

CIIJ Newsline

SUMMER 2005

JOIN US AT CIIJ'S 15TH ANNIVERSARY FUNDRAISER

by Cristina L. Azocar

CIIJ invites everyone to attend our 15th Anniversary Fundraiser on the evening of Feb. 1, 2006 at San Francisco State University's Seven Hills Conference Center.

The event will help CIIJ raise funds to match a \$38,000 challenge grant awarded by the

Challenge Fund for Journalism II. The grant is sponsored by the Ford Foundation, the John S. and James L. Knight Foundation, and the Ethics and Excellence in Journalism Foundation.

Organizations can sponsor corporate tables, while individual tickets are \$60.

The Center recently launched its new programs. Dinner

attendees will be treated to a first hand look at what CIIJ has planned in the next few years, for journalism education and the profession.

In addition, CIIJ wants to thank everyone for all their generous support over the last 15 years.

CIIJ has grown to become a leader in journalism diversity

since former SF State Journalism Chair Betty Medsger founded the Center in 1990.

Such progress would not have been possible without the help of many organizations and individuals.

For more information about the event, visit our website www.cijj.org or call 415.338.2083.

'Prime Movers' Takes Second Place in Innovative Outreach to Scholastic Journalism Competition

by Cristina L. Azocar

Prime Movers, a one-year pilot project to keep journalists engaged in the profession and to revitalize journalism in high schools, was awarded second place in the Association for Education in Journalism and Mass Communication Scholastic Journalism Division's Innovative Outreach to Scholastic Journalism competition.

The project was funded by a \$150,000 grant from the John S. and James L. Knight Foundation.

Katie Delucchi, the journalism teacher at Willow Glen High School, San Jose, where the pilot took place, said the school paper Rampage, had been in danger of losing its status as a class.

School principal Elaine Farace recognized the Prime Movers program as an opportunity for the school, and is supportive of the newspaper class.

Before the project began, the paper was neither published



Willow Glen students Samantha Renee Zenk, left, and Taniesha Joy Ramirez take notes during an InDesign demonstration at the JEA/NPSA Spring National High School Journalism Convention in Seattle. Photos by Craig Young



Writing coach Gary Moskowitz reads Jessica Sara Chavez's story, while other students work on their writing at Willow Glen High School.

online, nor printed regularly.

Through this program, veteran journalists, also known as the "Prime Movers," share their experiences with SF State journalism students and other Bay Area high school journalists.

CIIJ believes that the recruitment of future journalists begin in high schools. The Center also acknowledges the importance of mentoring these students through college, to

retain them in the profession.

San Jose Mercury News editors, David Early and Michelle Guido worked in teams with reporters Hong Dao Nguyen and Julie Patel, strengthening their resolve to remain in the journalism profession, while working at Willow Glen High School.

Melissa Jordan, the Training and Recruitment Editor, made sure everything ran smoothly

at the Mercury News. Jordan helped choose the reporters that participated.

San Francisco State University students Sara Henderson, Gary Moskowitz, Elvira Viveros, and Craig Young served as writing and photo coaches for the students.

They also benefited from working with the students and professionals from the reporting industry.

BAMMA Graduates its 15th Class

by Doris Y.S. Owyang

On July 2, 2005 18 high school students graduated from the Bay Area Multicultural Media Academy (BAMMA).

CIIJ has sponsored the two-week residential summer journalism workshop since 1990.

Participants live on campus, take daily newswriting and reporting courses, work with professional journalists, report on issues, events and people and publish their work in the Golden Gate [X]press 2.0

BAMMA is dedicated to providing opportunities to youth from underserved communities—Asian American, African American, Latino, Native American and low-income youth—to develop skills as a journalist that will open doors for them in media careers and help the profession do a better job covering news for everyone.



Students and staff of BAMMA 2005

Photo by Omar Vega

Dr. Veronica Hunnicutt, Dean of San Francisco City College's Southeast Campus was delighted that her grandson Trevor was selected for BAMMA.

Hunnicutt said, "I know that he will have an opportunity to receive an exceptional educational experience and to learn useful media tips that are not readily available to aspiring young journalists."

San Francisco Chronicle business reporter Tom Abate led a diverse editorial staff of professional journalists and SF State students.

[X]press Online Photo Editor Sara Henderson enjoyed her job at BAMMA immensely.

"It was wonderful to work with such bright, enthusiastic youth. These students were passionate to report on issues

from their community," she said.

Henderson and fellow Assistant Photo Editor Omar Vega instructed three aspiring photojournalists on how to complete their shooting assignments.

Michelle Wilens, a student photographer at Lowell High School, gained confidence in her abilities.

"Photography is something I have always loved and through BAMMA I began to believe in my photos instead of depending on someone else. I started showing my photography to more people because I learned not underestimate myself and what I am able to do," Wilens said.

Please visit the BAMMA section on www.cijj.org to view the biographies and photos of BAMMA students, staff and speakers; see BAMMA's first multimedia production and read the stories published in the Golden Gate [X]press 2.0.

CIIJ Job and Internship Fair Goes National

by Doris Y.S. Owyang

The 15th annual CIIJ Journalism Job and Internship Fair will take place at San Francisco State University on Tuesday, October 18, 2005.

Originally an exclusive opportunity for SF State students, the fair was opened to students from Northern California colleges and universities in 2000. This year, CIIJ welcomes journalism majors and those who have recently earned their journalism degrees from schools across the country to participate.

Cristina L. Azocar, CIIJ director, said, "Our goal is for CIIJ's job/internship fair to become a national fair. Recruiters can interview a diverse group of individuals without traveling all over the country."

For some, CIIJ's fair is the first time that students get to meet face-to-face with newsroom professionals, often with positive results.

One UC Berkeley student who attended the fair in 2004 said, "I feel that recruiters gave me the information that helped me expand my vision for a career in journalism."

Ninety percent of recruiters

at last year's job fair interviewed more than 10 candidates over the course of the day and benefited greatly.

"The job fair is invaluable for getting to know a wide range of candidates and provides a tremendous opportunity to identify talent can help diversify the newsroom," said Charles Buxton who represented The Santa Rosa Press Democrat at last year's job fair.

Increasing diversity in U.S. newspaper newsrooms has been a primary goal of the American Society of Newspaper Editors (ASNE) since 1978. Its current target is having the percentage

of minorities working in newsrooms nationwide equal to the percentage of minorities in the nation's population by 2025. Currently minorities make up 31 percent of the U.S. population.

Azocar sees the job fair as a valuable tool for recruiters striving to diversify their news teams.

"There are enough journalism students of color graduating to close the parity gap set by the ASNE," she said.

More information about the job fair will be posted on www.cijj.org.

Crash Course In Journalism Gives One Student Hope

by Trevor Hunnicutt



For two weeks, 18 prospective journalists woke up early every morning.

All still in high school, we had newspapers in hand moments after getting out of bed and were aware of the long day that lay ahead.

As the days passed, a predictable pattern emerged: class, stories, and cafeteria food. But beyond this pattern, the crash course in journalism that was the Bay Area Multicultural Media Academy gave us an exceedingly rewarding feel for the field. As I see it, the strengths of

BAMMA are twofold. First, we learned through the people around us. Over the course of the program, we met, talked, networked with, and discussed our articles with SF State journalism students, writers and editors. It was a profitable experience not just because what they told us was helpful, but because of the long-term relationships we formed. Second, we learned through immersion.

Our experiences in newsgathering and writing under deadline were more effective than any course work at helping us decide journalism is for us. Some BAMMA students left knowing they don't want to be journalists. Others left knowing that this is what they want to pursue for the rest of their lives. All of us went home with a better picture of what the field is and

what it demands of its writers and photographers. As a group, I am confident that we covered a wide range of pertinent issues deeply and intelligently.

Finally, there was another benefit to participating in BAMMA.

The media is a crucial part of any society. It is more than plausible to suggest that journalism is the center of any functioning republic. Yet even in America, where we value free and unencumbered interpersonal and mass communication, we seldom interact with the people responsible for producing the words that impact our society so deeply.

For all that is good about journalism—this societal function and the voice it provides the voiceless—newsrooms still do not reflect the communities that they serve. Diversity may be the

current buzzword in media, but the presence of people from a variety of cultural backgrounds in boardrooms and management remains miniscule.

On our fieldtrips, this striking and unfortunate reality struck us boldly. Apparently, the torchbearers of democracy are old white males. By interacting directly with the news media, we were empowered by recognizing its strengths and became acquainted with its weaknesses. It evinced the reality that even in the age-old tradition of journalism, we can make a unique and important contribution to our society.

BAMMA gave me hope for a different day. And it made clear to me that my impact in the media can be strong, and all I have to do is be myself.

Hunnicutt is a senior at Drew School in San Francisco.

Trib Reporter Gets Real With BAMMA Students

The following is the transcript of the BAMMA commencement speech by Kamika Dunlap, Metro Reporter for the Oakland Tribune, delivered on July 2, 2005.

Good morning and thank you for inviting me to be your 2005 BAMMA commencement speaker. I congratulate you all on the success of completing your two-week summer journalism program. Creating and designing your own print and online news publication is a tremendous achievement.

Twelve years ago, I graduated from the BAMMA program, so I can relate to the sense of accomplishment you must feel after spending long days and nights reporting, writing, editing, filing photos, designing news pages, writing headlines and of course meeting deadlines. You should be excited and proud to see that all your hard work has finally paid off.

You have had such a full and enriching learning experience in a short amount of time. But there is one thing I want to share with you, if you haven't figured it out already. Journalism isn't really about reporting and writing. It's about caring. Caring about yourself and the people around you. It's about fostering relationships so that people will want and look to you to tell their stories.

Journalism is about cultivating sources. Without good sources you don't have a story. The first step to building a rapport with others is being real with yourself. Your handshake is just as powerful as any word you write.

In journalism you will be thrown into experiences when you'll need to be able to quickly gain the confidence of others. On the first day at my new job I had to write a story about a homicide victim. A 16-year-old Oakland high school student was gunned down in front of his house on what should have been one of the proudest days of his life. I needed to interview his mother for the next day's paper and her son hadn't even been dead for four hours. I had to express to her my sympathy yet still explain that I needed her to describe what happened. She told me how she had just come back from a presentation her son made at school and how proud she was of him. She told me how well he was doing in his classes and that his teachers praised him. After his presentation, her son stayed behind at school and took the bus home later that evening. He was shot in the neck only a few feet from his front door. But he still had enough life in him to stagger to the front door and then collapse in front of his mother on the living room floor. As she described how she lost her only son I had to fight back my tears. I went back to the paper and filed my story. The next day his mother called to thank me for the article I wrote about her son in the paper. That phone call made my day.

So know that your best work tends to

happen when you keep it real.

Journalism is also about listening. Writing is a good skill to have but listening is just as important. If you listen long enough people will tell you everything you want to know. When you listen you hear the details like what I heard when a former gang member told me that when she was two years old her father would tuck crack cocaine in her diaper and used her to distribute dope on the streets of Chicago.

So, what I'm really telling you is that journalism is more than about reporting and writing. It's about being real and showing people that they can really trust you to listen and to tell their stories.

I also want you to trust the fact that participating in the BAMMA program and gaining the skills and experience you have over two weeks is a foundation that you can go out and build upon. So, whether you go out and write a book, become a lifelong journalist or go into communications you need to let people know that they can trust you.

And trust when you look at me that you can go out and do the same things I've done and more. You can go out and tell the same stories I've told and better ones. But just remember to be you and to keep it real.

Thank you and congratulations.

Pop & Politics Awarded Grant

by Jean Chen

In conjunction with its 10-year anniversary, Pop and Politics is pleased to announce a two-year \$160,000 grant from the John L. and James S. Knight Foundation. The money will be used to continue operating the website, PopandPolitics.com as well as help expand into audio production.

The buzz-word among websites these days is "podcasting," and Pop and Politics is ready to join in on the latest way to blog. A podcast is simply an audio file that can be downloaded onto the computer and transferred to a portable mp3 player. Pop and Politics is planning to record commentaries, interviews, and talk/music radio shows for its audience.

The project, re-launched at CIJ in 2004 is looking forward to a redesign of the website, which will update its look and make it easier for readers (and soon listeners) to navigate the site.

Ford Foundation Funds Implementation of Strategic Plan

by Cristina L. Azocar

The Ford Foundation awarded the Center for Integration and Improvement of Journalism \$400,000 to implement its strategic plan over the next two years.

CIIJ's vision is to serve as a conduit for journalists and the public to practice democracy via fair, accurate and representative journalism. In order to improve its visibility, impact and outreach in the field and appropriately examine this relationship of democracy and journalism, CIIJ will shift the focus of existing programming and explore new territory with small pilot projects focusing on the *Four R's of the Journalism Pipeline: Recruitment, Retention, Revitalization and Research.*

CIIJ's new vision, created after a two-year strategic planning process also funded by the Ford Foundation, encompasses an approach to diversity much broader than simply placing people of color in newsrooms. According to Senior Director Erna Smith, "It is CIIJ's desire to better understand the relationship between journalism, diversity, and civic engagement and how these issues affect the bottom line of the journalism industry."

CIIJ seeks to achieve national recognition as a hub whereby students, journalists and journalism educators of all levels come together to discuss issues of diversity, trends, culture and demographics. Its offerings will include information on internships and

job opportunities, research, and conferences via the CIIJ website, its programs and through its outreach activities.

San Francisco State University Dean of Humanities Paul Sherwin fully supports the new projects CIIJ is undertaking. In a letter of support of the grant to the Ford Foundation he wrote: "CIIJ is intent on expanding its vision of diversity as an invigorating force in journalism education and the journalism profession, as well as on more closely linking the themes of diversity and civic engagement in its ongoing programs, in long-standing programs that have been largely reconceived, and in various new programmatic initiatives."

The Ford Foundation has funded CIIJ since 1992.

CIIJ Awarded Challenge Fund for Journalism II

by Cristina L. Azocar

The Ethics and Excellence in Journalism Foundation, the Ford Foundation, and the John S. and James L. Knight Foundation awarded CIIJ \$38,000 as a participant in the Challenge Fund for Journalism II initiative.

The Challenge Fund helps "key journalism organizations improve their long term financial health and sustainability by cultivating support from individual donors," according to the Challenge Fund guidelines. The grant will support capacity building activities and must be

matched dollar for dollar.

"CIIJ hopes to match most of the funds by the time we have our 15th anniversary celebration in February," CIIJ Senior Director Erna Smith said. "Our celebration will be a fundraiser to go above and beyond the \$38,000."

San Francisco State University



Center for Integration and Improvement of Journalism

THANK YOU FOR YOUR SUPPORT!!!

CIIJ needs your help to match this \$38,000 challenge grant. All donations are tax deductible. Please complete this form and send it with your check (payable to CIIJ) or credit card information to:

Center for Integration and Improvement of Journalism
San Francisco State University
1600 Holloway Avenue, HUM 307
San Francisco, CA 94132

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Credit card donations can be made on-line through the SFSU development website www.ciij.org. Click SUPPORT, complete your personal information and choose CIIJ as your "area of giving."

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Founded at San Francisco State University in 1990 by Betty Medsger, the Center for Integration and Improvement of Journalism believes that accurate and responsible journalism reflects the changing demographics of the society it serves. We develop programs and conduct research aimed at recruiting, retaining and revitalizing journalists and journalism educators. We seek to make journalism more inclusive from the classroom to the newsroom.

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