

▼ Photographer Joshua Trujillo with rebels in Afghanistan, Oct. 11, 2001



# NEWSROOM DIVERSITY

## VALUING MANY VOICES

### 2001 HIGHLIGHTS

- 26 journalists of color assigned to daily newspapers through new fellows program.
- 147 interns of color assigned to 83 daily newspapers through scholarship program.
- Construction completed on Diversity Institute at Vanderbilt University, Nashville, Tenn., which will prepare talented people of color for newspaper newsroom careers.
- 150 young Native Americans participated in two programs designed to encourage interest in journalism careers.



# World of different perspectives

Challenges of covering Sept. 11 aftermath highlight importance of diverse staffs

**SALLY FARHAT** worries that the words “Arab” and “terrorist” will be forever synonymous.

Farhat, a business reporter at *The Sun* in Bremerton, Wash., fears that people in the United States won’t realize that “most Arabs living in the Middle East are the kindest people anyone would want to meet.” She shared those fears by writing about them to fellow alumni of the Freedom Forum’s Chips Quinn Scholars program.

The autumn 2001 class was about to begin pre-internship orientation at the Freedom Forum in Arlington, Va., when terrorism struck on Sept. 11.

Forrest Valdiviez, a 2001 Chips Quinn scholar and recent California State University-Fresno graduate, was staying in an Arlington hotel when the Pentagon, less than two miles away, was attacked. “I watch, and I cry,” he wrote to other scholars.

Because many other members of the class were stranded when commercial air service was suspended, the orientation was delayed. A week and a half later, it got under way. Sessions included a workshop on how to report on such a crisis and a discussion on the stress of being a journalist.

After four days of training, the scholars left for their internship assignments, including Valdiviez, who went to *The Dispatch* in Lexington, N.C. “I won’t be afraid to live my life,” he wrote. “When we hide and stop living our normal lives, the terrorists have won.”

Chips Quinn alumni on newspaper staffs also were drawn into the story. Edgar Sandoval, a 1999 scholar, was sent to the World Trade Center site in Manhattan by his newspaper, *The Morning Call* in Allentown, Pa. “I realized that I may have been carrying a notebook the whole time, but I never stopped being human,” he wrote to other alums. “I still felt the pain of America. I just took time

to record it in history.”

Joshua Trujillo of the *Seattle Post-Intelligencer* was sent to northern Afghanistan to photograph the conflict for Hearst Newspapers. Said Trujillo, a 2001 scholar, “This may be the moment to define my career. They said they chose me because of my military experience, my energy and because I could probably blend in well in Central Asia.”

The attacks on the World Trade Center were a local story for the *Staten Island (N.Y.) Advance* and the *Herald News* in West Paterson, N.J., two newspaper partners in



▲ Fall 2001 class of Chips Quinn Scholars at the Freedom Forum, Arlington, Va.

“I feel the urgency, as a journalist, to cover the story accurately,” wrote Farhat, a Lebanese American and 1999 scholar.

The events of Sept. 11 and the quest for those responsible for the terrorist attacks reaffirmed the need for newspapers to have diverse staffs — staffs with many voices and many kinds of experiences and thus the ability to provide accurate, informative coverage that reflects a world of different perspectives.

The Chips Quinn Scholars program sends college students of color to newspapers as seasonal interns.

“

The surest way to connect with new readers is with stories that represent their interests.”

— Rob Dean, *The Santa Fe New Mexican*



▲ Chips Quinn scholar Marian Liu tracks down a source.



▲ Diversity Institute at Vanderbilt University



▼ Chips Quinn scholar and ASNE/APME fellow Bac To Trong



▼ Students and instructors at the American Indian Journalism Institute in South Dakota



another Freedom Forum diversity program, the ASNE/APME Fellows. Fellows Chan-joo Moon of the *Advance* and Kibret Marcos of the *Herald News* were on those newspapers' Sept. 11 reporting teams.

"I had a chance to go to ground zero," Moon said. "It's a rough place, but I felt privileged to be there." He later volunteered his time to help families affected by the attacks.



▲ ASNE/APME fellow Chan-joo Moon and editor Brian Laline of the *Staten Island (N.Y.) Advance*

## Efforts to seek, train journalists of color intensify

Through programs and partnerships, the Freedom Forum is putting diverse groups of journalists on pathways to daily newspaper newsroom careers.

"The Freedom Forum has been bold and effective" in addressing the need for greater newsroom diversity, said Charlotte Hall, managing editor of *Newsday* and a member of the ASNE/APME Fellows Steering Committee. "That's the formula for success — a breakthrough great idea executed with great care."

Newspapers across the country have become partners with the Freedom Forum in diversity initiatives. (See map, pages 22-23.)

## Fellows head to newsrooms

The first 26 fellows were named to newsroom assignments at small newspapers under the \$1 million partnership with the American Society of Newspaper Editors and the Associated Press Managing Editors.

The ASNE/APME fellows are reporters and photographers who work in the newsrooms of 10 group-owned newspapers and three independently owned newspapers. Some are in their first full-time jobs; others returned to journalism because of the fellowship.

The program encourages more journalists of color to take their talents to small newspapers through the incentive of \$20,000 stipends paid over two years by the Freedom Forum (on top of base salaries paid by the newspapers). Up to 50 fellowships will be awarded to journalists of color who agree to work at newspapers under 75,000 circulation for at least two years.

Newspapers of that size often have the most difficulty recruiting employees of color.

"I found it an incredible tool for us," said Rich Rassmann, managing editor of *The Herald* in Rock Hill, S.C. "This made it easier for us to follow through on our commitment to diversity."

"It's extremely sensible for me to opt for the smaller newspaper, where I believe I can get more hands-on experience," said Javier Serna, outdoors reporter at *The Truth* in Elkhart, Ind. "The fellowship gives me an advantage over my peers," who may not get the learning opportunities the program offers.

The fellows have brought new perspectives to newspaper pages.

"The surest way to connect with new readers is with stories that represent their interests," said Rob Dean, managing editor of *The Santa Fe New Mexican*. The newspaper's fellow, Jenna Naranjo, is helping the *New Mexican* be more reflective of its community, Dean said. "With Jenna covering Pueblo life and Pueblo issues, the newspaper gets stories it may have missed in the past."



▲ Jenna Naranjo at *The Santa Fe New Mexican*

## Interest is up for intern program

Successes of previous scholars and outreach by the Freedom Forum traveling diversity fellows created a wave of interest in the Chips Quinn Scholars program in 2001.

A record number of applications were received from college students, and the program heard from more newspapers wanting to host an intern.

The Chips Quinn Scholars program, created 11 years ago by Freedom Forum advisory trustee John C. Quinn



▲ Chips Quinn scholar Tonya Bradley takes notes on reporting techniques.

and his wife, Loie, in memory of their son, *Poughkeepsie* (N.Y.) *Journal* editor John C. “Chips” Quinn Jr., provides students of color with paid internships at U.S. daily newspapers. After successfully completing the program, students receive \$1,000 scholarships. More than \$1 million annually funds the program.

In 2001, 147 scholars interned during spring, summer or fall at 83 daily newspapers, bringing the number of Chips Quinn Scholar alums to more than 600.

In a quest to deepen the journalism talent pool, four traveling diversity fellows visited 211 campuses not frequented by newspaper recruiters. At these colleges and tribal colleges in 32 states, diversity fellows found many students of color eager to pursue journalism.

Results of the fellows’ work — information about campuses, student populations, journalism programs and campus contacts — were compiled into a database avail-

able to editors seeking diverse talent. The searchable information is available on the Freedom Forum’s Web site, [www.freedomforum.org](http://www.freedomforum.org).

## Institute will prepare everyday people for jobs in journalism

Construction of the Diversity Institute at Vanderbilt University was completed in the last quarter of 2001, and Executive Director Wanda Lloyd stepped up preparations for the first classes in 2002.

The institute, an innovative training center, will prepare talented people of color of varied ages and backgrounds for jobs in daily newspaper newsrooms.

Daily newspapers across the country began nominating applicants from their communities in 2001. Finalists for the first 12-week class were chosen in December and will begin their studies in June 2002. They will return to their nominating newspapers for full-time jobs after successful completion of the program in Nashville.

An advisory committee of newspaper editors and trainers and journalism educators began work on developing a curriculum that will emphasize the basics of writing, editing and visual journalism as well as core journalism values.

As the 32,000-square-foot addition housing the institute was going up adjacent to the Freedom Forum First Amendment Center on the Vanderbilt campus, Lloyd was reaching out to newspaper editors and staff, college students and Nashville community groups. Plans are under way to form partnerships with organizations and foundations that promote newspaper diversity and train journalists.



▲ Diversity Institute’s Wanda Lloyd, right, and trainer Cindy Stiff meet with the advisory committee.

## S.D. Center focuses on Native Americans

The Freedom Forum Neuharth Center at the University of South Dakota continued its focus on diversity by planning and funding the first American Indian Journalism Institute and the second annual Native American Newspaper Career Conference.

American Indian students often don't consider jobs in journalism because many of their schools lack journalism programs or newspapers. AIJI exposed students to journalism practices and people and gave them an experience upon which to build a journalism career.

For four weeks in June, 38 students from 15 states and 14 tribes learned the basics of journalism in the for-credit college course developed and run by the Neuharth Center.

Leigh Jimmie, a Navajo, had long been a fan of good writing, but she never saw herself as a writer. A student at the University of New Mexico-Gallup, she was working part-time for the managing editor at the *Navajo Times* in Window Rock, N.M., when she saw a news release about AIJI. She immediately applied.

"Since childhood I heard that one should change the world, but I didn't know how," Jimmie said. Participating in the institute "made me feel like I know what I'm supposed to do. Being a Native American in journalism, I can see myself making that difference."

Earlier in the year, the Native American Newspaper Career Conference, which introduces American Indian high school and tribal-college students to the possibilities



▲ Student Dawn Day at the American Indian Journalism Institute

of a journalism career, brought together 112 students and 25 advisers from 25 tribes.

The conference, held in April in the shadow of the Crazy Horse Memorial in Custer, S.D., was co-sponsored by the South Dakota Newspaper Association, the University of South Dakota, South Dakota State University, ASNE and the Freedom Forum.

## Education efforts include awards, scholarships and media centers

The Neuharth Center, on the USD campus in Vermillion, also coordinated the Freedom Forum's work with journalism education.

Trevor Brown, dean of the school of journalism at Indiana University, was honored as the Freedom Forum Journalism Administrator of the Year for 2001. Three Freedom Forum Journalism Teachers of the Year were named: Frederick Blevens, associate professor at Southwest Texas State University-San Marcos; Jean Folkerts, professor and director of the School of Media and Public Affairs at George Washington University in Washington, D.C.; and Jack Langguth, journalism professor at the University of Southern California-Los Angeles.

In another award honoring excellence, Jim Lehrer, anchor and executive editor of "The NewsHour with Jim Lehrer" on PBS, received the Allen H. Neuharth Award for Excellence in Journalism at ceremonies originating from the Vermillion campus.

Also during 2001, ground was broken for the AI Neuharth Media Center at the University of South Dakota. When the \$4.25 million refurbishment of an existing building is completed, it will house Freedom Forum offices and other journalism-related entities.

The Freedom Forum Board of Trustees also awarded \$5 million to the University of Mississippi for a center that will bring together various aspects of the university's journalism, law and Center for the Study of Southern Culture programs. The center will be named for Freedom Forum Chairman Charles L. Overby, an alumnus of Ole Miss.

First Amendment Center Founder John Seigenthaler also was recognized by the board with an award of \$2 million to Vanderbilt University to create a scholarship program for students of color. The awardees will be known as Seigenthaler Scholars. The program recognizes Seigenthaler's efforts in journalism as well as his longtime advocacy of civil rights.



▲ John Seigenthaler was recognized with a \$2 million scholarship fund for students of color.