The School of Media and Journalism (MDJ) at Kent State University continues its commitment to diversity and inclusion as evident by the roles of the Diversity and Globalization Committee (DGC) and the faculty and staff of MDJ in creating, supporting and executing strategic initiatives within the school. In addition, MDJ’s collaboration with the CCI Diversity Team and the CCI’s Office of Diversity and Career Development and its director have helped support diversity programs and actions throughout the entire college.

A 2018 report from Pew Research indicates that

- More than three-quarters (77%) of newsroom employees – those who work as reporters, editors, photographers and videographers in the newspaper, broadcasting and internet publishing industries – are non-Hispanic whites, according to the analysis of 2012-2016 American Community Survey data.
- Newsroom employees are also more likely than workers overall to be male (61%), almost half (48%) of newsroom employees are non-Hispanic white men compared with about a third (34%) of workers overall.
- The disparity in race and ethnicity exists across all age groups. Non-Hispanic whites account for about three-fourths (74%) of newsroom employees ages 18 to 49, and they represent 85% among those 50 and older. These shares are lower among workers overall.

Here in MDJ, we are dedicated to addressing these disparities in newsrooms and workplaces by actively promoting diversity and inclusion in our curriculum, scholarship, student support, and community engagement. Both inside and outside of the classroom, MDJ faculty and staff are working to create a learning environment that prioritizes the needs of underrepresented groups while preparing all of our students for success in a rapidly changing world.

The closing of the university’s in-person classes and events due to COVID-19 has created additional challenges, insofar as the faculty, staff and students have had to transition to an entirely online environment that often disproportionately affects underrepresented students or

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puts LGBTQ+ students in inhospitable environments. However, a 2020 report from NiemanLab\(^2\) indicates a potential positive. Distributed newsrooms and workplaces make an organization more accessible to diverse talents, which can directly benefit reporting. As we look ahead to the 2020-2021 academic year, we are exploring options for hybrid and remote learning that will not only offer the greatest level of accessibility to our students, but also provide the opportunity to develop new strategies and initiatives to increase diversity and student success.

The mission of MDJ’s Diversity and Globalization Committee is four-fold. It focuses on:

- **Objective #1: Institutional Climate, Culture and Community Relationships.**
- **Objective #2: Student Access, Recruitment, and Success.**
- **Objective #3: Education and Scholarship**
- **Objective #4: Institutional Accountability.**

We believe these strategic, coordinated efforts will help MDJ provide a culture and environment in which students of all backgrounds and who represent all facets of diversity can be successful and thrive despite the larger narrative outside the walls of Kent State University.

The School’s diversity activities this year continue to evolve with new forms of student dialogue and engagement, as well as events and continued faculty research and outreach.

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**Objective #1: Institutional Climate, Culture and Community Relationships.**

Understand the perspectives and needs of the School’s community and create supportive environments by way of building community, trust and credibility for all groups, to include internal and external collaborative partners of MDJ.

- Assistant Professor **Cheryl Ann Lambert**, Ph.D., taught the Upward Bound College of Communication and Information course in summer 2019. The goal of this program is to increase rates of secondary education completion and enrollment in and graduation from postsecondary education institutions. According to College of Communication and Information Diversity Director AJ Leu: “The students gave you all glowing reviews...I

\(^2\) [https://www.niemanlab.org/2020/04/the-coronavirus-crisis-will-eventually-end-but-the-distributed-newsroom-is-here-to-stay/]
sincerely appreciate you all for your passion and dedication to serving these students so well this summer.”

- For several years MDJ, led by Gene Shelton, has held a diversity journalism workshop at Daniel E. Morgan, a predominately African American middle school in Cleveland. We teach the students the fundamentals of journalism starting with current events, writing leads and the 5W’s and H. Many of these students are reading newspapers for the first time in their lives. The workshops include lessons on shooting video and taking photos using cell phones. During the 19-20 academic year we expanded the program by duplicating our efforts at a second middle school. Scranton is more diverse than Daniel E. Morgan. It was chosen because most of the students are Latin. We held the workshops twice a month at both schools. Strong support from administrators and faculty resulted in successful, well attended workshops at both schools.

- Spring 2019 was Assistant Professor Cheryl Ann Lambert, Ph.D., third year on the School of Media and Journalism’s Diversity and Globalization Committee. The committee works with faculty and others to identify recruiting and retention policies for the School (in coordination with College efforts), support systems in place for our diversity students, best practices in recruiting diversity candidates for adjunct faculty, full-time faculty, and staff. My role in the success of the Committee’s 2019 Robert G. McGruder Awards involved recommending Tanzina Vega, the new head of the nationally syndicated public radio program “The Takeaway,” and presenting her welcome.

- In all classes taught by John Kroll, he included instruction related to diversity issues. In Reporting, for example, they talk about the importance of finding diverse sources. In an assignment to produce podcast episodes each profiling a single student, they included a step before interviewing in which everyone described their prospective subject so they could evaluate the overall diversity (which turned out to be pretty good). In Ethics, they included discussions on multicultural approaches to ethical decisions.

- Assistant Professor Cheryl Ann Lambert, Ph.D., became the faculty advisor for the Kent State University Black Graduate Student Association in spring 2020. “The purpose of the BGSA is to meet the academic, professional and social needs of Black graduate students” by promoting academic excellence, mentoring, professional guidance, and social support to enhance the scholarship of Black graduate students at Kent State University.

- The committee updated the 2019-2020 Diversity & Globalization Progress Report.

- Several members of MDJ serve on the college-level CCI Diversity Committee to support diversity programs and actions throughout the entire college.

- MDJ faculty and staff helped plan and execute several events in collaboration with CCI’s Office of Academic Diversity Outreach, including the construction and promotion of the mobile “Love Over Hate” display. A large wall with “Hate” and other oppressive words written on it was moved across campus. We encouraged students to write positive
messages on small, colored hearts and tape them all over the wall, covering up the negative, hateful words. This was carried out in numerous locations across campus, including Franklin hall in the fall semester. It was set to continue in the spring semester, but was cancelled due to coronavirus concerns.

- MDJ hosted numerous events that align with these issues, including:
  - The 2nd annual David and Janet Dix Lecture in Media Ethics on Tuesday, Feb. 11, featured NPR's TV reporter, Eric Deggans, whose presentation was titled "Building Bridges, Not Walls: Decoding Media's Confusing Coverage of Race, Gender, Culture and Politics." Deggans spoke to a packed in-person audience of more than 150 people (mostly students) and addressed racism and white supremacy in America, legacy media that misconstrue information, and the effect of media coverage on individuals and audiences. Deggans also met with student media, with individual minority students, and with specific classes. He also did a meet-n-greet for WKSU. Several classes including all MDJ media ethics classes had assignments related to the Dix Lecture. The Dix Lecture is organized by Jan Leach, Professor, News Director, Media Law Center for Ethics & Access.
  - Fall 2019 Poynter KSU Media Ethics Workshop focused on activism and featured an overview by Poynter's Kelly McBride on why ethics matters when covering activism. Part of her presentation included examples of disparate coverage of events showing racial bias.
  - In spring 2019, the Diversity and Globalization Committee organized a panel speaker event titled “Triggered, Traumatized and Tuned Out: Navigating Mental Health Minefields in Today’s Media Landscape.” The panel was designed to specifically speak to the concerns of underrepresented students and featured MDJ Associate Professor Gretchen Hoak, MDJ alum Brandon Bounds (Associate Producer at WBNS-TV), KSU Chief University Psychologist and Adjunct Associate Professor of Psychology Pamela Singleton-Farer, and MDJ Professional-in-Residence and nationally syndicated columnist Connie Schultz. [Event was rescheduled for Fall 2020 due to COVID-19.]
  - The 13th Annual YouToo Social Media Conference, originally scheduled for March 13, is hosted by MDJ and produced by Akron Area PRSA and PRSSA Kent. We had to transition the in person event to a virtual event, which we were able to do on April 24. One of our speaker sessions was: Ignore Accessibility at Your Own Peril by Mike Richwalsky from Gas Mark 8. When it comes to our social media accounts, we’re quick to jump on a trend or hashtag to reach a large audience. However, many brands and companies are not doing a great job at ensuring their content is accessible to all people. This session will explore how to integrate accessibility into your brand’s social media content, including ALT tags, closed captioning, and what the ramifications of not being accessible are.
In 2019-2020, Mark Goodman, J.D., Professor and John S. Knight Chair in Scholastic Journalism, AEMDJ Scholastic Journalism Division Head 2019-2021, reached out to Akron Public Schools to offer assistance and support in revitalizing high school journalism in the diverse urban public high schools of the city. (The district’s students are 46.5 percent Black, 8.4 percent Asian/Pacific Islander, 4.5 percent Latino and 8 percent multi race.) Making connections through the university’s ongoing partnership with APS and the John S. and James L. Knight Foundation’s Akron office, I reached out offering to sponsor students and teachers to attend our Ohio Scholastic Media Association annual convention and to speak at their individual schools. Because of the circumstances of this spring, everything is on hold, but I hope to continue next school year when life resumes.

MDJ Diversity and Globalization Committee continues to plan the Robert G. McGruder Distinguished Lecture and Awards Program. We delayed this year’s honor to make room for the 50th Commemoration of May 4. Last year we recognized Tanzina Vega, Journalist, Ferris Professor of Journalism at Princeton University, and Eisner Fellow. In addition to the guest lecture by Ms. Vega, the committee and Assistant Professor Stephanie Danes Smith honored the late international journalist and Washington Post columnist Jamal Khashoggi and talked about our renewed commitment to the “global” part of MDJ’s Diversity and Globalization Committee.

Objective #2: Student Access, Recruitment, and Success.

Increase engagement of underrepresented and underserved student groups to provide stronger bonds that will enhance academic goals within MDJ. The main area of focus for this dimension is recruitment and retention to intentionally aid underrepresented students to enter, persist and graduate from the University.

- The Diversity and Globalization Committee continues to honor Robert G. McGruder with the Student Student Award for Diversity. We were able to provide a cash prize to one winner through MDJ. A private donation funded a second winner. The 2019 winners and nominees include:
  - First Place Winner - The State of Hate Roadtrip, Brandon Bounds, News21
  - Special Recognition - POP!, A short film written and directed by Ben Kemper, a DMP senior, and produced by KSUIF, published to YouTube in 2018
  - Kent State Tuscarawas wrestler doesn’t let a condition define his life, Brynn Pennell, Kent Wired, Feb. 6, 2018
  - Growing up Queer, Ella Abbott, photos by Dustin Massengill, Fusion, Spring 2018
The 2020-2021 Student Media leadership applicant pool was the most diverse pool of applicants in my five years as the director of Student Media. While the overall applicant pool was smaller than normal (due to the COVID-19 disruptions), nine of 17 applicants were from underrepresented groups. Five of the nine hired students for leadership positions starting in fall 2020, are from underrepresented groups. In addition, we have yet to fill the editor position for Uhuru magazine, which is our group most focused on underrepresented students and the past five editors have all been African-American women. The position is open to any student, but there is good chance that once that position is filled, we will have a leadership cohort in fall 2020 that is 60% diverse with six of 10 leaders from underrepresented groups, including African-American, LGBTQ, and Asian-American.

Over the past five years, Student Media has worked steadily toward more diversity and inclusion. Our efforts have included:

- Informal training for the director and the SM staff with members of CCI and DEI on best recruiting and hiring practices.
- Formal training from CCI and DEI in the newsroom and with other Media Partners.
- Collaborations with the Student Multicultural Center.
- Involvement by the director on the MDJ and CCI diversity committees.

MDJ continues to support specific diversity scholarships:

- Ada and Roger Fidler Scholarship, supporting a student majoring in journalism, with a preference for a student born in a Latin American country or having at least one parent or grandparent who was born in a Latin American country.
- Devin C.G. Moore Memorial Scholarship, offered in conjunction with the Office of the Dean of Students for an underrepresented minority student pursuing a degree in journalism.
Frances B. Murphey Scholarship, awarded to a young women majoring in MDJ who intend to pursue a career in news.

Albert E. Fitzpatrick Endowed Scholarship, awarded to a minority student studying in the School of Media and Journalism.

Robert G. McGruder Minority Scholarship, awarded to a minority student planning a career in newspaper, magazine, broadcast news or photojournalism.

- During summer 2019, fall 2019, and spring 2020, Assistant Professor Cheryl Ann Lambert served as a McNair mentor, advising undergraduate student Kody Elsayed on his research project. The Ronald E. McNair Achievement Program prepares students to obtain their Ph.D. within 10 years of earning a bachelor’s degree. The most important aspect of the McNair Scholars Program is the faculty mentor/student scholar relationship.

- Associate Professor Luke Armour, serving on the CCI Diversity Committee, suggested that our college adopt Title IX statements into syllabi. This statement was included as a suggested inclusion with the college and school diversity statements on top of the required statements regarding cheating and plagiarism, student accessibility services, notice of intellectual rights.

- Assistant Professor Cheryl Ann Lambert, Ph.D., presented at the College of Communication and Information All Majors Matter event, in partnership with the Black MBA Network; welcomed attendees at the Multicultural Student Visit Day for the College of Communication and Information; attended Kupita Transciones to welcome incoming underrepresented students; presented on a First-Year Experience panel titled “Representing the African American Experience,” and delivered a media literacy presentation to Cleveland-based Daniel E. Morgan students.

- When Student Media was looking for a new board member, adjunct professor John Kroll submitted recommendations with special note of those from underrepresented groups; this resulted in the appointment of an Asian-American professional.

- The CCI Diversity team continues to update the Interfaith calendar, led by MDJ Associate Professor Luke Armour, so that professors and administrators in our college have an understanding of the holidays and their meanings for the most common religions to our student body, including Islam, Christianity, Judaism, Buddhism and some pagan observances.

- In Spring 2019, Assistant Professor Cheryl Ann Lambert invited the Student Accessibility Services (SAS) as a client for Public Relations Case Studies (MDJ 38002), the first class in the public relations sequence. Students developed a comprehensive communication plan to address perception and awareness of SAS among faculty and students.
Objective #3: Education and Scholarship

Broaden the curriculum to emphasize cross-cultural knowledge by providing diversity-teaching resources and by assisting faculty with global outreach education and by providing teaching and learning strategies focused on multicultural competencies.

- In 2018, DeChavez posited the notion of decolonizing your syllabus; that is, creating syllabi that privilege underrepresented voices reflecting living between two cultures. “When you teach mostly white men, you perpetuate the falsehood that only their voices matter, that only their voices shape America.” To decolonize the Theory and Societal Roles of Mass Communication course syllabus, a graduate level course, Assistant Professor Cheryl Ann Lambert, Ph.D., revised homework readings to ensure that half of the course readings were authored by women.

- In Spring 2019, Assistant Professor Cheryl Ann Lambert directed the Master’s Professional Project for Jordyn Austin on the topic of media African-American images in the media: “Representation matters: Op-Ed Columns and Illustrations of African American Images”. Efforts included recruiting Pan African Studies Assistant Professor Asantewa Sunni-Ali and to serve on the committee to provide valuable historical insights regarding the African-American experience.

- In July 2019, the Center for Scholastic Journalism, directed by Candace Perkins Bowen, MJE, professor in Kent State's School of Media and Journalism and director of both the Center for Scholastic Journalism and the Ohio Scholastic Media Association, sponsored the beta version of what we hope to make an annual summer workshop, designed to help high school journalism teachers/student media advisers learn and improve new technology and other skills. Our target audience is those who have been teaching five or more years and already know the basics. Topics included high-end Google applications, such as data scraping and Flourish for visualization.
  - The first year’s group was 23 teachers, diverse only in their location as they represented 18 states. But their racial diversity was completely lacking. Although our speakers and presenters represented a more diverse group, we set a goal to improve the variety of teacher attendees in 2020 and changed our application to help achieve that end.
  - The good news: We were successful with 56 applicants from 23 states. Of the 25 we invited for July 2020, two were Hispanic/Latin American, two were Black/African American and one was Asian American. The bad news: Because of COVID-19, we have had to postpone this workshop, though those selected are excited about coming in 2021.
In Summer 2019, Assistant Professor Cheryl Ann Lambert presented an investigation of how the U.S. government constructed messaging about telephone operators’ recruitment to facilitate a particular perception of women’s roles in World War I at the International History of Public Relations Conference. Initial results of this historical study revealed that a particular set of traits had become interchangeable with the professional and gender identity of telephone operators. Military heads who were initially resistant to the idea of women in service reinforced gender roles to recruit women.

In the fall of 2019, Assistant Professor Karisa Butler-Wall designed and taught a new special topics course on Queer Cinema. From classics like *The Watermelon Woman* and *Paris is Burning* to recent masterpieces like *Moonlight* and *Tangerine*, this class explored how cinema mediates relationships among queer identities, politics, and aesthetics.

In the fall of 2019, Assistant Professor Abraham Avnisan co-taught Introduction to Design Innovation with J.R. Campbell. As we guided our students to their prototype projects, we encouraged them to use an intersectional framework with which to critically engage with social justice issues. This framework proved effective: one student group developed a prototype of a sensor-equipped shoe designed to aid visually impaired people get around, and another prototyped an on-campus, student-lead composting program to address issues of sustainability and climate change.

Professor Jan Leach, Director, Media Law Center for Ethics & Access also added lessons to the Media Ethics course on social justice and activism, including coverage of race, issues of bias, etc. in her classes.

Mitch McKenney, MBA, associate professor and undergraduate coordinator, had his reporting students count up their sources by diversity – race, ethnicity and gender – using the Maynard Institute’s rubric that has been applied to news products as part of its training.

○ The class uses a Google Sheet on the screen as they fill in the numbers from their stories, so it emerges throughout the semester.

○ Most recently, they came out close to the university student population for race and gender, which was reassuring.

○ Afterward, the stronger of the two diversity reporters put this impressive reflection in the self-eval she turned in of her work in the course: “After calculating our diversity index, I wish I would have reached out to different groups on campus to get a more diverse ‘diversity’ beat. Most of my stories focused around either the African-American community or the LGBTQ+ community, instead of other races and ethnicities. I got a little mad at myself for not having a very diverse group of interviewees. While I did interview a larger number of African-American students for my stories, I still have the privilege of
being white, so I didn’t really think much past that, which shouldn’t have been the case in my beat.”

- In May 2020, Professor Jan Leach, Director, Media Law Center for Ethics & Access, has agreed to be a presenter for the Journalism, Ethics and Democracy internship and training institute at Notre Dame University’s Journalism, Ethics and Democracy school to "help collegiate journalists build skills and help newsrooms promote inclusion." The program is exclusively for college journalists from the Chicago area nominated by numerous underrepresented groups, including NABJ, NAHJ, AAJA and NAJA (so all from under-represented groups.)

- Under the guidance of Professor Stefanie Moore, two student teams competed in the PRSSA National Bateman Case Study Competition, partnering with the U.S. Census Bureau, the federal government’s largest statistical agency. The Census Bureau tracks statistical information about the nation’s population and economy. The two teams researched, developed, implemented, and evaluated a campaign to create awareness about and encourage participation in the 2020 Census among hard-to-count populations to help the Census count everyone only once in the city in which they live. The Kent State Bateman Blue team launched the “I Belong. I Count” campaign to reach international students and student renters. The Bateman Gold team created the “You Represent Kent” campaign to educate on-campus students about the Census process and to create awareness among African American and Hispanic males. Their goal was to educate students on why it’s important and to limit any misconceptions they may have about the Census. The team partnered with multicultural groups on campus to set up events and meetings where they could spread their messages to underrepresented students through different activities. Bateman Gold was one of 14 teams that received an honorable mention out of the 57 entries in the PRSSA 2020 Bateman Case Study Competition.

- In the spring of 2020 Assistant Professor Abraham Avnisan taught Capstone in Digital Sciences, a class in which Digital Sciences students integrate the skills they've learned over the course of the program into an ambitious, collaborative team project. The design challenge for all three student teams was: how can digital media technologies be used to address the global climate crisis from a climate justice perspective. The foundational text for the course was Naomi Klein’s recent anthology of essay, On Fire: The Burning Case for a Green New Deal. This shared reading taught students the importance of thinking about climate change in relation to issues of class, race, immigration and colonialism.

- In 2019, Associate Professor Danielle Coombs, Assistant Professor Cheryl Ann Lambert and Comm Studies Doctoral Students David Cassilo and Zach Humphries published an article in the Howard Journal of Communications entitled “Flag on the Play: Colin Kaepernick and the Protest Paradigm.” The article investigated how media messages
about then-NFL player Colin Kaepernick’s national anthem protest were constructed to facilitate public perceptions of his protest.

- For Media Power and Culture, Karl Idsvoog produced a piece on Julia Wallace, deputy editor of the Organized Crime & Corruption Reporting Project in Sarajevo. OCCRP.org has done amazing work (Panama Papers, Fraud Factory). OCCRP has truly broken the traditional journalism mold of a news organization working on its story. OCCRP’s investigations typically involve multiple news organizations. Organized crime does not respect borders; it is truly cross-border activity. And as Julia says, when a journalist is killed that does not kill the story. To the contrary, it increases scrutiny. That's what happened when Slovakian journalist Jan Kuciak and his fiance were murdered https://www.occrp.org/en/a-journalists-undying-legacy/

- In the spring of 2020 Assistant Professor Abraham Avnisan co-developed a course to be co-taught in fall of 2020 entitled Inhabiting Diversities with J.R. Campbell and Bobby Selvaggio. This hands-on, project-based course will challenge students to develop an immersive new media exhibition that transports viewers into a stranger’s shoes. Focusing on the diverse communities that make Northeast Ohio unique, students will be required to engage with local communities through interviews and documentation in order to understand their perspective, and then translate those perspectives into the exhibition space. This course will use an intersectional framework to teach students how to critically engage with complex and overlapping diversities.

- In all of Karl Idsvoog classes, he shares information with students on the work he does with Radio Free Asia and other international media development organizations.
  - Living Conditions for Cambodian garment workers: https://vimeo.com/34006479
  - Commuting to the garment factory: https://vimeo.com/40122673
  - Living Conditions: Cambodian Garment Workers

- In 2019, Karl Idsvoog met with a group of journalists from Ethiopia through the Cleveland Council on World Affairs.

- In 2020, Karl Idsvoog gave a group of journalists from Argentina a tour and a presentation through the Cleveland Council on World Affairs

- In Digital Public Relations, Professor Stefanie Moore’s students examine how to create content that complies with Section 508 of the Rehabilitation Act to ensure they are providing universal access to all users of a website. Although they could spend a semester on just this area of the web alone, this is just an overview of the elements of web accessibility. Students learn about accessibility guidelines and standards as they consider website users with visual, hearing, motor and cognitive disabilities and those who use screen readers and assistive technology to access website content. They also learn about the international Web Content Accessibility guidelines developed by the Worldwide Web Consortium.
Objective #4: Institutional Accountability.

Increase the recruitment and success of a diverse faculty and staff.

- MDJ welcomed Karisa Butler-Wall as Assistant Professor of Media and Journalism. Karisa holds a Ph.D. from the University of Minnesota in American Studies with a focus on gender, sexuality and media in American history and culture. Karisa is currently helping MDJ update and revise its foundational course, Media, Power and Culture, and is also expanding MDJ course offerings to include Queer Cinema and Gender and Sexuality in the Media. As a member of the LGBT community, she serves as co-chair of MDJ’s Diversity and Globalization committee and is also involved with Kent State’s Center for the Study of Gender and Sexuality.

- In spring 2020, underrepresented full-time public relations faculty member Assistant Professor Cheryl Ann Lambert, one of two African-American faculty members, was promoted to Associate Professor and Awarded tenure. This change in status goes into effect at the start of fall semester 2020.

- Since the last progress report, MDJ welcomed Tang Tang, Ph.D., professor; Chair, Sports Communication Interest Group, International Communication Association, in a joint appointment with the School of Digital Sciences. An accomplished scholar coming to us from University of Akron, where she served as graduate program coordinator in the School of Communication, she serves as the MDJ Graduate Coordinator.