

The Standard

Pluralizing Media Education ● ● ● ● ● ● ● ● ● ●

Fall 2013

Shippensburg, PA

4 pages

Curtis Lawrence writes to the readers A note from the chair

By CHELSEA SCHONHAUT

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 pan-



Photo by: CSM, AEJMC

Curtis Lawrence
el 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

Note | 3

Documentary tells the story of college 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 Professor 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

Documentary | 3

Index

Accomplishments.....	2
Note (contd.).....	3
Diversity mission in Alabama school.....	3
Documentary (contd.).....	4
Diversity (contd.).....	4
Awards.....	4

Accomplishments

Angie Chuang

By CHELSEA SCHONHAUT

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



Angie Chuang

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 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.

Mia Moody

By CHELSEA SCHONHAUT

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.

Note

Continued from pg. 1

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 – 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!

DIVERSITY PROGRAM

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 partnership between the University of Alabama and Tuscaloosa, 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.



Student reporters

Diversity

Continued from pg. 3

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.

Documentary

Continued from pg. 1

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.

Awards

2012 Regents Award: Meta G. Carstarphen



Photo by: CSM, AEJMC

Meta G. Carstarphen

By CHELSEA SCHONHAUT

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.