

CUNY Is Set to Name Dean For New Journalism School

By KAREN W. ARENSON

The chancellor of the City University of New York will recommend Stephen B. Shepard, editor in chief of Business Week, as dean of CUNY's new graduate journalism school, according to a journalist involved in the search process who has talked to Mr. Shepard about the appointment. The journalist discussed the appointment on the condition that he not be named.

The chancellor, Matthew Goldstein, is expected to make the recommendation to CUNY's trustees at their monthly board meeting late tomorrow afternoon. Mr. Shepard, Dr. Goldstein and other top CUNY officials all declined to comment last week on the appointment.

The nomination comes at the same time as the Graduate School of Journalism at Columbia, long considered a leader in the field, is reshaping itself, adding a second-year master's program for students wanting to develop more expertise in topics like arts or politics than they can in the one-year program. The changes are being followed closely by journalists and journalism educators.

Mr. Shepard, 65, who has been editor in chief of Business Week for 20 years, has long been active in journalism education.

He taught a seminar on economics and business at Columbia's graduate journalism school from 1970 to 1975 and helped found Columbia's Knight-Bagehot Fellowship Program in business and economics journalism in 1975, serving as its first director.

He was also one of the journalists on an advisory committee assembled by Lee C. Bollinger, Columbia's president, to discuss the school's future two years ago.

Mr. Bollinger said that Mr. Shepard "played an important role in articulating what I would call a very pragmatic conception of journalist training" during the task force deliberations.

"I think he falls nicely between those who want training on the day-to-day aspects of being a journalist and the communications theory types," Mr. Bollinger said.

When CUNY officials announced the creation of the new school earlier this year, they said they expected that it would draw a group of students different from Columbia's, partly because tuition at CUNY is much lower. Although CUNY has not said what the tuition for the journalism program will be, its annual undergraduate tuition for instate students is about \$4,000. Tuition for graduate programs tends to be higher. Tuition and fees at Columbia's 10-month graduate journalism master's degree program this year total nearly \$37,000.



Stephen B. Shepard is the editor in chief of Business Week.

CUNY officials said they expected the school to offer strong grounding in skills like writing and reporting. But they also said it would be up to the dean to translate that broad vision into reality, and to shape the school's mission, curriculum, faculty and student body.

The school is scheduled to open in 2006 in the former headquarters of The New York Herald Tribune, on West 41st Street, next to the future headquarters of The New York Times.

Nicholas Lemann, dean of Columbia's graduate journalism school, said it was too early to tell how much competition CUNY's new school might offer. "They have a lot of basic decisions to make," he said.

He said that although CUNY's tuition would be lower, the Columbia journalism school had a long history and therefore "much greater brand value." He said he expected CUNY to have more students from the local area than Columbia.

Despite his extensive ties to Columbia, Mr. Shepard has also had a long relationship with the City University, starting with his years as an undergraduate at the City College of New York, where he majored in engineering.

More recently, he has been a member of Dr. Goldstein's advisory panel, the CUNY Business Leadership Council. And in the late 1980's, Dr. Goldstein, a mathematical statistician, helped Business Week develop its business school rankings. Dr. Goldstein was president of CUNY's research foundation at the time.

After serving as the director of Columbia's Knight-Bagehot program for a year, Mr. Shepard returned to journalism as a senior editor at Newsweek. He left Newsweek to become editor of Saturday Review, and then returned to Business Week, where he had been a writer from 1966 to 1975, as executive editor and then editor in chief.