

Robert L. Rucker III

African-American Professional Journalist / Diversity Consultant, Facilitator & Projects Coordinator / New Media Program Planner & Administrator / Bay Area & National Media Expert & Consultant / Career Counseling Consultant / Diversity Issue Spokesman / Associate Professor of Journalism and Mass Communications, San Jose State University.

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Academic Career Experience:

Fall, 1993 – Present **Coordinator, Diversity in Media, SJSU School of Journalism & Mass Communications.**

On one of the most diverse university campuses in the United States, broadened department curriculum for graduate and undergraduate media students to study closely how online and traditional media, advertising, PR, TV, radio, newspapers, magazines, books, and movies, portray issues and affect public knowledge, understanding, opinions and attitudes about race and ethnicity, gender, sexual orientation, religion and disabilities in our society and world. To meet the challenges and needs of the ever changing demographics of California, this emphasis has been included in the department mission statement and incorporated in all university and community service assignments and endeavors.

<http://www.profbob.com/A%20MCOM%20105%20Diversity%20Media%20class%20HOME%20PAGE.htm>

Jan, 2009 - Present **CNN I-Reports “Thinking Out West” SJSU Project Administrator.**

Developed an innovative professional and academic working relationship to showcase the diverse cultural groups in the San Francisco Bay Area, and helped facilitate their inclusion in national and global discussions of timely and important issues. I work directly with network producers and former students now working at CNN headquarters in Atlanta to help SJSU advanced broadcast journalism students anticipate network needs, research and produce insightful video reports, then post them on the network’s international citizen journalism website. Many of these special focus, carefully supervised student reports have been approved for broadcast on both CNN domestic and international channels, and have earned SJSU special recognition online with CNN executives calling these “Superstar” student journalistic efforts.

<http://www.ireport.com/docs/DOC-369807>

Nov. 2008 – Jan, 2009 **“Education on Wheels” Civil Rights/Inauguration Project Co-Administrator.**

Co-developed a cross country learning road trip through the landmarks of civil rights movement in America. Secured daily CNN national news coverage of the travels of ten Bay Area media students from diverse backgrounds who were assigned to develop newspaper, multi-media online, video and live broadcast feature stories which connected the history and struggles of the civil right movement to the election of the first African-American president. Also developed a special website which documented the journey and provide updates on the project titled “44 Years to the 44th President.”

<http://www.profbob.com/Inauguration.htm>

October, 2007 **50th Anniversary/National RTVJ Reunion Project Administrator.**

Appointed by the JMC school faculty to develop a special campus celebration for the award-winning SJSU Radio & Television Journalism degree program. Secured ABC Newsman Sam Donaldson as keynote speaker, created an online site for event news and information, oversaw an online fundraising campaign, and organized a weeklong “Guest Professor” seminar series which connected hundreds of campus students with returning SJSU distinguished media graduates.

<http://www.profbob.com/RTVJ%20Reunion%2007/A%2050th%20RTVJ%20HOME%20PAGE.htm>

Fall, 1990 – Present **Radio/TV/Online News Coordinator / Associate Professor of Journalism.**

Prepare budgets, purchase new technology and teach in the Radio/TV/Online journalism program. During this nineteen year period, several students have earned top honors and recognition in the distinguished William Randolph Hearst national student competition in broadcast journalism. Before its dissolution in the late 1990s, RTVJ students also captured numerous top honors in the California Intercollegiate Press Association statewide competitions. Hired as a full-time SJSU faculty member in August, 1990. Tenured in May, 1996.

Fall, 2005 – Present **Undergraduate Coordinator & Internship Supervisor.**

Periodically appointed by the JMC School Director to lead research, strategic planning and implementation of timely curriculum changes, faculty hiring efforts, and new technology assessments for media convergence in our advertising, public relations and print, broadcast and online journalism degree programs.

Fall, 1990 – Present **Coordinator of Professional Media Coverage of Special Events.**

In the presidential election years of 1992, 1996, 2000, 2004 and 2008, developed media study partnerships with working professional journalists and on-campus faculty in Political Science and Communications Studies to critically evaluate media coverage of the campaigns in newspaper, radio and television news reporting. The 2008 special topics class had a timely information resource website which students used to research candidate comments and public reactions during the live televised presidential debates. <http://www.profbob.com/Media%20&%20Election%202008%20HOME%20PAGE.htm>

In 1996, while on vacation, arranged with San Francisco's leading news radio station, KCBS, to offer live reports from the scene of the aftermath of the bombing incident at the international Summer Olympics in Atlanta.

University Administrative Experience: San Jose State University

2004 **Chair, SJSU Journalism School Director Search Committee.**

Elected by faculty to lead the nationwide search for a replacement for the retiring Director of the SJSU School of Journalism and Mass Communications. Worked with the college dean to develop an expanded position announcement which included new strategic planning, fund-raising, recruiting duties along with alumni, community and professional outreach responsibilities. Reviewed all applications and lead interviews conducted by tenured department faculty.

2003 -2004. **SJSU President Campus Climate Committee, CASA Representative.**

Appointed by the Dean of the College of Applied Sciences and Arts to sit on the president's campus diversity advisory board, and offer advice on campus issues in the news and help revise the mission statement for the Silicon Valley based metropolitan university. Serving a campus community of more than 27,000 diverse people, the committee reaffirmed SJSU's historic commitment to understanding the value of diversity by broadening its outreach to include appreciation and welcome to the growing populations in the Bay Area's disabled, GLBT and global religious cultural communities.

1999 – 2003 **SJSU Presidential Appointee to the University IRA Appropriations Board.**

Appointed yearly by SJSU President Robert Caret to be a part of the advisory committee of campus faculty and students charged with reviewing, ranking and allocating millions of dollars generated from fees paid by 27,000 students.

1994 **CASA Dean's Representative on SJSU Academic Priorities Committee.**

Appointed by the dean of the largest academic unit on campus, the College of Applied Sciences and Arts, to participate in the campus wide budgetary review of more than 100 degree programs, and make cutback recommendations.

1992 **Chair, Diversity Workshops Initiative for SJSU's Largest College.**

Asked by the Dean of the College of Applied Sciences and Arts to oversee the distribution of a \$250,000 diversity grant among ten academic departments and establish criteria for faculty and staff to participate in the study of contemporary issues of culture, race, community lifestyles and diverse life experiences.

University Administrative Experience: University of Illinois, Urbana-Champaign.

January, 1982 - June, 1990. **Executive Producer & Host of 'Illinois Press' Public Affairs Show, WILL-TV.**
First African-American journalist hired by the campus based station to coordinate, produce, and moderated 52 half hour public affairs programs focused on timely national and state politics and legislative issues for the second largest Public Broadcasting Service affiliate in Illinois.

1984 – 1990. **Member, Board of Directors, Illini Media Company.**
Helped supervise each academic semester for six years the \$250,000 budget and operations of WPGU-FM, a central Illinois campus-based commercial radio station, and the DAILY ILLINI, the U of I based, independent campus and central Illinois community newspaper with a circulation of 30,000 readers.

1983 – 1990. **Creator, News Director & Executive Producer, "NEWSLINE" TV student newscast.**
Negotiated an arrangement with Cablevision, the largest central Illinois cable television service, to provide free air time for a bi-weekly half-hour news and information community newscast produced entirely by undergraduate RTVJ students from the Department of Journalism at the University of Illinois, Champaign-Urbana campus. Promoted by the department from professional lecturer to the tenure track position of Assistant Professor of Journalism.

Television News Experience:

1982 – 1983. **National News, SF Bureau Correspondent, Cable News Network (CNN).**
San Francisco based network news correspondent responsible for covering news in the western United States and northern Mexico. Produced, wrote, edited and reported a wide range of live, breaking news, and feature stories for the 24-hour International cable television news network. Major stories included: The rise of high tech Silicon Valley, the outbreak of AIDS in the Bay Area, a major Mount St. Helen volcanic eruptions, visits by President Ronald Reagan and Queen Elizabeth II, and the failed recall election of San Francisco Mayor Dianne Feinstein.

1978 - 1982. **Weekend Anchor & Reporter, New Jersey Bureau Chief and Chief Medical News Correspondent.**
At KYW-TV, Philadelphia, in the nation's fourth largest television news market, anchored three, half-hour editions of Channel 3's Eyewitness News programs, managed their Garden State / Delaware Valley news bureau and staff, and specialized in medical feature reporting for the corporation's NEWSFEED local and national television reporting service. Also spent nine days on site covering the nation's worst nuclear accident at Three Mile Island, and interviewed Pope John Paul II live on television during his visit to Philadelphia.

1977 - 1978. **National News Producer/Reporter, NEWSWEEK, New York, NY.**
One of three coordinating news and sports producers for the international news magazine's national television news Feature Service. Made all arrangements and traveled extensively, including to Canada to report on their universal national healthcare coverage, and to Boston, Massachusetts to interview Governor Michael Dukakis about his efforts to pass similar healthcare legislation in his state. Weekly news reports aired in 65 U.S. television markets.

1976 - 1977. **TV News Reporter & Anchor, WHO-TV, Des Moines, Iowa.**
Local news researcher, writer, producer, general assignment and investigative reporter for WHO-TV, Palmer Broadcasting in Iowa's capital city. Also co-anchored four weekend, half-hour editions of the Eyewitness News program. Covered Georgia Governor Jimmy Carter's 1976 presidential campaign in the Hawkeye State. Hired by News Director Jack Cafferty who's now scene weekdays on The CNN Situation Room with Wolfe Blitzer.

Special Outreach & Service:

2009 – Present **South Bay Catholic Church Coordinator of the Outreach to the GLBT Community Project.**
Following the lead of a prominent Northern California immigration rights advocate and Pastor of St. Julie Billiard Parish Roman Catholic Church in San Jose, Father Jon Pedigo, I am organizing a group of parish lay leaders and helping them research and follow explicit San Jose Diocese guidelines for specific outreach to the gay, lesbian, bi-sexual and transgender Christians. Detailed information about our perspectives and effort were printed in an extensive article in the Metro, the Silicon Valley's number one weekly newspaper, and posted on their Metro Online website.
<http://www.metroactive.com/metro/11.18.09/cover-0946.html>

2005 – 2009 Webmaster, St. Julie Billiard Parish, San Jose, CA.

2004 – 2007 Member, Parish Pastoral Council, (Policy-making and financial oversight.)

2007 **Diversity Appreciation & Public Criticism of Media Coverage.**

Featured in the local San Jose Mercury newspaper for a large, dynamic, multi-cultural community interaction on issues of race and gender triggered by the controversial broadcast remarks of radio talk show host Don Imus. Also engaged a campus community discussion on the professional media's decision to disclose the Virginia Tech shooter's videotaped essays.

2007 **Event Planner, SJSU Spring Break student visit to CNN/Time-Warner headquarters in New York.**

As part of a group trip of 48 students and three faculty to the media capital of the United States, I arranged with CNN a special advisory session on professional media convergence. Seven top corporate executives from Cable News Network, Time magazine, and Time-Warner Worldwide briefed the group on their strategic planning future goals for expanding their online and new technology media information delivery systems.

Special Honors:

May, 2009 **CASA Dean "Distinguished Service Award," Civil Rights/Inauguration Education on Wheels Project.**

For outstanding service to San Jose State University and the College of Applied Sciences and Arts for the innovative planning, promotion and fund-raising for the cross-country learning experience which attracted local and national newspaper, television and online coverage.

May, 2007. **College Post-Tenure Review Recognition.**

For outreach to Silicon Valley technology firms which produce new technology for media professionals. Helped revamp all department curriculum to facilitate the appropriate incorporation of new technology with emphasis on ethical and professional responsibility. Developed supportive partnership relationships to help keep the educational mission of the journalism school, and to keep SJSU media instruction viable and contemporary in the years to come.

1980. **Emmy Nomination, "Affair of the Hart," multi-part cross country television feature report.**

Philadelphia, PA. local news top honor nomination for a story about a six month old local child who needed open heart surgery on the west coast but was unable to travel due to the air traffic controller strike. Negotiated with national airlines and government officials to secure a flight. Video documented the story for broadcast on all Group W Westinghouse stations nationwide.

Education:

Master of Science, Broadcast Journalism, University of Illinois, Urbana-Champaign, May, 1990.

Bachelor of Science, Political Science, Northern Illinois University, May 1976. Graduated with honors.

Professional Career Associations:

Member, Board of Directors, Associated Press Radio & Television Association, California/Nevada. (APTRA)

National Association of Black Journalists (NABJ)

Bay Area Black Media Association (BABMA)

Radio and Television News Directors Association (RTNDA)

References:

Larry Lee.

President, Sacramento Observer, Northern California's African-American community newspaper. 916-452-4781

Egan Schulz.

Senior Producer, I-Tunes LP and Extras, Apple Corporation, Cupertino, CA. 408-974-3315.

Drew Griffin.

News Anchor & Special Investigative Correspondent, Cable News Network, Atlanta, Georgia. 404-827-2600.

Jane McMillan.

Associate News Director, KCBS News Radio, San Francisco, CA. 415-474-5227.

Dennis Richardson. Independent Documentary Producer / CBS TV Photographer, Philadelphia, PA. 856-845-6459.

Stephen Gangstead.

Former overseas U.S. State Department Embassy Attaché. Minneapolis, MN. 612-332-4179.

Jerald Enos.

Former Division Director for the Center for Performing Arts & Associate Professor/Scenic Designer, Department of Theatre and Dance, Santa Clara University. 408-554-4079.

Harvey Gotliffe.

Journalism Professor Emeritus, San Jose State University. 831-284-0022.

Damian Trujillo.

TV News Reporter, Producer/Host "Comunidad Del Valle," NBC Bay Area. (408) 432-6221.

Kiet Do.

TV News Reporter, CBS 5 South Bay Bureau, San Jose, CA. 408-500-2357.

Jon Pedigo.

Immigration & Civil Rights Activist / Priest & Pastor, St. Julie Billiard Parish, San Jose, CA. 408-629-3030.