

Resume of  
**Robert (Bob) Rucker III**

*38 Year Professional Journalist / Former CNN Correspondent & NBC News Major Market Affiliate Bureau Chief, News Anchor, Producer, Medical Reporter, Writer and Videotape Editor. Diversity in Media Curriculum Coordinator, Multimedia Unit Administrator/Strategic Planner, New Media Program Planner, Local & National News Media Consultant, Media Career Adviser, and JMC School Student Outreach and Recruiter, Major Donor Fundraiser.*

## **Administrative Leadership:**

**February, 2011 – Present.**

**Director, School of Journalism & Mass Communications, San Jose State University.**

Nominated by the JMC School faculty and college dean, and appointed by the Provost to lead the internationally recognized unit ranked among the top two journalism programs in the state of California, and top 50 in the United States. The school has more than 700 undergraduate students working toward a Bachelor of Science degree in advertising, convergence journalism and public relations, and 50 Masters' candidates in the mass communications graduate degree program. Responsibilities include:

- \* Overseeing curriculum development, semester class scheduling, assessment and ACEJMC national accreditation.
- \* Developing initiatives for student and faculty recruitments, an supporting 25 full and part-time faculty.
- \* Coordinating the school's diversity inclusion and understanding elements in all course offerings.
- \* Developing a strategic plan for the school and integration of new technologies throughout the curriculum.
- \* Overseeing general grant development and implementation of U.S. State Department funded special projects,
- \* Leading global communications and "Education: Wheels Up" Student International Learning Opportunities.
- \* Overseeing the Anderson Gift \$8.7 million endowment and \$500,000 in subsequent major fundraising efforts.
- \* Developing strategic partnerships with alumni, Bay Area media, and Silicon Valley and statewide businesses.
- \* Implementing the upgrades of new technology classrooms, labs, the convergence newsroom and digital TV studio.
- \* Coordinating the presentation of the William Randolph Hearst Foundation Award for Journalism Excellence.
- \* Managing traditional, new media and social media promotions of school events and announcements.

**Nov. 2008 – The Present. Co-Organizer, Special Diversity Learning Opportunities and Initiatives.**

March 10, 2014 hosted a campus and Bay Area community focus on undocumented people in America. Negotiated with Pulitzer Prize winning journalist Jose Antonio Vargas to host the west coast university premiere of his new film "Documented" that is scheduled for national broadcast on CNN later in the year. During his day long visit to campus, Vargas met and talked candidly with students, faculty and administrators about his passion for journalism writing, his undocumented status, and being gay. After the film screening, he was presented with the 2014 William Randolph Hearst Award for Outstanding Achievements in Journalism, and engaged an audience of more than 600 people in emotional discussion and interaction with student and Bay Area undocumented people.

As school director, in 2012 I co-organized another JMC School Global Learning Initiative, supervised the planning, fundraising, and production of a student website and magazine for the international "Education: Wheels-Up to Cuba." Thirty-six students and college faculty explored, photographed and wrote about 21<sup>st</sup> century living conditions in the island nation, and extensive feature reports about the Cuban people.

In 2008, co-developed with a colleague a unique cross country learning road trip for ten JMC School media students focused on explaining what it meant historically to elect the first African American President of the United States.

The group flew by airplane to Memphis, Tennessee and the Loraine Motel where they began studying the powerful and painful history of the civil rights movement in America. After meeting with survivors of that period, students would develop interviews, print and video feature stories and offer live daily updates of the travels on CNN. They also produced a commemorative magazine and website titled "44 years to the 44<sup>th</sup> President."

**Fall, 1993 – Present.**

**Coordinator, Diversity in Media Curriculum, JMC School.**

At one of the most diverse university campuses in the United States, developed and broadened diversity in the school's overall academic mission. Redefined the focus of a 'Minorities in Media' course and created in the mid-1990s a dynamic interactive class called 'Diversity, Cultures and Lifestyles in the Media' for graduate and undergraduate students. The new effort studies how contemporary media messages portray issues and affect public knowledge, understanding, opinions and attitudes about race and ethnicity, gender, sexual orientation, religious cultures and disabilities in our society and world. To meet the challenges and needs of the ever-changing demographics of California, this inclusive perspective on diversity is now part of the school and College of Applied Arts and Sciences mission statements.

**Jan, 2009 – Jan., 2011.**

**CNN i-Reports "Thinking Out West" Multimedia Feature Coordinator.**

Developed an innovative professional and academic collaboration with my former news network to showcase SJSU student journalism talent in the San Francisco Bay Area. Worked directly with network producers at CNN in Atlanta to coordinate advanced broadcast journalism student development of sidebar video feature stories with Northern California angles to major regional, national and international stories. Many of these special focus efforts were chosen by producers for broadcast on both CNN domestic and international channels, and earned SJSU special recognition on the CNN i-Reports websites as "Superstar" students by network executives.

**January to October, 2007.**

**Project Administrator, 50<sup>th</sup> Anniversary/National RTVJ Reunion.**

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.

**Fall, 1990 – Present.**

**Radio/TV/Online Journalism 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, JMC School Media Student Internship Program.**

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. JMC School Organizer & Coordinator, 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. 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.

**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.

## **Additional 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.

## **Professional Media Experience:**

**2009 – Present. On-air Host of "Equal Time," San Francisco Bay Area PBS Station Public Affairs Program.**

Nominated for a local Emmy Award in Spring, 2011 for hosting a unique, SJSU campus-produced, news and information show modeled after the original ABC Nightline program. Advanced broadcast journalism students identify, research and report on major issues in a long form TV news, HD quality video feature report, followed by a lively expert roundtable panel discussion in a 'virtual studio' production facility at SJSU.

**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 seen weekdays on The CNN Situation Room with Wolfe Blitzer.

### **Special Recognition and Service:**

**Nov., 2012. SJSU Journalism Program named among the top 50 in the United States.**

The ranking is by College Media Matters, a leading student journalism publication sponsored by the Associated College Press. SJSU was one of only two California universities on the list, along with the University of Southern California.

**2009 – Present. South Bay Catholic Church Coordinator of the Outreach to the GLBT Community Project.**

Co-organizer of the first Gay, Lesbian, Bi-Sexual and Transgender permanent ministry at a San Jose, California Diocese Catholic Church. Following the lead of a prominent Northern California immigration rights advocate and Pastor at St. Julie Billiart Parish Roman Catholic Church in San Jose, Father Jon Pedigo, I organized 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.

**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.

**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.

**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.

**Sept., 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 and Associations:**

**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.

Member, the international Association of Educators in Journalism and Mass Communications. (AEJMC).

Former 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)