Moody-Ramirez is the 2018 recipient of the Barrow Award for Distinguished Achievement in Diversity Research. She follows former MAC Division Head and AEJMC President Paula Poindexter, a Barrow Doctoral Scholarship Recipient was the very first recipient of the Barrow Diversity Research Award in 2009.

Moody-Ramirez will receive her award at the AEJMC Town Hall Meeting on Wednesday, August 8, 2018 at 10 a.m. She will make remarks during the Trailblazers for Diversity Luncheon, which will immediately follow the Business meeting Wednesday at 12:15 p.m.

**Five-Year-Old AEJMC Trailblazers for Diversity Project Featured**

This year’s conference marks the fifth anniversary of the AEJMC Trailblazers of Diversity Oral History Project, an ongoing effort by the association to record video interviews of key individuals who have made a difference in efforts furthering diversity in journalism, its education and research.

The Trailblazers of Diversity Project’s fifth anniversary coincides with the 50th anniversary of the report of President Lyndon B. Johnson’s National Advisory Commission on Civil Orders, which issued recommendations that led to major news media organizations expanding and diversifying their coverage of African Americans and increasing the racial diversity in their newsrooms.

During the Luncheon, Poindexter and Trailblazers Project Coordinator Maggie Rivas-Rodriguez, both of the School of Journalism at University of Texas-Austin along with June Nicholson of Virginia Commonwealth University, Barbara Hines, Professor Emerita from Howard University’s Cathy Hughes School of Communication and Thomas Hrach from University of Memphis will give short presentation on the impact of Kerner Commission Report.

Hrach authored one of two recent books on the Kerner Report. His book is

entitled *The Riot Report and the News: How the Kerner Commission Changed Media Coverage of Black America*.

**Philadelphia Media Network’s High School Workshop to Receive Knight Award**

One of legacies of the Kerner Commission Report was the establishment of the Dow Jones News Fund-sponsored high school workshops, which have been running for more than three decades and have prepared hundreds of high school students for careers in journalism and media.

This year, one of those long-running programs, the Acel Moore High School Journalism Workshop, which is sponsored by Philadelphia Media Network, will be recognized with the Robert Knight Multicultural Recruitment Award.

The award is given each year by Trailblazers Luncheon co-sponsor, the Scholastic Journalism Division. The Quill and Scroll Society at the University of Iowa is also a sponsor of this year’s luncheon.

The \$50 tickets for the Trailblazers Luncheon may be purchased along with the conference registration.

Then on Wednesday evening at 8:45 p.m. both the Minorities and Communication Division and the Commission on the Status of Minorities will sponsor the Barrow Scholarship Soiree at the City Tap Penn Quarter, which is located 901 9th St NW. Scholarship Soiree tickets are \$50 and can be purchased along with the Conference Registration.

The Lee Barrow Scholarship has been given each year since 1972 by the Communication, Theory, and Methodology Division with donations from the MAC Division, the Commission on the Status of Minorities and several other AEJMC units. Proceeds from the Soiree will go toward the Lee Barrow Scholarship Fund.

## Tribute continued from page 1

shaped. He set up four departments, placed a strong emphasis on graduate education, led the movement that resulted in the initial accreditation of the programs in journalism, radio and television--and he pioneered in establishing a link between the radio and television stations owned by the University.

Dean Barrow had come to Howard, after completing his undergraduate work at Morehouse College, graduating second in his class in 1948, in a class that also included Dr. Martin Luther King, Jr. Dr. Barrow had a varied career as a political activist and journalist. As a youth he had picked asparagus in Long Island, N.Y., and tobacco in Connecticut, and later worked as a reporter for several weeklies, including the Richmond Afro-American. He had been a radio announcer and worked as a college professor at Michigan State University, and the University of Wisconsin. By 1960, he had also served in the armed forces and completed his Ph.D. at the University of Wisconsin.

In the 1960s, Dr. Barrow worked in research departments in the advertising industry, and in 1968 he became vice president and associate director of research for the Foote, Cone and Belding Advertising Agency in New York. Significantly, it was in the summer of 1968 that Lee Barrow found his voice—and began to make others aware of his commitment to diversity, his courage and his candor. For—when Martin Luther King, Jr. was assassinated, Lee Barrow felt compelled to make a difference by not allowing “business” to continue as usual at the Association for Education in Journalism (AEJ—as it was called then). In 1968, Lee had the courage to stand up—in a room full of nearly 150 white male educators, who were his colleagues—and tell them that they had a moral, social and educational responsibility to do whatever was necessary “to end the totally white, virtually all male constituency in its association and in the media to which it sends its graduates.” As you can imagine,

there was stunned silence, at first. Then, the members began to think of ways to do as Dr. Barrow had suggested. They established an Ad Hoc Committee on Minority Education, which Dr. Barrow chaired, and a program to recruit, train and place an increasing number of minorities in its Jschools.

In 1970, Lee Barrow founded and became acting head of AEJ’s Minorities and Communication Division. Later, the AEJMC established the Lionel C. Barrow Scholarship in his honor to support graduate education for women and minorities seeking to become professionals in communication. The scholarship is available today—and many alumni and students have benefited from it. In 1997, Dr. Barrow received the AEJMC Presidential Award for his contributions to the association.

In 1975, Lee Barrow had come to Howard University to serve as the School’s third dean. Preceding him had been Tony Brown and Lovinger Bowden. Barrow served the school as dean – tirelessly—for 10 years. In 1985, he left Howard—but in many ways, he never left Howard. He continued to nurture students, alumni, faculty members and this dean. Whenever he had an opportunity to help us, he did so. In 2004, when I began my service as president of AEJMC, I asked Dr. Barrow to serve as chair of the Commission on the Status of Minorities and I asked him to chair a special task force that I set up to address the stagnation of the diversity issue within the association. At the end of that year, Dr. Barrow came forward with a resolution that was embraced by the entire association --- and then a committee was formed to find a way to reward “diversity best practices” within the JMC academic world. I believe that diversity best practices initiative is still a part of the association’s best ideas.

In addition to his many professional accomplishments—Dean Barrow had a life! He was first married to Carmen Torres who preceded him in death. In 1992, he married Frederica Crowell

Harrison. Dr. Fredricka Barrow-- a daughter of Howard who earned her Ph.D. in the College of Arts and Sciences—and between them they had 5 daughters, 7 grandchildren and 4 great grandchildren.

We know that they all miss him—as he would want them to do. But—he left them somethings that sustains them. He left them a road map to use in life. He showed them that in life the three C’s that he was known for and respected for can be anchors for their own lives. And by his example, we feel certain that his unwavering commitment, courage and candor were passed on to new generations of Barrows.

Lee Barrow left huge footprints in the sands of time for generations of educators to follow and try to fill, as well We all still miss his enduring spirit.

### Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research

Created in 2009, the award recognizes outstanding individual accomplishment and leadership in diversity efforts within the Journalism and Mass Communication discipline. Created by the AEJMC Minorities & Communication Division and the Commission on the Status of Minorities, the award honors Barrow’s lasting impact, and recognizes others who are making their mark in diversifying JMC education.

**2017:** Loren Ghiglione, Northwestern  
**2016:** Joel Beeson, West Virginia  
**2015:** Alice Tait, Central Michigan  
**2014:** Marilyn Kern-Foxworth, Marketing and Media Consultant  
**2013:** Clint C. Wilson II, Howard  
**2012:** Federico Subervi, Texas State San Marcos  
**2011:** Félix Gutiérrez, Southern California  
**2010:** Robert M. Ruggles, Florida A&M  
**2009:** Paula M. Poindexter, Texas at Austin (first)

## Barrow Scholarship Past Winners

- 2017 Osita Iroegbu, Virginia Commonwealth University  
 2016 Adrienne Muldrow, Washington State University  
 2015 Diane B. Francis, University of North Carolina at Chapel Hill  
 2014 Jenny Korn, University of Illinois, Chicago  
 2013 Dominique Harrison, Howard University  
 2012 Rowena Briones, University of Maryland  
 2011 Adrienne Chung, Ohio State  
 2010 Eulàlia Puig Abril, Wisconsin-Madison  
 2009 Emily Elizabeth Acosta, Wisconsin-Madison  
 2008 Troy Elias, Ohio State  
 2007 Yusur Kalynago, Jr., Missouri  
 2006 Omotayo Banjo, Pennsylvania State  
 2005 Jeanetta Simms, Central Oklahoma  
 2004 Susan Chang, Michigan State  
 2003 T. Keith Gaither, North Carolina  
 2002 Mia Moody-Hall, Texas at Austin  
 2001 George Daniels, Georgia  
 2000 Maria E. Len-Rios, Missouri  
 1999 Meredith Lee Ballmer, Washington  
 1998 Osei Appiah, Stanford University  
 1997 Alice Chan Plummer, Michigan State  
 1996 Dwayne Proctor, Connecticut  
 1995 Dhavan Shah, Minnesota  
 1994 Qingnen Dong, Washington State  
 1993 Shalini Venturelli, Colorado  
 1991 Diana Rios, Texas at Austin  
 1990 Jose Lozano  
 1989 Jane Rhodes, North Carolina  
 1987 James Sumner Lee, North Carolina  
 1985 Barbara McBain Brown, Stanford  
 1983 Dianne L. Cherry, North Carolina  
 1982 Tony Atwater, Michigan State  
 1981 Sharon Bramlett, Indiana  
 1980 Federico Subervi, Wisconsin-Madison  
 1979 Gillian Grannum, North Carolina  
 1978 Paula Poindexter, Syracuse  
 1977 John J. Johnson, Ohio  
 1975 Norman W. Spaulding, Illinois  
 1974 Rita Fujiki, Washington  
 1973 William E. Berry, Illinois  
 Clay Perry, Indiana  
 Sherrie Lee Mazingo, Michigan State  
 1972 Richard Allen, Wisconsin-Madison (first)

## Congratulations to the 2018 Lionel C. Barrow Jr. Award Recipient



MAC Head Mia Moody-Ramirez, Ph.D., is the recipient of the 2018 Lionel Barrow Jr. Award.

By Liesbeth Powers, Baylor University Student Newswriter

WACO, Texas (July 13, 2018) – A nationally known advocate for diversity in journalism, Mia Moody-Ramirez, Ph.D., professor of journalism, graduate program director and director of American studies in Baylor University’s College of Arts & Sciences, has been awarded the Lionel Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education by the Association for Education in Journalism and Mass Communication (AEJMC). The award will be presented at the AEJMC’s conference in Washington, D.C., in August.

“The Barrow legacy is amazing. I’m honored to be the ninth recipient of this prestigious AEJMC award,” Ramirez said. “Winning this award is particularly important to me, as I received a Barrow Scholarship while in graduate school.”

Dr. Lionel C. “Lee” Barrow, Jr. served as an advertising executive and civil rights activist and retired as the dean of 10 years from the Howard University School of Communications in 1985. During his life Barrow chaired various committees and commissions that worked to increase the number of women and minority students in the communications field.

“I had the honor of meeting Dr. Barrow before he passed away in 2009,” Ramirez said. “He had a great passion for students and research on diversity.”

AEJMC created a graduate scholarship in his name in 1970, and following his death in 2009 the Minorities and Communication Division and the Commission on the Status of Minorities created the Lionel Barrow Jr. Award in order to recognize leadership in diversity efforts and honor Barrow’s lasting impact.

“My life’s work has focused on mass media representation of gender and race,” Ramirez said. “Winning this award is validation that I am making a difference in the academy.”

Ramirez is currently finishing two book projects, “From Blackface to Black Twitter: Reflections on Black Humor, Race, Politics & Gender,” and “Race, Gender & Image Repair Case Studies in the Early 21st Century.” Winning this award is an encouragement to continue focusing on the representations of women and minorities in the mass media, Ramirez said.

“While progress has been made, there is still much work to be done,” Ramirez said. “Scholarly research helps support and bring attention to issues such as racial profiling and police brutality.”

In addition to her own research projects, Ramirez is working on numerous research projects with graduate students with topics ranging from racial reconciliation to Facebook memes. A daily goal of hers is that her teaching, scholarship and service focus on diversity.

“This award reflects our department’s interest and commitment to diversity,” Ramirez said. “Our chair, Dr. Sara Stone, is always supportive of research in this area and our graduate students have naturally gravitated towards research topics that emphasize underrepresented groups.”

Ramirez serves as the department diversity committee chair and is head of AEJMC’s Minorities and Communication division. She also has served as vice head, research chair and reviewer. At the conference, Ramirez will also be recognized for her selection as one of nine Institute for Diverse Leadership in Journalism and Communication Fellows.

THE MAC AND CT&M DIVISIONS CORDIALLY  
INVITE YOU TO JOIN US AT THE



## BARROW SCHOLARSHIP SOIREE

Wednesday, August 8, 2018

8:45 P.M.

City Tap Penn Quarter

901 9th Street NW

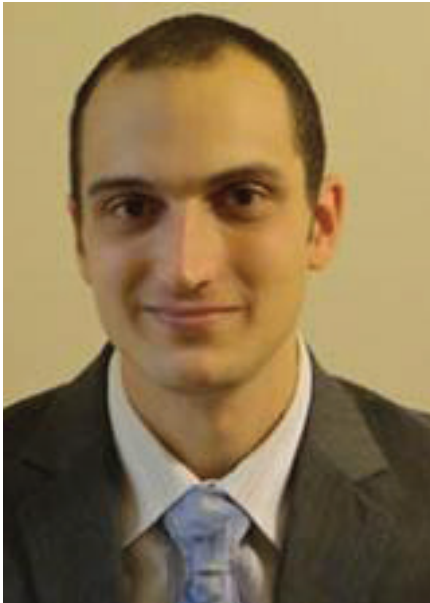
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Tickets are \$50 if paid at the AEJMC  
registration desk and \$60 at the door

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Attire: Business or Cocktail Chic

## Conducting research with racial/ethnic minority participants



By Joseph Erba, Ph.D.

This year, media researchers presenting their work in the Minorities and Communication division will continue to explore topics pertaining to systematic racism and bias in the media, the dearth of diverse

representations of racial/ethnic minority groups and the need for more representations, and in particular, favorable ones. This year's presenters have conducted research projects using different methodological approaches, yet more than two-thirds of them do not include participants, relying instead on analyses of media content. Media content studies are important, especially to showcase how media contribute to systematic racism and to document the media messages that create images that in turn drive implicit bias. But participants' voices are not included in research projects that focus solely on media content.

Both participant-based research and media content studies are important, and media researchers exploring topics pertaining to race/ethnicity should not favor one over the other. As it is, the field is dominated by studies that use predominantly White-American samples; therefore, more efforts should be dedicated to conduct studies with racial/ethnic minority samples in order to include their voices in our field. Last year, one of MAC's research sessions, titled "Politics, Body Image and the News," featured research projects investigating how members of various racial/ethnic groups responded to various types of media messages. All researchers found results that did not reflect results from previous

studies on these topics. Audience members joked that either the previous researchers were wrong, or that the current researchers had not done their due diligence when conducting their projects. Chances are, neither of these statements is true and the discrepancy in results may lie in the fact that previous researchers had used predominantly White-American samples, whereas the latter researchers had used racial/ethnic minority samples. This anecdote reveals the importance of conducting research projects that involve the voices of racial/ethnic minority participants, regardless of methods.

Given the time and financial constraints most media researchers face, especially when many feel pressured to publish a certain number of articles in a specific timeframe, it is understandable that some researchers focus their efforts on studies solely analyzing media content, as recruiting participants takes time and money. To overcome this constraint, researchers should develop collaboration networks to conduct more studies with racial/ethnic minority participants. The same way that researchers publish their studies with student samples from predominantly white colleges and universities, researchers should also recruit participants from Historically Black Colleges and Universities, and Hispanic-Serving Institutions. Researchers who are interested in a particular population should partner with colleagues at other institutions who are interested in the same population to combine participants for larger, quantitative, and possibly longitudinal, studies. Similarly, researchers from various institutions could pool their resources, as well as collaborate on seeking additional public and private funding, to establish a nation-wide participant pool mainly comprised of various members identifying with racial/ethnic minority groups.

Hopefully these simple steps can help researchers move beyond media representations and further explore how racial/ethnic minority audience respond to or make sense of these representations.



## Panel Articles

### Howard University Faculty, Students Featured in Panel and Walking Tour of Washington, DC Gentrified Communities

During the upcoming AEJMC Annual Conference, plan to learn about communication and community engagement at a special panel of presenters from Howard University's Cathy Hughes School of Communication involved in researching the effects of gentrification.

Among the nation's largest cities, Washington, DC has one of the nation's highest rates of gentrification.

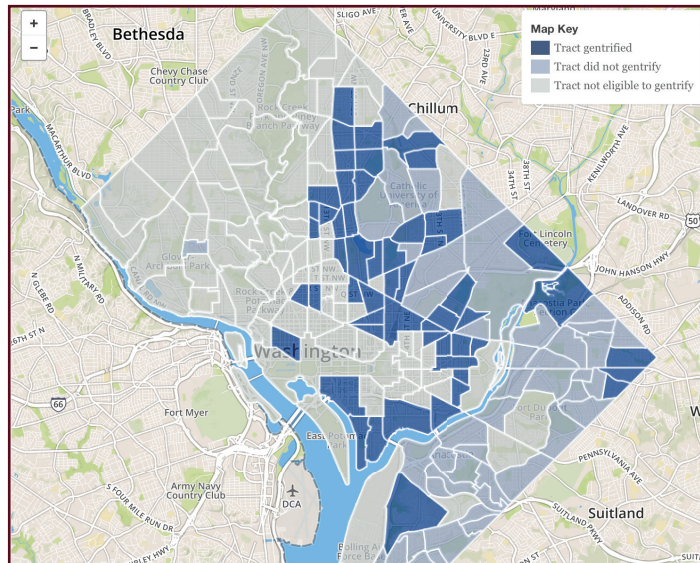
The panel, which is entitled, "Communication, Culture and Gentrification: Pedagogy, Methodology and Case Studies" takes place Tuesday, August 9, 2018 from 10 to 11:30 a.m.

It will be followed by a mid-day optional walking tour of gentrified neighborhoods lead by Paul Cerutti, who is co-chair of the Bloomingdale Heritage Project. In 2015, Cerutti co-authored a timeline, Architectural History of the Bloomingdale Neighborhood Washington, D.C. for the Bloomingdale Civic Association.

According to *Governing Magazine*, a widely-read national magazine for state and local government leaders, with gentrification, a new class of more affluent residents moves into once underinvested and predominately-poor communities. Development follows, typically accompanied by sharp increases in housing prices that can displace a neighborhood's longtime residents.

In a 2015 *Governing Magazine* analysis

of the extent to which gentrification has reshaped urban communities in the nation's 50 largest cities, Washington, D.C. had the second highest percentage



of eligible census tracts that were gentrified. It was second only to Portland, Oregon where 58 percent of eligible tracts gentrified.

"Several faculty and students here at Howard have been studying gentrification for the last three years," said Carolyn Byerly, who chairs Howard's Department of Communication, Culture and Media Studies. "Our panel, which includes faculty and students from a historically Black university with a social justice mission, foregrounds the legacy of Black migration and state-sanctioned racial discrimination in the analysis of gentrification."

During the panel, Byerly will discuss how to locate communication on gentrification in critical research and teaching.

Dr. Natalie Hopkinson, assistant professor of communication, and author of the 2012 book *Go-Go Lie: The Musical Life and Death of a Chocolate City*, will headline the line-up with a presentation on "Choosing Segregation: Mapping the Racial Subtext around Educational Options."

Byerly and Hopkinson will be accompanied by three of their Ph.D. students-- Brittany-Rae Gregory, Sharifa Simon-Roberts and Morgan Smalls.

Gregory will share the experience of watching neighborhood gentrification around historically black colleges and universities. Simon-Roberts will share her ethnography of a Caribbean restaurant on a gentrifying corridor while Smalls will analyze the discourse around the revival of the D.C. Streetcar.

Cathy Hughes School of Communication Dean Gracie Lawson-Borders will moderate the Tuesday morning session.

**Panel articles continued on following pages.**



**Carolyn Byerly, Ph.D.**



**Natalie Hopkinson, Ph.D.**

## Award-winning Editor of Detroit Free Press and Accrediting Council Chair Headlines Diversity Panel Discussion

Peter Bhatia, editor and vice president of The Detroit Free Press and 2018 winner of the Robert Magruder Award for Media Diversity will be among the speakers focused on strategies for achieving diversity in small programs. This panel, which the MAC Division is co-sponsoring with the Small Programs Interest Group (SPIG) takes place Wednesday, August 8 from 8:15 - 9:45 a.m.



**Peter Bhatia**



**Phillip Wagner**

Bhatia will be joined by University of South Florida –Sarasota Manatee’s Faculty Administrative Coordinator of Diversity & Inclusion Phillip Wagner. Laura Smith will share her experience at Huston-Tillotson, a small historically black college (HBCU) in Austin, Texas and M.D. Andrews, shares his perspective as the only journalism instructor in the journalism sequence at Stillman College, a small HBCU located in Tuscaloosa, Ala.

In August 2017, as President of the Accrediting Council, Bhatia issued a letter to all accrediting site team leaders to remain committed to the ensuring schools are showing progress in meeting the requirements of the council’s Standard 3, which focuses on diversity.

Wagner brings to the panel his experience chairing the Chancellor’s Advisory Council on Diversity, Equity and Inclusion at The University of South Florida’s Sarasota-Manatee campus, which has an enrollment of just over 2,000 students, a quarter of whom are from historically underrepresented racial groups.

Panelists will share stories of creative ways they’ve engaged diversity in environments will smaller student populations and fewer resources neighboring institutions, some within the same university system.

## MAC Division Teams Up With Other AEJMC Units on Sports, Diversity Panels

The Minorities and Communication Division is pleased to partner with the Sports Interest Group and Entertainment Studies Interest Group on two diversity-related panel discussions during our upcoming conference.

Kevin Blackistone, an ESPN panelist and Professor of Practice at the University of Maryland-College Park’s Merrill College of Journalism and Mass Communication along with Former NBA Player Etan Thomas are the headliners for a session entitled “From Smith & Carlos to to Adul-Rauf to Kaepernick: What is Next for the Advocate Athlete and the Press that Covers Them?”

The session coincides with Thomas’ release of his 2018 book, *We Matter: Athletes and Activism*. The book includes interviews with more than 50 athletes, executives and media including Carmelo Anthony, Dwyane Wade, Mark

Cuban and Kareem Abdul-Jabbar.

The session on athlete activism, which is set for Wednesday, August 8 from 1:45 to 3:15 p.m., was organized by Sports Communication Interest Group Chair Molly Yanity, who will moderate the session.

Jerry Brewer, columnist for The Washington Post, Abraham Khan from Penn State University and Michael Mirer from Fairmont State in West Virginia are also part of the line-up for the Wednesday afternoon panel discussion.

Meanwhile, two faculty members at Virginia Commonwealth University have organized a teaching panel to kick off the conference, “Teaching Diversity to Mass

Communication Students in the Age of Trump.” Longtime MAC Member Clarence Thomas and Former AEJMC PF&R Chair Hong Cheng, both of the



**Kevin Blackistone**

Richard T. Robertson School of Media and Culture, recruited faculty who are teaching diversity to contribute to a

**Continued on page 11**

wide-ranging discussion.

Neemah Clark from Elon University, Carolyn Ringer Lepre from Marist College and Deb Aikat from the University of North Carolina-Chapel will serve as panelists. Also, Heloiza Herscovitz, from California State University-Long will also participate.

Drawing on his experience teaching “Women, Diversity and Mass Media” at Morgan State University, Dr. Greg Adamo, author of *African Americans in Television* will represent both the Entertainment Studies Interest Group and the MAC Division.

Clarence Thomas will moderate this session.

## MAC, DC-Based Hispanic Media Representatives to Meet for Breakfast at AEJMC

In a first-of-its kind event for the AEJMC Annual Conference, the Minorities and Communication Division is teaming up with a DC-based law firm and Texas media institute to hold a Breakfast with Hispanic Media.



**Alberto Avendano**

The event, which is set for Tuesday, August 7 at 8 a.m. is being co-produced by longtime MAC Member Kenton Wilkinson, Professor and Director of the Thomas Jay Harris Institute for Hispanic & International Communication at Texas Tech University and Alberto Avendano, President of The Ñ Group, LLC

“This is about strengthening the MAC Division and AEJMC’s ties to those Hispanic publications and Spanish language broadcasters,” said George Daniels, vice head and program chair for this year’s conference. “We are pleased to have a slot on our program where MAC could team up to offer this event.”

The breakfast session will feature discussion with television and publishing professionals working in the Washington D.C. region.

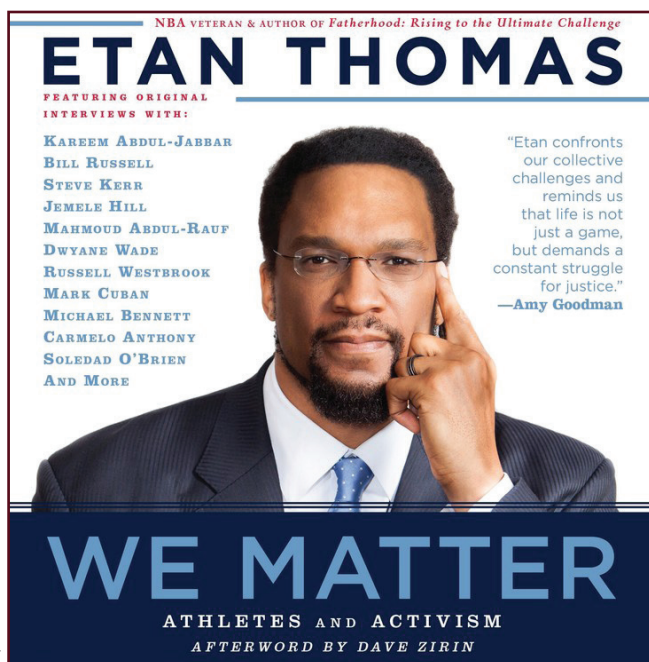
Hispanic-oriented media have become more diverse and influential within U.S. society. They have recently experienced the same churn as other sectors, but with additional uncertainty stemming from rapid demographic, cultural and linguistic shifts as well as political and economic threats to their audiences.

“The breakfast co-sponsors, the Fletcher, Heald & Hildreth law firm and the Harris Institute are committed to opening spaces for dialogue among scholars, media practitioners and policymakers in key forums such as the Minorities and Communication Division of AEJMC,” said Wilkinson, who will moderate the discussion.

Confirmed panelists include Frank Montero, managing member of Fletcher, Heald & Hildreth, previously served as the Director of the FCC’s Office of Communications Business Opportunities during the Clinton Administration.. A second panelist, Janette Luviano, is news director at, WZDC- Telemundo Washington, which is a subsidiary of NBC Universal. A former executive editor for The Washington Post Spanish-language content from 2004 to 2016, Avendano, who’s also served as a lecturer at Johns Hopkins University, will participate in the panel discussion.

The expert panelists will offer assessments of the current state of Hispanic media in an era of hyper-competition, big data, stark political partisanship, and allegations of fake news. They will also look to the future, identifying likely trends and opportunities.

There is no cost to attend the breakfast, but seating is limited. Please arrive early!



**Etan Thomas**



**Kent Wilkinson, Ph.D.**

# MAC KUDOS

## **Kathleen McElroy, Ph.D.**

A former editor at the New York Times and senior lecturer at the School of Journalism at the University of Texas has been named the school's new director.

Kathleen McElroy – whose nearly 30-year career in journalism includes stints in Texas at the Huntsville Item, the Bryan-College Station Eagle and the Austin American-Statesman. She started the job on June 1. She replaced R.B. Brenner, who had been the UT journalism school's director since 2014.

"The current challenge of journalism education is to train communicators to be technologically nimble but steadfast in seeking and reporting truth," McElroy said in a statement from the university.



## **Danielle Kilgo, Ph.D.**

Danielle Kilgo's dissertation titled "Black, White, and Blue: Media and audience frames from visual news coverage of police use of force and unrest" won the AEJMC Mass Communication and Society's top dissertation award. Her work focused on visual representations of police use of force cases and protests, and how White and Black audiences interpreted prominent media visuals differently.



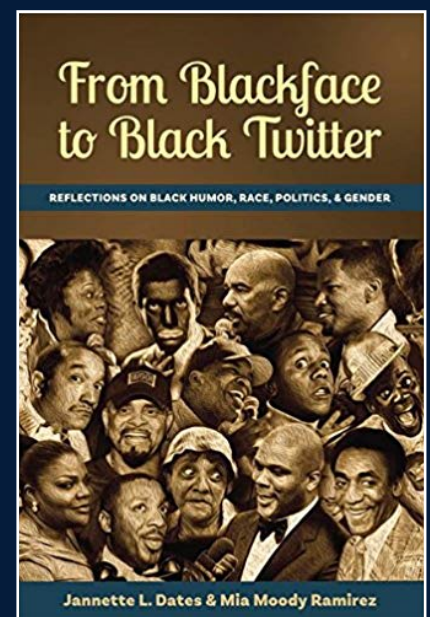
Kilgo, an assistant professor at Indiana University, and her colleague Rachel Mourão, assistant professor at Michigan State University, also received the Mass Communication and Society research award for their proposal titled, "News media effects, attitudes toward Black protest movements and the intersections of Injustice." This work will build on her dissertation, exploring the degree to which various presentations of media coverage influences support of the Black Lives Matter movement, and its demands and grievances.

## **Dean Jannette Dates, Ph.D., & Mia Moody-Ramirez, Ph.D.**

From Blackface to Black Twitter: Reflections on Black Humor, Race, Politics and Gender will be released on September 1, 2018. The book traces the roots and fruits of comedy in the United States over the centuries to analyze and offer insights into the intersections of race, gender and politics in the humor developed by, for and, or about black people in the United States. The book's ten chapters focus on how black and African American comedians of various periods used their communication skills and styles to reach professional and sometimes personal goals.

## **Fredrico Subervi, Ph.D.**

For Federico Subervi, Ph.D., the Visiting Leverhulme Professorship has continued to be an excellent experience. As planned, major progress has been made on the manuscript for the book about the media in Puerto Rico; the prospectus for consideration for publication has been submitted. In February he was an invited faculty of the University of Perugia, Italy, for the 2nd Edition of the International Spring School, which was dedicated to discussions of Media Systems, Comparative and Transnational Perspectives, with a Focus on



South America. At Perugia his presentation was titled "The Mass Media System of the Colony of Puerto Rico: Which Theories are Applicable for International Comparisons?" In April he delivered the first of his visiting professorship seminar lectures: "Transitioning Media: An overview of the dynamics in Puerto Rico and in the Hispanic United States." This took place at the University of Bristol, UK. Other similar lectures will follow in fall 2018.

Aside from his work in the United Kingdom, in early May Federico attended the Ford Foundation Fellows conference in Washington, DC, to serve as moderator for a panel and continue his role as mentor during the one-on-one advising sessions. A week later he was in New York to attend the second Puerto Rican Diaspora conference, hosted by the Center for Puerto Rican Studies, Hunter College, at which he moderated a panel on media and Communication in the recovery of Puerto Rico after Hurricane María. In late May, he traveled to Prague, to attend the International Communication Association conference at which during the pre-conference on Media & Governance in Latin America, he presented updates of his research about the media system of Puerto Rico. From Prague he went to Vienna, where he met with researchers of the Austrian Academy of Sciences to discuss the imperative for media literacy research and training to help counter the tsunami of political propaganda and polarization in Austria and the United States. In June, Subervi traveled to his home country of Puerto Rico to moderate and present at another media/communication panel during the third Puerto Rican Diaspora conference, which this time was hosted by the Center for Puerto Rican Studies and the Escuela Graduada de Planificación of the University of Puerto Rico.



In July he will attend the National Association of Hispanic Journalists conference in Miami to present findings of the 2017-18 study on the working conditions of Latino/a journalists. This is a project led by professor María Flores in collaboration with Zita Arrocha and Dino Chiecchi of the Department of Communication of the University of Texas-El Paso. At the NAHJ conference, Federico will also present the report on the Latino Public Radio Consortium Audience Data Project, which he has been directing since 2015. All in all, no retirement, just exciting work on a more flexible schedule.

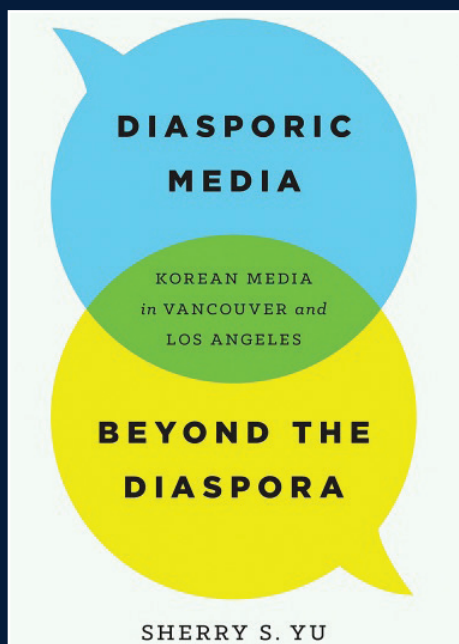
### Sherry Yu

We are pleased to share information on Sherry Yu's recently published book, *Diasporic Media beyond the Diaspora*. *Diasporic Media beyond the Diaspora* explores structural and institutional challenges and opportunities for these media and suggests policy directions with the aim of fostering broader intercultural dialogue. Using case studies of Korean media in Vancouver and Los Angeles, Sherry Yu, Ph.D. examines the potential of an intercultural media system for culturally, ethnically, and linguistically diverse societies. She reveals the structural and institutional conditions that promote or hinder broader availability and accessibility of diasporic media, which would improve cultural literacy, intercultural dialogue, and civic engagement.

Link: <https://www.ubcpres.ca/diasporic-media-beyond-the-diaspora>

### Tenure and Promotion

Congratulations to Mas Biswas, Ph.D. He was tenured and promoted to Associate Professor at Loyola University.



## 2018 AEJMC Midwinter Conference

By Melody Fisher, Ph.D.

The 2018 AEJMC Midwinter Conference was held March 2-3 at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. The MAC Division received a total of 19 submissions and 11 were selected for presentation. The 2018 top abstract was “#TheDaytoHeal: An analysis of National Day of Racial Healing content in ethnic, mainstream, and social media, presented by Riva R. Brown of the University of Central Arkansas.

The Midwinter Conference is an ideal place for communication researchers to receive thorough feedback, network with other scholars, and gain ideas for future projects. Several of this year’s presentations were also selected for the national conference: “An Examination of Non-White Crime Portrayals in Local Broadcast News by Robert Jones, Missouri;



Black Masculine Scripts in Hip-Hop Media” by Christin Smith, Morgan State; and “Media Framing of the Movement for Black Lives: Tone and Changes Over Time” by Michelle Perkins, Houston.

Begin working on your submission for the 2019 Midwinter conference! Details coming soon.

# Toronto, Canada

August 7-10

(Pre-Conference: Aug. 6)

**Sheraton Centre Toronto**

# 2019



## PF&R Update

By Danielle Brown Kilgo, Ph.D.

This year, MAC successfully planned and implemented new initiatives that support research of ethnic and racial minorities for both students and faculty.

The Dr. Paula Poindexter Faculty and Student Research Grants were both founded this year and these grants offer financial support for our members' research projects. The grant was an initiative to support the research efforts of MAC members. This initiative is intended to support of research on racial and ethnic minorities which is still unrepresented in the field, allowing us to fulfill the PF&R goal of racial and cultural inclusiveness.

Regular updates were provided on social media networks, and membership on Facebook is now up to 305 members; Twitter now has 161 followers. The MAC Division continues to participate in activities to fulfill the PF&R areas of free expression, media criticism & accountability, ethics, public service and racial, gender and cultural inclusiveness.

Information about other funding opportunities was also sent out to MAC members were also distributed, including: dissertation funding opportunities (<https://www.aahhe.org/dissertation/DissertationsCompetition.aspx>); fellowship opportunities such as Audience Development & Engagement Manager at MinnPost, the Barrow Minority Scholarship; the Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education.

MAC members regularly engaged in robust discussions online about research that tackles issues relevant to MAC and the state of the academy. This included discussions on the following articles:

- The Chronicle of Higher Education. (2018) Tell us about your experience with racism in the academy. Retrieved at: <https://www.chronicle.com/article/Tell-Us-About-Your-Experience/243261>
- Chakravartty, P., Kuo, R., Grubbs, V., McIlwain, C. (2018) #CommunicationSoWhite. Journal of Communication. <https://academic.oup.com/joc/article/68/2/254/4958972>
- Inside Higher Ed. "Creating Racial and Ethnically Diverse Faculties." Retrieved at: <https://bit.ly/2EBAkly?cc=0ee1cde5630c81ef77a5444fa82c1295>
- The Chronicle of Higher Education. "The 21st Century Academic." Retrieved at [https://www.chronicle.com/article/The-21st-Century-Academic/242136?cid=cc&utm\\_source=cc&utm\\_medium=en&elqTrackId=6f82fd5783a04837ad6d66308c69854e&elq=8c7f5bca85094c018e99e442c8847e2f&elqaid=17295&elqat=1&elqCampaignId=7527](https://www.chronicle.com/article/The-21st-Century-Academic/242136?cid=cc&utm_source=cc&utm_medium=en&elqTrackId=6f82fd5783a04837ad6d66308c69854e&elq=8c7f5bca85094c018e99e442c8847e2f&elqaid=17295&elqat=1&elqCampaignId=7527)
- The Boston Globe. "Boston. Racism. Image. Reality." Retrieved at: <https://apps.bostonglobe.com/spotlight/boston-racism-image-reality/series/colleges/>

MAC members regularly discussed and debated relevant current events (NFL protests, National Memorial for Peace and Justice, Charlottesville) and the state of the media industry. MAC members played an active role in public scholarship.

- Jason Smith: <http://blogs.lse.ac.uk/usappblog/2018/03/30/memorandum-of-understandings-promise-nothing-media-mergers-require-close-scrutiny-by-the-fcc-for-their-impacts-on-latinas/>
- E-K. Daufin: <https://www.montgomeryadvertiser.com/story/opinion/columnists/2018/05/03/opinion-eji-memorial-represents-millions-victims-not-just-4-000/577750002/>
- George Sylvie: <http://kut.org/post/objectivity-often-used-crutch-reporting-race-ut-journalism-professor-says>

Given the focus of our Division, ethnic and racial minorities, all of the division's activities have fulfilled the racial, gender and cultural inclusiveness areas.

## MAC Mentoring Program Update

By Kathleen McElroy, Ph.D.

At the start of the spring semester, MAC paired 10 mentors with 10 other members who sought guidance on several topics, including scholarship, promotion and work/life balance. The mentors were all tenured or soon-to-be tenured professors. The contact varied among the groups, with one mentored grad student calling her mentor "awesome" and "extremely helpful." Mentored members reported at least one conversation with their mentors during the semester. But during the AEJMC conference in Washington, mentors and mentorees can meet face to face during a private-room lunch. Following the MAC panel "Diversity in the Age of Trump," the mentorship lunch is noon Monday, Aug. 6, at Acadiana, a Creole-Cajun restaurant across the street from the conference hotel. We have spots for up to 30 people. The cost of the three-course prix-fixe lunch is to be determined (but will be very reasonable). Make plans to have lunch with MAC members that Monday.

By Leticia Williams, Ph.D.

## Greetings MAC graduate students!

As you prepare to attend AEJMC 2018 in Washington, DC, there are several things you can do to optimize your conference experience. The following tips can help you get the most out of attending the AEJMC Conference.

### Tip #1: Network

The AEJMC Conference is an excellent opportunity to meet scholars and seek advice about their experiences in graduate school and early careers. These conversations can lead to mentorships or advice that is critical to you being a successful graduate student. This is also an opportunity for you to meet other graduate students, and form networks that can become valuable resources as you continue your graduate studies. One way to prepare for these networking conversations is to develop your elevator pitch. An elevator pitch is a concise introduction that conveys important information about yourself (e.g., who you are, what type of research you do, your academic/career goals). The goal is to keep your pitch short, using only the amount of time required for a short elevator ride. For networking, remember to bring your business cards, a smile, and your elevator pitch!

### Tip #2: Explore journalism and mass communication research

A major benefit of attending an academic conference is increased exposure to research. The AEJMC Conference offers research presentations across journalism and mass communication



**Leticia Williams, Ph.D.**

research such as community journalism, technology, communication theory, law and policy, teaching and pedagogy, sports communication, media studies, gender and race, and culture. Whether you are still searching for your research specialty or have identified your research interests, this conference is a great opportunity to explore journalism and mass communication research!

### Tip #3: Create a schedule

Attending a conference can become overwhelming, especially if you are trying to attend numerous panel or poster sessions, business meetings for the different divisions, and network in formal (e.g., panel sessions, business meetings, etc.) or informal (e.g., coffee or lunch meeting) settings. First, create a schedule to optimize each day of the conference, and leave time for yourself to take break and process the information and experiences from the day. Second, identify primary and secondary panels to ensure that you do not miss a panel that is important to your research or

development as a scholar. Third, take advantage of the AEJMC Conference app for easy access to the program schedule to assist with your planning. Lastly, don't forget to check the program schedule for MAC panel sessions and the MAC Business Session Member's Meeting.

### Tip #4: Explore the museums of DC

If you do have a free morning or evening, take advantage of the exceptional museums in DC. Admission is free at most museums, so it is well within the graduate student budget! The Smithsonian Institution offers 17 museums and galleries, including the National Museum of African American History and Culture (check ahead for an admission day pass), the National Museum of American History, and the National Portrait Gallery (which features President Barack Obama's portrait and The Struggle for Justice exhibit that features Civil Rights leaders). Most of the museums are accessible via public transportation (the Metro), and are definitely a gem of the city that are worth exploring.



## Staying Safe in DC: Tips from MAC members

By Danielle Kilgo, Ph.D.

In May at the International Communication Association (ICA) annual conference in Prague, white supremacists threatened and harassed scholars of color while they were out in the city. One of the scholars reported that she did not know how to call the police, and so they found a public restaurant and waited until the men left. White supremacist leaders are expected to rally at National Mall on August 12, just days after the AEJMC conference concludes. This “Unite the Right” rally will happen on the anniversary of the deadly Charlottesville rally. As of June 28th, a permit has not been issued, but the gathering has been approved.

Given the events of ICA and the

impending rally in DC, we would like to create a collective initiative to provide safe places and ideas about what scholars can do to stay vigilant in an increasingly hostile environment. Though being confronted with racism is not new, this type of overt attack can only be described as terrifying. In an effort to be more proactive than reactive, MAC members have provided the following safety tips to consider while traveling this academic year.

- Remember bias-motivated incidents are crimes and should be reported to law enforcement. Do not try to handle the situation alone.
- Practice safety first. Do not wait to report an incident.
- Before you share information on social media or other platforms,

- reach out to law enforcement.
- Plan travel ahead. Make sure if you're taking the bus (Metro or RideOn) or the train, or taxi that you know the address and have basic directions.
- Try to avoid falling asleep while riding. Travel with a buddy if possible.
- Carry your ID/passport and conference badge.
- Let someone know where you are going and when, especially if you're traveling alone.
- Keep your mobile device charged.
- If you feel unsafe, try to stay in public areas. Avoid place that look isolated like alley ways.
- If you see something, say something.

## MAC AEJMC Conference Highlights

MAC Mentorship Luncheon Monday, August 6.

- Arcadiana Restaurant
- For additional information contact Kathleen McElroy, Texas, at [kathleen.mcelroy@austin.utexas.edu](mailto:kathleen.mcelroy@austin.utexas.edu)
- Approximately \$25 per person

1:30 to 3 p.m. Tuesday, Aug. 7

- Minorities and Communication Division
- Business Session Members' Meeting
- For additional information contact Mia Moody-Ramirez, Baylor, at [Mia\\_Moody@baylor.edu](mailto:Mia_Moody@baylor.edu)
- Refreshments provided

Lionel Barrow Scholarship Soiree: 8:45 to 10 p.m. Wednesday, August 8

The MACD and the Commission on the Status of Minorities invite you to join them for good time at the Lionel Barrow Scholarship Soiree to raise money for a good cause!

- Tickets: \$50 in advance and \$60 onsite
- Location: City Tap House Penn Station, 901 9th Street NW.
- Proceeds from this event go to support the Lionel C. Barrow Minority Doctoral Scholarship
- Pre-registration is required: <https://aejmc2.wufoo.com/forms/m12h1i00ssp7kk/>
- For more information, contact George Daniels at [gdaniels@ua.edu](mailto:gdaniels@ua.edu).

7 to 8 a.m. Wednesday, Aug. 8

- Minorities and Communication Division
- Business Session Executive Committee Business Meeting
- For additional information contact Mia Moody-Ramirez, Baylor, at [Mia\\_Moody@baylor.edu](mailto:Mia_Moody@baylor.edu)

Trailblazers Oral History Diversity Project Luncheon: 12:15 pm to 1:30 pm Wednesday, Aug. 8

Join the Minorities and Communication and the Scholastic Journalism Divisions and the Trailblazers Oral History Diversity Project for a luncheon in the AEJMC Conference 2018.

- This event will explore the status of diversity efforts in news coverage over five decades and the objective of the AEJMC Diversity Project in capturing the contributions and perspectives over that period of many members and leaders of AEJMC and other academic and professional organizations.
- Panelists will examine how the AEJMC Diversity Project work can educate a new generation of journalists and educators about the important principles in covering all of society. Also, the awarding of the Robert Knight Multicultural Achievement Award.
- Luncheon will feature a keynote speaker.
- Tickets: \$50. (Participation limited to 60) <https://aejmc2.wufoo.com/forms/m12h1i00ssp7kk/>
- For additional information contact George Daniels, Alabama at [gdaniels@ua.edu](mailto:gdaniels@ua.edu).

# Grant Program Update

By Danielle Kilgo, Ph.D.

Over the past couple of years, MAC has created numerous opportunities to highlight and support research related to the division's area of interest. This year, we created a new initiative, the Dr. Paula M. Poindexter Research Grant, to support faculty and student research. This year's deadline was June 1st, and expert reviewers are currently completing their final reviews. The winners of the faculty and student competitions will be announced at the business meeting on Tuesday, August 7 at 1:30 p.m.

With a successful first year almost behind us, the MAC e-board has already begun looking at the future, and our ability to sustain existing initiatives, like the Dr. Paula M. Poindexter Research Grant, the Dr. Carolyn Stroman New Graduate Membership Award, or the Top Research Paper Awards, and build new opportunities. Increasing our membership is one way to do achieve this goal. We hope you will continue to be a MAC member. You've made a big difference in what we are able to do. Thank you.

We also hope that you will consider contributing to one of our initiatives. AEJMC has a direct link for donations: <https://aejmc2.wufoo.com/forms/aejmc-contributions/>

There is a space titled "Contribution Choice" > choose other. Then, there is a section called "write-in contribution choice," > designate donations to MAC and the award. A gift of \$10 could support a full year MAC membership for a first-time graduate student research presenter. Every little bit counts. Thank you again, and see you in DC!

## MAC Report from the Research Chairs

By Joseph Erba, Ph.D., and Riva Brown, Ph.D.

### Faculty Paper Competition:

28 papers were submitted and 16 were accepted (57.14% acceptance rate)

Top Paper Awards:

First-place faculty paper: Troy Elias (University of Oregon): "Impact of Media Use and Pro-Environmental Orientations on Racial/Ethnic Groups' Attitudes Towards Ecobranding"

Second-place faculty paper: Kris Boyle (Brigham Young University): "Racially Framed: A content analysis of media frames in the coverage of the Ferguson controversy"

Third-place faculty paper: Melissa Adams and Melissa Johnson (North Carolina State University): "Acculturation, Pluralism, Empowerment: Cultural Images as Strategic Communication on Hispanic Nonprofit Websites"

### Student Paper Competition:

12 papers were submitted and 7 were accepted (58.33% acceptance rate)

Top Paper Awards:

First-place student paper: Robert Jones (University of Missouri): "\_\_\_\_ Lives Matter: The Impact Of Exemplar Race and Story Frame on Perceived Issue Severity"

Second-place student paper: Aqsa Bashir (University of Florida): "Marketing to One Color: An Analysis of the Emergent Themes in Cancer Television Commercials from 2014-2017"

Third-place student paper: Stefanie Davis (Pennsylvania State

University): "Racialized Reporting: Newspaper Coverage of Hurricane Harvey vs. Hurricane Maria"

### Conference Sessions

This year, MAC will host three 'traditional' refereed paper sessions and one high density session. Monday morning, the first refereed paper session will focus on representations of crimes news and their potential effects on audience members, as well as language use on Twitter. In the afternoon, the high density session will explore various types of racial/ethnic representations in different outlets over time. Tuesday's refereed paper session investigates representations of racial/ethnic minority groups in the context of environmental, nonprofit and health communication, discussing ways to better target these populations. Lastly, Thursday's refereed paper session will examine variables that influence support for Black Lives Matter, and also address representations of the Ferguson demonstrations.

### Crime and cross-language content (Monday August 6, 8:15 -9:45 a.m.):

- Robert Jones, University of Missouri: \_\_\_\_ Lives Matter: The Impact Of Exemplar Race and Story Frame on Perceived Issue Severity
- Jeniece Jamison, University of Memphis; Stephanie Madden, Pennsylvania State University: An Examination of Non-White Crime Portrayals in Local Broadcast News
- Alfred Cotton, University of Cincinnati: Racist Media Representations of Police Shootings: The Problem of

Continued on page 19

### Primary Definition

- Jacqueline Oquendo, Louisiana State; Ke Jiang, Louisiana State; Lance Porter, Louisiana State: Ethnicity and Language: A Cross-Language Semantic Network Analysis of Tweets

### Has there been any progress? Stereotypical and counter-stereotypical racial/ethnic representations over time

(Monday August 6, 3:15 - 4:45 p.m.):

- Guy Harrison, Youngstown State University; Ann Pegoraro, Laurentian University; Miles Romney, Brigham Young University; Kevin Hull, University of South Carolina: How Race, Gender, and American Politics Influenced User Discourse Surrounding the Jemele Hill Controversy
- Brandale Mills, Norfolk State University: Old Stereotypes Made New: A Textual Analysis on the Tragic Mulatto Stereotype in Contemporary Hollywood
- Somava Pande, Washington State University: Stuck in the myth of Model Minority: Representation of self in Asian Indian ethnic newspapers
- Maria Len-Rios, University of Georgia; Patricia Moy, University of Washington: The Effects of Latino Cultural Identity and Media Use on Political Engagement and Vote Choice in Election 2016
- Raymond McCaffrey, University of Arkansas: Civil Rights and Sports: Jackie Robinson's Continuing Crusade as a Newspaper Columnist
- Stefanie Davis, Pennsylvania State University: Racialized Reporting: Newspaper Coverage of Hurricane Harvey vs. Hurricane Maria
- Debra Kelley, University of Minnesota: Immigrant frames and responses to mass media identity positioning
- Yewande Addie, University of Florida; Brett Ball, University of Florida; Kelsy-Ann Adams, University of Florida: A Conceptual Model on Black Consumer-Brand Identity Congruence and Personal Care Purchase Intentions
- Christin Smith, Morgan State University: Black Masculine Scripts in Hip-Hop Media
- Michelle Perkins, University of Houston: Media Framing of the Movement for Black Lives: Tone and Changes Over Time
- Rebecca Britt, The University of Alabama; Brian Britt, South Dakota State University; Jenn Anderson, South Dakota State University; Nancy Fahrenwald, South Dakota State University; Shana Harming, South Dakota State University: 'Sharing Hope and Healing': A culturally tailored social media campaign serving Native Americans

**Targeting racial/ethnic minority audiences: Environmental, nonprofit and health communication (Tuesday August 7, 11:45**

**a.m. - 1:15 p.m.):**

- Troy Elias, University of Oregon: Impact of Media Use and Pro-Environmental Orientations on Racial/Ethnic Groups' Attitudes Towards Eco-branding
- Taryn Myers, Howard University, Finie Richardson, Howard University; Jae Eun Chung, Howard University: Representation of Minorities in Hospitals' Online Platforms: Manifestation of Diversity in Images and Videos
- Melissa Adams, North Carolina State University; Melissa Johnson, North Carolina State University: Acculturation, Pluralism, Empowerment: Cultural Images as Strategic Communication on Hispanic Nonprofit Websites
- Aqsa Bashir, University of Florida: Marketing to One Color: An Analysis of the Emergent Themes in Cancer Television Commercials from 2014-2017

**MAC Business Meeting and Award Recognition (Tuesday August 7, 1:30 - 3:00 p.m.)**

**Attitudes towards Black Lives Matter & Representations of Ferguson (Thursday August 9, 12:45 - 2:15 p.m.):**

- Danielle Kilgo, Indiana University, Rachel Mourao, Michigan State University: Media Effects and Marginalized Ideas: Relationships Among Media Consumption and Support for Black Lives Matter
- Lanier Holt, The Ohio State University; Matthew Sweitzer, The Ohio State University: More than a Black and White Issue: Racialized Identity Constructs and Support for the Black Lives Matter Movement
- Kris Boyle, Brigham Young University: Racially Framed: A content analysis of media frames in the coverage of the Ferguson controversy
- Cristina Mislan, University of Missouri; Sara Shaban, University of Missouri: To Ferguson, Love Palestine": Mediating Life Under Occupation




Congratulations!

## Carolyn Stroman Award Winners

<ul style="list-style-type: none"> <li>□ Kelsy-Ann Adams University of Florida</li> <li>□ Yewande Addie University of Florida</li> <li>□ Brett Ball University of Florida</li> <li>□ Aqsa Bashir University of Florida</li> <li>□ Jacqueline Oquendo Louisiana State University</li> </ul>	<ul style="list-style-type: none"> <li>□ Stefanie Davis Pennsylvania State University</li> <li>□ Robert Jones University of Missouri</li> <li>□ Michelle Perkins University of Houston</li> <li>□ Christin Smith Morgan State University</li> <li>□ Qun Wang Rutgers University</li> </ul>
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AEJMC  
CHICAGO • AUGUST 2017

**Thank you to MAC Reviewers (46 reviewers: 29 faculty paper reviewers; 13 student paper reviewers; 4 faculty and student paper reviewers):**

Carole Atkinson  
Alex Avila  
Hyejin Bang  
Venise Berry  
Masudul Biswas  
Katie Blevins  
Robert Brown  
Rockell Brown Burton  
Kenneth Campbell  
Yvonne Chen  
Lona Cobb  
Hazel James Cole  
George Daniels  
Maria De Moya  
Joseph Erba  
Tracy Everbach  
Bellarmine Ezumah  
Lillie Fears  
Melody Fisher  
Monica Flippin Wynn  
Cynthia Frisby  
Brad Gorham  
Bettye Grable  
Josh Grimm  
Cathy Jackson  
Lee Jolliffe  
Yowei Kang  
Danielle Kilgo  
Benjamin LaPoe  
Kimberly Lauffer  
Michael Longinow  
Doug Mendenhall  
Mia Moody-Ramirez  
Sorin Nastasia  
Emmanuel Nwachukwu  
Ahmed Orabi  
Sheila Peuchaud  
Leslie Rasmussen  
Jeannine Relly  
Felecia Ross  
Loren Saxton Coleman  
Miglana Sternadori  
Vinicio Sinta  
Aruth Sturm  
Mingxiao Sui  
Natalie Tindall

# Minorities and Communication (MAC) Division 2018 Annual Conference Events

## AT – A – GLANCE

### Monday, August 8, 2018

8:15 – 9:45 a.m.

Refereed Research:

“Crime News in Black and White”

10:00 - 11:30 a.m.

Panel: Diversity in the Age of Trump

3:15-4:45 p.m.

High Density Refereed Research:

”Stereotypical and Counter-stereotypical  
Representation Over Time”

5:00- 6:30 p.m.

Panel: “Barrow Scholarship Winners: Where  
Are They Now”

### Tuesday, August 9, 2018

8:15-9:45 a.m.

Breakfast with Hispanic Media

10:00- 11:30 a.m.

Panel: “Communication, Culture and Gentrification”  
(Guided Walking Tour of Washington, DC’s Gentrified  
Neighborhoods will follow this session)

11:45 a.m. – 1:15 p.m.

Refereed Research:

“Targeting Racial/Ethnic Minority Audiences”

1:30-3:00 p.m.

MAC Division Members’ Meeting  
(Refreshments Served)

4 p.m.- 5:30 p.m.

MAC and CSM Representatives Meet at  
Multicultural Media

Telecommunication and Internet Council on the EEO  
Supporters Group

1919 Pennsylvania Ave NW, Suite 725  
Washington DC 20006

### Wednesday, August 10, 2018

7 – 8 a.m.

MAC 2018-2019 Executive Committee Meeting

8:15-9:45 a.m.

Panel: “Diversity Outcomes Beyond the Numbers”

10:00 a.m. -12:00 p.m.

AEJMC Business Meeting

(Mia Moody Ramirez receives Barrow Award from  
MAC and CSM)

12:15-1:30 p.m.

Trailblazers for Diversity Luncheon

1:45 – 3:45 p.m.

Panel: What’s Next for the Advocate Athlete and the  
Press That Covers Them?

8:45 – 10:00 p.m.

Barrow Scholarship Soiree

City Tap Penn Station (901 9th Street)

### Thursday, August 11, 2018

12:45 – 2:15 p.m.

Refereed Research:”Attitudes Toward Black lives  
Matter and Representations of Ferguson”



# Minorities and Communication Division

## Frequently Asked Questions

### What is MAC D?

The Minorities and Communication division (MAC) is an Association for Education in Journalism and Mass Communication (AEJMC)'s group of scholars committed to advancing research, teaching and professional freedom and responsibility scholarship and initiatives that explore the intersection of racial/ethnic minorities and mass communication. Our programming and service center on critical economic, political, legal, ethical, and social issues that define the role racial and ethnic minorities have played, and are playing, in media and mass communication education. As such, MAC also has a pragmatic aim to promote cultural literacy and diversity among academics, professionals, and students, and to heighten knowledge and strengthen skill sets to manage the complexities and respond to the disparities that manifest in a multicultural media landscape.

### When was the division founded?

The division was founded in 1970 by Prof. Lionel C. Barrow, Jr., who became head during its organizational year, seeking to recruit, train and place an increasing number of minorities in the communication field.

### What are membership benefits?

#### Community

- o Exchange research ideas and collaboration with other scholars.
- o Discussion on research and teaching strategies.
- o Interacting and working with likeminded people.
- o Support in an extended family of academics.

#### Graduate & New Scholars

- o Support to begin your academic career through our successful mentorship program.
- o Leadership and enhancing relations with other academics through participation in the MAC community
- o Learn about job opportunities.

### How much are dues?

Division membership dues are \$15. Graduate students dues are \$10.

### How many members does MAC have?

MAC currently has nearly 200 dues-paying members.

### How frequently is the newsletter published?

The newsletter is published semi-annually.

### What are the MAC Social Media accounts?

MAC's Facebook group is Minorities and Communication Division, AEJMC and our Twitter account is @MacAejmc

### What is the website URL?

You can find out more about MAC at <http://www.mediadiversityforum.lsu.edu/MAC/index.html>

Best,  
Miya and Miriam



**Minorities and  
Communication Division**



**MAC Head**  
Mia Moody-  
Ramirez  
Baylor University



**Vice Head**  
George Daniels  
University of  
Alabama



**Faculty Research  
Chair**  
Riva Brown  
U. of Central Arkansas



**Graduate Research  
Chair**  
Joseph Erba  
University of Kansas



**Midwinter Coordinator**  
Melody Fisher  
Mississippi State  
University



**PF&R Chair**  
Danielle Kilgo  
Indiana University



**Teaching Std. Chair**  
Sadaf Ali  
Eastern Michigan  
U.



**Faculty Liaison**  
Victoria LaPoe  
Ohio University



**Graduate Liaison**  
Leticia Williams  
Howard University



**CSW/MAC Mentor-  
ship Program  
Liaison:**  
Kathleen McElroy  
UT Austin



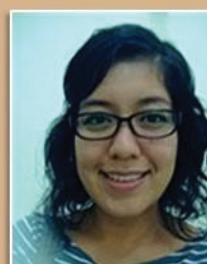
**Membership  
Coordinator**  
Meta Carstarphen  
U. of Oklahoma



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Benjamin LaPoe  
Ohio University



**Webmaster**  
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Loyola U.  
Maryland



**Social Media**  
Miriam Hernandez  
City U. of Hong  
Kong



**Social Media**  
Miya Williams  
Northwestern U.



**Head Emeritus**  
Josh Grimm  
Louisiana State U.

**Congratulations on an amazing year!**