



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 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.

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



Curtis Lawrence

Latino Media & Markets at the School of Journalism and Mass Communication, Texas State University, San Marcos. We were beyond impressed with his scholarly

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Tweaking Standard 3: Accrediting Council Moves to Strengthen Language in Diveristy Standard Again

By George L. Daniels
CSM Secretary

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 9:30 p.m. on August 24.
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Meyers Publishes New Book



Marian Meyers

Marian Meyers is the editor of a new book, *Women in higher education: The fight for equity* (Hampton 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.

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!

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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 – 1:30 p.m. on Saturday, August 11.*

In addition, please note other

Accomplishments



Mia Moody

Laura O’Donnell

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*.

“The text expands on many of the ideas and concepts addressed in my previous research,” she said. “It is still in the editing phase.”

Upcoming Workshops!

Wednesday August 8, 1-5p.m.

Session 1: 1 to 2:30 p.m. Should Professionals of Color Make the Switch? Benefits and Consequences

Moderator: Jane Rhodes, dean for the Study of Race and Ethnicity, Macalester College,
Task Force Co-Chair
Panelists: Earnest L. Perry, Missouri, Task Force member
Linda Callahan, North Carolina A&T, Task Force member
Lisa Peterson-de la Cuerva, Minnesota
Lee Thornton, Maryland

Session II: 2:45 to 4 p.m. What Does it Take to Make the Transition Work? Models and Needs

Moderator: Indira Somani, Washington & Lee
Panelists: Charles Whitaker, Northwestern
Angie Chuang, American Victoria LaPoe, Louisiana State
Herbert Lowe, Marquette
4 to 4:15 p.m.: Break
4:15 to 5 p.m.

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Tweaking Standard (continued p. 9:45 a.m. on Thursday, Aug. 9, at our upcoming AEJMC convention in Chicago.

Focusing on domestic minority groups is yet another step in an ongoing effort to ensure diversity in the 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.”

Alabama Executes Diversity Mission As Elementary School Journalism Takes Off



By George L. Daniels
CSM Secretary

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 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 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 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.