

**William Celis, III**  
**Associate Dean, Diversity, Inclusion and Strategic Initiatives**  
**Associate Professor of Journalism**  
**Annenberg School for Communication and Journalism**  
**University of Southern California**  
**Phone: 213-821-0763 Email: celis@usc.edu**

## **EDUCATION**

Master of Science, Columbia University Graduate School of Journalism, New York, N.Y., 1982. Thesis: *Luis Angel Anaya and the Education of Gifted Minority Children.*

Bachelor of Arts, Journalism. Howard Payne College, Brownwood, TX., 1978

## **ADMINISTRATION**

2017 – present **Associate Dean, Diversity, Inclusion and Strategic Initiatives**

USC Annenberg School for Communication and Journalism

- Developed five-year school diversity plan
- Developed training and climate programs
- Help manage and oversee staff and faculty diversity hiring
- Developed and manage undergraduate and graduate mentoring programs
- Oversee curriculum development
- Serve as advisor to the dean on best practices in diversity across programs, curriculum, staff and faculty hiring and school climate

2014 – 2016 **Undergraduate Journalism Coordinator, USC Annenberg School of Journalism**

USC Annenberg School for Communication and Journalism

- Managed the undergraduate program serving 300 students
- Oversaw the development of new undergraduate journalism degree
- Oversaw with the associate dean for student affairs the journalism school's student judicial issues
- Assisted with recruiting and enrollment management
- Hired and supervised 30 fulltime and adjunct instructors

2011-2013 **Associate Director, USC Annenberg School of Journalism**

USC Annenberg School for Communication and Journalism

- Administration of technology, diversity, graduate and international programs
- Managed graduate admission policies and student judiciary issues
- Chaired the Annenberg School Diversity Initiative, which won the 2012 AEJMC Equity and Diversity Award
- Chaired the Annenberg School Graduate Education Task Force, which, in 2012, successfully guided the conversion of the two-year Master of Arts journalism degree to a one-year degree beginning in Fall 2014
- Oversaw the school's digital initiative and undergraduate and graduate international programs

## Faculty Positions

- 2007-Present **Associate Professor, USC Annenberg School of Journalism**  
USC Annenberg School for Communication and Journalism  
(tenured April 2007)
- 2000 – 2007 **Assistant Professor, USC Annenberg School of Journalism**  
USC Annenberg School for Communication and Journalism
- 2005 – Present **Affiliate Faculty Appointment, Latino Studies**  
USC Dornsife College of Arts and Letters
- 2004 – Present **Courtesy Faculty Appointment**  
USC Rossier School of Education
- 1995 – 2000 **Associate Professor**  
University of Colorado at Boulder School of Journalism and Mass Communication  
[untenured]

## MEDIA EXPERIENCE

- 2013 **KPCC/Southern California Public Radio / blogger and reporter**  
Summer reporter on education desk
- 1990 – 1995 ***The New York Times* / national correspondent**  
Covered K-12 and higher education, contributing national stories to daily news report, Education Life, The Week in Review, and other sections of the newspaper
- 1984 – 1990 ***The Wall Street Journal* / domestic correspondent and columnist**  
Staff correspondent in the New York, San Francisco and Dallas bureaus. Covered real estate and wrote the newspaper's real estate column for three years from New York. Also covered banking, thrifts, high tech and agriculture
- 1982 – 1984 ***Fort Worth (Texas) Star-Telegram* / reporter**  
Covered metropolitan, regional and national stories
- 1981 ***El Paso (Texas) Times* / state reporter**  
Member of the Las Cruces, N.M., bureau responsible for covering southern New Mexico for The Times's New Mexico edition. Covered city and county government, federal courts and higher education
- 1979 – 1980 ***Corsicana (Texas) Daily Sun* / general assignment reporter**
- 1978 – 1979 ***Brownwood (Texas) Bulletin* / general assignment reporter**

## TEACHING AND ADVISING

### USC Annenberg School of Journalism since 2000:

- JOUR 584 Education, Youth and Learning (specialized journalism master's program)
- JOUR 505 American Media History Seminar
- JOUR 519 Advanced Magazine Writing
- JOUR 513 Advanced Newswriting and Reporting
- JOUR 506 Print Journalism for graduate students
- JOUR 505 Newswriting for graduate students
- JOUR 599 International Journalism Seminar/ Oaxaca and Mexico City, Summer 2001
- JOUR 540 International Journalism Seminar, in Los Angeles, Spring 2001
- JOUR 302 Advanced reporting for undergraduates
- JOUR 202 Introductory reporting for undergraduates
- JOUR 205 Newswriting for undergraduate students
- JOUR 207 Cross platform news reporting and writing
- Chair or committee member of 46 masters' thesis (through Spring 2014).
- *Administered the 50-plus students pursuing the master's theses or comp exams in 2010-2011.*
- *Supervised more than 100 undergraduates in internships since 2014.*

### University of Colorado at Boulder 1995-2000:

- JOUR 3001 Public Affairs Reporting
- JOUR 4002 Reporting 2
- JOUR 4502 Reporting 3
- JOUR 4931 Internship practicum
- *Academic advisor for 25 undergraduate and graduate journalism majors.*

## BOOKS

**Celis, W.** (in progress). *Remembering Richard: Immigrants and Their Quest for the American Dream.* Nonfiction book examines the half-century campaign in Texas and the Southwest over equal schools for Mexican Americans. The narrative is framed by a series of court cases, including a landmark 1973 U.S. Supreme Court ruling over Texas's inequitable school funding formula. The San Antonio Independent School District v. Rodriguez case – considered by education analysts and historians as significant as Brown v. Board of Ed – also represents one of the first major intersections between the Mexican American civil rights campaign and the immigrant rights

movement and media coverage reflects growing sophistication in the framing of social movements.

**Celis, W.** (2002). *Battle Rock: The Struggle Over a One-Room School in America's Vanishing West*. New York: PublicAffairs Nonfiction book examines the renaissance of the American West and the region's one-room schools and the conflicts between rural residents and urban expatriates moving to the rural West. Battle Rock review in *The New York Times*  
<http://query.nytimes.com/gst/fullpage.html?res=9E04EED91639F931A35751C0A9659C8B63>

**Celis, W.** (2009). History of Education. In A. Last (Eds.), *Encyclopedia of Journalism* (4 pages). Sage Publications. Invited book chapter about the history of public education in the U.S. as viewed through media coverage in the last century.

## SELECTED ACADEMIC AND MEDIA PUBLICATIONS

*The Conversation* – February 2017. (Invited contribution) Commentary reviewed the historic role of the black newspaper and its contemporary contributions to the African American community. The piece was reprinted by *Newsweek*, *HuffPost* and distributed by the Associated Press.

*Teachers College Record* – Columbia University, February 2007. (Invited contribution) “Media Coverage of Immigrants and Schools is Uneven, and Journalists, Scholars Share the Blame.” Commentary about the coverage of immigrants and public schools, and overall quality of education coverage in the nation's media.

*Voices in Urban Education* quarterly, Annenberg Institute for School Reform at Brown University, May 2007. (Invited contribution) Essay chronicles the historical and contemporary educational issues of immigrant children, highlighting and analyzing best practices from across the country.

*Education Week*, October 4, 2006. “Forgotten History of Immigration.” Commentary about about immigrants and their impact on U.S. public schools.

*Public Access Journalism: Silent Treatment Series*, August 2006. “Addiction treatment catching up with ground-breaking brain and genetic research.”

*Public Access Journalism: Silent Treatment Series*, August 2006. “Challenge One: Deciding to fight addiction. Challenge Two: Paying for it.”

*Public Access Journalism: Silent Treatment Series*, August 2006. “The first 90 days: When I'm released, I'll change people, places and things.”

*The Boston Globe*, May 15, 2005, Special Education Report. “Finding the right fit can be trial and error.” A look at how and why students end up at the wrong college for them.

*The Boston Globe*, February 13, 2005. Education section. “On Road to Degree, A Detour: More students pick community college as an affordable alternative.” Agreements between two-year colleges

and four-year institutions allow for seamless transfer of college credits, and they aid students' battle the rising costs of higher education.

*The Boston Globe*, Education section, December 12, 2004. "Pint-sized scholars: In this age of testing, some parents demand more out of preschools." A look at the impact of the federal education legislation, No Child Left Behind, and the increasing use of testing in early education.

*Teacher* magazine. *Battle Rock* book excerpt. January 2003.

*The Denver Post*, Perspective section, April 19, 1998. "Denver Strives to Make Bilingual Education More Than Lip Service."

*American Prospect* magazine. July-August 1998. "The Charter School Conundrum: Will Charter Schools Transform Education?" Contributor to a series of articles about the national charter school movement.

*The New York Times*, Week in Review, June 2, 1996. "In the Tiniest Places, Schools Big Cities Would Emulate."

*The Denver Post*, Perspective section, April 7, 1996. "Education: The death knell for school privatization is premature."

*Vista* magazine, March 1996. "A National Quest for Equitable Funding: Is There a Double Standard for Education and Facilities?"

*USA Today*, The Nation section, December 26, 1995. "Denver school now a model of segregation."

*College Teacher* magazine. Fall 1995. Essay about teaching as a second career.

*The New York Times*, Week in Review. October 15, 1995. "Bilingual Questions: The Answer is Either Si or No Way."

*The New York Times* Education Life section, November 5, 1995. "Am I Really ready for This?" First person piece about teaching at the University of Colorado at Boulder.

## SELECTED PRESENTATIONS AND LECTURES

- 2017 Poynter Institute, St. Petersburg, Fla. Guest faculty who helped lead a two-day conference on the status of ethnic media.
- 2017 International Communication Association, San Diego. Represented USC Annenberg at invited panel about diversity, inclusion and climate issues on college campuses.

- 2014 Association for Education in Journalism and Mass Communication (AEJMC), Montreal. Represented USC Annenberg at invited panel of previous AEJMC Equity and Diversity Award winners to discuss strategies for diversity initiatives.
- 2012 UNITY, Las Vegas. Organized and presented town hall meeting on diverse coverage in the digital age with partners from Santa Clara University and the Maynard Institute for Journalism Education.
- 2008 UCLA college journalism conference cosponsored by *The Nation* magazine and American Progress Institute. Addressed session on reporting higher education issues for campus dailies and weeklies. January 25, Los Angeles, CA.
- 2007 Hechinger Institute on Education and the Media, Teachers College, Columbia University. Address to conference about covering education in the New West. October 14, San Francisco, CA.
- Poynter Institute National Writers Workshop. Along with another author, discussed book writing, from proposal stage to marketing. May 14. San Antonio, TX.
- 2006 University of California at Riverside Writer's Week. Discussed *Battle Rock* book. February 8. Riverside, CA.
- 2005 Education Writers Association national conference. Proposed, organized and moderated panel of education journalists and analysts that examined root causes of school finance inequities: red-lining, deed restrictions and planning and zoning ordinances. May 5. St. Petersburg, FL.
- 2004 Education Writers Association national conference. Moderated panel of education journalists about coverage of high school reform. April 16. San Francisco, CA.
- Annenberg School for Communication panel discussion about public education. Discussion included screening of *First to Worst*, a PBS documentary about the California public school system and its impact on higher education. Los Angeles, CA. January 26.
- 2003 KPBS-FM, San Diego. "These Days" radio show. Appearance to discuss the changing nature of the American small town and education in small schools, based on my book. San Diego, CA, March 6.
- Colorado Public Radio, "The Changing West" an appearance to discuss *Battle Rock*. Interview broadcast throughout Colorado and southern Wyoming. Denver, CO. February 19.
- 2002 KPCC "Air Talk" Minnesota Public Radio/ Pasadena, CA. Discussion of *Battle Rock*. Pasadena, CA, November 16.
- 2002 Moderator/panelist: USC Pew Hispanic Center at National Association of Hispanic Journalists. Organized and moderated one panel about Latinos in public education, and served as a panelist on a second Pew panel about Latinos and the media. San Diego, CA, June 14-16.

## SELECTED COMMITTEES AND SERVICE

### University of Southern California

- Board, Maynard Institute for Journalism Education (2017)
- Judge, Texas Associated Press Managing Editor's Contest (2017)
- Judge, Texas Associated Press Managing Editor's Contest (2016)
- Undergraduate Scholarship committee, Chair (2011-2012, 2014-2016)
- Graduate Scholarship Committee, Member (2011-2013)
- Guided interviews with admitted undergraduate and graduate students for a variety of scholarships awarded by the Annenberg School of Journalism. (2011-present)
- Search committee for director of the School of Journalism, Member (2012-2013)
- Task Force on Graduate Education. Successfully guided the conversion of the two-year graduate degree in journalism to one year; framed the new curriculum, Chair (2012)
- Annenberg Diversity Initiative. Led 18-person committee review of the Annenberg School's support of diversity across student, staff and faculty recruitment and retention in undergraduate and graduate curriculum and in School programming, Chair (2010-2011)
- Undergraduate Curriculum Committee, Chair (2014-2016)
- Faculty advisor, USC Annenberg Graduate Journalism Student Association (2007-2009)
- Search committee for director of Annenberg School of Journalism, Member (2007-2008)
- Johnson Center Advisory Board. USC Annenberg center designed to promote diversity in research, curriculum and student recruitment, enrollment and retention (2007-2010)
- Annenberg School of Journalism faculty recruiter. Conducted informational meetings about the journalism and communication programs for visiting prospective students and their parents, hosted parents at dinners, helped conduct interviews with admitted USC freshman for full-ride scholarships (2005 to present)
- Copley newspaper chain contest. Served as judge for beat/specialty reporting and feature writing (2005)
- Advisor, *The New York Times* summer journalism institute for minority students. Assisted senior editors in planning program at Florida International University for Latino students, expanding the *Times*'s program for college journalism students from its original summer institute at Dillard University in New Orleans for African American students (2005)
- Search Committee, Annenberg School of Journalism, Member of committee assigned to select candidates for senior faculty position on diversity issues (2004)
- Admissions Committee, Annenberg School of Journalism. Read applications to journalism graduate program and selected students, in addition to selecting incoming full-tuition scholarship winners (2011-2013)

- Faculty Council, Annenberg School for Communication. Member of five-faculty committee that advised the dean on faculty and school issues (2003-2004)
- USC Academic Senate, alternate member (2003)
- Diversity Committee, Annenberg School of Journalism (2003)
- Member, search committee for director of School of Journalism (2001)

### **University of Colorado at Boulder**

- Society of Professional Journalists diversity committee (1995-2000)
- Colorado Press Association education committee member (1995-1997)
- Graduate student international fellowship committee, chair (1995-1999)
- School of Journalism personnel committee (1997-1998)
- Alaska Press Association writing contest judge (1998)
- Texas Associated Press Managing Editors high school writing contest coordinator (1996)
- Search committees for five faculty searches (1995-1998)

### **SELECTED AWARDS AND HONORS**

- 2011 USC Provost's Prize for Teaching with Technology
- 2008 Outstanding Print Professor. Awarded by the Graduate Student Association at the USC Annenberg School of Journalism
- 2003 Battle Rock named a "Notable Book" by the American School Board Journal, the magazine of the National School Boards Association. One of nine titles on the list
- Battle Rock named to "Best of the Southwest – Best Reads –2003" list of the Tucson-Pima County Public Library. One of 11 books named to the library system's "best reads" list gleaned from 250 titles
- Battle Rock named a recommended book for March 2003 by Booksense.com, the web page of the American Independent Booksellers Association
- 2002 Battle Rock nominated for Mountain Plains Booksellers Regional Book Award Battle Rock included on the "Must Read" list compiled by the Investigative Reporters and Editors magazine, University of Missouri
- 1998 Finalist, Outstanding Teacher. School of Journalism and Mass Communication, University of Colorado at Boulder
- 1996 Freedom Forum grant to support book research on national school reform movement.
- 1995 Nominated by The Wall Street Journal for the Pulitzer Prize in national reporting. Part of a team of eight reporters that produced a 10-part series on the 1980s U.S. farm crisis



- 1982 Fellowship from the Overseas Press Club and the Columbia University Graduate School of Journalism. Used the cash award to report a series of stories for the Fort Worth Star-Telegram about the upheaval during the 1982 Mexican economic crisis

## **PROFESSIONAL ASSOCIATIONS**

- *Online News Association* (2011 to present)
- *Association for Education in Journalism and Mass Communication* (1995 to present)
- *Education Writers Association* (2004 to present)
- *National Association of Hispanic Journalists* (1982- 1995, 2002 to present)