PART II, STANDARD 8

PROFESSIONAL AND PUBLIC SERVICE

Executive Summary

As a school within a land-grant university, where outreach and service are paramount, the School of Journalism provides service to citizens, scholastic education, and the news industry at the local, state, and national levels. School media serve diverse communities in Southeast Arizona, and for decades the school has helped train high school minority journalism students. Faculty members are heavily involved in academic and professional organizations, and engage with newsrooms throughout the state, country, and world.
1. Summarize the professional and public service activities undertaken by the unit. Include operation of campus media if under control of the unit; short courses, continuing education, institutes, high school and college press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concern; and similar activities.

The School of Journalism for decades has taken an active role in reaching out to diverse communities through public and professional service. Faculty participate at the local, state, national, and international levels in aiding the profession and communicating its importance to the public. Some of the school’s service and outreach activities include:

- **School media.** The school provides a public service to Arizonans by publishing media products, including a newspaper for the town of Tombstone, a bilingual magazine for South Tucson and southern Arizona, a television show for public media, and wire service for Arizona news organizations. A donor-funded spring Don Bolles Fellow covers the state Legislature, providing community news organizations news they would not be able to cover otherwise. Professor William Schmidt created a Tucsonhoods blog for his reporting students to report news of interest to specific neighborhoods in Tucson. These hands-on experiential “teaching hospitals” not only help students learn by doing, but serve disenfranchised communities and aid professional news organizations in the region. The school does not operate campus media, which reports to Student Affairs, however the school works closely with the campus newspaper, TV station, and radio station since so many journalism majors find valuable experiences there.

- **Center for Border and Global Journalism.** In 2014 the school launched the Center for Border and Global Journalism to provide education, outreach, and teaching. Co-directed by Professors of Practice William Schmidt and Mort Rosenblum, the center has conducted a variety of workshops and public topics, including a public panel discussion in 2015 aired by C-SPAN featuring former Associated Press reporter and hostage Terry Anderson, New York Times attorney David McCraw, and John and Diane Foley, parents of photojournalist James Foley, who was murdered by ISIS.

- **Loft Journalism on Screen film series.** For the past three years the school has coordinated the Journalism on Screen series at The Loft Cinema in Tucson. Following the showing of a journalism-themed film a professional journalist engages in a discussion with the audience. The series is coordinated by Professors of Practice William Schmidt and Nancy Sharkey, and has featured 15 films so far. They have included “The Insider” with former 60 Minutes producer Lowell Bergman and New York Times lawyer David McCraw; “All the King’s Men” with David Cay Johnston, author of “The Making of Donald Trump”; “Spotlight” with Richard Gilman, former publisher of the Boston Globe; “The Paper” with Sam Sifton, senior editor at the New York Times; “Absence of Malice,” with Kurt Luedtke, former editor of the Detroit Free Press and screenwriter for the movie; and “Citizenfour” with Glenn Greenwald.
• **High school diversity workshop.** For nearly 40 years the school has been the host of the Journalism Diversity Workshop for Arizona High School Students. This 10-day workshop brings high school students from diverse communities in Arizona to the UA to learn news writing, reporting, editing, video, multimedia, digital design and photojournalism. They publish their work online and in a printed newspaper. Many of the students go onto college, including in University of Arizona journalism, and then into media careers. Workshop alums include a reporter at the *Arizona Republic*, producer at KPNX-TV, and Buzzly Media social media manager.

• **Zenger Award dinner.** Since 1954 the school has honored journalists committed to fighting for press freedom with the *John Peter and Anna Catherine Zenger Press Freedom Award*. Winners have included Katharine Graham, Walter Cronkite, Bill Moyers, Paul Steiger, and for 2017 *New York Times* Executive Editor Dean Baquet. In 1999, because of budget difficulties, the school stopped hosting an award ceremony and instead paired the award with the *Arizona Newspapers Association* annual conference, and also the school began giving out the award every two years instead of annually. In 2012 the school renewed the annual awards banquet, now held at a Tucson resort each fall. The banquet provides an opportunity for the school to engage with the public, inspire students, and honor press freedom.

• **Public talks.** The school frequently organizes and participates in public talks on topical issues in journalism, including a panel discussion Spring 2016 featuring Noam Chomsky, Glenn Greenwald, and Edward Snowden (Skyped in from Russia), which was streamed by *The Intercept* and viewed more than 300,000 times. Other public talks have included the Oct. 19, 2017, discussion with *New York Times* Executive Editor Dean Baquet, interviewed by Professor Nancy Sharkey at the Fox Theater in downtown Tucson. In 2015 faculty organized a panel discussion in Phoenix at the *Arizona Republic* regarding coverage of wildfires. The school also engages with the public at the annual *Tucson Festival of Books*, and faculty members offer seminars to senior citizens through the *Osher Lifelong Learning Institute* on broadcast news, international reporting, and other topics.

• **Hall of Fame.** The school will launch its Hall of Fame April 7, 2018, in a public gathering to honor 14 individuals and two couples who have contributed to the school and journalism. The inaugural inductees – selected by a committee, the school’s Journalism Advisory Council, and faculty – include the Today Show’s Savannah Guthrie, author Lynne Olson, and former *Boston Globe* Publisher Richard Gilman.

• **Journalist training.** School faculty have led a variety of regional workshops for journalists, particularly along the U.S.-Mexico border. For example, the school hosted Arizona Migrahack in 2015, bringing together computer programmers, web designers, journalists, and nonprofits to develop web-based products involving border and migration issues. In Spring 2016 school faculty helped lead a border safety workshop in Nogales for journalists on both sides of the border. That same semester faculty helped coordinate *News Hack Arizona*, in conjunction with the
Arizona Daily Star, to train about 80 journalists in digital storytelling, and then again in Spring 2017. The school has assisted in other local workshops, as well, including Google News Lab training through the Society of Professional Journalists and a Better Watchdog Workshop co-taught on campus by Investigative Reporters and Editors. In October 2017 the school launched a service to aid news organizations in utilizing drones, virtual reality, 360-degree video, sensors, and other technologies. An Online News Association grant awarded in October 2017 will allow students to help develop new products for the Arizona Daily Star. Faculty provide training for journalists all around the world, as well. Associate Professor Jeannine E. Relly, for example, provided a talk in New Delhi, India, in November 2016 on “Right to information in India and the U.S.: A tool for journalists.”

- **Policy input.** Faculty help policy makers better understand critical issues affecting journalism and the people’s right to know. For example, Professor Shahira Fahmy has assisted NATO regarding its examination of terrorist groups’ social media, and has been invited to talk and provide insights for the State Department and groups throughout the world. Director David Cuillier has testified before Congress three times regarding the Freedom of Information Act, as well as before the state Legislature regarding student journalists’ rights, and has influenced freedom of information laws in other states.

- **Campus public events.** Assistant Professor Susan E. Swanberg acquired a grant to organize a campus workshop in 2015 titled “With Conviction: Reporting on Science in the Courtroom,” based on her experience as a scientist, lawyer, and journalist. A Spring 2016 panel organized by the Center for Border and Global Journalism focused on covering the global refugee crises. The school also organizes a 5K run to honor James Foley, a photographer killed by ISIS, as well as a homecoming open house and family weekend open house for the public, alumni, students, and their parents. The bulk of the event planning for the school is handled by Mike Chesnick, the school’s program coordinator for outreach who previously worked for Tucson newspapers and USA Today.

2. List online examples of professional and public service activities undertaken by members of the faculty in the past six years (before the self-study year). Limit to five examples per faculty member. The unit has the option of providing a complete list online. Do not include service to the unit or institution; this information should be presented in Standard 1.

See selected list online of faculty service activities for the past six years.
Journalism faculty members have extensive contacts with alumni and the professional community. Faculty members maintain close contact with alumni via email, phone, and through social media, discussing changes in newsrooms, local story selection, and changes in the industry. They sometimes are asked to meet with news organizations to discuss specific issues. Faculty members also are active on the state level, leading workshops at conferences sponsored by organizations such as the Arizona Newspapers Association, Society of Professional Journalists, and Investigative Reporters and Editors.

On the national level, journalism faculty members are active in professional organizations relevant to their research and teaching specializations – such as the Online News Association and American Copy Editors Society. William Schmidt was a longtime board member of the Maynard Institute for Journalism Education and serves as a consultant for Human Rights Watch. Linda Lumsden has served as president of the American Journalism Historians Association. Michael McKisson serves on the Online News Association’s annual conference panel selection committee. Director David Cuillier served as national president of the Society of Professional Journalists in 2013-14, and continues to serve on its freedom of information committee and the board of the National Freedom of Information Coalition. In Fall 2016, he was awarded the Wells Key award, the highest honor given to an SPJ member for service to the organization and journalism profession.

The journalism faculty keeps up to date on industry trends by subscribing to a number of national journalism listservs. They find and share materials from sites run by the National Association of Hispanic Journalists, National Association of Lesbian & Gay Journalists, National Press Photographers Association, Nieman Foundation, and Radio-Television Digital News Association.

The curriculum enables students to interact frequently with professional journalists. The class providing the best example of this interaction is JOUR 405 – Study of the News: The Arizona Daily Star Apprenticeship. Students in the course work directly with reporters and editors at the Arizona Daily Star, Tucson’s local morning daily, then have the opportunity to discuss reporting issues and concerns in the classroom. Students gain real-world experience and accumulate numerous bylines over the course of a semester, yet also have the opportunity to process that experience with classmates and faculty.

About a third of the journalism courses are taught by adjunct faculty members, most of whom still work in the industry at local TV stations and newspapers. Nearly all faculty members bring in media professionals – either in person or via Skype – to offer real-world perspectives in current issues in the industry. Several faculty members also ask students to sit in on budget meetings at the Arizona Daily Star or shadow a professional working in print or broadcast journalism.
One of the most important ways in which the school interacts with these constituencies is through the school’s Journalism Advisory Council, the external advisory board whose major responsibilities include fundraising and assisting the school with guidance about curricular issues. The council, which meets at the school four times a year, was formed in 1994 when the university threatened to close the department. The two-year battle by the council and others resulted in saving the program, and council members have continued to support the school since. The current chair is Frank Sotomayor, an alum who shared the 1984 Pulitzer Prize for public service for a Los Angeles Times series about Latinos. Before Frank’s term as chair, alum Jon Rowley led the council, increasing fundraising by the council and support for the school’s Zenger awards dinner.

Journalism Advisory Council members

- **Jo Marie Barkley** (‘86): Public affairs coordinator, UA Department of Emergency Medicine. jgellerm@email.arizona.edu
- **Bobbie Jo Buel** (‘79): Former editor of Arizona Daily Star; member of Arizona Daily Wildcat Hall of Fame. bjbuelcarter@gmail.com
- **Paula Casey**: Executive director of Arizona Newspapers Association in Phoenix. p.casey@ananews.com
- **Hipolito Corella** (‘90): Senior editor at the Arizona Daily Star, where he has worked since 1991. hcorella@tucson.com
- **John D’Anna** (‘83): Page One editor, Arizona Republic; member of Daily Wildcat Hall of Fame. john.danna@arizonarepublic.com
- **Sara Hammond, vice chair** (‘77), vice-chair Arizona Public Media science reporter/producer; former UA Cancer Center public affairs director; former Arizona Daily Star reporter. sara_hammond@msn.com
- **Scott Harelson** (‘84, Radio/TV): Media relations manager at Salt River Project in Phoenix. scott.harelson@srpnet.com
- **Chyrl Hill Lander** (‘76): Former journalist at Arizona Daily Star, TUSD spokesperson and UA journalism adjunct instructor. chlander@comcast.net
- **Jon Rowley** (‘66): Rancher in Amado, Arizona; family history in publishing and media ownership. rowley.jon@gmail.com
- **Pat Sallen** (‘82): Ethics lawyer and consultant. patricia.sallen@azbar.org
- **Nicole Santa Cruz** (‘09): Reporter at the Los Angeles Times, where she also writes the Homicide Report blog. Received Daily Wildcat Young Alumni Award in 2011. Nicole.SantaCruz@latimes.com
- **Arlene Scadron** (‘75): Former journalism head and student newspaper adviser at Pima College. ascadron@gmail.com
- **Anne F. Segal** (‘75): Tucson attorney; former Pima County Justice of the Peace in Precinct One. afs1818@yahoo.com
- **Frank Sotomayor, chair** (Class of ’66), chair: an alum who co-edited the 1984 Pulitzer Prize for Public Service for the Los Angeles Times series about Latinos. frank.sotomayor@sbcglobal.net
- **Pam White** (‘81, Radio/TV): Former TV/radio reporter for KUAT TV in Tucson. pamlot2@yahoo.com
- **Mark Woodhams**: Former director of Arizona Student Media and adviser for the Arizona Daily Wildcat. woodhams@email.arizona.edu
Honorary members

- Michael Chihak ('71): Arizona Public Media news director; former *Tucson Citizen* publisher. mchihak@email.arizona.edu
- Patty Weiss Gelenberg ('71): Former KVOA 4 anchor in Tucson. patty.gelenberg@gmail.com
- Richard Holden: Former executive director of Dow Jones New Fund. richard.holden@dowjones.com
- Gerald Sass: Former executive vice president of the Freedom Forum. gmsass@aol.com

4. Describe the unit’s methods for communicating with alumni, such as newsletters or other publications, on paper or online. Provide in the workroom copies of publications or the online link for communication during the previous academic year.

The school keeps in contact with its alumni, numbering 3,842 as of October 2017, through its faculty members and program coordinator Mike Chesnick, a former journalist from the *Arizona Daily Star*, *Tucson Citizen*, and *USA Today*. Chesnick works with the University of Arizona alumni office and foundation to update addresses and other contact information. Here are some of the ways the school communicates with alumni:

- **Cursor magazine.** The school produced the *Cursor* alumni publication each semester as a newspaper until it was put on hiatus in 2008 because of budget cuts. In 2013, the school restarted the publication as a magazine, coming out each fall before the annual fundraising appeal. Every alum is mailed a copy. The popular alumni notes section features photo breakouts on notable grads. The magazine includes sections on faculty, students, alumni and donors, including a donor honor roll. Each magazine has a theme, and the 2017 edition featured the school’s focus on watchdog journalism. The recent issue also included a two-page spread on the school’s inaugural Hall of Fame class, to be inducted in April 2018. The magazine directly resulted in a $1 million estate gift after an alum read it and was inspired to give. Here’s what alumnus and former school professor Jay Rochlin had to say about the 2016 issue: “Speaking as a 20-year editor of the UA Alumni Magazine, an eight-year J-School faculty member, and as an alum, you did everything right: showing student success and faculty accomplishments; showing that faculty are at the top of their games both in the profession and scholarship; showing faculty care about their students; showing that lots of students stay in touch and are becoming mentors themselves; that the school is all about the future; and the past upon which today’s school was built really matters.”

- **e-Cursor.** Every month, the school sends out an *e-Cursor* alumni newsletter with a feature story and three smaller items on students, alums, or faculty. It includes links to stories on the school website and also has a rail with upcoming events. It reaches nearly 2,000 alums and is opened anywhere from 20 to 26 percent of the time, according to MailChimp.
• **Website.** The school’s [website](http://website.com) had 174,500 page views — 147,274 unique — in the last two years (from Sept. 28, 2015, to Oct. 4, 2017). The hub page is kept fresh, periodically changing up the four items in the carousel at the top, and adding to the news items below. The “welcome” section includes a video introducing the school, narrated by a student and produced by an alum. The news section includes student/alumni kudos and faculty kudos, with an archive back to 2006. Popular features include the [Journalism on Screen](http://journalismonscreen.com) page, which highlights upcoming and past films shown at a local independent theater with a prominent journalist guest speaker, and includes links to videos of Q&As conducted after the screenings. The [Drew Gyorke photo contest](http://photocontest.com) page lists previous winners and displays students’ photos. The website has an [internship](http://internship.com) section, with current listings and tips. The site also lists all the school’s [publications](http://publications.com), with archive links to the alumni magazine and student publications. In addition, there is a link to the school’s [Center for Border & Global Journalism](http://center.com) website. The center, created in 2014, helps student and professional journalists meet the challenges of covering a more complicated and more perilous world.

• **Facebook.** The school generates at least one Facebook post a day, sometimes multiple posts, on alums, students, and faculty. Each post has at least one photo or video and tries to link to a story on the school’s website, or to a student’s or alum’s published story. From Jan. 1 to Oct. 4, 2017, the school had 372 posts, or 9.3 per week. The school saw a total reach of 311,056 during that period, or an average of 7,776 per week. In the past two years, the Facebook page has doubled from under 1,000 likes to nearly 2,000. A popular feature is “Where are they Wednesday,” where up to four alums can be profiled with a mug photo of each. The most popular recent posts were the school’s inaugural Hall of Fame class, an update on a science journalism intern at NASA who lost her belongings during Hurricane Harvey, and a slideshow on the school’s student awards ceremony in May. The school organized two Facebook Live events: the awards ceremony and a panel discussion on fake news. Both generated good page traffic and allowed alums to view the events. Also, a video introducing the school to prospective majors had a reach of nearly 5,000. In addition, the school sends out tweets on Twitter, and is planning to start an Instagram contest, in which students’ best work in photography classes, are featured each week.

• **Issuu.** The school has uploaded its publications, including [The Cursor](http://cursor.com) alumni magazine, El Independiente and Science magazines at [Issuu](http://issuu.com).

• **YouTube.** The school started a [YouTube channel](http://youtube.com) in late 2015, and has had nearly 9,000 views since. The channel features a student interview with alumna Savannah Guthrie of NBC’s “Today Show,” videos of Q&As done at the school’s Zenger Award dinner and Journalism on Screen series, its “welcome” video, and videos shot at school events.

• **Alumni engagement events.** The school provides a variety of opportunities for alumni to engage with faculty and students. For example, each fall during Homecoming weekend the school hosts an open house for alumni, inviting them to visit the school.
and catch up with faculty. The John Peter and Anna Catherine Zenger Award for Press Freedom Award dinner each fall (featured New York Times Editor Dean Baquet on Oct. 20, 2017) engages alumni. The school frequently partners with Arizona Student Media on campus, home of the campus newspaper, which shares a similar alumni base. In 2018, the school will launch its inaugural Hall of Fame at a spring event, bringing some of the most noteworthy alumni to campus for recognition and interaction.

5. Describe the unit’s support of scholastic (high school) journalism, including workshops, visiting lectures, critiques of student work, etc.

The school has focused many of its outreach activities on high school journalists. As mentioned previously, faculty members speak frequently at the Arizona Interscholastic Press Association convention for high school journalists and advisers. Following a talk given by Director David Cuillier to the AIPA convention in 2016 on student press freedom, he and others in the state educated legislators about the need to pass laws protecting journalism students, leading to New Voices legislation proposed in 2017.

Faculty are available to speak to high school and community college journalism classes and organizations. Many public and private schools visit the journalism school and faculty and students speak with them about student media, clubs, internships, classes and the high school workshop.

Members of the student SPJ chapter have mentored students at area high schools, including Amphitheater High School and Tucson High School, which have high minority enrollment. Campus visits in recent years include a trip to Hopi Junior/Senior High School in Northern Arizona; Cienega High School in Vail; and Baboquivari High School on the Tohono O’odham Reservation in Sells, Arizona. The school’s sponsorship of the summer workshop for minority high school journalists is explored above and in detail in the Diversity section, and helped toward its recognition in 2010 as a Robert P. Knight Multicultural Recruitment Award winner.