



HUSSMAN SCHOOL
OF JOURNALISM AND MEDIA

2019-2020

ACCREDITATION SELF-STUDY

ACCREDITING COUNCIL ON EDUCATION IN
JOURNALISM AND MASS COMMUNICATIONS

The November 2020 site visit was postponed due to the pandemic. Any updates to the self-study since the original submission are indicated with shading.



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Professional and Public Service

Executive Summary

The school's lecture series host some of the best and brightest practicing professionals, distinguished scholars and international journalists.

Workshops and seminars provide specialized training, exposure to best practices and deep-dive learning for both students and industry professionals.

Home to the state's high school and college press associations, the school hosts two North Carolina

Scholastic board meetings, the Media Institute and the statewide student media contests each year.

The Hussman professional advisory board is a resource for insights about industry trends and implications for curriculum and programming.

Alumni are engaged through social media, print and digital publications and periodic events in cities with high concentrations of program graduates.

INTRODUCTION

Both public and professional service are considered a top priority by the school, as demonstrated by signature initiatives, including: the Center for Innovation and Sustainability in Local Media, the Center for Information, Technology and Public Life, the UNC Center for Media and Law and Policy, Ida B. Wells Society for Investigative Reporting, a professional education program, high school and college press meetings and contests, school-sponsored lecture and workshop series, and service-learning opportunities in the classroom. These initiatives include a number of lecture series and pro bono classroom work by students and faculty.

The UNC Center for Media Law & Policy provides public and professional service through the study of legal and policy issues facing the state, nation and world. This interdisciplinary center brings together thought leaders that address contemporary media business and government issues, such as new media operations and online and mobile technologies. The center was launched in 2008 in partnership with the UNC School of Law with funding from the Hearst Foundation.

High school and college media association meetings, events and contests are a regular part of the school's commitment to public service. Hussman faculty and staff work with journalism and media students from across the state to host the N.C. Scholastic Media Association's annual summer institute, regional workshops and statewide media contests. The school also operates the N.C. College Media Association and participates in organizing its annual conference held on different campuses each year.

In 1998, the Professional Education Program was formally named as a school entity with its own staff and budget. Since then, the program has supported more and more programs. The mission is to offer sessions that develop and/or enhance skills and

concepts that participants can immediately apply in the workplace. Programs range from those designed to help experienced journalists stay current in today's communication landscape to partnerships with corporations to provide executive training for their employees.

The school offers seminars and workshops that are taught in the areas of journalism, public relations and advertising. **Louise Spieler**, senior associate dean for strategy and administration, works with faculty members and professionals to set the scope of each of these professional education programs. The global, immersive and professional programs are managed by Director **Liana Pinner** and Assistant Director **Chris Hill**.

The school also provides public and professional service opportunities in the classroom. Numerous courses provide pro bono expertise to clients in local and regional companies, organizations, and institutional and government agencies. Student teams design and create content, and promote, facilitate and present educational events for local nonprofit organizations. Students also conduct formative research, develop social marketing strategies, create and test campaign materials, and present final action plans to clients.

The school also promotes professional and public service by actively engaging with alumni and members of the professional advisory board. The Board of Advisers is comprised of leading journalists, media and communication professionals, and executives. The school also maintains regular interactions with alumni through its newsletter and other forms of communication. Discussions with board members and alumni assist in planning how to best reach school goals in curriculum and instruction. Examples of how alumni and board members assist in these and other professional and public service activities in the past six years are described in detail below.

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.



Historically, the school has offered programs to serve both professionals and academics. The school also offers programs on an as-needed basis to respond to industry needs. Below are examples of professional and public service activities conducted by the school over the past six years.

Professional Service and Industry Engagement

UNC-Knight Foundation Table Stakes Newsroom Initiative. The school's Center for Innovation and Sustainability in Local Media (CISLM) partnered with the Knight Foundation to create the Table Stakes initiative, which empowers media organizations with training and opportunities for digital transformation, and the development of sustainable business models that preserve the critical role of journalism for communities and for our democracy. To date, the yearlong Table Stakes program has helped 32 media organizations identify challenges and opportunities and create sustainable solutions to survive and thrive in the digital age. Participating organizations represent a variety of media platforms in the southeast, including broadcast, newspaper and digital.

In 2019, CISLM welcomed the third cohort of participants with attendees from; *Atlanta Journal-Constitution*, *Charlotte Post*, *Charlottesville Tomorrow*, *The Chronicle*, *Asheville Citizen-Times*, *Greenville News*, *North Carolina Health News*, North Carolina Press Association, Restoration News Media, *The Sumter Item*, UNC-TV and *Q City Metro*. Previous participants include: *Arkansas Democrat-Gazette*, *Carolina Public Press*, *Daily Tar Heel*, EducationNC, *News & Record*, *Winston-Salem Journal*,

Richmond Times-Dispatch, *Savannah Morning News*, *Sun News*, West Virginia Public Broadcasting, *Daily Dispatch*, *News Reporter*, *The Pilot*, *Scalawag* magazine, *Wilmington Star News*, WFAE and WTVD-ABC11.

Edward R. Murrow Program for Journalists. Since 2005, the school has participated in this program, which is sponsored by the U.S. Department of State. It is organized by region and language and each year brings 100–150 journalists to the United States. The program aims to examine the rights and responsibilities of a free press in a democracy; observe operational practices, standards and institutions of the media; provide insight into the social, economic and political structures of the U.S.; and offer professional-development seminars highlighting current trends and challenges in the media.

The school has hosted Murrow delegation journalists from a diverse array of geographic locations, including: Europe, Asia Pacific, the Middle East and North Africa, and Francophone countries in the Caribbean and Africa. Since 2015, each Murrow program has featured a week of programming that has included discussions with students about media and journalism education in the U.S., visits to local newspapers, radio and TV stations, faculty presentations about current issues in journalism, and an introduction to North Carolina politics, including a visit to a polling venue. From 2018–2020, the Murrow program at the school has consisted of a day of programming with faculty and students. Students and faculty members interact with the journalists, leading to better understanding of the region.

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Center for Strategic and International Studies (CSIS). Each semester, CSIS, a non-profit organization based in Washington, D.C., sends an experienced professional journalist from a European country to the school for about a week. Since 2015, the school has hosted journalists from Germany, Poland, Sweden and the United Kingdom. These visitors have given lectures to classes and interacted informally with faculty members and students. CSIS funds the visits.

Climate Matters in the Newsroom was sponsored by the school in 2019 in partnership with George Mason University and Climate Communication. The event provided instruction from exemplary journalists who actively report on climate change and experts in climate change science, impacts, and solutions that pertain to the Carolinas. Twenty (20) journalists participated in the workshop, which was led by faculty members **Tom Linden** and **Kate Sheppard**, and expert reporters and academics researching climate change.

Break Through: Communicating in Crisis. In partnership with Duke Energy, in 2018, the school provided crisis communication training for approximately 80 public information officers. The workshop provided instruction and best practices on using new media to communicate with stakeholders in crises resulting from natural disasters, industrial accidents or intentional acts. The training featured sessions led by faculty member **Gary Kayye**, and leaders from The Weather Channel and American Red Cross.

Democracy Fund Workshop. In 2017, the school partnered with Democracy Fund's senior news consultant, **Melanie Sil**, to offer "Beyond Gen X: Reporting on Toxins and Companies that Make Them." The hybrid workshop for community journalists had over 40 in-person and online participants. The workshop was led by two investigative journalists who shared their experiences and best practices as reporter's covering environmental toxins. Former Hussman School faculty member **Chris Roush** also provided instruction on business reporting and holding companies accountable.

Digital Newsroom Training. From 2015–2017, the school partnered with ABC11/WTVD to provide new media training for the station's employees to create digital newsrooms. The workshops focused on using digital media tools, innovation and media design, and writing for digital. The programs featured sessions taught by current faculty members **Steven King** and **Andy Bechtel**, and former faculty member **John Clark**.

International Focused Conferences/Workshops have thrived in the school, many of them growing out of the school's greatly expanded Visiting International Scholars (VIS) program, which is discussed in Standard 3. These sessions benefit not only the international journalists and the academics who participate, but also expose our own faculty members and students to wide-ranging discussions with people from other countries and cultures. For example, the school has arranged a number of programs for Korean journalists. These conferences have featured speakers from the school and university along with visits to media companies in North Carolina, Washington, D.C., Atlanta and New York City. Specific examples include:

- **Reporting on Epidemics: Medical and Crisis Journalism**, Korean Press Foundation, November 2015
- **Communication and Leadership Development Program**, Monterrey Institute of Technology and Higher Education, July 2016
- **Investigative Journalism Workshop**, Korea Society for Journalism and Communication Studies, June 2018

Industry, Corporate and Academic Partners. The school's Professional Education Program is proud of its cooperation with a variety of industry organizations, corporate partners and academic groups that frequently cosponsor events. The groups include:

- N.C. Press Association
- Center for Disease Control
- ABC11/WTVD
- Pulitzer Center for Crisis Reporting

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- North Carolina Department of Health and Human Services
- DeWitt Wallace Center for Media and Democracy, Duke University
- National Public Radio
- CNN
- Bloomberg
- Carolina Center for the Study of the Middle East and Muslim Civilizations.
- UNC-CH European Studies Center
- *The Charlotte Observer*
- Thomson-Reuters
- *New York Times*
- N.C. Board of Elections
- *News & Observer*
- WUNC Radio
- WRAL-TV
- UNC-TV, Public Media North Carolina

Centers and Initiatives

Center for Innovation and Sustainability in Local Media

The Center for Innovation and Sustainability in Local Media (CISLM) exists to support established and emerging local news organizations through applied research on economic sustainability and entrepreneurship as well as innovative news and digital product solutions. In addition to the Table Stakes Newsroom Initiative outlined above, CISLM professional and public service activities include:

U.S. News Deserts. This project, led by UNC Knight Chair in Journalism and Digital Media Economics **Penny Abernathy**, tracks how, in the past decade and a half, nearly one in four newspapers has disappeared, and countless others have become shells – or “ghosts” – of themselves. Concerned citizens, community activists,

philanthropists, policy makers, educators, journalists and others in the industry can use the News Deserts website to drill down to the county level to understand how the news landscape in each of our 50 states has changed in recent years and the implications this has for their communities. By documenting the shifting news landscape and evaluating the threat of media deserts, the center’s reports seek to raise awareness of the role each of these interested parties can play in addressing the challenges confronting local news and democracy.

Project Oasis. In March 2020, CISLM partnered with the Google News Initiative, LION Publishers and Table Stakes co-founder **Doug Smith**, to create Project Oasis – a dynamic new endeavor to identify, share and implement the best practices that help local digital news models get started and succeed. The goal of the project is to create and sustain local news startups to help combat the well-documented news deserts that have emerged around the nation.

Center for Information, Technology and Public Life

Initially funded in Fall 2019 by the Knight Foundation, the Center for Information, Technology and Public Life (CITAP) includes faculty from the Hussman School, UNC School of Information and Library Science and UNC Department of Communication. The center is dedicated to researching, understanding, and responding to the impact of the Internet, social media, and other forms of digital information sharing. In early November 2019, the center helped run a two-day symposium and workshop titled “Fostering an Informed Society: The Role of the First Amendment in Strengthening Local News and Democracy.” The center also launched CITAP Digital Politics, a website that offers a set of resources to help analyze how platforms, law, and ethics shape campaigns when communicating with voters. Hussman faculty **Deen Freelon** and **Daniel Kreiss** are investigators at the center. **Tori Ekstrand** was an affiliate in 2019 and incoming faculty member **Shannon McGregor** will be an affiliate starting in Fall 2020.

UNC Center for Media Law and Policy

The UNC Center for Media Law and Policy is an interdisciplinary research center run jointly by the UNC School of Law and UNC Hussman School of Journalism and Media. The center's work ranges from examining the legal and policy issues affecting traditional media organizations to the challenges posed by new communication technologies, including social media, the Internet, and mobile technology, and the impact they are having on governments, on the economy, and on cultural and social values throughout the world.

Center events and projects bring together a diverse group of legal and communication scholars, media professionals, and practicing attorneys. Faculty and graduate students affiliated with the center conduct media law and policy research, host public events and work to educate North Carolina's business community about the opportunities for supporting and expanding entrepreneurship in the field of information technology. Signature center events are described below:

Wade H. Hargrove Media Law and Policy Colloquium.

The Hargrove Colloquium was established in 2009 as an event to honor a figure of national prominence in the areas of media law or media policy. It was funded in part by the North Carolina Association of Broadcasters and North Carolina Cable Telecommunications Association to recognize the more than 30 years of service that **Wade Hargrove**, a graduate of UNC-CH and the UNC School of Law, provided to these organizations as well as media and technology companies throughout North Carolina and the nation. The first colloquium was in 2013 and featured **David Barnett**, chairman and CEO of Hearst Television, and **Ben Sherwood**, president of ABC News, discussing "The Future of Television News." These are the colloquia that have taken place in the last six years:

- 2015: **David L. Cohen**, executive vice president of Comcast Corp, spoke about "The Democratization of Media."

- 2020: **Richard Gingras**, vice president of news at Google, was scheduled to speak about "Technology, Media, & Democracy." This event was postponed due to the COVID-10 pandemic.

First Amendment Day. For the past eleven years, the center has organized an annual campus-wide First Amendment Day celebration. The event features panels and interactive events for students and the community to learn about the importance of the rights protected by the First Amendment and the special role of a public university as a marketplace of ideas. Recent First Amendment Day keynote panels have included:

- 2019: "Hate, Harassment and the Right to Report" was the inaugural live-to-tape First Amendment Day panel. The panel was moderated by **Frank Stasio**, host of WUNC (North Carolina Public Radio) "State of Things," and featured **Rachel Glickhouse**, journalist and the partner manager for the "Documenting Hate Project" at ProPublica; **Mary-Rose Papandrea**, UNC School of Law professor of constitutional law; **Elisa Lees Muñoz**, executive director of the International Women's Media Foundation; **Wendy Scott**, professor of law at Elon University; and **Allen Johnson**, Greensboro *News & Record* editorial page editor.
- 2018: "How Facebook Disconnects Us and Undermines Democracy," **Siva Vaidhyanathan**, Robertson Professor of Media Studies, director of the Center for Media Citizenship, University of Virginia.
- 2017: "The Enemy of the American People and the Future of a Free Press," **Bill Adair**, Knight Professor of the Practice in Journalism and Public Policy, director of the DeWitt Wallace Center for Media and Democracy, Duke University.
- 2016: "The First Amendment in the Age of Tech Giants," **Trevor Timm**, co-founder and executive director, Freedom of the Press Foundation, San Francisco.
- 2015: "Hate Crimes in Cyberspace," author, **Danielle Keats Citron**, Lois K. Macht Research Professor & Professor of Law, University of Maryland Francis King Carey School of Law.

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The Ida B. Wells Society for Investigative Reporting

Relaunched after moving from Harvard to the Hussman School in Fall 2019, the society works to educate news organizations and journalists on how the inclusion of diverse voices can raise the caliber, impact and visibility of investigative journalism as a means of promoting transparency and good government. The society offers training workshops for investigative reporting throughout the United States and is developing a yearlong fellowship program based in New York City. Society workshops cover the use of advanced technology, interviewing techniques, the latest data-gathering and fact-checking resources, story pitching, project management and narrative storytelling skills. The society's co-founders will advise, mentor and share their investigative journalism expertise with students in the classroom in the Hussman School.

In November 2019, the school hosted the society's inaugural event, "Making a Mark: The 1619 Project, Investigative Journalism and Raising the Caliber of Reporting Through Diverse Voices." The event featured a panel discussion with society co-founders **Nikole Hannah-Jones** and **Ron Nixon**.

Since coming to the Hussman School, the Ida B. Wells Society for Investigative Reporting has held several workshops, including programs at Morehouse College, Atlanta, and Alabama State University. Starting April 2020, the Society conducted an eight-week virtual bootcamp "Covering COVID-19 Reporting Series." The Society also hosted virtual workshops on a variety of topics, including: "Sourcing 101," "How to find investigations on your beat" and "Doing tough interviews."

CBC-UNC Diversity Fellowship Program

As previously noted in Standard 3, the Capitol Broadcasting Company-UNC Diversity Fellowship Program is one of two initiatives the school developed to bolster the pipeline of diverse graduates entering the media industries. The CBC-UNC program, launched in

2012, mentors 12 college seniors or graduate students who identify as members of underrepresented groups and who want to pursue a career in broadcasting as reporters, videographers, editors, producers or directors. The intensive workshop is open by competitive application to students from any college or university, and the content focuses on professional skills as well as diversity issues. We welcomed our eighth cohort in March 2020, and to date the program has graduated more than 100 participants. As evidence of the success of this program, the 2019 fellows and their current employment are listed below:

- **Tony Betton Jr.**, Georgia State University, WPTA (Reporter/Anchor)
- **Christiana Ford**, Kent State University, WILX (Reporter)
- **Madison Jones**, Virginia Commonwealth University, WVIR (Reporter)
- **Kimothy Jones**, UNC Chapel Hill, Spectrum News Triad (Producer)
- **Monica Manney**, Fredonia State, Spectrum News Syracuse (Reporter)
- **Clarisa Melendez**, University of Florida, WUFT (Spanish Writer)
- **Sofia Millar**, University of Florida, WLEX (Reporter)
- **Maryam Mohamed**, UNC Chapel Hill, CNN (Producer)
- **Sunny Morgan**, West Chester University, Philadelphia Magazine (Reporter)
- **Claudia Perez Brito**, University of Florida, WTVJ (Producer)
- **Maya Reese**, Howard University, WJFW (Reporter)
- **Courtney Wallen**, High Point University, Spectrum News Triad (Producer)

The full list of fellows and their current employers from the last six years is provided as [Appendix 8-A](#).

Bloomberg-UNC Business Journalism Diversity Programs

The Bloomberg-UNC Business Journalism Programs are the second school initiative created to increase the pipeline of diverse graduates entering the industry. As previously noted in Standard 3, this partnership with Bloomberg News started in 2017 at the school, then expanded to a second location in 2018 at the University of California, Berkeley and in 2019 added a third global program in London, partnering with the Department of Journalism at City, University of London. The school recruits for all programs from targeted diverse universities, manages the admission process for all locations, and coordinates all logistics in UNC-Chapel Hill and London. Since 2017, the programs have had a total of 64 participants, with a maximum of 12 students for each cohort. The programs aim to increase the number of diverse students starting business journalism careers after graduation by providing an intensive five-day workshop teaching the fundamental skills of business reporting, including understanding markets and diversity issues in the workplace. Each program also visits a Bloomberg location to network with business journalists and see the newsroom in action. The 2020 programs had to be cancelled due to the pandemic.

Reese Innovation Lab

The Reese Innovation Lab (formerly the Reese News Lab) focuses on developing and testing new ideas for the media industry in the form of “pre-startups.” Students create prototypes, interview and survey potential customers, and develop business strategies for their products.

One recent product is *Our Chatham*. In 2017, in conjunction with CISLM, the Lab created *Our Chatham* as a student-run media product development project. The concept behind *Our Chatham* was to fill the unmet information needs of the people who live, work and play in Chatham County, North Carolina, an area that might be considered a “news desert.” *Our Chatham* launched an email newsletter in July 2018, but ceased publication in April 2020 after collecting data for future similar projects.

The Lab has also sponsored many workshops and symposiums for both students and professionals, including the following led by Hussman faculty:

- Innovation Bootcamp Workshop. A project-based workshop where students and professionals learn how to shoot, edit and publish video stories, **Steven King**, Chapel Hill, 2016
- 360 Degree Workshop. A project-based workshop where students and professionals learn how to shoot, edit and publish 360-degree video stories, **Steven King**, Chapel Hill, 2016
- Symposium on News Deserts, **Penny Abernathy**, Washington, D.C., 2017
- Data Reporting Workshop. A workshop on bringing more data reporting to newsrooms, **Ryan Thornburg**, Winston-Salem, 2018
- Fact Checking Workshop. A workshop on improving fact-checking by small media organizations, **Ryan Thornburg**, Chapel Hill, 2019

School-Sponsored Lecture and Workshop Series

The Hussman School serves the profession through several annual lecture series, many of which are open to the public. The lectures are delivered by some of the nation’s most well-known journalists and opinion leaders. School-sponsored lecture series include the following:

Holding Power Accountable. In 2009, the school established “Holding Power Accountable” workshops to provide inspiration and coaching for aspiring investigative journalists. The workshops evolved into an annual series of conversations between journalism students and top professionals. The lecture series features leading journalists who examine the people and organizations that hold power in society. The series is always open to students in the school and is occasionally open to the public as well. Recent examples include:

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- 2020: Challenges for journalists in an era of leaks, lies and changing political norms; **David Zucchino**, Pulitzer Prize winner, contributing writer, *The New York Times*
- 2019: Storytelling from the world view of a Pulitzer Prize-winning journalists, **Helene Cooper**, Pentagon correspondent, *The New York Times*
- 2018: Reporting on #MeToo; **Barbara Friedman**, associate professor, Hussman School of Journalism and Media; **David Folkenflik**, media correspondent, NPR; **Kim Masters**, editor-at-large, *Hollywood Reporter* and host, *The Business*, KCRW; and **Emily Steel**, business reporter, *The New York Times*

Jane Brown Health Communication Lecture. Started in 2016, the Jane Brown Health Communication Lecture honors the legacy of retired James L. Knight professor Jane Brown. Brown is a founding member of the Interdisciplinary Health Communication program (IHC) and spent over three decades conducting research on the media's influence on the health of adolescents, health communication and the use of media for health promotion. This annual lecture brings nationally recognized researchers to the school to present their work and have a dialogue about health communication with an interdisciplinary mix of students and faculty. The annual health communication lecture has been presented by the following researchers:

- 2019: **Xiaoquan Zhao**, George Mason University
- 2018: **Robin Nabi**, University of California, Santa Barbara
- 2017: **Jeff Niederdeppe**, Cornell University
- 2016: **Marco Yzer**, University of Minnesota

Mary Junck Research Colloquium. The series was formally established in 2007 to nurture an intellectually vibrant climate with both interdisciplinary and multidisciplinary shades, by scheduling scholarly presentations on diverse topics.

The speakers represent various disciplines and units on campus as well as other universities and organizations in the Research Triangle of North Carolina. The series has been particularly successful in attracting scholars and researchers of national and international renown from within the United States and abroad. The series attracts a diverse audience comprising faculty, graduate students and researchers from around the Triangle. Speakers have included:

- 2019: **Erica Scharrer**, University of Massachusetts Amherst; and **Sarah J. Jackson**, Northeastern University
- 2018: **Berkley Hudson**, University of Missouri; **Russell Clayton**, Florida State University; and **Natalie Stroud**, University of Texas at Austin
- 2017: **Matthew Weber**, Rutgers University; **Andy Pilny**, University of Kentucky; **Emily Thorson**, Boston College; **Mary Beth Oliver**, Pennsylvania State University; and **Meryl Alper**, Northeastern University
- 2016: **Philip Napoli**, Duke University; **Grace Ahn**, University of Georgia; **Brooke Fisher Liu**, University of Maryland; **Deen Freelon**, American University; **Brooke Erin Duffy**, Temple University; and **Jane Rhodes**, University of Chicago
- 2015: **Jesse Baldwin-Philippi**, Fordham University; **Chris Well**, University of Wisconsin Madison; **Maureen Taylor**, University of Tennessee Knoxville; **Jesse Fox**, Oregon State University; **Geoffrey Baym**, University of North Carolina Greensboro; **Edward Walker**, University of California Los Angeles; **Max Boykoff**, University of Colorado Boulder; **Janas Sinclair**, Florida International University; **Melissa Michelson**, Menlo College; **Carolina Lee**, Lafayette College; and **Zeynep Tufekci**, University of North Carolina Chapel Hill

Nelson Benton Lecture Series. Following **Nelson Benton's** death in 1988, family and friends established this non-endowed lecture series. Benton was a correspondent for CBS News for more than 20 years. The lecture series resumed in 2020 after a four-year hiatus.

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- 2020: **David Zucchini**, *New York Times* correspondent and author of “Wilmington’s Lie: The Murderous Coup of 1898 and the Rise of White Supremacy”

Next World Media Symposium. The annual on-campus event hosted on behalf of the Hussman School was established in 2014 to invite innovative and entrepreneurial leaders in the advertising industry to speak and connect with UNC’s next wave of young professionals planning to enter the field. The symposium is a half-day event that features several speakers from the Hussman School and professionals from across the country. These are the symposiums held in the last six years:

- 2020: Media Entrepreneurship (cancelled due to the pandemic)
- 2019: The Increasing Importance of Public Relations
- 2018: The Video Revolution in Media
- 2017: The Demand for Engagement in Marketing and Advertising
- 2016: The Brilliant, Small Agency
- 2015: Future Trends in Advertising

PhotoNight. Organized by the UNC chapter of the National Press Photographers Association, this speaker series brings photographers, documentary filmmakers and visual storytellers from around the country to present their work and inspire our students and the public. Recent speakers and events include:

- 2019: **Alysia Burton Steele**, multimedia journalist and author
- 2018: **Jon Kasbe**, film editor; **Deb Pastner**, *Star Tribune*; A Discussion on Documenting Protests; **Margaret Cheatham Williams**, *The New York Times*; and **Carolyn Van Houten**, *The Washington Post*
- 2017: **Louie Palu**, freelance photojournalist; **Hannah Ayers** and **Lance Warren**, Field Studio; **Andrea Wise** and **Jesse Neider**, freelance photojournalists

- 2016: **Erin Brethauer**, *San Francisco Chronicle*; **Maggie Steber**, freelance photojournalist; **Tim Matsui**, freelance photojournalist; **Cath Spangler**, *New Yorker*; **Alan Maynard**, Trailblazer Studios; and **Kevin Martin**, freelance photojournalist
- 2015: **Alexandra Bomback**, Red Reel; **Endia Beal**, freelance photographer; and **Uwe Martin**, freelance photojournalist

Reed-Sarratt Distinguished Lecture Series. This non-endowed series has brought some of the best and brightest minds in journalism, advertising and public relations fields to the university to discuss matters of importance and concern, of philosophy and principle. Recent speakers have included:

- 2018: **Ken Auletta**, writer, *The New Yorker*
- 2016: **Andy Polansky**, CEO, Weber Shandwick
- 2015: **Andrew Robertson**, CEO, BBDO Worldwide

Roy H. Park Distinguished Lecture Series. This series brings well-known media professionals to the campus with the goal of exposing undergraduate and graduate students to those shaping the national conversation. The series was held from 1999–2018. Speakers included:

- 2018: **Tucker Carlson**, political commentator, FOX News Sunday
- 2017: **Chris Wallace**, anchor, FOX News Sunday
- 2016: **Brit Hume**, senior political analyst, FOX News
- 2015: **Peggy Noonan**, columnist, *The Wall Street Journal*

The Stembler Lecture. A bequest from movie industry executive **John H. Stembler, Jr.** created a \$3.25 million ‘game-changer’ endowment for the Hussman School’s broadcast program. To honor Stembler’s career and passion for the motion picture industry, a speaker or panel event is organized every two years at the school. The lecture brings focus to topics related to the film industry to students, faculty and the Carolina community.

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- 2017: “Literally, Right Before Aaron” director **Ryan Eggold**; and “Literally, Right Before Aaron” producer and owner of Rizk Pictures **Alexandra Rizk Keane**
- 2015: “Ant-Man” director **Peyton Reed**; Motion Picture Association of America CEO and former U.S. Senator **Chris Dodd**; and chairman and CEO of Georgia Theatre Company **Bill Stembler**

In addition to annual lecture series, the Hussman School holds other public events to mark special occasions in the industry and provide discourse for professionals, the public and students around current events and issues. Recent examples include:

- 2019: “A View from Washington with *The Wall Street Journal’s* **Kimberley Strassel**,” and “New Media, the Newspaper Crisis, and the Future of Democracy”
- 2018: “Covering Marginalized Communities: Stories from the Field;” and “Visual Trumpery” lecture tour with **Alberto Cairo**
- 2017: “North Carolina’s Press and the Pulitzer Prize: Celebrating a Legacy of Meritorious Public Service”
- 2016: “A Conversation with NPR’s **Nina Totenberg**: The Supreme Court and the Presidency;” and “From Alzheimer’s to Zika: Covering Health for *The New York Times*”

Service-Learning Opportunities in the Classroom

The school’s commitment to public service originates in the classroom, inspires students to make a difference during their time at Carolina and instills a spirit of public service in the future. Below are examples of courses that provide service-learning opportunities.

MEJO 459-Community Journalism. Students in the class create content for the *VOICE* of Northeast Central Durham, an online start-up that includes a monthly print version. They produce five web-based editions and three monthly print versions of the *VOICE*. The *VOICE* is produced jointly by the class and NCCU’s

reporting class. They also get content from Durham High School journalism classes. Additionally, students mentor a core staff of Durham urban teens to help them produce content of their own.

MEJO 332-Public Relations Writing. Each semester, students in all sections of this course (80 to 100 students in all) work with nonprofit or government agencies to provide pro bono public relations expertise as part of the UNC-CH APPLES Service-Learning Program. Recent client organizations include: 3D Women, Carolina Cause Communications, Carolina Veterans Organization, Center for Employment and Leadership, Chapel Hill-Carrboro School System, Durham Arts Council, Durham County Cooperative Extension, N.C. Botanical Garden, and Piedmont Wildlife Center. A full list of client organizations in this course is provided as [Appendix 8-B](#).

MEJO 490-Cause Communications Clients. Students work with a local nonprofit, Youthworx on Main, to complete a service-learning project. YouthWorx is a catalyst for impact, supercharging nonprofits with best practices that improve the lives of under-served youth in the Research Triangle region of North Carolina. Student teams design, create content, promote, facilitate and present a one-day, educational event for local, nonprofit organizations.

MEJO 671-Social Media Campaigns. Students work with a public health client to conduct formative research, develop a social marketing strategy, create and test campaign materials, and present a final plan of action to the client. This APPLES Service-Learning Program aims to build sustainable, service-learning partnerships among students, faculty, and communities in North Carolina and beyond. Previous clients have included: No Kid Hungry, Chatham County Public Health Department, Mecklenburg County Government, Wake County, and UNC Women’s Health Information Center. A full list of recent public health clients is provided in [Appendix 8-C](#).

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High School and College Press Meetings/Contests

The state's high school and college press associations are housed in the Hussman School of Journalism and Media. The school hosts two board meetings each year: K12 faculty on the North Carolina Scholastic Media Advisers Association (NCSMAA) and K12 students on the North Carolina Scholastic Media Association. The general membership meeting of NCSMAA, which is held during the North Carolina Scholastic Media Institute, is hosted by the Hussman School in June of each year.

The North Carolina College Media Association (NCCMA), established in 2007, operates as a service of the North Carolina Scholastic Media Association. Through NCCMA, the Hussman School serves student media outlets on college campuses across the state.

The school is home to two annual statewide contests in student media: the North Carolina Scholastic Media Association high school media contests in yearbook, literary magazine, online news, broadcast news and newspaper; and the North Carolina College Media Association statewide college media contests in newspaper, online news, yearbook and literary magazine.

NCCMA manages the annual statewide student media contests, collecting and sorting entries, and inviting college media advisers for judging in December of each year. The event is co-hosted on a different college campus each year, which enables student media advisers and staffs to experience a variety of campuses and participate in instructional sessions that highlight the different regions of the state. East Carolina University hosted the event in 2020. The largest event, which was attended by more than 200 students and advisors in 2019, was hosted by North Carolina Agricultural and Technical State University. Other hosts of recent student media contests include: N.C. State University, Elon University, Greensboro College and UNC-Chapel Hill. College media advisers on campuses statewide serve on the association's Steering Committee and meet annually during the February conference.

Since 2015, **Monica Hill**, director of NCSMA, has served as an annual Crown judge for the Columbia Scholastic Press Association at Columbia University. She is also an annual judge for Southern Interscholastic Press Association contests and has periodically judged for National Scholastic Press Association and Journalism Education Association.

2. In a digital file, list 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 in a separate digital file. Do not include service to the unit or institution; this information should be presented in Standard 1, Question 6.



Hussman School faculty members have served the profession and public in important ways. A list of examples per faculty member is included as [Appendix 8-D](#).

Since the last accreditation review, noteworthy examples of leadership roles include: vice president of AEJMC, chair of BBC Global Media Action-USA, associate editor of the *Journal of Public Relations Education*, research chair of the Public Relations Division of AEJMC, vice chair of the Public Relations Division of AEJMC, associate editor of *Public Relations Update*, chair of the LGBTQ Interest Group of AEJMC, editor of *Media Psychology*, associate editor of *Mass Communication and Society*, past president of Women's Forum of North Carolina, vice chair of the

Board of Directors for EducationNC, vice president of membership for the Society of Environmental Journalists, and creative research and social media chair for the Visual Communications Division of AEJMC. Our faculty have served as members of the Hearst Journalism Awards Steering Committee, board of trustees of the Carnegie Council on Ethics in International Affairs, Board of Directors of the ACES Education Fund, and Board of Directors of the Disability Rights of North Carolina. Faculty also serve on the editorial boards of numerous academic journals, as reviewers for peer-reviewed journals, reviewers for juried competitions, and keynote speakers and workshop leaders for numerous professional and academic conferences in our fields of study.

3. Describe the unit's contact with alumni, professionals and professional organizations to keep curriculum and instruction, whether online or on-site, current and to promote the exchange of ideas. Contact may include alumni and professional involvement in advisory boards, curriculum development, guest speaking, placement, internships, and fundraising. Provide advisory board members' names and contact information.



For many years, the school has had an active advisory board, and a number of people on the original board have, at their request, remained on the board because of their loyalty to the school. New members continue to be added, of course, and the expertise of members cover traditional media through cutting-edge digital communication. Some members are school alumni, some are not. The current 48-member Board of Advisers is comprised

of leading journalists, media and communication professionals, and executives. Meeting twice a year, the board discusses school plans and advises on how to best reach school goals. Board members provide insight about industry trends and how that may affect the curriculum and are directly involved in the assessment of our classes and student learning. Many board members also speak to classes or student groups when they are on

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campus. The chair of the advisory board is **Joyce Fitzpatrick** '76, President, Fitzpatrick Communications. The vice chair of the board is **William “Bill” Goodwyn** '83, Chief Revenue Officer, Curiosity Stream. Other board members are:

- **R. Frank Andrews IV** '90, chair, The August Jackson Company
- **Natalie Best** '97, chief operating officer & principal, French/West/Vaughan
- **Selim Bingol**, senior vice president and chief communication officer, Duke Energy
- **Allen Bosworth** '81, president and chief operating officer, EP&Co.
- **Gwendolyn “Wendy” Bounds** '93, vice president & chief content officer, *Consumer Reports*
- **C.L. Brown** '94, sports reporter, *News & Observer*
- **J.J. Carter** '96, global chief operating officer & president, FleishmanHillard (Americas region)
- **Jacqueline Charles** '94, Caribbean correspondent, *Miami Herald*
- **Lisa Church**, former president, eMarketer
- **Brandon Cooke** '02, Global chief communications officer, FCB Worldwide, Ltd.
- **Donald W. Curtis** '63, chairman and CEO, Curtis Media Group
- **Jules Dixon** '91, managing director, southeast region, PR Talent
- **Deborah S. Fullerton** '85, SVP/Chief Marketing, Communications & Consumerism Officer, Prisma Health
- **Nancy Gauss** '05, Associate Managing Editor and Executive Director of Video, *The New York Times*
- **Steve Hammel**, former vice president and general manager, WRAL
- **William “Bill” Keyes**, president, Institute for Responsible Citizenship
- **Jason Kilar** '93, CEO, WarnerMedia
- **Donna Leinwand Leger** '89, former managing editor, *USA Today*
- **Hunter Lewis** '00, editor-in-chief, *Food & Wine*
- **Pamela Meek** '86, global head of communications, SAS Institute
- **Kevin Metz** '97, senior management consultant, Foundation Media
- **J.J. Miller** '94, senior vice president, media and video, Oz Digital and Sharecare
- **Torod Neptune**, chief communications officer, Medtronic
- **David Oakley**, president and founding partner, BooneOakley Advertising
- **Janet Northen Patterson**, partner and executive vice president, director of communications, McKinney
- **Christina Reynolds**, vice president of communications, Emily's List
- **Susan Cranford Ross** '78, principal, Moss+Ross
- **John Schmidt** '89, owner, Schmidt Public Affairs
- **Eugene Scott** '03, political reporter, *The Washington Post*
- **Jeff Shafer** '93, chief communications officer, Lenovo

- Michael Steel '99, partner, Hamilton Place Strategies
- Robyn Tomlin '96, vice president of local news, McClatchey
- Edward H. Vick '66, retired chairman and CEO, Young and Rubicam
- Kelly Williamson, president, North America, APCO Worldwide
- David Woronoff, publisher, *The Pilot*
- Dana Yeganian '95, executive VP, Global Strategy Group

4. Describe the unit's methods for communicating with alumni, such as newsletters or other publications. Provide the web link for communication during the previous academic year or provide print copies in the workroom.



The UNC Hussman School communicates with alumni through a variety of methods including our website, social media platforms, email newsletters, print newsletter, podcast, development/ stewardship letters and events.

Alumni communications are guided thematically by the school's strategic plan and a goal to deliver content that informs and provides value, promotes student success, builds pride and affinity, strengthens the alumni network; and encourages alumni participation, support and engagement with students and faculty. Data are collected and analyzed to inform communication strategy and tactics approaches.

Web. The school's website (hussman.unc.edu) includes a range of information for students, prospective students, alumni, faculty and staff. The guiding strategy for the content and design of the site is to feature stories that highlight student, faculty and alumni success. The site drew 167,000 unique visitors June 1, 2019–June 1, 2020 – an 18 percent increase over the same time period in the previous year.

Social media. The school is active on four social media platforms. Social media is employed to carry the school's messages to alumni by sharing web content, amplifying alumni accomplishments and student work. The school monitors its social media platforms closely to identify alumni, student and faculty news and perspectives to share, and to indicate issues of concern or that need to be addressed within our community. Social media platforms with number of followers as of June 25, 2020, include:

Instagram: [instagram.com/unchussman](https://www.instagram.com/unchussman) (2,900 followers)

Twitter: twitter.com/UNCHussman (12,300 followers)

Facebook: [facebook.com/unchussman](https://www.facebook.com/unchussman) (5,800 followers)

LinkedIn: [linkedin.com/school/unc-hussman-school-of-journalism-and-media](https://www.linkedin.com/school/unc-hussman-school-of-journalism-and-media) (4,300 followers)

Email. The school communicates with its alumni base via email primarily through the monthly Hussman eCommunicator to 12,500 alumni and friends with news and features of student experiences

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and achievements, faculty innovations and successes, and alumni stories and perspectives. The eCommunicator also promotes upcoming events and other opportunities for alumni to engage with the school. Open rates hover around 20–25%, with special messages (i.e. school renaming, coronavirus information, social justice support message) trending up toward 35–40%.

Dean Susan King sends a weekly email update to a more targeted audience that includes alumni leaders, board members, top donors and close friends. The weekly update highlights news, student and faculty accomplishments and upcoming events, programs and initiatives.

A reproduction of the most recent Hussman eCommunicator is included as [Appendix 8-E](#). Examples of Dean Susan King's update are included as [Appendix 8-F](#).

Print. *The Hussman Communicator* twice-yearly print publication is distributed by mail to nearly 20,000 recipients that include alumni, donors, key prospects, parents of current students, university administrators and peer institutions. The *Communicator's* format is a 10-panel full color booklet with news and features covering recent highlights and promoting upcoming initiatives. The publication includes a remittance envelope. A reproduction of the most recent *Hussman Communicator* is included as [Appendix 8-G](#).

Podcast. The school's Start Here / Never Stop Podcast (hussman.unc.edu/SHNSPodcast) captures the idea that what students learn and experience at the school prepares them for a successful transition to careers in a dynamic media environment. The podcast features conversations with Dean Susan King and alumni that represent a diversity of specializations as a student, class years, careers and career paths. The school has produced more than 50 podcasts since its launch in 2016.

Development/stewardship letters. The school's alumni and development office manages ongoing, year-round communication with alumni via letters, encouraging alumni to support the school, highlighting priorities, opportunities and impact of private gifts; and thanking those alumni who have made gifts. These letters are coordinated with the school's communications office to ensure that the messaging complements and aligns with the school's strategic communication themes.

Events. The school hosts a variety of events and receptions for alumni each year. Some are designed to attract alumni back to Chapel Hill, such as Homecoming, prominent speakers and career sessions with students. Others are held in cities and regions where alumni are concentrated. Most feature a presentation from the dean or other faculty members. In Spring and Fall 2020, the COVID-19 pandemic required the school to develop new ways of engaging with alumni, such as virtual speaker events, webinars, and open conversations through intimate virtual gatherings with school representatives and alumni.

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

North Carolina Scholastic Media Association

[N.C. Scholastic Media Association](#) (NCSMA). The association has been housed by the school since 1941. Professor Walter Spearman became the association's first director and served in that capacity for more than three decades. The university's ties to scholastic journalism extends back to 1936 when UNC students on the staff of *The Daily Tar Heel* organized the first scholastic press workshops for North Carolina high school students. Journalism professors served as part-time directors of the association until 1994, when **Kay Phillips** was named the first full-time director. Monica Hill has served in that capacity since 2002. NCSMA celebrated its 75th anniversary in 2016, publishing a book and [website](#) highlighting the association's history and mission. The school's affiliation with NCSMA provides numerous opportunities to support scholastic journalism, as discussed below.

N.C. Scholastic Media Institute. The Hussman School is home to several high school events each year. The Scholastic Media Association's N.C. Scholastic Media Institute is a four-day residential summer workshop on the UNC-Chapel Hill campus. Instructional sessions are offered in news, yearbook, photojournalism, design, advising student media, broadcast news and literary magazine. The workshop is held in the school's facilities the four days between the two summer school sessions at UNC. During those four days, some 250 high school students and teachers move into Hussman classrooms, labs and studios. Broadcast journalism students produce a newscast, and *The Daily Tar Heel* welcomes a group of advanced students who produce an online news site and newspaper.

Statewide Media Contests. Results of student competitions are announced during the annual N.C. Scholastic Media Institute. NCSMA directs this annual contest, recruits judges and distributes some 1,500 certificates and plaques each year. Student media staffs submit newspapers, yearbooks, literary magazines, URLs and newscasts. Judges rank and critique student media and judge individual entries.

Rachel Rivers-Coffey Scholarships. The scholarships are awarded to N.C. High School Journalist of the Year winners and alternates are also presented. Each year, the scholarship program awards \$7,000, including \$3,000 to the state's top high school journalist, \$1,000 to each of three alternates, \$500 to journalism program winners, and \$250 to each of the journalism program alternates. The N.C. Press Foundation funds these awards each year. **Monica Hill** is an ex-officio member of that foundation board. The school also distributes Institute awards of \$625 each to four high school students who excel in news and broadcast journalism classes during the workshop. Since 2002, **Don Curtis**, an alumnus and head of Curtis Media, has endowed a fund that is awarded annually to two students. Also, since 2008, *The Daily Tar Heel* has endowed a second fund that is awarded to two additional students.

Leadership Opportunities. NCSMA offers leadership opportunities to six high school students who serve as student officers and assist with planning the Summer Institute. A network of some 25 high school journalism teachers serve each year on the N.C. Scholastic Media Advisers Association. These educators work with the NCSMA and the school to promote scholastic journalism and to further its mission in the state. The group has produced curricular projects and statewide media contest standards.

Teacher Fellowships. NCSMA provides support of annual fellowships for K12 journalism instructors and student media advisers who participate in summer courses in journalism education. These are summer school courses taught by Hussman faculty members, including **Ryan Thornburg**, who was scheduled to facilitate the 2020 course, “Teaching Online News in the Secondary School.” Faculty member **Lynn Owens** taught the 2019 course, “Teaching Broadcast News in the Secondary School.” These annual fellowship courses allow teachers to earn three hours of graduate credit, connect with Hussman School faculty, and advance journalism education in the state. NCSMA funds up to 10 fellowships for 10 teachers each summer, providing tuition, fees and lodging.

Regional Workshops. NCSMA co-hosts a network of Fall regional workshops with other universities and media sponsors in October of each year. The largest event is the regional workshop, held in the school and co-hosted with *The News & Observer (N&O)* on the first day of UNC-Chapel Hill’s Fall break. For 22 years, Central Carolina J-Day workshops have been co-hosted by the NCSMA and the *N&O*. The 2019 J-Day began with a workshop for the Piedmont region, co-hosted with *The Charlotte Observer* and held at Queens University of Charlotte. A second workshop for the Eastern region was held at East Carolina University. The third and largest Central Carolina J-Day event was held in the Hussman School. These four events offered 90 instructional sessions and reached almost 900 students and teachers across our state. Sessions varied at each event, but all included relevant and timely topics such as “Covering the Environment,” “Preparing for 2020 Election Coverage,” “Data Journalism” and “Covering Sensitive Topics.” The Fall regional workshops best represent NCSMA’s efforts to advance journalism education in the state without barriers to participation.

Carolina Sports Journalism Camp

Since 2012, up to 48 students throughout the country are selected each year to attend the [Carolina Sports Journalism Camp](#), an annual four-day intensive writing workshop. The lead instructor is **Tim Crothers**, adjunct instructor in the school. Crothers is a former *Sports Illustrated* writer and author of books, such as *Queen of Katwe*. An advisory board of alumni and others from UNC Athletics, The Athletic, Carolina Panthers, *The News & Observer*, and the Chicago Bears assists with planning and instruction. Proceeds from this camp help to fund the NCSMA teacher fellowship program.

Chuck Stone Program for Diversity in Education and Media

The [Chuck Stone Program for Diversity in Education and Media](#) supports young high school journalists across all types of diversity (including religion, ethnicity, socioeconomic status and gender) as they pursue careers in news and media. The program equips young people with skills and knowledge to inform and educate a diverse audience with sensitivity and awareness. Each year the faculty director, along with the Chuck Stone Advisory Board, selects 12 rising high school seniors to participate in the fully funded one-week program. For the past four years, the summer program has been supported by the Capitol Broadcasting Company, which has just renewed its support for another four years. The Gannett Foundation funds the Chuck Stone College Mentoring and Career Preparation Program for Chuck Stone alumni, allowing the faculty director to stay connected to program participants as they enter college and eventually the workforce. This is further discussed in Standard 3.