

Chenjerai Kumanyika

Assistant professor
Department of Journalism and Media Studies
School of Communication and Information
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EDUCATION

Ph.D., Department of Mass Communications, The Pennsylvania State University, May 2013
Dissertation: Producing the Cause: Branded Social Justice, Hip-Hop and the Promotional Public Sphere. Dissertation co-chairs: Matthew McAllister and C. Michael Elavsky

B.A., The Pennsylvania State University, Major: African-African American Studies, May 1995

ACADEMIC APPOINTMENTS

Assistant professor, Department of Journalism and Media Studies, fall 2017-present
Department of Journalism and Media Studies,

Associate member, Ph.D. faculty, School of Communication & Information, fall 2017-present
Rutgers, the State University of New Jersey

Assistant professor, summer 2013-summer 2017
Department of Communication Studies, College of Architecture, Arts and Humanities,
Clemson University

Instructor, summer 2011-fall 2012
Department of Communication Arts and Sciences, College of Communications,
The Pennsylvania State University

Co-instructor, fall 2008-spring 2013
Department of Sociology and Criminology, College of Liberal Arts
The Pennsylvania State University

Graduate teaching assistant, fall 2008-spring 2010
Department of Communication Arts and Sciences, College of Communications
The Pennsylvania State University

PRIZES, AWARDS, FELLOWSHIPS

George Foster Peabody Award, May 2018

For “The Raid,” an episode of the podcast “Uncivil,” for which I was co-creator, co-executive producer, co-producer, and co-host. The award was one of 30 Peabody awards for video or audio storytelling given in 2018 from among about 1,200 electronic media entries across news, entertainment, documentary, children’s, and web-interactive programming. The awards,

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administered by Grady College of Journalism and Mass Communication at the University of Georgia, were started in 1940 at the behest of the National Association of Broadcasters as a “Pulitzer Prize for radio.”

George Foster Peabody Award finalist, April 2017

For Season 2 of “Seeing White,” a podcast I co-created and on which I appeared on 11 of 14 episodes, Center for Documentary Studies, Duke University. The podcast was among 60 finalists.

College of Arts, Architecture and Humanities Creativity Professorship, 2014-2016

Clemson University. The Creativity Professorship program recognizes and supports faculty who are engaged in creative teaching and research. \$10,000.

Emerging Scholar Recognition, National Communication Association, 2014

Recognized in the Critical Cultural Division as part of a panel of presentations by people who were honored as emerging scholars in the division.

Marlowe Froke Graduate Scholarship, Penn State University, 2010

This award supports doctoral students who are doing research in the area of public broadcasting that is focused on either educational or public affairs issues. \$175.

SCHOLARSHIP

Research interests

Creative and cultural industries, emerging forms of journalism, media studies, music industries, social movements, media and criminal justice, race and ethnicity, identity and social justice

Books

In progress

Trickle-down Black excellence: Hip-hop, philanthropy, and Black giving-back ideology Extended prospectus in preparation for submission to Critical Cultural Communication series edited by Jonathan Gray, Aswin Punathambekar, and Adrienne Shaw, who have encouraged the submission, at New York University Press

Dolber, B., Kumanyika, C., Rodino-Colocino, M., & Wolfson, T. (Eds). *The gig economy: Workers and media in the age of convergence*. Edited volume in preparation.

Refereed journal articles

Published

Ash, E., Sanderson, J., Kumanyika, C., & Gramlich, K. (2017). “Just goes to show how these hoes ...” *Journal of Sports Media*, 12 (4), 65-87.

Kumanyika, C. (2016). Policing and the “war on Black bodies.” *College Literature*, 43 (1), 252-258.

Kumanyika, C. (2015). “We demand justice. We just getting started”: The constitutive rhetoric of 1Hood Media’s hip-hop activism. *Popular Music*, 34 (3), 432-451.

Kumanyika, C., Elavsky, M. P. (2013). Microphone Czech, keepin' it real: Politics of creative strategy in cross cultural musical production, *Popular Communication*, 11 (3), 257-271.

Kumanyika, C. (2011). Advertainment and the construction of decision-making power in MTV's "Making the Band." *Popular Music and Society*, 34 (4), 475-491.

In progress

Ash, E., Xu, Y., Jenkins, A., & Kumanyika, C. Framing use of force: An analysis of news organizations social media posts about police shootings. Under review at *Electronic News*.

Kumanyika, C. We made a mistake: The corporate mode of narrative journalism. In preparation.

Book chapters

Published or in press

Kumanyika, C., Hitt, T., & Neary, C. (In press, due 2019). The song: Living with "Dixie" and the coon space of post blackness. In Bertram Ashe & Ilka Saal, (Eds.). *Slavery and the Post-Black Imagination*, University of Washington Press.

Kumanyika, C. (2018). Punching censored histories in the face: The philosophy behind the *Uncivil* podcast. In Mickey Huff & Andy Lee Roth (Eds.), *Project censored 2019* (pp. 149-152). New York: Seven Stories Press.

Kumanyika, C. (2017). Livestreaming in the Black Lives Matter network. In Amber Day (Ed.), *DIY utopia: Cultural imagination and the remaking of the possible* (pp. 169-188). Lanham, Maryland: Lexington Books.

Kumanyika, C., & Gray, P. (2015). Teaching digital literacy and social justice at the IHood Media Academy. In Julie Frechette & Rob Williams (Eds.), *Media education for a digital generation* (pp. 187-198). New York: Routledge.

McAllister, M. P., & Kumanyika, C. (2013). "Brut slaps ... and twins": Hypercommercialized sports and the intensification of gender ideology. In Matthew P. McAllister (Ed.) *The Routledge companion to advertising and promotional culture* (pp. 237-251). New York: Routledge.

In progress

Kumanyika, C., & Wolfson, T., Occupy ICE: Decision-making within social movements in the age of Trump. In Nathan Crick (Ed.), *Routledge handbook on the rhetoric of social movements*. New York: Routledge. Invited chapter being written.

Non-refereed electronic programs and publications

Audio-based

Kumanyika, C., Hitt, J. (2017, October 4) "Uncivil," Gimlet Media. Co-created, co-executive produced, co-hosted 12 episodes (approximately 30 minutes each) of an internationally distributed podcast about the enduring effects of the U.S. Civil War, which was downloaded over 3.6 million times as of January 1, 2019. Episode 1, "The Raid," won a George Foster Peabody Award. Cited in *New York Times* and *The New Yorker* twice each, as well as in *The Sunday Times*, *The Financial*

Times of the UK, Columbia Journalism Review, and Newsweek. Has 3.6 million downloads to date. Retrieved from <https://www.gimletmedia.com/uncivil>.

Biewen J., Kumanyika, C. (2017) “Seeing White,” series on “Scene on Radio Podcast,” Center for Documentary Studies, Duke University. Co-created and appeared on 12 of the 14 episodes, offering critical commentary on contemporary racial discourses in popular culture. The podcast has been downloaded over 1.5 million times as of January 1, 2019 and was nominated for a George Foster Peabody Award. Retrieved from <https://www.sceneonradio.org/seeing-white/>

Kumanyika, C. (2016, July 22) Hoodie, “Invisibilia,” National Public Radio Reported and co-produced the “Hoodie” segment of “Secret Emotional Life of Clothes,” episode. The episode has 2.16 million downloads to date. Retrieved from <https://www.npr.org/programs/invisibilia/485605882/the-secret-emotional-life-of-clothes>

Text-based

Kumanyika, C., (2017, November 7) Scholar response: The Philly Red Umbrella Alliance. In Stephen Hartnett (Ed.), *Communication’s Civic Callings: The Social Justice Exchange and Community Engagement* (pp. 41-42). Retrieved from https://www.natcom.org/sites/default/files/pages/SJE_Online_Social_Justice_Exchange.pdf

Kumanyika C. (2016, September 16) Take MLK’s name out your mouth: An open letter to Dabo Swinney, TheGrio.com Retrieved from <https://thegrio.com/2016/09/14/dabo-swinney-mlk-clemson-professor/>

Kumanyika, C. (2016, March 10), How it felt to be kicked out of a Trump rally for being Black and wearing a keffiyeh. Vice.com. Retrieved from https://www.vice.com/en_us/article/ppx5wg/i-was-kicked-out-of-a-trump-rally-for-being-black-and-wearing-a-keffiyeh

Kumanyika, C. (2015, January 22), Vocal color in public radio. Transom.org. Retrieved from <https://transom.org/2015/chenjerai-kumanyika/>

Text and audio-based

(These essays appear in text and audio form on the websites that they are posted on.)

Kumanyika, C. (2015, August 30). A white teen was killed by a cop and no one took to the streets. Is that a problem? NPR.org. Retrieved from <https://www.npr.org/sections/codeswitch/2015/08/30/435277397/a-white-teen-was-killed-by-a-cop-and-no-one-took-to-the-streets-is-that-a-proble>

Kumanyika, C. (2015, June 24). Dispatch from Charleston: The cost of white comfort. NPR.org. Retrieved from <https://www.npr.org/sections/codeswitch/2015/06/24/417108714/dispatch-from-charleston-the-cost-of-white-comfort>

Kumanyika, C. (2015, April 15). At Walter Scott’s funeral, an unexpected conversation. NPR.org. Retrieved from <https://www.npr.org/sections/codeswitch/2015/04/15/399586664/dispatch-from-south-carolina-at-walter-scotts-funeral-an-unexpected-conversation>

Conference papers and presentations

Kumanyika, C. (2018, May). "Hip-Hop Journalism and Digital Literacy in Pittsburgh's 1Hood Media Academy." International Communication Association, Prague.

Kumanyika, C. (2018, May). "Streaming Through the Trump Era: Alternatives to the Right Now in Media Advocacy." International Communication Association, Prague.

Kumanyika, C. (2018, May). "Framing Use of Force: An Analysis of News Organizations' Social Media Posts about Police Shootings." International Communication Association, Prague.

Kumanyika, C. (2018, May). "'We Made a Mistake': Advertising Censorship and Surveillance in Industrial Podcast Production." Union for Democratic Communication, Chicago.

Kumanyika, C. (2016, June). "Fighting Fire with Community? Livestreaming Practices within the Black Lives Matter Movement." Cultural Studies Association, Villanova University, Philadelphia.

Kumanyika, C. (2015, November). "My Wallet is Anti-Apartheid: App-Centric Narratives of Contemporary Consumer Activism in the Long Live Palestine Campaign." National Communication Association, Las Vegas.

Kumanyika, C. (2015, May). "Beyond Techno-Utopianism: The Twitter Activism of @OpFerguson." Union for Democratic Communications, Toronto.

Kumanyika, C. (2015, May). "'Please Hold my Gas Mask While I Get My Camera.'" International Communication Association, San Juan, Puerto Rico.

Kumanyika, C. (2014, May). "Popular Music and Radical Politics: 'Where are Today's Protest Songs?'" International Communication Association, Seattle.

Kumanyika, C. (2013, November). "Philanthrocapitalism, Hip-Hop, and the Rhetorical Constitution of a Branded Movement: The Case of Street King Energy." National Communication Association, Washington, D.C.

Kumanyika, C. (2013, October). "Producing the Cause: The Cultural Work of Pittsburgh's 1Hood Coalition." Union for Democratic Communications, San Francisco.

Kumanyika, C. (2013, August). "'The Daisy Chain of Denial': National, Local, and Virtual Narratives in the Sandusky Child Abuse Scandal." Presented at Association for Education in Journalism and Mass Communication, Washington, D.C.

Kumanyika, C. (2013, May). "Branded Activism, Hip-Hop, and the Promotional Public Sphere." International Communication Association, London.

Kumanyika, C. (2012, November). "Silent Partners: Male Spaces and Technological Mediation in 1950's High Fidelity Advertising." Presented at National Communication Association, Orlando.

McAllister, M. P., & Kumanyika, C. (2012, May). "'Brut Slaps ... And Twins': Hypercommercialized sports and the intensification of gender ideology." Presented at the International Communication Association, Phoenix.

Kumanyika, C. (2012, May). "Tweet #MegajugofPepsi to Cure Diabetes? Integrated Cause Marketing and the Fight for New Media Spaces." Union for Democratic Communications, Tallahassee, Florida.

Kumanyika, C. (2010, October). "Words I Manifest: Music Industries as Battlegrounds of Corporate and Communal Praxis." Union for Democratic Communications, Penn State University.

Kumanyika, C. (2010, April). "Relocating the Voice in the Spectacle of Audio Reproduction." International Association for the Study of Popular Music, New Orleans.

Kumanyika, C. (2009, May). "American Idol: The Creation and Formatting of a New Global Popular Music Product." International Communication Association, Chicago.

Kumanyika, C. (2009, May). "'I Wouldn't Have Been in the Business for 12 Years if I Didn't Treat People Fairly': The Construction of the Entertainment Industry in MTV's 'Making the Band.'" Presented at the Union for Democratic Communications, Buffalo, New York.

Keynotes and plenaries

"Beyond Fake News," Media Education 2018, Grand Bibliothèque, Montreal, November 9, 2018, with Line Pagé. Keynote.

"The Revolution Reality Show: Researching the Cultural Industries from the Inside Out," Global Justice Summer Research Symposium, Georgetown University, Washington D.C., September 2018. Keynote.

"Beyond Hate: Understanding Race and American History Through Storytelling," Race and Membership in U.S. History: From Segregation to Civil Rights, Facing History Seminar, Babson Park, Massachusetts, July 9, 2018. Plenary.

"Civic Participation in the Digital Age," DemocracyXChange, Ryerson University, Toronto, November 2017. Plenary.

"Untitled: A Work in Progress," Carolina Rhetoric Association, Clemson University, Clemson, South Carolina, February 2015. Keynote.

Other invited addresses

"The Revolution Reality Show: Researching Cultural Industries and Emergent Journalism from the Inside Out," Media Studies Colloquium, Queens College, New York, November 7, 2018.

"All Stories are About Power," Third Coast Audio Festival, Chicago, October 2018.

"Storytelling Lessons from Learning in Public," Seeing is Believing Audio Workshop, Duke Center for Documentary Studies, Duke University, Durham, North Carolina, July 10, 2018.

"The Two Times I Met Laurence Fishburne," Thread Storytelling in Modern Media Annual Workshop, Yale University, New Haven, Connecticut, June 2018.

"Activism, Communication, and Social Justice," Activism and Communication and Social Justice Interest Group International Communication Association, Prague, Czech Republic, May 2018. Inaugural address.

"Seeing White: That's Not Us, So We're Clean," Space Gallery, Portland, Maine, February 10, 2018, with John Biewen.

"The Call of Public Scholarship," Ursinus College, Collegeville, Pennsylvania, February 8, 2018.

"Seeing White: That's Not Us, So We're Clean" Union Docs, New York, January 2018, with John Biewen.

“Contraband History: Podcasting a People’s Civil War,” North Central College, Naperville, Illinois, November 1, 2017.

“Seeing White,” Harvard University Education Portal, Cambridge, October 2017, with John Biewen.

“On Race, Media and Music,” MaxFunCon East, Monroe County, Pennsylvania, September 2017

“Voice and Organizing in Today’s Social Justice Battles,” Bowdoin College, Brunswick, Maine, April 2017.

“Storytelling and Activism in the Trump Era,” University of Alberta, Alberta, February 2017.

“Entertainment Culture and Activism,” University of Minnesota Duluth, Duluth, Minnesota, October 2016.

“Media Ecology of Protest Spaces,” University of Minnesota Duluth, Duluth, Minnesota, October 2016.

“The Revolution Reality Show: Storytelling and Activism in the Neoliberal Era,” Women's and Gender Studies Program, University of Oklahoma, Norman, Oklahoma, April 2016.

“The Revolution Reality Show: Storytelling and Activism in Contemporary Social Justice Work,” Communication Arts and Sciences, MSU-Denver University, Denver, Colorado, March 2016.

“All Voices Matter: Real Talk About Diversity in Public Radio,” Communication Department, University of Massachusetts Amherst, Amherst, Massachusetts, April 2015.

“Live from Ferguson: Social Media, Millennial Leadership, and the Shape of Contemporary Protest,” Black History Month Series, University of South Carolina Upstate, Spartanburg, South Carolina, February 2015.

“State of the Music Industry in Relation to Pop Culture,” Media Awareness Week, Niagara University, Niagara, New York, March 2011.

“Black Aesthetics in Hip-Hop Culture,” Fort Valley State African World Studies Institute Film Festival, Fort Valley, Georgia, May 2004.

Television and radio interviews

News analysis, featured guest interviewed by Sonali Kolhatkar 14 times, 2014-present, for “Rising Up with Sonali,” Free Speech TV and Pacifica radio stations? KPFA and KPFK.

“Uncivilization,” featured guest interviewed by Douglas Rushkoff for “Team Human” podcast,” November 7, 2018.

“Racist Rants by Aaron Schlossberg,” featured guest interviewed by Brianna Keilar for “CNN Newsroom,” May 17, 2018.

“The American Flag: Symbol of Beauty or Intimidation?” interviewed by Arun Venugopal for WNYC radio news, May 3, 2018.

“How to talk about racism,” featured guest interviewed by Kerri Miller for MPR radio news, January 31, 2018.

“Finding Chenjerai the Storyteller,” featured guest interviewed by Rob Rosenthal for “Howsound” podcast February 15, 2018.

“New Podcast Shines a Light on Whiteness,” featured guest interviewed by Anita Rao and Frank Stasio for “The State of Things,” WUNC radio, June 27, 2017.

“Seeing White,” featured guest interviewed by Rachel Swarns for The New York Times Facebook Live broadcast, December 27, 2017, with John Biewen.

“‘Uncivil’: Untold Stories from the Civil War,” interviewed by Lauren Ober for “The Big Listen,” WAMU/NPR radio, December 21, 2017.

“Quit,” featured guest interviewed by Alex Kapelman for “The Decision” podcast, WNYC, October 18, 2017.

“On Race and The Police: A Few Bad Apples, or Systemic Failure?” featured guest interviewed by Robert Siegel for “All Things Considered,” NPR, September 26, 2016.

“Can We Talk About Whiteness?” featured interviewed by Gene Demby and Shereen Marisol for inaugural episode of “The Codeswitch,” NPR (Debuted at No. 1 on iTunes and received over 262,111 downloads as of December 2018).

“Trump Defiant Amid Criticism of Rally Violence,” featured guest interviewed by Carol Costello for “CNN Newsroom,” March 14, 2016.

“Clemson professor in Muslim headscarf kicked out of Trump rally,” interviewed by Addie Hampton for WSPA television news, February 11, 2016.

“The Whiteness of Public Radio: what qualifies as a ‘good’ radio voice?” featured guest interviewed by Sean Rameswaram for “The Q,” CBC radio, February 12, 2015.

“Is Public Radio Too White?” featured guest interviewed by Cynthia Schuster for Wisconsin Public Radio, February 11, 2015.

“The Pub, Episode 4: How women, people of color, and everyone else can sound more like themselves on the radio,” featured guest interviewed by Adam Ragusea for Current’s “The Pub” podcast, February 5, 2015.

“Why one man says the ‘white voices’ of public radio are locking out America's changing demographics,” featured guest interviewed by Alicia Menendez for “Alicia Melendez Tonight,” Fusion TV, on February 2, 2015.

“The Sound of Public Radio Beyond Middle Aged White Dudes,” featured guest interviewed by John Hockenberry, for “The Takeaway,” WNYC, January 30, 2015.

TEACHING

Courses taught

Undergraduate courses at Rutgers University

04:567:215 Gender, Race, and Class in the Media
Conceptual course open to majors and non-majors
Fall 2017, spring 2018 face to face; fall 2018 online

04:567:477 Topics in Creative Media Practice: Podcasting
Skills course open to majors, fall 2018

04:567:485 Workshop in Journalism and Media Practice II: Podcasting
Half-semester, 1.5-credit workshop open to majors, spring 2018

Graduate and undergraduate courses at Clemson University

COMM 8110 Qualitative Research Methods, master's-level methods course
COMM 8020 Social Theory, master's-level theory course
COMM 3060 Critical-Cultural Research Methods
COMM 4040 Media and Social Identities (new course developed)
COMM 3080 Popular Culture and Public Communication (5 sections, one in Maymester online)
COMM 3110 Qualitative Research Methods
COMM 2500 Public Speaking (taught in Maymester online)
COMM 4950 Communicating Social Justice (Capstone)

Undergraduate courses at Penn State University

COMM 110: Media and Democracy (4 sections, with one co-taught during Summer 2012)
COMM 410: International Communications
SOC 300: Race Relations Project (co-taught)
SOC 469: World in Conversation (co-taught)

Students supervised

At Rutgers University

2018: Henry Boachi, Doctor of Philosophy, qualifying exam committee

At Clemson University

2017: A.D. Carson, Doctor of Philosophy, co-chair
2015: Jerrica Ty Rowlette, Master of Arts, primary advisor
2015: Christoph Stefan Kresse, Master of Arts, primary advisor
2016: Kimberly Workman, Master of Arts, thesis committee member
2016: Amanda Moore, Master of Arts, thesis committee member
2015: Hanan Yahya Al-Shadadi, Master of Arts, thesis committee member

Course development

At Rutgers University

Helped develop proposal for converting Topics in Creative Media Practice II: Podcasting to a permanent course titled Podcasting and Audio Documentary, which received Department of

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Journalism and Media Studies Curriculum Review Committee and department approval on Nov. 14, 2018.

Expanded Workshop in Journalism & Media Practice II: Podcasting from a 1.5-credit, half-semester workshop offered in spring 2018 into a 3-credit, 15-week course, 04:567:477 Topics in Creative Media Practice II: Podcasting, offered in fall 2018.

Adapted 04:567:215 Gender, Race, and Class in the Media for online delivery, adjusting reading assignments, lecture delivery structure, and assessments.

Developed 04:567:485 Workshop in Journalism & Media Practice II: Podcasting, a 1.5-credit, half-semester workshop for journalism and media studies majors.

Revised 04:567:215 Gender, Race, and Class in the Media course. Significantly reworked readings, lesson plan structure, lecture materials, and assessments for a course open to majors and non-majors.

SERVICE

To the academic profession

Reviewing

Four total submissions for journals (*Communication Culture and Critique*, *Popular Communication*, *Popular Music*, and the *Democratic Communiqué*) and 17 total submissions to the National Communication Association, and the International Communication Association, including its Ethnicity and Race in Communication, and Popular Communication divisions. September 2013-present.

Participation in organizing or chairing conferences, workshops and organizations

Member, steering committee: Media, Movements, and the City: A Gathering of Media-Activism in Philadelphia, September 2018.

Panel chair, "Participatory Media and Global Subjects," Media, Techno-Political Action, and Social Justice Symposium, New Brunswick, New Jersey, February 2018.

To Rutgers University

Committee membership

Member, Rules of Procedure/Elections and Nominations Committee, School of Communication & Information. September 2018-ongoing.

Panels, programs, affiliations

Affiliate of the Media, Inequality, and Change center, formed jointly by the University of Pennsylvania's Annenberg School and Rutgers University to study the political economy of social problems, media and democracy. October 2018-ongoing.

Participant, panel on Social Justice Media & Communication, Rutgers university, Black history month celebration. February 2018.

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Chair, panel on Participatory Media and Global Subjects during the Media, Techno-Political Action and Social Justice Symposium, sponsored by the Department of Journalism and Media Studies, School of Communication and Information, Rutgers University, New Brunswick. February 2018.

Guest lectures, graduate level

Guest lecture on research on technology School of Communication, Information, doctoral program pro-seminar, September 2018.

Guest lecture on “Social Media and Technology,” School of Communication & Information Ph.D. colloquium, February 2018.

Guest lecture on “Being a Public Scholar and Non-Academic Research Products,” guest lecture, School of Communication & Information Ph.D. colloquium, January 2018.

Guest lecture on Cultural Studies in graduate level Media Theory and Research School of Communication and Information Ph.D. seminar, October 2017.

Guest lectures, undergraduate level

“Beats, Rhymes, Movements,” guest lecture, Introduction to Media, April 2018.

“Beats, Rhymes, Movements,” guest lecture, Introduction to Media, September 2018.

Other

Met with seven current or prospective Ph.D. students between September 2017 and December 2018 to discuss the School of Communication and Information Ph.D. program, the academic job market, Wrote recommendation letters for two graduate students and three undergraduate students during 2018.

To society at large

Legislative testimony

Testified to the New Jersey Senate Higher Education Committee about the important of the New Jersey Civic Information Bill, which was later passed, June 2018, State House Annex, Trenton, New Jersey.

Membership on boards

Member, Street Poets Inc.

Advisor, The Zinn education project, Teaching Reconstruction Campaign

Member, The Moth Artistic Council.

Member, Transom Scholarship Advisory Board.

Member, 215 People’s Alliance Steering Committee.

ACADEMIC MEMBERSHIPS

International Communication Association.

National Communication Association.

Union for Democratic Communication Association.