



OUTREACH & INCLUSIVE EXCELLENCE

@ SCHOOL OF JOURNALISM & STRATEGIC MEDIA



UNIVERSITY OF
ARKANSAS

Fulbright College of Arts & Sciences
School of Journalism and Strategic Media

INTRODUCTION

The School of Journalism and Strategic Media (SJSM) ranks among the elite, fully accredited journalism schools in the country. As one of the largest undergraduate programs in the Fulbright College of Arts Sciences at the University of Arkansas, with more than 850 enrolled, we understand our role in preparing future journalists, storytellers, and media makers to create fair narratives that impact marginalized voices and underserved communities.

SJSM is dedicated to the U of A's goal to enrich inclusive excellence. We are committed to fostering a friendly learning and work environment for our students, faculty, and staff.

INCLUSIVE EXCELLENCE GOALS

1. Fulbright College of Arts and Sciences will increase our college's compositional diversity of faculty, staff, and students to be more reflective of the demographic composition of our state, and academic disciplines, incrementally year-over-year for the next five years through enhancements in recruitment, hiring, and retention practices.
 - a. U of A Strategic Priority: Advancing student success; Enhancing the U of A status as an Employer of Choice.
 - b. Inclusive Excellence Tenets: Access and Success; Infrastructure; Community Engagement and Outreach.

2. Over the next three years, Fulbright College of Arts and Sciences will increase the accessibility of physical spaces, websites, and class materials within our college to create an inclusive environment for faculty, students, and staff by assessing needs annually and establishing a plan to address needs. Fulbright College of Arts and Sciences will also advocate for an increase in accessibility of physical spaces, websites, and class materials across the entire University of Arkansas.
 - a. U of A Strategic Priority: Advancing Student Success; Enhancing the U of A status as an Employer of Choice.
 - b. Inclusive Excellence Tenets: Access and Success; Infrastructure.

3. Develop Fulbright College-wide and department/school-specific budget accountability plans for Inclusive Excellence practices by the end of FY24.
 - a. U of A Strategic Priority: Advancing Student Success; Achieving Research Excellence.
 - b. Inclusive Excellence Tenets: Infrastructure; Community Engagement and Outreach.

4. Fulbright College of Arts and Sciences will conduct a climate assessment every 3 years starting in 2024.
 - a. U of A Strategic Priority: Advancing Student Success; Enhancing the U of A status as an Employer of Choice; Achieving Research Excellence.
 - b. Inclusive Excellence Tenets: Climate and Intergroup Relations; Infrastructure.

5. Fulbright College of Arts and Sciences will recognize and reward the Inclusive Excellence efforts of faculty, staff, and students in a formalized procedure consisting of recognition awards and a banquet over the next 3 years.
 - a. U of A Strategic Priority: Advancing Student Success; Enhancing the U of A Status as an Employer of Choice; Achieving Research Excellence.
 - b. Inclusive Excellence Tenets: Climate and Intergroup Relations; Community Engagement and Outreach.

6. Starting in spring 2024, the departmental undergraduate curriculum committee should ensure the curriculum incorporates various perspectives, authors, and components of universal design to ensure students are receiving a student-centered curriculum. The curriculum committee may review the curriculum in collaboration with the departmental inclusive excellence committee or champion.
 - a. U of A Strategic Priority: Advancing Student Success; Achieving Research Excellence.
 - b. Inclusive Excellence Tenets: Access and Success; Education and Scholarship.

7. The U of A supports the Association of College and University Education (ACUE) micro-credentials for faculty. The goal is for 33% of Fulbright College faculty to complete a micro-credential course or other professional development that centers the success of all students by 2027.
 - a. U of A Strategic Priority: Advancing Student Success; Enhancing the U of A status as an Employer of Choice.
 - b. Education and Scholarship.

HIGHLIGHTS AND ACHIEVEMENTS

SJSM has introduced new programs and partnerships to complement ongoing educational initiatives, programming and policies that demonstrate our commitment to inclusive excellence at the University of Arkansas.

Programs:

The **Lemke Journalism Project**, founded in 2001, is an annual multimedia program for high school students interested in writing about diversity issues in Northwest Arkansas. LJP runs for six weeks in the early spring. Bus service is provided to campus from local schools, and students work on news stories, podcasts, photography projects, and television broadcasts. SJSM faculty and students serve as mentors to high school students, who interview guest speakers and learn about media literacy. Graduates of the program are eligible for scholarships to study journalism at the University of Arkansas.

SCHOLARSHIPS

In spring 2024, the faculty is looking to secure scholarships for first generation students, transfer, and other students with economic need who are majoring in Journalism.

DISTINGUISHED VISITING PROFESSORS

Since 2013, the Center of Ethics in Journalism has brought multiple distinguished professors to campus.

2013: Gene Foreman wrote *The Ethical Journalist: Making Responsible Decisions in the Pursuit of News*, a textbook published in 2009. In 1998, after 25 years managing newsroom operations at the *Philadelphia Inquirer*, he retired.

2014: Deborah Potter, former CNN and CBS correspondent and PBS, the founder of the Washington-based nonprofit NewsLab. Potter covered the White House, State Department, Capitol Hill and national environmental issues.

2015: Award-winning photojournalist David Handschuh.

2016: Jesse Holland a journalist, author, television personality and educator. He was one of the first African American journalists assigned to cover the Supreme Court full-time.

2017: Award-winning journalist and media writer Alicia "Lisa" Shepard. She was an expert on the work and lives of Bob Woodward and Carl Bernstein. In 2014, she moved to Kabul, Afghanistan to work with Afghan journalists.

2018: Steven Holmes has over 40 years of experience in print and broadcast journalism, and he was part of a Pulitzer Prize-winning team for *The New York Times* in 2001. Holmes was the CNN Worldwide executive director for the Office of Standards and Practices.

2019: Global journalist and documentary filmmaker Brent Renaud brought his storytelling skills to SJSU. The writer, photographer and Peabody Award-winning documentary filmmaker was killed in the Russia-Ukraine war on March 13, 2022.

2020: Veronica Molina, the vice president for news standards and practices at CNN Worldwide. Molina plays a crucial role in ensuring that CNN platforms are inclusive and challenge conventional viewpoints.

2021: Reporter and producer Allison Herrera from KOSU's Indigenous Affairs desk and ABC News GMA3 co-anchor T.J. Holmes were appointed as visiting distinguished professor positions.

2022: Juan Arredondo is a Colombian American visual journalist and filmmaker whose work has appeared in *National Geographic*, *the New York Times*, *Vanity Fair*, and the *Wall Street Journal*.

Arredondo talked about his coverage of the war in Ukraine, where he was shot, and his colleague Brent Renaud was killed earlier this year when the two photojournalists came under attack.

2023: Peter Nickeas, a specialist in data journalism and investigative reporting, is a former *Chicago Tribune* reporter and a senior writer for CNN.

FACULTY

As of 2021, SJSM has hired six full-time faculty:

- Terrence Armstard: Assistant Professor of Practice for Sports Media and Promotion
- Dr. Ginger Blackstone: Associate Professor Broadcast and Multimedia News
- Sisi Hu: Assistant Professor of Advertising
- Whitney King: Instructor
- Rowena Pedrena: Assistant Professor of Documentary/Long-form Film/Video
- Ninette Sosa: Assistant Professor of Practice/Associate Director of Outreach

MULTICULTURAL CLUBS AND ORGANIZATIONS

The National Association of Hispanic Journalists on Nov. 11, 2023, voted and approved a student chapter at the university. The NAHJ UARK chapter has more than 17 members. Part of its mission is to create scholarships for first-generation Latinos/as and students in economic need.

- For four years, 2019 – 2023, Professor Ninette Sosa served as NAHJ’s Region 5 Director. This area oversees Arkansas, Louisiana, Oklahoma and Texas. Sosa now serves as the backup to the position.
- Graduate student Breybinda Alvarez was selected as a 2019 student intern for the NAHJ national conference. Alvarez also served as Fayetteville’s La Prensa Libre editor through 2020.
- SJSM graduate student Bryan Pollard served as NAJA (Native American Journalism Association) president and now is Director of Programs and Strategic Partnerships.

GOALS AND METHODS

GOAL (IMPLEMENTED): Share the roles and responsibilities of the Outreach & Inclusive Excellence committee.

- A. Assemble an active and responsive group of committee members who rotate every two years.
- B. Entrust the Outreach Committee to organize, reinforce and update the yearly SJSM inclusive excellence plan.
- C. Use the Outreach Committee as a resource for recommendations and suggestions in the hiring process and/or during faculty search processes.
- D. At least one Outreach Committee member must attend the quarterly Student Media board meetings.

GOAL: Promote, instill, and evaluate inclusive excellence and inclusion in all SJSM curricula and courses.

- A. Continue to update an open digital resource of teaching materials, guides, tips, learning activities and classroom exercises for faculty to incorporate in their courses. This resource will include updates on class inclusion projects and assignments from SJSM colleagues.
- B. Faculty is encouraged to include a course evaluation question that will help them improve how inclusive excellence is incorporated into their curriculum.
- C. Invite more diverse speakers to SJSM including journalists, advertisers, marketers, publicists, photographers, broadcasters, producers, filmmakers, and media researchers; a list will be compiled for review.