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### CONTRIBUTORS

Ashleigh Atwell Autumn Arnette Jones Wayne Dawkins Nicole Ferguson Carr Raven Hill Xavier Higgs Rachel Huggins Nisa Muhammad Tonyaa Weathersbee Danielle Wilson William J. Ford

# **NABJ Staff**

**EXECUTIVE DIRECTOR** Maurice Foster

**EXECUTIVE ASSISTANT** Natalia Prakash

FINANCE MANAGER **Nathaniel Chambers** 

MEMBERSHIP MANAGER Veronique Dodson

PROGRAM MANAGER Irving Washington

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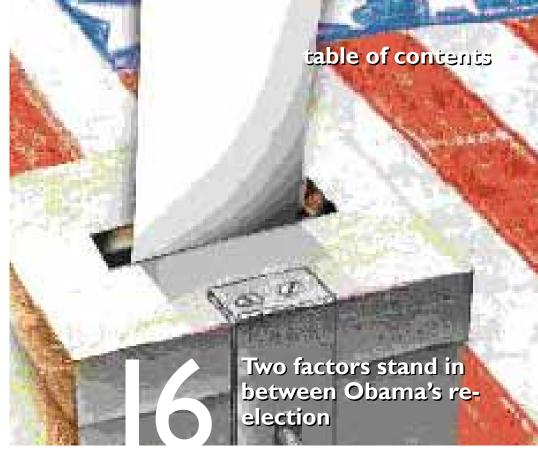
STAFF ACCOUNTANT Janice Atkins

PROGRAM ASSISTANT Isoke Karamoko

COMMUNICATIONS/ PROGRAM MANAGER Tiane Johnson

COMMUNICATIONS CONSULTANT Aprill O. Turner

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From the President .

# Gearing up for the **Democratics**

Carolina journalists prepare for the Democratic Convention that's headed for Charlotte this year.

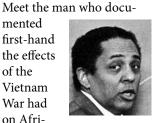
# Get your journalist foot in the door

Journalism professors give tips on how to get the best hands-on internship to further your career.



# Wallace Terry, chronicaled history

mented first-hand the effects of the Vietnam War had on Afri-



can-Americans and how his legacy has continued.



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# From the President



Dear NABJ Family,

I am pleased to welcome back the NABJ Journal.

As part of changing the way NABJ delivers its services to its members, we determined we wanted to better reflect the constant changes in our industry.

One way to do that is to work on how we communicate with our membership.

In addition to the NABJ print journal, please visit the new NABJ e-Journal on www.nabj.org

For years, NABJ's publications have evolved from a monthly printed update on the news and notes from our association to the glossy quarterly Journal, a publication geared toward more issues-oriented journalism and a marketing showcase for NABJ.

NABJ's leadership is hard at work making NABJ indispensable to you the members: creating projects and programs that will bolster the strength of NABJ, push for jobs, create training opportunities and advocate for better representation of African-Americans in media coverage.

In this issue you will read about our 2012 Hall of Fame honorees. Since 1990, NABJ has honored pioneering journalists who represent the best and brightest in journalism and whose contributions to the craft have been legendary in nature. Our honorees are role models who have committed themselves to ensuring freedom of the press, and phenomenal reporting and storytelling.

The election season is well underway. In this issue, read about the upcoming elections and see what our members are covering on the campaign trail.

Also in this issue get a sneak peak of convention. Planning efforts for the 2012 Convention & Career Fair in New Orleans, June 20-24 are well underway. This year's convention theme is "NABJ12: New Platforms. New Directions. New Orleans." Our convention committee has been hard at work to make sure New Orleans will be a convention to remember.

Please check out our print and online journal to read the latest from NABJ and the work we are doing as the largest advocate on behalf of black journalist's world-wide.

NABJ continues to champion diversity, and we take seriously our role of serving as the watchdog over media outlets that we do not feel place diversity at the forefront. Know that NABJ is committed to speaking up, speaking out, and wants to offer real solutions to the problems we see.

Onward,

Gregory Lee Jr. President

National Association Black Journalists

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# From the Executive Director





To my NABJ family,

As we enter into what I am sure will be another great year for the National Association of Black Journalists (NABJ), I could not be more excited to welcome back one of our key publications – the NABJ Journal.

The NABJ Journal is one of the premiere benefits of becoming an NABJ member. As an organization dedicated to expanding opportunities for black journalists, the NABJ Journal is also one of the most essential means of expression we can provide. Whether it be an article detailing the lack of diversity in newsrooms, or a piece outlining tips on how to stay afloat in this struggling economy, the NABJ Journal will always contain vital information to better serve our communities.

Last year, NABJ had tremendous success in providing quality programs and services for black journalists worldwide. We disbursed over \$110,000 in scholarships to students, hosted an outstanding Convention and Career Fair in Philadelphia that drew thousands in attendance, and consistently held major media corporations accountable for their policies concerning diversity in the newsroom. In 2012, NABJ will continue to advocate on behalf of black journalists with even greater enthusiasm and results.

On behalf of the Board of Directors and the entire staff of NABJ, I appreciate your support of our organization and I wish you nothing but success in the coming year. Please remember to mark your calendars for this year's Convention and Career Fair in New Orleans, Louisiana June 20th – 24th at the Hilton Riverside Hotel!

Yours in service,

Maurice Foster, Esq., CMP Executive Director National Association of Black Journalists









Downtown Charlotte, North Carolina. Getty Images

# Carolina journalists ready for Democratic Convention

By TONYAA J. WEATHERSBEE



ary Curtis remembers the excitement in Denver in 2008 when Barack Obama became the first African-American to win the Democratic presidential nomination.

"It was part of history, being in that stadium," said Curtis, an award-winning columnist who formerly wrote for the Charlotte Observer and other newspapers. "I let my sister, who marched for civil rights, hear

it [Obama's nomination being announced] over the phone...no matter what your politics, it was history being made."

Curtis will be part of that history again. Except this time, she'll be one of a number of black journalists covering the Democratic National Convention on her home turf of Charlotte, N.C., during the week journalist in Charlotte. of Sept. 3.

"The people are very excited," Curtis said. "Back then [in 2008] they were choosing a candidate, but now they're going to have a sitting president in Charlotte, and they're expecting more than 30,000 people. Charlotte will be on an international stage."

The Democratic National Committee chose Charlotte over Cleveland, St. Louis and Minneapolis to host the convention. Already Curtis, who writes a column about the convention for that city's alternative weekly, Creative Loafing, and is a contributing writer for the Huffington Post, is looking forward to Charlotte's impending spotlight.

"I was at the 2008 convention, but this will be different," Curtis said. "I know the players a little bit better...it will be more familiar to me. I'm hoping that being here will give me a jump on stories."

She says that the excitement is mounting not just because North Carolina will be a swing state in Obama's re-election campaign, but because it will give journalists like her a chance to spotlight much of Charlotte's

black heritage, as well as further hone their skills.

"People have a lot of misconceptions about Charlotte, that it's mostly NASCAR and barbecue," Curtis said. "But we have an African-American mayor and police chief...this will also be the 100th anniversary of Romare Bearden's [famed black collage artist] birth, and most of his works are in Mecklenburg County."

Also gearing up for the convention is Cheryl Carpenter, managing editor at the Charlotte Observer. So far three black journalists at that newspaper - Celeste Smith, April Bethea and Fred Clasen-Kelly - are expected to be involved in covering the convention, she said.

Smith will be part of the advance team, while Bethea will be the newspaper's online representative, Carpenter said.

"She [Bethea] will be crucial in creating a mobile presence for us."

Carpenter said.

"I think we're all pretty excited, and the paper knows this will be a challenge for us getting everything out that week," Bethea said. "But we now -Cheryl Curtis have it where (readers) are better at posting stuff."

Clasen-Kelly will cover security issues - although he views that assignment from a broader

perspective.

It's an exciting time to be a

"I'm thinking of it as covering democracy," he said. "Even though this is supposed to be representative of our democracy, there's a heavy police presence as to where people can be and where they can go.

"I'm going to cover it objectively, but I also want to cover it in a way so that people will be able to express themselves."

Said Carpenter: "It's an exciting time to be a journalist in Charlotte. We're going to have new challenges, but I can't think of a more exciting time to be here."

Tonyaa J. Weathersbee is a columnist for The Florida Times-Union in Jacksonville, Fla. and a columnist for BlackAmericaWeb.

# School Daze

# J-schools Prepare Students for Evolving Industry

### By DANIELLE WILSON

day's journalists must be able to adapt to the use of many digital tools in addition to having solid journalism skills.

By now, that refrain should be the masthead for any journalist who has edited, filmed, photographed, reported or written a news story in the

past decade. Even media professionals who did not survive the past several years of newsroom cutbacks, layoffs and mergers, became savvy in parlaying their multimedia skills into operations that pay all or at least part of their bills.

But what about the next generation of journalists who wonder whether four years of college or more will result in gainful employment post-graduation? And how are journalism educators, many of whom are NABJ members, helping student journalists navigate their futures?

Ernest Wilson, dean of the Annenberg School for Communication at the University of Southern California, addressed the topic nearly three years ago in an essay for the Poynter Institute for Media Studies. A recurring theme in Wilson's article was this:

"What we teach and how we teach needs to be deeply informed by more regular conversations with practitioners. Journalism professors need to reach out more systematically to media professionals in the new and the legacy media. We need to go to professionals in their newsrooms and business offices, and to the garages and new media incubators of media entrepreneurs."

Journalism faculty and administrators in Arizona, Florida, Kentucky and Tennessee recently discussed their approaches in preparing students for news-related careers in a still unsteady environment. Their actions, in many ways, mirror Wilson's words.

Dorothy Bland, director of the Division of Journalism at Florida A & M University, believes that journalism schools are doing a good job in providing students skills they will need to be competitive in the constantly evolving media landscape.

She says that FAMU, along with other journalism programs, recognize the need to adapt and transition into a more "diverse" experience for journalism training.

"One of the things I am most particularly proud of is the stronger emphasis on multimedia journalism," says Bland. "The foundation of writing is very important for all of media, but we have gotten an appreciation for digital communication."

FAMU, which currently enrolls 800 students in its School of Journalism and Graphic Communication, encourages students to "tell stories in so many different ways with so many different tools," says Bland.

Pamela McAllister Johnson, Ph.D., teaches several courses at Western Kentucky University's School of Journalism and Broadcasting. Her legacy in print media qualifies as a case study: Johnson is the first African American to head a general circulation newspaper in the United States. For 13 years, she was president and publisher of the Ithaca Journal, a Gannett newspaper in upstate New York. Johnson also worked for several other print and broadcasting companies, and has taught at universities throughout the United States.

Johnson served as director of WKU's journalism school and its Center for 21st Century Media housed in an \$18 million state-of-the art building that is the epicenter for 900 student journalists.

Johnson says that journalism schools similar to Western Kentucky University are changing to fit the academic and professional needs of students.

"I think that we are evolving and adapting at the same time, so that when we first started, we made changes to go with the industry," says Johnson. "Now we're projecting out preparing graduating classes years in advance."

One way that Western Kentucky assists historically black colleges and universities is by providing multimedia training to journalism educators each summer through a partnership with The Dow Jones News Fund.

INNOVATION AND TECH-NOLOGY ARE ESSENTIAL

Retha Hill, executive director of Digital Innovation and Entrepreneurship Lab and a professor of practice at Arizona State University, says many journalism schools lack the technology and innovation to compete in the current market.

"For every school that's trying to innovate, there are schools shipping out their journalism departments," says Hill. She says schools need to identify the current trends and change their programs to meet those needs.

ASU's Walter Cronkite School of Journalism and Mass Communication appears to have embraced such trends. The school's website is packed with centers, institutes, endowments, fellowships and other programs designed to equip its students with relevant, cutting-edge programs.



"Only a handful of schools are in the position to make that step forward," said Hill, a former vice president for content for BET Interactive. Before joining BET, Hill was executive producer for special projects at washingtonpost.com.

Hill echoes Wilson when noting the importance of a community and surrounding environment in the function and success of a journalism program. "If you can't tap into the innovative culture down the street from you, it says a lot about the dean's vision at that school or lack thereof," she says.

Bland of FAMU agrees that that effective journalism programs also stress learning outside the classroom. "We feel strongly about internships because they give you the opportunity to experience the career you plan to enter." "We are training our students to not only survive but thrive," says Bland.

Current media employers who seek "young, bright talent," expect students to have strong writing and editing skills as well as being adept at shooting video, photographs and social media.

Bland also believes "real-world" experience belongs in the classroom with innovative courses that challenge students. Classes should cover traditional journalism and leadership, management and presentation skills. Students should be challenged to explore all aspects of journalism and even encouraged to "build their own brands and market them."

Sybril Bennett, Ph.D, an associate professor of journalism at Belmont University, also believes many journalism schools are successfully preparing students for the "real-world" of journalism.

"All journalism schools are sound, but teaching in the future is very challenging," said Bennett. Schools are adapting by teaching the use of social media in newsgathering and dissemination, along with moving to online products such as university-based news sites, blogs and other multimedia.

Yet, again, the basics still rule.

"Students really need to be good at something, be able to be a good storyteller, have sound information and make sure a story is well told," says Bennett. "Fairness, ethics, accuracy, attribution, excellent writing and storytelling are still hallmark points for journalists."

Journalism schools can do a better job of helping students "identify what news is," Bennett maintains. "Students should be able to use social media tools, but fundamentally they need to be able to write and tell a good story, while understanding relevance and timeliness."

Johnson of Western Kentucky often uses the term "visceral" when prodding her students to produce great stories. "A good writer can find the significance of a news story, really dig for the information," she says.

Hill says ASU wants "students to understand what a multimedia journalist is and understand the meaning of innovation." She describes how journalism, once a "working-class field" has become a competitive environment filled with skilled journalists with both theoretical knowledge and professional experience.

J-schools should provide students with all the skills they will need to "hit the ground running," because legacy media wants to hire young people with digital skills and traditional journalism training, says Hill.

As minorities in newsrooms continue to decline, Hill notes that African-American students, in particular, should gain the skills to create their own "start-up" companies.

Johnson stresses the importance of seeking knowledge in a "secondary" area, and says students should be encouraged to bring other interests to the table.

"Whatever you like, including journalism, major in that," she says.

# WHAT TO LOOK FOR IN A J-SCHOOL

Students should seek information about not only the journalism program, but about the faculty and their professional background.

"I am a better teacher and professor because I have real-world experience, and I can draw from that," says Bland, who came to FAMU in 2007 with more than 25 years of media experience. Bland previously held reporting, editing and managerial positions at USA Today, the Rockford Register Star in Illinois, the Chillicothe Gazette in Ohio, and the Fort Collins Coloradoan in Colorado.

"If you're going to spend \$20,000 or more for an education, you should ask (faculty) 'Could I get a job and will I have the skill sets I need, " says Bland.

Bennett also stresses the importance of having highly-trained and informative faculty. Before joining Belmont, Bennett was a two-time Emmy award-winning television news journalist who worked for the ABC affiliate in Milwaukee, and at CBS in Chicago and Nashville, Tenn.

"Schools need innovative faculty members that understand the future of the trends coming down the line," Bennett says, and added that faculty should understand the "new media client" and multimedia outlets while incorporating the basics of journalism.

Journalism educators interviewed agree that faculty engagement is crucial to the student and reputation of a journalism program. "What are their relationships with other news organizations around the country, and how long has it been since they worked in their field" are questions students should raise, says Bland.

In terms of the student "outcomes," a term academia tends to use to explain what and whether a student has learned, listen to Georgia Dawkins, a 2010 FAMU graduate who works as a television producer in Fort Myers, Fla. At FAMU, says Dawkins, it wasn't uncommon for a professor "to be fresh out of a newsroom or off a plane, bringing back new information to students.

"I got my first internship as a freshman through an FAMU alum," Dawkins continues. "I received award-winning training at FAMU. I also received loved. It was the love of my professors that pushed me across the stage. I am forever grateful." Dawkins, who also teaches part-time, says that FAMU "prepared me in every way possible. Sometimes I look at my counterparts and laugh. They often underestimate my skills, but FAMU taught me well. Upon graduation, I was prepared to edit, write, shoot, produce, report and battle office politics. If ever I feel like I missed something, I just call home."

Danielle Wilson, a 2008 graduate of Virginia Commonwealth University, is a news assistant/ editor at NBC12 in Richmond, Va. Wilson is a former student of Bonnie Newman Davis, the NABJ Journal Editor, NABJ's 2011 Educator of the Year and an endowed professor of journism at North Carolina A&T State University.



### By CORINNE Z. LYONS

nternships are one of the keys to success for students in the journalism industry. They allow students to get hands-on experience while learning their strengths and weaknesses.

Summer breaks are great for students to work

as interns. Although summer is many months away, internship application deadlines are quickly approaching and passing. As students complete their applications, many wonder what is the best way to land a stellar internship.

As a former recruiter for the Detroit Free Press, Joe Grimm, has four characteristics he suggests students display to recruiters: hustle, news judgment, teamwork and multimedia skills. Grimm, who currently teaches journalism courses at Michigan State University, said hustle is one skill that can't be taught. "You have to find it yourself," he said. Grimm said other skills like news judgment take practice.

Although specific requirements vary at news organizations, some are almost universal. Irvin B. Harrell, director of community outreach and newsroom recruitment at the St. Louis Post-Dispatch, said he requires a cover letter, a resume and six to eight clips from potential interns. Harrell also said he requests school transcripts because it shows academic performance.

Wayne State University graduate Kyla Smith said that presentation is something recruiters observe when they consider hiring interns. Smith, who has interned at Def Jam Records and for U.S. Senator Roland Burris (D-Illinois), said she's been told clips should be clean. She said clips that come from a newspaper or magazine should be cut out evenly and mounted neatly on another sheet of paper. Smith said clips shouldn't be stained or damaged.

For Harrell, it isn't just the physical appearance of the information he requires but the content as well. Harrell said he has seen many applications with errors.

"It's gotten progressively worse," said Harrell, also an assistant business editor at the Post-Dispatch. "I'm not going to be interested in hiring a person who's sloppy."

Grimm said when reviewing materials, many recruiters will disregard incomplete applications or applications with errors.

"I might think your stories will be incomplete too," he said.

Honesty is another component when recruiters evaluate interns that is important in the application process. Hampton University graduate Craig D. Stanley II advises students not to lie because some recruiters filter applications through the Internet or other programs.



"They will find out," Stanley said. "The industry is really small."

Both Smith and Stanley worked at their college newspapers before getting their first internship. Smith said the whole basis of journalism is writing. While many of her clips are from print media, Smith has work samples from several broadcast internships, too. Stanley, who currently works for NBC Universal, said students need to show multifaceted work. Stanley suggests turning print clips into digital clips to show the entire scope of work.

For Harrell, the transition from broadcast to print journalism is about general reporting skills.

"You need to make sure that fundamentally you are a good reporter and that will translate," Harrell said.

Corinne Z. Lyons is a recent graduate of Wayne State University. She majored in journalism and communication studies with the goal of covering news in a city similar to her hometown of Detroit. She has participated in the NABJ Student Projects Program and is looking forward to making a positive contribution at NABJ Students. In her spare time she tutors and mentors students in the Detroit Public Schools district.

# NABJ '12 brings new approaches for New Orleans

By ASHLEIGH ATWELL



Directions. New Orleans." The planning team says NABJ will draw on New Orleans culture to help set it apart from previous conventions.

"It's New Orleans! We're really excited to be going down there," said Aprill O. Turner, NABJ communications consultant and a member of the convention planning committee. "We haven't been to New Orleans in 29 years, so it's nice for our convention to return there, and it's just a great city. It's colorful, it has flavor and it has good food."

Convention Chair Rod Hicks said much of the first day is being organized by Honorary Convention Chair Paula Madison. The former NBCUniversal executive - who now owns the WNBA's L.A. Sparks and The Africa Channel - is calling on influential friends in business and entertainment to ensure a dynamic opening day on Wednesday that she said will include "news-making and entertainment-industry events."

"The energy and excitement on the first day will set the tone for the convention and will carry through the last day," said Hicks, who also chaired the successful 2011 convention in Philadelphia.

"The New Orleans convention will have its own distinct feel and personality; it will not be Philadelphia Part 2," said Hicks, who lives in Philadelphia.

Program Chair Benét Wilson said most workshops will fall under three programming tracks: "Perfecting Your Craft," "Tool and Tech" and "Innovation Station."

"All of those are designed to give people what we think is a good mix of the things they want to focus on to keep them relevant," Wilson said.

Wilson, who also serves as the chair of NABJ's Digital Journalism Task Force, said there will be something for everyone attending the convention.

"You're going to see more programs targeted to our students. You're going to see all the latest tools and technology and more workshops for



Downtown French Quarter. Firekg.com

people that want to do their own thing entrepreneurially," Wilson said.

NABJ President Gregory Lee said time has been set aside in the convention schedule for attendees to participate in a service project to benefit New Orleans. Residents still are dealing with lingering problems caused by Hurricane Katrina

"We thought, 'Why not go in and spend a few hours in the community we're actually in and give back to the city?" said Lee, a native of New Orleans.

The convention will take place at the Hilton New Orleans Riverside, along the Mississippi River and in the heart of New Orleans. The city originally was slated to host the convention in 2014, but was bumped up two years after the NABJ board voted to withdraw from next year's UNITY convention in Las Vegas. The convention will be almost two months earlier than usual, coming in June 20-24.

Nicondra Norwood, president of the New Orleans Association of Black Journalists, said the convention is one of several national and international events held in New Orleans in 2012

"With so much going on ... the members of the local chapter are looking forward to NABJ's rapidly approaching visit as one of the brightest jewels in that jam-packed schedule," Norwood said. "We expect our unique position as a small, tight knit community with international, bigcity appeal to provide the perfect setting for the exchange of ideas and personal professional development."

Turner is convinced it will be an unforgettable experience.

"The convention planning committee has been hard at work to plan a don't-miss convention," Turner said. "If you miss this convention, you'll be kicking yourself for years to come."

Ashleigh Atwell is a student at Georgia State University and Public Relations co-chair of the Atlanta Association of Black Journalists Student Consortium.

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# Digital Diva Sets New Direction for NABJ Convention

# An interview with Benet Wilson

By RACHEL HUGGINS

Benet Wilson joined NABJ five years ago and today she carries the load of a life-long member. The self-proclaimed "aviation queen" has brought her digital expertise on board as program chair of the 2012 convention in New Orleans, June 20-24. She is also chairwoman of the Digital Journalism Task Force.

In addition to NABJ, Wilson is the director of media relations for the Aircraft Owners and Pilots Association and juggles duties as a freelance aviation journalist and blogger.

**NABJ:** What's at the top of your agenda as program chair? **BENET:** I thought Dr. Syb did a fantastic job taking our workshops to the next level last year. People did mention that they missed some of the more traditional workshops, so this year we've created sessions based on three tracks:

"Perfecting Your Craft" will address the basics of journalism and ways to beef up writing skills.

"Tech and Tools" will teach attendees how to be more effective with social media tools. "Innovation Station" will help those who want to become more entrepreneurial in their newsrooms.

We want people to have a clear idea of what to expect in New Orleans.

**NABJ:** Next year's convention theme is 'New platforms. New direction. New Orleans.' Are we going in a new direction digitally? **BENET:** Yes, NABJ wants to be on the forefront of helping members reach new platforms with digital tools. The convention app that NABJ member Michelle Johnson developed last year will also be back and even better.

**NABJ:** How will you help "old-school print reporters" bridge the digital divide in an ever-evolving industry?

**BENET:** There's going to be something for everyone and the workshops will introduce cool new storytelling tools that help enhance the stories we write. [NABJ] founder DeWayne Wickham, an "old-school journalist" who crossed the digital divide says it best: "You're either going to adapt and do this, or retire."

**NABJ:** NABJ has not been to New Orleans since 1983. How is your committee preparing for the organization's return?

**BENET:** We've revitalized the New Orleans chapter, which was devastated after Hurricane Katrina. I have Nicondra Norwood, President of NOABJ, on the programming committee this year and she's been resourceful in planning events and activities members can enjoy in the city. Our return was initially slated for 2014, but the timing now is perfect because it will bring in a lot of dollars that the county can definitely use since Katrina.



Benèt Wilson (left) poses with Nikelle Feimster at the Manchester Grand Hyatt in San Diego, CA. Businesswire.com

**NABJ:** With the national presidential election approaching, can we expect to see both party candidates stop by?

**BENET:** Since it's election season, you never know who might show up. We've gotten some really good proposals on political-based workshops that encompass skills people can also use on other beats.

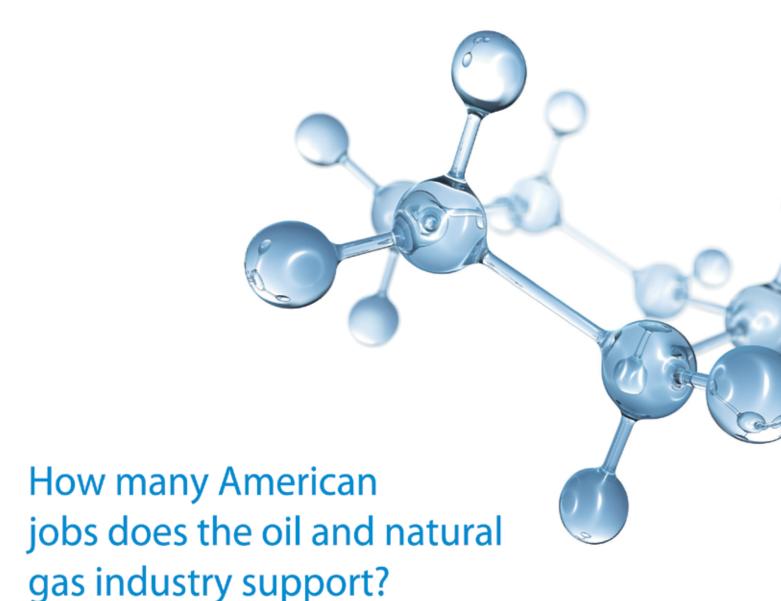
**NABJ:** Next year's convention will be earlier than usual. Has it presented any challenges? Do members feel the need to choose between attending NABJ or UNITY's convention?

**BENET:** The deadlines are tighter, but we're rolling right along. More than 180 proposals were submitted, which is well in line with last year's performance. There's a big enough gap that people can decide what's most important and I think our members will still support our convention --whether you're for or against the Board's decision to withdraw from UNITY. Personally, I don't see a lot of people in the industry who look like me, so it's energizing to take what I've learned from NABJ workshops back to my newsroom.

**NABJ:** Final thoughts?

**BENET:** Come to New Orleans. Come see us! You will get food for your stomach and food for your mind.

Rachel Huggins is a Washington-based writer and assistant online editor for USA TODAY.



a. 100,000

b. 9.2 million



c. 5 million

d. 1 million

Source: PriceWaterhouseCoopers, "Economic Impacts of the Oil and Natural Gas Industry"

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# Obama no longer media darling?

# Most media coverage of Obama's presidency remains neutral

**By AUTUMN ARNETT JONES** 

erhaps it is the

historic nature of President Barack Obama's candidacy and subsequent election, or perhaps it is the fact that his embrace of social media and Web 2.0 platforms, even as a candidate, naturally thrust him more in the spotlight than his contemporaries.

Whatever the reason, President Obama has received a tremendous amount of press coverage, in comparison with other presidential candidates, dating back to the 2008 election that landed him in the White House. Leading up to the 2008 election, Obama received more than twice the coverage of Republican frontrunner John McCain. During that campaign, the coverage of Obama was largely neutral-to-positive (35 percent neutral/mixed, and 36 percent strictly positive), with scattered negative reports (29 percent of all stories about Obama), including those suggesting he was a Muslim terrorist and/or not an American

An October 2008 report by the Pew Research Center found that leading up to the election, "the tone switched with the changing direction of the polls. The most positive stories about [Obama] were those that were most political-the ones focused on polling, the electoral map, and tactics."

This finding has held true as we entered the 2012 election season, the tone in coverage has made a noticeable shift away from the positive. This is not to suggest that there is significantly more negative coverage - an October 2011 Pew Research Center report found that 34 percent of coverage about Obama is negative, just five points higher than in the months preceding his election - however, coverage has shifted a lot more to neutral/mixed as the economy continues reeling and various opinion polls show Obama as less popular than he was initially. In 23 weeks of the study, positive



President Obama at his first press conference in 2008. MARK WILSON/ Getty Images

coverage made up between only 8 and 10 percent of all reports about the president, and 57 percent of mainstream media reports were neutral

Obama is, without doubt,

his family, who often venture beyond the confines of 1600 Pennsylvania Ave., again rank high: 9 out of 10. Whether it is Michelle Obama's wardrobe choice while shopping at Target,

Try as he might, Obama cannot get the media to "blame Republicans" for the slow economic recovery. News of bin Laden's capture was overshadowed by the impact it may have on Obama's re-election campaign, and there has been little media focus on the end of the Iraq war.

gregarious. When he appears in person at public events, even insignificant ones such as the pardoning of the Thanksgiving turkey, he wins over the public and members of the press by coming across as funny and likable. In his ability to relate well to members of the press and present himself as amicable and accessible, the president scores extremely high: 9 out of 10.

In the "give 'em something to talk about" category, Obama and

the president's appearance at local middle schools, an off-site date for the First Couple, or a rhetorical blunder, the president and his wife keep the media talking. Part of this is comes with being the president; there is increased scrutiny over the president's and his family's every move. But such scrutiny is also because Michelle Obama is the most visible, actively involved first lady, perhaps since Eleanor Roosevelt. Michelle Obama's noted

fashion sense, fitness regimen and ability to appear youthful and "hip" reflect the nation's current culture which tends to idolize all things young and cool. The entire Obama family, with its annual treks to Obama's home state of Hawaii or summer sojourns at Martha's Vineyard, comes across as young and cool. Add to the equation Obama's command of technology as communications and fundraising tools. As young people largely drive conversation online, across social media and in the blogosphere, Obama receives more attention from this demographic than other presidents and candidates in recent memory.

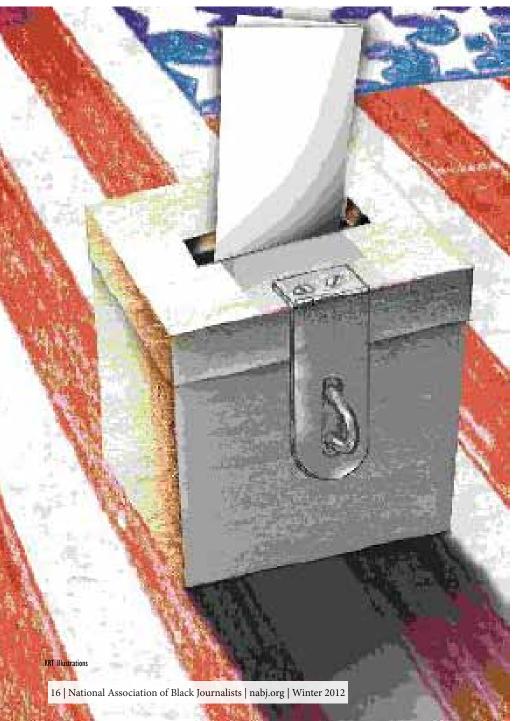
In terms of ability to control the message and steer conversations in the media, Obama does not perform well; he scores a 6 out of 10 in his ability to focus the media on what he wants to discuss overall, and 4 out of 10 recently. Try as he might, Obama cannot get the media to "blame Republicans" for the slow economic recovery. News of bin Laden's capture was overshadowed by the impact it may have on Obama's re-election campaign, and there has been little media focus on the end of the Iraq war. Also, the president's jobs message is lost in the still-high unemployment

Finally, an end-of-the year Gallup Poll showing Americans who approve of Obama's job performance increased over those who disapproved of him by a 47 percent to 45 percent margin.

The increased approval rating represented a "notable uptick" since October 2011, Gallup reported. Yet, such news failed to receive significant coverage given other December 2011 news that included the death of North Korea's leader, a surge of voter interest for Republican presidential candidate Ron Paul and a proliferation of holiday stories about cooking, eating, shopping and re-gifting.

# Barack to the Future 2

# Economy or GOP nominee will influence Obama's re-election chances, experts say



# By WAYNE DAWKINS

arack Hussein Obama, the 44th U.S. president and first African-American commander in chief, has endured an unapologetically hostile Republicanmajority Congress ["You lie!" bellowed South Carolina representative Joe Wilson during Obama's 2009 speech to a joint session of Congress], confronted feckless Wall Street investment bankers who wrecked much of the U.S. economy yet cried foul at any suggestion of government regulation, and ordered the killing of public enemy No. 1, Osama bin Laden.

After a challenging three of four years on the job, will voters renew Obama's contract and re-elect him in November? A handful of political journalists and political scientists interviewed in December took differing paths to make these universal predictions: Obama at this writing is vulnerable because of the fragile economy that includes nearly 9 percent unemployment, yet his chances for reelection are also promising because the Republican opposition appears dysfunctional and weak.

The experts also agreed that predicting an election about one year out is a perilous gamble. Nevertheless they offered many clear-eyed historical clues. Let's examine their insights.

### ALL ABOUT THE ECONOMY

USA Today columnist DeWayne Wickham said this of Obama's re-election chances: "He's vulnerable because of the state of the economy, just as George W. Bush was when Obama ran against his economic policies in 2008, which hurt [GOP candidate] John McCain. That's the similarity between 2008 and 2012."

Alphonso Jackson, former secretary of the U.S. Department of Housing and Urban Development during the George W. Bush administration, said because of the struggling economy, "I'm convinced

### Continued from page 16

that Obama's team has told him that right now he's losing.

"A year out, a generic Republican is beating him by 10 points," Jackson continued. "When you put a name on a candidate, they're tied with Obama. That's not a good sign." Jackson currently is a distinguished professor at

**GINGRICH** Hampton University, and since fall 2008, has directed HU's Center for Public Policy and Leadership.

> "Scientifically, if ([Obama's] tied with [Mitt] Romney or [Newt] Gingrich, he's behind 5 points

> > because he's lost the independent voters. Independents are totally not for him because of the economy."

Quentin Kidd, a political science professor at Christopher New-

port University and director of the Wason Center for Public Policy, said the issues and challenges Obama faces

**ROMNEY** 

**SANTORUM** 

are the economy, health care law challenges, and taxes and the wealthy. His odds of re-election are 50-50 or better."

> Kidd added that predicting the outcome was perilous for this reason: "Go back to 1991. President George H.W. Bush had the highest approval rating in history,

and he lost it to an unknown governor from Arkansas. A year is a lifetime in politics."

**GOP FIELD HELPS** 

While the weak economy could lead disappointed voters to deny Obama a second term, a motley crew of Republican challengers could boost the

race without a horse," said Wickpresident. "The Republicans don't have a horse; they have pack mules and they are all damaged."

Romney, the former Massachusetts governor and business executive, appears formidable, but he is loathed by conservatives. Newt Gingrich of Georgia has three drama-filled marriages to explain, plus policy ideas that run counter to GOP orthodoxy. Ron Paul is consistent and resolute, but appears to be too extreme to be elected [he wants all foreign aid cut, a position so extreme the Texas Congressman was not invited to a December candidates forum hosted by Jewish Republicans since his recommended cuts include Israel]. During a fall 2011 televised debate, Rick Perry could not remember the U.S. Cabinet agencies he vows to abolish.

Meanwhile, Herman Cain suspended his candidacy on Dec. 3 after an Atlanta woman said she had a longtime sexual relationship with the former pizza chain executive who has been married for four decades. When Cain, the lone black GOP candidate, surged to the top of the seven-member Republican field last fall, Mary Curtis, a Charlotte-based journalist and political commentator, noted Cain's remark: "Black people who don't give the GOP a chance are on the [Democrats'] plantation."

"So," Curtis wondered, "You insult voters [in order to get their support]?"

WVON-AM Chicago talk show host Salim Muwakkil believes Obama will win a second term as president. "Obama's re-election chances are strong if his opponent is someone like Gingrich, or another partisan who has less appeal to so-called centrists, who pundits say are the target audience. Romney is not as strongly identified as a rabid partisan. Obama's chances for re-election would be worse against him. At this point, Obama's chances are relatively good." Muwakkil is also the longtime senior editor of In These Times, a lef-leaning political journal.

### **INTEREST GROUPS ARE WILD CARDS**

Obama will win or lose his re-election bid based on the performance - or lack thereof - of several key voting blocs, political journalists and political scientists interviewed for this article agreed.

Regarding Black America, Curtis said "Polls show the economy hit them hard, but they are more optimistic than many people who are doing better. They're realistic about what a president can and cannot do and they see there is not a lot of cooperation in Congress, and it appears to be personal, not political. There is resentment that Obama is being disrespected.

"Many African-Americans are frustrated but will not sit home; they believe the president was not given a chance," Curtis continued. "They also see things that he has done, i.e. foreign policy successes [toppling Libya's Moammar Gadhafi with little-to-no-loss of American lives, and the killing of Osama bin Laden]."

"As for the struggling economy, voting blocs will consider the alternatives," she adds. "Hispanic voters wanted more from Obama, but they hear the harsh rhetoric from Republicans about immigration."

In Virginia, Obama in 2008 captured white, suburban, well-educated college grads that were middle class and needed their jobs, said Kidd of CNU. "These are the people who swung against the president in 2010 [and after midterm elections handed Congressional Republicans a House majority]. They are also the people who give Congress 9-percent approval ratings.

"Obama's real challenge in Virginia is winning moderate middleclass voters and young voters," Kidd continued."African-Americans won't abandon him, but they may not show up in the same numbers as 2008."

Muwakkil said "Obama has estranged components of his original coalition. Some young voters are less enthusiastic. African-Americans are less enthusiastic. Some Latinos are less enthusiastic. There has been some erosion.

"Yet recent elections indicate some buyer's remorse." Muwakkil referenced the November elections, where in Ohio, voters rejected the GOP governor's plan to end collective bargaining for public union workers, and in Wisconsin, voters attempted to recall Republican Gov. Scott Walker. "After the 2010 midterm Congressional elections, said Muwakkil, "the Republicans may have overreached. There's some movement back to the president."

Jackson of HU said he was not worried about the constantly shifting GOP field. "Hillary Clinton and Barack Obama did not resolve things until June 2008 [a month before the Democratic National Convention]. They were cutting each other up. It just shows how fluid this [presidential campaign] is."

Wayne Dawkins is an assistant professor at Hampton University Scripps Howard School of Journalism and Communications. The recipient of the 2011 E.L. Hamm Teaching Excellence Award, Dawkins is author of "City Son," a biography about Andrew Cooper, NABJ's 1987 Journalist of the Year.

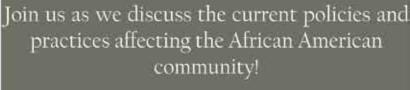




**PAUL** ham, an NABJ founder and former

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# NABJ Members on the Move:

### **TENISHA BELL**

Moves to Executive Producer of "CNN Newsroom"

NABJ offers its sincerest congratulations to NABJ member Tenisha Bell on her appointment as the Executive Producer of "CNN Newsroom with Suzanne Malyeaux."



Bell who has been with CNN for six and a half years currently oversees CNN's weekend morning shows, 6a – 12p. In that time she has distinguished herself by leading the show teams for anchors T.J. Holmes, Betty Nguyen, Rick Sanchez, Tony Harris, Fredricka Whitfield, Carol Lin and several others. Prior to her time spent in network news she produced in various local markets including Washington, DC, Cincinnati, Ohio, and Chattanooga, Tennessee.

Away from the newsroom she is an active leader within NABJ serving as the president of one of the association's leading chapters, the Atlanta Association of Black Journalists.

Bell is also married to fellow NABJ member WGCL CBS Atlanta reporter Craig Bell and the couple has an adorable young son.

NABJ wishes Bell much success on her new role.

# RUSS MITCHELL eturns to Local TV

Returns to Local TV News

NABJ congratulates member Russ Mitchell's return to local news in Cleveland.

After nearly 20 years at CBS News as weekend anchor of "CBS Evening News" and "The Early Show,"



Mitchell is going to Gannett station WKYC (NBC affiliate) and will be managing editor and lead anchor at 6 and 11 weeknights. Mitchell began his new role on Jan. 16.

Mitchell worked in local television for 10 years in his hometown of St. Louis, Dallas and Kansas City before going to CBS.

"Russ is good friend to NABJ and we couldn't be happier for him on his new role," said NABJ Vice President of Broadcast, Bob Butler. "We wish him well on this newest career endeavor".

# Members

# **TRACY BROWN** and **SANDRA STEVENSON** Selected for 2012 New

Selected for 2012 New York Times Leadership Academy

NABJ members
Tracy Brown of Newsday
(pictured far right) and
Sandra Stevenson of The
New York Times (pictured
second from the left) have
been selected for the New
York Times Leadership Academy. They are
featured here with other
academy participants,
National Association
of Hispanic Journalists
(NAHJ) members Ro-



drigo Cervantes of Atlanta and Teresa Frontado of Miami.

The Leadership Academy is a unique training and development program for print and Web journalists who are, or aspire to become, newsroom managers. Beginning or mid-career managers will be guided through the issues and challenges of newsroom leadership and will gain skills necessary to lead in a rapidly-changing media world.

The four journalists selected to attend the Academy will receive all-expense-paid leadership training at The Times during the fall and at Harvard University through the Maynard Institute Media Academy in January and March (each session at Harvard is a week-long). The group will come together one last time at the summer NABJ convention to share their experience with

### KRISTEN WELKER Appointed as NBC News White House Correspondent

NABJ congratulates member Kristen Welker for her appointment as NBC News White

House Correspondent.

Welker has been filling in on the beat since June, traveling domestically and internationally with President Obama and the First Lady. Early this week NBC News announced that Welker will join Chuck Todd and Mike Viqueira in covering the White House and will play an integral role in NBC's Election 2012 reporting.

Welker joined NBC News in August 2010 as part of the network's Los Angeles bureau. She began covering the White House earlier this year when Savannah Guthrie left her position in D.C. for a new role at the Today Show.

NABJ also salutes Perry Bacon Jr, who was named Political Editor at the Grio.com.



NABJ congratulates member T.J. Holmes on his decision to move to BET.

BET has announced a multi-platform deal with Holmes which includes a newly developed show hosted by the veteran journalist



on BET, as well as content on BET.com in which Holmes will report on important and interesting stories for BET's growing audience.

Holmes currently anchors CNN Saturday & Sunday Morning, the weekend edition of CNN Newsroom. He joined the network in October of 2006.

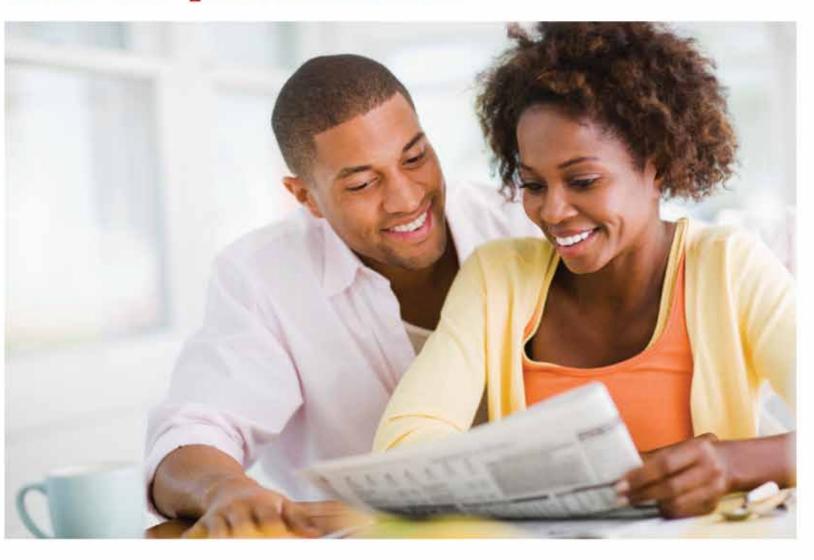
Since joining CNN, Holmes has anchored numerous major breaking news stories, including the network's coverage of the tornadoes that destroyed Joplin, MO, the Gulf oil spill in 2010, terrorist attacks in Mumbai, India and the conflict between Russia and the former Soviet Republic of Georgia in 2008; the Virginia Tech shooting from location in Blacksburg, Virginia and the terrorist attacks at the Glasgow Airport in Scotland in 2007; and Saddam Hussein's execution in 2006.

— Compiled by Aprill O. Turner





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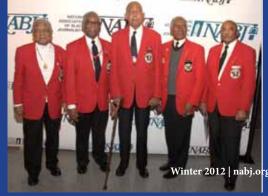
# 2012 A LOF FAME HALLOF FAION INDUCTION





JANUARY 26, 2012 NEWSEUM, WASHINGTON D.C.







# Gwen Ifill

### By NICOLE FERGUSON CARR

Gwen Ifill's Twitter timeline is indicative of her primary interest.

Politics.

On Dec. 16, 2011, Ifill retweeted a Gallup article citing seven in 10 Americans do not look forward to the antics and hoopla sure to pepper the 2012 presidential elections.

Ifill laughs when the retweet is called to her attention, and notes that she among that 30-percent minority.

For the PBS "Washington Week" moderator and managing editor, this year's presidential election is a synonym for "showtime."

"I think it gives us a chance to take stock of Americans," Ifill said of the upcoming election. "I'm almost not as interested in what the candidates are saying. I'm more curious about how Americans are responding."

Many Americans have responded to Ifill with a level of respect that she naturally commands in her reporting, whether it is from a correspondents' gallery or the PBS studios in northern Virginia.

Ifill has always wanted to be a journalist. "I'm so blessed to do what I do."

Ifill, 56, a Simmons College graduate, began her journalism career at the Boston Herald-American. The New York native made several stops in the print industry at the Washington Post and New York Times before transitioning into television as a political correspondent for NBC. In 1999, she joined PBS and "Washington Week," the longest-running primetime news

and public affairs program on television. On the PBS website, the show is billed as "Washington Week with Gwen Ifill and National Journal."

In a career that's spanned three decades, from the Washington Post to her current role

at PBX, the journalist and best-selling author is no holds barred. Ifill challenges politicians with confidence, moderates debates with ease and stands up to bullies who have insulted her intelligence because of her skin color.

In 2007, Ifill famously took on conservative talk radio host Don Imus for his reference to the Rutgers University women's basketball team as "nappy headed hoes." When penning a thoughtful New York Times column condemning the comments, perhaps Ifill thought of a former New York news anchor Melba Tolliver. Tolliver, renowned for her large Afro hairstyle, inspired Ifill while growing up. Tolliver looked like Ifill.

"I know what it's like to be the little black girl (with few similar role models)," said Ifill. "Often it's not the smart, black girl made (who is)

made out to be a role model."

"I think there's a way to be journalists, and analysts without being pundits."

Critics challenged philosophy that in 2008, shortly before Ifill's best-seller, "The Breakthrough: Politics in the Age of Obama," hit shelves. Some lashed out, assuming the black author's work would be an automatic endorsement for the then-Illinois senator. Ifill's ability to fairly moderate an upcoming vvice ppresidential debate was also challenged.

The debate came and went. If ill received praise for her performance from the left and right.

"I proved them wrong," she recalled. "The problem with the web is the criticism lives, but silence doesn't."

"Washington Week" won a George Foster Peabody Award for coverage of the 2008 presidential election and its special series of road shows in eight cities across the country.

Ifill said she is "incredibly, deeply honored" to be inducted into the National Association of Black Journalist's Hall of Fame. The 35-year NABJ member credits the organization for much of her professional success, and her personal sanity, calling it a "place of refuge."

As for what's ahead, well, there's no telling. "I never know. I love what I do now. I love what I get to do," said Ifill. "I don't think it's particularly important to know as long as you're putting one foot in front of the other.

Nicole Ferguson is a morning reporter and anchor at Fox 8 WGHP in Greensboro, N.C.

# NABJ Hall of Fame Honoree:

# Johnathan Rodgers

### By NISA MUHAMMAD

Johnathan Rodgers is a man three times retired, first from CBS where he worked for 20 years in several roles, including news director for two news stations in Chicago and Los Angeles. He later served as general manager of CBS's Chicago station, before becoming president of CBS's urban stations.

"It was important to me as an individual and as an African-American male to get into a position where I could help protect, if not control, the images of the African American community," Rodgers once told AfroCentric News." Generally, local television news is seen by African Americans and other people. The image blacks saw, especially in the 70's and 80's, were African Americans portrayed with "their coats over their heads being run through a police line."

Rodgers didn't agree with such representation, calling it "wrong and unfair."

Rather than ignore such coverage, he used his authority to hire people who, using fairness as a yardstick, would "not color" the news.

"This I found rewarding," he continued in the AfroCentric interview. "Under me, our anchor teams were clearly the role model for multi-cultural talent. The general managers of those stations reported to me, and I in turn reported to Howard

multi-cultural calent. The general managers of those stacions reported to me, and I in turn reported

Stringer, the president of CBS."

After only three months in retirement, Rodgers was lured back to television as president of the Discovery Networks in 1996. At that time, the network only owned the Discovery Channel and the Learning Channel valued at \$8 billion. When Rodgers retired again, some seven years later, the network had grown to 14 channels

and was valued at \$18 billion.

But again retirement was short lived. In 2004 Rodgers became president and chief executive officer of TV One. The award-winning cable network, which serves nearly 53 million adults, attributes much of its growth and success to Rodgers.

"Johnathan Rodgers is truly one of the most remarkable individuals in media today," said Roland Martin, host and managing editor of "Washington Watch with Roland Martin" on TV One. "He made a successful transition from journalist (he was the first Black sportswriter at Sports Illustrated) to one of the most successful cable operators of his generation.

"But what makes Johnathan so special is that he is excellent at recognizing talent and letting his people do what they do best," Martin continued. "For me personally, he is one of my strongest allies and someone who I count on at all times for guidance and advice. I am thankful for his friendship and confidence, and am no doubt pleased that NABJ is recognizing him as one of the best of the best."

Nisa Muhammad is a freelance journalists.

# Ruth A. Ollison

### By RAVEN L. HILL

Even though Ruth Allen Ollison left journalism almost 20 years ago, she hasn't been able to shake off the calling.

In 1994, she decided to trade in her mic for the ministry after realizing that she couldn't address social ills from afar. At the time, she was an executive news producer for the CBS affiliate in Houston.

"I saw poverty, drugs, abuse, addiction," Ollison said. "I saw people who were passing up the opportunity to be educated. I saw a lot of young kids without direction."

She left the newsroom and bought a crack house on one of the roughest blocks in the notorious Third Ward. It would eventually house Beulah Land Community Church, which she started. As the name suggests, her ministry focuses on sharing the "good news" with the people who live in the neighborhoods surrounding the church.

Today, Ollison expresses appreciation for her journalistic training, saying it helps her to help others.

"I have to ask a lot of questions. 'Who, what, when, where and why' are the most important questions in the ministry, and the big one is 'How?"

A past president of the Dallas-Fort Worth Association of Black Communicators, Ollison's media career took her to Dallas, San Antonio and Washington, D.C. She views her impending induction with a mixture of pride, awe and disbelief.



"I am still trying to let that sink in," she says. "I feel very humbled because of the high level of professionalism and the commitment of NABJ. I would think that I should be trying to figure out a way to honor them rather than them honoring me."

Until then, she tries to let her work - which she believes is in the spirit of NABJ - speak for

Just as NABJ seeks to enhance opportunities for African-American journalists, Ollison says she wants to help expand "opportunity for all people," particularly those on the margins of society.

"I felt that way when I was in the business," she says. "I feel specifically that way in the ministry."

Raven L. Hill is a freelance writer whose work has appeared in daily newspapers, magazines and other publications, including EBONY and The Root.com.

# NABJ Hall of Fame Honoree:

# at Harvey

# By XAVIER HIGGS

Pat Harvey is more than a personality. She is the most identifiable face on television in Los Angeles. This is an unusual distinction in a market where the entertainers and media personalities are as relevant as palm trees.

Any given week night on KCBS TV at 5 and 11 p.m., Harvey is the constant professional etched into the television newscast in the nation's second market. In a trending movement, more and more, news organizations are looking to their most prominent women correspondents, who are also highly regarded by viewers, to play the leading role in their primetime newscast.

For more than 35 years Harvey has been an invited guest to millions of Southern California television viewers' homes.

As the longest-tenured woman in prime time news, she has earned the respect of viewers because of on-air performance, communication skills, writing skills, and, most importantly journalistic credentials. Because of her longevity, Harvey has become a custodian of respectable journalism on television.

"Harvey has distinguished herself in Los Angeles as a impeccable journalist with the highest credentials and unquestionable integrity," says Lois Pitter-Bruce, a media relations manager for Southern California Edison. As a former Harvey co-worker, Pitter-Bruce also notes Harvey's strong work ethic and habit of always being prepared.

As one of the most prominent news anchors in Los Angeles, Harvey is the epitome of success for women in television news. She long ago recognized the importance of appearance and credibility as a means of survival of on-air personalities.

"I have always been interested in social issues that affect politics," says Harvey. She attributes this social awareness to her parents. "Every morning

at the breakfast table my parents would discuss politics. My parents were very active in the community. They were working class people. My dad was a union man, worked at Cadillac motors, and my mom was a schoolteacher."

Harvey, a former Miss Black Michigan, began her television career at WGPR TV during 1976 in her hometown of Detroit. In 1979 she became a general assignment reporter in Saginaw, Mich. where she later produced and anchored the station's evening newscasts. Harvey never lacked self-confidence, but it was William Rick Sykes, who took an interest and became her mentor. Sykes, a seasoned reporter, taught her how to become a complete journalist. "He would remind me that "you will be tested, watched, and scrutinized," recalls Harvey. "He even taught me about newsroom politics."

In addition to her reporting and anchoring



duties, she was responsible for loading 15mm film in a dark room.

Hard work and Sykes's teaching paid off when Harvey was assigned to a triple murder that was race related. As one of the biggest news stories in the Saginaw area at that time, her story ran on the network nightly news.

In 1981, Harvey was among the inaugural anchor teams that launch CNN Headline News in Atlanta. Later, as anchor for CNN's Daybreak newscast, she regularly interviewed heads of state and other dignitaries. Harvey joined Chicago Superstation WGN as a news anchor in 1985, where she was seen on cable systems throughout the United States and South America. She later joined former Walt Disney owned and operated KCAL TV Los Angeles in 1989. In April 2010, Harvey began co-anchoring for KCAL sister station KCBS TV.

Harvey is the recipient of numerous awards, including an Emmy award for a series of reports from East Africa on the AIDS epidemic, and the brutal, centuries-old practice of female genital mutilation.

Her most rewarding work, she said, is reporting stories that have had a major impact on people's lives. In 1988, Harvey was invited to Capitol Hill and testified in the Illinois State legislature following her investigative reports into the high number of deaths of women from faulty pap smears. As a result, the governor of Illinois passed new health legislation to regulate cytology labs in the state.

Xavier Higgs is a freelance journalist.

# Michael Fields

### By APRILL O.TURNER

WABE 90.1FM News Director, Michael Fields has been a diversity champion which has resulted in excellent WABE news coverage and a more accurate reflection of the diverse communities that Public Broadcasting Atlanta serves.

The Ida B. Wells Award is named in honor of the distinguished journalist, fearless reporter and wife of one of Americas earliest black publishers. Wells was "editor and proprietor" of the Memphis Free Speech and Headlight. She told her male co-founders she would not help launch the newspaper unless she was made "equal to them." In the late 19th century, Wells won acclaim on two continents for her fearless crusade against lynching.

"I am greatly humbled to even be mentioned in the same breath with Ida B. Wells, who was one of America's most courageous journalists, battling the double handicaps of both race and gender to fight the evils of lynching," said Fields.

Since the WABE newsroom first came under the leadership of Fields in 2006, telling truths about diverse and underserved populations has resulted in the station becoming a highly regarded and award-winning news outlet.

For the last two years, the Atlanta Press Club has selected WABE reporters as the winners

of its Radio
Journalist of
the Year award.
Every current
WABE reporter
has contributed
to NPR with a
newscast report
or longer feature
piece, or been
tapped as a
guest on a NPR
program.



Fields encourages reporters to take an indepth approach to stories, rather than just the traditional "who, what, when, and where."

"I am greatly humbled to even be mentioned in the same breath with Ida B. Wells..."

One example was the station's ongoing coverage of Georgia's immigration reform. WABE's reporters traveled to South Georgia and spent several days with immigrant workers. That story was subsequently featured on the national public radio program, The World.

Fields also led WABE newsroom's aggressive and continuing coverage of the test cheating

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scandal in the Atlanta Public Schools, which have a majority minority student population. They are the people most affected by the scandal, something which Fields has always focused on at WABE's.

The racial diversity of WABE's Newsroom, itself made Fields a strong candidate for NABJ's 2011 Ida B. Wells Award. Metro Atlanta is known nationwide for its large concentration of people of color. As an NABJ member himself, Fields understands the importance of assembling a skilled, diverse workforce. Since 2006, Fields has worked to hire reporters who not only reflect the region's minority population, but have the skills required to produce quality, in-depth reports about the region. Five of WABE's 10-person newsroom are people of color and 40 percent are women.

NABJ is proud to honor Fields with the 2012 Ida B. Wells Award.

Aprill O. Turner is NABJ's Communication Consultant and Public Relations Professor at Morgan State University.

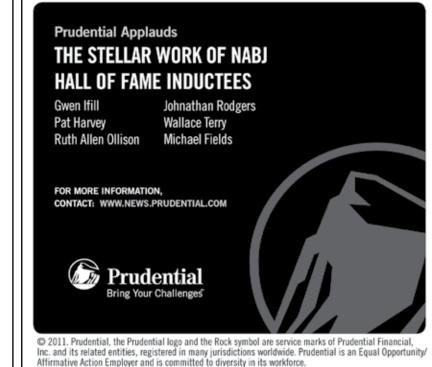






# We Are What We Air. We Air What We Are.





# Wallace Terry chronicled Civil Rights-Era Journalists

By WAYNE DAWKINS



allace Terry is a former Washington Post reporter, Time magazine war correspondent, Howard University journalism professor and author of

"Bloods," the seminal oral history about black soldiers' experiences in Vietnam.

Yet, the distinguished journalist had been deceased for four years when Erv Dyer, a member of NABJ's Pittsburgh chapter, learned about his legacy during a 2007 Veteran's Day program in Pittsburgh.

"Wow, I didn't know about the man," said Dyer, a former Pittsburgh Post-Gazette journalist. "We (as journalists) should know about

Dyer said he and colleagues at the NABJ affiliate Pittsburgh Black Media Workers began nominating Terry for induction into the NABJ Hall of Fame in 2007.

After four years of attempts, Terry [1938-2003] was accepted posthumously. He will be recognized at the Jan. 26 ceremony in Washington.

Janice Terry, who talked about her late husband's work during the 2007 Veteran's Day program in Pittsburgh, said he was a "smart, exciting and well-read" man.

She recalls their meeting and subsequent marriage as if it were yesterday.

"I was an elementary school teacher," she said. "I met Wally in 1960 at a party at my best friend's house. Wally walked up to me and told me his name.

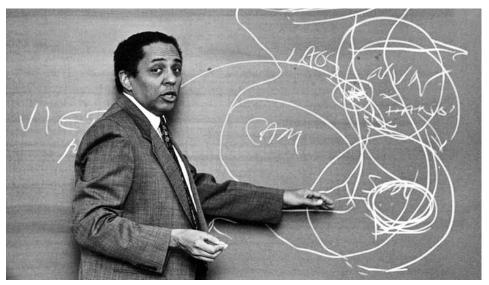
"I said, 'Did you just write a story that was on the front page of the Washington Post?" He was stunned, and said, 'Nobody ever reads my bylines. Will you marry me?"

She did in 1962.

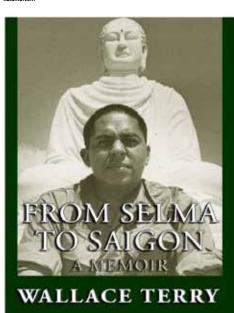
A year later Terry left the Post for Time magazine to work as a Washington correspondent. In 1967 he was promoted to deputy bureau chief and dispatched to Vietnam. There, Terry participated in the daring rescue of several journalists' bodies during an enemy attack.

Janice Terry visited her husband 18 times during his overseas combat tour, which led an interviewer to ask incredulously, "What were you doing, taking him lunch?"

She answered, "I wanted to be with him." After Time, Wallace Terry taught at Howard, wrote "Bloods" in 1984 and frequently appeared as a contributing editor with Parade, the lead-



Wallace Terry made a major contribution in reporting on the realities of his time.



Terry was stationed in Vietnam for two years. He interviewed hundreds of black military personnel, both enlisted ranks and officers. Photo provided

ing Sunday newspaper magazine.

At the start of the 21st century, Wallace Terry was writing a two-volume oral history of civilrights era black journalists when he contracted a rare vascular disease that strikes one in a million people.

Terry died before finishing his epic. His

widow picked up the research and, in 2007, published "Missing Pages: Black Journalists of Modern America, an Oral History." The book contains 19 oral histories, including four of NABJ's 44 founders: Leon Dash, Joel Dreyfuss, Max Robinson and Chuck Stone.

Janice Terry said she and her Wally were editorial partners.

"I transcribed tapes, read drafts and became something I

was not, a researcher," she said.

She also became an archaeologist because she dug out a memoir her husband had buried deep inside his papers. "From Settlement to Saigon," is a forthcoming 2012 e-book, she said.

Dawkins is an assistant professor at Hampton University Scripps Howard School of Journalism and Communications. He is the 2011 E.L. Hamm teaching excellence award winner. "City Son" is Dawkins' forthcoming biography of 1987 NABJ Journalist of the year Andrew W. Cooper.



Wallace's wife, Janice Terry, picked up the writers research in 2007. Photo provided

# NABJ Chapters Work to Improve Themselves and Communities

### By WILLIAM J. FORD

If you ask a member of the National Association of Black Journalists to list one of the 37-year-old organization's survival strategies, a likely answer will be its affiliate chapters. According to NABJ's website, there are approximately 75 affiliate and university-affiliate chapters.

Further proof was provided last month when NABJ provided grants - up to \$500 each - to nine professional and student chapters to use toward programs, increase membership and build relationships in local communities.

"Chapters are the backbone of NABJ," said NABJ President Gregory Lee Jr., when the grants were announced. "Without strong chapters, we cannot have a strong national organization. We applaud these nine chapters for their hard work in continuing to make NABJ a great organization. We wish them well with their efforts to help their memberships as well as their local community."

Here's a snapshot of some 2011 NABJ chapter activities, such as providing scholarships for high school and college students and hosting seminars with local leaders about how to contact the media for civic and community events.

# BOSTON ASSOCIATION OF BLACK JOURNALISTS

Established: Reformed January 2011 Membership: 22

After being defunct for several years, the BABJ decided it was time to once again secure a strong foundation in Boston. Chapter leaders organized a meeting last summer to prepare members for the national convention in Philadelphia. Last month, the group organized a Christmas gathering to attract new members. The group's efforts paid off when NABJ issued BABJ a grant to help the chapter launch a speakers' series and a journalism workshop for high school and college students. The goal: increase and retain membership and become more visible in the city. "We feel there is great potential and purpose in the Boston Association of Black Journalists and we can't wait to get started with making a difference in the community," said Gary Washburn, chapter president.

# CHARLOTTE AREA ASSOCIATION OF BLACK JOURNALISTS

Established: 2006 Membership: 30 on roster; 15 active Web site: www.caabj.com

Charlotte members began 2011 by taking a page out of the national organization's playbook geared toward a healthier NABJ. Getting and staying fit by eating right and learning some



helpful aerobics tips were among the chapter's beginning of the year activities. And, because certain wines supposedly are good for the heart, the chapter hosted a wine-tasting fundraiser last September, with proceeds to benefit its scholarship fund. CAABJ also co-hosted a forum for Charlotte-Mecklenburg school board candidates in October. CAABJ uses every event as a recruiting tool for new members. It expects to see an increase in membership when it hosts a newsroom diversity seminar and prepares for the Democratic National Convention that will take place in what's known as the "Queen City," in September.

# DALLAS-FORT WORTH ASSOCIATION OF BLACK JOURNALISTS

Established: 1981

Membership: 300 on roster; 50 active

Website: www.dfwabj.org

This thriving chapter utilized a barter system to host a recent scholarship program. In exchange for the Dallas-Fort Worth's chapters' free use of a facility, facility owners received free publicity on the chapter's website. During the annual scholarship program last December, the chapter celebrated its 30th anniversary that featured CNN's Soledad O'Brien. More important, \$4,500 in scholarships was awarded to deserving students. The chapter also awarded two scholarships and two internships through its eight-week Urban Journalism Workshop. Cheryl Smith, Dallas-Fort Worth chapter president, said future programs include teach-

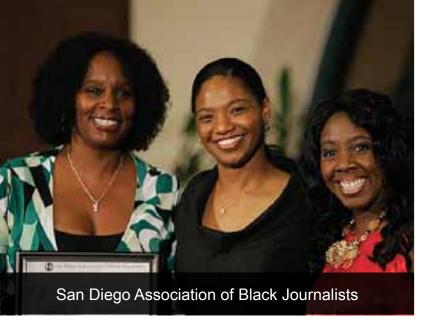
ing students and members how to create their own websites and how to utilize social media. The chapter also plans to continue a tradition of hosting a mixer with the Dallas-Fort Worth area's Hispanic journalists.

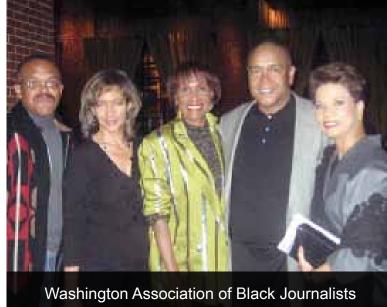
"The only way NABJ is going to continue to be strong is through our chapters," Smith said. "That allows our national organization to become even more successful."

# SAN DIEGO ASSOCIATION OF BLACK JOURNALISTS

Established: 2000 Membership: 15 Website: www.sdabj.org

In April 2011, SDABJ awarded nearly \$4,500 in scholarships for high school and college students. An additional scholarship was bestowed to a working adult who shot a documentary, "Everyday People in Black America: Positive Black Images." That allowed her to receive a free college education worth \$40,000 at National University's Journalism and New Media program. The school is a private, non-profit organization based in La Jolla, Calif. The chapter highlighted its "Pro for a Day" workshop in October on the website, which allows high school and college students to work as media professionals writing and broadcasting stories. In 2012, the chapter wants to increase its presence in the community by launching a speaker's bureau and working more with local high schools.





# WASHINGTON ASSOCIATION OF BLACK JOURNALISTS

Established: 1975

Membership: 350 on roster; 30 active

Website: www.wabjdc.org

One of the most transient regions in the country, the D.C. chapter was extremely busy in 2011 with its annual Urban Journalism Workshop, broadcasting the first live NABJ candidates forum in June, and teaching Howard University students how to effectively and efficiently network. The chapter will continue working into 2012 by assisting the national office in presenting the 2012 NABJ Hall of Fame Induction ceremony. A "professionals" mixer is underway for the new year that will allow chapter members to interact with Washington-area business class professionals. "D.C. is an exciting but especially challenging city, for a chapter - as the nation's capital it attracts top journalists, but with so much news, it's also an extremely busy and transient market," said Donna Walker, WABJ's president. "That makes it more difficult to hold onto a large consistent base. At the same time, we have a very loyal and enthusiastic group of core supporters."

William J. Ford is a freelance writer based in Upper Marlboro, Md.

# Recipients of NABJ 2011 Fall Chapter Grants

### **Professional chapters:**

- Boston Association of Black Journalists
- Columbus Association of Black Journalists
- Hampton Roads Black Media Professionals
- Jackson Association of Black Journalists
- Triad Association of Black Journalists

### **Student chapters:**

- Carolina Association of Black lournalists
- Jackson State University Chapter of NARI
- University of Louisville
- Winthrop University Association of Black Journalists



Boston Association of Black Journalists



Hampton Road Black Media Professionals



Dallas-Fort Worth Association of Black Journalists



Triad Association of Black Journalists

# NABJ Founders & Lifetime Members

# **Founders**

Norma Adams-Wade Carole Bartel Edward Blackwell (Deceased) Paul Brock Reginald Bryant (Deceased) Maureen Bunyan Crispin Campbell Charlie Cobb Marilyn Darling Leon Dash Joe Davidson Allison J. Davis Paul Delaney William Dilday Sandra Rosen Dillard Joel Dreyfuss Sam Ford David Gibson Sandra Gilliam-Beale Bob Greenlee Martha Griffin Derwood Hall (Deceased) Bob Hayes Vernon Jarrett (Deceased) Mal Johnson (Deceased) Toni Jones H. Chuku Lee Claude Lewis

Sandra Dawson Long

Pluria Marshall

Acel Moore

Luix Overbea (Deceased) Les Payne Claudia Polley Alex Poinsett Richard Rambeau Max Robinson (Deceased) Chuck Stone W. Curtis Riddle Jeannye Thornton Francis Ward Charlotte Roy Vince Sanders John C. White DeWayne Wickham

# Lifetime Members

Norma Adams-Wade Mervin Aubespin Drew Berry Paul Brock Sheila Brooks Shannon Buggs Maureen Bunyan Bob Butler Corey Chavous Barbara Ciara Charles Cobb, Jr. Marilyn Darling Leon Dash, Jr. Joe Davidson Allison Davis Paul Delaney

William Dilday, Jr. Sandra Dillard Joel Dreyfuss Sidmel Éstes Arthur Fennell Renee Ferguson Albert Fitzpatrick Samuel Ford Tonju Francois Dorothy Gilliam Cheryl Hampton Patricia Harvey-Lombard Andrew Humphrey Gwen Ifill Monica Kaufman Pearson Gregory Lee, Jr. H. Chuku Lee Claude Lewis Yvonne Lewis-Harris Sandra Long Weaver Herbert Lowe, Jr. Marcus Mabry Deitra Madison Paula Madison Pluria Marshall Roland Martin Walter Middlebrook, Jr. Shannon Miller Bryan Monroe Acel Moore Pam Moore Soledad O'Brien Les Payne

Michelle Phillips Fay Byron Pitts Alex Poinsett Claudia Polley Paul Pope Condace Pressley Bob Reid W. Curtis Riddle Johnathan Rodgers Royal Rodgers Charlotte Roy Lani Russell Lewter Vince Sanders Mara Schiavocampo Priya Scroggins Lesly Simmons Tracy Smith Prevost Sheila Solomon Sakina Spruell David Squires Chuck Stone Will Sutton Rene Syler Elinor Tatum Kathy Times David Ushery Francis Ward LT. Colonel Mary Ann Warren Dino White John White Lonnie White DeWayne Wickham Vanessa Williams



# Meet NABein in New Orleans!

June 20-24, 2012

# By ISOKE M. KARAMOKO



he National Association of Black Journalists welcomes you to join us from June 20 - 24 as we gather in New Orleans for the 37th Annual Convention

and Career Fair! Thousands of journalists, media executives, public relations professionals, and students are expected to attend to network, participate in professional development sessions and celebrate excellence in journalism.

This year's NABJ Convention and Career Fair is all about expanding into new territories, updating best practices and connecting with old friends while making new ones.

Journalists and media professionals attending our convention will acquire skills to collaborate within the digital environment - such as creating a blog, developing a mobile app and producing a data visualization project.

As we return to New Orleans for our

convention, attendees can expect to attain relevant skills to push them to execute their professional goals. The lineup of workshops is innovative, educational and entrepreneurial in nature that ties into our theme – NABJ12: New Platforms. New Directions. New Orleans.

NABJ will feature something for everyone this year. With over 50 sessions, panel discussions, workshops, professional development sessions, and learning labs you'll be sure to gather the information needed to enhance and advance your career.

Sessions will fall under one of three tracks: Perfecting Your Craft, Tech & Tools and Innovation Station. Perfecting Your Craft sessions stress mastery of reporting, writing, editing; Tech and Tools sessions highlight new and emerging technology; Innovation Station sessions emphasize innovation and entrepreneurship in the dissemination of news and information.

Session highlights:

# **Perfecting Your Craft**

- Photojournalism: How To? Where To? And What's Next?
- Talking Heads 101
- On the Business Beat

### **Tech & Tools**

- The Intersection of PR and Technology
- The Mobile Revolution: How Smart Phones & Tablets are Changing the Way We do Business
- The Gamification of News

### **Innovation Station**

- Doing More Work with Less Time and Less Money
- The Best Jobs in Media Today Are Digital
- Black News Entrepreneurs: Where Are They?
- New Media, Old Problems

Also, apply today for our full-day and half-day Learning Labs on June 20 including:

- WordPress Web Design
- Mobile Storytelling 101
- Career Transition: Change, Creativity and Resilience



Previous NABJ Convention: Byron Pitts (CBS) with President Barack Obama.

# Special Events



# 5K Walk/Run

SATURDAY~JUNE 23, 2012

Rise and shine for better health! Join NABJ as we continue our journey to a healthier community at our 7th Annual 5K Walk/Run. Enjoy the company of NABJ members and guests as we make strides to healthier living, all while taking in the invigorating culture and scenery of New Orleans neighborhoods.



# National Golf Tournament

SATURDAY~JUNE 23, 2012

Come and enjoy the camaraderie of NABJ members, celebrities and guests. You will get to spend time socializing and connecting with other players and hopefully a hole in one! Tee time is 7:30 a.m.!



# Gospel Brunch

SATURDAY~JUNE 23, 2012

An NABJ tradition, the Gospel Brunch is one of the convention highlights. More than 1,000 attendees culminate for this experience by feasting on a brunch buffet and enjoying entertainment from various recording artists. Past brunches have featured Donnie McClurkin, Albertina Walker, CeCe Winans, Vicki Winans, Take Six, Vanessa Bell Armstrong and Tramaine Hawkins.

# **New Orleans Attractions**

NABJ wants to help you make the most of your stay in New Orleans!

- French Quarter Tours du Jour
- Basin St. Station: The Cultural Crossroad
- The world famous Bourbon Street
- Creole dining, Cajun and Seafood
- And much more!



30 | #NABJ12: New Platforms. New Directions. New Orleans.

# Networking

# Sports Task Force Scholarship Jam

FRIDAY~JUNE 22, 2012

The Annual Sports Task Force Scholarship Jam is a special fundraising event.

Come out and enjoy music and dancing for a good cause.

Proceeds benefit NABJ's Larry Whiteside Scholarship Fund.



# Salute to Excellence Awards Gala

SATURDAY~JUNE 23, 2012

Each year, NABJ bestows its special honors awards on journalism professionals, educators, students and organizations that have gone above and beyond to produce exceptional coverage of the Black community. Past honorees include Soledad O'Brien, Carole Simpson and Bernie Shaw.



2012 Journalist of the Year Pierre Thomas

Senior Justice Correspondent for ABC News



2012 Lifetime Achievement Award DeWayne Wickham

Columnist for USA Today and the Gannett News Service



2012 Legacy Award Monica Pearson WSB-TV Atlanta Anchor





# We make it easier.



Business Wire helps journalists and Web content providers follow companies or groups, access their breaking news and get in touch with experts who can act as sources for stories or websites. The advanced technology in our Journalist Tools includes PressPass, which lets you download photos and multimedia, customize your news profiles and use our archive of stories and news releases. It's an indispensable service that makes your job easier. And that's good news. Call 888.381.9473, email media.relations@businesswire.com or visit BusinessWire.com.

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