



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 making sure it's part of the AEJMC story in 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

Chair's note | p.7

## BARROW AWARD

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

By Petra Guerra

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 numerous; 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



Federico Subervi

Barrow Award | p.8

## Inside

Diversity in AEJMC	2
Tweaking Standard 3	3
Accomplishments	4
Books by CSM members	6
AEJMC 2012 Diversity Sessions	7
CSW call for mentorship project participants	8
Alabama's diversity mission & elementary school journalism	9
Documentary tells the story of college desegregation	10
CSM: Membership has its privileges and responsibilities	10
Annual Meeting Minutes	11

## CSM OFFICERS

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## AEJMC 2012 Spotlight

## Gender, ethnic/racial minorities' participation in AEJMC

### *How much and what type of progress?*

Drs. Federico Subervi and Mia Moody will present data from their yearlong statistical analysis of the gender and racial makeup of AEJMC's scholarship, board of directors and division officers at AEJMC's 2012 national conference. Sponsored by the Minorities and Communication and Scholastic Journalism divisions, the PF&R panel will be held from 8:15 a.m. to 9:45 a.m. on Thursday, Aug. 9.

The presentation titled, "Ethnic/Racial Minorities Participation in AEJMC: How Much and What Type of Progress" will address the extent to which AEJMC is meeting its diversity goals in terms of the numeric involvement of people of color and women in leadership roles and their authorship of convention scholarship.

"Our goal is to present a critical assessment of the presence and participation of women and ethnic/racial minorities in the fabric of AEJMC," said Subervi, who planned the panel at the 2011 AEJMC annual conference. Subervi asked for collaborators on the project at the MAC committee meeting and Moody volunteered.

"Our efforts are very important because we are documenting AEJMC's progress in diversification," Moody said. "We can't expect to see change if there is no evidence of underrepresentation."

Over the last year, Moody and research assistants have analyzed AEJMC electronic files to seek answers to the following research questions: 1) What have been the changes in AEJMC minority members since records have been kept? 2) To the extent that records show, what

are the numbers of minorities, by gender, in the top leadership positions of AEJMC, e.g., president, on the board of directors representing the various standing committees, as well as heading the various divisions? 3) How many keynote speakers for AEJMC conventions have been persons of color? 4) How many plenary sessions have been dedicated to ethnic/racial issues with invited panelists from such backgrounds? 5) How many research papers have been presented at each division dealing with minority issues?

Preliminary findings indicate that strides have been made for women; however, minorities tend to lag behind in AEJMC's leadership positions. For example, there were 18 male officers from 2007 to 2011 and 58 female officers during the same period. Worth noting is most of the association's presidents, four out of five (80%), were female. This trend was true of the other top two positions, president-elect and vice president. However, regarding race, Anglos made up the largest percentage of AEJMC officers from 2007 to 2011 (80%). The next largest group was African Americans, who made up 13%, followed by Hispanics and Asians, each of whom made up 2%. All five presidents were Anglo during these five years. The office of vice president was the highest position held by a non-white person.

"This trend continues in 2012," stated Subervi, who looked at the demographic distribution of the 30 candidates nominated this year to AEJMC's top leadership positions. In 2012, females made up 53% of AEJMC's candidates. The next highest group, Asian Americans, made up

### Panel Highlights

Time: 8:15 am to 9:45 am  
on Thursday, Aug. 9.

**Moderating/Presiding:** Federico Subervi, Texas State, San Marcos

**Presenter:** Mia Moody, Baylor

#### **Respondents:**

Felix Gutiérrez, Southern California  
Cristina Azocar, San Francisco State  
Carolyn Stroman, Howard  
Hayg Oshagan, Wayne State

13% and African Americans made up 7%. There were no Latino/Hispanic candidates.

"I don't know the current demographics of AEJMC, but I would venture to say there is a mismatch in the nominations vis-a-vis the minority membership," Subervi stated. Subervi and Moody's analysis of AEJMC abstracts of peer-reviewed articles indicate similar results. Very few of them focus on race-related issues.

"We are close to finishing our study," Moody said. "It will be interesting to see if these patterns continue in the future."

Subervi is 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. He is the editor and an author of the book "The Mass Media and Latino Politics: Studies of U.S. Media Content, Campaign Strategies and Survey Research: 1984-2004" (NY: Routledge, 2008).

Moody is an assistant professor of journalism and media arts at Baylor University. She is the author of "Black and Mainstream Press' Framing of Racial Profiling: A Historical Perspective" (University Press of America, 2009). Her research focuses on the framing of women and people of color, particularly in new media.

— Written by Mia Moody

## REPORT

# Tweaking Standard 3: Accrediting Council moves to strengthen language in diversity standard again

By George L. Daniels

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](mailto:creinardy@ku.edu) or during an open session 8:15 to 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 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.”

## Proposed Revision to Standard 3

(Changes in *Italics*)

### 3. Diversity and Inclusiveness

The unit has an inclusive program that *values domestic and global diversity, and serves and reflects society.*

Indicators:

(a) The unit has a written diversity plan for achieving an inclusive curriculum, a diverse faculty and student population, and a supportive climate for working and learning and for assessing progress toward achievement of the plan. *The diversity plan should focus on domestic minority groups and, where applicable, international groups. The written plan must include the unit’s definition of diversity and identify the under-represented groups.*

(b) The unit’s curriculum fosters understanding of issues and perspectives that are inclusive in terms of *domestic concerns about gender, race, ethnicity and sexual orientation*, and includes instruction in issues and perspectives in a range of diverse cultures in a global society in relation to mass communications.

(c) The unit demonstrates effective efforts to recruit women and *domestic* minority faculty and professional staff *and, where feasible, recruits international faculty and professional staff.*

(d) The unit demonstrates effective efforts to help recruit and retain a student population reflecting the diversity of the population eligible to enroll in institutions of higher education in the region or population it serves, with special attention to recruiting under-represented groups.

(e) The unit has a climate that is free of harassment and *all forms* of discrimination, in keeping with the acceptable cultural practices of the population it serves, accommodates the needs of those with disabilities, and values the contributions of *all forms* of diversity. Accreditation site visit teams will apply this standard in compliance with applicable federal and state laws and regulations, *as well as the laws of the countries in which non-U.S. institutions are located.*

Evidence:

A unit-specific written plan, *including progress toward goals*

Syllabi and other course materials

*Coursework in international cultures and in international communication*

Records and statistics on faculty and staff hiring and on promotion and tenure decisions

Records and statistics on student recruitment, retention and graduation

Records on part-time and visiting faculty and speakers

Source: [ACEJMC](http://www.acejmc.org)



## ACCOMPLISHMENTS



## Angie Chuang

**Research**  
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 the constructions of his identity. In fact, as was the case with the 2007 Virginia Tech Shootings and 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](#).

"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 'Home-grown 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.

### Teaching

Chuang completed a semester-long partnership between her class, Race, Ethnic and Community Reporting, and The Washington Post. Part of American University and the School

of Communication's newly debuted partnership with the Post, Chuang's students worked with Post Metro and online editors and reporters to have students help fill voids in the news organization's coverage of local communities, particularly those with high concentrations of people of color and immigrants.

The class website, **DC Intersections** ([www.dcintersections.americanaobserver.net](http://www.dcintersections.americanaobserver.net)) features multimedia story packages based on on-the-ground reporting from D.C. Metro neighborhoods, ranging from Falls Church, Virginia, to Riverdale, Maryland, to Anacostia and Petworth in the District. This semester's lead stories include: a look behind the scenes at Vietnamese restaurants, which are increasingly hiring Latino chefs and staff due to generational shifts; an examination of gentrifying Petworth's "creative class" through the eyes of blacks, whites, city officials, and other key players; a window into the new lives of Nepali refugees from Bhutan resettled in a Maryland suburb. About a dozen stories from the class have appeared on PostLocal online, and others are forthcoming in print and online editions.



## 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 under-represented 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."

ACCOMPLISHMENTS

Meta G. Carstarphen



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 and **American Indians and the Mass Media** (co-edited with John Sanchez), University of Oklahoma Press.

Federico Subervi

Federico Subervi has had another very busy and productive year. 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, Subervi 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 Autónoma de Barcelona to explore student exchange and research collaborations.

In late June, Subervi 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.

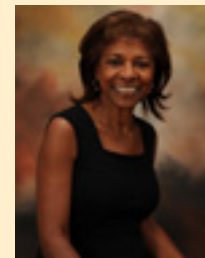
Earlier this year, Subervi completed a research study on how research is conducted about Latino consumers. This work, titled "The Art that Needs Change," was co-authored by Isabel Valdes, and was published in her edited book *WIN! The Hispanic Market. Strategies for Business Growth.* (2012, NY: Paramount Market Publishing). He also made presentations about his research on emergency communication and other topics at the Universidad Autónoma de Mexico, the Fire

Research Association conference, and the Inter-University Program on Latino Research conference.

Diana I. Rios

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.

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.

Member's Note

By Beverly G. Merrick

William Allen White and his legacy inspired this fellow Kansan to become a journalist. It runs in the family. My grandmother was a wheelchair stringer for the Kansas City Star. My Uncle Gordon was the business manager for the Coloradoan. My Aunt Freda was a national sales representative for Jostens. I love the language and revel in teaching about its origins.

I possess a keen understanding of journalism and organizational com-

munication, as well as having been an environmental officeholder; an academic head of the AEJMC Magazine Division; and a public spokesperson for political and volunteer organizations. This work history includes a sabbatical for rural America, when I edited a Nebraska newspaper, as well as serving as an academic adviser who guided university students to become competent reporters and editors.

I have been fortunate to publish award-winning biographies of significant journalists and research on

media management.

The best of my news photography in UAE, Oman, China and Greece was presented at the Sheikh Zayed Center for Culture and History in The United Arab Emirates.

The Senior Fulbright in First Amendment Journalism in Tbilisi, The Republic of Georgia, has given me confidence that anything can be accomplished in teaching young people to work together for the good across the world.



## Books by CSM members

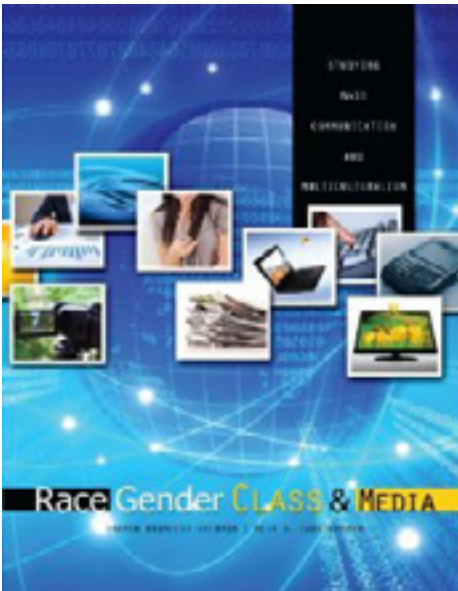


Photo: Amazon.com

Bramlett-Solomon, S. and Carstarphen, M. (2012). *Race, Gender, Class and Media: Studying Mass Communication and Multiculturalism*. Kendall Hunt Publishing Co., Dubuque, Iowa.

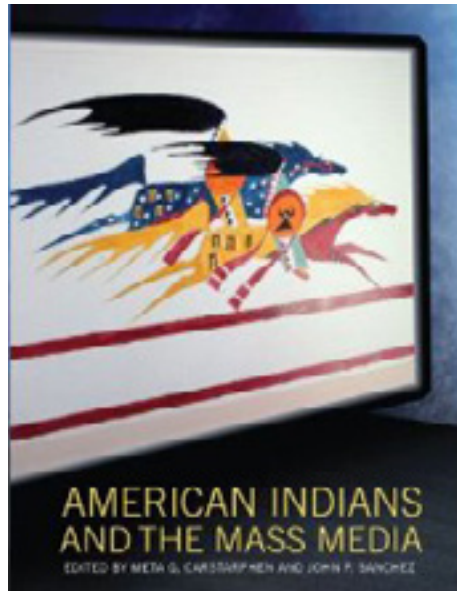


Photo: Amazon.com

Carstarphen, M. and Sanchez, J. (eds.). (2012). *American Indians and the Mass Media*. University of Oklahoma Press, Oklahoma City.

## Book List

Ono, K.A. and Pham, V. N. (2008). *Asian Americans and the Mass Media*. Polity Press, Malden, Mass.

Rodriguez, C. (2004). *Heroes, Lovers, and Others: The Story of Latinos in Hollywood*. Oxford University Press, New York.

Stevens, S. M. and Malesh, P.M. (2009). *Active Voices: Composing a Rhetoric of Social Movements*. State University of New York Press, Albany.

Stuckey, D. A. (2010). *The Way African Americans are Portrayed in the Media Affects the Way They Relate to Each Other*. V.D.M. Verlag Dr. Mueller, Saarbrucken, Germany.

*Book list compiled by Felecia Ross*

## "Women in higher education: The fight for equity"

By 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

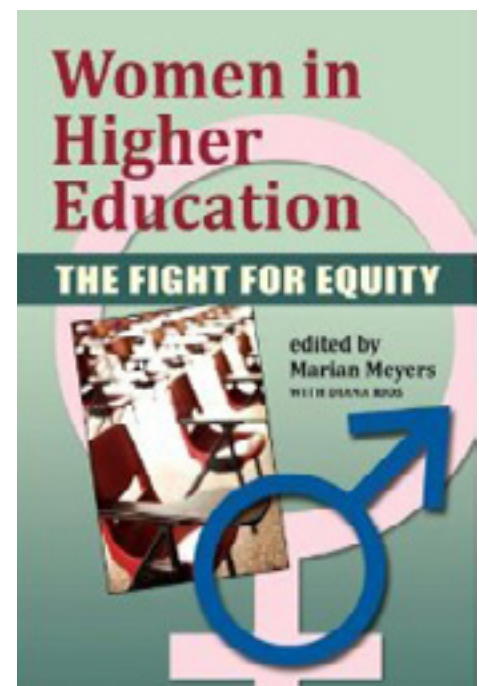


Photo: Amazon.com

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.

## Chair's note

(contd. from page 1) 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 are 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 be 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!

## AEJMC 2012 DIVERSITY SESSIONS

### AEJMC Pre-conference Workshop: From Professional to Professor

*Sponsored by the AEJMC Task Force on Recruiting for Academic Diversity*

**Wednesday August 8, 1-5 p.m.  
1 to 2:30 p.m.**

#### Session 1: 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

**2:45 to 4 p.m.**

#### Session II: 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

**4:15 to 5 p.m.**

#### Session III: What Have We Learned? Next Steps

##### *Moderator:*

Lana Rakow, director, Center for Community Engagement, North Dakota, Task Force Co-Chair

##### *Panelists:*

Federico Subervi, chair, AEJMC Latino & Latin American Task Force, Texas State San Marcos  
Linda Steiner, AEJMC president, Maryland

Jane Rhodes, Task Force Co-Chair, Macalster  
Indira Somani, Task Force member, Washington & Lee

### CSM SESSIONS

**Saturday, August 11**

**12:15 - 1:30 p.m.**

#### Panel Session: Teaching Race, Gender and Media; What's New, What's Needed

##### *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

## Barrow Award

(Contd. from p. 1) 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, he established the Center for the Study of Latino Media and Markets and led research on emergency communication and 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, is 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 the 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.

## CSW call for mentorship project participants

Mentors, Mentees and Selection Committee  
Volunteers: AY 2012-2013

Co-chairs: Carolyn Byerly and Anita Fleming-Rife

Because the feedback from the inaugural year's mentor and mentee participants has been both positive and encouraging, the Commission on the Status of Women (CSW) is pleased to announce that it is accepting applications for participation in the Mentorship Project for the academic year 2012-2013. The project, now in its second year, is designed to pair senior mentors with junior mentees who are in the early to mid-career stages in order to support mentees' success and advancement in the journalism & mass communication field.

The CSW membership launched this project in August 2010. It grew out of a year-long planning effort by the Commission to address the standing need for providing an institutional method to help advance women in journalism and mass communication education.

While Carolyn Byerly (Howard U) and Anita Fleming-Rife (U of Northern Colorado) are the co-chairs, CSW is seeking volunteers to serve on the selection advisory committee.

Those who want to participate as either a mentor, mentee, or serve on the advisory committee should contact either Carolyn Byerly, cbyerly@earthlink.net; or Anita Fleming-Rife, anita.flemingrife@unco.edu

Deadline: August 30, 2012. The project respects the mentee's own university personnel guidelines on hiring, promotion and tenure.

### BASIC DETAILS

#### Q. Who will participate?

A. Mentees (junior colleagues) are envisioned to be only women. Mentors (senior colleagues) are envisioned to be mainly female but males will be welcome, too.

#### Q. How will it work?

A. The project will be coordinated by two senior scholars ("co-facilitators"). They will receive the applications and negotiate the "match" between mentors and mentees. Applications will be available on the CSW website as well as from both co-facilitators.

#### Q. As a junior colleague, why might I want or need a mentor?

A. Developing a research strategy, preparing a strong promotion or tenure file, problem-solving some specific issues in one's department are some of the reasons you might seek a mentor.

#### Q. If I want to be a mentor, what are the expectations?

A. Mentors will be asked to assume responsibility for only one mentee at a time. You will indicate on your application what you can and/or are willing to do in your mentor role. All mentorship agreements will be finalized in writing (with a letter to each originating from the project co-facilitators) so both mentor and mentee can operate with clear guidelines.

#### Q. How long will a mentorship last?

A. Most will be 6 months to no longer than an academic year.



## REPORT



Photo: George L. Daniels

(Left) Oakdale Staff 2012, (Right) Student Reporters

## 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 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 Ameri-

can 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.

## REPORT

# 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 cam-

pus. The documentary co-produced by Dr. Felicia McGhee-Hilt along with Dr. Betsy Alderman, communication department head, and Professor Michael Andrews, examines the desegregation efforts at the university. The yearlong project involved interviews with dozens of people, which resulted in 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 desperately needs to be," Dr. Mc-

Ghee-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.

## CSM: Membership has its privileges and responsibilities

By the Rev. Kyle Huckins

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 forms of diversity 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. 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.

Commission on the Status of Minorities / AEJMC  
 Annual Meeting Minutes  
 St. Louis, MO  
 August 11, 2011

Submitted by Curtis Lawrence, CSM Vice-chair

- I. Linda Callahan called the meeting to order.**
- II. Minutes from last year's meeting were approved unanimously.**
- III. Chair's Report**

Linda reported on the successful CSM panel session on mainstream coverage of the Islamic community 10 years after 9/11. She noted that more than 30 people attended.

Linda mentioned the successful events following Felix Gutierrez receiving the 2011 Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education. She noted that Gutierrez also was the guest speaker at the MAC luncheon.

Linda thanked Diana Rios and Brianna Diaz for their excellent work in producing the CSM newsletter for the past two years. She also thanked Masudul Biswas for his work on the CSM website.

Linda suggested that we start a membership campaign to build interest in CSM. She also suggested that we continue our efforts to get information from headquarters on diversity participation on panels including numbers on discussants, moderators by race and gender.

George Daniels of Alabama University suggested that we monitor the AEJMC groups in a way that is proactive and not punitive. Suggestions that developed out of that conversation included:

Developing a program for the 100th Convention in Chicago that focuses on the best practices in how to make an organization more diverse.

Developing specific duties for the diversity liaison and developing a handout to be distributed at the midwinter meeting in December. A committee was established to work on the brochure. This committee included Mia Moody from Baylor, Curtis Lawrence from Columbia, Federico Subervi of Texas State and Kyle Huckins of Indiana Wesleyan.

It was suggested that the brochure included the CSM bylaws and specific guidelines for the diversity liaisons.

George volunteered to set up a list serve for the CSM.

#### **IV. Panel ideas for 2012 Convention**

Felicia suggested a panel on the history of CSM.

It also was suggested we do a panel on the best practices for teaching race, gender and media.

Petra Guerra, Sharon Stringer, Yuki Fujioka and Curtis Lawrence volunteered to serve on the panel committee.

#### **V. Barrow Award Selection Committee**

The selection committee will include Petra Guerra, Curtis Lawrence, Linda Callahan, Calvin Hall and Sharon Bramlett.

#### **VI. Elections**

The following officers were elected unanimously.

Chair	Curtis Lawrence
Vice-chair	Sharon Stringer
Secretary	George Daniels
Newsletter Editor	Masudul Biswas
Asst. Newsletter Editor	Kyle Huckins