

Rebecca Blatt

Senior Associate Dean

Walter Cronkite School of Journalism and
Mass Communication Arizona State University
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Education

- The American University**, Washington, D.C. August 2015
Kogod School of Business
- Master of Business Administration
- University of North Carolina at Chapel Hill** May 2008
School of Journalism and Mass Communication
- Master of Arts, Mass Communication
 - Roy H. Park fellowship
- University of Pennsylvania**, Philadelphia, Pa May 2004
College of Arts and Sciences
- Bachelor of Arts, English
 - Phi Beta Kappa
 - Summa Cum Laude

Professional Experience

- Walter Cronkite School of Journalism and Mass Comm.**, Phoenix, Ariz. May 2020-Present
Senior Associate Dean
- Direct master's degree programs, including recruitment, retention and curriculum for Master of Arts in Investigative Journalism, Master of Mass Communication and Master of Arts in Sports Journalism
 - Oversee student services for school's 1,000+ online students
 - Oversee signature capstone programs: Cronkite News, Howard Center for Investigative Journalism and Robert Wood Johnson Foundation Health Reporting Initiative
 - Teach JMC 110: Principles and History of Journalism for incoming freshmen
 - Teach MCO 504: Journalism Lab Skills Observation seminar for incoming master's students
 - Serve as chair of the Cronkite School Master's Committee and member of University Graduate Council
- Walter Cronkite School of Journalism and Mass Comm.**, Phoenix, Ariz. May 2017-April 2020
Assistant Dean
- Directed master's programs, including launch of nation's first Master of Arts in Investigative Journalism
 - Directed online programs, including the launch of three new programs in digital audience strategy and 83 percent enrollment increase in three years
 - Led recruitment and retention efforts for master's degree programs, increasing enrollment by 39 percent in three years while improving diversity and academic achievement of students
 - Oversaw Cronkite Academic Integrity Policy enforcement, including as chair of Standards Committee
 - Designed and executed assessment plans for the Cronkite School
 - Managed national student journalism contest submissions and recognition, averaging more than 100 award winners per year
 - Taught introductory seminar for on-campus master's students
 - Taught introductory lecture course for incoming freshmen
- Walter Cronkite School of Journalism and Mass Comm.**, Phoenix, Ariz. May 2016-May 2017
Director, Cronkite News Digital Production Bureau
Professor of Practice
- Oversaw full-time student team producing web stories and multimedia content for Cronkite News/Arizona PBS (cronkitenews.azpbs.org)
 - Managed digital workflow for Cronkite News bureaus
 - Taught undergraduate and graduate students skills in journalism, writing, data visualization, social media, search engine optimization, video and audio production, photo editing and collaboration

- Walter Cronkite School of Journalism and Mass Comm.**, Phoenix, Ariz. March 2014-May 2016
Director, Public Insight Network Bureau
Professor of Practice
- Launched Public Insight Network Bureau
 - Oversaw undergraduate and graduate students working with professional newsrooms across the country on community-engagement and audience-engagement projects
 - Taught students skills in journalism, community engagement, entrepreneurship, and collaboration
 - Built partnerships with newsrooms and journalism schools across the country
- WAMU News**, Washington, D.C. Oct. 2011-March 2014
Senior News Editor – Special Projects
- Oversaw political reporting including election and inauguration coverage
 - Produced special projects such as breaking news coverage, series and documentaries
 - Forged strategic partnerships with local, national and international news organizations
- WAMU News**, Washington, D.C. Sept. 2009-Sept. 2011
Editor/Producer
- Reported, wrote, voiced and edited stories for radio and web
 - Coordinated breaking-news coverage
 - Produced live interviews with newsmakers and analysts
- NPR**, Washington, D.C. May 2010-July 2011
Associate Producer/Editor, Newscast
- Edited scripts and audio files from anchors and reporters around the world
 - Directed news broadcasts before transition to self-operated studios
- WAMU News**, Washington, D.C. May 2008-Aug. 2009
Morning Producer
- Selected, wrote, voiced and positioned stories for newscasts and website
- North Carolina Public Radio**, Chapel Hill, N.C. Nov. 2006-May 2007, Apr. 2008
Intern
- Produced, edited interviews for The Story (American Public Media)
- UNC School of Journalism and Mass Communication**, Chapel Hill, N.C. Aug. 2006-May 2008
Roy H. Park Fellow
- Served as teaching assistant in photojournalism and community journalism courses

Recognition

- ASU Committee for Campus Inclusion Catalyst Award Nominee** October 2019
- Recognized for an “outstanding contribution to promoting diversity and inclusion at ASU and beyond”
- Arizona State University Advanced Leadership Initiative** Jan. 2019-May 2019
- Completed year-long leadership development program with leaders across ASU
- Arizona State University Peer Leadership Academy** August 2017-May 2018
- Completed year-long leadership development program with colleagues across ASU
- Associated Press Media Editors Innovation in Journalism Awards** Sept. 2016
- Director of PIN Bureau, recognized as Innovator of the Year for College Students
- Scripps Howard Academic Leadership Academy** June 2015
- Selected as one of 18 professors and administrators across the country to participate in the Leadership Academy at Louisiana State University’s Manship School of Mass Communication

- Arizona State University President's Award for Innovation** April 2015
- Director of PIN Bureau, recognized for significant contribution to ASU through innovative programs
- Regional Edward R. Murrow Award for Best News Series** May 2014
- Reporter/Producer for "Aging and Abuse" (WAMU)
- Chesapeake Associated Press Broadcasters Association Outstanding News Series** June 2013
- Editor/reporter/producer for "Federal Spending and the D.C. Area" (WAMU)
- 2012 Casey Medals for Meritorious Journalism** July 2012
- Editor of "The Heavy Burden of Childhood Obesity" (WAMU)
 - Honorable mention audio series
- Chesapeake Associated Press Broadcasters Association Outstanding Public Affairs** June 2012
- Reporter for "Metro Connection: Remembering 9/11" (WAMU)
- Education Writers Association's Awards for Education Reporting** March 2012
- Editor of "The Heavy Burden of Childhood Obesity" (WAMU)
 - First prize broadcast series
- Public Radio News Directors Incorporated Award** June 2010
- Producer of "Metro Crash" (WAMU)
 - First place breaking news
- New York Festivals Radio Broadcasting Gold World Medal** May 2008
- Producer of "Left Behind" (The Story, WUNC)
- UNC's James D'Aleo Award** May 2008
- Given to the University of North Carolina School of Journalism and Mass Communication graduate student who has gone above and beyond expectations to contribute something special to the school, the university, the community or the discipline.

Grants

- Scripps Howard Foundation Grant for the Howard Center for Investigative Journalism** August 2018-Present
- Among a team of colleagues that prepared application and hosted a site visit to secure \$3 million to launch the Howard Center for Investigative Journalism and the country's first Master of Arts in Investigative Journalism.
 - Oversee deployment of funds and reporting to funder.
- Cronkite School Master's Student Funding** May 2017-Present
- Manage more than \$1 million per year in graduate student assistantships, fellowships and scholarships, leveraging funds from nine external sources for recruitment and retention of graduate students
- Corporation for Public Broadcasting Regional Journalism Collaboration Grant** October 2017-May 2020
- Wrote and edited grant application for \$699,000 to establish a CPB Regional Journalism Collaboration covering sustainability issues in the Southwest.
 - Hired executive editor and managed funding distribution to four subgrantee stations across the West: KPCC, Rocky Mountain PBS, KJZZ and PBS SoCal.
 - Managed reporting and funder relations.
- ONA Challenge Fund Grant** May 2014-January 2015
- Led experiment engaging audience around gun rights issues, deploying \$35,000 grant from the Online News Association. Coordinated faculty research and teaching in the project and reporting to the funder.
- Public Insight Network Bureau** March 2014-May 2016
- Hired as founding director of the Public Insight Network Bureau, funded by \$250,000 grant from the Knight Foundation and \$250,000 from American Public Media. Responsible for all grant spending and reporting.

Invited Lectures and Presentations

- Addressing Investigative Reporting Challenges Large and Small** October 2020
- Presented to the U.S. State Department's Edward R. Murrow Program fellows about efforts to address investigative reporting challenges in the United States, including diversifying the ranks of investigative journalists, producing visual storytelling remotely during the pandemic and the impact of misinformation on trust in investigations
- Objectivity, Trust and the Future of Journalism** September 2020
- Moderated panel discussion about shifting practices around the notion of objectivity and public trust in media as part of the Cronkite School's Must See Monday event series
- COVID-19 Conversation Series: A New Normal** August 2020
- Interviewed in conversation series featuring university leaders focused leading teams during the pandemic
- Covering the Uncovered: Native American Journalism** February 2019
- Moderated a discussion of journalism in Indian Country as part of the Cronkite School's Must See Monday event series
- Launching Your Career with Cronkite Professional Programs** September 2018
- Moderated a discussion about career preparation in Cronkite professional immersion programs as part of the Cronkite School's Must See Monday event series
- Covering President Trump: Observations from a Veteran White House Correspondent** October 2017
- Interviewed Jon Decker, White House correspondent for Fox News Radio, as part of the Cronkite School's Must See Monday event series
- Coding for Journalists** August 2017
- Moderated panel discussing if/how journalism schools should integrate coding into curriculum
- Keynote Presentation** July 2017
- Provided welcome for the Arizona Interscholastic Press Association Summer Workshop
- Social Media Strategy Workshop** April 2017
- Led seminar for McCain Institute for International Leadership's Next Generation Leaders Program
- Press, Politics and the Public: Journalism Lessons** February 2017
- Discussed missteps 2016 election coverage as part of the Cronkite School's Must See Monday event series
- KJZZ Here and Now** January 2017
- Guest during Friday Newscap segment following President Trump's Inauguration
- Social Media Strategy Workshop** April 2016
- Led seminar for McCain Institute for International Leadership's Next Generation Leaders Program
- Cronkite PIN Bureau: Professional Experience, Entrepreneurship, Community Service** Jan. 2016
- Presenter for Learning Innovation Showcase hosted by ASU's Institute for the Science of Teaching and Learning
- Marketing Your Work and Engaging Your Audience** Jan. 2016
- Panelist for Reynolds Business Journalism Week
- DigitalEd: How to Improve Audience Engagement and Digital Outreach** May 2015
- Webinar leader in partnership with MediaShift and the Donald W. Reynolds National Center for Business Journalism

- Social Media Strategy Workshop** April 2015
- Led seminar for McCain Institute for International Leadership's Next Generation Leaders Program
- The History of Radio: Journalism's First "Wireless" Revolution** Feb. 2015
- Guest lecturer for JMC 110: History and Principles of Radio course
- The History of Radio: Journalism's First "Wireless" Revolution** Oct. 2014
- Guest lecturer for JMC 110: History and Principles of Radio course
- Music, Maps, and Mold: Updates from the 2014 Challenge Fund Winners** Sept. 2014
- Panelist, Online News Association conference
- At Your Service: A News Source for Native Health** July 2014
- Panelist, National Native Media Conference (Native American Journalists Association)
- Social Media Workshop** June 2014
- Workshop leader, Young African Leaders Initiative (ASU Academic Institute)
- Tools of Engagement: Connecting with Your Audience On and Off the Air** June 2014
- Workshop leader, New Mexico Broadcaster Association convention
- Leveraging University Partnerships to Expand News Coverage** June 2014
- Co-presenter, New Mexico Broadcasters Association convention
- Engaging the Audience: How News Organizations are Connecting Outside the Newsroom** April 2014
- Co-presenter, National Association of Broadcasters News Director Workshop

Publications

- Blatt, R. Remix: How to Really Teach Students to Engage Communities. *MediaShift*. June 2, 2016.
Online: <http://mediashift.org/2016/06/remix-how-to-really-teach-students-to-engage-communities>
- Blatt, R. Solving Problems Through Shared Reflection (in Remix: 11 Ways You Can Innovate in Your Courses in 2016). *MediaShift*. Dec. 29, 2015.
Online: <http://mediashift.org/2015/12/remix-11-ways-you-can-innovate-in-your-courses-in-2016/>
- Blatt, R. Real Engagement Means Asking Key Questions of Entire Community. *MediaShift*. May 15, 2015.
Online: <http://mediashift.org/2015/05/real-engagement-means-asking-key-questions-of-entire-community/>
- Blatt, R. The Creative Power of Frustration: Lessons from Arizona State University's PIN Bureau Startup. *MediaShift*. May 12, 2014.
Online: <http://mediashift.org/2014/05/the-creative-power-of-frustration-lessons-from-arizona-states-pin-bureau-startup/>

Professional Service

- Chair, Cronkite Master's Committee** May 2017-Present
- Lead committee reviewing and approving applications for admission and funding for graduate programs
- Member, University Graduate Council** September 2018-Present
- Serve on board that considers and approves new graduate programs across ASU

- Member, ASU Online Graduate Program Working Group** September 2018-Present
- Collaborate with other ASU online program directors to identify, test and share best practices for launching, scaling and sustaining graduate online programs.
- Copy Editor, Turning Points Magazine** August 2017-Present
- Copy edit magazine written by and for Native American students at ASU
- Member, Native American Journalists Association Education Committee** August 2018-Present
- Collaborate with NAJA leadership and members on educational initiatives
- Judge, Native American Journalists Association** May 2018-present
- Evaluate entries in best online feature photo and best online feature story categories
- Judge, Headliners Foundation of Texas** March 2017-present
- Select Star Reporter of the Year winner
- Member, Cronkite School Search Committees** July 2014-Present
- Served on more than a dozen search committees for Cronkite hires, ranging from tenure-track faculty positions to senior staff leaders, including Arizona PBS General Manager
- Chair, Cronkite Standards Committee** May 2017-May 2020
- Responsible for committee investigating potential academic integrity violations; making recommendations to the Cronkite School dean
- Member, ASU Academic Integrity Committee** September 2017-May 2020
- Represent the Cronkite School on committee that develops and implements ASU-wide academic integrity policy
- Chair, ASU Academic Integrity Implementation Strategy Subcommittee** October 2017-May 2018
- Led team that developed strategy and tactics for tracking and documenting academic integrity violations across ASU
- Thesis Director** Aug. 2016-May 2017
- Barrett, The Honors College thesis exploring counterculture in Arizona
- Member, Standards Committee** May 2014-May 2017
- Investigated accusations of academic integrity policy violation and makes recommendations to Cronkite School dean
 - Elected by Cronkite School faculty to a three-year term
- Honors thesis director, reader** May 2014-May 2017
- Served as director and second reader on several thesis projects for students in Barrett, The Honors College
- Mentor, Reynolds High School Journalism Institute** June 2014
- Mentored and offered feedback for high school journalism instructors during summer journalism institute
- Chair, Arizona PBS Collaboration Group I** June 2014-Aug. 2014
- Appointed by Cronkite School dean to lead group of 13 faculty members and Cronkite School alumni tasked with integrating eight professional immersion programs into one single news entity