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Professional Experience

William B. Dickinson Distinguished Professor, Manship School of Mass Communication, Louisiana State University, August 2018- . Have taught media ethics, American media history and a seminar on fairness in today's journalism.

Dean and William B. Dickinson Distinguished Professor, Manship School of Mass Communication, Louisiana State University, July 2011- June 2018. The school teaches public relations, journalism, digital advertising and political communication. Began a Washington program and a unique statehouse program as part of the school's signature emphasis in media and public affairs; swung school heavily toward online media, including curriculum revision; increased faculty diversity to one-third as of 2017-18 academic year; opened the first social-media laboratory attached to a mass-communication school; increased visibility of school on campus and nationally. Raised most of the funds for a \$2 million chair in media diversity, the only such chair in the country. In all, raised \$13.8 million. Students and faculty members won many honors, including the Bateman Case Study Competition in public relations in 2018. Beginning in August 2018, I became a full-time teaching professor.

Dean, professor and Fred W. Smith Chair in Journalism, Reynolds School of Journalism, University of Nevada, Reno, February 2008-2011. Helped change curriculum to reflect the need for every student to understand every platform; raised \$12.39 million (more than 25 percent of the gifts to the university in the 2009-10 fiscal year came from journalism); oversaw \$7.96 million renewal of the journalism building; resurrected moribund Reynolds National Center for Courts and Media; increased faculty diversity; brought leadership to a school that had experienced six deans in 12 years. Taught business journalism and co-taught news literacy.

Fellow in media ethics, Markkula Center for Applied Ethics, Santa Clara University, 2007.

Consultant, Leading Edge Associates, management, diversity and writing training, San Jose, CA 2006-09.

Vice president for news, Knight Ridder, then the second-largest newspaper publisher in the country, 1999-2005. The company owned the San Jose Mercury News, Miami Herald, Philadelphia Inquirer, Kansas City Star and other newspapers. Oversaw news and editorial-page content, led sometimes-recalcitrant newsrooms into the digital age, set quality and ethical standards, identified and recruited top editors, diversified the newsrooms of our 32 daily newspapers. Had direct responsibility for Washington and foreign bureaus. One of eight members of Knight Ridder's Management Committee. Board member of the Seattle Times Co. Also was the Knight Ridder representative on the board of Grassroots.com, a start-up that helped non-profits raise money. Introduced the concept of a "master narrative," the key issues that each newspaper should cover. Promoted what probably was a record number of people of color to top positions.

Executive editor and senior vice president, managing editor, associate editor, San Jose Mercury News, 1981-2005. Helped lead mediocre newspaper to become one of the nation's best. Increased newsroom diversity from 8 or 9 per cent to more than 30 per cent of, eventually, a 350-person editorial staff.

Collaborating with the staff, defined mission as “the newspaper of Silicon Valley” and executed that mission. Led newsroom participation in Mercury Center, the first full-text on-line newspaper. Managed \$23.5 million annual budget. Helped create Nuevo Mundo and Viet Mercury, probably making the Mercury News the only U.S. paper to publish in three languages. Developed curriculum for nine-week-long academy on fairness and accuracy in which more than 100 staffers participated. Extensively participated in the community and, in turn, opened the doors of the newspaper to the community. The Mercury News, a Knight Ridder newspaper, won its only two Pulitzer Prizes when I was managing editor.

Assistant managing editor/news, first national/foreign editor, assistant city editor, other positions, The Miami Herald, 1972-81.

Night city editor, assistant city editor, reporter, Rochester Democrat and Chronicle, 1969-72.

Education

B.S. in Journalism, University of Maryland, College Park, 1969. Many professional courses, including Knight Ridder’s executive-leadership program and a Harvard executive program for top Knight Ridder leaders in June 1995.

Teaching

Co-taught “Media and Politics,” Santa Clara University, 2003. (Adjunct)

Co-taught graduate course in media management for part of a semester as a professional in residence, San Jose State University, 2005-06.

Taught “Diverse Cultures, Lifestyles and Gender in Mass Communication,” San Jose State University, 2007-08. (Adjunct)

Taught “Money, Money, Money,” a new course in business journalism, Reynolds School of Journalism, 2010.

Co-taught a new course in media literacy, Reynolds School of Journalism, 2010.

Taught “Media Ethics and Social Responsibility,” Manship School of Mass Communication, LSU, every fall semester, 2012-2018 and again in spring 2019; revised course to stress online media ethics.

Taught “What is fair journalism in today’s tumultuous society?” A graduate seminar, fall 2018, Manship School of Mass Communication, LSU.

Taught American Media History, spring 2019, Manship School of Mass Communication, LSU.

Publications and Lectures

Wrote the chapter on the business of news in News Evolution or Revolution?: The Future of Print Journalism in the Digital Age (Peter Lang Publishing Inc., 2014). Excerpted in the Baton Rouge Business Report, July 2014.

Wrote introduction to Moral Reasoning for Journalists, by Steve Knowlton and Bill Reader, 2nd revised edition, 2009.

“Shifting Roles, Enduring Values: The Credible Journalist in a Digital Age,” Arthur S. Hayes, Jane B. Singer and Jerry Ceppos, “Journal of Mass Media Ethics,” Issue 4, 2007.

Delivered the 22nd lecture for the Ruhl Symposium on Ethics in Journalism, University of Oregon, 1997.

Delivered the 27th annual Ralph McGill Lecture on courage in journalism, University of Georgia, 2005.

Delivered speech about redefining fairness at Ohio University after receiving the Carr Van Anda Award for Enduring Contributions to Journalism, 2006.

Frequently speak and write on media ethics and other media issues. Columns have appeared in the Los Angeles Times (with a co-author), San Jose Mercury News, Philadelphia Inquirer, Baton Rouge Advocate, San Francisco Chronicle, Miami Herald, St. Paul Pioneer Press, Salt Lake Tribune, Memphis Commercial Appeal, Las Vegas Review-Journal, Reno Gazette-Journal, other newspapers. Appeared on the PBS NewsHour and other television programs. I’d be happy to share examples of my writing or speeches.

Professional Activities

Accrediting Council on Education in Journalism and Mass Communications, 1991-present. I am the senior member of this organization, which accredits and sets standards for university journalism programs. I served for six years as the council’s president. I have participated in site visits to the American University in Dubai, Baylor University, California State University-Chico, the Columbia Graduate School of Journalism, Marquette University, New York University, Penn State, St. Bonaventure University (visit and revisit), San Francisco State University (revisit), South Dakota State University, Southern Illinois University-Edwardsville, the University of New Mexico, the University of North Texas, University of Turabo (Puerto Rico), the University of Washington and Washington and Lee University. I chaired the Baylor, Chico, New Mexico, St. Bonaventure (visit and revisit), Southern Illinois University, Washington, Washington and Lee and North Texas visits. I also have served on numerous council committees, including one on ethics education. Participated in search for new executive director, 2018.

Independent evaluator for the Corporation for Public Broadcasting’s Editorial Integrity and Leadership Institute being taught by the Walter Cronkite School at Arizona State University, April 2019-

Organized symposium on digital-media ethics for the American Society of News Editors and the Markkula Center for Applied Ethics at Santa Clara University, 2008; helped lead follow-up symposia on the subject in 2011 and 2013.

External reviewer, Department of Communications, Brigham Young University, October 2010.

External reviewer, Greenlee School of Journalism and Communication, Iowa State University, 2013.

Member of the Advisory Committee on Journalism, Media Studies and Communication, Graduate School of Journalism, University of California, Berkeley, 2016.

Board member, National Center on Disability and Journalism based at Arizona State University, 2013-.

Member, Association for Education in Journalism and Mass Communications (and a member of its Media Ethics and Newspaper divisions), American Society of News Editors, other organizations.

Past president and holder of almost every other office, Associated Press Managing Editors. Also, long-time former chair of its Journalism Education Committee.

Former chair and vice chair, Education in Journalism Committee, American Society of Newspaper Editors. Also, former member of many other committees.

Former president (two terms), California Society of Newspaper Editors. Restored weak organization to prominence.

Former chair of News Literacy Task Force, Association of Schools of Journalism and Mass Communication. Also former member of its Diversity and Nominations committees.

Former member, Board of Visitors, Philip Merrill College of Journalism, University of Maryland, College Park; former board member, Knight Center for Specialized Reporting, University of Maryland.

Pulitzer Prize juror, 1996 and 1997.

Former board member, Markkula Center for Applied Ethics, Santa Clara University.

Former board member, Student Press Law Center.

Former board member, First Amendment Coalition (formerly the California First Amendment Coalition).

Former member, Committee on Outreach, Association for Education in Journalism and Mass Communication.

Awards

Named a fellow of the Society of Professional Journalists “for demonstrating the highest standards and providing extraordinary contributions to the profession of journalism,” 2016.

Society of Professional Journalists’ first Ethics in Journalism award (shared with two others), 1997, for “superior ethical conduct” after publication of a flawed Mercury News series.

Gerald M. Sass Award for Distinguished Service to Journalism and Mass Communications, Association of Schools of Journalism and Mass Communication, 2002.

James K. Batten Knight Ridder Excellence Award for Diversity, 1996, for diversifying the staff and the pages of the Mercury News.

Honored as a “pioneering journalist” by the Baton Rouge Area Association of Black Journalists for diversifying the faculty of the Manship School, 2018.

Torch of Liberty Award, Anti-Defamation League, for service to journalism and to the community, 1997.

Carr Van Anda Award for Enduring Contributions to Journalism, Ohio University, 2006.

First Distinguished Journalism Alumnus, Philip Merrill College of Journalism, University of Maryland, College Park, 2001.

Finalist, Scripps Howard Foundation Journalism & Mass Communication Administrator of the Year, 2013.

Invited fellow, colloquium on media ethics at the University of St. Thomas, part of a decade-long program co-sponsored by AEJMC, 2006. The resulting papers, examining the question of “who is a journalist,” were published in the Journal of Mass Media Ethics, 2007.

Invited member, Tenth Anniversary Commission of the Council for Higher Education Accreditation, 2006-07.

Professional-in-residence, San Jose State University; distinguished service award, San Jose State University; lifetime award for distinguished service to journalism education, San Jose State University (all Spring 2006). Held a similar professional-in-residence position some years ago at the University of Kansas.

Distinguished Service to Journalism Education Award, (California) Journalism Association of Community Colleges, 1995.

Distinguished Citizen Award, Dr. Martin Luther King Jr. Association of Santa Clara Valley for “efforts to foster positive relations between the media and the community,” 1994.

John McNerny Award, Santa Clara County Bench-Bar-Media-Police Committee (for work on the committee).

President’s Award, California Language Teachers Association, for promoting “understanding and appreciation of the linguistic and cultural diversity of California citizens,” 1996.

University Service

Chair, search committee for dean of LSU’s College of Humanities & Social Sciences, Fall 2013.

Chair, search committee for LSU vice president for university relations, 2014.

Member, search committee for Manship School Diversity Chair, 2018-19.

Community Activities

Board member, LSU Museum of Art.

Former board member, KNPB-TV, public television in Reno.

Fellow, American Leadership Forum of Silicon Valley, Class VIII.

Former board member, San Jose Institute of Contemporary Art.

Former board member, Northern California Cancer Center.

Former board member, Congregation Beth David, Saratoga, CA.

References

On request.

Personal

Married 37 years to the former Karen Feingold, who holds a Ph.D. in Library and Information Studies from the University of California, Berkeley. Two children, Matthew, 29, of Reno, and Robin, 28.