

Service Statement

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My passion is to advance the values and quality of journalism through technological innovations. My service endeavors combine that passion with my work experience to leverage storytelling, design and technology to do the most good for the greatest number of people.

These service endeavors are a critical component to position the UNC School of Media and Journalism and its students as leaders, shape the industry's future through the development and use of emerging technologies and prepare the next generation of journalists. My service projects are often similar to my creative and teaching endeavors in that nearly all projects involve ideation and the development of new storytelling technologies, encourage student participation to expose them to the creative process and new technologies, and are the result of partnerships or collaborations I developed. The constituencies I serve most frequently are the international community, our nation, our state, the journalism industry, the university and the UNC School of Media and Journalism.

SERVICE | INTERNATIONAL COMMUNITY

Often, the mix of my past experiences abroad and my current projects lead me to assist international organizations or governments. For example, while working in China, I was invited to speak to the executive board of Xinhua, the state news agency. I spoke of the journalistic values we teach at UNC: truth, government accountability and quality storytelling before the highest level of Xinhua's executive board.

In 2017 I served the European Union through a faculty exchange program in which I taught faculty from Spain's Complutense University of Madrid how to use future storytelling technologies like virtual and augmented reality and how to tell stories in today's social media-driven world.

In both 2015 and 2017, I hosted a one-week workshop for the National Broadcasting and Telecommunication Commission of Thailand to train local and national broadcasters how to use

media to decrease violence that is part of the Islamic insurgency and separatist movement. Based on the project's success, the Thai government is planning to continue hosting the workshop.

Finally, I served the international community by partnering with Syracuse University and the Liberian Government's Office of the Minister of Information during the Ebola crisis of 2014. I led a team of volunteer students and recent graduates to create a data visualization dashboard where the Liberian government could view the most current data on the number of Ebola cases and deaths. The government and other relief organizations used the dashboard to inform their decisions on response, resource allocation and interventions. The project was later honored by the Tony Blair's Commission on Africa for its efforts in fighting the Ebola outbreak.

SERVICE | STATE AND NATION

I serve North Carolina through a three-fold partnership with the federal program GEAR UP, the UNC General Administration and the UNC Visitors Center. Over three years time (multiple awards), GEAR UP has awarded me more than \$300,000 in sponsored research grants to create a virtual experience of North Carolina's college campuses (17) for rural North Carolinians. With Google Cardboard virtual reality goggles and the application GEAR UP VR, rural high school students who cannot physically visit the UNC system campuses are able to learn about and experience the campuses as if they were there. To date, there are no other VR apps in existence that present content from 17 different locations. In addition, this project is distributing 20,000 VR headsets to rural schools across North Carolina.

In 2015, I served the federal government by consulting and training members of the Central Intelligence Agency on using narrative data visualizations and emerging technologies to better communicate and collaborate with internal stakeholders.

Since 2016, I also serve the Office of the Joint Chiefs of the United States military as a storytelling and data visualization technology consultant, assisting the office as they conduct multi-branch, multi-agency preparedness simulations including implementing and utilizing new media technologies during extreme emergency situations.

Furthermore, I served the state and nation when I collaborated with UNC-Chapel Hill's Athletic Director, Bubba Cunningham, to design and submit a proposal to NCAA called "onField inField" in 2015. The proposal's purpose was to promote student-athletic success in both their athletic and academic pursuits by offering student-athletes additional time and flexibility to complete their academic requirements.

I also previously served students across North Carolina as a curriculum advisor for the North Carolina Museum of Art and have served in the same capacity for the North Carolina Virtual

Public School from 2012 to 2014. My service with those organizations helps better prepare high school students for the classes and coursework they will undertake as college students.

SERVICE | INDUSTRY

In addition to my technology and innovation-based collaborations with industry publications like *The New York Times* and *The Washington Post*, I also work with small, family-owned, local newspapers like *The News Reporter* in Whitesville, N.C.

As in my professional career, I continue to serve the industry through professional organizations. I am currently a member of the conference planning committee for a renowned industry conference, Journalism Interactive, a coalition of journalism schools working to increase education and understanding of digital news reporting and publication. I also previously served as a national board member from 2012 - 2015 for Journalism Interactive.

SERVICE | UNIVERSITY

I currently serve the university through work on the College of Arts and Sciences Curriculum Committee and as the Chancellor's Ambassador for the Capital Campaign on behalf of the UNC School of Media and Journalism. On the Arts and Sciences Curriculum Committee, I bring my expertise as a journalist and innovator, helping the committee better align the curriculum with the skills students need to thrive in today's world. In October 2017, I was selected to represent the university as the Chancellor's Ambassador for the Capital Campaign because my work represents the faculty and scholarship funding priority through global, innovative focus.

In 2014, Pearl Hacks began as a creative idea by one of my students to empower women coders, mimicking other successful hack-a-thons where individuals and groups learn a new technology and build something in a finite work time (for example, 24 hours). Pearl Hacks was different than other industry events in that it pulled women from high schools and colleges across the East Coast. Loading up in buses and car caravans, the students converged at UNC to learn and compete, building relationships with each other and meeting industry women leaders from Google, Microsoft and The Wall Street Journal. The student-led effort, which I supported and provided contacts for, raised more than \$75,000 including sponsorships by Amazon, IBM and Red Hat. The inaugural event, hosted by the School of Media and Journalism at the Department of Computer Science, took place in Spring 2014 and has continued to be student-led and fully sponsored with little involvement needed from faculty.

A highlight of this event was at the end of the inaugural conference when, as the master of ceremonies, I announced our UNC Journalism School team as champions after competing against reputable computer science schools from Georgia Tech, Maryland, Virginia, Virginia Tech and Duke.

SERVICE | UNC SCHOOL OF MEDIA AND JOURNALISM

I serve the UNC School of Media and Journalism through work on internal committees, updating student curricula, leading and advising students in the Reese News Lab, and leading workshops and speaking on behalf of the school at conferences and industry events.

From Fall 2015 to Summer 2017, I served on the Committee for Faculty Search and Faculty Pay. Throughout the meetings, I contribute my expertise as an innovator and technologist to advise the committee how best to attract innovative, creative faculty members.

From Fall 2014 to Summer 2016, I served on the school's Curriculum Committee as the Visual Communication Curriculum Coordinator for three sequences: editing and graphic design, interactive media and photojournalism. In addition to leading the team, I rewrote the interactive media sequence to better equip our students for today's media industry.

Since 2011, I have served in various capacities at the Reese News Lab. As Interim Executive Director from 2016 - 2017, I led all the lab's activities, including coordinating the teaching and speaking schedule for professors assisting at the lab, hiring and managing interns, leading students through the ideation and innovation process and consulting with students on their projects. I now serve as the lab's Chief Innovation Officer and maintain many of the same responsibilities including consulting with students and teaching them the innovation process.

Finally, I frequently host workshops and speak on behalf of the school at conferences and events. For example, I directed and hosted the school's Interactive Design and Development Workshop from 2013 - 2015, introducing and training working professionals on how to use new technologies to compete in today's media landscape. I also regularly speak at nationally-renowned conferences like the Interactive Journalism Conference, the South by Southwest Conference and the Online News Association Conference on topics ranging from the future of virtual reality to teaching data journalism.

CONCLUSION

All of my work—teaching, innovating and designing new ways to tell stories—is undergirded by my passion for serving others. In addition, I believe today's technologies and innovations afford us the opportunity to communicate information in new and better ways than any previous generation. It is this belief that lead me to the UNC School of Media and Journalism to serve the next generation of journalists by preparing them for an evolving and increasingly more technical industry. My passion and belief has also led to the innovations and technologies I have developed and the many collaborations I orchestrated to test and bring those technologies to the world.

