

**American Association of Physical Anthropologists  
2021  
Media and Communications Committee Annual Report**

In October of 2020 Adam Van Arsdale stepped down as chair of committee, and the role was subsumed under the Secretary's responsibility.

We held two meetings in March 2021 to discuss how to serve the organization during our first ever Virtual conference. All members participated: Kristina Killgrove, Jennifer Raff, Michael Rivera, Donovan Adams, Melanie Beasley, Austin Reynolds, and Jill Scott.

We discussed a protocol and chain of command to handle possible unprofessional postings to our organization's hashtag. We also proposed a system for assisting session chairs advertise their session at the annual meetings, and created an accessibility guidelines document.

The Chair of M&C is an evolving role, and the committee members have very important ideas on how to compile a best practices for use of social media during meetings. What should the AAPA official handles be, how to deal with cyberbullying at the meetings, etc. I expect to see that discussion expand this next year.

The M&C Chair also oversaw the advertisement of the webinars, and uploaded the final videos on our Youtube channel. In addition, other videos of members are now on the channel and we have curated several playlists for various topics (COD IDEAS interviews, COVID webinars, Regular webinars, and Annual Meeting related videos). This is a good way to further promote our organization and the relevance of our work.

Respectfully submitted,

Sheela Athreya  
Secretary and Chair of Media and Communications Committee