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BARROW AWARD

Federico Subervi: The Man Walking in the Path of Lionel C. Barrow Jr.



Photo: CSM, AEJMC

Federico Subervi

By Stephanie Pryor

Federico Subervi has had another very busy and productive year.

In June he was in Barcelona attending a conference of the Multi-Ethnic Studies Association: Europe & the Americas (MESEA), which took place at the Blanquerna School of Communication of the Ramon Lull University.

At the conference, Subervi made a presentation of his research on how the media do make a difference: New directions in the study of media and Latino political mobilization.

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Documentary Tells Story of Desegregation

By Felicia McGhee-Hilt

When Horace Traylor tried to register at what was then the University of Chattanooga, he was told by the registrar, “You know we don’t admit black people.” That all changed in 1963, when the university officially desegregated.

On February 28, 2012, the documentary, “Reaching the Light: The Story of the Desegregation of the University of Chattanooga,” premiered to a capacity crowd on campus. The documentary co-produced by Assistant Pro-

fessor Dr. Felicia McGhee, along with Communication Department Head Dr. Betsy Alderman, and colleague Professor Michael Andrews, examines the desegregation efforts at the university. The yearlong project involved interviews with dozens of people, which resulted with more than 30 hours of tape.

Dr. McGhee-Hilt called the project a labor of love. “This is a story that has never been told and it desperately needs to be,” Dr. McGhee-Hilt said. My father marched in many civil rights

demonstrations and suffered through police beatings; however, after listening to these first black students at UC, it makes it clear to me that while we have come a long way, we still have a long way to go. The documentary aired on the ABC Chattanooga affiliate and will soon be available for purchase at the University of Tennessee at Chattanooga bookstore.

Alabama Executes Diversity Mission as Elementary School Journalism Takes Off

By George L. Daniels

Faculty and students at The University of Alabama are writing a new story these days: one that involves second graders producing a newsletter thanks to a unusual partnership between a college journalism program and elementary school.

The partners of the University of Alabama and Tuscaloosa's Oakdale Elementary School are each celebrating the benefits of working together. In April, the University recognized the two elementary school teachers who initiated the community-based partnership with an award.

One of the teachers, Miss Latrina Spencer, approached in July 2011 UA Journalism Professor George Daniels about the possibility of making a student publication the central element of an unconventional summer enrichment program for students going to the second grade and needed to review reading, writing and math.

A year later, the fifth edition of the Oakdale Eagle, its largest yet, was published in June.

Immersed in computers and technology, rising second graders wrote stories, typed them into the computer and took photos for the first edition last year. During the regular school year, some of those second graders and other students continued to publish 4-page issues of the Eagle as primarily an after-school project. University journalism and public relations students assisted students with editing and design of their pages.



Photo: CSM, AEJMC

Spencer (left) pictured with her students.

Then, this summer, many of the same elementary school students who started the Eagle, now getting ready for third grade, produced an issue with even more content. Their four-page edition doubled to eight pages this year.

Meanwhile this summer high school students participating in the Multicultural Journalism Workshop, a Dow Jones sponsored event now in its 29th year, took a break from their own sessions at the University to make the 20-minute drive across town to put on a reporting workshop for all elementary school students in Oakdale's summer program this year.

The Oakdale Eagle has now become part of the culture at Oakdale Elementary School, a school that until recently had not met AYP (adequate yearly progress). The student population is predominantly African American and most students are eligible for free-and-reduced lunch, an indicant of socioeconomic status.

The success of the Oakdale Eagle coincides with a new emphasis at University of Alabama on supporting journalism in primary grades as the 18-year-old National Elementary

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in November 2011 during his Fulbright appointment as a Latin American Specialist. During the June visit to Chile, he will also represent AEJMC at the conference as he continues to enhance collaboration and exchange opportunities with academic units in Latin America.

Earlier this year, Subervi completed a research study on how research is conducted about Latino consumers. This work, titled "The Art that Needs

Change" was co-authored by Isabel Valdes, and was published in her edited book WIN! The Hispanic Market. Strategies for Business Growth. (2012, NY: Paramount Market Publishing). He also made presentations about his research on emergency communication and other topics at the Universidad Autonoma de Mexico, the Fire Research Association conference, and the Inter-University Program on Latino Research conference.

SUBERVI, CONT.

While in Barcelona, he also visited the University of Abat Oliba and the Universidad Autonoma de Barcelona to explore student exchange and research collaborations. In late June, Subervi also traveled to Chile to present a paper on the working conditions of Latino journalists at the International Conference on Journalism Studies and continue his research collaborations with the University of Santiago, which started

FEATURED AUTHORS

AEJMC Recognizes Women Fighting for Diversity

Meta G. Carstarphen, Graduate Director and Associate Professor, Gaylord College of Journalism at the University of Oklahoma, was the sole campus recipient of the 2012 Regents Award for Professional and University Service.

Regents Awards, also given for Research and Teaching, are among the highest recognitions given by the university.

Carstarphen also published two books: Race, Gender, Class and Media : Studying Mass Communication and Multiculturalism (co-authored with Sharon Bramlett-Solomon), Kendall-Hunt publishers [<http://www.kendallhunt.com/store-product.aspx?id=25392>] and American Indians and the Mass Media (co-edited with John Sanchez) University of Oklahoma Press. [<http://www.oupres.com/ECommerce/Book/Detail/1622/american%20indians%20and%20the%20mass%20media>]



Photo: CSM, AEJMC

Meta G. Carstarphen



Photo: CSM, AEJMC

Marian Meyers

Marian Meyers is the editor of a new book, Women in higher education: The fight for equity (Hamp-ton Press, 2012). While women in the academy have been working to achieve equality with their male colleagues in the areas of hiring, salary, promotion, tenure and allotted resources for the past 40 years, research indicates that in

many ways, academia has been resistant to change, instead maintaining policies, practices and procedures that preserve the privileges of White, male faculty while undermining those aimed at fostering equity. This book draws on theory, research and personal narrative to illustrate, theorize and explore the "chilly climate" that academic women face, as well as to offer alternatives for creating a more inclusive, fair and just academy for everyone.

The book pays particular attention to the ways that

gender intersects with ethnicity, race, class, sexuality and other aspects of self including whether academic women are mothers and/or feminists and the effects of this intersectionality on their experiences and careers in higher education. In identifying the institutional policies, practices and procedures that lead to bias and discrimination against academic women, the book calls for a radical rethinking and restructuring of higher education.

Almost all of the book's contributors are in the field of communication, and most draw on their experiences within communication departments to illustrate and theorize how gender, often combined with other signifiers of marginalized identity, has affected their lives and professional opportunities. The voices of African American, Latina, Asian American, lesbian, and working-class faculty and graduate students are included, and various communication and other theories are utilized by the authors to explore their social locations within the academic hierarchy as a way not simply to explicate the problems they face but--more importantly--to facilitate action.

Marian Meyers is an associate professor in the Department of Communication at Georgia State University, where she also is an affiliate of the Women's Studies Institute.

A Note from the Chair

Curtis Lawrence, CMS Chairperson

What a 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 by sharing its role in the struggle for inclusion and equality in academia and in the journalism profession.

Honoring one of our own

One of the highlights of this year was participating in the panel to choose the recipient of the 2012 Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education. I was honored to serve on the selection committee with 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



Curtis Lawrence

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.

CSM panel

Another important event to put on your AEJMC conference calendar is the CSM

the professional media. "This helps us have a national impact and shows our commitment to the foundations of journalism education at an early age," said Jennifer Greer, chair of the UA Department of Journalism. The partnership that resulted in the birth of The Oakdale Eagle is just one example of how that commitment is playing out in Alabama classrooms.

ALABAMA, CONT.

School Press Association (NESPA) moved its headquarters from Asheville, North Carolina to the Alabama campus in Tuscaloosa. Alabama Scholastic Press Association (ASPA) director Meredith Cummings now also leads NESPA.

An official announcement of the move came at a news conference in May where students at Tuscaloosa's Magnet School asked many of the questions alongside

Panel: Teaching Race, gender and Media; What's New, What's Needed. The panel will be moderated by our own Petra Guerra and will include CSM member Sharon Bramlett-Solomon, Arizona State University; Lisa Brock, Kalamazoo College; Janice Castro, Northwestern University and Stan West, Columbia College Chicago. The panelists will address what progress has been made in this important field of study and discuss what challenges await in the future. The panel will held at from 12:15 to 1:30 p.m. on Saturday, August 11.

In addition, please note other panels in which CSM members are participating and make every effort to support them with your attendance.

A note of thanks

Lastly, I'd like to thank my CSM fellow officers for their work during the past year. Vice-Chair Sharon Stringer, Secretary George Daniels, Newsletter Editor Masudul Biswas and Assistant Newsletter Editor Kyle Huckins also deserve a round of applause. Additional thanks goes to George Daniels for getting our CSM listserv up and running. Now members can connect at AEJMC-CSM@LISTSERV.UA.EDU

I look forward to seeing everyone in Chicago!

UPCOMING CSM EVENTS

SATURDAY, OCTOBER 5

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

7 - 8:30 p.m.

Members' Meeting

Commission on the Status of Minorities