

# The Standard

## Pluralizing Media Education

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## Alabama Executes Diversity Mission

By Garrie Grenfell

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



Photo: CSM, AEJMC;

Oakdale 2012 Staff

public relations students assisted students with editing and design of their pages.

Then, this summer, many of the same elementary school students who

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### AEJMC Pre-Conference Workshop

#### *From Professional to Professor*

Wednesday August 8, 1-5 p.m.

Last year AEJMC President Linda Steiner created a Task Force to examine ways to recruit a diverse professorate from the ranks of media professions. We are hosting a pre-conference workshop at this year's AEJMC Annual Conference to bring together academics at varying stages of their careers and professionals to brainstorm about this issue. There will be three panel discussions.

## Barrow Award

# Federico Subervi: The man walking in the path of Lionel C. Barrow Jr.

By: Petra Guerra



Photo: CSM, AEJMC  
Federico Subervi

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 Federi-

co'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

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# Membership has its privileges and responsibilities

By the Rev. Kyle Huckins, Ph.D

Every organization needs membership. Without it, there is no one to give the group its life. So why be a member of the Commission on the Status of Minorities?

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 and 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 is 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.

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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 indicator 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.

"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.

# Women Fighting for Diversity



Photo: CSM, AEJMC  
Sharon Bramlett-Solomon

Sharon Bramlett-Solomon, associate professor in the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, has been appointed the Lincoln Center of Applied Ethics Professor of Media and Culture. In addition to her scholarship in this area, she will serve as advisor to the Lincoln Center director

in the planning, development and implementation of the center's various endeavors. She is author of Race, Gender, Class and Media: Studying Mass Communication and Multiculturalism (co-authored with Meta Carstarphen), Kendall Hunt Publishers [kendallhunt.com/store-product.aspx?id=25392].



Photo: CSM, AEJMC  
Dr. 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.

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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 Journalists. And best of all, in his own words “proud of my daughter, who is now a communication professional on her own.”

Federico is a very deserving Barrow Award winner; he is walking in the steps of Barrow and just as Barrow, does not know when to call it quits.

## A Note From the Chair

By Curtis Lawrence

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 ñ 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 Communication, Texas State University, San Marcos. We were beyond impressed with his scholarly work on Latinos and media as



Curtis Lawrence

Photo: CSM, AEJMC

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.