

MINORITIES & COMMUNICATION DIVISION

NEWSLETTER

MAC RESEARCH GRANTS: MAC REMAINS COMMITTED TO SUPPORTING RESEARCH FOCUSED ON DIVERSITY & RACIAL MINORITIES

By Dr. Miya Williams Fayne

Are you conducting research with a focus on diversity and racial minorities in relation to media and communication in the United States? If so, the Minorities and Communication (MAC) Division of the Association for Education in Journalism and Mass Communication (AEJMC) is ready to support your work!

Every year, the Dr. Paula M. Poindexter Research Grant is awarded to one research project by a faculty member (or team) and one research project by a student (or team). Faculty members and students can team up too, but they will need to compete in the faculty category. This year's faculty grant includes...

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A NOTE FROM MAC HEAD



Dr. Sydney Dillard

I am writing to you today with a great deal of excitement and enthusiasm for the future of the Minorities and Communication Division. Over the past year, we have faced many challenges and uncertainties, but through our hard work, determination, and commitment, we have continued to grow and thrive. I am incredibly proud of all that we have accomplished, and I am even more excited about what lies ahead.

Looking to the future, I am confident that we will continue to build upon our successes and achieve even greater things. We have a number of exciting events and initiatives planned in the coming months, including our Annual AEJMC conference in Washington, D.C., August 7-10th. With numerous panels scheduled and phenomenal research presentations on the books, this year is sure to be insightful and fun.

Thus far we've pushed forward with several of this year's goals. First, I am happy to reiterate that with the support of our Webmaster, Dr. Mas Biswas, we have successfully completed our MAC website transition to our new AEJMC hub before December 2022. You may have noticed that you now are receiving notifications and bulletin board updates through this site as they become available. This is our central location for communicating moving forward, though many members still use the MAC listserv as well. We are working to create the most efficient communication channel for reaching our members and invite you to post to the AEJMC hub with information that is useful to our members. Feel free to post job opportunities, updates, and other events that may be of interest. This is the place to go for MAC information.

Additionally, the MAC executive board has hosted two listening sessions this year. From these meetings I have gathered that members are looking for clarity on processes (such as submitting donations for fundraising efforts) and communication channels (such as follow-ups post grant application cycles). These recommendations are well received and align squarely with this year's goal to centralize communication. We thank the members who took time to provide this useful feedback.

Also, our By-Laws Review Committee has been working diligently on updating the MAC constitution and has met quarterly to review the language and application of our bylaws. This has been a tall task and I thank the committee members for finding time in their busy schedules to tackle this undertaking. The final updates will be made available to members for review before this year's member meeting.

Finally, I am also excited to update everyone on our final objective of establishing publishing opportunities, specifically for our MAC members. Having worked closely with the editor of Advertising and Society Quarterly, I've developed a call for a special DEI issue focused predominately on ethnic/racial minoritized groups in the advertising and public relations field. As we await final approval of the call to be released, please be on the lookout for this post as we encourage MAC members to submit their work through this channel. This is a wonderful opportunity to showcase the work we are already doing and highlight why MAC has the most expertise to contribute to this topic. This would be the time for our members to plan in advance and assemble as many research teams as possible to fill the special issue with wonderful MAC scholarship.

As we move forward, I encourage all of you to continue to be actively involved in MAC. Share your thoughts on further developing the division at MAC leadership listening sessions, contribute your ideas, energy, and enthusiasm to our efforts. Whether it is through volunteering your time, sharing your knowledge and expertise, or simply attending our events and meetings, every contribution you make will help to ensure the success and growth of each and every member.

Finally, I want to express my gratitude to all of you for your continued support and dedication to this year's goals. Feel free to peruse this season's newsletter to stay abreast on current happenings and insightful nuggets of knowledge from our leadership team as we all continue to develop as teachers and scholars. It is because of your commitment and hard work that we are able to achieve so much, and I look forward to working with you all as we continue to build a brighter future for the Minorities and Communication Division. Take care!

I am Tired: Musings of a DEIA Practitioner

Keonte Coleman, Ph.D.
MAC Teaching Chair

I'm sitting down to write this column at a time when I have too many irons in the fire, yet not enough at the same time. I'm sure that I'm not alone in feeling this duality. We're currently in the midst of Black History Month where my colleagues and I have been involved in panel discussions to help our field, communities, and society understand what can be gained by creating diverse, inclusive, equitable, and accessible environments. I'm tired, but I've refused to complain.

I'm thankful to be invited to speak because that's an indicator that the body of work I've produced, the networks I've fostered, and the sincerity I've displayed as it relates to DEIA resonates with a broader audience. But there's something different going on this year. The headlines are hitting harder and staying with me longer. I said I wasn't going to watch the deadly Memphis Police attack, but I did. I held it together while watching the sentencing statements from the victims of the Buffalo mass shooting with my students. Seemingly, every day brings new legal maneuverings aimed at stripping away civil rights. I feel like I'm in the middle of watching a dystopian movie that I can't turn off.

I helped a colleague select some photographs from the Getty Images Black History and Culture Collection for an exhibit being held on our campus. It was one of the most fulfilling and gut-wrenching tasks because while there are so many photos that show Black joy and Black excellence, countless others captured the Black tax placed on Black people for having the audacity to exist and demand to be treated like citizens. One photo has stayed with me. It depicts Harriet Tubman standing in an almost sheepish manner holding what looks to be a wash pan next to a group of unnamed Black people. This isn't the stoic image of her that I'm accustomed to seeing. Her eyes seem to be staring into my soul. It's got me asking am I doing enough? Should I be doing something different? Does it matter?

I grew up in a family of factory workers. I'm forever grateful for everything that was instilled in me, and I know how privileged I am to be in a position to ponder these thoughts instead of being worried about my next paycheck. I know what "tired" looks and sounds like, so it's easy to feel like I don't have the right to complain.



Keonte Coleman, Ph.D.

But is it complaining to admit that fighting for a more diverse, inclusive, equitable, and accessible world taxes the heart and mind?

I'm sharing these rambling thoughts with you because I think it's so important for us all to realize it's OK to be tired. It's OK to take care of yourself and find the peace that you need to keep fighting for change. I'm not in a position to fix everything, but I am in a position to ask for help when I need it. Lean into your family, friends, network, and community to get your next boost. Don't be afraid to seek professional counseling if necessary. Harriet Tubman and all of our ancestors ran their races so we could run ours. I'm tired, but I'm going to do something about it.

As the PF&R chair, my role is to encourage members to support the principles of professional freedom and responsibility, encourage increased knowledge on freedom of expression, promote high ethical standards, foster members to become media critics on their campuses and in their communities, and encourage gender and cultural inclusiveness. The pursuit of these noble goals can induce trauma whether it's from consuming triggering content or facing backlash connected to your research, service, or teaching. Please make sure that you are taking care of yourselves so that we all can continue to fight the good fight and pick each other up when we get tired.

MAC Research Grants...

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\$500 in research support. These two grants honor the tireless work of Dr. Paula M. Poindexter, former MAC division head and former AEJMC president.

What kind of research are we looking for? The term “racial/ethnic minorities” has been defined by the MAC Division to include Latina/os, African Americans, Asian Americans, and Native Americans. Therefore, proposals examining how these groups present images, news and/or other information about themselves, as well as those examining how issues and/or perspectives related to race/ethnicity and diversity are featured in mainstream or other specialized media, would generally fall into this division’s area of interest. Our division also welcomes proposals for research on teaching or pedagogy related to minorities in communication. Grant proposals employing any scholarly method of inquiry are invited.

Please note that each investigator can only submit one proposal, but there is not a limit on the number of researchers per proposal. All applicants have to be MAC members as of June 1, 2023, and current members of the MAC executive board for 2022-2023 cannot apply.

The deadline to apply is Friday, June 9, 2023. The application for faculty submissions can be found here:

bit.ly/PoindexterFacultyGrantApp

and the application for student submissions can be found here:

bit.ly/PoindexterStudentGrantApp.

All applications will be blind reviewed.

For further questions, please email Dr. Miya Williams Fayne at mwilliamsfayne@fullerton.edu.

Recap of MAC Representation at 2023 Midwinter Conference

Dr. Rafael Matos

Midwinter Conference Coordinator

MAC Division had a strong representation at the 2023 Midwinter Conference. A total of seven papers were presented in two sessions. The first session focused on influences of race and culture on behaviors and perceptions of marginalized people in media. The second session featured research by authors who examined how online media is used to shape narratives and engage with people of marginalized identities.

Participants in both sessions engaged in robust discussions. The feedback provided will help authors prepare their papers for submission to the 2023 AEJMC Conference in Washington, DC, August 7-10.

Featured Papers

Title: Speaking Up on Local Television News: Gender, Race, and Representation

Authors: Chris Anderson, Wabash College; Margarita H Tapia, University of Oklahoma; Jill Edy, The University of Oklahoma

Title: COVID-19 vaccine barriers and helpers among underrepresented and underserved groups: Insights from a longitudinal study

Authors: Ioana A Coman, Texas Tech University; Shan Xu, Texas Tech University; Emily Weedon, Texas Tech University; Masahiro Yamamoto, Albany

Title: Embracing Their Slavery Past to Promote Their Diversity Present: A University Communication Strategy Study (*Top Paper Honors*)

Author: George L Daniels, The University of Alabama

Title: “In Their Own Words: How U.S. Indigenous Tribes Choose to Protect Free Speech and Press (or Not)”

Author: Kevin R Kemper, University of Oklahoma

Title: A Critical discourse Analysis of Personal Narratives Concerning the Black Lives Matter Movement in the Facebook Group Subtle Asian Traits
Author: Yifan Liu, The London School of Economics and Political Science

Title: Look Who's Talking: An Analysis of Soundbites and Visuals in Network Coverage of George Floyd Death

Author: Felicia A McGhee, University of Tennessee at Chattanooga

Title: Staying Connected in Times of Uncertainty: Small Historically Black Colleges and Universities information sharing on Instagram during the COVID-19 Pandemic
Author: Pamela Peters, University of Kansas

Field Trips Provide Valuable Learning Opportunities for University Mass Communication Curriculums

Gheni Platenburg, Ph.D.
MAC Teaching Chair

Some of my most memorable academic learning experiences have come from field trips. I learned how to start a campfire and prep a rod and reel for fishing during a fifth-grade camping trip. During an eighth-grade trip to Washington D.C., I further understood the concepts of social studies and politics by visiting the sites discussed in textbooks.

Even in graduate school, the benefits of field trips were clear.

Upon moving to Anniston, Alabama, to complete my master's degree in community journalism, at the University of Alabama, my cohort received a guided bus tour of the city and a guided walking tour of Fort McClellan, a vital part of the city's history. Both excursions provided the necessary introductory background and context to better understand the city we would report on as reporting interns during the summer of 2009. During the years I worked full time as a journalist, I frequently engaged in immersive learning experiences to enhance my reporting and to become a better storyteller.

Now, as a college journalism professor, I remain a huge proponent of including these experiential learning opportunities in curriculums.

Obviously, I did not invent the idea of class field trips. However, I would like to re-emphasize the value of including them in your semester plans. What worked in K-12 also has a place in university pedagogy.

There is a ton of literature and research supporting place-based learning as a useful tool in facilitating student learning and understanding of theoretical concepts. Specific learning outcomes based on Bloom's Taxonomy can also be linked to field trips.



Professors are encouraged to offer both lectures and active learning opportunities to keep students engaged during instruction. When deciding among the usual interactive options, I encourage you to also consider adding a field trip or two.

They keep your teaching fresh and timely while also reiterating mass communication praxis.

While I regularly include field trips in my class schedules, this semester provided an opportunity to do even more of this. This spring, I am teaching a course I developed focused on applying a solutions journalism approach to environmental racism, sustainability and justice in historically Black communities. This is an upper-level course with a mix of journalism, public relations, and media studies students.

Continue on next page...



My goals for this semester were to teach not only the basics of solutions journalism but to also open the students' eyes to environmental issues disproportionately impacting Black communities and the challenges these residents face while seeking justice.

A major part of our class structure has involved field trips.

Because the class only lasts one semester, the students are parachute journalists in these communities. Therefore, I felt it was important to initially set up site visits, aka field trips, to the communities the students would cover.

With the help of residents and key sources, I arranged guided walking and driving tours for the students. In lieu of sitting in a classroom simply reading about these communities, we traveled to these places and met the residents, put eyes on the landfills, and shot photos and videos.

Most importantly, my hope for arranging these visits was to cultivate a sense of understanding and connection between the students and this community so the students would move beyond seeing their work as just another school project and instead view their work as real community journalism involving real people that provides information and insight on the work residents are doing to help themselves.

These trips served as complementary learning opportunities to previous classroom lectures.

Although the semester is currently underway, the students have expressed their appreciation for these out-of-the box opportunities including the opportunity to get off campus and learn outside of the classroom.

Admittedly, arranging field trips does require extra time and effort to plan. The logistics can sometimes present unexpected challenges. Also, your efforts may not yield the course releases or extra pay that can accompany a designated service-learning course. Furthermore, including field trips can be risky for professors who disproportionately face scrutiny from colleagues and/or students and those who work in rigid work environments that are averse to innovative teaching techniques.

Arguably, the return on investment still outweighs many of the negatives.

I see the reward for my efforts in the quality of reporting work submitted by the students, filled with informative details and rich quotes.

Undoubtedly, these experiences will help the students in their hunts for internships and jobs.

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So, grab your students and get out of the classroom for a day. Give your students educational memories they will not forget and that will serve them well going forward.

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As a bonus, the field trips have also been interesting and educational for me. I tell my students all the time that news does not happen in the classroom and they must go outside to find stories.

Field trips provide the opportunity to practice what I preach. I get out of the confines of my classroom while still doing my job, which is to educate my students.

In my experience, it really has been a win-win for everyone.

When thinking about what information you want to convey to your students and the best ways to transmit that information, place-based learning provides an effective way to do so. Field trips have been getting the job done since forever. So, grab your students and get out of the classroom for a day. Give your students educational memories they will not forget and that will serve them well going forward.



MAC MENTORSHIP PROGRAM: NAVIGATING BEING A SCHOLAR OF COLOR

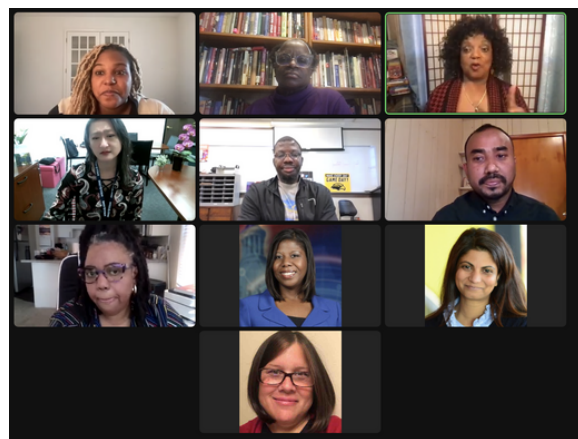
Kathleen McElroy, Ph.D. &
Chelsea Peterson-Salahudin, Ph.D.
MAC-2-MAC Co-Chairs

According to two award-winning scholars, navigating academia *is* indeed more challenging for academics from marginalized communities. In the MAC-2-MAC session titled “Navigating Being a Scholar of Color” on Jan. 20, Dr. Bey-Ling Sha, dean of Cal-Fullerton’s College of Communication, and Dr. Meta Carstarphen, the Gaylord Family Professor of Strategic Communication at Oklahoma, described the issues they have faced in the areas of research, teaching and service.

They each discussed trying to pave their own way in research. After earning a Ph.D. in English rhetoric, Dr. Carstarphen had to learn a “new set of literatures and protocols and expectations” when she became tenure track in a journalism and mass communication program. “That was really my biggest challenge in research, trying to navigate that space,” she said. “It is also why I went to books more so than journal articles because I found a receptivity to my ideas, a better match for my style of writing and thinking, and also just the agency in being able to shape a topic and a conversation.”

After first remarking on the concept of being “a scholar of color,” noting it would be “really hard to disentangle” threads of identity, Dr. Sha described her research journey. She knew “from the get-go” the research that interested her would never get published. “Public relations at that time was interested in building up the body of theoretical knowledge and all the literature on the experiences of people of color were descriptive,” she said. “There was no theory. So first, if I wanted to study the experience of Asian practitioners or Asian-American practitioners, there weren’t that many people to study.”

Dr. Sha decided to look at identity in general and not just race: “On how we claim it, on how it’s assigned to us, on multiple facets of identity, how those multiple facets intersect with each other, and how that intersection impacts things. So, I think the biggest challenge really has just been attaching what I really cared about -- which is identity, racial and gender -- but attaching it to some research that would ultimately be publishable and have led beyond that descriptive moment in time of what’s it like to be a practitioner of this color in 1964 or 1984 or 2004.”



Attendees listening to Dr. Carstarphen

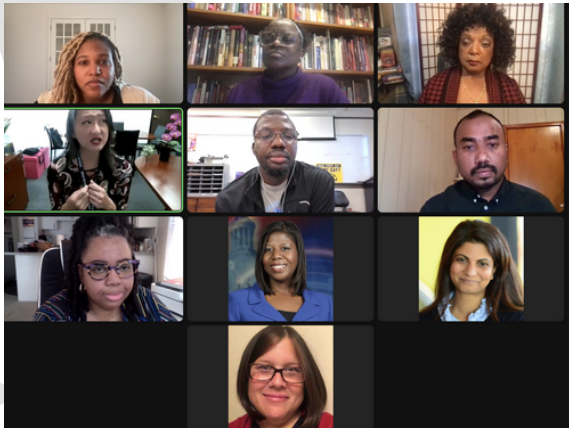
In terms of teaching, Dr. Carstarphen said at first: “I taught everything and was expected to, and while I was on tenure track, did not know how to negotiate that. So I had large classes, big loads, different preps all the time, and I thought that’s what I was supposed to do, until I stepped back and I saw my white male colleagues -- specifically because it’s a male-dominated, white male space in which I’ve taught -- having no new preps, teaching the same course over and over again, although enhancing the content. But I did not understand how much of a difference that made in being able to establish your expertise in teaching.”

Dr. Sha added a well-known issue in teaching: “I think we are all familiar with the literature about how people of color get judged differently by students, women especially get judged on their appearance, blah, blah, blah, blah.”

Dr. Carstarphen and Dr. Sha said that service should be incorporated into a scholar’s professional development. “In my own experience, I did a lot of service that gave me opportunities to collect data, and then I published off that data,” Dr. Sha said, also suggesting service on curriculum committees and in shared governance bodies.

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MAC'S MENTORSHIP PROGRAM...



Attendees listening to Dr. Sha

Dr. Carstarphen added: "Your service should include involvement outside of your particular department in college, so you don't get too insular."

She remembered a senior scholar of color who helped her "flip the script" on priorities. Up until that point, she had heard service was not as important as teaching and research. "Her perspective was service is just as important, if not more so, because her experience was that through service, particularly outside of her program, she developed networks, research partnerships, models, ideas for teaching, all these things that would not have naturally crossed her path," Dr. Carstarphen said. "So, think of service not as that throwaway activity I have to do to check the box, but use it to really strategically move you closer to some of the things that you love and you're interested in."

Dr. Sha and Dr. Carstarphen say challenges remain.

"I can tell you, even as a dean, people have spoken to me as a dean in ways that I am pretty sure they never spoke to my white male predecessor," Dr. Sha said. "Is that because some people are speaking to me that way, because I'm a person of color? Are they speaking to me in that way because I am physically petite, and they just tower over me? Are they speaking to me in that way because I'm female, I'm an Asian female? Are they speaking to me in that way just because they're a jerk in general, and this is how they speak to everybody?"

Honestly, I don't know. I have worked really hard to depersonalize my experience of the interaction. How people talk about me, how people talk to me, does not define who I am. And in fact, it reveals so much more about the person speaking, than about myself as the subject or the addressee of the speech, right? So that's No. 1 -- to depersonalize. No. 2, I've also worked really hard, quite frankly, to be the best that I can be in everything. My scholarship, frankly, is top-notch. My teaching evaluations, I've got the awards to prove it. My service has been pretty decent, which is how I got promoted through the administrative ranks and hired into my current position, right? And what that does for me is, people can say whatever they want to say, but I know I'm good."

"And having that security is helpful, right? When you are in a situation when people feel that they can treat you as less than, because you're different."

For more on this insightful discussion, watch the [entire panel discussion](#).

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"...think of service not as that throwaway activity I have to do to check the box, but use it to really strategically move you closer to some of the things that you love and you're interested in"

”

MAC RISING STAR: KHAIRUL ISLAM, PH.D. CANDIDATE, WAYNE STATE UNIVERSITY, DETROIT, MICHIGAN

In 2022, Khairul Islam was awarded from MAC Division, the Paula Poindexter Student Research Award and the Dr. Carolyn Stroman Award. With his co-author, Najma Akhther, Khairul Islam's paper, *"A dose of hope: U.S. historically black colleges and universities' strategic response to COVID-19 vaccine,"* also was awarded third place in MAC Division's Top Student Paper Awards at the 2022 AEJMC Conference in Detroit, MI. Khairul's work has been published in top journals including Journal of Business Ethics, Health Communication, and The Learning Organization among others. He is currently on the job market. Khairul's experiences as a practicing journalist and applied communication interests have made him curious about how strategic communication and media representations shape individual health risk behavior during extreme events.



Khairul Islam

He started his doctoral journey with this philosophy in mind, "communicating the right messages at the right time can save lives." With this inspiration, Khairul is now a Ph.D. Candidate at Wayne State University's Department of Communication. Once he graduates next Summer 2023, he seeks to be a teacher-scholar specifically in the areas of strategic crisis communication. "Although I love doing research, and I enjoy spending time with my students in the classrooms. I feel privileged and proud when I see many students see themselves in me," Khairul said reflecting on next steps.

Khairul's dissertation topic is "Communicating Household Preparedness for Compounded Public Health Crisis Events: Role of Evidence Type and Crisis Message Fatigue." The prolonged nature of many public health emergencies often leads to a confluence of crises. His dissertation investigates the effects of communication about compounded crises on household preparedness. Khairul explains, "My goal is to generate applied knowledge about persuasive strategies to prepare communities including organizations, individuals, and other stakeholders to effectively respond to and recover from public health crises and extreme events."

His collaborative research has led to several top tier publications in journals such as Journal of Business Ethics; Communication Studies; Health Communication; The Learning Organization; Journal of International Crisis and Risk Communication Research; and American Water Works Association Journal among others. A book chapter on strategic communication was published by Wiley Blackwell.



MAC MEMBER NEWS

Dorothy Bland, a professor and former dean at the UNT Mayborn School of Journalism, was named the national Distinguished Teaching in Journalism Award winner by the Society of Professional Journalists (SPJ). See photo attached. [Click here to read more in the news release.](#)

In collaboration with **Mia Moody-Ramirez** of Baylor University, **Gheni Platenburg** of Auburn University, and **Meredith Clark** of Northeastern University, they earned “top paper” in the Southwest Education Council for Journalism and Mass Communication Symposium. The paper, “The 2020 Presidential Election: An Examination of the Social Media Messaging of Divine-9 Sororities and Fraternities,” will be published in the spring 2023 issue of the *Southwestern Mass Communication Journal*.



Professor Dorothy Bland



Professor Maria Demoya

Our very own MAC Head, **Sydney Dillard**, was awarded the Inaugural American Journalism/American Journalism Historians Association Grant. Dillard's project will preserve oral histories of underrepresented ethnic and minoritized industry professionals who have led the art direction of some of the nation's most influential advertising campaigns, including such brands as Google, McDonald's, Walmart, Toyota, Comcast, American Airlines, Coca-Cola, Budweiser and Walt Disney World. The project will provide deeper insight into the challenges and opportunities for better addressing disparities currently found within the multi-billion-dollar advertising industry. [Read more here!](#)



Professor Sydney Dillard

MAC LEADERSHIP 2022-2023

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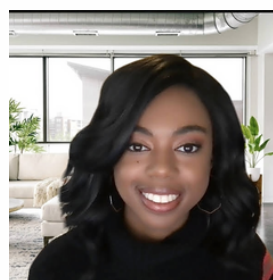
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SAVE THE DATE