

The Standard

Pluralizing Media Education

Shippensburg, PA

March 3, 2013

Media Diversity Issue

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A Note from the Chair

By *Curtis Lawrence*

What great timing. In my first conference as the chair of the Commission on the Status of Minorities, we're meeting in my hometown.

I hope most of you will be able to join us in Chicago this August for this historic meeting as AEJMC celebrates 100 years. In addition, CSM will be making sure it's part of the AEJMC story – sharing its role in the struggle for inclusion and equality in academia and in the journalism profession.

One of the highlights of this year was participating in the panel to choose the recipient of the 2012 Lionel



Curtis Lawrence

C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education. I was honored to serve on the selection committee with

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Meet Mia Moody

By *Lennon Free*



Mia Moody

Baylor University's Campus Diversity Committee named Dr. Mia Moody the third recipient of the Diversity Enhancement Award in the spring. The committee gives the award annually to an individual within Baylor University who strengthens and promotes respect for diversity through innovative practices designed to enhance a climate of understanding respect.

"One of the primary reasons Moody was nominated is her community service and her research dealing with underrepresented

groups," said Lexi English, chair of campus diversity committee.

Moody's research focuses on media framing of various issues including people of color, women and political candidates. In addition, she is the author of Black and Mainstream Press's Framing of Racial Profiling: a Historical Perspective (University Press of America, 2009).

"Many old stereotypes that we haven't seen in decades are cropping up in social media," Moody said. "For example, Facebook is heavily populated with hate groups that broadcast negative images of women, minorities, people with disabilities and many other marginalized groups."

Chair's Note

Immediate Past CSM Chair Linda Florence Callahan, CSM Vice-Chair Sharon Stringer, Minorities and Communications Chair Petra Guerra and CSM members Sharon Bramlett-Solomon and Calvin Hall.

Our 2011 recipient, Felix Gutierrez, professor of Journalism, Communication and American Studies & Ethnicity at the University of Southern California, had set the bar high. After careful review, our committee selected Federico Subervi, full professor and director

of the Center for the Study of Latino Media & Markets at the School of Journalism and Mass Communication, Texas State University, San Marcos. We were beyond impressed with his scholarly work on Latinos and media as well as with his continued efforts to grow, develop and sustain CSM and MAC. The fact that both groups are well-represented within AEJMC is testament to Subervi's efforts. We're especially proud to claim him as a CSM member. Please plan on attending the AEJMC Business

Meeting at 10 a.m. Saturday, Aug. 11 to support Subervi as he receives his award.

That said, there are many more qualified prospective candidates who have worked in the tradition of Dr. Barrow and who deserve recognition for their efforts. One of our goals in the coming years will be to increase awareness about the Barrow Award and to encourage more nominations.

Accrediting Council Moves to Strengthen Language in Diversity Standard Again

By George L. Daniels

Nearly 30 years after diversity became one of the standards by which journalism and mass communication units are evaluated, proposed changes to accreditation standards would require schools to focus on domestic minority groups and explicitly state how they define diversity.

The changes to Standard 3 (Diversity and Inclusiveness) are among those contained in an overall revision of the standards used by the Accrediting Council on Education and Journalism and Mass Communication. A vote on the changes is set for August 24.

If approved, the revised standards would take effect in 2013. In the meantime, the Council is inviting comments about the proposed revisions. Comments can be directed to Cindy Reinardy at the ACEJMC office at creinardy@ku.edu or during an open session 8:15 to 9:45 a.m. on Thursday, Aug. 9, at our upcoming AEJMC convention in Chicago.



Student reporters at a local elementary school.

Focusing on domestic minority groups is yet another step in an ongoing effort to ensure diversity in the pipeline from our classrooms to mass media industries.

What was then Standard 12 was first created in 1984 to address (Minorities and Female Representation). It was squarely focused on recruiting and retaining minority

students and faculty.

Then in 1992, the standard was revised to add a component that stressed the need of diversity in a journalism and mass communication curriculum. In 2003, ACEJMC revised all of its standards and the 12th Standard became Standard 3 (Diversity and Inclusiveness).

Meet Angie Chuang

By Lennon Free

Angie Chuang, assistant professor at American University School of Communication, published an article, *Representations of Foreign versus (Asian) American Identity in a Mass-Shooting Case: Newspaper Coverage of the 2009 Binghamton Massacre*, in *Journalism & Mass Communication Quarterly* 89 (2) (June). The article examines patterns of Orientalism and identity-related stereotyping newspaper portrayals of the US citizen perpetrator of the mass-shooting that took thirteen lives at an immigrant-services center. Using a mixed-methods data analysis, it demonstrates that regardless of a perpetrator's actual immigration status, the perception of foreignness gleaned from Jiverly Wong's

Vietnamese birthplace pervaded constructions of his identity. In fact, as was the case with the 2007 Virginia Tech Shootings and Seung-Hui Cho, newspapers appeared keen to explain the motive of the shootings by emphasizing a failure to assimilate into the American Dream narrative. The article can be found online at: <http://jmq.sagepub.com/content/89/2/244>

Representations of Foreign versus (Asian) American Identity is part of a body of research on the theme of American Otherness. Another study, *The Immigrant Muslim at the Boundary of Insider and Outsider: Representations of Faisal Shahzad as 'Homegrown' Terrorist*, co-authored with American University Research Librarian Robin Chin-Roemer, is forthcoming in *Journalism & Mass Communication Quarterly* in late 2012 or early 2013. *The Immigrant Muslim* focuses on



Angie Chuang

newspaper portrayals of the Pakistani American Faisal Shahzad, the 2010 Times Square Bomber.

A third American Otherness study, *The DC Snipers and Shifting Signifiers of Otherness: Newspaper Coverage of John Allan Muhammad and John Lee Malvo*, will be presented at the AEJMC 2012 conference in Chicago, and awarded the First Place Faculty Paper Award in the Minorities and Communication.

Announcement

Book List

- Bramlett-Solomon, S. and Carstarphen, M. (2012). *Race, Gender, Class and Media: Studying Mass Communication and Multiculturalism*. Kendall Hunt Publishing Co., Dubuque, Iowa.
- Carstarphen, M. and Sanchez, J.(eds.). (2012). *American Indians and the Mass Media*. University of Oklahoma Press, Oklahoma City.
- Ono, K.A. and Pham, V. N. (2008). *Asian Americans and the Mass Media*, Polity Press, Malden, Mass.
- Rodriguez, C. (2004). *Heroes, Lovers, and Others: The Story of Latinos in Hollywood*. Oxford University Press, New York.

Announcement

CSM Sessions

SATURDAY, AUGUST 11

12:15 - 1:30 p.m.

Panel Session: Teaching Race, Gender and Media; What's New, What's Needed

Commission on the Status of Minorities

Moderating/Presiding:

Petra Guerra, Wisconsin – Madison

Panelists:

Lisa Brock, Kalamazoo College

Janice Castro, Northwestern

Sharon Bramlett-Solomon, Arizona State

Stan West, Columbia College Chicago