

What's New from News Watch Program

Perks

By Poh Si Teng

CIIJ's Writing and Photo Coach Program is garnering SF State journalism students greater benefits and opportunities this semester, such as passes to exclusive social events and free photo equipment.

Photography student Suzanna Mitchell's coach got her tickets to the Exotic Erotic Ball and a \$2,000 Canon camera.

The coaching program was set-up in 1990. Each semester, students receive constructive criticism and suggestions on improving their writing, reporting and photography skills. The pro-bono consultation provided by professional journalists has helped many students boost their grades and motivated them to pursue journalism careers.

The benefits do not end there. Students also have better access to internships and networking connections in the journalism arena.

This semester's coaches include writers and photographers from newspaper and magazine publications such as the *San Francisco Chronicle*, *Tri-Valley Herald* and *Via Magazine*.

Writing coach Rebecca Hurd from *Wired Magazine* mentioned that her student is "a delight to work with. She arrives prepared, on time, and eager to discuss her work."

An *Oakland Tribune* photographer, Sean Connelley said his student "has shown a real interest in photojournalism which is refreshing to see. I feel he has great potential and is working hard to improve his skills."

The 32 student participants this semester are enrolled in News Writing, Reporting, Magazine and Feature Writing, Photo II and Photo IV.

By Vicki Cormack

CIIJ's new web site (www.cijj.org) includes original interviews with KPIX-TV anchor Barbara Rodgers, a founding member of the Bay Area Black Journalists Association and a Q & A with Molly Ivins, syndicated columnist and author who gives her point of view on politics and how political reporting is like horseracing.

Recent research from San Francisco State University assistant journalism professor Venise Wagner examines the lack of

coverage on slave reparations and media. Researcher Dawn Withers examines Gwen Ifill's unanswered AIDS questions to the vice presidential candidates during the debate on October 5th.

News Watch is now collaborating with Pop and Politics, a politics and culture web site, founded by journalist and author Farai Chideya.

Her most recent book is "Trust, Reaching a 100 Million Missing Voters." Chideya is co-host of "Your Call Radio" which airs weekdays from 10 to 11 am on KALW 91.7 FM, the broadcast

service of the San Francisco Unified School District.

News Watch researchers Sabrina Ford, Dawn Withers and Vicki Cormack participated in the Pop and Politics's election blog, writing articles about the activist group Code Pink.

Future articles will include a Q & A with Suzanne Levine, Director of the National Center for Disability and Journalism and an interview with Jeff Chan, hip hop journalist whose recent book, "Can't Stop, Won't Stop" offers a political history of hip hop.

SFSU Journalism Students Honor Yuchengco

A new journalism scholarship was established this year at San Francisco State University through CIIJ, honoring the memory of Maria Elena Yuchengco, a summa cum laude graduate of the University of San Francisco. Yuchengco was instrumental in establishing *Filipinas Magazine*, the only nationally circulated Filipino American monthly magazine.

The Asian Pacific Fund, a community foundation, administers the scholarships. Executive Director Gail Kong said, "We are all extremely dependent upon good journalism to ensure

that we receive a comprehensive and balanced view of the world around us, and diversity among journalists is a crucial factor that will ensure fairness and balance.

The new Maria Elena Yuchengco journalism scholarships encourage Filipinos pursuing journalism careers and help address historical under-representation of Filipino Americans in the newsrooms and on the editorial boards around the country."

Three S.F. State students received the first scholarships totaling \$5,000: Lemery Ayco Reyes, 22, a Journalism senior

(\$1,000) Caroline Jane Perez, 23, a Journalism senior (\$1,500), and Ethnic Studies graduate student, Vincent Jefferson Laus, 30, who will receive \$2,500.

A panel of highly accomplished Filipino American journalists including Filipinas Magazine Publisher, Mona Lisa Yuchengco, KTVU/Fox Channel 2 South Bay Bureau Chief, Lloyd LaCuesta, and Pacific News Service Editor and Filipinas Magazine Consulting Editor, Rene Ciria-Cruz selected the winners.

For more information, please visit www.asianpacificfund.org.

SF State Journalism Alumni Donate to CIIJ

By Cristina L. Azocar

CIIJ's first alumni funding drive proved very successful. Many former students expressed their gratitude for how CIIJ helped them throughout the years by donating more than \$3,000. It was terrific hearing from former SF State journalism students from all over the country and finding out how well they are doing.

SF State's Alumni Office facilitated the mailing to more than 2,000 journalism alumni. We want

to thank all of you for making these tax-deductible gifts and hope that if you know of any graduates out there you'll help us reconnect with them.

We are also happy to note that we can now take donations online! Visit www.cijj.org and follow the link under "support."

Thank You Alumni Donors!

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Prime Movers Inspires High School Journalists

By Steve O'Donoghue

Supported by a grant from the Knight Foundation, CIIJ is currently coordinating the Prime Movers Project, a mentoring project between the *San Jose Mercury News* and Willow Glen High School in San Jose.

Prime Movers is a pilot initiative from the Knight Foundation to foster mentoring in the newsroom between a veteran journalist (the Prime Mover) and a young, developing journalist (the Rising Star). The two journalists

then work with a high school journalism class to act as role models, journalism advisers, and as a liaison to resources at the newspaper.

Together they work in a mentoring relationship that is designed to make valuable use of the veteran journalist's experience and help the young journalist settle into their career with greater comfort and confidence.

David Early, a feature writer, and Julie Patel, who covers local government, are the Prime Mover and Rising Star.

These two, along with *San Jose Mercury News* Training and Recruitment Editor Melissa Jordan, work with students in the journalism class at Willow Glen High School to improve their journalism skills and make the case for journalism as a valuable career.

"Prime Movers promotes a circular model of mentoring," CIIJ director Cristina Azocar said. "It's important for students to veterans to know how important mentoring relationships are to being a successful journalist."

Helping the *San Jose Mercury*

News personnel are four SFSU journalism students, Matias Cavallin, Gary Moskowitz, Elvira Viveros and Craig Young.

Craig is helping the high school students with photography. Matias, Gary and Elvira are writing coaches.

The Prime Movers project is a pilot program. If successful it may be replicated in other newsrooms and schools to help improve the retention of professional journalists, especially journalists of color, and recruit the next generation of journalists.

CIIJ Hosts 14th Annual Job Fair

By Caroline Perez

The Center for Integration & Improvement of Journalism sponsored the 14th annual Journalism Job and Internship Fair at San Francisco State University on October 27, 2004.

120 hopefuls attended the fair including SF State journalism majors and graduates and students from the University of California at Berkeley, City College of San Francisco, San Jose State University, Skyline College, and Cal State Humboldt. 19 newspaper and magazine organizations interviewed students during the daylong event.

Recruiters included the

San Francisco Chronicle, *The Oregonian*, *The Associated Press*, *The Boston Globe* and newcomer *Chow Magazine* which just debuted on newsstands in November.

Spanish language publications also made appearances. Carlos Vargas of the Mission neighborhood bilingual Spanish/English newspaper, *El Tecolote*, said, "I can't think of a better resource for a community newspaper. I though I'd be here only one hour and stayed all day."

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

"I feel that the recruiters gave me information that helped me expand my vision for a career in journalism," said a UC Berkeley student. "If I didn't talk to them, I wouldn't have found out the information that might lead to the perfect opportunity."

An SF State photojournalism student said, "It was great just to make contacts and put faces with names."

For the past six years Walnut Creek-based *Contra Costa Times* has participated in the event. "Again, SF State is one of the best campuses that sponsors job fairs. Well worth the time to meet top students," said Bob Nishizaki, assistant managing editor.



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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.

Web Site Helps Americans Tune in to Politics

By Farai Chideya

Since joining forces with the Center for Integration and Improvement of Journalism, Pop and Politics has had to ask one critical question: What can we do to help Americans tune in to politics?

After all, if you're game, you can tune in on television to any anchor from CNBC's Tim Russert to Jon Stewart on Comedy Central. You can read any authors from Andrew Sullivan to Ann Coulter.

But there are still few outlets that allow younger Americans to read the journalism of their peers--and which give a mix of professional

and student journalists a chance to shape the news.

Pop and Politics began eight years ago as a prototype weblog site to cover the 1996 Presidential elections. As more and more writers began requesting permission to publish, the project grew into an award-winning site, but lacked a direct programmatic connection to young writers. The partnership with CIIJ and San Francisco State University gave Pop and Politics the chance to expand, and to re-launch on the first day of the 2004 Democratic National Convention.

Pop and Politics covered the election to the hilt: Going to the Democratic and Republican

National Conventions; talking to teen voters in swing states; and giving firsthand reports on what it was like to do voter mobilization and monitoring during the election. Pop and Politics has expanded its range of content partners and reach deeper into the ranks of college and university journalists. Pop and Politics even started an innovative group blog, available at <http://pandpelex.blogspot.com> that was featured by Google-owned Blogger as its election journal to watch. Future challenges include making the non-profit financially sustainable and expanding into broadcast media. But today is just the beginning.