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12 TO WATCH IN TV NEWS

CrainsNewsPro.com
Fox News Channel would like to recognize all of Crain’s NewsPro 2019 “12 to Watch in TV News” and congratulates honoree Harris Faulkner anchor of ‘Outnumbered’ & ‘Outnumbered Overtime’ from your friends at FOX News Channel
FROM THE EDITOR

Opportunities for Excellence

For journalists, the news has been bleak:

• Since his inauguration, President Trump has been on a crusade to demonize the media for disseminating “fake” news and calling the press “the enemy of the people.”
• Newspapers around the country have been laying off staff in droves — or folding altogether, turning large areas of the country into “news deserts.”
• News consumption is down, with 2017 seeing declines in local and network TV news, cable news and newspapers, according to the Pew Research Center’s most recent State of the News media assessment.
• And journalists doing their jobs are facing violence, with 81 journalists attacked in the U.S. since January 2017 and 5 killed in 2018, according to the U.S. Freedom Tracker at press time.

Yet, according to media professionals, the outlook for those same journalists has never been better. While media outlets struggle to find new economic models that work, journalism schools are seeing an uptick in enrollment and professional journalists and media organizations are working harder than ever to bring quality news coverage to their audiences.

In our annual issue dedicated to “Excellence in Journalism,” we call out 12 top TV news professionals to watch in 2019 and honor 10 leading journalism educators. The TV journalists are committed to maintaining excellence in news coverage while adhering to the ethics necessary for a free press in a democratic society. The educators, meanwhile, are training future journalists to meet those challenges in a changing media world. And, as we report, there are many bright spots on both the media and the educational fronts.

But we can’t ignore the issues facing the journalism profession today, from loss of public trust to the critical problem of newsroom attrition. After all, it takes a lot of dedicated news reporters, editors and multimedia journalists to produce great, reliable news, from the very critical local level on up to the highest office in the U.S.

The media, both as a profession and a business, have a lot of work to do to remain viable going forward. The profession needs to regain public confidence that the news is fair and accurate, but they must also figure out new, sustainable economic models in order to survive. It’s not just the future of journalism that depends on what happens now — it’s the future of our free, democratic society as well.

— Karen Egolf, Editor
By Jill Goldsmith

This year’s 12 to Watch in TV News is an eclectic mix of newbies and established journalists who reflect the diversity and texture of a charged news climate infused with issues of party, race, religion, class and gender, and marked by violent extremism and catastrophic weather.

For journalists, it’s never been more important to push — and push harder — as the White House vilifies the press as a public enemy. At the same time, it’s also essential to find new ways to present news — and to reach young people.

These 12 cover it all, thoughtfully, in an era of radical shifts in how all media are offered and consumed. For example, VICE has become an award-winning daily fixture in television news, Cheddar is redefining finance for millennials, and a young right-wing star is on the rise thanks to digital media. There’s some seriously heartfelt reporting on immigration and climate change. And then there’s Jake Tapper, a veteran who continues to lead the way in balanced coverage of national issues.

Here, in no particular order, are the 12 TV pros to keep an eye on in the year to come.
SIMONE BOYCE
HOST, NBC NEWS SIGNAL

In October, Simone Boyce’s weekly half-hour show became the centerpiece of NBC’s new streaming service Signal, which launched later that month and will roll out as a 24/7 streaming news network by mid-2019. Boyce’s show will eventually expand to five nights a week on the digital-first news product designed for younger viewers and cord-cutters.

To lure this more elusive audience, Boyce’s snappy debut covered the #metoo movement, Hurricane Michael’s wrath, Kanye West’s meltdown, the challenges of third-party candidates and the battle over a species of endangered frogs. She also explained how the electoral system works. This versatile journalist has covered women’s issues for Mic, hosted The Young Turks and worked at KTLA 5 News in Los Angeles. At Fox 5 News in New York, she produced her own lifestyle series and earned an Emmy nod for reporting on the hidden roots of the underground railroad in Brooklyn and lower Manhattan. A journalist who thrives at the intersection of culture and politics, Boyce is at ease grilling a white supremacist or asking Oona Chaplin, who plays Robb Stark’s wife in HBO’s “Game of Thrones,” about what a great kisser he is.

Boyce has an active role in shaping Signal’s editorial lens, crafting a platform that speaks to a new generation of news viewers at a time when news has never been more crucial. According to NBC, Signal is reaching for the 25-to-45 crowd the network says falls between its traditional broadcast news audience and Gen Z, which it targets with the Snapchat show “Stay Tuned.” It’s also aimed at cord-cutters who don’t have cable but still want news. Signal is currently available on NBCNews.com, NBC News’ OTT and mobile apps, Pluto TV, YouTube and Twitter.

JON STEINBERG
FOUNDER, CEO, CHEDDAR

Two-year-old Cheddar, founded and led by CEO Jon Steinberg, calls itself the leading “post-cable network,” and it may well be. Under Steinberg’s leadership, Cheddar has expanded well beyond YouTube and clips on social media to 60 percent of all smart TVs and live viewing by more than 6.5 million a month through ROKU and a growing army of live OTT services. And post-cable it may be, but it’s inked a deal to run on regional cable networks with 8 million subscribers.

Cheddar’s target is millennials, and its slant is business news with a cultural edge. It was born on the trading floor of the New York Stock Exchange, where it broadcasts live eight hours a day, and it’s added locations in New York, Los Angeles and Washington. With a staff of 130, Cheddar offers an eclectic stew of content, from breaking news to deep-dive features on dinosaurs and famous brands, to original weekly programs on cannabis, trading strategies for millennials, transportation and female entrepreneurs. Corporate sponsors are lining up. In 2017, Fast Company named Cheddar one of the 10 most innovative companies in media.

Pre-Cheddar, Steinberg was CEO of DailyMail.com North America and chief operating officer of BuzzFeed during a period of rapid expansion there. He also worked at Google on small and medium business partnerships. Pursuing the youth demo, Steinberg launched CheddarU, a live news network available on 1,600 TV screens reaching 9 million students on more than 600 college campuses. He also acquired Rate My Professors, a site and app used by more than 6 million students. With big backers from Raine Ventures and Lightspeed Venture Partners to Liberty Global and Antenna Group, Steinberg is thinking big and moving fast.

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DAVID BEGNAUD
CBS NEWS CORRESPONDENT, DALLAS

Last spring, Dallas-based CBS News correspondent David Begnaud received Long Island University’s George Polk Award for Public Service for weeks of continuous, multiplatform coverage of 2017’s Hurricane Maria in Puerto Rico. He was one of the few reporters to travel outside the island’s capital of San Juan to chronicle post-hurricane suffering in the mountains and rural areas.

Through social media, he reached millions of people seeking information from the island — and at times he was the only source of information for many Puerto Ricans without power. In fact, his interview with Puerto Rico Gov. Ricardo Rosselló in September 2017 sparked awareness of the lack of supplies being delivered to residents. “I realized I had a responsibility to help those people reach each other, and a responsibility to get it right,” Begnaud later wrote.

The veteran field reporter is one of our 12 to Watch because of his ongoing effort to turn coverage of disasters into an exercise in humanity — a role that’s growing as these events increase in frequency and escalating tragedy. His coverage has included reporting on Hurricane Harvey in Houston, Hurricane Irma in Florida and the devastating earthquake that hit Ecuador in April 2016. Recently, on the front lines of the deadly fires in Paradise, California, a burning storage facility exploded behind him as he finished up an interview.

He also handles other critical stories defining our times — coverage of the impact of President Trump’s zero tolerance immigration policy in South Texas, the shootings at Pittsburgh’s Tree of Life synagogue and the Pulse Nightclub in Orlando and the terrorist attack on Inland Regional Center in San Bernardino.

He came out as gay last summer on Twitter, saying: “Reporting the truth includes my own.”

SHAWNA THOMAS
WASHINGTON BUREAU CHIEF, VICE NEWS

Shawna Thomas opened VICE News’ Washington bureau in 2016 to oversee politics and policy coverage for VICE and “VICE News Tonight,” a nightly newscast that runs on HBO. The show recently racked up a Peabody and four documentary Emmys for the segment “Charlottesville: Race and Terror” (Outstanding Coverage of a Breaking News Story in a Newscast, Best Story in a Newscast, Outstanding Video Journalism: News and Outstanding Editing: News). This coverage of protests in Virginia represented the most Emmys won by any nightly newscast — and Thomas was a senior producer.

“Charlottesville,” widely circulated on social media, was a startling close-up look at an alt-right emboldened by communities that developed online to move out of basements and onto Main Street with no masks and no boundaries, daring authorities to react. And it was a coup for VICE, which morphed from underground magazine in Montreal to hipster website to media powerhouse with two national TV news shows.

Thomas has spearheaded VICE’s major political coverage, including President Trump’s inauguration and the Senate special election in Alabama. Previously, she was at NBC for a decade as senior producer and digital editor of NBC News’ “Meet the Press,” where she directed the show’s digital and social profile and managed day-to-day assignments. Before that, she covered the White House and Capitol Hill for NBC. Thomas is a regular on the D.C. current affairs circuit, from “PBS NewsHour’s” “Politics Monday” to CBS News’ “Face the Nation.”
We proudly salute our friends and clients recognized by

NewsPro’s 12 to Watch in TV News

DAVID BEGNAUD
SIMONE BOYCE
MARGARET BRENnan
KAITLAN COLLINS
WHIT JOHNSON
LEYLA SANTIAGO
BEN SHAPIRO
JAKE TAPPER
ALI VELSHI
MARGARET BRENNA
MODERATOR, "FACE THE NATION"; SENIOR FOREIGN AFFAIRS CORRESPONDENT, CBS NEWS

Margaret Brennan became the face of CBS’ flagship “Face the Nation” in early 2018, the only solo female host of a national Sunday public affairs program and, at 38, the youngest host. Shortly after she joined, the storied show got its first major studio overhaul since launching in 1954. Stepping in to helm the program in stormy political waters — President Trump famously called it “Deface the Nation” — Brennan promised a measured approach with the best, if not the flashiest, information and a focus on context.

So she divested her gig as senior White House correspondent but kept the foreign affairs beat, scoring one of the last big interviews with Secretary of State Rex Tillerson before he left office and a prescient sit-down with U.N. Ambassador Nikki Haley. (Haley unveiled Russia sanctions on the show only to be undercut as “confused” by the White House the next day.) Brennan interviewed Vice President Mike Pence in September, the due date for her first child, before starting maternity leave. She was back on air Nov. 11, post-midterms, with House Minority Leader Nancy Pelosi and Senators Lindsey Graham and Ted Cruz.

Brennan speaks Arabic and covered the State Department for four years after a decade reporting on global financial markets for Bloomberg Television and CNBC. At “Face the Nation,” she replaced John Dickerson, who moved to “CBS This Morning” after Charlie Rose was ousted on sexual harassment allegations. At the time, “Face the Nation” Executive Producer Mary Hager praised Brennan’s skill for respectfully asking tough but fair questions and making complicated subjects understandable and called her the perfect host to lead the program's next chapter. Brennan and Hager are the only two-woman team leading a national Sunday show.

ALI VELSHI
ANCHOR, “MSNBC LIVE WITH VELSHI & RUHLE” AND “MSNBC LIVE WITH ALI VELSHI”; BUSINESS CORRESPONDENT, NBC NEWS AND MSNBC

After just two years at the network, Ali Velshi has become one of MSNBC’s premier political journalists — and pretty ubiquitous, co-hosting MSNBC’s “Velshi and Ruhle” with Stephanie Ruhle at 1 p.m. (ET), solo anchoring the network’s weekday 3 p.m. hour and regularly filling in during prime time.

Years as a leading business correspondent enrich his reporting. So does his background. A practicing Muslim born in Kenya and raised in Canada, Velshi isn’t shy about discussing his roots on air, which infuses his coverage with a depth and empathy on issues such as immigration, starting with President Trump’s U.S. travel ban early in his administration. Open and engaging, Velshi has covered breaking and global news from U.S. presidential elections, to ISIS and the Syrian refugee crisis, the Iran nuclear deal, tensions between Russia and NATO, the debt crisis in Greece and the global financial crisis.

He joined NBC in 2016 from Al Jazeera America, where he hosted the prime-time show “Ali Velshi on Target.” Before that, he was CNN’s chief business correspondent, co-host of weekly business roundtable “Your Money,” anchor of CNN International’s “World Business Today” and co-host of CNN’s “American Morning.” He won a National Headliner Award, Business & Consumer Reporting, for “How the Wheels Came Off,” a special on the near collapse of the American auto industry.
WHIT JOHNSON
CO-ANCHOR, “GOOD MORNING AMERICA WEEKEND”; CORRESPONDENT, ABC NEWS

Relative newcomer Whit Johnson joined ABC’s “Good Morning America Weekend” in September after barely six months at the network as a New York correspondent. Johnson and Eva Pilgrim replaced Paula Faris, creating a team of four co-hosts with Adrienne Bankert and Dan Harris. ABC lured Johnson from KNBC in Los Angeles, where he had been the morning anchor of “Today in LA,” a general assignment reporter for the station and a member of a team that won the Golden Mike Award in 2017 for Best Daytime News Broadcast.

Johnson previously won an Emmy for KNBC’s report on the opening ceremony of the Rio de Janeiro Olympics, interviewing young hopefuls who grew up in the city’s favelas. He’s known for high-intensity live coverage, reporting on the 2015 San Bernardino terrorist attack, the 2013 shooting at LAX and the standoff between killer Christopher Dorner and the Los Angeles Police Department, when he anchored for nine hours straight. Before joining KNBC, he reported from Washington on national news, the White House and Capitol Hill as a correspondent and anchor for CBS News. His early career included stints at stations in Yakima/Tri-Cities, Washington, and in Salt Lake City.

At ABC, one of his first assignments was investigating a decades-old cold case murder for “20/20,” where police used DNA to find the killer. Johnson then took an online DNA test himself and shared his personal story of discovering that his father had two brothers he didn’t know about. A talented reporter, ace interviewer and great in the host chair, Johnson’s got it covered.

HARRIS FAULKNER
ANCHOR, “OUTNUMBERED OVERTIME”; CO-HOST, “OUTNUMBERED,” FOX NEWS

Harris Faulkner is making her mark as the only African-American woman to solo host a major weekday cable news show, “Outnumbered Overtime” on Fox News. The hourlong show draws 1.5 million viewers a day and has won its time slot since its launch in 2017. The program built on the success of “Overtime,” which Harris has been co-hosting since 2014.

While her solo show is all news, “Overtime” includes opinion, and she is direct, drawing fire for defending President Trump’s “bad people on both sides” comments after deadly protests in Charlottesville, Virginia. But Faulkner, who joined Fox in 2005, also slammed the president’s denial of the massive death toll from Hurricane Maria in Puerto Rico, saying it “cheapens us as a country.”

Faulkner, who grew up in a military family, wrote a book, “9 Rules of Engagement: A Military Brat’s Guide to Life and Success,” that came out last June. Faulkner advocates for women’s pay and equality and has her own #metoo drama of being stalked by a former colleague at a Kansas City station early in her career. She sits on the Fox News Diversity and Inclusion Council, created after a wave of sexual harassment scandals there, and works with the network’s mentoring program to help develop the next generation of diverse news talent. She’s said she hopes her success will challenge others “to hire people who look like me.”

In a clear acknowledgment of her rising star, comedian Leslie Jones played Faulkner twice on “Saturday Night Live” in 2018.

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LEYLA SANTIAGO
CNN CORRESPONDENT, MEXICO CITY

Immigration has been one of the biggest political issues and human stories in the country since Donald Trump first announced his candidacy, when he called Mexicans rapists and the Wall entered the national lexicon. From covering the Muslim ban, to sanctuary cities, to detaining children and the migrant caravan, CNN’s Layla Santiago has been at the forefront of coverage. In April, she traveled with a caravan of migrants for a month through Mexico, telling their stories, reporting on the complexities of their journey and the immigration system.

Santiago, a Florida native fluent in English and Spanish, joined CNN in 2016. Previously, as an anchor/reporter for WRAL in Raleigh, North Carolina, she and her team won an Alfred I. duPont Award for the documentary “The Journey Alone,” about the surge in illegal immigration of unaccompanied minors from Central America and Mexico. She traveled to the Rio Grande Valley to trace the path of the children and the impact of the crisis on North Carolina. Santiago also made her mark covering the aftermath of Hurricane Maria in Puerto Rico, garnering Edward R. Murrow awards for herself and for CNN, as well as Peabody and Emmy nods. She was among the first to reach remote parts of the island, and her probe of the death toll ultimately forced island authorities to make death records public and expand the official list of hurricane-related deaths. Santiago also raised more than $50,000 to donate to recovery efforts on the island.

With immigration and climate continuing as extremely impactful stories, Santiago is at the forefront of coverage of these critical issues.

JAKE TAPPER
CNN ANCHOR AND CHIEF WASHINGTON CORRESPONDENT; HOST, “THE LEAD” AND “STATE OF THE UNION”

Jake Tapper has been reporting in Washington since the early 1990s — in print, for ABC and, since 2013, for CNN. His dogged coverage of Donald Trump’s campaign, win and presidency has cemented his reputation as one of the best journalists working in TV today.

Tapper moderated two presidential primary debates and was pivotal to the network’s election coverage and analysis. His reporting on the 2016 race won him a Walter Cronkite Award for Excellence in Television Political Journalism, the Los Angeles Press Club’s President’s Award for Impact on Media and the Canadian Journalism Foundation’s Tribute to Exemplary Journalism. He’s received the White House Correspondents’ Association Merriman Smith Award for presidential coverage four times.

On CNN’s flagship Sunday show, “State of the Union,” he interviews newsmakers on politics and policy. “The Lead” covers daily national and global headlines. On both, Tapper demands clear answers to questions and persists until lies are debunked and stories distilled down to their basic essence. His nearly half-hour interview with Trump adviser Kellyanne Conway last winter peeled back the wrapping on three entrenched strategies of the new administration: sowing confusion, lying and media bashing. Tapper’s defense of his colleagues in that landmark segment was also remarkable.

More recently, he had the first national interview with Stacey Abrams and pressed the defeated Georgia gubernatorial candidate on whether she considered the victor, Brian Kemp, to be the legitimate governor. Abrams, who sued Kemp for voter suppression, wouldn't say. Tapper is self-confident, even-handed and even-keeled. In the current chaos, he sounds like the adult in the room for 2019.
BEN SHAPIRO
HOST, "THE BEN SHAPIRO SHOW"; FOUNDER/EDITOR-IN-CHIEF, THE DAILY WIRE
Meet the right’s enfant terrible. Ben Shapiro has been a voice to reckon with for a decade, but his four-part midterm election special on Fox News last fall catapulted this book author, Newsweek and National Review columnist, podcast host and founder/editor-in-chief of website The Daily Wire into the national spotlight.

His following has been growing, especially among the young demographic conservatives struggle to reach. About 1 million people a day tune in to his daily podcast, “The Ben Shapiro Show.” More than 70 percent are under age 40. The podcast is syndicated in 60 markets, including eight of the top 10, and in January are being joined by a new, live, syndicated show featuring guests and callers to create a three-hour block.

Shapiro is booed on liberal campuses and slammed for offensive comments on race and gender. Yet he did not support Donald Trump in 2016, a choice that sank other conservative pundits, and he publicly blamed the president’s divisive campaigning for the GOP’s midterm losses in the House by aliasing young people and suburbia. Shapiro’s pivots from right-wing orthodoxy make him a persistent target of virulent anti-Semitic hate online — but he has declared left-wing anti-Semitism more dangerous to Jews than verbal attacks by white supremacists.

The 2007 Harvard graduate and former Breitbart editor is whip-smart and is said, even by liberals, to be a nice person. He baits the left but also crosses the aisle; he skewers young, and he’s a rising star. In today’s political melee, that makes him definitely one to watch.

KAITLAN COLLINS
CNN WHITE HOUSE CORRESPONDENT
At 26, this prolific reporter is one of the youngest people CNN has ever hired to cover the White House. She’s made a splash since landing at the network in 2017 from the conservative Tucker Carlson-founded website The Daily Caller. That’s an unusual pivot in today’s charged political climate.

In her short tenure at CNN, Collins has become known in part for tangling with President Trump. She had the distinction of being banned by the president from attending an event last summer after her persistent questions about attorney Michael Cohen, hush money and Vladimir Putin in her role as a pool reporter during a meeting in the White House. The move was unprecedented when it happened in July. The subsequent revocation of CNN Chief White House Correspondent Jim Acosta’s press pass in November raised the bar. But Collins’ run-in showed the president’s willingness take his anger at the media a step further.


Collins has traveled with President Trump in Asia and Europe and continues to actively report on the president, from his missed opportunity in Paris to regroup after difficult midterm elections for his party to the turmoil that’s overtaken the White House since then.
Outstanding Journalism Educators

News Professionals Select 10 Teachers Who Encourage Students to Excel

By Dinah Eng

All journalists have at least one great journalism educator to thank for inspiring them, and for passing on knowledge that has helped to advance their careers. The winners of this year’s NewsPro Noteworthy Journalism Educators honors were nominated by readers and members of the Radio Television Digital News Association, the Society of Environmental Journalists and the Broadcast Education Association. Here are the academicians, in alphabetical order, who were cited for their outstanding work.

SHARON BRAMLETT-SOLOMON
Associate Professor
Walter Cronkite School of Journalism and Mass Communication
Arizona State University

Sharon Bramlett-Solomon brings much experience to her role as educator. She has worked for newspapers, public relations firms and in radio, with reporting stints with the Memphis Commercial Appeal and the Louisville Courier-Journal. She has received numerous teaching, research and service-award honors, including the Barry Bingham Fellowship from the National Conference of Editorial Writers Foundation, awarded annually to a journalism educator dedicated to advancing diversity in college journalism education. She is also a recipient of the Professor the Year Award from the Newspaper Division of the Association for Education in Journalism and Mass Communication. She is the author of “Race, Gender, Class and Media: Studying Mass Communication and Multiculturalism.” Bramlett-Solomon’s research focuses on the effects on audiences of media depiction of race and social class. She has published and presented more than 100 scholarly papers in this area, as well as articles on media and aging.

JASMINE CRIGHTON
Instructor and News Director
Department of Broadcasting & Journalism/NEWS3
Western Illinois University

Jasmine Crighton, an Emmy award-winning technical director, is a broadcast journalism instructor and the news coordinator in the Department of Broadcasting and Journalism at Western Illinois University. She has supervised NEWS3 since fall 2012. In 2018, Crighton received the Jeff Tellis Outstanding Advisor Award for College Television from the Intercollegiate Broadcasting System for outstanding leadership, dedication and service to NEWS3. Crighton was also recognized as 2018 Advisor of the Year by the National Broadcasting Society for her work with WIU’s NBS-AERho chapter. Since January 2018, Crighton has served on the Board of Governors for the Mid-America chapter of the National Academy of Television Arts & Sciences. She has also been the recording secretary of the Illinois News Broadcasters Association, and serves as a member of the Friends Advisory Board of Tri States Public Radio. She was praised for the “time and energy she provides. … She does it because she knows her efforts assist in the professional development of the students.”

KATHLEEN BARTZEN CULVER
Assistant Professor and James E. Burgess Chair in Journalism Ethics
Director of the Center for Journalism Ethics
School of Journalism and Mass Communication
University of Wisconsin-Madison

Kathleen Bartzen Culver’s professional background has run the gamut from police reporter to magazine editor to marketing manager, helping her to develop courses that make students adaptable writers and critical thinkers. She was recognized as “someone who speaks on behalf of ethics” during a time when “fake news” charges are impacting society and its perception of journalists. Culver is currently studying the ethical implications of data, sensors and drones in journalism; the ethics of public communication beyond journalism; and the rights and responsibilities involved in campus

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Congratulations to
MARK HORVIT
on your selection as a 2019 Notable Journalism Educator
free expression controversies. Culver was the founding education curator for MediaShift, where she helped advance innovation in journalism curricula and courses, and has served as a visiting faculty member for the Poynter Institute for Media Studies.

WILLIAM R. “BILL” DAVIE
BORSF Regents Endowed Professorship in Communication
Professor and Broadcast Sequence Coordinator
Department of Communication
University of Louisiana at Lafayette

William R. “Bill” Davie is a First Amendment scholar who has written books on communication law. Davie, the 2013 recipient of the Edward L. Bliss Award for Distinguished Broadcast Journalism Education, has served as the head of the Electronic News Division of the Association for Education in Journalism and Mass Communication (AEJMC) and of the News Division of the Broadcast Education Association (BEA) as well as the AEJMC liaison with the Radio Television Digital News Association (RTDNA). He regularly serves as a manuscript reviewer for academic conferences and publications. In 2013, his students’ radio production “Louisiana Focus” was named Best All-Around Newscast finalist for the SPJ Mark of Excellence Awards. In 2015, Davie was awarded a Fulbright Teacher Scholarship to teach broadcast journalism students in Beijing, Xi’an and Nanjing, China.

MARK HORVIT
Associate Professor and Director, State Government Reporting Program
School of Journalism
University of Missouri

Mark Hor vit is an associate professor at the University of Missouri School of Journalism, where he teaches investigative reporting, and is director of the school’s State Government Reporting Program. He previously served as executive director of Investigative Reporters and Editors (IRE) and the National Institute for Computer-Assisted Reporting (NICAR), where he conducted training in investigative reporting and data journalism throughout the world. Horvit worked as a reporter and editor for 20 years at newspapers, including the Fort Worth Star-Telegram, the Charlotte Observer, Columbia Daily Tribune and the Houston Post. He was honored for his dedication to the importance of investigative journalism and as “a tough editor who makes the students work hard to get it right but then celebrates their successes. He’s a great watchdog for government, but has not become cynical from years of covering it.”

LONNIE ISABEL
Senior Lecturer in Discipline
Graduate School of Journalism
Columbia University

Lonnie Isabel is a 30-year veteran of the newspaper business and has worked on both coasts as a political reporter, investigative reporter and editor for Newsday, the Boston Globe, Boston Herald and Oakland Tribune. He directed coverage of the Clinton impeachment, the 2000 presidential campaign and the second Gulf War for Newsday. Formerly deputy managing editor of Newsday, he supervised foreign, national, state and health coverage before leaving in 2005 to join the newly created CUNY Graduate School of Journalism, where he started the International Reporting Program that has trained more than 100 journalists to cover international issues. He also launched the International Journalist in Residence program that brings an endangered, targeted or threatened journalist each year to study and work at the school. In 2014, Isabel was named Newsday Laventhol Visiting Professor at the Columbia Journalism School, and joined the faculty as senior lecturer/ discipline that year. Isabel teaches courses in international reporting, immigration and human rights.

SANDEEP JUNNARKAR
Director of Interactive Journalism
Craig Newmark Graduate School of Journalism
City University of New York

Sandeep Junnarkar’s expertise in interactive journalism began at The New York Times, where he worked as a breaking news editor, reporter and web producer, helping to build the earliest digital editions of the newspaper. He wrote articles that explored the intersection of technology and how it was reshaping major fields such as medicine and communications. In 2017, with a grant from the NYC Media Lab, Junnarkar co-created You Are Here, an immersive smartphone-based experience that uses augmented reality to tell New York stories, melding past and present from a street-level view.
Most recently, Junnarkar launched PathChartr, a web tool that allows journalists to easily build multimedia Q&A-driven narratives that deliver personalized insight and info and requires no coding skills.

HANS MEYER
Associate Professor
E.W. Scripps School of Journalism
Ohio University

Hans Meyer, former general manager of the Desert Dispatch in Barstow, Calif., oversaw employees and the operation of the 6,000-circulation daily newspaper, where he refocused the publication’s coverage on local news. He also led the Hesperia Star in California, where he was the editor, creating a 15,000-circulation weekly newspaper from the ground up. Prior to that, he served as city editor of The Spectrum in St. George, Utah, where he assigned stories, beats and photographs, coordinating daily news coverage for the 25,000-circulation newspaper. His paper, “Citizen Journalism: A Case Study,” was published in 2006 in the book “Bloggining, Citizenship and the Future of Media,” a compilation of essays edited by Mark Tremayne. He was cited for “constantly pushing his students to experiment with new technologies, while at the same time maintaining core journalism values and skills in their storytelling.”

SIMON PEREZ
Associate Professor, Broadcast & Digital Journalism
S.I. Newhouse School of Public Communications
Syracuse University

Simon Perez, a 20-year industry veteran, has worked for numerous television outlets, including KPIX in San Francisco; WRIC in Richmond, Virginia; WGXA in Macon, Georgia; and Canal de Noticias and the NBC NewsChannel in Charlotte, North Carolina. The bilingual journalist also worked for print publications ABC Prensa Española in Madrid, Spain; the Daily News-Record in Harrisonburg, Virginia; the Danville Register & Bee in Danville, Virginia; and Macworld/España in Madrid. He served as a reporter for the Atlanta Committee for the Olympic Games in 1996. Perez is a recipient of 2007 and 2008 Northern California Emmy Awards for best evening and daytime newscasts, and attended the Knight Digital Media Center’s Multimedia Reporting and Convergence Workshop at the University of California at Berkeley. He was cited for “his ability to critique and create a realistic newsroom environment with strict deadlines while also maintaining a positive and open environment for learning.”

ROBYN M. STARLING-LEDGETTER
Director, Student Media, Office of Student Affairs, and Instructor
School of Journalism and Strategic Media
University of Arkansas

Robyn M. Starling-Ledbetter teaches broadcast journalism courses and serves as the director of student media at the University of Arkansas. Before joining the university’s faculty in 2007, she worked for several years as a reporter and news anchor at KTBS in Shreveport, Louisiana. She is a former high school journalism instructor and an alumnus of the University of Arkansas, where she received both her undergraduate and master’s degrees in journalism. Starling-Ledbetter was cited for being “a mentor and teacher to every student who crosses her path. She is a leader who lifts others up while never forgetting the fundamentals of higher education.”

Congratulations, Katy!

Faculty and staff in the School of Journalism and Mass Communication are proud to congratulate our colleague Katy Culver for being named a Crain’s NewsPro “Notable Journalism Educator.”

An innovative and engaging teacher, Prof. Culver creates life-changing learning experiences for students heading toward careers as professional communicators.

Dr. Kathleen "Katy" Bartzen Culver
Director of the Center for Journalism Ethics
University of Wisconsin-Madison
How Do We Regain Trust?

Organizations Are Starting by Working With Consumers on How to Navigate News

By Mike Cavender

“Trust is the glue of life. It’s the most essential ingredient in effective communication.”
— Stephen R. Covey, late motivational writer and speaker

When asked to rate the trustworthiness of 38 of the nation’s largest and most well-known news organizations, only 40 percent of the respondents to a recent Simmons Research survey said they are trustworthy or very trustworthy. What’s even more distressing is more than 1 in 10 (13 percent) didn’t find a single one of the organizations credible. These news outlets included The New York Times, The Wall Street Journal and the national broadcast and cable networks, among others. To top it off, another survey showed a startling 44 percent of Republicans said the president should have the right to shut down news outlets for “bad behavior.”

Clearly, we’re in trouble in the trust department. The reasons are myriad. But President Trump’s constant harangue about “fake news” and labeling the press as “the enemy of the people” have had more impact on citizens’ trust of news than any other single factor.

Of course, Trump’s accusations aren’t true — not even close. He has admitted publicly that his motivation for saying such things is an effort to discredit and deflect from what he perceives as negative coverage of himself and his administration. And he’s had demonstrable success toward that goal. He’s convinced a large segment of Americans not to believe what they read, hear and see. How journalists have responded has been predictable. We’ve wailed and gnashed our teeth. We’ve written hundreds of articles and op-eds about the problem. We’ve taken to podiums at professional conferences to decry the president’s baseless rhetoric. We’ve admonished reporters and editors to be more transparent with their audiences to prove to them we’re being fair and accurate.

With all this, how much success have we really had? Unfortunately, I fear, not much. Far too many Americans remain unconvinced that a free and fair press is vital to our democracy.

This credibility crisis has spurred the launch of a number of programs and initiatives that proponents hope will have a long-term impact on restoring trust in journalism.

One such program is the recent appointment of a “Journalist on Call” at the nation’s largest professional journalism organization — the Society of Professional Journalists.

Filling that role is Rod Hicks, a veteran print journalist with experience at the Associated Press, the Detroit News and the St. Louis Post-Dispatch. His role is to serve as a kind of “news sherpa” around the country, helping readers, listeners and viewers better understand the importance of news literacy.

“This was not a program created specifically because of Trump,” Hicks told me. “We’ve talked about the need for this for several years because credibility and trust issues have been around for quite a while.”

Hicks points to many people’s lack of understanding of the differences between pundits, news commentators and straightforward journalists. He and SPJ are planning workshops across the country to help news consumers discern the differences between the groups as well as to teach them the value of a free press.

“Helping people learn how to navigate this huge landscape of news is part of it too,” he says. With the availability of information 24/7 on all sorts of devices, Hicks points out, the need is much greater now than ever before “to help people sort through it all.” Plans are also under way for a public service campaign using social and traditional media to spread the word about the importance of unfettered news reporting.

Another initiative is TrustingNews.org. By researching the kinds of news that consumers find credible, it attempts to translate those findings into actionable strategies for journalists to help the industry regain trust.

One of the findings from its interviews with consumers is that too many people think news reporting is motivated primarily by the self-interest of journalists and a desire to make a profit.

Project Director Joy Mayer says the program’s research shows these concerns can be offset when journalists demonstrate a “shared mission” between themselves and the community. However, it’s important to not only report stories that have real impact on the audiences, it’s also critical for the news media to more clearly
The Outlook for Journalists

Peering Beyond the Grim Numbers, Experts See Brighter Days Ahead

By Karen Egolf

On the surface, the job outlook for journalists, especially older members of the press, doesn’t appear promising. Beyond the constant put-downs from President Trump that undermine the public’s trust in the media and spur violence against journalists, industry headlines have been bleak. Yet despite the constant bad news on the media front, industry professionals say the future for journalists is looking up.

On the downside, Pew Research Center found that at least 36 percent of the largest newspapers in the U.S. and at least 23 percent of the highest-traffic digital native news outlets underwent layoffs between January 2017 and April 2018. At the same time, major TV organizations have made headlines by announcing news division layoffs throughout the year.

Pew’s latest State of the News media assessment shows that U.S. newsrooms — newspapers, radio, broadcast TV, cable and other information services, which covers digital-native news publishers — lost 27,000 jobs from 2008 to 2017, a 23 percent decline. Of those news operations, only digital saw a significant increase, from 7,400 employees to 13,000. Newspapers saw the largest drop, losing 32,000 jobs.

The outlook for newspapers at the local, regional and state level is especially grim, with more than 60 dailies and 1,700 weeklies closing in the U.S. since 2004, according to the recent “The Expanding News Desert” report from the Center for Innovation and Sustainability in Local Media at the University of North Carolina’s School of Media and Journalism. During that period, total weekday circulation dropped from 122 million to 73 million, according to the report.

At the same time, U.S. news consumption is down, with 2017 seeing drops of 7 percent for local and network news, 12 percent for cable news and 11 percent for daily newspapers, according to Pew’s State of the News media assessment.

But while newspapers struggle to develop new economic plans to bolster their traditional advertising-supported model and digital media strive to develop a working model in general, industry experts say they see a lot of potential for journalism jobs going forward.

“Right now we’re on the crest of a new golden age of journalism in America,” says Dan Shelley, executive director of RTDNA and RTDNF. “There has been a significant uptick in the number of students applying [to] some of the nation’s best journalism schools. That’s part of what I call the Trump effect on journalism. Essentially, established news organizations are doubling down on responsible journalism. They’re doing more and better journalism in response to this ‘fake news, enemy of the American people’ rhetoric and this eroding trust in media.”

Penelope Muse Abernathy, Knight Chair in journalism and digital media economics at the University of North Carolina and author of “The Expanding News Desert,” agrees that there has been a recent resurgence in journalism. “What I have seen since 2016 [is] a growing realization by society at large that we’ve actually lost something, that simply calling local newspapers dinosaurs and accepting their demise is harmful for us. Some of the largest news organizations had forgotten...how critical those people in the flyover regions can be to the future of our country.”

She also points to the effect the Trump administration is having on “inspiring people to see they can make a huge difference.”

On the education side, Christopher Callahan, founding dean of the Walter Cronkite School of Journalism and Mass Communication at Arizona State University, says journalism schools are experiencing increased interest from students, with the Cronkite School’s enrollment up 11 percent this year. “The notion that has continued on page 18
Five Steps to a Lifelong Media Career

Experienced journalists looking to remain relevant in the increasingly digital media world can take a number of steps to help them stay on top of their profession — or get back into the media following layoffs. Industry experts recommend the following:

1. Keep current. Digital skills are extremely critical in today’s media workplace, and that means knowing how to do more than posting or promoting a story online. Linda Shockley, managing director of the Dow Jones News Fund, says their data interns, for example, are also learning digital media skills. “There’s an opportunity for data visualizations, but they’re also looking at coding and using programming languages and all of the kinds of things that will give them access to data that can be used to create stories,” she says. College students “find that a lot easier to do than some folks who came along in the old days of typewriters and computers and just plain, old email as opposed to all these other kinds of innovations that [students] consider normal tools.”

2. Specialize. One way to boost one’s worth as a journalist is to become a subject matter expert in areas ranging from the environment or finances to pop culture topics. “There are a lot of people out there who are good on social media, but you have to have something to say,” says J. Alex Tarquinio, president of SPJ. “You have to have deep knowledge in an area. It could be something very serious. It could be something light. If they become a recognized expert in their locality and they know everything about restaurants [for example], and they review them online, [that] can be very popular.”

3. Generalize. At the same time, expanding one’s general knowledge can also be beneficial. “The more skills and… the more expertise you have in more areas, the better off you’re likely to be in terms of being prepared to have a long and successful career in this business,” says Dan Shelley, executive director of RTDNA and RTDNF. “If I were going to school to become a journalist today, I would learn every conceivable aspect of the business, including photography and editing, and I would learn as much as I can about as many different areas as I can — economics, political science, history, etc., so that I would be as best prepared as possible to thrive in the workforce today.”

4. Be a lifelong learner. Perhaps the most general yet most essential advice is to become a lifelong learner, to constantly expand one’s knowledge base, whether it be business skills, digital expertise or taking an interest in one topic or a variety of subjects. “We try to instill this notion of being a lifelong learner in this economy,” says Christopher Callahan, founding dean of the Walter Cronkite School of Journalism and Mass Communication at Arizona State University. He points to online degree and certificate opportunities that can help people develop new areas of expertise more quickly and easily than the traditional classroom experience.

In addition, industry organizations offer extensive workshops and seminars for professionals. Shockley says the News Fund includes a membership to the Online News Association for its interns to help them stay up to date on industry trends. “We encourage people to go to trainings — any opportunity to get any kind of training,” she says, pointing to sessions sponsored by organizations such as the ONA, Associated Press Media Editors, the American Copy Editors Association, SPJ and the Ida B. Wells Society for Investigative Reporting. “Get in there and shed your inhibitions and open yourself to the possibilities of how to use this knowledge. Try to be discerning, but look at some of these tools and figure out if you can use them. Just be open to doing things differently instead of kicking against the tide.”

5. Change your mindset. The most important element to remaining relevant comes down to mindset — being able to adapt to a flexible, changing newsroom environment. For example, Shelley says he tells TV news organizations to expand their thinking to include former print reporters. “Provide them with the skills they need to continue to practice journalism in your medium because the industry is better served, broadcast and digital newsrooms are better served. And most important, the public is better served.”

A lot of that mindset relates to being a lifelong learner. “Much of what you need, you’ve always needed, which is an intellectual curiosity that inspires you to ask questions and make connections,” says Penelope Muse Abernathy, Knight Chair in journalism and digital media economics at the University of North Carolina. “You need to use any opportunity you have to answer your own questions and build out knowledge in a certain area, but learn how to use that intellectual curiosity for the good of society. That’s needed now more than ever.”
THE NEWS OUTLOOK

Yet given the profession’s own headlines, maintaining confidence can be difficult. Overall, the news media have been declining, especially at the local level, which traditionally has been covered most extensively by newspapers. “The rhetoric against journalism is very disturbing, and it is a serious problem, but the fact that we have declining numbers of journalists, particularly in local journalism, is probably the No. 1 issue facing journalism today,” says J. Alex Tarquinio, president of the Society of Professional Journalists.

For the first time ever, local TV news employment in 2017 surpassed total daily newspaper employment, with 27,100 TV news staff compared with 25,000 newspaper employees, according to the 2018 RTDNA/Hofstra University Newsroom Survey. The 2017 figures are in contrast to 27,879 TV news employees and 32,875 newspaper employees in 2015.

While local broadcast TV, radio stations and digital newsrooms are stepping up to handle the news gap, many areas still are left without reporters to cover critical stories, such as local government and school board actions that affect residents. “There’s almost a surplus of national news, but there’s just a total void in many communities when it comes to the basic local news,” Abernathy says, adding, “We tend to have lost newspapers in communities that are most vulnerable.”

To help fill that void, Shelley says, “More and more broadcast newsrooms are making significant investments in long-form reporting, in investigative reporting, in explanatory reporting. With the advent of the digital era, there are far more places where you can get in-depth reporting than there ever have been in the past.”

One problem, Tarquinio says, is that newspapers have long served as a source for other news outlets. “Traditionally, a lot of TV and radio reporters got story ideas or basic information from the local paper,” she says. “The local newspaper reporter would go attend the local water board meeting or school board meeting and report on it, and the broadcast reporters would skim the papers and pick out the tidbits that were most interesting. Unfortunately, I just don’t think there are enough broadcast reporters to fill in for all the newspaper reporters who’ve been laid off.”

At the same time, digital outlets are working to figure out a financial model while most local digital ad dollars are going to Facebook and Google.

“There was a brief period where we thought that might save local journalism, that even if the newspapers went away, these hyperlocal sites didn’t have the cost of printing and distributing papers,” Tarquinio says. “But we found that [while] the costs are lower, the revenue from advertising is also lower. However, I’m not ready to give up on them.”

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Shelley agrees that hyperlocal sites — or, as he points out, what used to be called blogs — do hold some promise. "The economics of digital historically have been more difficult, but on the local level and hyperlocal level, you’re seeing news websites pop up all over the country," he says. "The people who report the news or run those sites have varying degrees of success. But many of them continue to operate those hyperlocal sites because they have a strong belief in keeping their neighbors and other members of their community informed and current about significant events."

**FINDING SOLUTIONS**

The good news for journalists — and for citizens — is that organizations are working on new economic models while legacy media are figuring out how to reposition themselves for success going forward. Abernathy says legacy media that want to succeed need to set up a five-year plan and focus on the individual needs of their communities while also investing in their employees, or "human capital." "That means there’s not going to be one business model that works for all news organizations or newspapers or whether you’re digital," she says. "We found that with legacy newsrooms as well as digital startups that they look to others to say what has been the model that works. So they often end up pursuing what worked in one market that’s not even appropriate to [their] market."

On other fronts, nonprofit and philanthropic organizations are offering new models for news coverage.

“One of the more effective responses we’ve had so far are the nonprofits, such as ProPublica, where they get money from other sources, not simply from advertising, to fund investigative journalism,” Tarquinio says. “There’s the Report for America program, which I think is a good start. Through it, we can find a way to subsidize reporters in these communities. I think that is the way that ultimately we’re going to have to go to make sure we have local coverage.”

Report for America was created to “strengthen our communities and our democracy through local journalism that is truthful, fearless, fair and smart.” The organization, based on the Peace Corps model, launched its first class of reporters in 2018 and is currently accepting applications for 2019. Reporters are chosen for one- or two-year terms and are paid between $28,000 and $40,000 a year, with Report for America paying half of that salary and a local supporter and the local news organization responsible for the other two quarters.

ProPublica is a nonprofit newsroom that focuses on investigative journalism in the public interest and is funded by organizations such as the Sandler Foundation, the Knight Foundation, the MacArthur Foundation and Pew Charitable Trusts, among others. ProPublica’s full-time reporters produce investigative pieces, sometimes in collaboration with its news partners, that are distributed to its news partners for publication or broadcast.

Another area that’s being explored is government subsidies for news operations. Says Abernathy’s news deserts report, “Some scholars are arguing that instead of being considered a ‘public good,’ journalism should be considered a ‘merit good,’ a product or service that should be provided free of charge by the government.”

Examples already in place are NPR and PBS, with local public outlets seeing recent upticks in funding for news. Other examples, according to Abernathy’s report, is the $5 million set aside by the New Jersey state legislature in 2018 for a Civic Information Consortium to award grants to organizations covering neglected communities. She also points to public access cable channels supported by local municipalities to broadcast or stream government meetings.

“I don’t think [this is] something that can be solved by philanthropic means alone,” Abernathy says. “It’s going to have to be some notion of what our civic responsibility is and end up at the local, state and national level.”

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Nor is this a novel concept, she says. “Some of my legal colleagues have pointed out the government has always, in one way or another, subsidized the news industry. On the state level, it’s done it through requiring legal notices to be in newspapers, at the national level for magazines or newspapers…we subsidize the postal rate. … It takes some kind of notion that this is not only a public good, as many scholars would say, but also a merit good.”

**THE SKILLS JOURNALISTS NEED**

Journalists also need to change to adapt to the evolving news environment. This includes learning new skills — and a new mindset.

ASU’s Callahan says the introduction of new media and new tools are expanding opportunities for those with the right skill sets. “You certainly see declines in some of the legacy media outlets,” he says. “But overall the numbers are increasing, which is not surprising because we live in the information age and we have all of these news tools to tell stories, to distribute stories and to engage with all sorts of different audiences.”

Callahan says this is reflected in employment levels for students graduating from the school, which are at an all-time high. “What’s different is if you did that same study 20 years ago, it would have been in two different sectors [newspapers and broadcasting]. Today, depending on how you cut it, it’s more than a dozen different sectors.”

At the same time, Shockley says the need to pair nontraditional skills with the longtime essentials are a necessity for journalists at all stages of their careers. “Folks may find themselves doing the technical aspects of searching for data and information but also going out and reporting and writing,” she says.

Additionally, it’s important to know when to use the best tools for telling each story, she adds. “We’re trying to teach students in our training to be on top of things, to be up to date, and to understand how to use tools for the benefit of your audience. I’ve heard professors say sometimes it’s more effective to use pure audio rather than video. You have to be a thinking journalist who is going to make that determination.”

Overall, journalists need to embrace changing skill sets. “One thing [reporters] do need to do is keep their skills up,” says Tarquinio. “If they’re [working] as writers, reporters, they’re almost certainly going to be doing it online. And [they need to] learn other digital skills, as opposed to just writing a newspaper story for the web, which may be fine if they’re working for a site that does that. Also learn how to do shorter things, interact more with their peers…but basically just keep adapting their skills.”

Callahan agrees: “It’s not just the reporting skills that need to be superb, and the writing skills, but [reporters] need to be comfortable telling stories on different platforms, to be able to use social media...”

**Salaries at a Glance**

One vital area in addressing the outlook for journalists is income. According to recent Pew data, college-educated newsroom employees tend to make less than college-educated peers in other professions.

While 79 percent of reporters, editors, photographers and videographers in newspaper, broadcasting and internet publishing have a college degree, their median annual earnings are $51,000, according to Pew data. That compares to a $59,000 average for all college-educated workers.

According to Sokanu, a career-matching platform based in Vancouver, U.S. journalists earn an average of $35,801 annually, starting at $12,786 and rising to $62,334. Hourly, that ranges from $6.15 to $29.97.

According to the 2018 RTDNA/Hofstra University Newsroom Survey, TV news salaries are growing. Median TV news starting pay, on average, is $29,500.

While news salaries tend to depend on market size, Dan Shelley, executive director of RTDNA and RTDNF, points out salary isn’t always a motivating factor for journalists. “People don’t get into journalism for the money,” he says. “They should get into journalism because they want to make a difference in their community or because they want to seek and report the truth. If they do that, and they become quite good at it, they will be rewarded one way or another.”

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**OUTLOOK continued from page 20**

LINDA SHOCKLEY

PHOTO: KEVIN GRANT
The Value of Fellowships

International Opportunities Foster Independence, Leadership and Passion for Journalists

By Marc Berman

For journalists looking to expand their coverage or further their careers, international fellowships are an ideal opportunity to study abroad while broadening their knowledge of specific topics. International fellowships offer a wide variety of experiences. Some take place through universities or organizations around the world. Others are specific to a particular field of study. And most allow a large degree of independence in designing a project and/or pursuing a designated area of interest.

From students preparing to graduate from college, to reporters established in their careers, to writers looking to grow their freelance opportunities, media professionals can benefit from a wide range of fellowship opportunities beyond traditional journalism offerings.

“In this highly competitive world, I do think an international fellowship makes any resume stand out,” said Lisa Palmer, senior fellow for Socio-Environmental Understanding at the National Socio-Environmental Synthesis Center (SESYNC).

SESYNC, which requests proposals for collaborative and interdisciplinary team-based research projects, brings together the science of the natural world with the science of human behavior and decision-making to find solutions to complex environmental problems.

“I started opening up my world to fellowships as I sought more professional development,” Palmer said. “This began with a week or two-weeklong intensive fellowship with the Knight Center for Specialized Journalism. Then I continued to seek other fellowship opportunities and awards, including the Vermont Law School Fellowship, which became a much broader focus and ultimately opened me to more of these opportunities globally in terms of reporting on stories.”

Other notable fellowships include the Rhodes Scholarship, the oldest international fellowship in the United States to fund American students abroad; the Fulbright Program, the largest international exchange program for U.S. citizens; and the Watson Fellowship, which offers one year of research and travel outside the U.S. to a senior graduating from a participating U.S. college.

“As a journalist, as you seek out more professional fellowships, other rewarding entities see that you are serious and that you have done something,” Palmer added.

Palmer said she learned about available international fellowships though professional associations such as the National Association of Science Writers and the Society of Environmental Journalists. These fellowships typically cover room, board and travel expenses, and some include honorariums.

“Usually I have enough material from reporting on those fellowships that I can earn quite a few freelance stories out of them,” Palmer said. “And I feel like it’s a good investment in my time. They point me to story sources and story ideas that I might not have thought of otherwise.”

For Sharon Guynup, who writes on wildlife trafficking and environmental crime as a National...
Ken Ward Jr., a longtime journalist and investigative reporter for the Charleston (W. Va.) Gazette-Mail, was honored recently as a 2018 MacArthur Fellow for his work in “revealing the human and environmental toll of natural resource extraction in West Virginia and spurring greater accountability among public and private stakeholders.”

The fellowships are given annually by the John D. and Catherine T. MacArthur Foundation and are designed to encourage and support people with outstanding talent to pursue their own work. Also known as “Genius Grants,” the fellowship includes an award of $625,000 distributed over five years.

Selections are based on “exceptional creativity, promise for important future advances based on a track record of significant accomplishments and potential for the fellowship to facilitate subsequent creative work.”

Ward, who joined the Gazette-Mail in 1991, covers the coal, chemical and natural gas industries in West Virginia, exposing serious economic, social and health issues. His work has resulted in greater regulatory and industry oversight. He is a member of the Investigative Reporters and Editors and the Society of Environmental Journalists. In 2017, he became a member of the ProPublica Local Reporting Network.

In honoring Ward, the MacArthur Foundation said: “Through balanced analysis and comprehensive documentation and discovery, Ward is providing much-needed clarity about the overlooked consequences of corporate practice and motivating companies and policymakers to be accountable partners with residents striving for healthy communities.”

Ward recently talked with NewsPro about his work, his views for the future and what it means to be a MacArthur “Genius.” An edited version of that interview follows.

**NewsPro:** What does it feel like to be honored for your work by being named a MacArthur Fellow?

**Ward:** It’s pretty overwhelming. This is a program that you don’t apply for or interview for or lobby for. I had no idea I was being considered when I got the phone call. It was just a total shock. They had all these videos on the website of other winners and a list of other fellows, and it’s a pretty remarkable a group of people. It’s still kind of difficult to get my head around it.

**NewsPro:** Tell us about the reporting work you do. What are you being honored for?

**Ward:** I’ve been reporting for 27 years and I’ve covered a lot of different beats. The last years I’ve been focused on the coal industry and the environmental side of the coal industry and the chemical industry. Now I’m focusing on the natural gas industry. Sometimes people talk about environmental journalism, environmental reporting, environmental issues, and in the general public’s mind that gets pigeonholed.

I try to write about the impacts of these industries in the places where the coal or chemical or natural gas industries meet communities and what the effects on the communities are environmentally, economically, social justice angles and, increasingly with the coal industry, worker safety and health issues.

Unfortunately in West Virginia and other places, the history here has been death and destruction and chemical plant explosions and toxic leaks and coal mine explosions and black lung and coal slurry dams — things where people in communities are hurt or killed.

What I’ve tried to do is focus on the fact that those things don’t have to happen here. They’re not acts of God, and they’re not inevitable. They are always the result of a lack of proper oversight by companies and by government. If we can see them in that context, that these aren’t just things that have to happen, then maybe we can do more to prevent them from happening in the future. And maybe West Virginians could come to come to understand that dealing with those sorts of things doesn’t have to be their lot in life.

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Reinventing Journalism for the 21st Century

BEA Challenges Students to ‘Disrupt the News’ to Reach Future Audiences

By Lydia Reeves Timmins

The future of journalism lies in its links to the past. We must use that past to move forward.

As a former journalist who’s now a professor, I am teaching and interacting every day with the future audience members and journalists who will make or break our industry. Just as we need ethical journalists to produce the stories important to our lives, we also need people who want to watch/read/listen/consume those stories — people for whom those stories will have meaning. For both the journalist and the news consumer, remembering the roots of journalism will help us all to have a meaningful future.

Journalists know how to do those stories. We know what we need to do to gain the trust of the audience, and it comes down to the basics of journalism. We have to tell the facts clearly. We have to avoid inserting opinion into news stories and stick to being reliable sources of fact for viewers and readers.

We must tell our audience why they should trust us. Why they should support us. Why our society hinges on what we do every day — which is to find out the information that citizens need to make the decisions most important to them. We have to hold ourselves to a higher standard.

But we must also be aware that what is considered “news” and what our news consumers want — and how they want it — is changing. Edward R. Murrow had radio and then television, but he didn’t have TMZ and Buzzfeed competing for audience attention. Walter Cronkite reported on war and social change, but he couldn’t tweet it out in messaging that circles the globe in seconds. Technology changes how we get our news, but does it change what the news is? Or should be? That’s a balancing act that today’s journalists must figure out how to master.

That’s easier to say than do, of course. In my current role as a professor, though, I have the opportunity — and the duty — to prepare young journalists for the challenge of news in the 21st century. What does it look like? Who is the audience? How can they reach the audience with true stories that engage them in their world?

The Broadcast Education Association (BEA) is challenging students to “Disrupt the News.” It’s a contest to rethink, to reinvent the way journalists reach audiences — especially that coveted younger audience, those future news consumers. The purpose of the contest is not to turn news into entertainment, but to break the walls we ourselves have put up that define what news is and how stories are told. In the classroom, in talking daily with the future audience and journalists, I’ve discovered that many of them just don’t see how TV news is relevant to their lives.

It’s not the “fault” of social media, or of any media. The fact is that there are more ways than ever to connect — and more ways than ever to be distracted. Does that mean we should add more graphics, more stingers, more stuff to newscasts? No. That means we need to go back to our roots — telling true stories in a compelling manner that engages the audience. When we engage them, we attract them. It’s about ratings and getting eyeballs, true. But I believe that the story helps the audience to realize why the information is important, and why they should watch.

So what can you do to positively impact the future of journalism education, and of journalism itself? Talk to that young audience. Visit a classroom in a local university, college, community college, high school — any school. Yes, it’s time out of a busy day. But this is your chance to talk directly to those people who (sorry) don’t know who you are or why your work is important. Encourage them, engage them. As a teacher, I certainly welcome professionals coming into my classroom to share their knowledge and experience.

But offer them more than the war stories. Share that passion that journalists have about the profession. Share the stories you can tell in more than 1:20, with the background and the context only you can offer to a room full of eager young minds who want to know what’s going on, but just don’t know exactly how to find out. In turn, you can learn what information they want and how they want to receive it.

Nobody has a fedora with a press card stuck in it anymore. But you have to admit, journalism is a way cool job with different situations every day, meeting new people every day, telling stories every day. And who knows — in a few years the kid you talk to in a classroom may be your next hire.

Lydia Reeves Timmins is News Division chair of the Broadcast Education Association and assistant professor of the Department of Communication at the University of Delaware.
to engage an audience, then turn around and be able to measure that audience and who they are to expand your reach.”

A key element in the evolving state of journalism is mindset. Young journalists tend to be more flexible and more collaborative, especially compared with older colleagues. “We took pride in some degree in being the iconoclast…the lone wolf, and in an industrial age economy, that works really well. In a digital age it doesn’t,” Callahan says. “We’re trying to produce great young journalists who have great values, the multimedia skills, the collaborative orientation, but also who are nimble, who are adaptable, who do not just accept change…but embrace change and, at some point, lead change.”

Overall, this adds up to a new age for journalism — and for journalists.

Says Tarquinio, “There is a huge, huge need for verifiable, fact-based journalism that’s not purely commentary and not purely social media, that requires a real reporting process and rigorous fact-checking. That is going to remain important.”

Shelley agrees. “When whatever this is that we’re going through right now [is over], you’ll see a renaissance that will eclipse what happened post-Watergate,” he says. “You’ll see trust in media rebound. You’ll see resurgence in journalism on the local and national levels rebound. Brighter days are ahead. I honestly believe that.”

Geographic Explorer, a Fulbright Fellowship gave her the opportunity to work in Turkey as a photographer for almost a year before attending grad school.

“The opportunity to really immerse yourself in another culture, to view global and geopolitics from another place on the planet, from another culture and from a different perspective than our U.S. position, was really eye-opening,” Guynup said. “To be living among the ruins of layers of cultures is so different than our U.S. experience. There were so many things I learned. You can never grasp all of this by simply doing phone interviews and doing research.

”Being out in the real world in another culture, potentially learning another language, truly broadens your horizons in untold ways,” she added.

Meaghan Parker, who was recently appointed executive director of the Society of Environmental Journalists, spent 15 years at the Woodrow Wilson International Center for Scholars. Identifying and developing leaders and institutions to meet the nation’s diverse challenges, the foundation, to date, has awarded more than 22,000 fellowships.

“Fellowships offer the luxury of time to dig deep without having the pressure of a daily deadline, and to step back and really think big thoughts,” Parker said. “They offer the opportunity to reflect and to make connections that go beyond the daily grind. And the access granted, particularly for freelance reporters without a large-name publication at their disposal, doing a fellowship, domestic or international, can provide an entry point.

"Sometimes the way to get a fellowship is finding somebody who happens to know of and is connected to the participating organizations,” she said. "Then there is the International Center for Journalists, which puts out a newsletter and connects on social media that tracks a lot of these opportunities, particularly internationally."

Parker also suggested checking with individual membership organizations that have donor lists and fellowship opportunities broken out by specific topic.

“In the course of any career, a fellowship really is a win–win, both for any individual at the time and for the course of that person’s career afterward,” Parker said. “It is an experience that can open doors.”
NewPro: Do you get a lot of pushback on your coverage?
Ward: When you look at what’s happening in other parts of the world, where if they don’t like a journalist, they just hack them into little pieces, or blow up their car or shoot them in the head, pushback in the form of nasty emails seems so trivial that it’s not worth mentioning. But there’s obviously a lot of heated rhetoric from the president right now about the press and we [feel] it. We’re getting a lot of that here locally in West Virginia from our governor, Jim Justice, and that doesn’t necessarily make it any easier. But when you look at what can happen, I don’t feel like getting a little bit of pushback is that big of a deal.

It’s certainly gratifying when people have read a story and remember it and feel like they learned something from it. It’s especially gratifying with a project we’re working on covering the natural gas industry as part of ProPublica’s Local Reporting Network. I’ve had a lot back-channel conversations with people from that industry who are pleased with the stories that we’re doing even though some of them don’t portray their industry in a particularly favorable light. And those comments most often tend to come from people who are West Virginia natives who grew up here and went to school here and are living their lives here who see the same sorts of abuses.

NewPro: Tell me a little bit about yourself. How did you become a reporter?
Ward: I’m from Mineral County, West Virginia, and went to Potomac State College [in Keyser, West Virginia] for two years and then West Virginia University. I stumbled into the student newspaper, the Daily Athenaeum, thinking this might be something interesting to do. I found out that working at the student newspaper was often a lot more fun than some of my journalism classes.

Then I did an internship here at the Gazette in the summer of 1989. That summer, the United Mine Workers was on strike against Pittston Coal. I spent much of the summer driving around southern West Virginia with photographer Jim Noecker talking to coal miners on picket lines and talking to coal miners’ families. It was just an incredible, eye-opening experience for me about this world that I didn’t know much about, and I was pretty much hooked from then on.

At the end of my internship, Don Marsh, who was the editor at the Gazette at the time, told me when I finished college, he’d have a job for me, and I came to work here. I started off covering higher education, covering colleges and universities, but I kept my hand in with environmental and coal mining stories. I eventually [became] the environmental reporter here, and that’s what I’ve been doing now for a number of years.

NewPro: What do you plan to do with your award?
Ward: My plan right now is to stay working here at the newspaper and keep doing the same kinds of stories that I’m doing. Maybe there’ll be some options for some experimentation. I haven’t really had a chance to think all of those things through yet, [but] my plan is to keep doing what I’m doing.

The one thing that’s clear, if you pay attention to MacArthur’s philosophy of this program, is this isn’t a career achievement award where here’s your parting gift as you’re leaving the stage. It’s meant to help people do the things that they’re doing and maybe try new things that they haven’t had the opportunity to. You know, some folks at MacArthur looked at me and thought, “Here’s somebody who’s got something he could really do to help with the issues that he covers and with local journalism, so let’s give him this great honor.” So I feel a duty to figure out what is this great thing that they think I can do for local journalism here … to make sure it gets done.

NewPro: What do you see for the future?
Ward: Regardless of what the future is, there’s always going to be a need in our society for people who do what journalists do, who gather facts and tell stories and inform the public about what [it] needs to know to be vital members of our community.

If anything, I think that the MacArthur Foundation honoring me this way is really a nod to the importance of local journalism — local journalism that tries to hold powerful politicians and powerful industries accountable for their actions and in instances where the public good is not being served. And nobody does good journalism by themselves.

I’m fortunate to work with a room full of really smart reporters and editors and incredibly talented photographers and a copy desk full of people who save my butt every day. I think [the MacArthur grant] is really a tribute to the kind of journalism that we’ve been doing here for a long time and hope we’ll keep doing.

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articulate the public service nature of the work. (Find out how your news organization can join in this effort at TrustingNews.org.)

Regaining trust is never easy or quick. It’s an especially difficult proposition in these highly tribal political times. It begins with doing more and better journalism in spite of the criticisms and catcalls. But it must also include looking for new and better ways to demonstrate to our audiences how a responsible press is vital to their everyday lives.

As the Washington Post says on its masthead, “Democracy Dies in Darkness.”

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The Greatest Threat

Journalists Come Under Attack by Attrition

By Gene Policinski

Threats to the survival of a free press seem much in the air these days, from the near daily online insults hurled from the White House podium to the lunatic who opened fire on an innocent group of news people in Annapolis, Maryland, on June 28, to a White House attempt to silence CNN’s Jim Acosta by pulling his security pass.

But the greatest danger facing our shared freedom of the press and to journalists’ role in our democracy is not so much any of those factors, as important, tragic and inappropriate as they all are.

A grave — and just as immediate, though not as obvious — threat is the ongoing decline in the sheer numbers of those involved in the operating and staffing of newsrooms, for now felt most strongly in the print sector.

If journalists are not on the scene or reporting on the meeting or pursuing the government budget story or checking on a new health threat, not only are we not informed but it’s likely we don’t even know what we’re missing.

A recent example: The owner of the New York Daily News — for decades the blue collar, saucy and salty tabloid voice of one of the planet’s largest cities — cut already weakened newsroom numbers from less than 100 to a reported 45 or so. As he departed, then-Editor Jim Rich wrote: “If you hate democracy and think local government should operate in the dark, then today is a good day for you.”

Earlier last year, writer Ross Barkam of The Guardian noted that the U.S. Labor Department reported that since 2001, more than one-half of all jobs in the news industry have disappeared, dropping from 411,800 to 173,709.

For newspapers in particular the situation is even more grim: A 2018 industry survey showed newspaper news department staffing nationwide is about 25,000 — for the first time less than the 27,000 employed in perennially understaffed local TV news operations. In the 1990s, surveys put those newsroom numbers at around 65,000.

Yes, there is hope that online news operations will grow in size, scope and numbers, outgrowing the trivial fascinations that grab eyeballs if not intellects. But how long will that take? Will it ever happen?

Do not fool yourself that our freedom of the press — and other freedoms of the First Amendment — are invulnerable. A tumble in the once-virtually guaranteed revenue that produced double-digit profits and more, coupled with the Web’s disruption of previously limited access to news, trashed in little more than a decade the economic model and news consumption habits of a century and more.

Add in a future court decision raising the defamation risk for news companies by making it easier for public figures to successfully sue over negative coverage, as Trump has advocated; White House moves on trade that raised the cost of newsprint; and mega-media mergers approved by the government creating companies more watchful of their own bottom lines than adhering to the old newsroom motto of “comforting the afflicted and afflicting the comfortable,” and poof — the vibrant, multifaceted news media envisioned by the nation’s founders as a watchdog on government turns into a lapdog without the interest or capacity to bark or bite.

Yes, the New York Daily News newsroom cuts do not automatically mean it cannot replicate a 2017 Pulitzer Prize winning investigation — with nonprofit partner ProPublica — of wrongs in the city’s eviction laws. But effectively tracking down evildoers and keeping a watchful eye in a city of 8.5 million with a staff of about 40 will be nearly impossible, even with the help of Superman — given that the Daily News was the model for the comic book’s Daily Planet, where the superhero’s alter-ego, mild-mannered reporter Clark Kent, found a home.

We need not be mild-mannered or helpless in the face of the all too real challenges facing our watchdogs.

Focus on finding and supporting good journalism — which no doubt will at times tell you things you don’t want to hear, regardless of your political views — and ignore the rest.

Many in the media have called for the public to realize that a free press does not mean news is free — and to subscribe and contribute and otherwise support local, regional and national news operations.

A few years ago, then-Associated Press Executive Editor Kathleen Carroll, speaking at the Newseum after rededication of its Journalists Memorial to recognize those who have died in pursuit of news, put it more succinctly: “Give a damn.”

If enough of us do all of that, we can play a “super” role and can save the day for a free press — while helping to preserve democracy as well.

Gene Policinski is president of the Freedom Forum Institute, the programs and initiatives partner organization of the Newseum, in Washington, D.C., both principally funded by the nonpartisan foundation Freedom Forum. He was one of the founding editors of USA Today in 1982 and has reported on local, regional, state and national news developments and politics. This year marks his 50th year as a professional journalist, having begun his career in May 1969 at the Greenfield (Ind.) Daily Reporter.
Society of Environmental Journalists

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