

Service Statement

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My service endeavors are a natural overflow of both my passion for advancing the values of journalism through technological innovations and my talents, education and work opportunities. I serve my school, my university, my industry, my state, my nation and my world, by leveraging my expertise and diverse array of experiences to empower organizations to benefit their constituencies.

These endeavors not only bring value, but are vital in accomplishing my mission as an Assistant Professor of Emerging Technology to position the School of Media and Journalism and its students as thought 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 storytelling technologies, encourage student participation to expose them to the process and new technologies, and are the result of partnerships or collaborations I developed. The constituencies I serve most frequently fall into one of six categories: the School of Media and Journalism, the University of North Carolina at Chapel Hill, the journalism profession, North Carolina, the United States and the international community.

School of Media and Journalism

I serve the School of Media and Journalism through work on internal committees, updating student curricula, leading and advising students in the Reese News Lab, 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 contributed 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 as the Visual Communication Curriculum Coordinator for its 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 including Interim Executive Director from 2016-2017 at the Reese News Lab. As Interim Executive Director, 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 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 and the Online News Association Conference on topics ranging from the future of virtual reality to teaching data journalism.

The University of North Carolina at Chapel Hill

I 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 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.

Industry

In addition to my frequent 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.

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

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. They awarded me a \$110,000 sponsored research grant to create a virtual experience of North Carolina's college campuses for rural North Carolinians. With Google Cardboard virtual reality goggles and the application FirstLookVR recently launched, rural high school students who cannot physically visit the UNC system's campuses will be able to learn about and experience the campuses as if they were there.

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.

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. I also served the Office of the Joint Chiefs of the United States Military as a storytelling and data visualization technology consultant, assisting the office as they conducted a multi-branch, multi-agency preparedness

simulation 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.

International Community

Often, the mix of my past experiences abroad and my current projects lead me to assist international organizations or governments. For example, in 2017, I served the European Union through a faculty exchange program in which I taught faculty from Spain's University Complutense 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. 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 Commission on Africa for its efforts in fighting the Ebola outbreak.

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.