

the STANDARD

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An Electronic Publication of the AEJMC Commission on the Status of Minorities (CSM)

Chairman's Corner: New Initiatives Moving Forward with all Deliberate Speed

By the Rev. Kyle Huckins, Ph.D., CSM Chairman

As we roll toward the annual AEJMC convention in Minneapolis, the Commission on the Status of Minorities is gaining momentum with programs addressing each of our three mandated areas of concern: the journalism & mass communication profession, related academia, and our association.

I've invigorated the CSM Facebook page and started our first-ever Twitter account to draw attention to the need for diversity and participation in the commission's initiatives. Our Twitter handle, @diversityfight, has more than 100 followers and we have about 70 likes on Facebook. In addition, the commission's new website, CSMdiversity.org, has about 1,000 page views in the same time frame.

I've been corresponding with many HBCU professors and administrators

who are interested in our work. They're connecting through social media and joining our ranks with memberships, CSM's numbers are up by double-digit percentages this year. Be sure to join the commission as you renew your AEJMC membership and please urge your friends to do so as well. We can't fight for diversity without resources.



The vision of CSM Vice Chairwoman Marquita Smith has become a reality in the launching of the commission's diversity-experts database. This listing has names, emails and phone numbers of subject matter experts in multiculturalism in journalism and mass communication located on our website, links to helpful research and sites.

The database includes a collection of
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2016 Barrow Award Winner Brings Together Diverse Groups

The Commission on the Status of Minorities congratulates Dr. Joel Beeson of West Virginia University, 2016 Barrow Award winner for his teaching & research on historically underrepresented groups and veterans. The commission and Minorities and Communication Division will present him his honor at the annual AEJMC convention in Minneapolis.

"Beeson's fine work celebrating multiple minorities and teamed with other societal groups, such as veterans, impressed the Barrow Award Committee," said Commission Chairman Kyle Huckins, who headed the honor's panel. "The applied nature of his work and incorporation of students in projects also

aided his candidacy."

Beeson is an associate professor in the WVU Reed College of Media. His current research in virtual reality is informed by two decades of delving into race and representation, emerging media and documentary studies.

The academician has M.A. and B.A. degrees from the University of Missouri-Columbia and received his doctorate in American studies at the Union Institute and University investigating how critical race and feminist standpoint theories can inform counter-narratives in social documentary projects using oral history methods.

Beeson currently leads a collaborative initiative with Morgan State University's

School of Global Communication and Journalism, a historically black urban institution, to develop a social justice media project. This collaboration resulted in Bridging Selma and the virtual reality app, Fractured Tour.

His work in VR journalism was recently featured on MediaShift. In 2014, he launched an interactive website, thebookofwarpoems.com, which highlights a book of poems written by two young African-American sisters from the early 1900s rural U.S. He produced and directed the award-winning 2008 documentary "Fighting on Two Fronts: the Untold Stories of African American WWII Veterans."

Chairman's Corner continued

videos featuring members with advice for beginning media professionals, professors, and administrators. Please consider recording a video less than 10 minutes and sending me (kylehuckins@yahoo.com) the link to it via YouTube or Dropbox, and I will put it in on our site to access. Send your entries for the overall database to my email as well

You can be a good will ambassador for CSM by referring people to our website, social media and AEJMC membership line.

Remember to attend our session in Minneapolis, Saturday at 5:15-6:45 p.m. in

Marquette III, "Safe Places for New Faces: Attracting & Retaining a Diverse Faculty and Graduate Student Body." The all-star panel boasts Deb Aikat, Julio Bermejo, Dorothy Bland, Lillie Fears and LaShonda Eaddy. I'll moderate the session, for which you'll find both an ad and article in this newsletter. Our commission business meeting will be right after the session and in the same room, so come and bring a colleague, too. You can point out our page in the convention program to your friends as well, and, better yet, forward it to them!

Thanks again to our CSM Planning

Committee, Tony DeMars, Osita Iroegbuon and Maccamas Ikpah, and Vice Chairwoman Smith, Secretary Cathy Jackson and Newsletter Editor Nathaniel Frederick for their fine work this year. See you in Minneapolis!

CSM Member News

The Frank W. and Sue Mayborn School of Journalism and the Frank W. Mayborn Graduate Institute of Journalism at the University of North Texas will be honored as the 2016 AEJMC's Equity and Diversity Award winner in Minneapolis. Faculty members Meredith Clark, who chaired the Diversity Committee in 2015-16, Tracy Everbach, Sheri Broyles and Thorne Anderson will share some of their secrets for compiling an award-winning entry during a panel moderated by Dean Dorothy Bland. About 40 percent of the full-time faculty will participate in the AEJMC Conference in Minneapolis, and their presentations reflect the multicultural work being done at the Mayborn.

University of Illinois at Chicago doctoral candidate Jenny Ungbha Korn won the 2016

Graduate Prize in Gender Studies from University of Illinois at Chicago. Here is a list of her most recent publications:



"Genderless Online Discourse in the 1970s: Muted Group Theory in Early Social Computing," Hammerman, Robin, and Andrew L.

Russell, editors. Association for Computing Machinery and Morgan & Claypool, 2015: 213-229
doi:10.1145/2809523.2809538

"Black Nerds, Asian Activists, and Caucasian Dogs: Online Race-based Cultural Group Identities within Facebook Groups." International Journal of Interactive Communication Systems and Technologies 5, no. 1 (2015): 14-25.
doi:10.4018/IJICST.2015010102. <http://www.igi-global.com/article/black-nerds-asian-activists-and-caucasian-dogs>

Korn, Jenny Ungbha, and Tamara Kneese. "Guest Editors' Introduction: Feminist Approaches to Social Media Research: History, Activism, and Values." Feminist Media Studies 15, no. 4 (2015): 707-710. doi:10.1080/14680777.2015.1053711.
<http://www.tandfonline.com/doi/abs/10.1080/14680777.2015.1053713>

Dr. Nathaniel Frederick II, Assistant Professor of Mass Communication at Winthrop University has been appointed as the new director of the African American Studies program starting August 2016.

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CSM's Experts Database

The Commission on the Status of Minorities has begun a database of experts on diversity in media as well as helpful resources on multiculturalism in the journalism and mass communication profession and academia.

To add your name and contact information or another group or resource, contact CSM Chairman Kyle Huckins at kylehuckins@yahoo.com. You also may submit a short video (under 10 minutes running time) by sending him a link from your YouTube account or hosting service like Dropbox.

Here's a typical listing:

Dr. Darnell Hunt (Director, Bunche Center, UCLA): <https://www.linkedin.com/in/darnell-hunt-7ba19565>
--<http://www.bunchecenter.ucla.edu/index.php/a-message-from-the-director>
--Blog: <https://darnellhunt.wordpress.com>
--"Hollywood's Dismal Diversity Data Explained" (2015), <http://www.latimes.com/opinion/op-ed/la-oe-morrison-hunt-20150318-column.htm>

Thanks to CSM Vice Chairwoman Marquita Smith for the idea and groundwork for the Experts Database!

Federico Subervi: Continuing His Academic Endeavors

On Jan. 1, 2016, Subervi embarked on his research projects about the media in his homeland, Puerto Rico. The first step was the completion in May of the thematic coding and analysis of the 420 thesis and dissertations that have been written about communication at the University of Puerto Rico. With that foundation, and other sources being scrutinized, he is now writing an updated version of his co-authored 1990 work, "Mass Media in Puerto Rico" (published in "Mass Media in the Caribbean," edited by S. Surlin & W. Soderlund). The preliminary findings of this new research will be presented this summer at the University of Leeds, UK, during the third interna-

tional conference on Media and Governance in Latin America.

Between February and May, he conducted the first phase of research for a paper titled "Puerto Rico: The Greece of the Caribbean?" in which he compares U.S. news media coverage of both those countries and their struggles to overcome their respective financial crises. This work was presented in late May in Athens, Greece, at the 14th Annual International Conference on Communication and Mass Media.

One additional work in progress is the first audience analysis of Radio Vieques, a community radio station on the island-municipality off the east coast

of Puerto Rico. This project, which stems from his role as member and secretary of the board of directors of the Latino Public Radio Consortium, is being conducted in collaboration with professors Ivelisse Rivera-Bonilla and Maximiliano Duenas and their students at the University of Puerto Rico, Humacao campus. Also collaborating on this project is professor Julian Jeffries and his students at California State University-Fullerton, who were in Vieques in June for part of their summer international-intercultural study experience.

In mid-June, Subervi attended the International Communication Association
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Fewer Minority Graduates Land Jobs in Small Media Markets

By Marquita Smith, Ed.D,
CSM Vice Chair,
John Brown University

Minority students searching for a solid entry-level experience at newspapers, television stations or magazines may find it difficult, and this should be a major concern for journalism and mass communication educators. According to the Pew Research Center, minorities continue to be underrepresented at U.S. news organizations, especially in markets where young journalists often enter the business. Last year, Michael Barthel wrote a report that highlighted statistics from two major media organizations: The Radio Television Digital News Association and the American Society of News Editors. Both organizations reported low numbers of minority journalists in media organizations.

In the Pew Research Center report, the author referenced Alex T. Williams' work. His analysis emphasized "data showing that minorities who received undergraduate journalism or communications degrees and specialized in print

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CSM Session to Focus on Getting, Keeping Multicultural Professors and Grad Students

By CSM Staff

The Commission on the Status of Minorities' session in Minneapolis is "Safe Places for New Faces: Attracting & Retaining a Diverse Faculty and Graduate Student Body," 5:15 p.m.-6:45 p.m. Saturday in Marquette III.

CSM's Planning Committee coordinated a panel of analysts for the Saturday session:

Deb Aikat, North Carolina-Chapel Hill, highly active in research and AEJMC initiatives for several years.

Julio Bermejo, Stanford, a veteran public relations practitioner and doctoral candidate teaching PR writing and oral communication.

Dorothy Bland, North Texas, dean of the Mayborn School of Journalism and a longtime newswoman and media administrator.

Lillie Fears, Arkansas State, has been a university-wide assistant for diversity initiatives and diversity fellow ensuring equity in job candidate pools and search committees as well as a past head of AEJMC's Minorities and Communication Division.

LaShonda Eaddy, Georgia, a doctoral candidate whose scholarly work focuses on health communication, has also been a practitioner in that field.

Kyle Huckins, CSM chairman, will serve as moderator. He is a veteran journalism educator, administrator and news professional who has won several national and statewide awards for his secular newspaper column on spirituality that often focusing on concerns of minorities. He is a finalist for three awards from the National Association of Black Journalists this year for his coverage of the African-American faith community.

The commission's business meeting will immediately follow the panel session and be held in the same room. Be sure to come and get involved in helping advance diversity in our field and institutions.

In the meantime, download the AEJMC CSM ad at csmdiversity.org and forward it to friends. See you in Minneapolis!

Member News

CSM member E.K. Daufin published “Big, Black, and Beautiful Women: Health at Every Size Offers a New Paradigm,” in a new book, *Black Culture and Experience: Contemporary Issues*, edited by Anita Fleming-Rife, Venise Berry, and Ayo Dayo.

Daufin, a professor at Alabama State University, is a national expert about weight as well as race, gender and class in the media. Her chapter offers a new paradigm, *Health At Every Size*, which she argues is a more effective and compassionate alternative to weight loss, dieting, exercise and surgery.

Dr. Marquita Smith, department head and associate professor of communication at John Brown University, has been selected to receive a 2016-2017 Fulbright U.S. Scholar Grant from the U.S.



Department of State. She will be teaching at the University of Ghana. Her teaching-research project is titled “Courageous Communication: Creating Journalism that Matter,” is designed to cultivate media development through multiple platforms.

Congratulations to CSM members for winning elections to AEJMC select committees:

Linda Callahan

Standing Committee on Teaching

Maria Len-Rios

Standing Committee on Research

Paula Poindexter

Standing Committee on Publications

Federico Subervi continued

conference in Fukuoka, Japan, to continue in his role of chair of the Ethnicity and Race in Communication Division and member of the board of directors of ICA. Also, as president of the Association for Latino Media and Marketing Communication Research, he is helping with the planning of its next international conference, to be held February 16-18, 2017, with the support and sponsorship of the Latino Communications Initiative of the College of Communication at CSU-Fullerton.

Although retired from Kent State University, Subervi still co-directs the dissertation work of doctoral students from that campus and assists graduate students from a pair of other schools. His professional and community service continue to be very active as well. He is a member of the finance committee of AEJMC and adviser to a PBS children’s animated series, *Child Trends’ His-*

panic Institute and *Latinarrific.com*, a multi-platform effort to help empower Latina women and youth.

In spite of his busy research and professional service activities, Subervi remains available to offer lectures and seminars on one of his favorite topics: political communication and Latinos, a most relevant issue during this year’s ongoing electoral campaigns. A talk on this topic was delivered in February to a standing room only audience at Loyola University in Baltimore. He can also offer inspirational talks about other Latino media topics, which he has done various times for students of the Hispanic Scholarship Consortium and community leaders of the Greater Austin Hispanic Chamber of Commerce. His favorite task of all, however, is having more flexible time to dedicate to his 7-year-old grandson, Preston.

Fewer Minority Graduates continued

journalism were 17 percentage points less likely than non-minorities to find a full-time position within a year of graduating; the same held true for graduates specializing in broadcasting.”

Students will need to break into larger markets if they want to have careers at newspapers or television stations. According to the Pew report (2015) both local TV and newspapers are least likely to have minority employees. And, what few employees they have are promoted less frequently to management positions. With this understanding, what exactly are we preparing our students to do? Particularly, if fewer and fewer opportunities exist.

Glenn Proctor, author, business and career coach and retired executive editor/vice president, *Richmond Times-Dispatch* said the news industry will continue to use budget cuts as an excuse for lack of diversity. “But the keys are - I have said this for 30 years at least

- two-fold: Hiring people of color and different backgrounds is the first part. But most important is having people of color and different backgrounds in the news meetings, on the assignment desks and behind the cameras as executive producers and in our high school and college journalism classrooms.”

As educators, who are advocating for more minority representation in the media industry, we must be more diligent about networking with local media leaders. We must understand that fewer recruiting opportunities exist for students of color. And, we must prepare students to be more tenacious when looking for entry-level opportunities at newspapers or local TV stations.

Additionally, we have to go beyond preparing students to be good media employees and help them to become great media organization leaders and entrepreneurs.

Join the Commission on the Status of Minorities

*in Fighting for Diversity in Academia,
the Profession and AEJMC*



Here's what members' \$10 yearly dues are doing:

- Funding new media to bring attention to challenges and successes in multiculturalism (see our new website at csmdiversity.org, too)
- Launching a diversity-experts database for use by students, faculty, administrators and media
- Starting a video library of advice for budding media pros and academics
- Lobbying AEJMC for funding for diversity initiatives and to select speakers from the historically underrepresented
- Supporting financially and otherwise fellow multicultural initiatives in AEJMC such as the Trailblazers Oral History Project
- Reaching out to professional media to encourage hiring and promotion of racial minorities
- Seeking out HBCU and HSI officials to more greatly include them in our work

**Attend our session, "Safe Places for New Faces: Attracting &
Retaining a Diverse Faculty and Graduate Student Body"
Saturday, 5:15-6:45 p.m., Marquette III, 2nd Floor**

Panelists



Deb Aikat,
No. Carolina



Julio Bermejo,
Stanford



Dorothy Bland,
North Texas



Lillie Fears,
Arkansas St.



Kyle Huckins,
CSM Chairman



LaShonda Eaddy,
Georgia

Thanks to the CSM Session Planning Committee members: Tony DeMars, Maccamas Ikpah and Osita Iroegbu

Business meeting, Saturday, 7-8:30 p.m., Marquette III, 2nd Floor
**Come and be part of CSM's plans to help
advance multiculturalism!**