

# Latest USM Race Controversy Goes National

*Major Media Grab Story and Run with It*

As Mary Margaret Halford's 15-November-2011 [report for](#) *The Student Printz* entitled "Students on probation after blackface incident" points out, [the latest](#) race controversy to [hit the USM campus](#) has gone national. The story, which broke locally on 14-November-2011, hit national newspapers, and even some national television networks, only hours later. These media outlets include *The Washington Post* and *The Miami Herald* on the print side, and CNN and MSNBC on the television side.



While mention by the above is bad enough, a 15-November-2011 internet search by USMNEWS.net revealed that a host of other big-city newspapers had carried the latest race story at USM. These include, but are not limited to, *USA Today*, *Atlanta Journal Constitution*, *The Commercial Appeal* (Memphis), *The Star Tribune* (Minneapolis-St. Paul), *New York Daily News*, *The Seattle Times*, *Las Vegas Sun*, and *The Sacramento Bee*.



As expected, a number of web-based news/opinion sources caught the details and provided a news story. Prominent among these are *Yahoo! News* and *The Huffington Post*.



Perhaps worst of all for USM is that additional national television news networks/bureaus also caught wind of the details and provided information about the latest scandal at USM. These include ABC News, CBS News, and BET.



Without a doubt, stories about USM sorority members dressing in blackface at an extra-curricular gathering will do at least some damage to the institution's student recruitment efforts, particularly those geared toward minority students. The recruitment of faculty to USM will also take a hit, especially given the fact that two

higher education-focused media have carried the sorority story – *Inside Higher Ed* and *Higher Ed Space*. The former’s headline is short, and to the point (see below).



## **Blackface Incident at Southern Mississippi**

The industry’s most prominent media outlet – *The Chronicle of Higher Education* – has not, at least by the time this report went to press, hit the story involving the blackface incident at USM. Sources tell USMNEWS.net, however, that it is likely just a matter of time before that occurs.

Stay tuned for more on this story as it develops.