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## April Newsletter

Hello everyone! We hope that you are finishing the semester off strong. We had some wonderful events this past month, including Dr. Ramsby's workshop seen in the pictures above. Dr. Ramsby provided valuable guidance on using Tableau as a tool for interactive data storytelling. With Tableau, graduate students, scholars and postdocs learned how to utilize interactive data storytelling software that could help us convey compelling stories from the data. During the workshop, Dr. Ramsby taught participants how to interpret a sample dataset, create data visualizations to communicate complex data, and combine narratives with the visuals to enhance our skills in data storytelling.

We want to express our utmost gratitude for Dr. Ramsby in his phenomenal BCaT learns. This is our last full month of events for the semester. Please join us for our last Eats event and a great workshop on maintaining a digital brand. Please make sure to register for the workshop if you would like to attend. As always, please feel free to drop by during open hours or during our Wednesday sessions to work or relax.

## Announcements

**BCaT**  
BLACK COMMUNICATION  
& TECHNOLOGY

@BCaT\_DISCO

**BCaT Lab Open Hours**

**10:00AM - 3:00 PM**  
**Mon-Weds inclusive**

Wednesday schedule:

**Undergraduate drop-in hours**  
**10:00AM - 12:00 PM**

**Digital Methods Lunch Hour**  
**12:00PM - 1:00PM**

**Open writing session**  
**1:00 PM - 3:00 PM**

For inquiries,  
contact:  
BCaT@umdedu

## Updated Lab Hours

We have expanded our open lab hours so that anyone can stop by even when we are not hosting a session or event. Use the lab as a quiet space to work, relax, collaborate, or get help on projects.

## Learn more about

[Drop-in Hours](#)[Methods Lunch Hour](#)[Writing Sessions](#)

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## Upcoming Events

## BCaT Writes

BCaT Writes are weekly writing sessions where undergraduate students, graduate students, and faculty at UMD gather to write their own projects. You can join us at Skinner 3115 or on [Zoom](#). Our next general session is April 19th from 1 to 3 pm.



BLACK COMMUNICATION & TECHNOLOGY

BCaT LAB PRESENT

# OPEN WRITING SESSIONS

NEED A QUIET PLACE TO WRITE?

JOIN US FOR WEEKLY GUIDED WRITING SESSIONS

OPEN TO ALL

Open Wednesdays  
1 PM – 3 PM  
Skinner Building,  
Room 3115

## Create: Establishing a Digital Brand

Join us in the BCaT Lab (Skinner 3115) for Kristan Jones-Scales's lecture from 3-5pm in Skinner 3115 on April 19th, where she will tell us how to build and sustain a digital brand. Please use the QR code in the poster to register.



CREATE: ESTABLISHING A DIGITAL BRAND

BCaT Lab Presents  
19TH APRIL

QR CODE

KRISTAN JONES-SCALES

Kristan Jones-Scales is Director of Brand Management for Boys & Girls Clubs of America. She is responsible for increasing brand understanding and adoption of national brand campaigns for BGCA's 5000 Clubs across the globe.

Calling all creatives, artists, influencers, and future brand managers-- learn how to build and sustain your digital brand from an industry expert!

3 - 5PM SKINNER 3115

bcatalab.org  
bcat.umd.edu  
@blackcreativesmatter.umd

BLACK COMMUNICATION & TECHNOLOGY

# Digital Constructions of Black (British) Identity

Come listen to Dr. Rianna Walcott of the BCaT Lab from 12-1:30pm in Skinner 0200 on April 21st as she lectures on the Black British English discursive style.

**BLACK (BRITISH) IDENTITY**  
BCaT Lab Presents  
**FRIDAY 21ST APRIL**  
12.00 - 1.30PM COLLOQUIUM  
LECTURE SKINNER 0200

DR. RIANNA WALCOTT

In this talk, Dr Walcott defines and locates the emergence of a Black British English discursive style as a fluctuating, hybridised style of English that builds on multiple influences, from the global Black diaspora, to English regional dialects, and is mediated by digital culture.

The performance of Black Britishness through the BBE style is constituted both through lexicon and visual media indicators, and is adaptively appositional in its relationship to both global ontologies of Blackness, and local/regional (white) Britishness. The Black British digital public discursively distinguishes and guards itself from interlopers and imitators via temporal, spatial, and lexical means.

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DEPARTMENT OF COMMUNICATION

BCaT  
TECHNOLOGY

# BCaT Eats

Join us for our last Eats session of the semester. We had some great conversations at our last event. Our health and our joy are important so come join us at Skinner 3115 on April 26th at 5pm.

**BCaT Eats Dates**  
Dinner and a movie with  
the BCaT Lab!

Join us from 5.00-7.30PM

**Weds 26th April** →

BCaT  
BLACK COMMUNICATION  
& TECHNOLOGY

POP CORN

BCATLAB.ORG  
SKINNER 3115

# BCaT Applies: Creating Materials for the Academic Job Market

Join us in the **BCaT Lab (Skinner 3115)** on **May 3rd from 1-3pm** for a discussion on how to craft materials necessary for academic job applications. Whether you're looking for writing tips or edits and review, all writing stages are welcome to join.



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