

SB

134

Fact Sheet and Background Information

**A Public/Private Partnership That Will
Endow The Atwood Chair In Journalism**

The University of Alaska Regents have approved a request to the legislature for \$1 million in the FY95 UA Capital budget to match contributions from other sources to endow the Atwood Chair of Journalism at UAA.

- Legislative support of this one-time expenditure offers an opportunity to initiate **innovative fiscal responsibility** through **public and private partnership** during a year of declining revenues.
- This nationally recognized chair in journalism has successfully operated for the past 15 years through annual contributions by Robert B. Atwood. His personal donations total \$1.3 million. Mr. Atwood has now committed an additional \$500,000 towards making this prestigious chair permanent. That would bring his total contribution to nearly \$2 million.
- This melding of **private and public** money will establish the existing Chair in Journalism in the Department of Journalism and Public Communications (JPC) at UAA as a permanent self support faculty position.
- As the first endowed chair financed by **private and public** money, it will be an excellent model to challenge the private sector in Alaska to support future professorships that will also create pockets of excellence within the university system.
- The Chair was established to improve the standards of the people in print and broadcast journalism in Alaska. It is a teaching professorship that carries a regular, heavy teaching load. In addition, the professor works with the media and is available as a resource for community needs.
- The Chair is part of the UAA-JPC program, one of only 90 programs that qualify nationally for accreditation and are designated as meeting national standards in mass communication.
- There are 200 students currently enrolled in UAA's JPC program which graduates between 30 and 45 students each year. The Alaska job market for these students includes newspapers, magazines, radio and television stations, video and audio production firms, public relations departments and advertising agencies. A conservative estimate is that 500 jobs turn over annually in the job market. A substantial number of these positions are entry level.
- The students and alumni of the JPC program, the employers who hire the graduates, and the JPC Professional Advisory Council strongly endorse the proposed matching fund endowment for the Atwood Chair of Journalism.

The Chair is a proven entity that has been funded annually for 15 years by Mr. Atwood. It is now time to endow the chair and support private funds with responsible use of public funds.

Professional Advisory Council

Serving

The University of Alaska Anchorage
Department of Journalism and Public Communications

March 11, 1995

Dear Anchorage Caucus Member,

Public/Private partnerships and "budget discipline" are on everyone's lips these days. We'd like to tell you about a 15-year success story that represents the best of both.

The Robert B. Atwood Chair of Journalism at the University of Alaska Anchorage represents the very kind of successful public/private partnership that can help Alaska maximize its education dollars in the future.

Robert B. Atwood has funded this nationally recognized chair for the past 15 years with personal contributions totalling \$1.3 million. Through this generosity, prestigious journalists from around the country have taught such courses as advanced reporting and ethics at UAA, sharing their practical, real-life experiences—real training for real jobs that await graduates now. UAA students have won numerous national honors and directly benefited from industrial contacts under the Atwood Chair's mentorships.

Mr. Atwood has now pledged an additional \$500,000 to match a \$1 million state capital appropriation that would endow the chair permanently. Such an advantageous agreement—nearly \$2 million in private money for \$1 million in state funds—could be a statewide model for other educational partnerships.

We know this is a tough year—which is exactly why we hope you support the long-term economic wisdom of a one-time appropriation to fund a permanent position. (See UA Capital Budget, pp. 11, 12.)

In 10 years, the chair will pay for itself—at no further cost to the university nor the state. It will, in fact, save the state money by providing a faculty position that will be needed whether the chair is funded or not. This is "budget discipline" at its best.

But this golden opportunity is also fleeting. Mr. Atwood has quietly supported this program for 15 years, but he believes—and we agree—it is time for the state to match his commitment. We ask your support for this prudent and timely appropriation. Please feel free to call me at 274-3154 if you have any further questions.

Sincerely,

Suzan Nightingale
Suzan Nightingale, Chair

Al Branstetter, Jr.
General Manager
KTUU-TV

Martie Brennan
Director of Communications
ATU

Fuller Cowell
Publisher
Anchorage Daily News

Rob Duncan
President & CEO
GCI

A. G. Hubert
Chairman/CF
Northern Television, Inc.

Gary Lamar
Circulation/Director
Connections

Suzan Nightingale
Columnist
Anchorage Daily News

Mike Porcero
Partner
Porcero Blankenship
Advertising

Eileen Thompson
Communications Assistant
Anchorage Convention and
Visitors Bureau

MEMBER

TENTH ALASKA LEGISLATURE
ELEVENTH ALASKA LEGISLATURE
TWELFTH ALASKA LEGISLATURE
THIRTEENTH ALASKA LEGISLATURE
FOURTEENTH ALASKA LEGISLATURE
FIFTEENTH ALASKA LEGISLATURE
SIXTEENTH ALASKA LEGISLATURE
EIGHTEENTH ALASKA LEGISLATURE

ALASKA STATE SENATE



SENATOR TIM KELLY

STATE CAPITOL
JUNEAU, ALASKA 99801-1182
(907) 465-3822
FAX (907) 465-3756

716 WEST 4TH, SUITE 400
ANCHORAGE, ALASKA 99501
(907) 258-8180
FAX (907) 258-4524

PRESS RELEASE
For Immediate Release
Friday, March 17, 1995

For More Information Contact
Josh Fink at 465-3844

Bill to Endow Robert B. Atwood Journalism Chair Introduced in the Senate

Senator Tim Kelly (R-EAST ANCHORAGE) introduced legislation today to establish an endowment for the Robert B. Atwood Journalism Chair at the University of Alaska Anchorage. This legislation, SB 134, would provide a mechanism for both public and private entities to match funds from Mr. Atwood to permanently endow the journalism chair.

This nationally recognized Chair has been funded for the past 15 years through contributions by Robert B. Atwood, former publisher of the Anchorage Times. His personal donations total \$1.3 million dollars. Mr. Atwood has committed an additional \$500,000 if this legislation goes through. "Legislative support of this Chair is an innovative approach to private and public partnership. Hopefully," said Sen. Tim Kelly "this partnership will prove a challenging model for the private sector in Alaska to develop future professorships." While the Chair has existed for fifteen years, it has never been endowed. With this legislation the funds would be held in a perpetual trust to permanently fund this Chair.

The Journalism Chair was established to improve the standards in print and broadcast journalism in Alaska. Prestigious journalists have been able to teach in Alaska and share their practical and real-life experiences with students. "Many students have benefited not only from the academic experience this Chair offers, but also from the industry contacts such Chairs have," said Sen. Kelly. Atwood professors also offer professional workshops and other community outreach.

The Atwood Chair is an integral part of the UAA Journalism and Public Communications program, one of only 90 programs nationwide that are nationally accredited and meet national standards in mass communication.

Senate Bill 134 was referred to the Health, Education and Social Services Committee and then the Senate Finance Committee.

Where some of the Graduates are Working • • •

PRINT JOURNALISM

Alaska

Anchorage:

Alaska Journal of Commerce:

Mike Hausler, art director

Anchorage Daily News:

Asta Corley, editorial assistant

Danny Martin, sports reporter

Kim Rich, reporter and author of *Johnny's Girl*, published in 1993
(Kim also is completing her Masters degree at the Columbia School of Journalism, New York)

Bill Roth, photographer

Linda Sievers, food editor

Associated Press:

Donna Lindsay, administrative assistant

Paula Story, student, campus correspondent

Alaska Magazine:

Ken Marsh, "Outdoor" editor

Fairbanks

Eric Troyer, reporter, *Fairbanks Daily News*

Kodiak

Andrew Hall, managing editor, *Kodiak Daily Mirror*

Amy Willis, advertising manager, *Kodiak Daily Mirror*

Palmer-Wasilla

Sharon McBride, reporter, *The Frontiersman*

Karen Montoya, reporter, *The Frontiersman*

Seward

David Collins, managing editor, *Seward Phoenix Log*

The Alaska Newspapers, Inc. (serving Bethel, Dutch Harbor, Valdez, Cordova, Seward and Kotzebue)

Richard Shaw, copy editor and production specialist

David Singyke, copy editor

John Woodbury, associate editor

Out of state

California

Brian Donahue, copy editor, *The Orange County Register*

Europe

Heidi Bradner, freelance photographer covering Russia and the other countries that once made up the USSR for major U.S. newspapers and magazines

Florida

Gail Boxrud, police reporter, *Pensacola News Journals*

Michigan Patricia Kimbrough, feature writer, *Grand Rapids Gazette*
New Jersey Steve Pilkington, reporter, *Camden Courier-Post*
Washington D.C. Henry Dunbar, copy editor, *Washington Post*

BROADCASTING

Anchorage:

KBYR-AM/KNTK-FM: Joylene Bunde, news
Stephanie Sobczyk, advertising sales
Jennifer Wieland, advertising sales

KFQD-AM/KWHL-FM: Lisa Mounds, reporter

KIMO-TV: Ron Solstad, production assistant

KSKA-FM: Connie Graffis, program producer

KTBY-TV: Trill Gates Webster, producer

KTUU-TV: Carlos Abalo, production assistant
Shane Southwick, cameraman
Tim Thompson, producer

KTVA-TV: Eileen Floyd, reporter (on air)
JoDee Kenney, news reporter (on air)
Jeff Turner, news producer (graduating senior)
Eric Wold, cameraman

KYES-TV: Laura Picarella, production

FISCAL NOTE

**STATE OF ALASKA
1995 LEGISLATIVE SESSION**

BILL NO. SB 134

Revision Date: _____
Title: Establishing an endowment for the Robert B. Atwood Journalism Chair

Department Affected: University of Alaska
BRU: Anchorage Campus
Component: Instruction

Sponsor: KELLY

Requestor: _____ COMPONENT SERIAL NO. 753

EXPENDITURES/REVENUES: (Thousands of Dollars)

OPERATING	FY96	FY97	FY98	FY99	FY00	FY01
PERSONAL SERVICES						
TRAVEL						
CONTRACTUAL		0.0	0.0	0.0	0.0	0.0
SUPPLIES						
EQUIPMENT						
LAND & STRUCTURES						
GRANTS, CLAIMS						
MISCELLANEOUS	1,000.0					
TOTAL OPERATING	1,000.0	0.0	0.0	0.0	0.0	0.0

CAPITAL						
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REVENUE FD SOURCE						
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FUNDING: (Thousands of Dollars)

1002 FEDERAL FUNDS						
100 GF MATCH						
1004 GENERAL FUND	1,000.0					
1006 GF/MITIA						
OTHER						
TOTAL FUNDING	1,000.0	0.0	0.0	0.0	0.0	0.0

POSITIONS:						
FULL-TIME						
PART-TIME						
TEMPORARY						

Estimate of current year impact: None

ANALYSIS: (Attach a separate page if necessary.)

Prepared by: Wendy Matheny, Budget Analyst
Division: Statewide Budget Office

Phone: 463-3086
Date: 4/7/95

Approved by: *MB* Marylou Burton, Director
Agency: Statewide Budget Office

Date: 4/7/95

Distribution (by request): Legislative Finance, Legislative Sponsor, Requestor, OMB, & Impacted Agency(ies)



UNIVERSITY OF ALASKA ANCHORAGE

3211 Providence Drive
Anchorage, Alaska 99508

COLLEGE OF ARTS AND SCIENCES
Department of Journalism and Public Communications
(907) 786-4180

April 10, 1995

The Honorable Lyda Green, Chair
Health, Education and Social Services Committee
Alaska State Senate
State Capitol
Juneau, Alaska 99801-1182

RE: SB134 - An act establishing an endowment for the Robert B. Atwood
Journalism Chair

Dear Senator Green,

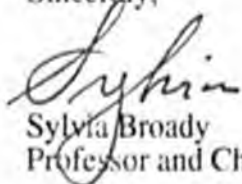
Your positive response Friday to SB134 as a member of the HESS Committee was a significant recognition of the value of public and private partnerships. Moving this bill out of HESS is a prime example of innovative fiscal responsibility.

I am finding that our efforts over the past few years to endow the Atwood Chair of Journalism are being watched by other potential donors to public/private partnerships. Funding this chair will be the start of a wonderful working relationship of public and private monies.

Suzan Nightingale and I really appreciate the opportunity to testify by teleconference last Friday. Please contact us if you have questions or suggestions. (Suzan Nightingale 274-3154, Sylvia Broady 786-4185.)

I am enclosing the letter of strong support from Chancellor Lee Gorsuch that Suzan referred to during the teleconference.

Sincerely,


Sylvia Broady
Professor and Chair

cc: Suzan Nightingale
Chair, JPC Professional Advisory Council

APR 13 1995

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UNIVERSITY OF ALASKA ANCHORAGE

OFFICE OF THE CHANCELLOR

3211 Providence Drive
Anchorage, Alaska 99508-8060
(907) 786-1437 - FAX (907) 786-6123
AYCHANC

April 7, 1995

Senate HESS Committee:

I am pleased to testify on behalf of the University of Alaska in support of Senate Bill 134. This measure would grant permanence to a successful program while actually saving the university money in the future.

As you know, the university has a long history of public and private partnerships--a tradition more important now than ever. For 15 years, the Robert B. Atwood Chair of Journalism has been one of the most successful of these partnerships, bringing nationally known and respected journalists to Alaska to teach classes on ethics, press issues and writing.

Our program and our students have won national recognition as a direct result of this chair. Just last month, one of our journalism students spent a week at the White House as the result of the professional contacts of our current Atwood Chair holder, Associated Press Special Correspondent Tad Bartimus.

This prestigious chair exists because of the extraordinary annual generosity of one citizen--former Anchorage Times publisher Robert Atwood. Mr. Atwood's support has totaled more than \$1.3 million over the years. A state appropriation this year--coupled with a pledge of additional funds by Mr. Atwood and others--would allow the university to permanently endow this chair.

An endowed chair would allow this valuable program to continue with no annual cost to the university. It would help train Alaskans for Alaskan jobs--jobs that exist now and will increase in future years. An endowed chair will help the university meet tomorrow's challenges with tomorrow's budget.

I wholeheartedly support this measure, and hope you will do the same.

Sincerely,

A handwritten signature in cursive script that reads "Edward Lee Gorsuch".

Edward Lee Gorsuch
Chancellor

kch

cc: Dr. Sylvia Broady
Vice President Wendy Redman
Ms. Suzan Nightingale

