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It was a dream in the 1950s. In 2000, What is reality?

Most journalists of color at U.S. dailies expect to leave the newspaper business according to two national surveys.

1996:
Better pay and development opportunities would encourage many journalists of color to stay in the media field according to a 1996 APME report.

One-fourth of African-American journalists and three in 10 Native American journalists expect to leave the media field altogether. Altogether, nearly half of African-Americans plan either to leave the field or move to a medium other than newspapers.

1999:
A 1999 survey of more than 450 journalists of color commissioned by The Freedom Forum found that more than half (55%) of journalists of color at U.S. Dailies expect to leave the newspaper business.

Of those who said they might leave newspaper journalism, about four of 10 (41%) said they expected to leave within the next five years. Overall, this means that nearly one in four journalists of color (23%) may leave the newspaper business within the next five years.

Other Findings:
• Most blacks (56%) said they decided to go into newspaper journalism during high school or earlier while the majority of other journalists of color decided in college or later.
• Most Asian-American and Hispanic journalists gave their current newspapers good grades (either "A" or "B") for their commitment to diversity in the newsroom (69% and 57% respectively). Black journalists gave their papers lower marks (41% "A" or "B").

Read detailed findings from the surveys inside
The Associated Press Managing Editors survey, conducted among journalists in 1996, focuses on the newsroom experiences of journalists of color.

1996

Commitment to diversity:
Whites are divided on whether diversity has been overemphasized in recent years. Journalists of color feel strongly that diversity has not been overemphasized.

Coverage of topics related to race or ethnicity:
By a two-to-one margin, whites agree that their newspapers do a good job of covering communities of color. People of color strongly believe that their newspapers do not cover their communities well.

Components of job satisfaction:
Whites and people of color agree that the most important aspect of their job satisfaction is that "the work is satisfying and makes good use of your skills and talents." However, people of color are nearly twice as likely as whites to give their newspapers "poor" ratings on this dimension.

Racism in the newsroom:
Six in 10 journalists of color have experienced racial tension or subtle prejudice from co-workers, and more than four in 10 say they have encountered overt racism.

Opportunities for hiring and promotion:
People of color — especially African-Americans — tend to think they are less likely than average to be promoted. Whites think people of color — especially African-Americans — are more likely than average to be promoted.

Neither white journalists nor journalists of color felt that affirmative action has increased hiring or advancement in their newsrooms. Whites, by a 72% majority, felt that affirmative action has had no impact. Half of the people of color agreed. However, the remainder of people of color felt strongly that affirmative action has slowed, rather than increased, hiring and advancement.

Individual career success:
High proportions of people of color — especially African-Americans — believe that they spend more time than others in entry-level positions. White journalists tend to believe that journalists of color spend less time than average in entry-level positions.

Equal treatment:
All groups of color — again, especially African-Americans — are much more likely to feel that everyday performance standards are higher for people of color than they are for whites. Whites tend to believe performance standards are lower for people of color.

Hiring criteria:
People of color — especially African-Americans — are much more likely to feel that newly hired journalists of color are more qualified than white journalists than they are to feel journalists of color are less qualified. Among white journalists, the results are the opposite.

Respect and appreciation:
Whites are much more likely than people of color to feel their accomplishments are appreciated. African-American women are especially negative on this assessment of their newsrooms.

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Related story on page 6
During the 1920s an African American named Carter Woodson created and promoted Negro History Week. This period in February was chosen because it included the birthdays of Frederick Douglass and Abraham Lincoln.

In 1976 the month-long celebration was implemented, and for the first time many Americans reflected on both the history and teachings of African Americans.

MARY MCLEOD BETHUNE
She founded Bethune Cookman College on church and club donations, and even sold sweet potato pies to raise money.

W.E.B. DUBOIS
He was a pioneer in black history and a sociologist attacking the racist theories of the early 20th century.

ALTHEA GIBSON
She was a troubled youth, yet she was able to use her talent for tennis as a rite of passage.

W. E. B. DUBOIS
He was a pioneer in black history and a sociologist attacking the racist theories of the early 20th century.

MASSACHUSETTS 54TH INFANTRY
In May 1863, Boston buzzed with excitement as the first regiment of free black men marched to Civil War battle.

PAUL ROBESON
Known as a man for all seasons, he was a celebrated actor, athlete, scholar, and singer.

GEORGE WASHINGTON CARVER
This father of invention refused to patent any of his over 450 agriculture innovations.

SOJOURNER TRUTH & HARRIET TUBMAN
These women were patriots in disguise and warriors of the anti-slavery movement.

THURGOOD MARSHALL
Many of his NAACP court victories were landmarks in the Civil Rights struggle.

FREDERICK DOUGLASS
He was known as the spokesman for the free Negro and a fighter for human rights.

MARION ANDERSON
She was known as the bearer for grace and elegance among black singers.

HARLEM RENAISSANCE
It was the era when the black middle class developed and prospered. The new Negro was in style.

During the 1920s an African American named Carter Woodson created and promoted Negro History Week. This period in February was chosen because it included the birthdays of Frederick Douglass and Abraham Lincoln.

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Print Journalism
Graduate talks about being female, black and southern-schooled in an urban market.

This is a story of a little boy named Then, who woke up one morning and asked God, "What if there were no Black people in the world?" Well, God thought about that for a moment and then said, "So follow me around today and let's just see what it would be like if there were no Black people in the world. Get dressed and we will get started!"

Then ran to his room to put on his clothes and they were not there. He looked for them, but when he reached for the ironing board, it was no longer. Then you see Sarah Brown, a Black woman, invented the ironing board and a Black man invented the shoe-lacing machine.

"Oh well, God said, go and do your hair." Then ran in his room to comb his hair, but the comb was not there. You see, Walter Simmons, a Black man, invented the comb. Then decided to just brush his hair, but the brush was gone. You see Lydia O. Newman, a Black woman, invented the brush.

Well, he was a sight, no shoes, wrinkled clothes, hair a mess without the hair care inventions of Madam C.J. Walker, well, you get the picture.

God told Then, "Let's do the chores around the house and then take a trip to the grocery store." Then's job is to sweep the floor, he swept and swept and swept. When he reached for the dustpan, it was not there. You see, Lloyd B. Ray, a Black man, invented the dustpan.

So he swept his plate of dirt over and then said, "Dinner is ready." When he tried to mop the floor, but the mop was gone. Then you see, Thomas W. Steward, a Black man, invented the mop. They thought to himself, "I'm not having any luck."

"Well son," God said. "We should wash the clothes and prepare a list for the grocery store." When he was finished, Then went to place the clothes in the dryer, but it was not there. Then you see, George T.桑曼, a Black man, invented the clothes dryer. Then got a pencil and some paper to prepare the list for the market, but noticed that the pencil lead was broken, as well, he was out of luck because John Love, a Black man, invented the pencil sharpener. He reached for a pen, but it was not there because William Purvis, a Black man, invented the fountain pen.

As a matter of fact, Lee Barford, invented the typewriter machine, and W.A. Lavette, the printing press. So they decided to head out to the market.

Well, when Then opened the door, he noticed the grass was as high as he was tall. You see, the lawn mower was invented by John Burn, a Black man.

What if there were no Black people?

They made their way over to the car and found that it just wouldn't go. You see, Robert Spikes, a Black man, invented the automatic gear shift and Joseph Gannett invented the supercharger system for internal combustion engines. They noticed that the few cars that were moving were running into each other and having wrecks because there were no traffic signals. You see, Garrett A. Morgan, a Black man, invented the traffic light. Well, it was getting late, so they walked to the market, got their groceries and returned home.

Just when they were about to put away the milk, eggs and butter, they noticed the refrigerator was gone. You see, John Standard, a Black man, invented the refrigerator. So they pulled the food on the counter. By this time, they noticed it was getting mighty cold. Then went to turn up the heat and what do you know, Alice Parker, a Black woman, invented the heating furnace. Even in the summer time they would have been out of luck because Frederick Jones, a Black man, invented the air conditioner.

It was almost time for Then's father to arrive. He usually took the bus, but there was no bus because its precursor was the electric trolley, invented by another Black man, Elbert T. Robinson.

He usually took the elevator from his office on the 20th floor, but there was no elevator because Alexander Miles, a Black man, invented the ele­}

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Nikita Stuart

It's 1 a.m., Feb. 11. Yesterday, I kissed five men other than my hus­band. I was called in to work early for a story that the editor himself requested. (The story was abandoned at the end of the day.) The mayor of New Jersey's largest city addressed me personally in his state of the city address.

I'm a 105-pound black woman with a Texas twang dripping with a bluegrass brogue. And I work as a reporter in a market that chews up and spits out journalists faster than a Russellville farmer can grind snuff into black dibble.

This is the East Coast rat race. Whatever you are learning at Westem Kentucky University, remember it and then realize that you are, at times, have to throw it out. As a college student, I interned at the Birmingham Post-Herald, the Lexington Herald-Leader and the Louisville Courier-Journal, where I worked after college for three years.

Nothing prepared me for my toughest assignment - Newark City Hall reporter at The Star-Ledger. It's as fast-paced and hazardous as the New Jersey Turnpike.

The gentled ways in which we get to know stories in Kentucky and Alabama are getting me by. Actually, they are to my advantage. I give politicians a southern comfort that comes naturally. I've been dubbed by City Hall employees as the silent assassin, killing my subjects softly. Of course, it doesn't always work. Sometimes I have trouble getting documents in a city, where the mayor's chief of staff, two council members and a police director have gone to jail in the last decade.

Inside the newsroom, I may be seen as weak by other reporters who like to huff and puff. Also, inside the newsroom, there are a lot of good writers. Shortly after I arrived at The Star-Ledger in April, I quickly learned that I was going to have to step up to my writing. I found a mentor at the paper who has helped me tremendously. I also joined a writing group at the paper.

Outside the newsroom, black and female are often seen as strikes against our story. But black students, you can turn them around. Black politicians may feel more comfortable talking to you, but don't let them pull the race card. "I can't believe you, as a black woman, would write something like that about your own race," some like to say. A councilwoman once accused me of racial profiling.

As a female, you sometimes share the common interests, such as who are still mostly women.

I also go with the flow. Once they know you, East Coast folks love to kiss hello - a strange custom for an area of the country where a person can pass 100 people without even a wave. I'm sure professors at Western are not teaching you the art of moving your hand so that a person gets cheek instead of lips.

I also don't know if this article will help anyone because I'm rambling and it's time to go to bed. Despite the difficulties of being a southern-schooled journalist in an urban market, the basics still apply.

Always be fair and accurate. Without those, you won't make it in any part of the country.

Note: SJF members, Herald staffs and others will be on the main this semester, giving journalism seminars in Owensboro and Tennessee, and planning is underway for the annual Western Minority Journalism Workshop and the annual SJF Kentucky High School Journalism Mark of Excellence competition.

It's going to be a busy semester, but then there is no substitute for excellence.
The WKU School of Journalism and Broadcasting uses funds from its Hearst Foundation Visiting Professionals Endowment to cover expenses for visitors from the St. Petersburg Times to ensure that students in all majors have a week-long visit by a professional practitioner in their area of study.

- **February 28, 2000**
  - Greg Joyce, copy editor
  - Elizabeth Buckberry Joyce, copy editor/page designer

- **March 27, 2000**
  - Tommie A. McLeod, circulation director

- **April 2000**
  - Richard Reeves, advertising director
  - Sonya Doctorian, an assistant managing editor/photography.

Oops! We inadvertently omitted Steve White's name from his article in our last issue.