

In The United States Patent and Trademark Office

Applicant: Simon Shiao Tam

Mark: THE SLANTS

Serial No.: 77952263

Filing Date: March 5, 2010

Commissioner of Trademarks
P.O. Box 1451
Alexandria, VA 22313-1451

Attn: Mark Shiner, Examining Attorney
Law Office 102

EXPERT REPORT

Charlton D. McIlwain, Ph.D. & Stephen Maynard Caliendo, Ph.D.

This report is being submitted on behalf of the Applicant, Simon Shiao Tam, in support of his application for trademark registration as noted above. The undersigned, being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or document or any registration resulting therefrom, declare:

I. Assignment

1. We have been asked to design and field a survey among members of the Asian/Pacific Islander (API) community as to their opinions about whether the name THE SLANTS, or variations thereof, is salient to members of that community as a disparaging term.

II. Summary of Conclusions

2. Few members of the API community view THE SLANTS as a disparaging term.

III. Qualifications

3. Stephen Maynard Caliendo is a Professor of Political Science at North Central College, and Charlton D. McIlwain is an Associate Professor of Media, Culture & Communication at New York University. For more than a decade they have collaboratively produced scientific research on issues related to the construction and effects of racialized language and visual imagery in the context of political and commercial advertisements, popular culture artifacts (such as music, television, film, etc.) and interpersonal interaction. They are experts in survey/experiment design, statistical data analysis, and quantitative/qualitative content analysis. They have conducted survey/experiment research that has been accepted and sponsored by the National Science Foundation and the Time Sharing Experiments for the Social Sciences (TESS). Together, they have published three books related to these subjects and ten refereed journal articles and invited book chapters in publications such as the

American Behavioral Scientist, the *Harvard International Journal of Press/Politics*, the *Journal of Black Studies* and others. They also serve on the editorial boards of or serve as peer reviewers for some fifteen of the most prominent journals within the fields of media and communication studies, political science and cultural studies. They frequently give public lectures about these topics to university audiences across the country and are regularly sought out by national and international media outlets (such as CNN, *The Washington Post*, Associated Press, Reuters, National Public Radio, and many others) for their expertise in these matters. Additionally, McIlwain has been retained as an expert witness in two legal cases, involving issues related to the uses of racialized language and imagery, having testified in one of those cases.¹ A copy of Dr. McIlwain's curriculum vitae, detailing his educational background, professional experience, teaching areas, and publications is attached hereto as "Exhibit 1." A copy of Dr. Caliendo's curriculum vitae, detailing his educational background, professional experience, teaching areas, and publications is attached as "Exhibit 2."

¹ Retained as an expert for the plaintiffs, but not testifying (due to case settlement) in *Odessa Lewis,....Susie Cropper, et al., Plaintiffs, vs. Woodlawn Memorial Park, an unknown California business entity; Evergreen Memorial Care, Inc., et al., Defendants*. Superior Court of California, County of Los Angeles. No. BC 227267. Retained and testified in *Barkley, et al v. United Homes, et al*. U.S. District Court, Eastern District of New York, 2008-2011 (deposition testimony September 23, 2009; trial testimony May 11-12, 2011). Dr. Caliendo has not testified in any cases.

IV. Methodology

4. **Design.** Surveys are scientific methods for assessing public opinion about a wide range of issues, including issues about the significance of and potential regard for various forms of language. In accordance with acceptable methodological protocols, we designed a survey questionnaire to assess how members of the API community in the United States think and feel about the term THE SLANTS, specifically whether they view the term as disparaging. Consistent with this primary goal, we designed a set of questions that addressed the issue of potential disparagement in different ways. Consistent with accepted scientific practice, we paid particular attention to both question wording and question order – the latter so as not to unnecessarily prime respondents to think about matters that might shape their responses in later questions. Similarly, we followed appropriate guidelines in the answer/selection choices provided for each question. The questions that were asked (and the corresponding answer/selection choices that were provided) are set forth on “Exhibit 3.” Participants viewed the survey one page at a time (in the order the survey pages are presented in Exhibit 3), and thus only viewed the particular question(s) that appears on each respective page as presented in Exhibit 3. Further, once participants answered the question(s) on each respective page, they were prohibited from returning to prior questions in the survey, thus ensuring no revision to their original answer choice.
5. **Sampling Selection and Characteristics.** This survey relied on a convenience sample. Using a well-known and well-regarded online survey platform, invitations to

complete the survey were sent to potential respondents via email. Invitations to participate were also distributed in the form of an Internet URL link posted on a variety of websites frequented by members of the Asian American community, such as *AngryAsianMan.com* and *AARising.com*. The link was also circulated via individuals' personal networks on prominent social networking sites such as Facebook and Twitter. The advantage of convenience samples is that it is less financially burdensome than fielding a random, national sample survey (the cost of which is quite prohibitive – into the tens of thousands of dollars). Additionally, it is an efficient way to reach and recruit respondents. The primary disadvantage is that convenience samples are less likely to be representative of the population being sampled. In this survey, we did everything possible to compensate for this limitation by fielding the survey for a period of time that would allow enough people from various demographics to participate and by having the survey invitation links placed on websites that are not only frequented by members of the API community, but by a broad diversity of the members of that community. The following are characteristics of the sample: There were three hundred, ninety-six participants who completed all or some of the survey. Of those, twenty-one were excluded because they self-identified as some other race/ethnicity besides Asian/Pacific Islander. Three hundred seventy-five respondent surveys remained for analysis. Of this pool: 47% were male, 37% female. While the mean age of respondents was thirty, 39% of respondents ranged from ages thirty-one to seventy-one. Fifty-two percent of the respondents had four-year or postgraduate degrees, though an almost equal percentage of respondents were

less educated, ranging from 2-year degrees to only eight years of schooling. Seventy-five percent of respondents are clustered among the middle to low income brackets (\$75,000 annually and below). Thus, while this convenience sample is less than ideal, we feel confident that there is more than enough diversity among the participants to allow us to extend our conclusions beyond this sample of API community members.

V. Results

6. **Few respondents agree that THE SLANTS is disparaging.** We posed the following statement to participants: *I find the name of the group THE SLANTS to be disparaging.* Only 16% of participants agreed with that statement in some way. By contrast, 46% of participants disagreed with the statement. The remaining 38% participants were ambivalent, saying that they neither agreed nor disagreed. Thus, if there is any strong feeling, it is in the direction of viewing THE SLANTS as a term that is not disparaging to members of the API community.
7. **Fewer agree that THE SLANTS is disparaging when learning that the group's membership is entirely Asian.** Once the statement is qualified in the following way – “If I learned that the group THE SLANTS is comprised entirely of Asian Americans, I would not think that the name is disparaging” – a majority of respondents indicate that they have strong leanings in the positive direction by agreeing or agreeing strongly with the preceding statement. Consistent with this trend, after learning that the group is comprised of all Asian Americans, 8% fewer

respondents – a statistically significant decline² remain in the ambivalent category in their response to this statement.

8. **Age is not a factor.** Given that language usage and meanings change over time, it would be reasonable to expect that people of different age cohorts might have different opinions about a term like SLANTS. However, these results demonstrate that age is not a factor. Given that the mean age of the survey respondents was thirty, we compared those thirty and under with those over thirty. Doing so showed no statistically significant difference between the two age groups on the survey statements referenced above. Age was not a factor in participants' opinions about whether they find *THE SLANTS to be disparaging*;³ or whether they find it less disparaging when knowing the group consists of all APIs.⁴ Even when the age comparison is adjusted to compare respondents under and above the age of forty, there still remains no significant difference between the two groups on each of these questions.

² Chi-Square comparison between those ambivalent in the first question and those who remain so after learning the group is comprised of all Asian Americans yields a statistically significant p< value of .06.

³ The comparison on this question yielded a Chi-Square statistic of 3.67 and a non-significant p value of .45.

⁴ The comparison on this question yielded a Chi-Square statistic of 44.38 and a non-significant p value of .58.

VI. Conclusion

9. The abundant lack of recognition of SLANTS as a potentially disparaging term; the widespread disagreement that SLANTS is a disparaging term; the greater disagreement demonstrated once the members of THE SLANTS are known to be Asian American; and the lack of age distinction on these matters, taken together, convincingly demonstrates that, partially because it is an outdated as a racially disparaging term, THE SLANTS is not generally viewed as a disparaging term to members of the API community. And while any term has some potential to be disparaging depending on the intention of its user, the results here are consistent with the anecdotal evidence that suggests that SLANTS, and variations of the term, are recognized as a commonplace designation of positive self-reference among many in the API community.

The undersigned declare under penalty of perjury that the foregoing is true and correct. All statements made herein of the undersigned's own knowledge are true and all statements made on information and belief are believed to be true.

Date:

Charlton D. McIlwain, Ph.D.
Associate Professor, New York University

Date:

6/2/2011



Stephen Maynard Caliendo, Ph.D.
Professor, North Central College

Exhibit 1

Race in U.S. Political Campaigns. Philadelphia: Temple University Press.

Caliendo, Stephen M. & McIlwain, Charlton D. (Eds, 2010). *The Routledge Companion to Race & Ethnicity*. London: Routledge.

McIlwain, Charlton D. (2005). *When Death Goes Pop: Death, Media and the Remaking of Community*. New York: Peter Lang.

McIlwain, Charlton D. (2003). *Death in Black and White: Death, Ritual and Family Ecology*. New Jersey: Hampton Press.

Journal Articles

McIlwain, Charlton D. (2011). *Racialized Media Coverage of Minority Candidates in the 2008 Democratic Presidential Primary*. *American Behavioral Scientist*.

McIlwain, Charlton D. & Caliendo, Stephen M. (2009). *Black Messages, White Messages: The Differential Use of Racial Appeals by Black & White Candidates*. *Journal of Black Studies*, 39, 5, 732-743.

McIlwain, Charlton D. (2007). *Race, Pigskin, and Politics: A Semiotic Analysis of Racial Images in Political Advertising*. *Semiotica*, 167-1/4: 169-192.

McIlwain, Charlton D. (2007). *Perceptions of Leadership & the Challenge of Obama's Blackness*. *Journal of Black Studies*, 38:64-74.

McIlwain, Charlton D. (2007). *Racial Identity, Ideology and the Youth Vote: Observations From the 2004 Presidential Campaign*. *American Behavioral Scientist*, 50: 1231-1238.

Caliendo, Stephen M. and McIlwain, Charlton D. (2006). *Minority Candidates, Media Framing, and Racial Cues in the 2004 Election*. *Harvard International Journal of Press Politics*, 11: 45-69.

McIlwain, Charlton D. (2004). *Time, Timing and Being On Time: The Play of Race and Ideology in the Postmodern Political Organization*. *TAMARA Journal for Critical Organization Inquiry*, 3, 1, 14-26.

McIlwain, Charlton D. (2002). *Death in Black and White: A Study of Family Differences in the Performance of Death Rituals*. *Qualitative Research Reports in Communication* 3, 1,1-6.

Edited Journals

McIlwain, Charlton D. (Guest Editor, 2002). *Phenomenological & Hermeneutic Contributions to the Study of Global Communication & Culture*. Special Edition of Intersections Journal of Global Communications & Culture, Vol. 2, 5.

Book Chapters

McIlwain, Charlton D. (2009). *Leadership, Legitimacy and Public Perceptions Of Barack Obama*. In Andra Gillespie (Ed.) Whose Black Politics. New York: Routledge. 155-172.

Coleman, Robin R. Means & McIlwain, Charlton D. (2005). *Hidden Truths in Black Sitcoms*. In Mary M. Dalton and Laura R. Linder (Eds.) The Sitcom Reader: America Viewed and Skewed. New York: SUNY Press. 125-138.

Scannell, Jack W., Scannell, Denise L. & McIlwain, Charlton D. (2004). *Re-humanizing an Environmental Protection Culture: A Case Study of Integrating Multiple Perspectives in Achieving Environmental Behaviour Change in a Regulated Industry Sector*. In Luigi Fusco Girard, Bruno Forte, Maria Cerreta, Pasquale De Toro and Fabiana Forte (Eds.) The Human Sustainable City: Challenges and Perspectives from the Habitat Agenda. Burlington, VT: Ashgate. 519-540.

McIlwain, Charlton D. & Johnson, Lonnie Jr. (2003). *Headache and Heartbreak: Negotiating Model Minority Status Among African Americans*. In E.M. Kramer (Ed.). The Emerging Monoculture: Model Minorities and Benevolent Assimilationism. Connecticut: Praeger. 110-123.

Encyclopedia Entries

McIlwain, Charlton D. (Forthcoming, 2008). *The NAACP*. In Lynda Lee Kaid and Christina Holtz-Bacha (Eds.) Encyclopedia of Political Communication. Thousand Oaks, CA: Sage. 479-480.

Caliendo, Stephen M. & McIlwain, Charlton D. (Forthcoming, 2008). *Minority's Role in Politics*. In Lynda Lee Kaid and Christina Holtz-Bacha (Eds.) Encyclopedia of Political Communication. Thousand Oaks, CA: Sage. 461-464.

McIlwain, Charlton D. (2007). *Black Politics*. In William A. Darity et al. (Eds.) International Encyclopedia of the Social Sciences, 2nd Edition. Michigan: MacMillan/Thomson Gale.

McIlwain, Charlton D. & Caliendo, Stephen M. (2005). *Political Issues in Black Politics*. In

Molefi Kete Asante and Ama Mazama (eds.), Encyclopedia of Black Studies. Thousand Oaks, Ca.: Sage Publications. 139-141.

Caliendo, Stephen M. & McIlwain, Charlton D. (2005). *Race and Political Advertising*. In Samuel J. Best and Benjamin Radcliff (Ed.) Polling America: An Encyclopedia of Public Opinion. Westport, CT: Praeger.

Invited Book Reviews

McIlwain, Charlton D. (2008). Review of: *Journalism in a Culture of Grief* by Carolyn Kitch and Janice Hume (Routledge, 2007, 247 pp.). American Journalism.

McIlwain, Charlton D. (2007). *Art, Science & the Exquisite Corpse: A Review of Human Remains: Episodes in Human Dissection by Helen MacDonald*. Death Studies 31: 261-266.

McIlwain, Charlton D. (2003). *African American Communication: Exploring Identity and Culture*: Hecht, Jackson & Ribeau (2003). Book Review. Southern Journal of Communication. 174-175.

SPONSORED RESEARCH

2010 The Effects of Racial and Racist Appeals on White Voters - \$21,000
TESS (Time-Sharing Experiments for Social Sciences), NSF Grant 0818839, Jeremy Freese and Penny Visser, principal investigators.

2008 The Effects of Racial & Racist Appeals on African American Voters - \$21,000
TESS (Time-Sharing Experiments for Social Sciences), NSF Grant 0094964
Diana C. Mutz and Arthur Lupia, Principal Investigators.

2005 Effects of Racial Messages in Political Advertising—\$1,500
New York University, Steinhardt Dean's Discretionary Research Fund

2005 Racial Appeals in Political Advertising, 1952-Present—\$27,350
New York University, Steinhardt Graduate Assistance for Faculty Grant

2005 Effects of Racial Messages in Political Advertising—\$121,522
National Science Foundation, Div. of Social & Economic Sciences: Accepted (but not funded)

2004 The Project on Race in Political Communication—\$5,000
New York University, Steinhardt, Goddard Fellowship

2002 When Death Goes Pop, FY 2002-2003—\$3,000
New York University Steinhardt Research Challenge Fund

CONFERENCE PAPERS

- 2009 McIlwain, Charlton D. & Caliendo, Stephen M. (2009). *Racial Discourse in Political Advertisements: An Historical View*. Presented at the annual meeting of the American Political Science Association, Toronto, CA.
- 2009 Caliendo, Stephen M. and McIlwain, Charlton D. (2009). *Effects of Racial and Racist Appeals on Black Voters*. Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- 2008 McIlwain, Charlton D. and Caliendo, Stephen M. *Racial Frames and Potential Effects of Minority Candidates in the 2008 Presidential Election*. Presented at the annual meeting of the Midwest Political Science Association, Chicago, IL.
- 2008 Caliendo, Stephen M. and McIlwain, Charlton D. *Racial Priming & Campaign Ads: The Effect of Context*. Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, IL.
- 2007 Caliendo, Stephen M. and McIlwain, Charlton D. *Black to Reality: Entertainment Television as a Priming Agent for Race-Based Evaluations of Candidates*. Presented at the annual meeting of the American Political Science Association, Chicago, Illinois.
- 2007 Caliendo, Stephen M. and McIlwain, Charlton D. *Racialized Media Framing in Federal Elections, 1990-2006*. Presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL.
- 2006 Caliendo, Stephen M., McIlwain, Charlton D. & Caliendo, Jillian M. *The Effects of Racial Messages in Televised Campaign Advertising: A Multi-Contextual Experimental Study*. Paper Presented at the Annual Meeting of the Midwest Political Science Association, Chicago, IL.
- 2005 Caliendo, Stephen M. and McIlwain, Charlton D. *Blacker Than Thou: Minority Congressional Candidates and Their Opponents in Multiple Contexts*. Paper Presented at the Annual Meeting of the American Political Science Association, Washington, DC.
- 2005 McIlwain, Charlton D. and Caliendo, Stephen M. *Who's Really Black: A Theory of African American Authentic Appeals*. Paper Presented at the Midwest Political Science Association.
- 2004 McIlwain, Charlton D. *Cultural Dimensions of Death & Dying*. Panel (organizer),

- “*Bringing Back the Dead: Communication & New Frontiers in Death & Dying.*” 2004 Annual Meeting of the National Communication Association. Health Communication Division.
- 2004 McIlwain, Charlton D. *Death, Time & Technology.* 2004 Annual Meeting of the International Jean Gebser Society.
- 2004 Caliendo, Stephen L. and McIlwain, Charlton D. *Pictures & Frames: News Coverage of Black Candidates and Their Campaigns.* 2004 Conference of the Midwest Political Science Association.
- 2003 McIlwain, Charlton D. and Caliendo, Stephen M. *Recognizing Race in Political Advertising: An Experimental Study.* Paper Presented at the 2003 Conference of the Midwest Political Science Association.
- 2002 McIlwain, Charlton D. and Caliendo, Stephen. (2002). *How Do I Look?: Black Candidates on Television.* Midwest Political Science Association Conference.
- 2001 McIlwain, Charlton D. *Myth, Magic and Perspective: Describing Contemporary Death Rituals Among the African Diaspora.* 2001 Annual International Jean Gebser Society Conference.
- 2001 McIlwain, Charlton D. *Jean Gebser’s Theory of Culture and its Application to African American Death Rituals.* National Communication Association. Applied Communication Division.

COURSES TAUGHT

- Race & Media
- Political Communication
- Rhetoric, Law & Public Policy
- Introduction to Rhetorical Criticism
- Rhetorical Criticism
- Introduction to Rhetoric
- Core Seminar in Media, Culture & Communication
- Seminar in Intercultural Communication
- Interpersonal Communication
- Death & Popular Culture
- Death & Dying: Everyday Life & Popular Culture

ACADEMIC SERVICE

Editorial Service

- Reviewer, Sociology of Health & Illness. 2010-Present.
- Reviewer, Communication, Culture & Critique. 2009-Present
- Reviewer, Journal of Language & Social Psychology. Special Issue on “Sport, Language & Culture,” 2009.
- Reviewer, Western Journal of Black Studies. 2009-Present
- Editorial Board, Communication Quarterly. 2008-Present.
- Reviewer, Journal of Politics. 2008-Present
- Reviewer, Western Journal of Communication. 2008-Present
- Reviewer, Political Research Quarterly. 2007-Present
- Reviewer, Critical Studies in Media Communication. 2007-Present.
- Reviewer, Mortality. Special Issue: The Corpse in Contemporary Culture, Edited by Jacquelyn Fltyn. 2008.
- Reviewer, 2008 Annual Meeting of the International Communication Association (Divisions: Philosophy of Communication, Political Communication, Ethnicity & Race, Journalism Studies, Mass Communication, Popular Communication, & Visual Communication Studies).
- Manuscript Reviewer, 2006, Manuscript proposal for *Layers of Intercultural Communication*. Prentice Hall Publishing.
- Reviewer, 2006, Annual Meeting of the National Communication Association, Political Communication Division.
- Reviewer, 2006, Annual Meeting of the International Communication Association, Political Communication Division.
- Reviewer, 2005, Annual Meeting of the National Communication Association, Political Communication Division.
- Reviewer, 2005, Annual Meeting of the National Communication Association, Mass Communication Division.
- Editorial Board, 2005-Present, Hampton Press Book Series: *Communication, Cultures & Civilizations*.
- Reviewer, 2005-Present, *Kyushu Communication Studies*, Journal of the Communication Association of Japan.
- Reviewer, NCA Student Division, 2001

Doctoral Dissertation Committees/Advisement

- Committee Member, Rachelle Sussman, Department of Media, Culture & Communication. (Completed).
- Committee Member, Cheryl A. Casey, Department of Culture & Communication. Dissertation Topic: *Possibility for Self-Negation in Online Rituals*. Defended, May, 2007.

- Outside Reader, Nyasha Grayman, Program in Counseling Psychology; *Value for Prosociality, Prosocial Engagement, and Well-Being Among African Americans: An Exploratory Study*. Defended March, 2006.
- Outside Reader, Marcia T. Caton, Program in Higher Education Administration; *Reconnecting to the Educational Pipeline: Black Males' Perspectives*. Defended March, 2005.
- Outside Reader, Proposal Review, Michael Zimmer, Department of Culture & Communication; *Values in Spheres of Mobility: How the Design of Networked Vehicle Information Systems and web Search Engines Bear on Privacy, Autonomy & Liberty*. April, 2006.

M.A. Thesis Committees

- Outside Reader, Luke Brookner. Completed, August 2009
- Advisor, Andrew Leroy. Completed, May 2009
- Advisor, Edward Chia. Completed, May 2009.
- Advisor, Gwenn Florence Morreale. Completed, May 2009.
- Advisor, Krista Hansen. Completed, May 2008.
- Advisor, Jamie Cunningham, Completed, May 2008.
- Advisor, Cortney Heimerl. Completed, December 2007.

Gallatin Advisees

- Advisor, Leigh Cohen, Graduated Spring, 2005
- Advisor, Noah Brier, Graduated Spring, 2004.

University, School & Department

- Member, Department M.A. Committee, 2006-2008.
- Faculty Representative. 2006-2009. Steinhardt Baccalaureate Ceremony.
- Member, Department Search Committee, 2005-2006.
- Member, Department M.A. Committee, 2004-2006.
- Panelist, The Color of Disaster: Race, Class & Hurricane Katrina. Symposium Hosted by NYU office of the Dean (Arts & Sciences, Tisch, & Steinhardt) et al. October 14-15, 2005.
- Panelist, University Scholars Panel, Media & the 2004 Elections, October 2004.
- Guest Speaker, Martin Luther King Scholars Meeting, October, 2004.
- Presenter, Department of Culture & Communication Doctoral Colloquium, Fall 2003. *The Project on Race in Political Advertising*.

- Member, Department of Culture & Communication Ph.D. Committee, 2003-04.
- Member, Department of Culture & Communication M.A. Committee, 2003-04.
- Panelist, “Conversations of Color” meeting hosted by the School of Education Office of the Associate Dean, November, 2002.
- Conference Host, The 2003 Annual Meeting of the Jean Gebser Society: “Re[Valuing] Values and Value in an Integral Age.”, New York University.
- Panelist, Lambda Pi Eta Panel, Crisis and the Global Response, September, 2002.
- Guest Lecturer, Lambda Pi Et Honor Society, New York University, Department of Culture and Communication, 2002.
- Judge, All University Undergraduate Chester A. Lane and Charles Sandham Public Speaking Contest, Fall, 2001; 2002.; 2003
- University of Oklahoma, Department of Communication Political Communication Search Committee, 2000

Other Professional Activities

- **Expert Witness, 2008-2011.** *Barkley, et al v. United Homes, et al.* Retained to examine racial targeting in ads by alleged predatory lender.
- **Expert Witness, 2005-2006.** *Odessa Lewis,....Susie Cropper, et al.,* Plaintiffs, vs. *Woodlawn Memorial Park, an unknown California business entity; Evergreen Memorial Care, Inc., et al.,* Defendants. Superior Court of California, County of Los Angeles. No. BC 227267. Expert for the plaintiffs, reporting on, and testifying on expertise related to African American Death Culture.
- **External Reviewer, 2005.** At the invitation of the Dean of Arts & Humanities, and Chair of the Department of Communication, Shepherd College (West Virginia). Performed external review of the department’s curriculum, mission, faculty scholarship, and performance in the field of human and mass communication.

INVITED PRESENTATIONS

- Hofstra University, Keynote Speaker. Black History Month. February, 2011.
- NYU Multinational Institute of American Studies. Panelist, “Ethnicity, Race, Gender and American Politics.” July 14, 2010.
- University of Pennsylvania. Keynote Speaker, Fontaine Society Lecture. “Race Appeal: The Persistent Allure of Racial Messages in Political Campaigns.” March 1, 2010.
- Brooklyn Museum of Art, Panelist, *Obama, One Year After.* January 30, 2009.

- NYU Multinational Institute of American Studies. Panelist, “Ethnicity, Race, Gender and American Politics.” July 7, 2009.
- Lewis & Clark State College (Lewiston, ID). *A New Conversation About Race*. April, 2009.
- NYU Commission on Race, Gender & Social Justice. *Race & Gender, the Aftermath of the 2008 Election*. November, 2008.
- NYU Steinhardt, 2008 Alumni Speakers’ Series. *The 2008 Election*. November, 2008.
- Brooklyn Museum of Art, *The American Hero and the American Dream: Reflections on Our Contemporary Political Narratives*. September, 2008.
- Packer Collegiate Institute, *Reflections of Race in Media During Campaign 2008*, September, 2008.
- Pennsylvania State University-Berks, Berks, PA. *Who Can Use the N-Word?* April, 2008.
- Adler Institute on Social Exclusion (Chicago, IL)., November, 2007. *Who Can Use the N-Word?*
- N.Y.U. Commission on Race, Gender & Social Justice. November, 2007. *Race & Gender in the 2008 Presidential Election*.
- North Central College. *Race, Media & Politics*. February, 2006.
- Clarion University. *Race & the 2004 Elections*. November, 2004.
- University of Pittsburgh, Pittsburg, PA. *Race & the 2004 Elections*. October, 2004.
- Pennsylvania State University-Berks, Berks, PA. *Race & the 2004 Elections*. October, 2004.
- University of Texas-Austin, Austin, TX. *Race & the 2004 Elections*. October, 2004.
- Sooner Communication Conference, University of Oklahoma, Norman, OK. *The Underside of Health: Death and Communication Research*. February, 2003
- University of Texas-Austin, Senior Fellows Program in the College of Communication. *Racial Issues in Political Campaigns*. October, 2003

- Avila University, Kansas City, MO. *The Project on Race in Political Advertising*. November, 2002.

MEDIA INTERVIEWS

- TV Guide Channel, August 15, 2010. *History of Sex on Television* (relationship to race).
- Newsday, Op-Ed, February 24, 2010. *Childhood Obesity Initiative is Really About Race*.
- Time Out New York, Jan. 28-Feb. 23, 2010. One Year After: A Report Card on Obama's First Year.
- CNN (Rick Sanchez), *High School Skit Draws Fire*, October 30, 2009.
- Associated Press, September 16, 2009. *Wise Latina Wins Pop Culture Support*.
- Newsday, Op-Ed, July 16, 2009. *The Steady, Subversive Redefinition of "Racism."*
- Newsday, *Biden comes to NYC to address Sharpton's group*, April 2, 2009.
- A&E Biography Channel, *Diff'rent Strokes*, April 1, 2009.
- CNN (The Situation Room), *A Seat Warmer to Fill Hillary Clinton's U.S. Senate Seat?* January 1, 2009.
- La Nacion (Argentina), *El Custodio de la Marca Obama*, November 11, 2008.
- Reuters Television, *Are We Living in a Post Racial Era*, November 5, 2008.
- Le Monde, *Pour les Africains-Américains, l'impensable s'est produit*, November 5, 2008.
- CTV, Canada, *Barack Obama's 30-minute Ad*, November 1, 2008.
- NYU Magazine. *Race-ing for Office: Are We Closer to Judging a Candidate by the Content of His, or Her, Character?* Written by Courtney Martin. Fall, 2008.
- CNN, *Race in the Presidential Race*. With Jason Carroll. October 10, 2008.
- National Public Radio (News & Notes), *Inside the Art of Political Speech Writing (Reflections on Obama Acceptance Speech)*. Roundtable with Susan Estrich & Chriss Winston, September 4, 2008.

- CNN, *Hillary v. Michelle Obama*. August 29, 2008. With Deborah Feyerick.
- National Public Radio (News & Notes), *Inside the Art of Political Speech Writing (Reflections on Obama Acceptance Speech)*. Roundtable with Susan Estrich & Chriss Winston, August 28, 2008.
- St. Louis Post-Dispatch, Video Commentary, August 27, 2008. *What Will Obama Say About Race Tonight?*. Bill Lambrecht.
- New York Post, Video Commentary, July 22, 2008. *Satire Gone Too Far?* With David Desario.
- CNN, July 11, 2008. *Comment on Obama Supporters' Criticisms Of His Move to the Center*. With Deborah Feyerick.
- NTV New York, (Japanese Television News) April 6, 2008
キング牧師を彷彿？オバマ氏の武器は演説力 [On Obama's speaking style].
- *Rise Up Magazine* [appearing in the New York Daily News, Houston Chronicle, Chicago Tribune, Washington Post & Cincinnati Enquirer]. May 22, 2008. On the political ramifications of the word "articulate" to describe Black candidates.
- *Baltimore Examiner*, April 28, 2008. "Youth Vote Here to Stay."
- La República (Perú), March 21, 2008. "La arriesgada apuesta de Obama."
- *Sveriges Radio* [Swedish Public Radio], March 6, 2008. Clinton och Obama i ny viktig duell.
- *EFN News Service* (Counterpart to Associated Press in Latin America), March 18, 2008. Opinions on Obama's "Race" Speech. Quotes appearing in: MSN News (Latino), diariovasco.com, & Diario de Yucatan.
- Op-Ed, *Newsday*, February 25, 2008. "Clinton Veering Close to Stereotypes."
- *Corpus Christi Times-Caller*, February 24, 2008. "Rallies Could Make the Difference in a Close Race."
- *O Globo* (Brazil), February 10, 2008. "Benevolente com Obama, crítica com Hillary"
- *WABC News*, December 8, 2007. *The impact of Oprah Winfrey's endorsement of Barack Obama*.

- *WNBC News*, September 17, 2007. *Interview about racial division in perceptions of O. J. Simpson*. Michael Gargiulo.
- *Sveriges Radio* [Swedish Public Radio], July 28, 2007. *Fler unga i USA bryr sig om framtiden*. (Interview on Obama/Clinton).
- *Santa Fe New Mexican*, May 5, 2007. *2008 Presidential Election: Richardson race to gain Hispanic recognition*. Barbara Ferry.
- *The Gulf Times* (Qatar). April 28, 2007. "Democrats Show Courteous Side."
- *Agence France Presse* (France). April 27, 2007. "U.S. Democrats Show Courteous Side."
- *The Ave. Magazine*, March 6, 2007. Interview on Obama & Hillary Clinton/2008 Presidential Election, for April, 2007 Issue.
- *New York Journal News*, March 5, 2007. *Debating the N-Word*. Suzan Clarke.
- *Toronto National Post*, March 2, 2007. *New York City Council Bans the N-Word*. Mary Vallis.
- *WNBC News*, February 24, 2007. *Border's Bookstore Segregation of African American Authors*. Monica Morales.
- *St. Louis Post-Dispatch*, February 9, 2007. *Obama: Full of hope on a Tough Road*. Bill Lambrecht.
- *Columbia Journalism Review*, January 22, 2007. *Forget America, Is Journalism ready for a Black President?* Tony Dokoupil.
- *The Utica Observer-Dispatch*, June 18, 2006. *Cheaper Costs Fuels Rise in Cremations*. Tory Parrish.
- *The Queens Tribune*, June 15, 2006. *Pols Wary of Race in Local Contests*. Andrew Moesel.
- *Folha de Sao Paulo*, May 14, 2006. *TV Paga: Nas Series, poder dos EUA entra em crise*. Tete Ribeiro.
- Expert Interview, *Arte* (French Television) Documentary on Television Programs Set in New York City. 2006.

- *The New York Times*, February 22, 2005. Section E Column 1. *New York is Noir Again: In Dark Times, TV Sings of the Dark City*. Patrick Healy.
- *São Paulo, domingo* 10 de abril de 2005. Nos EUA, tema tabu ganha espaço no cinema e na TV, como no seriado "House", que estréia quinta no Brasil A morte pede passagem.
- *The Philadelphia Inquirer* Sun, Oct. 23, 2005. Red Tide of Violence Rises in Pop Culture. David Hiltbrand.
- April, 2003 – Interview on Media, War & Reality Television. *Issues Etc.* Radio Program, KFUE Radio, St. Louis, MO.

MEMBERSHIPS

- National Communication Association, 1996-Present
- American Political Science Association, 2006-Present
- Midwest Political Science Association, 2002-Present
- International Communication Association, 2007-Present

Exhibit 2

Stephen Maynard Caliendo, Ph.D.

North Central College
Department of Political Science
30 N. Brainard Street
Naperville, IL 60540-4690
Phone: (630) 637-5344
E-mail: smcaliendo@noctrl.edu

April 6, 2011

PROFESSIONAL EMPLOYMENT

- Fall 2005-
present Professor of Political Science, North Central College, Naperville,
 Illinois
- Summers* Faculty Member, Junior State of America
2000-2010 Junior State of America is a non-partisan organization run by high school students and backed by
 a not-for-profit foundation that seeks to promote participatory democracy (www.jsa.org). I have
 worked for the foundation since 2000 in various capacities.
- 2000-2010* *Instructor, JSA Summer School, Princeton University, Princeton, NJ*
 Taught the American Presidency (2000), American Government (2001 and 2002),
 Political Communication (2003, 2005-2007, 2009-10), and Campaigns and Elections
 (2004, 2008) to advanced high school students for one month. Evaluated students'
 performances in "congressional workshops" (2000-2009) and delivered commencement
 addresses (2000, 2002, 2004).
- 2005-2010* Instructor, JSA Preparation Program
 Provided preparatory instruction for one week to students in the Republic of Palau (2005;
 2007-2009) and Guam (2006) who were to attend JSA Summer Schools at Georgetown,
 Northwestern, Princeton, Stanford or Yale. In summer of 2010, I worked with the
 students at Princeton for a week prior to the start of summer school.
- 2004; 2008* Instructor, JSA National Symposium at the Democratic National Convention
 Provided academic instruction and helped to coordinate student activities at the
 conventions. In 2008, I coordinated and directed the Student Correspondents Program.
- Fall 2001-
Summer 2005 Associate Professor of Political Science, Avila University, Kansas City, Missouri
- Fall 1998-
Summer 2001 Visiting Assistant Professor of Political Science, University of Missouri—
 St. Louis, St. Louis, Missouri
- 1997-2000;*
2004-2005 Faculty Consultant (Reader), Advanced Placement U.S. Government and Politics,
 Educational Testing Service, Princeton, New Jersey
 Graded Advanced Placement essay exams during a one-week session each June.

EDUCATION

- May 1998* Ph.D., Political Science, Purdue University
Fields: American Politics, Political Behavior, Quantitative Research Methods,
Curriculum Theory (School of Education)
- May 1995* M.A., Political Science, Purdue University
- May 1993* B.A., *magna cum laude*, English and Political Science, Clarion University of
Pennsylvania

AWARDS of RECOGNITION

- 2010* Emerging Voice Award, Purdue University College of Liberal Arts Alumni
Association
Three alumni under the age of 40 are honored each year. More information is available at
<http://www.cla.purdue.edu/alumni/awards/emergingvoice/>
- 2010* G. T. Reilley Outstanding Coach Award, Loras College National Invitational
College Mock Trial Tournament (Gold Division)
Selected by students, faculty and attorney coaches for service and teaching intercollegiate
mock trial
- 2009* Student Governing Association Distinguished Service Award, North Central
College
Students select one faculty or staff member from the College annually
- 2007* Clarence F. Dissinger Award for Distinguished Teaching and Leadership by a
Senior Faculty Member, North Central College
Students and faculty nominate and an administrative committee selects one senior faculty
member from the College annually
- 2002* [Missouri] Governor's Award for Teaching Excellence
One faculty member per institution is honored each year
- 2002* Professor of the Year, Avila College (now Avila University)
Students nominate and vote for one faculty member from the College annually

PUBLICATIONS

- forthcoming* Caliendo, Stephen M. *Inequality in America: Race, Poverty, and Fulfilling
Democracy's Promise*. Boulder, CO: Westview. ("Dilemmas in American
Politics" Series)
- 2011* McIlwain, Charlton D. and Stephen M. Caliendo. *Race Appeal: How*

Candidates Invoke Race in U.S. Political Campaigns. Philadelphia: Temple University Press.

- 2010 Caliendo, Stephen M. and Charlton D. McIlwain, eds. *Routledge Companion to Race and Ethnicity*. London: Routledge.
Includes one authored chapter and two co-authored chapters, as well as a co-authored short essay.
- 2009 Caliendo, Stephen M. "Media." In David P. Forsythe, ed., *Encyclopedia of Human Rights*. New York: Oxford University Press.
- 2009 McIlwain, Charlton D. and Stephen M. Caliendo. "Permissible Discrimination: The View from Congress." In Tamara L. Roleff, ed., *Issues that Concern You: English Language Learners*. Chesterfield, MI: Greenhaven Press.
- 2009 McIlwain, Charlton D. and Stephen M. Caliendo. "Black Messages, White Messages: The Differential Use of Racial Appeals by Black and White Candidates" *Journal of Black Studies* 39: 732-743.
- 2007 Caliendo, Stephen M. "Supreme Court and the Media." In Lynda Lee Kaid and Christina Holz-Bacha, eds., *Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage.
- 2007 McIlwain, Charlton D. and Stephen M. Caliendo. "Minorities' Involvement in Politics." In Lynda Lee Kaid and Christina Holtz-Bacha, eds., *Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage.
- 2006 Caliendo, Stephen M. and Charlton D. McIlwain. "Minority Candidates, Media Framing, and Racial Cues in the 2004 Elections." *The Harvard International Journal of Press/Politics* 11(4): 1-25.
- 2005 Caliendo, Stephen M. "Socialization." In Samuel Best and Benjamin Radcliff, eds., *Polling America: An Encyclopedia of Public Opinion*. Westport, CT: Greenwood.
- 2005 Caliendo, Stephen M. and Charlton D. McIlwain. "Racial Appeals in Political Campaigns." In Samuel Best and Benjamin Radcliff, eds., *Polling America: An Encyclopedia of Public Opinion*. Westport, CT: Greenwood.
- 2004 McIlwain, Charlton and Stephen M. Caliendo. "Black Politics." In Molefi Kete Asante and Ama Mazama, eds., *Encyclopedia of Black Studies*. Thousand Oaks, CA: Sage, 139-141.

- 2000 Caliendo, Stephen M. *Teachers Matter: The Trouble with Leaving Political Education to the Coaches*. Westport, CT: Praeger.
- 1999 Caliendo, Stephen M., Mark P. Gibney and Angela Payne. ““All the News That’s Fit to Print?” New York Times Coverage of Human Rights Violations.” *The Harvard International Journal of Press/ Politics* 4(4): 48-69.
- 1997 Kyle, William C., Jr. and Stephen M. Caliendo. “Valuing Scholarship’s Essential Paradigmatic Differences and Inherent Contradictions: A Rejoinder to Wallace and Louden.” *Journal of Research in Science Teaching* 34:323-325. (non-refereed)
- 1996 Caliendo, Stephen M. and William C. Kyle, Jr. “Establishing the Theoretical Frame.” *Journal of Research in Science Teaching* 33: 225-227 (editorial – non-refereed)

GRANTS

External

- January 2010* The Effects of Racial and Racist Appeals on White Voters (with Charlton D. McIlwain, New York University)
Approximately \$21,000 from Time-Sharing Experiments for the Social Sciences (TESS), PID 787, funded by National Science Foundation (NSF) Grants 0819271 and 0818839, Jeremy Freese and Penny Visser, principal investigators.
- May 2008* The Effects of Racial and Racist Appeals on African American Voters (with Charlton D. McIlwain, New York University)
Approximately \$21,000 from Time-Sharing Experiments for the Social Sciences (TESS), PID 660, funded by National Science Foundation (NSF) Grant 0094964, Diana C. Mutz and Arthur Lupia, principal investigators

Institutional

- Summer 2011* Faculty Professional Development Summer Grant, North Central College
\$6,188 toward completion of *Inequality in America: Race, Poverty and Fulfilling America’s Promise* (funds include stipends for three research assistants and one reprint permission)

- Summer 2011* Faculty Professional Development Summer Grant, North Central College
\$750 for development of IDS 125: Communication and the American Presidency (with Amy Buxbaum, North Central College)
- Fall 2010* Faculty Professional Development Professional Term Grant, North Central College
\$500 for supplies and materials related to completion of *Inequality in America: Race, Poverty and Fulfilling America's Promise* manuscript
- Summer 2010* Faculty Professional Development Summer Grant, North Central College
\$6,250 for study entitled "Biographical and Electoral Data for U.S. Senate Candidates: A User-Friendly Database" (funds include stipends for two research assistants)
- Summer 2009* Faculty Professional Development Summer Grant, North Central College
\$6,292 for study entitled "Minority Candidates for Congress: A Database" (funds include stipends for two research assistants)
- Summer 2008* Faculty Professional Development Summer Grant, North Central College
\$3,200 for work toward completion of *The Routledge Companion to Race and Ethnicity*
- Summer 2007* Faculty Professional Development Summer Grant, North Central College
\$2,000 for study entitled "Apolitical Communication: Language, Legitimacy and the U.S. Supreme Court" (work toward completion of book manuscript)
- Summer 2007* Faculty Professional Development Summer Grant, North Central College
\$500 for development of IDS 125: Communication and the American Presidency (with Amy Grim, North Central College)
- Summer 2006* Faculty Professional Development Summer Grant, North Central College
\$3,500 for study entitled "Effect of Racial Messages in Campaign Advertising"
- Spring 2005* Faculty Grant, Avila University
\$1,000 for presentation of original research at the Midwest Political Science Association National Conference
- Fall 2003* Faculty Grant, Avila University
Course release for fall 2004 to work on elements of The Project on Race in Political Advertising
- Fall 2003* Faculty Small Grant, Avila University
\$500 for participation at the American Political Science Association National Conference
- Spring 2003* Faculty Large Grant, Avila University
\$900 for presentation of original research at the Midwest Political Science Association National Conference

Fall 2002 Faculty Small Grant, Avila University
\$300 for attendance, chair and panel discussant roles at the American Political Science Association National Conference (and pre-conference workshop on Elections and Voting)

Spring 2002 Faculty Small Grant, Avila University
\$300 for presentation of original research at the Midwest Political Science Association National Conference

RESEARCH

2001-present *The Project on Race in Political Communication* (co-principal investigator, Charlton McIlwain, New York University).
This project is designed to measure the level (and effect) of racial messages in political communication. Products include, have included or will include: a weekly blog, book manuscripts, journal articles, maintenance of substantively relevant social networking sites (i.e., Facebook, Twitter), and a comprehensive database that will be maintained and shared with other scholars. More information can be found at RaceProject.org.

CONFERENCE PRESENTATIONS

April 2011 “Psychophysiological Approaches to Studying the Effects of Race-Based Messages in Political Campaigns” (with Charlton D. McIlwain). Presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.

April 2010 “Tracking Trends in Minority Representation: Early Findings from the Congressional Candidate Dataset Project” (with Sidra Hamidi and Charlton D. McIlwain). Presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.

April 2010 “(Far) Beyond the Classroom: A Pedagogy for Race and Communication.” Presented at a spotlight session of the annual meeting of the Central States Communication Association, Cincinnati, Ohio. (invited)

March 2010 “New Media: Unexpected Pathways to Empowerment” (with Charlton D. McIlwain). Presented at the Transforming Race conference sponsored by the Kirwan Institute for the Study of Race and Ethnicity (The Ohio State University), Columbus, Ohio.

September 2009 “Racial Discourse in Political Advertisements: An Historical View.” Paper presented at the annual meeting of the American Political Science Association, Toronto, Ontario, Canada.

April 2009 “Effects of Racial and Racist Appeals on Black Voters” (with Charlton D.

- McIlwain). Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.
- May 2008* “Racial Priming and Campaign Ads: The Effect of Context” (with Charlton D. McIlwain). Paper presented at the annual meeting of the Midwestern Psychological Association, Chicago, Illinois.
- April 2008* “Racial Frames and Potential Effects on Minority Candidates in the 2008 Presidential Election” (with Charlton D. McIlwain). Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.
- April 2008* “Winners & Losers: Factors Contributing to Minority Candidates’ Successes and Failures in American Elections, 1990-2006” (with Charlton D. McIlwain and Elizabeth Konrad). Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.
- September 2007* “Black to Reality: Entertainment Television as a Priming Agent for Race-Based Evaluations of Candidates” (with Charlton D. McIlwain). Paper presented at the annual meeting of the American Political Science Association, Chicago, Illinois.
- April 2007* “Racialized Media Framing in Elections, 1990-2006” (with Charlton D. McIlwain). Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.
- November 2006* Participated in roundtable discussion entitled “Creating Sites for Women’s Studies Connection and Action: Bonnie J. Dow’s Influence on Feminist and Women’s Studies Scholars and Scholarship” at the National Communication Association annual convention, San Antonio, Texas.
- September 2006* “American Print Media Coverage of Human Rights Violations” (with Mark P. Gibney). Paper presented at the annual meeting of the American Political Science Association, Philadelphia, Pennsylvania.
- April 2006* “The Effects of Racial Messages in Televised Campaign Advertising: A Multi-Contextual Experimental Study” (with Charlton D. McIlwain and Jillian Maynard Caliendo). Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.
- November 2005* “Power Politics on Reality TV: Popular Culture as a Pedagogical Catalyst.” Paper presented at the Illinois Political Science Association conference, Elmhurst College, Elmhurst, Illinois.

- September 2005* “Shades of Brown and Black: Minority Congressional Candidates and Their Opponents in Multiple Contexts” (with Charlton D. McIlwain). Paper presented at the annual meeting of the American Political Science Association, Washington, DC.
- April 2005* “Who’s *Really* Black: A Theory of African American Authentic Appeals” (with Charlton D. McIlwain). Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.
- April 2004* “Frames of Authenticity: News Coverage of Black Candidates and Their Campaigns” (with Charlton D. McIlwain). Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.
- April 2003* “Reading Race: The Effect of Racial Tone in Political Advertising on Perception of Candidates” (with Charlton D. McIlwain). Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.
- April 2003* “Popular Culture Meets The U.S. Supreme Court: The Effects Of Cbs’s First Monday On Viewers’ Attitudes About The Court” (With Thomas R. Marshall). Paper Presented At The Annual Meeting Of The Midwest Political Science Association, Chicago, Illinois.
- April 2002* “How Do I Look?”: An Analysis of Television Advertisements for Black Candidates and Their Opponents, 1952-2000 (pilot study, 1992-2000)” (with Charlton D. McIlwain). Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.
- April 2001* “The Great Legitimacy Gamble: Media Coverage and Potential Effects of the U.S. Supreme Court's Involvement in the 2000 Presidential Election.” Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.
(The originally proposed paper was entitled: “The Rhetoric of Confirmations: How Senators and Interest Group Representatives Frame Supreme Court Nominations.”)
- November 2000* “For Public Consumption: Elite Rhetorical Framing of Salient Supreme Court Decisions.” Paper presented at the annual meeting of the Southern Political Science Association, Atlanta, Georgia.
- April 2000* “Excuse Me Mr. President. . .’: Media Coverage of Presidential Rhetoric During U.S. Supreme Court Nominations.” Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.

- September 1999* “The Politics of Supreme Court Nominations: An Analysis of Presidential Rhetoric from Truman to Clinton” (with Stephen K. Medvic). Paper presented at the annual meeting of the American Political Science Association, Atlanta, Georgia.
- April 1999* “Seeing is Believing: Broadcast Media Coverage of Human Rights Abuses (with Mark P. Gibney and Angela Payne). Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.
- May 1998* “Teaching Our Children Well? The Effect of Political Education on Support for the United States Supreme Court.” Paper presented at the annual meeting of the American Association for Public Opinion Research, St. Louis, Missouri.
- November 1997* “Perpetuating Legitimacy: Formal Political Education and the U.S. Supreme Court.” Paper presented at the annual meeting of the Southern Political Science Association, Norfolk, Virginia.
- August 1997* ““All the News that’s Fit to Print?” *New York Times* Coverage of Human Rights Violations” (with Mark P. Gibney). Paper presented at the annual meeting of the American Political Science Association, Washington, D.C.
- April 1997* “American Schools and the U.S. Supreme Court: The Role of Government Textbooks.” Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.
- April 1996* “Tracking Public Opinion toward the United States Supreme Court: A Longitudinal Model.” Paper presented at the annual meeting of the Midwest Political Science Association, Chicago, Illinois.

SELECTED PROFESSIONAL ACTIVITIES

- October 2011* Will present “Beyond Border Crossings: Racializing Latino/a Candidates in U.S. Elections” (with Charlton D. McIlwain) at Vanderbilt University
- March 2011* Delivered keynote address at Black Hills State University Research Symposium
- February 2011* Debated “Who Can Use the N-word” (with Charlton D. McIlwain) at Hofstra University
- February 2011* Delivered keynote address and participate in workshops at the annual Rethinking Race conference at the University of Akron

- November 2010* Debated “Who Can Use the N-word” and discuss findings from The Project on Race in Political Communication at Penn State University—Berks
- November 2010* Debated “Who Can Use the N-word” and discuss findings from The Project on Race in Political Communication at Rice University
- April 2010* Served as discussant for panel entitled “Race and the 2008 Election” at the annual meeting of the Midwest Political Science Association, Chicago, Illinois
- March 2010* Reviewed manuscript for the *American Journal of Political Science*
- November 2009* Presented “Talking about Race in the Obama Era” at Nassau Community College, New York, New York (with Charlton D. McIlwain)
- November 2009* Served as discussant for panel entitled “Gender, Sexuality and Diversity: From Politics to Bureaucracy” at the annual meeting of the Illinois Political Science Association, Chicago, Illinois
- October 2009* Served as manuscript referee for the *Atlantic Journal of Communication*
- October 2009* Presented “Peeking Over Your Shoulder: The Importance of Psychology to The Project on Race in Political Communication” at the University of Illinois at Urbana-Champaign Department of Psychology’s Clinical/Community Psychology brownbag series
- July 2009* Served as manuscript referee for the *Western Journal of Black Studies*
- July 2009* Presented “Racial and Racist Communication in the 2008 Presidential Election (and Since),” Junior State of America summer school, Princeton University, Princeton, New Jersey
- November 2008* Chaired panel entitled “Voting and Elections in American Politics: Participation, Processes and Issues” at annual meeting of the Illinois Political Science Association, Charleston, Illinois
- November 2008* Delivered keynote address, National Honor Society induction ceremony. Naperville North High School, Naperville, Illinois
- October 2008* Presented “Fairytale, Radicals and Crooks: The Role of Race in the 2008 Presidential Election” at Penn State University-Berks, Reading, Pennsylvania

- October 2008* Presented “Fairytale, Radicals and Crooks: The Role of Race in the 2008 Presidential Election” at Clarion University of Pennsylvania, Clarion, Pennsylvania
- September 2008* Served as manuscript referee for *Perspectives on Politics*
- August 2008* Presented “Race in the 2008 Presidential Election” (with Charlton D. McIlwain) at the Junior State of America Democratic National Convention Symposium, Denver, Colorado
- April 2008* Debated “Who Can Use the N-Word” with Charlton D. McIlwain at Penn State University-Berks, Reading, Pennsylvania
- November 2007* Debated “Who Can Use the N-Word” with Charlton D. McIlwain at the Adler School of Professional Psychology
- October 2007* Debated “Who Can Use the N-Word” with Charlton D. McIlwain at North Central College
- July 2007* Served as a manuscript referee for *American Politics Research*
- April 2007* Discussed papers on panel entitled “Opinion Leadership” at the annual meeting of the Midwest Political Science Association, Chicago, Illinois
- November 2006* Presented “Race in the 2006 Elections” (with Charlton D. McIlwain) at Penn State University-Berks, Reading, Pennsylvania
- October 2006* Presented “Race in the 2006 Elections” (with Charlton D. McIlwain) at North Central College
- September 2006* Chaired panel entitled “(Re)Considering the Effects of Media Cues and Media Priming” for the Political Communication organized section at the annual meeting of the American Political Science Association, Philadelphia, Pennsylvania
- April 2006* Chaired panel entitled “Racialized Media” for the Political Communication organized section at the annual meeting of the Midwest Political Science Association, Chicago, Illinois
- December 2005* Served as an external reviewer for a faculty member’s tenure file, Barton College (Wilson, NC)
- July 2005* Served as a manuscript referee for the *American Journal of Political Science*

- April 2005* Chaired panel entitled “Successful Campaigning: The Practice of Campaign Politics” for the Practice of Politics organized section at the annual meeting of the Midwest Political Science Association, Chicago, Illinois
- November 2004* Presented findings from The Project on Race in Political Communication (with Charlton D. McIlwain) at Clarion University of Pennsylvania, Clarion, Pennsylvania
- October 2004* Presented findings from The Project on Race in Political Communication (with Charlton D. McIlwain) at the University of Pittsburgh, Pittsburgh, Pennsylvania
- October 2004* Presented findings from The Project on Race in Political Communication (with Charlton D. McIlwain) at Penn State University-Berks, Reading, Pennsylvania
- September 2004* Served as a manuscript referee for the *Journal of Politics*
- August 2004* Served as a manuscript referee for the *American Journal of Political Science*
- August 2004* Chaired a panel entitled “Political Ads and Campaign Strategies” for the Political Communication and Elections and Voting Behavior organized sections at the annual meeting of the American Political Science Association, Chicago, Illinois
- April 2004* Accepted to discuss papers on a panel entitled “Analyzing Media Effects: Priming and Framing” at the annual meeting of the Midwest Political Science Association, Chicago, Illinois (unable to fulfill role due to a program scheduling conflict)
- November 2003* Presented findings from The Project on Race in Political Advertising (with Charlton D. McIlwain) at a town hall meeting featuring City Councilman Alvin Brooks (Kansas City, Missouri) and Missouri State Representative Sharon Sanders Brooks, Avila University, Kansas City, Missouri
- October 2003* Presented findings from The Project on Race in Political Advertising (with Charlton D. McIlwain) at the University of Texas (School of Journalism), Austin, Texas
- August 2003* Chaired a panel entitled “Polling as News” at the annual meeting of the American Political Science Association, Philadelphia, Pennsylvania

- August 2003* Chaired a panel entitled “Information Flows and Learning in Elections” at the annual meeting of the American Political Science Association, Philadelphia, Pennsylvania
- Fall 2003* Served as a reviewer for an American Government textbook from NorthWest Publishing
- Summer 2003* Served as a reviewer for an American Government textbook from Longman Publishers
- March 2003* Served as a panel discussant at the Midwest Political Science Student Convention, Park University, Parkville, Missouri
- February 2003* Served as a manuscript referee for the *Journal of Politics*
- February 2003* Served on a panel of educators to advise The Nation Classroom, a program designed to bring political information into high school and college classrooms using *The Nation* weekly magazine
- September 2002* Chaired and discussed papers on a panel entitled “The Color of a Thousand Words: Racializing News, Entertainment and Politics” at the annual meeting of the American Political Science Association, Boston, Massachusetts
- April 2002* Chaired a panel entitled “Priming, Framing, and Information Processing” at the annual meeting of the Midwest Political Science Association, Chicago, Illinois
- April 2002* Served as a manuscript referee for the *American Journal of Political Science*
- April 2001* Chaired and discussed papers on a panel entitled “Media Bias” at the annual meeting of the Midwest Political Science Association, Chicago, Illinois
- September 2000* Discussed papers on a panel entitled “Framing the Election” at the annual meeting of the American Political Science Association, Washington, D.C.
- April 2000* Chaired a panel entitled “Public Opinion about the Military and Foreign Affairs” at the annual meeting of the Midwest Political Science Association, Chicago, Illinois
- September 1999* Discussed papers on a panel entitled “Studies of Political Attitudes” at the annual meeting of the American Political Science Association, Atlanta, Georgia
- August 1999* Served as a manuscript referee for *American Politics Quarterly*

- October 1998* Discussed papers on a panel entitled “Attitudes, Issues and Strategy in Supreme Court Decision-Making” at the annual meeting of the Southern Political Science Association, Atlanta, Georgia
- April 1998* Chaired and discussed papers on a panel entitled “Public Opinion and Views about Government” at the annual meeting of the Midwest Political Science Association, Chicago, Illinois
- December 1997* Served as a manuscript referee for *The Harvard International Journal of Press/Politics*
- April 1997* Chaired a panel entitled “Foreign Policy and Public Opinion” at the annual meeting of the Midwest Political Science Association, Chicago, Illinois
- January 1997* Served as a manuscript referee for *Political Research Quarterly*
- December 1996; August 1996* Served as a manuscript referee for the *American Journal of Political Science* (twice)

SELECTED SERVICE

- June 2011* Will begin 3-year term as Head of Division of Human Thought and Behavior, North Central College
- 2006-present* Political Analyst, WDCB 90.9FM, public radio, Glen Ellyn, Illinois
- 1998-present* Provide political analysis for print and broadcast media for international, national and local media organizations
- 2005-present* North Central College Committees: Academic Program Assessment (chair, spring 2009-present; member, spring 2006-spring 2009); Strategic Planning Committee (fall 2006-spring 2007); Rall Symposium, co-coordinator (fall 2006-spring 2009); Phi Alpha Delta, co-advisor (spring 2006-spring 2008)
- Fall 2006-pres.* Educator Coach, North Central College Mock Trial Team
- April 2011* Presented “Shades of Grey: Using Precise Language” as part of the Frankly Speaking diversity program at North Central College
- March 2011* Moderated School Board Candidate Forum, District 200 (Illinois). Sponsored by Warrenville Wheaton PTA.

- Winter 2010* Acting chair, Department of Political Science, Sociology & Anthropology, North Central College
- 2007-2009* Political Analyst, CBS2 Chicago Morning News, WBBM, Chicago, Illinois
Appearances can be viewed online at YouTube.com/SMCaliendo
- Fall 2009* Chair of search committee for the hiring of two faculty members (open rank) in political science, North Central College
- December 2009; December 2008* Presented “Sharing and Enhancing Scholarship Online,” Technology Day, North Central College
- September 2009* Presented “Be Thoughtful: Contemplating the Language of Diversity” as part of First-Year Student Orientation, North Central College
- Spring 2009* Chair of search committee for the hiring of a one-year, non-tenure-track faculty member in political science, North Central College
- April 2009* Served as panel moderator at “Freedom Forum,” Andersons Book Shop, Naperville, Illinois
- April 2009* Delivered keynote address at the annual “Multicultural Show,” Naperville North High School, Naperville, Illinois
- April 2009* Presented “Shades of Grey: Using Precise Language” as part of the Frankly Speaking diversity program at North Central College
- February 2009* Delivered keynote address at Young Ambassadors Leadership Conference, Naperville Park District, Naperville, Illinois
- February 2009; February 2008* Presented “Lawyer as Advocate: Government and Legislation” as part of the Academy of Bar Leaders series, DuPage County (IL) Bar Association
- January 2009* Presented “Hegemony and Power: Racism, Sexism and Heterosexism” to Catalyst Program, Plainfield South High School, Joliet, Illinois
- January 2009* Participated in a panel (with *Chicago Tribune* columnist Dawn Turner Trice) entitled “Race and Politics in the Blogosphere,” North Central College
- October 2008* Participated on a panel entitled “Race and Politics,” Elgin Community College, Elgin, Illinois
- October 2008* Discussed the 2008 presidential elections, combined 3rd grade program, St. Mary’s Cathedral School, Lafayette, Indiana

September 2008 Discussed *Amistad* on panel entitled “Law, Faith & Film,” North Central College, Naperville, Illinois

February 2008 Presented “‘I Didn’t Mean It Like That . . .’: Bias and Ignorance in Language,” North Central College

August 2007 Led diversity workshop for residence life staff, North Central College

Fall 2007 Chair of search committee for the hiring of two faculty members (open rank) in political science, North Central College

Fall 2006 Member of search committee for the hiring of a faculty member (open rank) in political science, North Central College

2001-2005 Educator Coach, Avila University Mock Trial Team

2002-2005 Avila University Committees: Athletic Hall of Fame Committee, Curriculum Committee, Women’s Studies Steering Committee, Women’s Studies Advisory Council, Instructional Technology Advisory Committee (chair), Task Force for New Graduate Programs, Sexual Orientation Diversity Alliance

Spring 2005 Search committee for the hiring of a Visiting Assistant Professor of Political Science, School of Social Sciences and Social Work, Avila University.

Spring 2003 Search committee for the hiring of a Division chair/ full-time Social Work faculty member, Social Sciences Division, Avila University

Spring 2002 Search committee for the hiring of a full-time Social Work faculty member, Social Sciences Division, Avila College

1999-2001 Educator Coach, University of Missouri - St. Louis Mock Trial Team

1998- 2001 Provided occasional political analysis for a number of television and radio stations and services in St. Louis, Missouri. Topics ranged from election analysis to discussion of the Clinton scandal and impeachment.

*Fall 1997-
Spring 1998* Assistant Coach, Purdue University Mock Trial

Fall 1996 Search committee for the hiring of two American Politics faculty, Department of Political Science, Purdue University

1994-1998

Assistant to the Director and Coordinators, Indiana State Mock Trial Association

Volunteer position in which I helped with organization and with scoring during the competitions.

Exhibit 3

We are interested in your honest opinions about some current issues. Your responses are confidential and no one will be able to connect your responses to any personal identifying information.

Are you aware that there is a popular music group from Portland, Oregon called *The Slants*?

- Yes
- No
- I think I might have heard of them

For each of the following statements, please indicate your degree of agreement or disagreement.

I find the name of the group *The Slants* to be disparaging.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

If I learned that the group *The Slants* is comprised entirely of Asian Americans, I would not think that the name is disparaging.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

It doesn't matter who is in the group – the name *The Slants* is disparaging and should not be used.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

In the following items, please tell us which statement most closely matches your position.

If you saw the term *The Slants*, would you, without knowing more, believe that the term was disparaging?

- Definitely
- Probably
- Maybe
- Probably Not
- Definitely Not

Have you ever heard of *Slants* being used as a disparaging term for Asian Americans?

- Yes
- No

In the following items, please tell us which statement most closely matches your position.

Generally speaking, I believe that the federal government should approve a trademark even if it contains a word or phrase that is disparaging to members of a minority group.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Some people think that it is acceptable for African Americans to use the word *nigger*, even though people who are not African American should avoid it. Which of the following statements comes closest to your position?

- It's okay for African Americans to use it, but others should not.
- It's wrong for anyone to use that word.
- It's okay for anyone to use that word, so long as it's not being used in a disparaging way.
- Anyone should be able to use the word in any manner that they wish.

Some people think that it is acceptable for women to use the word *bitch*, even though men should avoid it. Which of the following statements comes closest to your position?

- It's okay for women to use it, but others should not.
- It's wrong for anyone to use that word.
- It's okay for anyone to use that word, so long as it's not being used in a disparaging way.
- Anyone should be able to use the word in any manner that they wish.

Some people think that it is acceptable for Asian Americans to use a word like *slants* to refer to themselves even though people who are not Asian American should avoid it. Which of the following statements comes closest to your position?

- It's okay for Asian Americans to use it, but others should not.
- It's wrong for anyone to use that word.
- It's okay for anyone to use that word, so long as it's not being used in a disparaging way.
- Anyone should be able to use the word in any manner that they wish.

To what extent do you agree or disagree with the following statements?

“I believe that members of historically disadvantaged groups can help to make potentially disparaging words less offensive by using such terms themselves.”

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Generally speaking, I believe the federal government should approve a trademark containing a word that, while disparaging in certain contexts, is not offensive if members of the group use it themselves.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

In the following items, please tell us about how you identify yourself.

On a scale from 0 to 10, with 0 being “not at all” and 10 being “a great deal,” how strongly would you say that you identify with the label *Asian*?

- 0 1 2 3 4 5 6 7 8 9 10

On a scale from 0 to 10, with 0 being “not at all” and 10 being “a great deal,” how strongly would you say that you identify with the label *Asian American*?

- 0 1 2 3 4 5 6 7 8 9 10

Using your own words, how would you identify yourself in racial/ethnic terms?

On a scale from 1 to 10, with 1 being “not very much at all” and 10 being “a great deal,” how strongly would you say that you identify with the term or terms that you listed in the previous question?

- 1 2 3 4 5 6 7 8 9 10

What is your sex?

- male
- female

What is your age?

What is the highest level of education that you have completed?

- 8 years of school
- high school diploma (or equivalent)
- some college (no degree)
- 2-year college degree (or equivalent)
- 4-year college degree (or equivalent)
- graduate or other postgraduate professional training

My annual household income is approximately:

- \$25,000 or less
- \$25,001 to \$50,000
- \$50,001 to \$75,000
- \$75,001 to \$100,000
- \$100,001 to \$150,000
- \$150,001 or more

In which state do you currently live?