WORKING GROUP 11: Institute for Public Service Reporting/Radio Partnership with Crosstown Concourse

Co-Leads: Otis Sanford, Professor, Hardin Chair of Excellence in Economic and Managerial Journalism, Department of Journalism and Strategic Media; and David Waters, Distinguished Journalist in Residence, Assistant Director of the Institute for Public Service Reporting.

Other team members: Anne Hogan, dean of the College of Communications and Fine Arts; TK King, instructor and coordinator of student radio; Tori Cliff, instructor, Journalism & Strategic Media, Lambuth Campus; Venita Doggett, director of development, College of Education; Karen A. Hall, director of IT Security and Identity Management; Jeremiah Hall and Jordin Jackson, students, Journalism & Strategic Media; Yancy Villa-Calvo, Memphis artist, 2020-2021 Kennedy Center Citizen Artist Fellow;

The purpose of journalism is to describe reality. The reality is that systemic racism impacts every institution and individual.

The Institute for Public Service Reporting at the University of Memphis, and the UofM’s Radio Partnership with Crosstown, are uniquely qualified and positioned to explore, reveal, and explain systemic racism and its consequences here in Memphis and the Mid-South. That work can expose long-standing problems or practices that require legislative, judicial, or other actions that will promote social justice.

The primary goal of this working group will be to explore, explain and expose systemic racism here in its many forms to inform, educate, and enlighten the public through the work of the Institute for Public Service Reporting, broadcasts on our partnership station WYXR, and the student-led campus livestream.

That work will be done fairly, accurately, and as thoroughly as possible, without fear or favor, by professionals, faculty members and students who reflect the diversity of this campus and larger Memphis-area community.

We will focus on two strategic objectives:

INFORM: To describe the reality and consequences of systemic racism in the Memphis area, and explore efforts to address systemic racism and promote social justice. This strategy primarily will involve the Institute for Public Service Reporting.

EDUCATE: To provide a platform where everyone can safely and respectfully explore, explain and expose systemic racism in its many forms on our campus and community. This strategy primarily will involve the UofM Hour on WYXR and the student-led stream The Roar.

More details can be found in the attached template.

Otis Sanford and David Waters
**Goal:** To explore, explain and expose systemic racism here in its many forms to inform, educate, and enlighten the public through the work of the Institute for Public Service Reporting, broadcasts on our partnership station WYXR, and the student-led campus livestream.

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<tr>
<th>Strategy 1 &amp; Benchmark (Work of Institute for Public Service Reporting)</th>
<th>Phase 1</th>
<th>Evidence</th>
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<td><strong>INFORM:</strong> To describe the reality and consequences of systemic racism in the Memphis area, and explore efforts to address systemic racism and promote social justice.</td>
<td>Institute faculty members, student interns, and community advisory board members will discuss ideas for print, audio and video stories that explore one or more aspects of systemic racism in Memphis.</td>
<td>Outline of stories with potential topics, subjects, and diverse and relevant sources.</td>
<td>Institute faculty members and student interns will develop a proposed schedule and deadlines for specific stories and assign those stories to faculty members and student interns.</td>
<td>Proposed schedule and deadlines for stories.</td>
<td>Institute faculty members and student interns will report, write and produce stories that explore, reveal, and explain systemic racism and its consequences as well as efforts to address systemic racism and promote social justice.</td>
<td>Publication or stories in the Daily Memphian and on the Institute’s website. The impact of those stories will be measured by readership/viewership online and in social media, as well as evident impact on individuals and institutions.</td>
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| **Strategy 2 & Benchmark** (U of M Student Engagement with the radio station partnership) | A. **Mainstream:** Student participation during U of M hour. Students will engage in various supportive roles (Internship: tech support, public relations, audio production, promotions, programming, & underwriting) through the radio station partnership.  
B. **Student-led stream:** Students will be assigned to various teams: programming, content managers, show coordinators, promotions/marketing / recruitment, production, social media, web content, graphic design/videography.  
Topics have been selected, participants identified and first broadcast discussion in the planning stages for both mainstream and 2nd student-led stream. | | A. **Mainstream:** U of M staff & students can provide minutes, guest invitation lists, promotional materials, programming and production notes as evidence.  
B. **Student-led stream:** Students from various backgrounds are recruited to participate in the DEI programming. Student content creators & producers will finalize 60-minute production which includes possible topics & questions.  
**Student-led stream:** Students have decided a time and date and the first DEI broadcast on the 2nd stream is being promoted. Zoom link will be provided to all participants. | | A. **Mainstream:** Production & programming notes can be provided as evidence as well as dates for the first broadcast. Outlines & Drafts for 60-minute production which includes possible topics & questions.  
**Student-led stream:** Students will finalize production & programming on a number of DEI topics along with dates for the first DEI broadcast on the 2nd stream.  
**Student-led stream:** Benchmark is achieved when students broadcast their DEI discussion on the 2nd stream w/ links provided | | |
| **EDUCATE:** To provide a platform where everyone can safely and respectfully explore, explain and expose systemic racism in its many forms on our campus and community. | A. **Mainstream:** U of M staff & students have decided on a name for the program. Initial 4 topics are calendared. First topic is selected. Next 3 broadcasts in series are outlined.  
B. **Student-led stream:** Students have decided a time and date and the first DEI broadcast on the 2nd stream is being promoted. Zoom link will be provided to all participants. | | A. **Mainstream:** Time and date have been set and the first broadcast and it is being promoted. Guests have been secured if applicable. Zoom link has been provided to all participants.  
**Student-led stream:** Benchmark is achieved when students broadcast their DEI discussion on the 2nd stream w/ links provided | | |
|                      | A. **Mainstream:** Benchmark is achieved through the actual broadcast of the eradicating racism discussion on WYXR on Tuesday at 11am. Discussion will be archived on WYXR website with links provided on the U of M social media sites.  
**Student-led stream:** Benchmark is achieved when students broadcast their DEI discussion on the 2nd stream w/ links provided | | | | | |
on social media and audio apps.
Student producers can also schedule a repeat broadcast of the show that will air on WYXR on the student-led stream.