

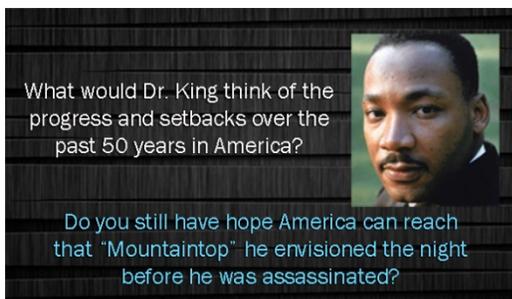


# SJSU | SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS

General Information – “Education: Wheels Up! Project 2018”



More Info: <http://sjsujmc.com/news>  
JMC School motto: “Learn By Doing!”



The Journalism School has a worldwide reputation for excellence in media education. Our motto is ‘Learn By Doing,’ and our three undergraduate degree programs emphasize the importance of timely, accurate and innovative critical thinking to help inspire and raise public awareness on important issues, trends and milestones in history.

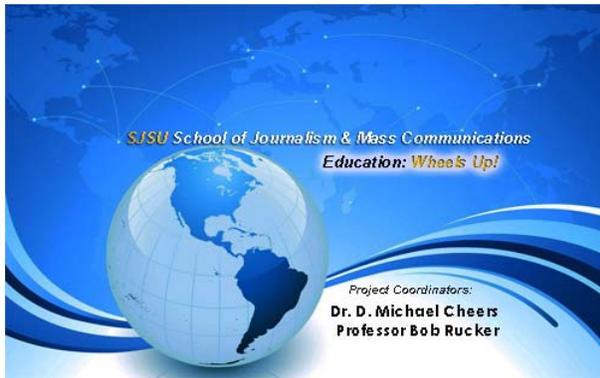
For two years, Journalism Professor, Dr. D. Michael Cheers created and developed this extraordinary way to excite student and Bay Area community understanding, plus commemorate, and assess the aftermath of a stunning moment that rocked this nation and the world.

## The 50th Anniversary of the Assassination of Dr. Martin Luther King, Jr.

Today’s college student knows only what they’ve read about Dr. King. Many elders in Bay Area African American communities enjoy sharing vivid memories of Dr. King, as well as personal recollections of their hard lives that he fought for back in the 1950s and 1960s. It was Dr. Cheers idea to put these two groups together, and create a powerful exchange of knowledge and insights which ultimately changed thinking and lives in many diverse communities.

Thirty students and community members have embarked on a week long, eyewitness journey through some of the landmarks of the Civil Rights Movement in the South. Their last stop will be the Lorraine Motel in Memphis, Tennessee where Dr. King was shot and killed on April 4, 1968.

Students and their community travel companions will return to San Jose State University for a special ceremony on April 4, 2018, at 4 pm outside the MLK Library, to share their trip experiences as they mark the precise moment when the assassin struck fifty years ago.



**Education: Wheels Up!** project coordinators, Dr. Cheers and Professor Bob Rucker, a former JMC School Director, created an online **GO FUND ME** account for public donations for this "**MLK Legacy Together We Remember.**" When media along the group's travels report on their efforts, we will ask for public donations to support this unique and powerful learning experience. In 2009 the two SJSU professors received a university commendation for developing a powerful civil rights road trip to the Inauguration of Barack Obama as the first African-American President of the United States.

Cheers and Rucker plan to continue identifying and developing unique and timely learning opportunities that will excite the minds of future SJSU students along with new community partners locally and nationwide.

By contributing to these JMC School Special Projects on Go Fund Me, alumni, business and civic leaders, and the community at large can make a difference with a donation they know will be used to create real world learning experiences that will last a lifetime. For six years at Journalism School Convocations, Prof. Rucker reminded all advertising, journalism and public relations graduates that someday in their future they might be able to help another person's child get a powerful learning experience at SJSU.

All the faculty and students in the SJSU School of Journalism and Mass Communications never stop trying to create and participate in creative and meaningful educational opportunities that will serve graduates for the rest of their lives. See online what the 2015 graduating class said about their time in the SJSU Journalism School: <https://www.youtube.com/watch?v=QgdUDzxoho8&t=3s>



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