

# THE STANDARD

PLURALIZING MEDIA EDUCATION

Fall 2013 | pages 4



Curtis Lawrence

## A NOTE FROM THE CHAIR:

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

story – 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

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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

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## CSM: Membership has its privileges and responsibilities

By: Tyler Fuller

Every organization needs membership. Without it, there's no one to give the group its life.

So why be a member?

I can hardly think of a more vital group. Minorities give journalism a window on different races and other backgrounds. They inform us as to the history, perspectives and viewpoints of people of diverse heritage.

Diversity makes life interesting. If everyone were the same, we'd be bored – but no fear, our profession has opened its doors (if somewhat unwillingly at first) to those from a range of frames of reference.

The presence of minorities makes our lives complete. They educate us as to facts, ideas and understandings that

enliven the human experience. Where would journalism be without African Americans, Latinos, Asians, Native Americans, and other heritages? Certainly whites have made contributions, but much of the world is of another background. Our lives and profession would be lacking without these other groups.

Journalism needs voices of color and other diversities in order to be truly representative. Without these minority perspectives, important information would be missed in stories, photos and designs. While it's true that a reporter can do a competent job while being of different background than participants in a story, it surely helps to have someone in the newsroom who can translate, as it were, the African American experience, for example, for those uninformed in the situation at hand.

Many lively battles have been fought to ensure the voices of minorities are heard in our world and livelihood. These sometimes-dramatic episodes must not be forgotten. They tell us something about society, human nature and, ultimately, ourselves.

Similarly, the rights gained must not be allowed to fall into disuse. People have given their jobs and possessions and even their very lives to gain these privileges and freedoms. Tenacity is to be valued in defending these.

All of these are reasons to belong to the Commission on the Status of Minorities. It monitors minority participation across the Association for Education in Journalism and Mass Communication. The commission stands guard over minority rights in our great organization. It is vigilant to fight when slights come its members' way.

## ACCOMPLISHMENTS

## Mia Moody receives Diversity Enhancement Award

By: Staff Writer



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).

Most recently, she has addressed the transition of historical stereotypes from traditional to new media platforms.

"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."

Moody is also active with several organizations on campus, serving as an adviser for the National Association of Black Journalists and Diverse Verses, a multicultural poetry and spoken word group."

As for the future, Moody hopes to find a publisher for her book project titled New Medium, Old Stereotypes: A Look at Mass Media Representations of Women in a Post-Racism Era.

## Federico Subervi wins the Lionel C. Barrow Jr. Award

By: Staff Writer

It has been an honor to have been part of the committee to elect Federico Subervi as the winner of the Lionel C. Barrow Jr. Award. In trying to write up something to speak about Federico's life and why he was selected for this award, I spoke to several folks and everyone insisted that Federico functions just as Barrow would. Barrow, in spite of having already retired continued to fight for equality and inclusion. His accomplishments were numbers; the creation on the Commission on the status of Minorities and later the creation of Minorities and communication are great examples of Barrow's work. But he continued the struggle, even when he was ridiculed and criticized. He never stopped, what others thought of him was not an obstacle in his struggle to make sure that AEJMC was inclusive. Looking at Federico's work, he is the reflection of Barrow. He is tough skinned, criticisms just fly above his head. Even after many accomplishments;

the establishment of the center for the study of Latino Media and markets, the emergency communication research and the mentoring of numerous students. Many of these students are now professionals in the field of journalism and mass communication. And the establishing of Latinitas Inc., the not for profit organization dedicated to empower Latina youth via media and technology.

There are his numerous Fulbright research appointments, this includes his stint in Brazil in 1988- 1989 and Chile in 2011. Some of the students he has mentored refer to him as "an innovative educator" always creating much needed classes in politics, advertising, and ethics in the media to name a few. Let us also include the numerous papers and chapters about minorities in journalism and mass communication he has published. Numerous accomplishments, yet not enough for him to stop or slow down, he continues his work,



producing his latest book, *The Mass Media and Latino Politics*. And the list goes on and on, he is presently looking into Latino consumers among other research.

Like Barrow, Federico does not see the end of the tunnel; he continues his research and work. He has served on numerous boards and commissions including heading the Commission on status of Minorities and just recently elected to the Board of Directors of the Latino Public Radio Consortium and serve as the Academic Officer of the National Association of Hispanic.

## CHAIR'S NOTE

committee selected Federico Subervi, (continued from page 1) full professor and director of the Center for the Study of Latino & 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.

### CSM Panel

Another important event to put on your AEJMC conference calendar is the CSM 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 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](mailto:AEJMC-CSM@LISTSERV.UA.EDU).

I look forward to seeing everyone in Chicago!

## Book by CSM member

### Marian Meyers edits new book

By: Staff Writer



Marian Meyers

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.

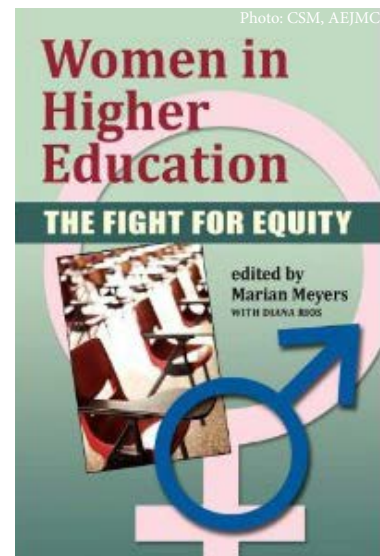
The book pays particular attention

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.



## REPORT

## Alabama executes diversity mission as elementary school journalism takes off



Left: Oakdale Staff 2012, Right: Student Reporters

By: George 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—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.

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 29<sup>th</sup> 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 School Press Association (NESPA) moved its headquarters from Asheville, North Carolina to the Alabama campus in Tuscaloosa. Alabama Scholastic Press Association (ASP) 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 the professional media.

### Upcoming CSM Events

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

7 – 8:30 p.m.

Members’ Meeting  
Commission on the Status of Minorities