

# The Hornet Tribune

"WE NEED A FREE PRESS. WE MUST HAVE IT. IT'S VITAL."

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"The New York Times of Alabama State University"

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## Dr. Clifford Cornell Baker 1929-2019



PHOTO BY DAVID CARPPELL/UNIVERSITY PHOTOGRAPHER

### After an extended illness, C.C. Baker, Ed.D, former president of Alabama State University has died at the age of 89 and will be remembered as the education president of Alabama State University. Ninth president of the university has died at 89

BY GEM RICHARDSON  
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Former Alabama State University President Clifford Cornell Baker, Ed.D., died Sunday morning, November 3, at the age of 89. He served as the university's ninth president from 1991 until he retired in 1994.

"The name C. C. Baker will forever be revered as a part of this University's history," said President Quinton

T. Ross, Jr. "He was a man of great vision who led the University with a passion that stemmed from his great love of his alma mater."

When Baker came out of retirement to become president of his alma mater, the University experienced unprecedented growth, including the accreditation of the College of Business Administration (COBA), the re-accreditation of the social work program, the opening of the Olean Black Underwood

Tennis Center and C. J. Dunn Tower, and the dedication of the Acadome.

He was born on December 29, 1929 in Gadsden, Alabama. The renowned educator earned two degrees from ASU: the Bachelor of Science in mathematics in 1954 and the Master of Education in 1956. He earned his Doctor of Education from Auburn University in 1973. He began his educational career in Andalusia, Alabama. Baker had a distinguished career as an

educator at various levels, including classroom instructor, principal in two school systems, Head Start program director and varsity coach. He served as Assistant State Superintendent of Education, 1976-1989, the first and highest level ever held by an African American in the Alabama Department of Education.

"Dr. Baker was a mentor to me as I served as Student Government Association president during his tenure and throughout my profes-

sional career in education," said Ross. "I am proud to say that he also was my beloved friend who set an exemplary standard of excellence for those of us who are blessed to follow in his footsteps. The University is grateful for his unwavering support of ASU even after his presidency had ended. Our thoughts and prayers are with his wife, former First Lady and ASU alumna, Alma Jean Baker, and their family during this time."

Dr. Baker was the ninth President of Alabama State University, 1991-1994. He is survived by his wife of 41 years, Alma Jean Bibb Baker and a host of family and friends. He touched many lives and will be missed. Sunday, November 10, 2019 Final Rites; Phi Boule of Sigma Pi Phi Fraternity Incorporated 5:00 p.m. and Kappa Alpha Psi Fraternity Inc. Montgomery Alumni Chapter 6:00 p.m. at Ross-Clayton Funeral Home Chapel.

### University family reminisces on Baker's leadership

BY GEM RICHARDSON  
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Clifford Cornell Baker, affectionately referred to as "C.C. Baker", died early Sunday morning on Nov. 3. The ninth president of Alabama State University served as president from 1991 to 1994.

Baker becoming president of Alabama State University was unique as he came out of retirement from the Alabama State Department of Education, as the Assistant Superintendent of Education, to assume the position.

According to Joe L. Reed, Hon. LL.D, former chairman of the Alabama State University Board of Trustees, "C.C. was selected during a tumultuous time for Alabama State University, but he came in and stepped up and served us well."

During his presidency, Baker pushed for long-

lasting growth. Some of his advancements include the construction of the C.J. Dunn Tower and the accreditation of the College of Business Administration.

His legacy will live on in the memories of university faculty, alumni and staff.

"The name C. C. Baker will forever be revered as a part of this University's history," said President Quinton T. Ross Jr. "He was a man of great vision who led the University with a passion that stemmed from his great love of his alma mater. Dr. Baker was a mentor to me as I served as Student Government Association president during his tenure and throughout my professional career in education. I am proud to say that he also

was my beloved friend who set an exemplary standard of excellence for those of us who are blessed to follow in his footsteps. The University is grateful for his unwavering support of ASU, even after



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Dean of University College Evelyn Hodge, Ph.D, remembers Baker as the "Education President." She refers to him as such because "he came to the university with a wealth of experience in education and as a former State

Department of Education Assistant State Superintendent."

Hodge explained that Baker carried himself with poise, class, courage, and enthusiasm in regards to his endeavors with the Board of Trustees, university administrators, faculty and staff, and, most importantly, students.

While reminiscing, Hodge confidently praised Baker for his positive and father-like demeanor. According to Hodge, President Ross is working under a similar platform that involves the unification of students and the community.

Student Life Coordinator Kamela Kennedy, also expressed her appreciation for Baker.

"Back in 1992, I interviewed with the president before I was officially hired by the University and that was my first interaction with him," Kennedy said. "During my eleven years as an admissions recruiter, I was able to develop a relationship with

Dr. Baker and his wife. He became an uncle-type of figure in my life."

Kennedy looked up to both Baker and his wife because as she describes, they were a class act and nothing less. Baker provided Kennedy with wise and professional advice. She described him to be very strong with a gentle spirit.

"If we had more Dr. and Mrs. Bakers, it would turn this generation around," Kennedy noted. "We have lost a giant. His legacy still lives on."

In addition to Baker's contribution to the university, his wife Alma Jean Bibb-Baker was considered elegant and graceful. Hodge remembers her fondly saying she "made everyone feel special."

"God always sends the right leaders. Dr. C.C. Baker and First-Lady, Mrs. Alma Jean Bibb-Baker were the

See FAMILY on page 4

# The Hornet Tribune

## VISUAL AND MULTIMEDIA DIVISION

# **Job Summaries for Managing Editor for Visual and Multimedia, Chief Photojournalist, Staff Photographer, Free-Lance Photographer, Chief Videographer, Staff Videographer, Free-Lance Videographer**

## **Managing Editor for Visual and Multimedia**

The Managing Editor for Visual and Multimedia generally identifies the photography and video needs of Student Media, assigns projects to photographers and videographers, reviews images, edits and manipulates photos, and approve images for publication and dissemination. The job of the Managing Editor for Visual and Multimedia includes allocating and coordinating assignments and approving images. He or she has an in-depth knowledge of still, action and digital photography, printing practices, as well as a familiarity with journalistic principles ethics, libel laws and personnel management practices. He or she must have the ability to shoot both still and moving objects under varied conditions and perform preventive maintenance of all assigned photographic equipment. The Managing Editor for Visual and Multimedia is also tasked with negotiating fees and rights to photos and obtaining permission to shoot photography. He or she manages multiple staff photographers and staff videographers and oversees their workloads to ensure deadlines are met.

## **Chief Photojournalist**

The Chief Photojournalist is one of the most experienced photographers on the staff. He or she is responsible for photo requests, equipment inventory and checking out cameras and lenses. The Chief Photojournalist familiar with journalistic principles ethics, libel laws and personnel management practices and is responsible for teaching the staff photojournalist basics of shooting. The Chief Photojournalist must be able to use photo-enhancing software to enhance the photos.

## **Staff Photojournalist**

The staff photojournalist shall perform candid coverage for special events, activities and programs and also studio photography as assigned. He or She should operate digital cameras effectively to obtain quality photographs. The staff photographer shall learn how to use Adobe Photoshop to edit digital images and perform inventory management of photography supplies and equipment. He or she shall work with chief photojournalist to plan and coordinate photography shoots.

## **Chief Videographer**

The Chief Videographer records important activities, programs and events using camera, lighting, and audio equipment. He or she should have an in-depth knowledge of videography and printing practices as well as have familiarity with journalistic ethics, libel laws and personnel management practices. The Chief Videographer edits captured video to tell concise, visually pleasing stories. The Chief Videographer keeps all video and audio equipment in good working order, replacing pieces as necessary. He or she manipulates and edits film pieces in a way that is invisible to the audience, while grasping the production team's needs and specifications. The Chief Videographer reviews the shooting script and raw materials to create a shot decision list based on scenes' value and contribution to continuity equipment.

## **Staff Videographer**

The Staff Videographer works as part of the production team that creates video products. He or she also directs multi-camera studio equipment and video switching. She generates and inserts on-screen text and graphics in live productions using cameras, DVRs, switching equipment and a piece of digital editing equipment called an edit controller. Editing is done digitally, since all video is done digitally these days. Staff Videographers should be on call for reporters who are reporting breaking news.

## **Free Lance Photographer and Videographer**

Free Lance Photographers and Videographers capture images of people, places, events and objects. They are often responsible for editing their photos or footage to fit the needs of the client they are serving. Typically they specialize in a specific photography niche, whether it be sports photography, photojournalism, portraits, product photography or something else. Free Lance Photographers and Videographers must compose shots by positioning themselves correctly, planning shoots for an optimal time of day, arranging an attractive backdrop or lighting setup or any number of other factors.

# The Selection Process for Students who are interested in working in the Visual and Multimedia Division

To be selected to work in the Division of Visual and Multimedia of The Hornet Tribune is a monumental achievement and is relatively one of the highest honors that a student can receive while attending Alabama State University. Any student who is selected to the positions of Managing Editor for Visual Media, Chief Videographer or Chief Photojournalists must have worked for at least one semester on a media staff before he or she can be considered for this position unless this requirement is waived by the General Manager.

## THE SELECTION COMMITTEE

**The Selection Committee** is made up of the Editor-in-Chief and the General Manager. The process is divided into preliminary and final stages unless the number of applications received is very low. Selection of finalists for the Managing Editor for Visual Media, Chief Photojournalists and Chief Videographer is based upon the following criteria:

## STUDENT'S JOURNALISTIC BACKGROUND AND ACADEMIC PERFORMANCE (OPTIONAL)

This rating illustrates the candidate's commitment to scholarship. It consists of a look at the courses the applicant has taken and the grades earned in college. List the photography classes or photography workshops taken in high school and college (journalism) on a separate sheet of paper and submit them with this application. In addition, the Selection Committee would like to review any portfolios authored by you and published at Alabama State University, high school or any other university publication.

## BASIC SKILLS PHOTOGRAPHY EXAMINATION

This is a 60-minute examination covering basic knowledge that every photojournalist should know and understand if he or she wants to take photographs for The Hornet Tribune. Areas of coverage include aperture, shutter speed, ISO speed, and exposure. The person who monitors the examination will hand you a sheet of specific instructions to read before the start of the timed examination. You will be allowed to keep these instructions with you as you take the examination. A score of "75" or above is required on this examination in order to be considered for this position.

## STUDENT MEDIA BOARD CONSTITUTION EXAMINATION

This is a 120-minute examination covering the contents of the Student Media Board Constitution. All students who are interested in becoming the Managing Editor for Visual and Multimedia must understand the function of the Student Media Board and the relationship between the Student Media Board and the various staffs that it manages and oversees. The person

who monitors the examination will hand you a sheet of specific instructions to read before the start of the timed examination. You will be allowed to keep these instructions with you as you take the examination. A score of "70" or above is required on this examination.

## THE ESSAY

The essay of each finalist is read, graded and averaged by the Selection Committee members. It usually receives special attention in the final evaluation. The purpose of the essay is three-fold: (1) to get an idea of how the applicant writes and develops a story; (2) to take a look at the applicant's critical thinking and analysis skills and (3) to measure the uniqueness of his or her responses. After all criteria are considered, the Selection Committee determines which finalists to interview by telephone or in person. That decision is made by re-evaluating all parts of each finalist's application and includes telephone calls to teachers and others listed as references on the application form. Two references are required.

## INTERVIEW QUESTIONS

Here are some of the interview questions that have been asked in the past of candidates who applied for the Managing Editor for Visual and Multimedia position: Why do you want to be a managing editor for The Hornet Tribune? What do you believe you can bring to the position in terms of skills, attitude and goals? What have you done in the past that demonstrates you would be an asset to this publication, and if selected, and what will you do to move it forward? Each applicant should prepare well as your responses will weigh heavily on the decision made for the position being sought.

## RESUME

The resume' will be carefully analyzed to determine how much time and effort has been given to its preparation. Remember, first impressions are lasting and in a situation where several people are competing for a position, your resume' may be the deciding factor. Therefore, ensure that your resume is clean, modernized and without errors. Resumes submitted with errors will be trashed. Any employment experiences that relate to journalism or media should also be included on the resume with detailed information regarding references and time periods for holding the respective jobs. We wish you much success.

## THE SELECTION COMMITTEE

The Selection Committee is made up of the Editor-in-Chief and the General Manager. The process is divided into preliminary and final stages unless the number of applications received is very low.

# The Hornet Tribune

## Division of Visual Media STAFF APPLICATION

### OFFICE USE ONLY

Interview	1.	_____
Grades	2.	_____
Essay	3.	_____
Experience/Writing Samples	4.	_____
Resume'	5.	_____
<b>TOTAL</b>		_____

Position Applying For: \_\_\_\_\_

Name \_\_\_\_\_  
Last First Middle

Gender: \_\_\_\_\_ Male \_\_\_\_\_ Female Classification \_\_\_\_\_

Phone number(s) where you can be reached easily: \_\_\_\_\_

Are you a U.S. citizen? \_\_\_\_\_ Yes \_\_\_\_\_ No SID# \_\_\_\_\_

### Home/Permanent Address

Address \_\_\_\_\_ Apartment # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email Address \_\_\_\_\_ Web Address \_\_\_\_\_

### University Mailing Address

Address \_\_\_\_\_ Apartment # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Email Address \_\_\_\_\_ Web Address \_\_\_\_\_

### Personal Information

The Hornet Tribune makes a special effort to attract applicants who are members of racial or ethnic minority groups.

Please check one category: \_\_\_\_\_ Caucasian \_\_\_\_\_ Hispanic \_\_\_\_\_ Asian/Pacific Islander  
\_\_\_\_\_ American Indian/Alaskan Native \_\_\_\_\_ African American

## Academic Information

List your undergraduate major \_\_\_\_\_

If you listed journalism/communication, indicate your emphasis or concentration

\_\_\_\_\_ Advertising      \_\_\_\_\_ Public Relations      \_\_\_\_\_ Visual      \_\_\_\_\_ Design  
\_\_\_\_\_ Broadcasting      \_\_\_\_\_ Online      \_\_\_\_\_ Multimedia      \_\_\_\_\_ Print

Which of the following courses have you taken or will have completed by the end of the Spring semester?

\_\_\_\_\_ Beg. Photography      \_\_\_\_\_ Beg. Videography      \_\_\_\_\_ Photo Editing  
\_\_\_\_\_ Inter. Photography      \_\_\_\_\_ Inter. Videography      \_\_\_\_\_ Newspaper Design  
\_\_\_\_\_ Adv. Photography      \_\_\_\_\_ Adv. Videography      \_\_\_\_\_ Online Editing  
\_\_\_\_\_ Page Design      \_\_\_\_\_ Video Editing      \_\_\_\_\_ Multimedia

If you had to say which area that you would excel the best would it be photography or video? \_\_\_\_\_

## Practical Journalistic Experience

Have you ever worked for a high school, college or professional (newspaper, yearbook or literary magazine)?

\_\_\_\_\_ Yes      \_\_\_\_\_ No      Name of Publication \_\_\_\_\_

Check duties performed      \_\_\_\_\_ Copy Editing      \_\_\_\_\_ Reporting      \_\_\_\_\_ Design  
\_\_\_\_\_ HTML Coding      \_\_\_\_\_ Photography      \_\_\_\_\_ Proofreader

Check all of the positions that you have held on a staff

\_\_\_\_\_ Executive Editor      \_\_\_\_\_ Content Editor      \_\_\_\_\_ Feature Writer  
\_\_\_\_\_ Managing Editor      \_\_\_\_\_ Design Editor      \_\_\_\_\_ Art Critics  
\_\_\_\_\_ Columnist      \_\_\_\_\_ Reporter      \_\_\_\_\_ Copy Editor

How many hours a week do you plan to devote to this endeavor if you are selected to lead the staff?

\_\_\_\_\_ 1-5 hours      \_\_\_\_\_ 6-10 hours      \_\_\_\_\_ 11-15 hours      \_\_\_\_\_ 16-20 hours      \_\_\_\_\_ 21-25 hours  
\_\_\_\_\_ 25-30 hours      \_\_\_\_\_ 31-35 hours

Are you serving as a stringer or freelancer for a professional newspaper, magazine or online publication?

\_\_\_\_\_ Yes      \_\_\_\_\_ No      Name of Publication \_\_\_\_\_

If so, how many stories, on the average are published during a month? \_\_\_\_\_

Indicate in which of the following areas you have better than average skills:

\_\_\_\_\_ Proficient in hypertext markup language (HTML)      \_\_\_\_\_ Proficient in graphics and design  
\_\_\_\_\_ Proficient in reporting, writing and editing      \_\_\_\_\_ Proficient in marketing or telemarketing  
\_\_\_\_\_ Proficient in video and video editing      \_\_\_\_\_ Proficient in computer generated charts  
\_\_\_\_\_ Proficient with graphics and page design      \_\_\_\_\_ Proficient in photos and photo editing  
\_\_\_\_\_ Proficient in sales and advertising      \_\_\_\_\_ Proficient in public affairs and promotion

Indicate why you believe that you would be the best person to fill this position \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Academic Information (Continued)**

Junior High School Attended \_\_\_\_\_

Senior High School Attended \_\_\_\_\_

University Attended \_\_\_\_\_

**Personal Information**

Have you ever been convicted of a crime (other than a traffic violation) or been imprisoned during the last seven years? A conviction will not necessarily bar you from employment. \_\_\_\_\_ Yes \_\_\_\_\_ No. If yes, explain: \_\_\_\_\_

Names of friends or relatives that are employed by The Hornet Tribune \_\_\_\_\_

**Employment History (Begin with most recent employer)**

1. Employer \_\_\_\_\_ Dates Employed \_\_\_\_\_

Address \_\_\_\_\_ Telephone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Beginning Salary \_\_\_\_\_ Ending Salary \_\_\_\_\_ Position held \_\_\_\_\_

Reason for Leaving \_\_\_\_\_

2. Employer \_\_\_\_\_ Dates Employed \_\_\_\_\_

Address \_\_\_\_\_ Telephone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Beginning Salary \_\_\_\_\_ Ending Salary \_\_\_\_\_ Position held \_\_\_\_\_

Reason for Leaving \_\_\_\_\_

3. Employer \_\_\_\_\_ Dates Employed \_\_\_\_\_

Address \_\_\_\_\_ Telephone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Beginning Salary \_\_\_\_\_ Ending Salary \_\_\_\_\_ Position held \_\_\_\_\_

Reason for Leaving \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## Military Service

Branch of Service \_\_\_\_\_

Dates of Service \_\_\_\_\_

Duties/Special Training \_\_\_\_\_

### Additional Information

Do you have any disabilities that may require special accommodations on the part of The Hornet Tribune staff in order for you to function efficiently? \_\_\_\_\_ Yes \_\_\_\_\_ No If yes, please elaborate \_\_\_\_\_

\_\_\_\_\_

## References

List the name, title, address, email address, office and home telephone numbers of two people (professors, former high school teachers (no relatives) who are familiar with the abilities that are needed for the job in which you are applying. Be sure to include area codes for telephone numbers and zip codes for addresses. Screening Committee members will call them during the selection process so please be sure they are aware that you have listed them as references. Do not list peers as references.

1. Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Home Telephone \_\_\_\_\_ Office Telephone \_\_\_\_\_

Email Address \_\_\_\_\_ Cell # \_\_\_\_\_

Professional Title \_\_\_\_\_

1. Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Home Telephone \_\_\_\_\_ Office Telephone \_\_\_\_\_

Email Address \_\_\_\_\_ Cell # \_\_\_\_\_

Professional Title \_\_\_\_\_

1. Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Home Telephone \_\_\_\_\_ Office Telephone \_\_\_\_\_

Email Address \_\_\_\_\_ Cell # \_\_\_\_\_

Professional Title \_\_\_\_\_

## Applicant's Statement (Signature Required)

I have read all of the information pertaining to The Hornet Tribune and if selected by the Student Media Board, I agree to honor my commitment to complete my year as an administrative editor unless I become medically disabled. All of the information I have given in this application is true.

Signature \_\_\_\_\_ Date \_\_\_\_\_

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# CHECKLIST

The following materials must be submitted in order for you to be considered to work in the Visual and Multimedia Division of Student Media.

- \_\_\_\_\_ 1. **Visual Media Division Application.** Everything must be printed. The application will not be accepted with cursive handwriting.
- \_\_\_\_\_ 2. **A typed resume.**
- \_\_\_\_\_ 3. **A 500 word essay.** The application will not be accepted without the essay.

## Your Essay . . . An Important Part of the Committee's Decision

Your 500-word essay must be typed in an easy-to-read computer print font. It is permissible to make minor editing marks, should you spot errors while proofreading.

Often panelists read and re-read an essay when deciding which students will advance to the finalist stage. Therefore, it is important to write a well-organized, straightforward piece.

**TOPIC:** Write an essay regarding how we can improve the statistic that says that there is nearly a 70 percent chance that an African American man without a high school diploma will be imprisoned before he is 40.

**BE SURE TO TYPE YOUR FULL NAME AT THE TOP OF EACH PAGE OF THE ESSAY**

**Please staple the essay to this page**

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