

Alabama Executes Diversity Mission As Elementary School Journalism Takes Off

By Sarah Smith

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 an 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 journal-



Photo: CSM, AEJMC

Oakdale Staff

ism 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

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Sharon Bramlett-Solomon writes a book on diversity



Photo: CSM, AEJMC

Sharon Bramlett-Solomon of Journalism and Mass Communication at Arizona State University, has been appointed the Lincoln Center of Applied Ethics Professor of Media and

Sharon Bramlett-Solomon, associate professor in the Walter Cronkite School

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].

CSM: Membership has its privileges – and responsibilities

by the Rev. Kyle Huckins, Ph.D.

Every organization needs membership. Without it, there's 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 – 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.

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Subveri attends conference of the Multi-Ethnic Studies Association

Federico Subveri has had another very busy and productive year.



Photo: CSM, AEJMC

Federico Subveri

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,

Subveri 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. While in Barcelona, he also visited the University of Abat Oliba and the Universidad Autònoma de Barcelona to explore student exchange and research collaborations. In late June, Subveri 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 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, Subveri 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 Autònoma de Mèxico, the Fire Research Association conference,

AEJMC Pre-conference Workshop

Sponsored by the AEJMC Task Force on Recruiting for Academic Diversity

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: the first explores whether or not people of color in the media should transition into the academy; the second asks what it takes to make the transition work; and the third will explore next steps in making this pathway possible. Participants include Frederico Subervi, Linda Florence Callahan, Indira Somani, and Earnest Perry.

**Mark your calendars!
Spread the word!**

**Encourage your colleagues in and out of the academy to attend!
Join the conversation!**

Contacts:

Jane Rhodes (rhodes@macalester.edu)

Lana Rakow (lane.rakow@email.und.edu)

CSM SESSIONS

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

Alabama *continued.*

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



Photo: CSM, AEJMC

Student Reporters

from Asheville, North Carolina to the Alabama campus in Tuscaloosa. Alabama Scholastic Press Association (ASPA) director Meredith Cum-

A NOTE FROM THE CHAIR

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 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.



Photo: CSM, AEJMC

Curtis Lawrence

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 Privileges *continued...*

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. It also informs its ranks as well as those across AEJMC of news and views of minority communities.

CSM must not be allowed to go

silent. We must continue to, quite literally, pay our dues and come to meetings. We must defend the commission and advocate for it. The stakes are high and the odds long, but right demands nothing less than our best efforts to keep it alive.

If you are a member, keep your membership active, and consider getting involved in the business of CSM. If you're not a member, join us! We stand ready to bring you information, perspective and a chance to be heard.

Congratulations to Diana Rios!



Photo: CSM, AEJMC

Diana I. Rios, University of Connecticut, has completed a one year term on the American

Association of University Professors (AAUP) Executive Committee, and has been elected for another term. She has also been elected for a three year term on the University Senate.