PART II – STANDARD 8 PROFESSIONAL AND PUBLIC SERVICE

APPENDIX 8-G

Hussman Communicator



FROM DEAN SUSAN KING





@DEANSUSANKING

We have so much news to share with you at a time of extraordinary momentum for the school. We have a new name, a historic investment in values, a partnership with the Ida B. Wells Society for Investigative Reporting, a powerful new Knight Foundation-funded center of scholarship and, most importantly, student success on all fronts in journalism, advertising, public relations and research. It has been a big year for the school in every way.

Let's begin our 2019 story with alumnus Walter Hussman Jr. '68, a third-generation Arkansas-based newspaper publisher and the CEO of WEHCO Media, whose own journalism and business values were solidified under the iconic Carolina journalism faculty of the 1960s in Chapel Hill. On September 10 we announced that Walter, his wife Ben and their family are investing \$25 million in the school to provide transformational support to our students, faculty and staff. In recognition of the gift, we are now the UNC Hussman School of Journalism and Media. We are the fifth named school on campus, and we now stand alongside other great U.S. media and journalism schools with family names boosting national reputations.

For us, this is more than a name and more than a gift. As Walter detailed in a Wall Street Journal opinion piece, the family's gift was made in recognition of an imperative to restore the public's trust in our profession and to reinforce our shared commitment to values such as impartiality, credibility and the distinction between fact and opinion. Walter and I elaborated further in The News & Observer, writing together, "We embrace the values that underpin journalism's role in American democracy. These values must be instilled and reinforced every day." Our core values are a foundation for accurate, effective, ethical communication in any discipline we teach and study.

This gift gives our students, faculty and staff the investments they need to remain at the cutting edge of media that matters. It will protect us from the vagaries of political budgets and means a certain degree of independence.

The Hussman gift comes as the school is already reaching to the future and putting our commitment to great journalism and media at the very center of Carolina's campus with the Curtis Media Center — thanks to a \$10 million gift in 2018 from Don and Barbara Curtis and their daughter Donna Curtis McClatchey. Preparations are underway for construction to begin on the site of the old Phillips Annex with expected completion in January 2021. The light-filled design approved by the Board of Trustees this summer will provide a flexible teaching and learning space built to foster collaboration.

In August, the Ida B. Wells Society for Investigative Reporting announced its move

from Harvard to our school. The Ida B. Wells Society is a national organization dedicated to increasing and retaining reporters and editors of color. Named for a pioneering black investigative journalist and leader in the civil rights movement, the society was co-founded by alumna Nikole Hannah-Jones '03 (M.A.), a MacArthur "Genius" Award winner who herself has had a spectacular year, winning the UNC Distinguished Alumna Award and piloting the transformative 1619 Project at The New York Times.

Also this summer, we learned that the Knight Foundation, which funds our Center for Innovation and Sustainability in Local News, will build a new collaborative center at the UNC School of Information and Library Science. The center includes UNC Hussman Associate Professors Deen Freelon and Daniel Kreiss, who join three other principal investigators at Carolina in researching misinformation and disinformation, with plans to create evidence-based policy options around technology's impact on democracy. The Center for Information, Technology and Public Life (CITAP) is funded by a \$5 million Knight Foundation grant in addition to support from Luminate and the William and Flora Hewlett Foundation.

The Hussman School of Journalism and Media is on the move. With core values of truth-seeking, integrity, impartiality and fairness on the wall of our lobby, those core values underpin our endeavors to strive for diversity in the newsroom with the Ida B. Wells Society; to seek a better understanding of our digital future with CITAP; and to explore new 21st century methods for teaching and learning in the Curtis Media Center.

I hope you will come to Chapel Hill to share your perspective on where your work in the media is heading and to keep our students on the cutting edge of tomorrow, ready to be flexible storytellers and influential leaders in the world of journalism, public relations and advertising.

CORE VALUES

With these core values, the UNC
Hussman School of Journalism and
Media is positioned to help rebuild the
bond between the public and the media.

CREDIBILITY

Credibility is the greatest asset of any news medium, and impartiality is the greatest source of credibility.

To provide the most complete report, a news organization must not just cover the news, but uncover it. It must follow the story wherever it leads, regardless of any preconceived ideas on what might be most newsworthy.

IMPARTIALITY

Impartiality means reporting, editing and delivering the news honestly, fairly, objectively and without personal opinion or bias.

PURSUIT OF TRUTH

The pursuit of truth is a noble goal of journalism. But the truth is not always apparent or known immediately. Journalists' role is therefore not to determine what they believe at that time to be the truth and reveal only that to their readers, but rather to report as completely and impartially as possible all verifiable facts so that readers can, based on their own knowledge and experience, determine what they believe to be the truth.

When a newspaper delivers both news and opinions, the impartiality and credibility of the news organization can be questioned.

To minimize this as much as possible there needs to be a sharp and clear distinction between news and opinion, both to those providing and consuming the news.

WALTER HUSSMAN JR.
Publisher/CEO. WEHCO Media

The Hussman family ensures a bright future for students of media and journalism

IN SEPTEMBER, Carolina announced a historic moment for the school — a Campaign for Carolina gift of \$25 million from alumnus and Arkansas native Walter E. Hussman Jr. '68, his wife Ben, their son Palmer Hussman and daughters Eliza Hussman Gaines '12 (M.A.) and Olivia Hussman Ramsey. The gift is the largest personal donation in the school's history and the largest donation in the history of the Hussman family.

Walter Hussman's Iowa-born grandfather, Clyde Palmer, began his career at age 18 as a newspaper stenographer (1894). Palmer and his wife Bettie settled down in Texarkana, Arkansas and in 1909, Palmer purchased a local newspaper, the Texarkana Courier, for \$900.

Walter E. Hussman Jr. '68 with one of his eight grandchildren.



"Our company has been in newspaper publishing for 110 years, since 1909, the same year they started teaching journalism at the University of North Carolina," Hussman Jr. said.

By the 1930s, Palmer was investing in radio; and by the early 1950s, in a television station in southwestern Arkansas and northeastern Texas.

Palmer newspapers employed the first automatic teletypesetter circuits to connect a group of newspapers (1942) and pioneered spot color printing in news photography, like featuring a red flashlight in a black-and-white photo of the scene of a murder in the Texarkana Daily News (1946).

The Palmers' daughter Betty, born in 1911, met Walter Hussman Sr. when they were both journalism students at the University of Missouri. Betty and Walter's third child and only son, Walter E. Hussman Jr., was born in 1947 in Texarkana and grew up in Camden, Arkansas. When Clyde Palmer died in 1957, Hussman Sr. became president and publisher of the Palmer newspapers and went on to oversee the family's investment in radio, television and cable television, seeing the technology as a potential new means of delivering newspapers.

Walter Hussman Jr. was 10 years old when he began working in the family

business after school. Three years later, he first set foot on Carolina's campus to visit his sister Marilyn Hussman [Augur], who graduated with a degree in mathematics from UNC in 1960. Hussman Jr. went on to study at Phillips Exeter Academy in New Hampshire and graduated from The Lawrenceville School in New Jersey before he enrolled as an undergraduate at Carolina, as encouraged by high school history teacher and lifelong mentor Walker Blanton, a 1960 Carolina graduate.

As social chair at DKE, Hussman Jr. was enjoying Carolina a bit too much when, as he tells it, Professor Walter Spearman "put a burr under my saddle" to think more seriously about what he wanted to do with his life. "It was a really great conversation," Hussman remembered in an interview with the Pryor Center at the University of Arkansas, "and it was more important than I realized at the time." A focused Hussman graduated in 1968 with his journalism degree.

Hussman received an MBA from Columbia University and worked as a reporter for Forbes magazine from New York City before returning in 1970 to help run the family business from Camden, Arkansas.

In 1973, the family business became "WEHCO" Media for "Walter E. Hussman Company."

In March 1974, Hussman and his father purchased the smaller, struggling Arkansas Democrat, Little Rock's afternoon daily newspaper. Hussman moved to Little Rock, where he became the paper's publisher at 27. This set in motion a rivalry with the morning Arkansas Gazette (est. 1819) that some would call "The Great Newspaper War."

At a Memphis New Year's Eve party in 1974, Hussman met Mississippi-born Robena "Ben" Kendrick. Hussman and Ben Kendrick married in November 1975 and settled into Little Rock life, adopting a son and then twin daughters.

In 1981, Hussman became president of WEHCO Media, and then CEO. The paper wars over subscribers and advertisers ended 17 years later when the Gannett Corporation closed the Arkansas Gazette. WEHCO bought the paper's assets, and the first Arkansas Democrat-Gazette was published the next day, Oct. 19, 1991. WEHCO purchased papers in Chattanooga in the late 1990s and combined them to become the Chattanooga Times Free Press. In 2008, WEHCO Media purchased two Missouri daily papers and one weekly. The company also moved into cable broadband, IPenabled voice and digital services. Hussman's nephew Nat Lea was named CEO in 2016 after 14 years with the firm.

The Hussmans' twin daughters graduated from Carolina in education and English; and Eliza returned to Carolina to prepare the paper for a digital future, graduating with her master's degree from the school in 2012. The three children — two of whom work at WEHCO Media with their father — and eight grandchildren all live in Little Rock.

On October 25, Hussman students, alums, faculty and staff held a Naming Ceremony, celebrating with generations of Hussman family and friends — including recognition of the Hussman family at halftime of Carolina's victory over Duke at the homecoming football game the next day.

"The school has come a long way in the 50 years since I graduated with a journalism degree," Hussman said that weekend. "But what has not changed are those bedrock values, principles and standards of journalism that I learned half a century ago."

Curtis Media Center to transform the school's presence on campus

Construction on the Curtis Media
Center is underway thanks to a
\$10 million gift from the **Curtis**Foundation to build a state-of-theart media center and fund immersive
learning experiences for UNC
Hussman students. It is the second
largest single gift in the school's
history. The gift will transform the
historic Polk Place quad, adding an
architectural beacon just to the north
of Carroll Hall that visually reflects
the collaborative, multi-disciplinary
nature of the leading-edge learning
that goes on within its walls.

→ go.unc.edu/curtismediacenter





n August, the Ida B. Wells Society for Investigative Reporting moved from Harvard University's Shorenstein Center on Media, Politics and Public Policy to UNC Hussman. The society is dedicated to increasing and retaining reporters and editors of color in the field and to educating 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 is spearheaded by veteran journalists Nikole Hannah-Jones '03 (M.A.), a staff writer at The New York Times Magazine who envisioned the magazine's groundbreaking #1619project; Ron Nixon, the international investigations editor at The Associated Press; and Topher Sanders, who covers race, inequality and the justice system for ProPublica.

The society offers investigative reporting training workshops throughout the U.S. and is developing a yearlong fellowship program based in New York City. Society workshops

cover the use of advanced technology, interviewing techniques and the latest data-gathering and fact-checking resources and build on story pitching, project management and narrative storytelling skills.

UNC Hussman Dean Susan King noted that the society's mission aligns with the school's focus.

"Together, we will prepare a generation of innovative, data-savvy and ethical investigative journalists for the diverse newsrooms that are essential to a thriving democracy," she said.

Hannah-Jones, who was a Roy H. Park Fellow as a graduate student at the school from 2001–03 and who served as the school's commencement speaker in 2017 — the year she was named a MacArthur Fellow — shared her enthusiasm for the relocation to Carolina.

"I'm very proud that we've moved to the school," she said. "It's such a place of journalistic excellence. It means so much to me. And I love that we're moving to the South. Having a presence there — where so many black journalists are and the people that we write about live — is critical."

On University Day on Oct. 12, Carolina presented Hannah-Jones with one ofits 2019 Distinguished Alumna Awards honoring alumni who have made outstanding contributions to humanity.

An inaugural event celebrating the society's new affiliation with the school launched Saturday, Nov. 16, 2019, featuring the co-founders in Carroll Hall in conversation with Hussman students and alumni, and with HBCU journalism students from across the state.



Topher Sanders ProPublica



Ron Nixon The Associated Press



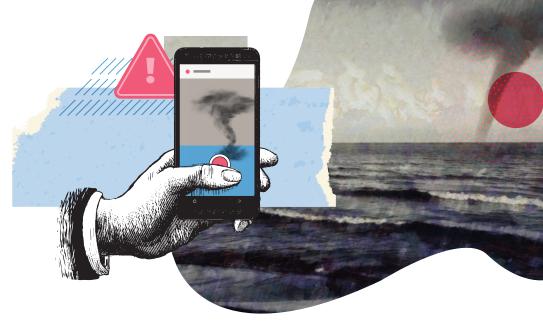
Nikole Hannah-Jones '03 (M.A.) The New York Times Magazine

Smartphonebased industry trends and strategic objectives

Students in "Introduction to Digital Storytelling" have been using smartphones and an app called Filmic Pro to produce high-quality edited video. Teaching Associate Professor Lindsay King joined the school last spring from the broadcast industry. She reports that former colleagues are thrilled that students are learning to use smartphones to tell stories — it's a direction the industry is moving toward, particularly for high-pressure scenarios like street protests or weather-related coverage where speed and convenience of capturing footage via a smartphone is essential.

"Intro to Digital Storytelling" is a prerequisite for all Hussman undergrads regardless of their academic focus, along with "Writing & Reporting;" "Intro to Media Law" with either a journalism or an advertising/public relations focus; and a choice of one of five core political science courses like "Introduction to Comparative Politics" or "The United States Supreme Court." "Intro to Digital Storytelling" is offered across 14 sections in Fall 2019, providing students with hands-on video, audio, coding and content management system (CMS) experience.

"Envisioning Tomorrow," the school's strategic plan, emphasizes storytelling skills for all students, across all areas of study and in every platform.



London calling



Morehead Scholar **Chandler Simpson '21** first met alumnus **Bill Morton '62** in Professor of the Practice **Dana McMahan's** experiential marketing class. Last spring, Simpson had a chance to talk with Morton again about her career goals. Her interest led to a summer internship at the London office of Jack Morton Worldwide, the experiential marketing firm that Morton chaired and grew for over two decades. Simpson enjoyed producing research, assembling mood boards and brainstorming creative pitch ideas for various high-end brands. Afterwards, the Jack Morton team reached out to her about returning for a 2020 spring internship. Simpson is currently planning a King's College spring 2020 semester abroad which affords her the time to spend two to three days a week back in the London office.

campaign.unc.edu/story/sustainable-is-the-new-black

Bravery in all its forms

Bravery can take all shapes and forms. Sometimes it's on the playing field and requires strength, speed and endurance. Sometimes it's at a keyboard and requires honesty, empathy and a willingness to ask for and offer help. This summer on social media, Carolina linebacker and UNC Hussman scholar **Jake Lawler '20** shared a frank essay about battling depression. "An amazing young man with a talent for writing — and more. He has the ability to connect with words and be honest with himself. Read his blog!" Dean Susan King tweeted in response.

→ jakelawler.blog

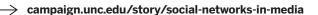


National agencies turn to health communication Hussman scholars





Roy H. Park Doctoral Fellow **Josh Barker** recently received a 2019 National Institutes of Health (NIH) seed grant to study a 2,000-person cross-section of young American adults and how the people they surround themselves with — their social environment or personal "networks" — influence their beliefs about addictive behaviors, and how that network might impact how they respond to persuasive messaging about vaping. Professor **Seth Noar** received \$1.4 million from the NIH's National Cancer Institute to conduct studies that will help improve the effectiveness of tobacco prevention advertisements for adolescents. Assistant Professor **Allison Lazard** was awarded \$144,000 from the American Cancer Society to lead a two-year project on how young adults with cancer interact with technological methods for social support.





Gary Kayye, founder and director of The raVe Agency, teaches new media technologies and personal branding from cutting-edge classroom 58 in Carroll Hall.

Prototyping classrooms of the future

Teaching Assistant Professor **Gary Kayye**, founder and director of The rAVe Agency, educates Hussman students about new media technologies and personal branding when he's not speaking at the likes of the UBTech 2019 Conference and Almo E4 Experience about emerging technologies — he headlined both gatherings this year.

"We're preparing students who can seamlessly enter the workforce, bringing a familiarity with the latest in presentation and collaboration technologies to their employers."

Kayye also stepped up on campus to help shape the cutting-edge classroom installed this summer in 58 Carroll Hall, advising **Michael Sharpe** and his IT team on the latest AV technology. Broadcast and Emerging Media Engineer **Gary Kirk** led the design and installation of the tech enhancements.

The classroom is a prototype for the new Curtis Media Center's high-tech, flexible space solutions. The space is piloting "AVoverIP" — the first classroom on Carolina's campus to receive all audio and video over the network. It contains the largest screen in our school — 220-inch, with a native 4K projector — and five separate displays which can present unique content controlled by the room's instructor or by groups of students. Students can push their content to any display in the room, or to any fellow student's computer, making it the most interactive space in Carroll Hall. High-end cameras and microphones make every corner of the room available for video conferences, and presentations can be recorded and uploaded to share with the class for review.

GARY KAYYE



LISTEN AND SUBSCRIBE



Dean Susan King brings the school's tagline to life through her intimate conversations with influential alumni, faculty, staff, students and friends.

UP NEXT

Jordan Fieulleteau '16, '18 (M.A.)

a former Carolina football wide receiver, took his public relations talents to Facebook before being named a research fellow with the distinguished American Voices Project. "It's been a humbling experience," he said. "It's shown me that working hard and believing in yourself and the people around you can get you far."

Corrie MacLaggan '02 is the managing editor of The Texas Tribune. "We come to work every day with a sense of mission," she said about the 10-year-old nonprofit created to fill a need for statehouse reporting.

DEVELOPMENT ALUMNI NEWS



Filmmaker Sophia
Nahli Allison '18
(M.A.) created "A Love
Song for Latasha," the
Jury Award winner for
Documentary Shorts
— an Oscar-qualifying
category — at the New
Orleans Film Society.

"The Invisible Brand" by William Ammerman '16 (M.A.), was published by McGraw-Hill Education this summer. Former Cree Chairman and CEO Chuck Swoboda calls it "a thought-provoking look at how artificial intelligence and psychotechnology are already at work in our lives. It will change the way you see our interconnected world."

Jarrard Cole '12 has been promoted to deputy head of audio for The Wall Street Journal. He's executive producer of the new daily podcast The Journal, developed in partnership with Gimlet Media, and oversees existing WSJ podcasts.

Two-time graduate Kimberly Moore '92, '03 (Ph.D.) was named director of marketing



Above: Marketplace's "This is Uncomfortable" host Reema Khrais '12. Below: ESPN host Sam Gore '89 with Carolina tennis phenom Cameron Morra. // Let us hear from you! Send career highlights and photos to hussmancommunicator@unc.edu.

and communications at Saint Augustine's University in Raleigh, North Carolina. Moore serves on the school's Foundation Board.

Wilmington, N.C.-based **Sam Gore '89** is a sports commentator/ studio host at ESPN. He covers pro tennis year-round, and college sports in the off-season.

Reema Khrais '12,

whose radio voice is familiar to North Carolinians by virtue of her stint as the Fletcher Fellow on education policy reporting at North Carolina Public Radio - WUNC from 2013–16, hosts the new Marketplace podcast "This Is Uncomfortable" from the Los Angeles area. It's about that place where money and life and jobs and relationships and awkwardness intersect

The Navy Times announced they'd hired **Courtney Mabeus '02** as their senior reporter in August. The former military reporter at The Virginian-Pilot received the Association of LGBTQ Journalists' 2019 Excellence in Feature Writing Award for "No Turning Back" about a sailor's transformation from woman to man.

This summer, Park Fellow Rachel Davis Mersey '07 (Ph.D.) earned full

professorship and was named associate dean of research at Northwestern University's Medill School of Journalism, Media, **Integrated Marketing** Communications. She chairs our Foundation Board

Video journalist **Pailin** Wedel '04 directed "Hope Frozen," which qualified for a January 2020 Academy Award for best film. Initiated in 2015 and originally developed alongside Wedel's day jobs, Party Towns of Southeast the film doesn't shy away from topics of morality, ethics and the meaning of

death as it follows the family of a Buddhist scientist from Bangkok who decides to cryopreserve his daughter's brain.

"I'm in full-on slack-jawed delirious shock mode," Wedel's husband and a fellow alum, Patrick Winn '03, said about the Oscar nomination. Winn, a native of Eden, North Carolina, is the Asia correspondent for Public Radio International (PRI) and the author of international documentary "Hello, Shadowlands: Inside the Meth Fiefdoms, Rebell Hideouts and Bomb-Scarred Asia." His book draws on a decade of on-the-ground reporting in the area.

Planned giving spotlight



Rickie David Willis '75 and his wife Joy have made plans to leave a seven-figure gift to support deserving UNC Hussman students into perpetuity. The Rickie David & Joy P. Willis Scholarship Fund will allow qualified community college students to transfer to Hussman for their junior and senior years. Willis, the first in his immediate family to graduate college, was a beneficiary of a similar scholarship himself as a student from Cherryville, North Carolina. He went on to build a 50-year career in radio and television. He told us: "What better legacy to leave behind than something that will benefit an individual who can then go on to benefit society as a whole, by working in journalism."

go.unc.edu/RickieDavidWillis

GLOBAL IMMERSION

ver half of Hussman's most recent graduating class took part in a global experience either by studying or working abroad, interning for an international organization or participating in courses and projects with a global component. Hussman's Global and journalism opportunities — in Argentina, Australia, China, Chile, England or Spain — and short-term immersion programs are available during spring break and Maymester in London or China; or as part of a multimedia documentary project or in an

Fourteen media and journalism majors followed one of the University's biggest global archaeological dig site in Hugog, Israel, this summer. The class documented the work of archaeologist Jodi Magness, who is the Kenan Distinguished **Professor for Teaching** Excellence in Early Judaism in the College of Arts & Sciences.



Fourteen undergraduate students traveled with Assistant ProfessorJoe Cabosky to study international media markets in Beijing, Shanghai and Hong Kong over Maymester last spring.

Teams of student videographers, photographers, web designers/ developers, reporters and public relations coordinators spent spring break documenting Puerto Rico's ongoing recovery in 2018. This year, another group of media and journalism students covered the stories of Venezuelan families who have fled to Medellín, Colombia.







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UPCOMING EVENTS

TUE / 31 MAR 2020

#GIVEUNC

Take part in a virtual day of giving in support of UNC Hussman!

campaign.unc.edu/school/ school-media-journalism FRI / 03 APR 2020

SAVE THE DATE

NC Media & Journalism Hall of Fame Gala at The Carolina Inn, Chapel Hill, N.C.



SEEN ON CAMPUS

Bloomberg's **Lauren Berry '08** is teaching the capstone business journalism class at Hussman this semester, alternating weeks on campus and weeks taught remotely. Former CNN executive **Richard Griffiths** is the Stembler Visiting Professional this fall. The New York Times' **Emily Steel '06** spoke with students in September on her way to receive a Distinguished Young Alumni Award from the UNC General Alumni Association. CNN Anchor **Brooke Baldwin '01** was a cohost at September's "Late Night with Roy." In October, **Nikole Hannah-Jones '03 (M.A.)** was awarded Carolina's Distinguished

Alumni Award by Chancellor Kevin Guskiewicz. PR executive and NC Media and Journalism Hall of Fame member **Jules Dixon '91** spent a week with students in November as the Barry Saunders Professional in Residence. Thanks to all of our board members and alumni, "Meet the Pros" experts and other friends of UNC Hussman — for staying connected. *See you soon!*



Brooke Baldwin '01



Jules Dixon '91