

Diversity News

Pluralizing Media Education

February 2012

Shippensburg, PA

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Black AIDS Institute partnered with NABJ to promote “Test 1 million” campaign

Forum Reporter

Media Diversity Forum

The Black AIDS Institute has partnered with the National Association of Black Journalists (NABJ) to increase awareness among the black community about the importance of HIV testing.

At a press conference during the NABJ Convention on July 29, Phil Wilson, founder and chief executive officer of the Black AIDS Institute, and actress Regina King urged the journalists to highlight the importance of HIV testing through their reports.

NABJ members working in different news media also can convince their respective news managements to regularly cover the status of HIV testing in the black community, Regina King said.

Phil Wilson said that the prevalence of HIV infection is higher



Actress Regina King addressing at the press conference on “Test 1 Million” Campaign

among the black males and females (CDC), blacks account for 69 percent compared to whites. According to a study conducted by the Centers for Disease Control and Prevention

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Sherrod urges journalists to do journalism that matters

Forum Reporter

Media Diversity Forum

Shirley Sherrod, “a fired former director” of the U.S. Department of Agriculture, urged journalists to consistently and extensively cover the issues that matter to common people, minority farmers and poor rural people at the National Association of Black Journalist (NABJ) convention on July 29.

Sherrod also informed the journalists that she would file a lawsuit against a popular conservative Internet blogger who posted her comments out of context on the blog, which resulted in the loss of her job.

Sherrod, in a special discussion session at the NABJ convention, answered the questions of three panelists, CNN anchor Don Lemon, NBC Nightly News digital reporter Mara Schiavocampo and St. Petersburg media/TV critic Eric

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Breaux 2010 Symposium

Influence of ethnic media on politics and participation

By Carol Nunnolley

(Baton Rouge, La., Nov. 5, 2010)

- There are Twitter feeds geared to Spanish speakers. Are these ethnic media?

Angie Chuang, assistant professor of journalism at American University's School of Communication, tossed that question to fellow panelists this week at The 2010 Breaux Symposium in New Orleans and urged them to start thinking more about the online world. The gathering of journalists, scholars and researchers explored the topic, "The Influence of Ethnic Media on Politics and Participation."

They examined the ethnic media's traditions of advocacy, entrepreneurship and community relevance that are important to preserve. They looked at ethnic media's current successes in reaching growing audiences and problems in generating income and having their voices heard by political powers. They imagined how ethnic media may thrive in a future of successful corporate-owned, foreign-language television stations and an internet with hundreds of Twitter, Facebook and other connections.

This year's Breaux Symposium,



Photo: Media Diversity Forum

Sergio Bendixen spoke on the Role of Ethnic Media in Politics

held Nov. 1 and 2, was the program's tenth. All have focused on important journalism issues that receive too little attention. The symposiums are sponsored by theanship School of Mass Communication's Reilly Center for Media & Public Affairs at Louisiana State University. This year, New America Media, the McCormick Foundation and Columbia University's Graduate School of Journalism were

partners.

Sergio Bendixen, president of Bendixen and Associates and a pioneer in multi-language polling, believes that ethnic audiences have no trouble identifying ethnic media even in information forms that stretch from Twitter to Univision. They are something they read or watch that seem "oriented to their interests," he

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of new HIV/AIDS cases among American teens every year (Black AIDS Institute).

Dexter Mullins reports for nabjconvention.org: King volunteered to work with the organization three years ago, and openly took an HIV test in public and had her results shared publicly. Her results were negative but she said it was a scary experience because she had not taken a test in a while, but the message she was

2010 NABJ TV Newsroom Management Diversity Census

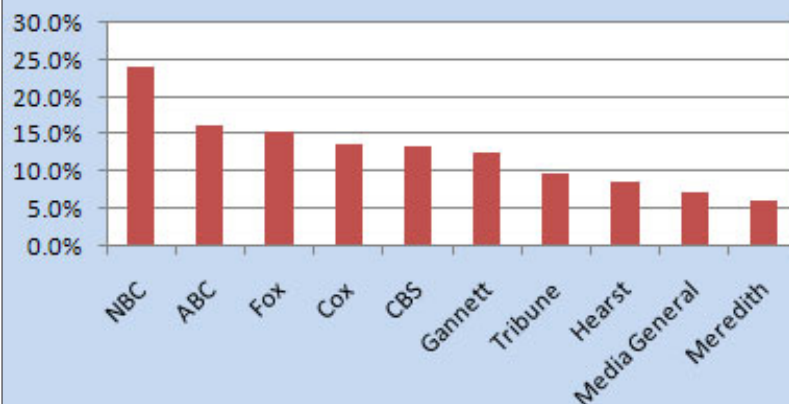


Photo: Media Diversity Forum