



OUTREACH & INCLUSIVE EXCELLENCE

@ SCHOOL OF JOURNALISM & STRATEGIC MEDIA



UNIVERSITY OF
ARKANSAS

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

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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.

Over the next three years, due to student enrollment increases year-over-year, Fulbright College of Arts and Sciences plans to increase the accessibility of physical spaces, websites, and class materials within our college and simultaneously create an inclusive environment for faculty and students. SJSM staff plans to assess student and faculty needs annually. The priority is to advance student success; enhance the U of A status as an Employer of Choice and ensure a solid education and scholarship availability.

HIGHLIGHTS AND ACHIEVEMENTS

SJSM has introduced new programs and partnerships to complement ongoing educational initiatives, programming and policies that demonstrate our commitment for all students to succeed in academic excellence at the University of Arkansas.

One program, the Lemke Journalism Project, founded in 2001, is an annual multimedia program for high school students interested in writing about local 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 upon high school graduation.

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. SJSM has the most outstanding scholarship support of all departments and programs in Fulbright College. More than \$100,000 a year is awarded to Journalism and/or Advertising and Public Relations majors who meet the requirements of the various departmental scholarships.

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 (DOD April 1, 2023). 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 Vero Molina is a 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 former 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.

2024: Denise Malan is a technical writer in the data science field and a journalism trainer and consultant. She was the managing editor and editor of *The Arkansas Traveler* at the U

of A. After graduating with degrees in physics and journalism, she attended the University of Missouri, graduating with a master's degree in data science and analytics.

FACULTY

As of 2021, SJSM has hired 10 full-time faculty:

- Terrence Armstard: Assistant Professor of Practice for Sports Media and Promotion
- Bonnie Bauman: Instructor
- Dr. Ginger Blackstone: Associate Professor Broadcast and Multimedia News
- Lauryl Higgins: Instructor
- Sisi Hu: Assistant Professor of Advertising
- Nathaniel "Nate" Jones: Assistant Professor of Practice in Sports Journalism
- Whitney King: Instructor
- Ninette Sosa: Assistant Professor of Practice/Associate Director of Outreach
- Jingyue "Joyce" Tao: Assistant Professor of Social/Digital Media in AD/PR

MULTICULTURAL CLUBS AND ORGANIZATIONS:

The National Association of Hispanic Journalists on Nov. 11, 2023, voted and approved a student chapter at the university. NAHJ UARK is also a U of A Registered Service Organization (RSO). The NAHJ UARK chapter has more than 17 members. Part of its mission is to create scholarships for first-generation 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. Sosa received the 2025 NAHJ Hall of Fame ¡DALE! (dah-leh) award for her service to helping serve students in shaping their careers.

GOALS AND METHODS FOR STAFF COMMITTEES:

- A. Share the roles and responsibilities of the Outreach & Inclusive Excellence committee. 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 searches.

D. At least one Outreach Committee member must attend the quarterly Student Media board meetings.

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 assignments from SJSM colleagues. Also, on class inclusion projects such as incorporating AI across all our classes. AI is a new platform we will work with and it's important all students and professors are on the same page.

B. Invite more speakers to SJSM including journalists, advertisers, marketers, publicists, photographers, broadcasters, producers, filmmakers, and media researchers. A list will be compiled for review prior to accepting speakers.