The Organizational Communication and Readiness Matrix: How Communication Technologies Help Support a Group of Asian Faculty During the Rise of Anti AAPI Hate Crimes

Kerk F. Kee
*Texas Tech University*

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The Organizational Communication and Readiness Matrix: How Communication Technologies Help Support a Group of Asian Faculty During the Rise of Anti-AAPI Hate Crimes

- Kerk F. Kee
- Associate Professor
- College of Media & Communication
- Texas Tech University
A Case of Wrongful/Mistaken Racial Backlash

• March 14, 2020 in Midland, TX – Jose Gomez, 19 y/o, stabbed a Burmese American family of four at a Sam’s Club, injuring the father, 2 y/o and 6 y/o sons (Wallace, 2020).
Midland, TX and Lubbock, TX
My Social & Cultural Positions

• Born to Chinese parents in Borneo, East Malaysia.
• Grew up witnessing racial struggles in the Chinese minority community.
• Moved from Southern California to West Texas in 2019, about 8 months before the pandemic.
• Raised to speak, read, and write Chinese.
• Became a member of Chinese Faculty & Staff Association (CFSA) in Spring 2020.
Disclaimers

• Public organization with a lot of public information online

• Don’t claim to represent the lived experiences of all CFSA members.

• The stories I share can shed light on how their ethnic and cultural identities created a complicated narrative during the pandemic.
Organizational Communication and Readiness Matrix

Impression Management (External Communication)
Social Media, Local News, & Printed Flyers

Alliance Building (External Readiness)
Food Donations

Zoom

WeChat

Ongoing Conversations (Internal Communication)
Emails

Self-Reliance (Internal Readiness)
YouTube
Organizational Communication and Readiness Matrix

Alliance Building (External Readiness)
- Food Donations

Impression Management (External Communication)
- Social Media, Local News, & Printed Flyers

Self-Reliance (Internal Readiness)
- Zoom
- WeChat
- YouTube
- Emails

Ongoing Conversations (Internal Communication)
• March 28, 2020 – Zoom webinar with a sergeant from the Community Engagement Unit of the Lubbock Police Department (LPD)

• History of anti-Muslim hate crimes in Lubbock, following 911

• Q&A –
  • What qualifies as a hate crime?
  • A hate crime versus hate speech.
  • The use of video evidence following a hate crime.
  • De-escalation strategies during a hate incident.
  • The legality/consequences of using firearms.

• The then CFSA president shared about the LOVE Project!
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The LOVE (Lubbock cOVID-19 rElief) Project

- The LOVE-Medical/PPE project ($3,672)
  - Donated 2,040 masks to the Health Sciences Center (HSC)
  - Purchased meals delivered to University Medical Center (UMC).
- The LOVE-Community project ($4,294)
  - Donated food to the Lubbock Police Department (LPD) and Meals on Wheels (MOW)
  - Additional masks to LPD.
- Printed flyers, pictures for social media, local news!
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Ongoing Conversations (Internal Communication)
Emails
Food Donations
Alliance Building (External Readiness)
Lubbock Chinese Friends of Guns

- A subset of CFSA members on WeChat.
- YouTube videos in Mandarin, teaching views about
  - basic and practical knowledge, federal laws and state regulations, and how to apply for a gun license
- A small group of Chinese faculty/staff went to local gun shops and purchased guns together.
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WeChat

Ongoing Conversations
(Internal Communication)
Emails
The Weekend Square

• On Zoom, every Friday, at 7 pm
• Casual conversations for about 30 mins.
• Informal connections
Conclusion

• The Burmese man in Midland, TX – “I can forgive him (Gomez), but we cannot accept racism or that kind of terrorist attack” (CBSDFW.com, 2021).

• Atlanta Mayor Keisha Lance Bottoms when she said in response to the March 16 mass shooting in her city, “A crime against any community is a crime against us all” (Pagones, 2021).

• How can we move towards allyship to make our world a better place for all?
Questions?

- Kerk Kee
- kerk.kee@ttu.edu
- www.ekerk.com
- Texas Tech University