

The Cronkite Journal

2015-2016

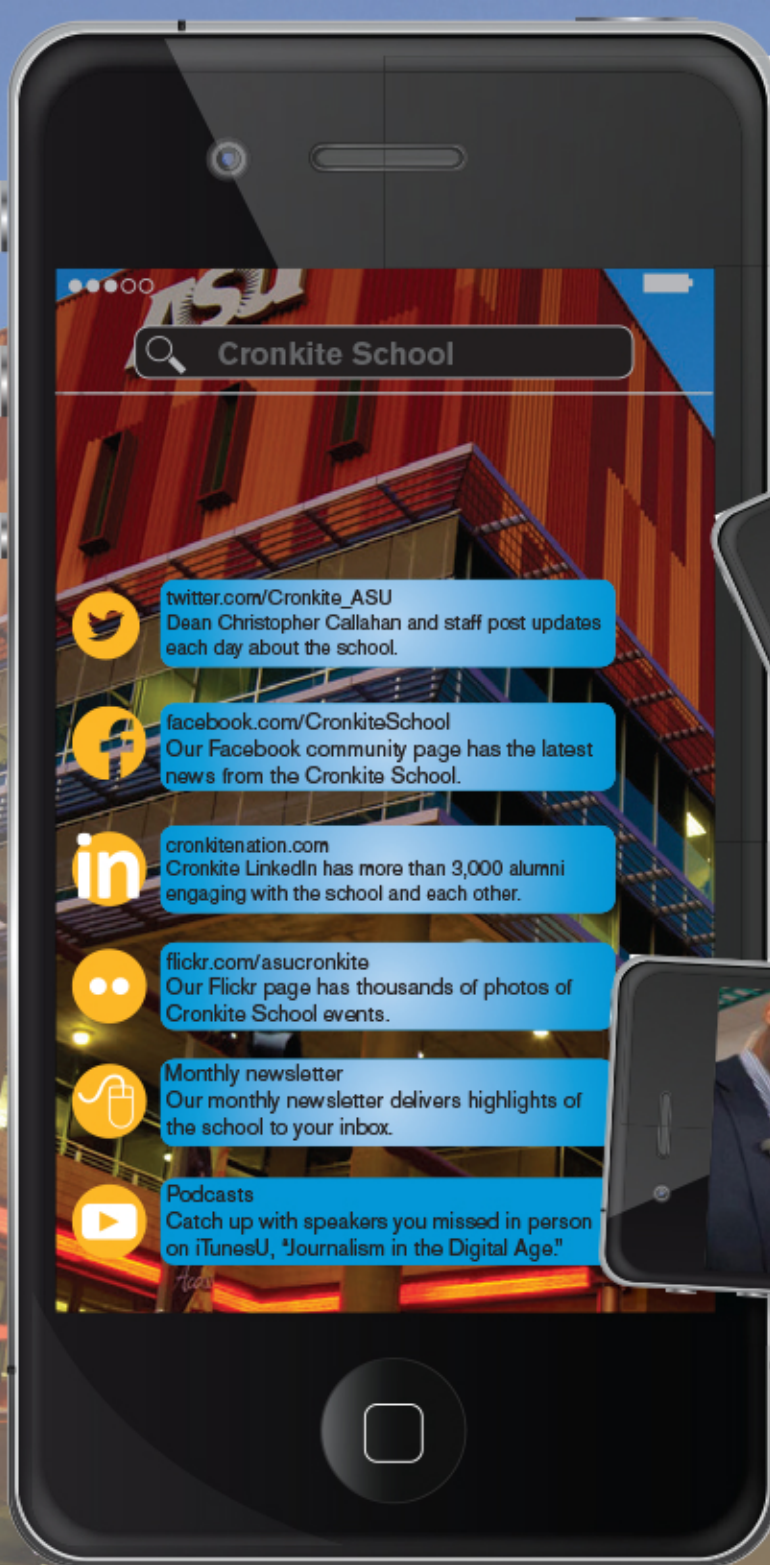
WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

HOOKED

"Hooked: Tracking Heroin's Hold on Arizona," an unprecedented project on Arizona's deadly heroin problem, is simulcast on every TV channel in the state and wins a national duPont Award.

Inside

- Converged Cronkite News Serves as News Division of Arizona PBS
- Carnegie-Knight News21 Breaks Ground in Visual Storytelling
- New Degrees Anchor Growing Sports Journalism Program



Cronkite School



twitter.com/Cronkite_ASU
Dean Christopher Callahan and staff post updates each day about the school.



facebook.com/CronkiteSchool
Our Facebook community page has the latest news from the Cronkite School.



cronkitenation.com
Cronkite LinkedIn has more than 3,000 alumni engaging with the school and each other.



flickr.com/asucronkite
Our Flickr page has thousands of photos of Cronkite School events.



Monthly newsletter
Our monthly newsletter delivers highlights of the school to your inbox.



Podcasts
Catch up with speakers you missed in person on iTunesU, "Journalism in the Digital Age."



ASU Walter Cronkite
SCHOOL OF JOURNALISM
AND MASS COMMUNICATION
ARIZONA STATE UNIVERSITY



602.496.5555

**Stay
Connected**



**Latitude Longitude
33°N 112°W**

33° 27' 13.7304"N • 112° 4' 23.6604"W
555 N. Central Ave. Phoenix Arizona

contents

2015-2016
The Cronkite Journal

Managing Editor
Joe Giordano

Art Director
Linda O'Neal Davis

Contributing Editors
Kristin Gilger
Katie Jones

Staff Writers
Joshua Bowling
Colton Dodgson
Greg Freitas
Alexandra Gaspar
John Haverlin
Lauren Hornberger
Johanna Huckeba
Samantha Incorvaia
Lia Juriansz
Eric Smith
Trenesha Striggles

Staff Photographers
Alexandra Gaspar
Zachary Joseph Hillenbrand
Johanna Huckeba
Ryan Santistevan

Contributing Photographers
Kaard Bombe
Laura Davis
Deanna Dent
Sean Logan
Shannon O'Connor
Madeline Pado
Courtney Pedroza
Molly J. Smith
Tim Trumble
Dominic Valente

Text from this publication
may not be used without
permission. Address inquiries
to The Cronkite Journal at
cronkiteinfo@asu.edu.

Copyright ©
The Cronkite Journal

4 Ten Years Later

The trajectory of the Cronkite School changed in 2005 when it was made an independent college and plans were laid to move the school to downtown Phoenix. Cronkite now sets the standard for journalism education.

10 "Hooked"

A student-produced documentary on the scourge of heroin reaches more than 1 million Arizonans and earns the school prestigious awards, including its first Alfred I. duPont-Columbia Award.

16 Cronkite News

The school adds professional programs in digital production, business reporting and bilingual reporting and creates a converged newsroom with an emphasis on innovation.

27 Carnegie-Knight News21

The sixth national Carnegie-Knight News21 project, on changing laws and attitudes about marijuana, breaks new ground in data analysis and visual storytelling.

29 Sports Journalism

Cronkite becomes the first major journalism school in the country to offer bachelor's and master's degrees in sports journalism, attracting a cadre of enthusiastic students.

43 Student Awards

Cronkite students compete successfully against professionals and other students, taking home awards ranging from a Student Edward R. Murrow Award to a fourth consecutive national championship in the Hearst Journalism Awards.

56 New Scholarships

Scholarships, created by friends and faculty of the Cronkite School, support high-achieving students who need help financing their college education.

departments

- ▶ 2 Letter from the Dean
- ▶ 3 Letter from the President
- ▶ 16 Professional Programs
- ▶ 29 Sports Journalism
- ▶ 42 Our Students
- ▶ 56 Scholarships



Cover: "Hooked: Tracking Heroin's Hold on Arizona," produced by Cronkite students and faculty, aired on all TV stations in Arizona, reaching more than 1 million people. The 30-minute documentary covers Arizona's growing heroin epidemic. Photo by Sean Logan

74 Global Outreach

The school sends students to Nicaragua to report abroad and delivers ASU's first massive online course (MOOC).

83 The Cronkite Award

Robin Roberts of ABC's "Good Morning America" accepts the 31st annual Walter Cronkite Award for Excellence in Journalism.

105-113 New Faculty

Nine new faculty members join the school, bringing the number of full-time faculty to more than double what it was 10 years ago.

120 In Memoriam

Longtime Cronkite Professor Edward J. Sylvester dies, leaving a legacy of accomplishments in and out of the classroom.

123 Alumni Innovation Grant

Cronkite alumni take advantage of a new Knight-Cronkite alumni grant to pursue innovative projects in their newsrooms.

- ▶ 63 Outreach
- ▶ 74 Global Programs
- ▶ 82 Our Events
- ▶ 104 Our People
- ▶ 122 Our Alumni
- ▶ 136 Growing the Cronkite School

Cronkite Documentary Shows the Power of the ‘Teaching Hospital’

Every day in the digital newsrooms and laboratories of the Cronkite School, the future of journalism is on display. Immensely talented, creative and dedicated young women and men from around the country – seeking to be the next generation of great communication professionals – work side-by-side with some of the media industry’s top professionals. They are not just learning from the best in cutting-edge immersive learning environments, but they are experimenting with different forms of storytelling and, significantly, providing critical news, information and community engagement to the region.

Our journalistic “teaching hospital” can be seen through Cronkite News, with its multimedia correspondents stationed everywhere from the Statehouse and athletic venues across Arizona and Southern California to the U.S.-Mexico border and even the halls of Congress. It can be viewed through the virtual reality creations of the New Media Innovation and Entrepreneurship Lab and the strategic communications campaigns created for Valley companies and nonprofits by the Public Relations Lab. It can even be seen at home, with a daily newscast that reaches nearly 2 million households on Arizona PBS.

But the power of the teaching hospital – its immersive learning, innovations, community engagement and ability to provide important news and information to Arizonans – has never been better demonstrated than through “Hooked,” the

schoolwide project exploring the growing dangers of heroin.

Under the extraordinary guidance of eight Cronkite professors led by Jacquee Petchel, a Pulitzer Prize-winning journalist and Cronkite alumna ('80), more than 70 students uncovered the perils of heroin across Arizona and created digital stories, informational graphics, a documentary and even a tablet app on the history of heroin.

In an unprecedented partnership with the Arizona Broadcasters Association, the 30-minute Cronkite documentary, “Hooked: Tracking Heroin’s Hold on Arizona,” was simulcast on all 33 TV stations in Arizona and 93 radio stations. More than 1 million Arizonans watched the broadcast live, making it one of the highest rated TV shows of the year. And hundreds of viewers called in to an ABA phone bank to gain information and resources on the deadly drug.

“Hooked” went on to win the Governors’ Award, the five-state Rocky Mountain region’s top Emmy Award. And in January, Petchel and her students joined an elite group of 16 news organizations (including the “60 Minutes” team from CBS News and PBS’s “Frontline”) to accept an Alfred I. duPont-Columbia Award, often referred to as broadcast journalism’s Pulitzer Prize.

Bright and passionate young *student* journalists, working with inspiring professors, together created one of the nation’s most important journalistic works, showing that there are simply no limits to what Cronkite students and faculty can accomplish.



Photo by Sean Logan



‘Hooked’ Documentary Represents Principal Missions of ASU Charter



When this year’s Alfred I. duPont-Columbia Awards – the broadcast version of the Pulitzer Prizes – were announced, the list rolled off several expected names from powerhouse national news enterprises: “60 Minutes” on CBS, ABC News, “Frontline” on PBS ... and, then, the Walter Cronkite School of Journalism and Mass Communication at Arizona State University.

A team of ASU students and their advisers had elbowed into the arena of investigative journalism, pitted against the most distinguished professionals in the field. They beat many of them and equaled the best. Their documentary, “Hooked,” chronicled in HD-detail how heroin has infested Arizona’s communities.

Cue the underdog story from which we draw a moment of inspiration, but this is not the rare, perfect season – “Hoosiers” of the Fourth Estate. The Cronkite School’s success grows out of the principal missions of our charter. ASU’s drive to expand access to education has enabled us to attract high-caliber students

And, as always, we are looking toward our next advances. In the past year, we have hired the greatest single influx of teaching talent in our school’s history. Eric Newton, who designed the Newseum in Washington before helping to advance the digital news landscape as a senior executive at the John S. and James L. Knight Foundation, joined Cronkite as our first Innovation Chief. Alfredo Corchado, the award-winning Mexico City bureau chief of the Dallas Morning News, and Angela Kocherga, the only TV correspondent regularly covering the U.S.-Mexico border, came on board to lead the borderlands team at Cronkite News and teach our first bilingual journalism classes. Kevin Dale, a top editor and digital

The duPont Award put at center stage all of the elements that have built ASU into a world-class research university that has drawn national recognition for innovation.

innovator at The Denver Post, became our first executive editor of the fast-expanding Cronkite News team, working with two new CN editors – former 12 News Managing Editor Heather Dunn and Christina Leonard, an accomplished editor at The Arizona Republic. Sada Reed is a bright young scholar who is helping advance our burgeoning sports journalism program.

Sadly, we also suffered a great loss with the passing of our longtime friend and colleague, Ed Sylvester. Professor Sylvester was a cornerstone of Cronkite even before there was a Cronkite School, guiding hundreds of aspiring young journalists in the intricacies of reporting, writing, editing and his specialty, medical journalism. Ed will be greatly missed, but his legacy will live on through four decades of Cronkite students who took his classes as well as future students through a new endowed scholarship established in his honor.

This year, we are looking forward to celebrating the 100th birthday of our mentor and namesake, Walter Cronkite. Stay tuned for exciting new programs throughout the year to commemorate Walter and his school. ■

Christopher Callahan
Dean, University Vice Provost and Arizona PBS CEO

and faculty and develop the top-flight programs and research that is thriving at Cronkite and ASU’s other colleges and schools. “Hooked” also embraces the responsibility that the university has assumed for the social, economic and overall health of the communities around us.

The duPont Award put at center stage all of the elements that have built ASU into a world-class research university that has drawn national recognition for innovation. A core component of the model we built for the New American University is trying new approaches, creating new paths. The Cronkite School’s “teaching hospital” approach veered from the traditional journalism school curriculum, as did the ambitious acquisition of the Phoenix-based PBS station, Arizona PBS.

The results emerge in the recognition that our students and faculty received at a ceremony in New York and in the impact their work will have in tackling an insidious challenge on the streets of Arizona’s cities and small towns.

To the Cronkite School and the “Hooked” team, we say congratulations, thank you, and, as they say in the newsroom: What do you have for tomorrow? ■

ASU President Michael M. Crow

Walter Cronkite School of Journalism
Eight/KAET - Arizona PBS
ASU

Photo by Tim Trumble

In 2005, the trajectory of the Cronkite School changed dramatically.

ASU President Michael M. Crow made Cronkite an independent college within ASU and set in motion plans to make it a centerpiece of the new Downtown Phoenix campus.

ten years later

Today the school is widely considered one of the best in the country, offering a “teaching hospital” model of journalism education that provides critical news coverage to the region and serves as a test bed for innovation and experimentation for an industry in transition.

2005-2015

University's financial investment in the school **tripled**

Fundraising increased nearly **2,000 percent**

Full-time professors **grew from 20 to 47**

Out-of-state students **tripled**

Diversity in the study body **grew to 31 percent**

Immersive professional programs **grew to 12**



www.asufoundation.org/Cronkite

#WeSupportCronkite





ViewpointsSaturday

REACH US || PHIL BOAS, EDITORIAL DIRECTOR, PHIL.BOAS@ARIZONAREPUBLIC.COM || OPINIONS.AZCENTRAL.COM

ASU's Cronkite is the gold standard for journalism

The Cronkite School celebrates 10 years of cutting-edge education

By Christopher Callahan

The journalism school at Arizona State University has proudly carried the name of Walter Cronkite since 1984, when a group of Valley media leaders convinced the former CBS News anchor to lend his considerable reputation and household name to a program little known outside of the region.

Over the next 15 years, the Walter Cronkite School of Journalism and Mass Communication built a solid foundation for professional journalism education by embracing the iconic name — and values — of its namesake. But the school failed to reach the top echelon of major journalism programs, despite repeated efforts by then-Director Douglas A. Anderson, media executives and Cronkite himself to make it an independent college.

Anderson left in 1999 to become dean at Penn State, and by the summer of 2005, the school was struggling. Cronkite had four leaders within half-a-dozen years. Only 20 full-time professors taught more than 2,000 students. The school was shoe-horned into an aging and decidedly low-tech building. Arizona's main PBS station was located next door, but there was little professional or academic

connectivity. A modest university budget received little bolstering from private donations. The school even had a scare with its once-every-six-year national review, needing a reversal of a preliminary recommendation of provisional accreditation.

But President Michael M. Crow saw great possibilities. Early in his presidency, he put the program on a trajectory to create a robust, innovative and world-class journalism school for the digital age. Encouraged and supported by the former CBS anchor, industry leaders and then-Regent Donald Ulrich, Crow made the Cronkite School an independent college within ASU and set in motion plans to make it a centerpiece of his newly envisioned Downtown Phoenix campus.

That was 10 years ago. Today, Cronkite is heralded nationally by news leaders and journalism educators alike as one of the best (some say the best) and most innovative journalism schools in the country, unabashedly embracing the digital age and an innovative, entrepreneurial mindset while refocusing on the "Cronkite values" of traditional journalism — accuracy, objectivity, fairness and integrity.

Cronkite now has nearly 50 full-time professors — many fresh-from-the-newsroom industry leaders and award-winning journalists and communication professionals. More than half of the new cohorts of freshmen are from out of state, and a third of them are honors students — nearly triple the percentage from a decade earlier. More than 37 percent of the student

body is made up of students of color, also a dramatic increase. The school's freshman retention rate, which had been below the ASU average, now leads the university at more than 90 percent. The four-year graduation rate, meanwhile, has nearly doubled. Regional and national employers regularly visit the school to recruit the best and brightest.

Cronkite students dominate national student journalism competitions and have the nation's best record in the Society of Professional Journalists' Mark of Excellence Awards over the past 10 years, finishing first in eight of those years. Students now are even competing

"Cronkite has become the gold standard of journalism education in America."

— Clark Bell, journalism program director, Robert R. McCormick Foundation

in contests for professionals. They have won professional honors for a 30-minute special on the scourge of heroin that was simulcast on every Arizona TV station and for Carnegie-Knight News21, the multi-university investigative team based at ASU and led by Pulitzer Prize winner (and Cronkite grad) Jacquee Petchel and longtime Washington Post Executive

Then and Now

Geographic Distribution of Students

2006	34.3% Out-of-State
Today	58.2% Out-of-State

Barrett, the Honors College

2005-06	9% Cronkite
Today	32% Cronkite

Full-Time Faculty

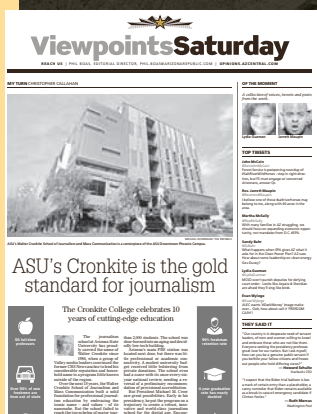
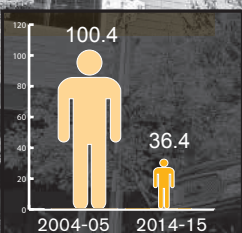
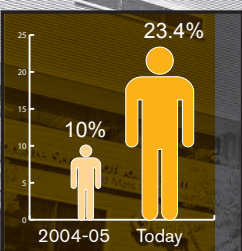
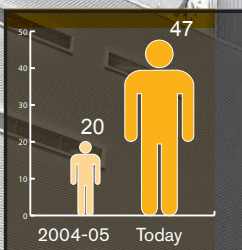
2004-05	20
Today	47

Diversity of Full-Time Faculty

2004-05	10%
Today	23.4%

Student-Faculty Ratios

2004-05	100.4
Today	36.4



Editor Leonard Downie Jr.

A tripling of the university's financial investment in Cronkite over the past decade has been coupled with more than \$50 million in fundraising. Fourteen of the school's 15 gifts of at least \$1 million have come in the past 10 years, and overall fundraising has increased nearly 2,000 percent since the period prior to independence — nearly matching the university's investment dollar-for-dollar.

The new resources have led to dramatic growth and the creation of the school's signature — a series of intensive professional newsrooms and laboratories. The design is analogous to a teaching hospital in medical education, with immersive learning environments for students that simultaneously provide an important service for the community — in this case, news and information — as well as a place to experiment in real time with new ideas.

All of this is occurring in a state-of-the-art media complex — the envy of many major media organizations, let alone other universities — that is a cornerstone of the new Downtown Phoenix campus in the heart of the nation's sixth-largest city.

"If you want to see the power of shifting mindsets in journalism education, look toward the Cronkite School," Kathleen Bartzen Culver wrote in a recent edition of MediaShift. "In the last decade of teaching within and observing the often fraught and bedraggled world of media instruction, I've seen no single program as ascendant as ASU. ... (Cronkite) has spent the last 10 years amassing stunning resources, leading talent and novel programs in service of students."

Clark Bell, until recently the longtime head of journalism initiatives at the Robert R. McCormick Foundation, one of the discipline's leading funders, said simply: "Cronkite has become the gold standard of journalism education in America."

Despite the transformation and dramatic growth, we believe we are just getting started. And our goal is not just to change journalism education but journalism itself in the process.

Cronkite News, with 15 full-time editor/professors, a team of more than 120

advanced journalism students and news bureaus in Phoenix, Los Angeles and Washington, today is the second-largest news organization in Arizona. With the recent acquisition of Arizona PBS, the largest media outlet operated by a journalism school in the world, the Cronkite News daily newscast reaches 1.9 million households, while mobile and social media platforms engage news consumers digitally.

The immersive learning environments of Cronkite News give ASU students a powerful advantage in a highly competitive media marketplace. But in keeping with the mission of our regionally embedded, globally engaged university, this journalistic "teaching hospital" does much more. It provides critical news coverage on issues such as the region's economy, business, law, race and justice, education, science and technology, and sustainability, providing an important service to our state and its citizenry. And it serves as a national test bed for bold news experimentation and innovation, serving a news industry that is struggling, but one that remains essential to our democracy. ■

A version of this story originally appeared in The Arizona Republic on Aug. 8, 2015.

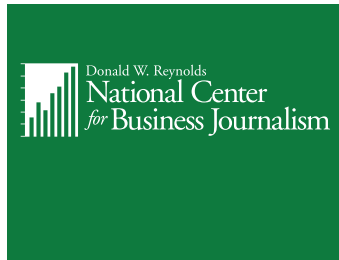
10 Years

of Setting the Standard in Journalism Education



2005

President Michael M. Crow makes the Cronkite School an independent unit at ASU. Christopher Callahan of the University of Maryland joins the school as the founding dean.



2006

Six new faculty members join Cronkite, the largest infusion of teaching talent in school history. Voters approve plans that pave the way for a new \$71 million building for the Cronkite School and Arizona PBS. Cronkite receives its largest gift to date — \$3.5 million — to bring the Donald W. Reynolds National Center for Business Journalism to ASU. The school launches the New Media Innovation Lab. The Ethics and Excellence in Journalism Foundation establishes the Gaylord Visiting Professorship.

2007

Walter Cronkite breaks ground in downtown Phoenix for the new six-story building. The school launches Cronkite News Service, an intensive professional program in which advanced journalism students provide newspaper, TV and multimedia stories daily to professional news outlets across the state. The Knight Foundation gives a major grant to create the nation's first program focused on digital journalism entrepreneurship. Cronkite students finish first nationally in the Hearst and Society of Professional Journalists awards.



2008

The Cronkite School moves into a new state-of-the-art journalism education complex in downtown Phoenix. The Carnegie Corporation and the Knight Foundation announce that Cronkite is the new national headquarters of News21, a \$7.5 million experimental digital media program. A \$5.3 million gift from the Reynolds Foundation expands the work of the Reynolds Center and creates a new endowed chair.

2009

Washington Post Executive Editor Leonard Downie Jr. joins the faculty. The New York Times features the Cronkite School and its focus on innovation, entrepreneurship and the digital future. Cronkite students finish first nationally in both the Hearst and SPJ awards and win their first Robert F. Kennedy Journalism Award. Walter Cronkite dies at age 92.



2010

The Cronkite School becomes home to the U.S. State Department's Hubert H. Humphrey Fellowship program for international journalists. The school launches Cronkite Global Initiatives to operate its expanding international programs. Students finish first nationally in the SPJ Mark of Excellence competition for a fifth consecutive year and win their second RFK Award. Arizona PBS begins airing Cronkite NewsWatch daily.



2011

Knight Foundation and Carnegie Corporation extend News21 for the next 10 years and base it exclusively at the Cronkite School. Cronkite News Service opens a news bureau in Washington. Callahan is named vice provost of ASU's Downtown Phoenix campus. Cronkite launches a program to cover Major League Baseball spring training. Cronkite students finish in the top 10 of the Hearst Journalism Awards for the 10th consecutive year.

2012

The Reynolds Foundation awards Cronkite grants totaling \$8.21 million — the school's largest gift ever — to expand the Reynolds Center and create a second endowed chair in business journalism. Cronkite Day, the first large-scale alumni celebration, launches. Students win their third RFK Journalism Award in four years. A Cronkite team covers the Summer Olympics in London. The school wins ASU's first Institutional Inclusion Award for diversity efforts.



2013

Dow Jones News Fund establishes a digital training program at Cronkite. Carnegie-Knight News21 wins a second consecutive EPPY Award and its first NABJ Award for Excellence in digital journalism. The school launches a fully online degree in media studies. Hall of Fame alumna and Pulitzer Prize winner Jacquee Petchel returns to ASU to direct News21.

2014

Arizona PBS becomes part of Cronkite, making it the largest media outlet operated by a journalism school in the world. Professional programs unite under Cronkite News to create the second-largest daily news organization in Arizona. Cronkite News opens sports bureaus in Los Angeles and Phoenix. Cronkite partners with American Public Media and the Knight Foundation to create a division of the Public Insight Network.



2015

Cronkite documentary on heroin is simulcast statewide, reaching 1 million viewers. A grant from the Reynolds Foundation creates a business reporting bureau. A Cronkite student wins the first-ever Student Edward R. Murrow Award. Knight Foundation executive Eric Newton joins Cronkite as the school's first innovation chief. Dual degree programs are launched with Law, Engineering, Sustainability and other ASU colleges.

A Cronkite School documentary on the epidemic of heroin in Arizona won a 2015 Alfred I. duPont-Columbia Award, which recognizes the very best broadcast journalism produced nationally.

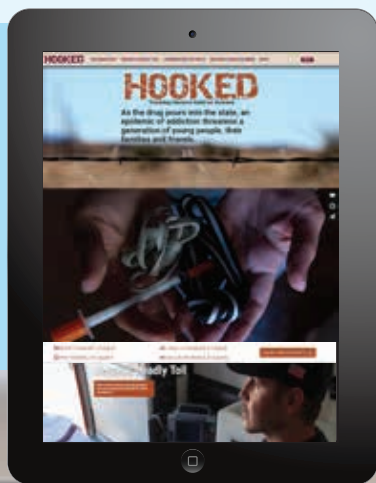
The win marks just the third time in the history of the duPont Awards that a Phoenix-based news operation has received the honor. Other duPont Award winners for the year included ABC News, “Frontline” on PBS and “60 Minutes” on CBS as well as WBEZ and “This American Life” for the “Serial” podcast.

‘Hooked’

“Hooked: Tracking Heroin’s Hold on Arizona,” a 30-minute documentary created in association with the Arizona Broadcasters Association, also received top professional honors at the regional Rocky Mountain Emmy Awards. It won an Emmy in the category of “Societal Concerns — Program/Special” and the Governors’ Award, marking the first time a journalism school has won these honors, typically reserved for professional media organizations.

Editor & Publisher magazine recognized the documentary with a prestigious EPPY Award for “Best College/University Investigative or Documentary Feature,” the fourth consecutive EPPY win for the Cronkite School.





hookedaz.cronkitenewsonline.com

All Arizona TV Stations Broadcast Cronkite Documentary on Heroin

On Jan. 13, 2015, more than 1 million Arizonans tuned in to television and radio stations across the state to experience a documentary produced by more than 70 students and eight faculty members at the Cronkite School.

“Hooked: Tracking Heroin’s Hold on Arizona,” an investigative report by the Cronkite School in association with the Arizona Broadcasters Association, examined the growing perils of heroin and opioid use in Arizona.

The 30-minute documentary aired on all 33 broadcast TV stations in Phoenix, Tucson, Prescott and Yuma and 93 radio stations throughout the state. “Hooked” traces the rise of heroin use and its impact on Arizonans through the stories of addicts struggling with sobriety, families grappling for solace and law enforcement officials battling on the front lines.

Cronkite News reporters
reflect on project, moments,
lessons learned

[hookedaz.cronkitenewsonline.com/
about](http://hookedaz.cronkitenewsonline.com/about)





“The scourge of heroin and opioid addiction is killing hundreds of Arizonans, and the growing problem is reaching epidemic levels. Broadcast stations are fiercely competitive, but our industry leaders bonded together on this public danger in order to save lives.” — Art Brooks, president and CEO, Arizona Broadcasters Association



Above: Marcia Armendariz, a supervisor in the Public Affairs Office of Customs and Border Protection, watches as cars pass through the Nogales port of entry. Photo by Emilie Eaton
Right: Jeff and Jamie Guthrie draw on their experience as former heroin users to help others through recovery. Photo by Brittany Ducksworth



Clockwise from top: Volunteers at an ABA-sponsored call center raise their hands when asked if heroin has affected their lives. Photo by Johanna Huckeba. A volunteer tells call center workers they are making a difference. Photo by Lauren Loftus. Tempe Fire Department emergency medical technician Gabe Ulibarri recounts responding to overdose cases. Photo by Lauren Loftus. Logan Spude (right) died of a heroin overdose after repeated relapses. He is pictured with his mother Barbara. Photo courtesy of Barbara Spude. Janece, the mother of a heroin addict, talks to student reporters about the devastating effects of the drug. Photo by Imelda Mejia

"The idea was to provoke thought and engage conversation," said Cronkite Professor of Practice Jacquée Petchel, a Pulitzer Prize-winning investigative journalist, who oversaw the investigation. "If there's anything a public university should be doing in large order, it's public service."

On the day the documentary aired, 100 recovery counselors answered 438 calls from an ABA-sponsored call center in the Cronkite School for assistance on heroin and opioid addiction. Counselors spent a total of 38 hours and 20 minutes on the phones.

Reporting on the project started early in the fall 2014 semester as students examined heroin's path from the U.S.-Mexico border to the communities impacted across the state. Cronkite student Erin Patrick O'Connor, who directed the documentary, said it also illustrates the toll heroin addiction takes on families.

"The big takeaway for me was just how fast this addiction moves and what it does to the user," O'Connor said. "It completely turns them into a fiend. All they're thinking about is: 'How can I get money to pay for my next fix?'"

In the documentary, one recovering

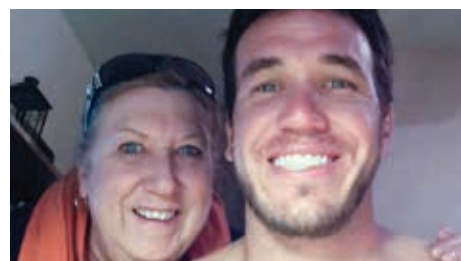
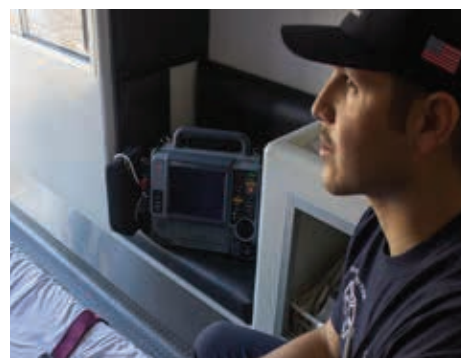
heroin addict says the drug is the worst thing that has ever happened to her. "I would not wish this upon my worst enemy," she said. "It is the hardest, most challenging thing I had ever had to deal with, and it is literally like the devil."

"Hooked" tapped into the full resources of the Cronkite School with students and faculty from numerous professional programs contributing to the project.

Students in the Cronkite News – Phoenix Bureau produced a series of multimedia stories on heroin for the documentary's website. The Cronkite Public Insight Network Bureau worked to locate sources. In the New Media Innovation and Entrepreneurship Lab, students created a tablet app on the history of heroin. The Cronkite Public Relations Lab also produced a strategic communications plan for the documentary.

Pulitzer Prize-winner Steve Doig, Cronkite's Knight Chair in Journalism, led a team of students who analyzed data on more than 10 million Arizona hospital emergency room cases, including more than 2,000 heroin overdoses, as well as census demographics to pinpoint the patterns and hot spots of heroin abuse.

The idea to produce a report on heroin



in Arizona was the brainchild of ABA President and CEO Art Brooks. It started in 2013 after Brooks heard a story from a friend about a family who lost their child to heroin. After researching the epidemic, Brooks approached Cronkite Dean Christopher Callahan with the idea for a statewide broadcast created by Cronkite students.

"The scourge of heroin and opioid addiction is killing hundreds of Arizonans, and the growing problem is reaching epidemic levels," Brooks said. "Broadcast stations are fiercely competitive, but our industry leaders bonded together on this public danger in order to save lives."

On the night of the broadcast, hundreds of ASU students gathered at the Cronkite School, the Herberger Institute for Design and the Arts and the Sandra Day O'Connor College of Law to watch "Hooked." At the Cronkite School, Petchel and students who worked on the project participated in a panel discussion following the screening.

In the Phoenix market, "Hooked" was the week's highest-rated program with twice the number of viewers as the CBS crime drama NCIS, the regular weekly ratings frontrunner. The "Hooked" ratings were nearly half of the Phoenix viewing audience of the 2014 Super Bowl.

Callahan said the documentary marks the beginning of heroin coverage in Arizona.

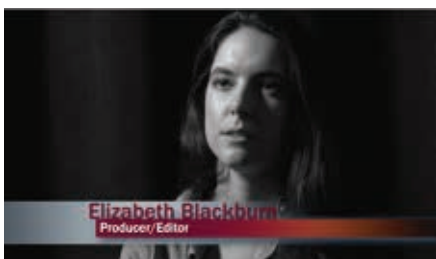
"The media typically have a short attention span when it comes to covering issues of importance," Callahan said. "We are not walking away from this problem, which is killing hundreds of Arizonans every year. Our students will continue to report this public danger on Cronkite News." ■



Cronkite student Erin Patrick O'Connor (top photo and above) and student Sandy Balazic (above right) conduct interviews for the heroin documentary. Photos by Dominick DiFurio

TreNesha Striggles contributed to this story.

Cronkite News reporters reflect on project, moments, lessons learned hookedaz.cronkitenewsonline.com/about



HOOKED

DOCUMENTARY HEROIN'S DEADLY TOLL COMMUNITIES IN CRISIS ARIZONA'S DRUG DILEMMA DATA

Heroin's Deadly Toll

More Arizona teens and young adults are now using heroin and all the other medications.

Road to Arizona: Heroin trafficking impacts communities
Addicts see heroin as an alternative to costly pain pills, making it a profitable prize for smugglers.

Many young addicts started using in their teens and 20s
Users tell Cronkite News they didn't care about family, jobs or school. Only their next fix.

Arizona officials say overdose deaths on the rise at startling rate
The Centers for Disease Control also reported a nationwide increase last year from 2,879 in 2011 to 3,625 in 2012.

Heroin love affair: A couple fights addiction on a daily basis
They met after getting clean two years ago, but repeated relapses threaten their lives and future.

Watch HookedAZ in English
Listen to HookedAZ in Spanish
View HookedAZ in Spanish
More about HookedAZ

Communities in Crisis

Heroin has spread its claws to nearly every Arizona city.

Tucson: Proximity to border makes the city an epicenter for
Chandler: A look inside the operations of a family heroin drug cell
Wintaps and confidential informants allowed law enforcement to build a criminal case against a family that was trafficking and selling heroin in Chandler and other East Valley communities, where the drug's use has continued to escalate.

Prescott: Locals call it 'everybody's hometown' but it's also
Sponsors can be key for those seeking to break heroin's grip
Ending heroin addiction usually can't be done alone, as nearly all addicts wind up using again. In 12-step programs, former users serving as sponsors guide addicts to recovery. Hear from three former heroin addicts who now are sponsors.

Yuma: A city where the promise of drugs is a given and a strong
Glendale: For addicts and parents, first steps are key to breaking the grip of heroin
Breaking a heroin addiction affects both users and their friends and families. But what next? And what are the first steps for family and friends?

West Valley: For parents, a child's struggle with heroin

Arizona's Drug Dilemma

Repeated relapses are reality for recovering heroin addicts.

First responders, hospitals on front lines of Arizona's heroin crisis
Slaying a dragon: Successful treatment often eludes young users
A new generation of heroin addicts has emerged. They are young, white and suburban. But the hallmarks of youth, their risk taking and impulsive behavior, do not lend themselves to treatment.

Frequent problem: Over-prescribing of painkillers commonly leads to addiction

Effects of heroin on the body and mind
This visualization by Cronkite's News Media Innovation Lab takes

Your body on heroin: Addicts call heroin the most euphoric of drugs.
The conversation: When, how to talk with kids about heroin, other drugs
For parents, it's never too early to begin talking with children about heroin and other drugs. Explore where and how to have these conversations in this video. USA with experts from NIDA and DrugFreeAZKids.org.

Data

Heroin overdoses by the numbers.

Heroin overdoses: By the numbers
The data presented is drawn from a Cronkite News analysis of public records from the 2009-2013 Arizona Hospital Discharge Data Set, gathered by the Bureau of Public Health Statistics, Arizona Department of Health Services.

Graphic novel
Download a graphic novel on the history of heroin prepared by Cronkite's News Media Innovation Lab. It will be useful for teachers. It is available on the iTunes App Store.

HOOKED resource guide
Resources and places to go for help for addicts and families.

Watch "Hooked: Tracking Heroin's Hold on Arizona."

Experience the documentary and interactive stories on heroin produced by Cronkite students and faculty at **hookedaz.cronkitenewsonline.com.**



The Cronkite School's professional programs are now part of a single news operation, with students working in converged newsrooms across platforms.

Cronkite News brings together what were formerly largely independent news operations into a single unit under the Arizona PBS umbrella. Students are assigned to topic areas, reporting and producing content for both digital and broadcast.

And with the addition of new programs that focus on business reporting and coverage of Latino and border issues, students now can choose from 12 different professional program experiences, ranging from reporting and producing to audience engagement and innovation.

professional programs

Cronkite Dean and University Vice Provost Christopher Callahan said the transformation of Cronkite News represents a major step for the school.

"We want to be a place that will produce the future journalists and newsroom leaders for a fast-changing, digitally focused news industry and build a new and highly differentiated model for journalism education in the 21st century," he said.

"As a multiplatform daily news operation, Cronkite News is designed for deep learning, experimentation, innovation and service to the community. It will serve as an incubator for the creation of unique and quality journalism models for the news industry."

Arizona PBS Weekday News Lineup

BBC World News America provides up-to-the-minute news that goes beyond the headlines with in-depth reports on the major international stories of the day. **4:30 p.m.**

Cronkite News features breaking news and enterprise reports and investigations by Cronkite students across the state and from Cronkite's Washington bureau, focusing on critical public policy stories impacting the region. **5 p.m.**

Arizona Horizon with host Ted Simons features in-depth interviews with Arizona newsmakers on current topics. **5:30 p.m.**

PBS NewsHour with anchors Judy Woodruff and Gwen Ifill offers in-depth and nuanced national news coverage that has made it one of the nation's most trusted and respected news programs for nearly 40 years. **6 p.m.**

Background: Student Kody Acevedo operates the camera for a newscast with anchors Tara Molina and Dominic DiFurio. Photo courtesy of ASU News

Cronkite News – Broadcast

The Cronkite News student-produced newscast is now available in 1.9 million homes in Arizona, a reach of unprecedented size for a student broadcast.

With a 5 p.m. time slot on Arizona PBS's main channel, the newscast airs in the 12th largest media market in the country and is one of the only collegiate productions in a prime-time slot.

The newscast is highly differentiated from other local newscasts, said Assistant Dean Mark Lodato, who also serves as the associate general manager for innovation and design for Arizona PBS. Students focus on public affairs reporting and other under-reported topics, such as sustainability, education and technology. Their reporting takes them from northern Arizona reservations to the U.S.-Mexico border. The newscast also features daily live reports from the school's Washington news bureau.

"Our mission is two-fold," Lodato said. "Certainly we want to provide our students with a top-tier experience and help them master the journalism skills they need to succeed in the industry. At the same time, we're doing our very best to provide news consumers with a product they're not going to find anywhere else."

The newscast is finding an audience on air and on the Web, and students review analytics daily to better understand and serve viewers, Lodato said.

In addition to the weeknight newscast, student packages are distributed to television outlets across the state and are featured on cronkitenews.azpbs.org, the regional news website of Arizona PBS.

Students with Spanish-language skills also have the opportunity to produce a



Cronkite News reporter Thuy Lan Nguyen interviews Rep. John Kavanagh, R-Ariz., on election night. Photo by Zachary Joseph Hillenbrand

Spanish-language newscast, Cronkite News en Español, which airs on Channel 35, a digital channel operated by Phoenix Univision, as well as Cox Cable's Channel 54 and DIRECTV Channel 13.

The Cronkite News broadcast, formerly known as NewsWatch, has come a long way since 2006, when it was a 30-minute taped show focused on campus news. It is now a fully immersive experience, with students working across platforms at least two full days a week under the guidance of a half-a-dozen experienced professionals.

While student reporters dig for stories and anchors prepare for the bright lights, producers and directors behind the scenes make sure things run smoothly. The end result is one of the top collegiate newscasts in the country. Cronkite News is regularly recognized as the best student newscast in the country, winning accolades from the Emmy Foundation, the Broadcast Education Association and the Society of Professional Journalists. For the past four consecutive years, a Cronkite student has won the national television championship at the prestigious Hearst Journalism Awards.

Students leave their semester at Cronkite News with rich portfolios and a deep understanding of what it takes to produce a quality newscast, said recent Cronkite graduate Ryan Hill.

"We want to get out there and put Cronkite's name on the map," Hill said. "Without Cronkite News, I wouldn't be mildly prepared to enter a newsroom. Actually getting your hands dirty and living by the clock ... nothing prepares you like this." ■

Eric Smith contributed to this report.

Cronkite News can be seen at 5 p.m. Monday through Friday on Arizona PBS channel 8.1 (Cox/CenturyLink Prism channel 1008) during the school semester. It also can be seen on YouTube at www.youtube.com/user/CronkiteNewsWatch, where archives are available.



Cronkite News – Phoenix Reporting

Don't make assumptions. Take on challenging projects. Embrace new experiences.

These are the lessons Emily Mahoney said she learned as a multimedia reporter for Cronkite News.

Mahoney spent the spring 2015 semester covering the Arizona Legislature, the U.S.-Mexico border and public affairs issues. She wrote about notarios who defraud immigrants, legislation that would let Arizonans avoid automated phone calls for political candidates and causes, and a federal program that allows local law enforcement agencies to seize money and property from people suspected of crimes.

Mahoney said she's proudest of the latter story, which required weeks of digging through police records. She learned that state law enforcement agencies have spent more than \$57 million since 2008 with proceeds from the federal Equitable Sharing Program. While some police agencies bought computers, vehicles and communications equipment, others spent money on things that have nothing to do with policing.

Mahoney and other students in the Phoenix reporting bureau spend two to four days a week covering breaking news and developing enterprise stories under the guidance of Professor of Practice Steve Elliott, who was with The Associated Press for 19 years before joining the Cronkite School in 2006.

The students are based in a state-of-the-art newsroom on the sixth floor of the school and fan out across the state to do their reporting. Their content appears on



Top left: Jordan Young works on a story in the newsroom. Above: Assistant Dean Mark Lodato, Assistant News Director Melanie Asp Alvarez, Television Production Manager Jim Jacoby and Production Manager Brian Snyder look over student Shannon Scharrer's work. Left: Cronkite News Director Steve Elliott leads a news meeting with Harmony Huskinson and other students.

the Cronkite News website and is featured in the daily newscast, which is broadcast across the state on Arizona PBS. In addition, their stories are distributed free of charge to media outlets around the state.

Cronkite junior Agnel Philip, who also reported for Cronkite News in the spring semester, said he enjoyed the multi-platform nature of the newsroom, with students producing the broadcast working side by side with students producing the website. "We collaborate a lot," he said. "There's a lot of back and forth when we're working on stories."

Students also said they appreciate the opportunity to gain professional experience reporting in a major market. And in the process, they said, they learn a lot, not only about journalism, but also about the state they live in. That was true even for Mahoney, an Arizona native.

"I've learned so much about the community around me," she said. "I've gone out and explored areas that have been near me my whole life but that I had never really taken advantage of." ■

Eric Smith contributed to this report.

Cronkite News – Washington Bureau

Miranda Leo knew she would be reporting stories on major national issues when she signed up for the Cronkite News – Washington Bureau. What she didn't know was that it would happen on her very first day on the job.

She had barely arrived in Washington in early January 2015 when her bureau director, Steve Crane, sent her and two fellow student reporters to cover Supreme Court arguments in a church's challenge to the town of Gilbert's sign ordinance. The students reported from inside the court and shot photos and video in the cold rain so they could file a story that afternoon.

Leo said the experience was a good "test run" for the rest of the semester. "I had to get into the pace pretty quickly," she said. "It's definitely been rewarding."

Each semester, when a new crop of students arrives in the bureau, Crane makes it clear what he expects.

"You're going to do more than you thought you could do," he tells them. "We're going to push you very hard. But we haven't killed anybody yet. Everybody comes out in the end battle-tested and ready to go."

Students work full days in the bureau covering news in Washington that is of interest to readers and viewers back home in Arizona. In addition to covering the Supreme Court, students attend congressional hearings and track down members of the state's congressional delegation, report from events at the White House, attend rallies and news conferences and

follow federal agencies and actions that affect the Southwest.

D.C. bureau reporters have covered every State of the Union since 2011 as well as presidential nominating conventions and Pope Francis' historic visit to the U.S. They have profiled Arizona natives who are part of the solemn guard at the Tomb of the Unknowns and chronicled Arizonans on a hunger strike at the foot of the Capitol to urge congressional action on immigration reform.

And they do it all shoulder-to-shoulder and toe-to-toe with the pros. Cronkite reporters are credentialed by the congressional press galleries that accredit all media working in Washington.

Spring 2015 graduate Andrew Romanov said he learned a lot reporting for Cronkite News in Arizona, but going to D.C. "just



Cronkite News reporter Stephen Hicks conducts an interview in Washington. Photo by Lisa Helfert

takes it to a whole new level. To report from the Supreme Court and the White House and the Capitol — to see the government happen up close — is exciting ... You're always learning, and you have to think on your feet."

Romanov's stories ranged from emotional testimony by the uncle of a Valley man who was gunned down by an immigrant in this country illegally to a feature on the Arizona spa owner who uses tanks of tiny fish to give pedicures by nibbling clients' toes. In between, he reported on four Supreme Court cases, the continuing fight over immigration reform and plans to regulate drones in U.S. airspace.

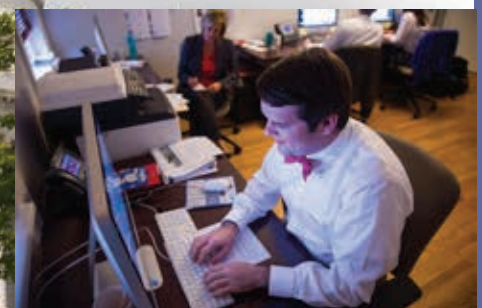
Crane said students develop not only reporting and writing skills over the course of a semester, but they learn to manage their time, make deadline and deal with sometimes difficult or reluctant sources. And they develop confidence that they can do the work of professional journalists.

"For all intents and purposes, these kids are professional reporters," he said. "They are competing against the pros (and) that should up your game right there. And when you go to that first job out of college, the bureau is a remarkable line to have on your resumé." ■

Eric Smith contributed to this report.



Above: Students Miranda Rivers and Justin McDuffie work out of the Washington newsroom. Right: Camaron Stevenson and Brittany Bade polish their stories. Far right: McDuffie races to meet deadline. Photos by Lisa Helfert



Cronkite News – Phoenix Sports

By Colton Dodgson

With four major sports teams, a Pac-12 university, two college bowl games, PGA and LPGA tournaments, NASCAR and spring training for half of the teams in Major League Baseball, there are plenty of sports to cover in Phoenix.

Add to that the 2015 Super Bowl, and students in the Phoenix sports bureau of Cronkite News had an action-packed year building their journalism skills.

The Phoenix sports bureau is a fully operational digital sports desk from which students cover sports in the heart of the nation's sixth largest city. Students work at least two full days a week producing sports-related video, photos and text for professional media outlets and Cronkite News, the news division of Arizona PBS.

During the spring semester, students pursuing sports journalism degrees report on MLB spring training for major metropolitan media organizations and national news outlets, including MLB.com, The Arizona Republic and The San Diego Union-Tribune. During the summer and fall semesters, they cover other professional and collegiate sports, including the Phoenix Suns, Arizona Coyotes and ASU football.

"I think the better question is: What aren't we doing?" said graduate student Kristin Kirby, who spent a semester in the bureau covering the Phoenix Suns as well as the PGA's Waste Management Phoenix Open.

But her favorite experience was the time she spent on the ASU men's basketball beat.

"I loved covering college students, and I think that the seniors, in particular, this season had such great stories, so I loved covering ASU men's basketball," she said.

Cronkite student Nick Krueger concentrated on spring training, covering a number of breaking news stories, including the Chicago Cubs hiring Manny Ramirez as a hitting consultant and the return of Ryan Braun to the Brewers. Krueger's



stories were featured on MLB.com.

"At the end of the day, you get access to all Valley sports," Krueger said. "And that's the access that's going to get you internships (and jobs)."

One of the highlights for Krueger came during Super Bowl XLIX, when he got a chance to fire a question at Patriots' head coach Bill Belichick during a press conference televised on ESPN.

"I asked my question and, sure enough, it got answered," Krueger said. "Then I went down to get my phone out and tweet something and I see all of my friends tweeting at me: 'Just heard your voice on ESPN.' I'd say that was pretty neat."

Krueger and his classmates also produced Super Bowl-related multimedia content for news organizations that included Sports Illustrated, NFL.com, azcentral.com and FOX Sports Arizona. Students produced more than 100 stories leading up to the Super Bowl, covered the spectacle that is Super Bowl Media Day and helped run NFL's social media command center.

The bureau is led by Brett Kurland, an Emmy-winning sports producer with 16 years of experience in the field.

"This is in every way an acting newsroom," Kurland said. "We want to do all we can to produce the best content for our clients, whether they are affiliated with Cronkite or they're an outside publication or station." ■



Clockwise from top left: Phoenix Sports Bureau Director Brett Kurland (far right) edits students' work. Students Andrew Mitchell and Avery Feyrer work in the second floor newsroom. Photos by Johanna Huckeba. Student Ross Dunham interviews Rusty Kuntz, first base coach for the Kansas City Royals. Photo by Brett Kurland

Background: Cronkite student Arianna Grainey shoots photos for the Pac-12 Network at the ASU vs. Notre Dame game. Photo courtesy of Vander Stoep, ASU News

Cronkite News — LA Sports

By Eric Smith

Lucas Robbins was on a mission. The minute the Cronkite senior heard the school was opening a sports reporting bureau in Los Angeles, he knew he had to be part of it.

Just a few months later, Robbins was in LA, producing video stories about professional sports teams for the Pac-12 Networks, MLB.com, USA Volleyball and various media outlets in Arizona.

Cronkite opened the LA bureau in the summer of 2014 at ASU's California Center, located less than a mile from the Santa Monica Pier. Students are guided by director Tom Feuer, a veteran broadcast journalist who served as executive producer of FOX Sports Net.

Feuer said most students who come to the bureau already have experience in broadcasting and a strong interest in sports. But they don't have a lot of sports broadcasting experience. The bureau gives them the opportunity to expand their shooting, editing and producing skills in a sports context.

"It is my firm belief that when they walk out of this program, they'll be able to work in just about any place and any environment," Feuer said.

Robbins said he had to learn quickly. "It's just a different way of thinking," he said. "A lot of this stuff you have to do on your own ...

find the story, shoot the story, edit it and then deliver it. I'm a one-man band. But I've realized that being at the bureau is going to be pretty close to my first job."

Cronkite student Josh Frons, who spent the spring 2015 semester in the bureau, said students are too busy to spend much time at the nearby beach.

"I usually come in in the morning and have a quick meeting with Tom," he said. "I usually know what needs to be done unless there's a last-minute shoot. But I'm always creating content and stories."

Robbins recommends the experience to any student serious about a career in sports journalism. "We have an opportunity to work in the second-biggest market in the country," he said. "There's really no excuse to not come out here and try something new and hone your skills." ■



Student Allison Gargaro shoots a NASCAR press conference. Photo by Brian Snyder

Cronkite News – Digital Production Bureau

In the Cronkite News – Digital Production Bureau, students develop infographics, edit video, post stories, track audience analytics and engage with audiences on social media — sometimes all in the same day.

Cronkite student Laura Sposota said she chose the Digital Production Bureau as her professional program experience because she enjoys working on the Web and wanted to round out her portfolio.

“Now I’m one of the most versatile reporters you’re going to find at my age because I have writing samples, video samples and I can pull up on my resumé all these different graphic elements,” she said. “Technology is constantly changing, and (I want to) be able to keep up with the digital age.”

Students work under the direction of bureau director Mike Reilley, a veteran digital journalist, who students describe as a whirlwind of ideas and activity.

“He’s always telling us about new tools or things he’s found,” said student Stephanie Habib. “You can tell he’s interested in it, and that makes us interested in it as well.”

One of the major projects students in the bureau undertook in 2015 was assisting with a redesign of the Cronkite News website. They made design suggestions and tested the site on

desktop, tablet and smartphone devices.

On a daily basis, students work with their counterparts in other bureaus to create multimedia, infographics and data visualizations on topics as varied as the price of Super Bowl tickets and the plight of the Mexican gray wolf.

By the end of the semester, the students have rich portfolios of work and can use a variety of digital tools, Reilley said. Even more important, they are comfortable in a fast-changing digital environment, unafraid of trying new tools and learning new skills.

“There’s a high demand for Web producers and for people who can edit video, put together a Web page, work on a deadline, understand how system management works and crop photos,” Reilley said. “I think (the bureau) really gives students the opportunity to hit the job market and find something more quickly than they would if they didn’t have those digital skills.” ■



Top: Student Danielle Kernkamp updates the Cronkite News website. Bottom: Students Laura Sposato (left), Agnel Philip and Courtland Jeffrey work on a project in the Digital Production Bureau. Photos by Johanna Huckleba



Students in the Digital Production Bureau regularly create interactive graphics and story maps to tell stories.



Cronkite News – Reynolds Business Bureau

As a reporter for the Cronkite News – Reynolds Business Bureau, Yahaira Jacquez quickly realized that money is a part of almost every story.

Reporting on community bank lending, medical marijuana and retro video games, Jacquez learned how to dig deep into the numbers and unearth important trends that impact communities.

"This particular facet of news is critical because it affects so many people," said Jacquez, who graduated from the Cronkite School in December 2015. "Money is on everybody's mind, whether you're struggling or thriving."

Launched in January 2015, the Reynolds Business Bureau is the only university-

based newsroom in the country in which students cover business and economic issues for professional media outlets. The bureau was established through a \$1 million grant from the Donald W. Reynolds Foundation.

Students work under the direction of veteran journalist Christina Leonard, who was a reporter and editor at The Arizona Republic for 17 years. Leonard said her students learn how to find stories, develop sources and research financial records.

"They are doing the job a professional would do," Leonard said. "They're learning exactly what it's going to be like out there in the professional world."

Each semester she works with about a dozen students covering money and the future who produce a mix of broadcast and digital stories. Their work is featured on Arizona PBS and often picked up by The Arizona Republic, Phoenix Business Journal and NPR member station KJZZ.

Jacquez, who also held an internship at Reuters in New York covering business and international news stories, said Leonard was a great mentor, providing one-on-one coaching.

Leonard has "helped me enormously as a reporter," Jacquez said. "She really pushed me to find out more information and find more data and numbers to make stories better."

Leonard said working with students is a rewarding experience, noting that the Cronkite School offers distinct advantages for students interested in business journalism because of its proximity to major companies, events and people of influence.

"It's amazing what Cronkite is able to do for students," she said. "The choices and experiences that they have — I can't imagine them getting it anywhere else." ■



Top: Reynolds Business Bureau Chief Christina Leonard coaches student Lauren del Valle. Photo by Sean Logan

Bottom: Student Will Sowards reviews a document. Photo by Johanna Huckeba

The Donald W. Reynolds Foundation is a national philanthropic organization founded in 1954 by the late media entrepreneur for whom it is named. Headquartered in Las Vegas, it has committed more than \$115 million nationwide through its journalism program.

An app that tells Phoenixians exactly when the next light rail train will arrive.

A startup that produces investigative reports on issues of importance to Arizonans.

A newscast for deaf and hearing viewers.

These are just some of the projects incubated in the Cronkite School's New Media Innovation and Entrepreneurship Lab, one of a dozen professional immersion programs available to Cronkite students.



New Media Innovation and Entrepreneurship Lab

By Eric Smith

Students work under the direction of bureau director Retha Hill, former vice president at BET Interactive. Much of their work is done in teams that include journalism majors as well as students studying business, engineering and design.

Among the lab's recent clients are the Pac-12 Conference for a project to develop a mobile scoring app and the Society for American Baseball Research, which commissioned an app that tells baseball fans where they can find venues and baseball attractions in all Major League Baseball cities. Students also developed prototypes for a series of virtual reality projects for U.S. Bank.

When they're not working on client projects, students pursue entrepreneurial ventures such as the free mobile light rail app, On Time PHX, designed for the Apple Watch and iPhone and Android phones and smartwatches.

ASU students Akshay Ashwathanarayana, Craig Cummins, Domenico Nicosia and Shivam Prakash worked with Cronkite Web developer Hari Subramaniam to build the app. They started work in January 2015, testing designs for the app, and had it ready for download when the Apple Watch was released in late April.

The app delivers real-time information, maps and alerts, saving Phoenix Valley Metro light rail riders from long waits in the sun or missing their train altogether. It utilizes public transit information from Valley Metro and GPS to provide accurate train arrival times as well as distances to light rail stops.

Designing the app for wearables added a cutting-edge dimension to the project.

"Wearables like the Apple Watch and Google Glass are going to be the way we interact and get around in life," Cummins said. "To have the opportunity to design something that falls under that spectrum is really cool."

The lab also attracts students who want to build a business. One of them was Brandon Quester, who founded the Arizona Center for Investigative Reporting after graduating in 2012. Quester said the lab gave him the business grounding he needed.

"Starting a newsroom from scratch was a huge challenge," Quester said. "The lab taught me to think more along the lines of a lean business model and from a business perspective. Even though (the Arizona Center for Investigative Reporting) is a newsroom, it needs to be run like a business."

Like Quester, 2015 graduate Peyton Gallovich came to the lab to learn how to turn an idea into reality. She developed the Deaf and Hearing Network, which delivers a newscast that incorporates American Sign Language, spoken English and captions into each production. The newscast won a regional student Emmy in 2015.

"Retha didn't hand me a business plan; she taught me how to make one," Gallovich said. "She gave me the confidence and the tools and everything I needed to make my business a success."

The lab "offers students the opportunity to be at the forefront of disrupting and advancing journalism," Cronkite Dean and University Vice Provost Christopher Callahan said. "It is wonderful to see our students developing exciting new media products." ■

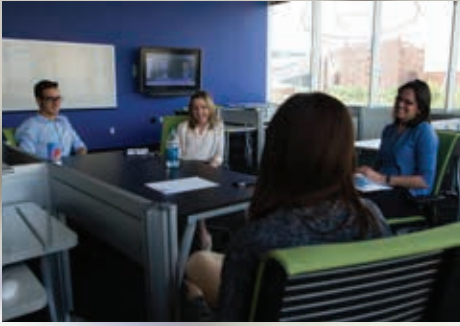


Top: Student Alana Ray Osborne works on app development in the New Media Innovation and Entrepreneurship Lab.



Above: Student Domenico Nicosia is part of team that developed a light rail mobile app. Photos by Johanna Huckeba

PIN Bureau Chief Rebecca Blatt leads a student discussion. Photo by Courtney Pedroza.



Colorado Public Radio's Andrea Dukakis was reporting on a public debate in Colorado about whether teachers should carry firearms in the classroom, and she wanted to know what teachers thought. So she turned to the Cronkite School's Public Insight Network Bureau for help.

The Cronkite School is home to the only PIN bureau in the country. The bureau operates in partnership with American Public Media, which developed PIN more than a decade ago to help news organizations enrich their reporting and engage with audiences. Students utilize a database of more than 220,000 people around

PIN[®] Public Insight Network Bureau

By Eric Smith

pin.jmc.asu.edu



PIN Bureau student Gabrielle Abbott creates a query for a media client. Photo by Johanna Huckleba

the country who have signed up to share their insights, knowledge and personal experiences with reporters.

After getting the request from Colorado Public Radio, Cronkite PIN students tapped the network to find teachers in the state willing to share their perspectives on guns in schools, and more than 80 responded. The students culled the submissions and turned them over to the radio station, which used interviews with three of them in its report.

"We know where opposite sides stand on this particular issue," said Rebecca Blatt, a former producer at WAMU-radio in Washington, D.C., who directs the bureau. "Actually hearing from teachers themselves is often more challenging. We helped gather a bunch of perspectives that an individual reporter otherwise wouldn't have been able to. This kind of engagement helps newsrooms broaden and diversify the stories on the air."

The bureau, which opened in the spring of 2014, gives students both a deep understanding and practical experience in audience engagement, Blatt said. In addition to serving clients like Colorado Public Radio, students choose a diverse community each semester in which to immerse themselves. Students have chosen communities ranging from female motorcycle riders to Latino entrepreneurs.

Student Samantha Shotzbarger said she was drawn to the bureau almost as soon as it opened, even though it was so new that "I don't think any of us who showed

up on the first day were 100 percent solid on what we were getting ourselves into."

But, she said, "When I heard about the general idea about engaging with newsrooms and sources and journalists, I wanted to get involved."

She said an unexpected benefit was the experience she gained working with professional journalists all over the country. Bureau clients have included The Charlotte Observer, the Center for Public Integrity, the Wisconsin Center for Investigative Journalism and Al Jazeera America, among dozens of others.

Cronkite student Jasmine Barta was surprised to find herself assisting a Japanese journalist who was seeking sources for a story about political polarization in the U.S.

"I've always had a strong interest in traveling and international relations," Barta said. "This program has really given me a great opportunity to reach out to journalists all over the world and work on projects I'm really passionate about."

Cronkite's PIN students said they're confident the bureau has given them skills and perspectives that will be useful in the newsrooms they'll enter after graduation.

"One of the biggest things I've learned is to come up with ideas and not be afraid of failure," Shotzbarger said. "I can honestly say that this class, more than any other class I've taken at Cronkite, will help me in different and unique ways." ■

American Public Media is one of the largest producers and distributors of public radio programming in the world, with a portfolio reaching 18 million listeners on more than 900 radio stations nationwide each week.
americanpublicmedia.org

The **Corporation for Public Broadcasting (CPB)**, a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public broadcasting. cpb.org

Public Relations Lab

By Eric Smith

Step into the Cronkite School's public relations lab and you may think you've entered a PR agency. Students are meeting with clients, researching companies, designing story boards and developing social media campaigns.

The similarities don't stop there, according to Associate Professor and PR Lab Director Fran Matera.

"This doesn't mimic or impersonate" a public relations agency, Matera said. "This is, for all intents and purposes, an agency."

Now in its fifth year, the PR Lab gives students the opportunity to acquire agency experience while they're still in school. They polish their research, presentation and analytical skills, learn how to communicate with clients and master the professional demeanor they'll need to succeed, Matera said.

They also learn to work in teams with other students with different talents and interests.

"She's really good at assembling people," recent Cronkite graduate Jason Kalafut said of Matera. "For example, I'm good at graphic design ... so she puts us together to make a dream team of sorts."

The lab's client list includes Fortune 500 companies such as Intel and Honeywell Aerospace as well as city governments, small business startups and nonprofit groups. Occasionally, students work with a client from another country, as was the

case in spring 2015 when a team developed promotional tools and a strategic plan to help launch a chocolate museum, RAIZ chocomuseo, for Quetzal-Coatl Consulting Group in El Salvador. The purpose of the campaign was to develop an ethnobotanical (living) museum to improve the lives of the indigenous people of Izalco by showcasing local plants that produce the world's highest quality cocoa, the key ingredient in premium chocolate.

At the end of each semester, Matera invites clients and PR professionals to a presentation featuring student work for the semester. Erika McBride, a 2009 Cronkite graduate who now works at Mayo Clinic, said she has been especially impressed with the innovative ideas students come up with.

"The quality of work that comes out of the PR Lab is astounding," McBride said. "Sometimes it's head and shoulders above some of the practitioners in the industry."

Recent Cronkite graduate Tayllor Lillestol, who was honored in spring 2015 with the lab's top student award, the Aspire Award, for her achievements, said her experience in the lab gave her confidence that she could succeed as a PR professional — and helped her land a job in communications at Walt Disney Parks and Resorts.

"It's been an incredible experience to finish college with three clients and three 70-page documents already under my belt," Lillestol said. "It's just unparalleled to what any other college around the country is offering." ■



Left: Students Sophia Mayberry and Angela Crusco consult on a client project. Right: (left to right) Gian Demano, Sepeedeh Hashemian, Brandon Smith and Tayllor Lillestol work as part of a team in the PR Lab. Photos by Johanna Huckleba

Carnegie-Knight News21

Twenty-seven top journalism students from around the country traveled to more than 23 states to report and produce the 2015 Carnegie-Knight News21 project "America's Weed Rush."

The investigation uncovered wide disparities in enforcement of marijuana laws, analyzed black-market dealing of marijuana and examined the lack of federal research on potential benefits of medical marijuana.

The project, the sixth national News21 investigation, emphasized visual storytelling, said News21 Executive Editor Jacquée Petchel. Students used animations, gifs, interactive databases and graphics, videos and photos to engage audiences.

Student work began in January 2015 with a seminar taught by Leonard Downie Jr., Weil Family Professor of Journalism and former executive editor of The Washington Post. In May, students began a 10-week reporting fellowship based at Cronkite.

Downie said News21 tackles complex reporting projects at a time when news organizations are strapped for resources.

"With 27 student reporters from 19 universities, we were able to dig more deeply into the issues and do on-the-ground reporting in nearly half the states ... producing content for our many news media publishing partners that they would not have had from any other source," Downie said.

The work was published by The Washington Post, nbcnews.com, Center for Public Integrity, The Philadelphia Inquirer and many others.



Left: Katie Campbell, University of Florida, captures photos of marijuana plants while reporting in Maine. Photo by Jessie Wardarski. Right: News21 Executive Editor Jacquée Petchel and Data Editor Evan Wyloge consult with students. Below: Leonard Downie Jr. leads a planning meeting. Photos by Alexandra Gaspar

Petchel said the project went beyond the usual debate over the legalization of marijuana. It "takes you inside the lives of regular people across America, uncovering the complexities of this growing national issue," she said.

Cronkite student Jessie Wardarski traveled to six states, reporting and shooting photos and videos. "News21 has helped me realize that I love to do it all," she said.

Dominick DiFurio snorkeled the Smith River in northern California while reporting on how unregulated marijuana cultivation is affecting rivers. He learned that the algae build-up caused by fertilizer runoff is reducing water flow in some rivers, a problem in drought-stricken California.

"It wasn't until I came up for air in a river winding through a remote part of the Redwood forest that I was truly struck with the value of immersing yourself in a story," DiFurio quipped.

He said News21 taught him to think about how to reach a digital audience. For example, students delivered a weekly podcast and designed and maintained a blog that preceded the project launch. Fellows also contributed to the design and development of the project website.



Guiding them throughout the process was a cadre of Cronkite faculty and staff members. In addition to Downie and Petchel, project leaders included Steve Doig, Knight Chair in Journalism; Mike Reilly, director of the Cronkite News – Digital Production Bureau; and Christina Leonard, director of Cronkite's Reynolds Business Reporting Bureau. ■

The 2015 News21 schools:

Arizona State University
Elon University
Florida International University
George Washington University
Hofstra University
Louisiana State University
Oklahoma State University
Syracuse University
University of British Columbia
University of Florida
University of Maryland
University of Miami
University of Missouri
University of Nevada, Reno
University of North Texas
University of Oklahoma
University of Oregon
University of Tennessee
University of Texas at Austin

News21 fellows are supported by their universities as well as a variety of foundations and philanthropists, including the John S. and James L. Knight Foundation, Ethics and Excellence in Journalism Foundation, Hearst Foundations, Donald W. Reynolds Foundation and Louis A. "Chip" Weil.



weedrush.news21.com

The Cronkite Journal of Journalism and Media

Cronkite News – Borderlands

Students in the Cronkite School's newest reporting bureau cover Latino and border issues, producing stories in Spanish and English.

The new program is headed by award-winning journalists Alfredo Corchado and Angela Kocherga, who have covered Mexico and the border for most of their careers. Corchado, former Mexico City bureau chief for The Dallas Morning News, brings expertise in reporting for print and digital platforms, and Kocherga, an award-winning television reporter, adds broadcast expertise.

Student work is distributed free to news outlets in the U.S. and Mexico and is published on the Cronkite News website at cronkitenews.azpbs.org. In addition, students produce packages for Fronteras, a multimedia collaboration among public radio and television stations across the southwestern U.S.

In the bureau's first semester in fall 2015, students talked to a witness to a Border Patrol shooting, visited border ranchers to learn about their concerns and interviewed Americans who travel to Mexico for affordable medical and dental care. One student covered legendary Cuban jazz pianist Chucho Valdés and another reported on dual language immersion programs in Phoenix.

Kocherga said the bureau defines borderlands broadly. For example, one report focused on the impact of the Transpacific Partnership Agreement in



Students in the Borderlands Bureau cover the U.S. and Mexico sides of the border for Cronkite News. Above left: Student Erica Lang records musicians in Nogales, Mexico.

Photos by Alicia Clark

Arizona and another on a Tibetan Buddhist Center in Phoenix that is using technology to connect the faithful with their spiritual leader half a world away.

During the inaugural semester of the bureau, Cronkite student Erica Lang produced stories ranging from a minimum wage protest to a Latina artist who uses music to express her cultural background.

"The reality is that 'border' stories can be found everywhere," Lang said.

One of her favorite stories took her to Nogales, Mexico, to interview U.S.

residents seeking medical services. "It was interesting to learn that many retired Americans cross the border for services such as dental work and prescription drugs," she said. "As the first borderlands team, we learned together and grew to become a strong group that provided great content throughout the semester."

Kocherga said the most rewarding experience for her was taking students to Nogales and seeing them in the field doing original reporting.

"This is the hospital teaching method in action," she said. ■



Photo by Ryan A. Ruiz

sports journalism

Two new sports journalism degrees now anchor a robust sports journalism program at the Cronkite School. The degrees make Cronkite the first major journalism school in the country to offer bachelor's and master's degrees in sports journalism.

Students in the program regularly cover Major League Baseball Spring Training and other professional and collegiate sports for Cronkite News and media partners, working out of sports bureaus in Phoenix and Los Angeles. In 2015, they covered Super Bowl XLIX, produced social media content for the Super Bowl from a command center at the school along with other Cronkite students, and assisted with Super Bowl-related show operations at major networks, including NBC, ESPN and CBS Sports.

Students also heard from major sports figures, including ESPN host Michael Wilbon, USA Today columnist Christine Brennan and ESPN Senior Vice President Rob King.

Also in 2015, the Society for American Baseball Research, one of the nation's preeminent organizations in sports, moved its headquarters to the Cronkite School, providing even more resources for students pursuing sports journalism as a career.

By the numbers:

More than a dozen media partners, including ESPN, Sports Illustrated, NFL.com, MLB.com, Pac-12 Networks, FOX Sports Arizona and Arizona Republic Sports

216 students majoring in sports journalism

Ten sports-specific journalism courses

Five full-time faculty teaching sports journalism courses

200-plus students contributing to Super Bowl coverage and operations

Background: Retired basketball player and sportscaster Bill Walton (right) visits the Cronkite News newsroom. Photo by Courtney Pedroza

Cronkite School Launches New Sports Journalism Degrees

The Cronkite School now offers two new degrees in the fast-growing field of sports journalism.

The school's new bachelor's and master's programs in sports journalism were approved in fall 2014 and by spring of 2015 more than 200 students were enrolled.

"Student interest in sports media and sports journalism is tremendous and growing," Cronkite Dean Christopher Callahan said. "Cronkite is the first major journalism school in the country to offer bachelor's and master's degrees in sports journalism."

The Bachelor of Arts in Journalism is a four-year, 120-credit-hour program featuring classes in sports reporting, videography, photojournalism and ethics and diversity, among others. The Master of Arts in Journalism is a one-year, 36-credit-hour program in which graduate students take advanced courses in multimedia sports reporting, data journalism, ethics and media law as well as high-level electives such as depth reporting and broadcast reporting.

Both undergraduate and graduate students also participate in sports bureaus located in Phoenix and Los Angeles, working under the guidance of sports professionals and gaining real-world experience covering

professional and intercollegiate sports for news organizations.

Cronkite faculty teaching in the new program include: Phoenix Sports Bureau Director Brett Kurland, an Emmy-winning sports journalist and multimedia entrepreneur; LA Sports Bureau Director Tom Feuer, an Emmy-winning FOX Sports executive producer; Tim McGuire, the Frank Russell Chair for the

Business of Journalism and the former editor and senior vice president of the Minneapolis Star Tribune; Senior Research Professor Douglas A. Anderson, a former sports editor and retired dean of Penn State's College of Communications; and Assistant Dean Mark Lodato, an award-winning television reporter and anchor, who leads Cronkite's sports journalism program.



The new degrees build on Cronkite's robust sports journalism program, which includes courses in which students have reported on the Super Bowl, the Summer Olympic Games and Major League Baseball Spring Training. Students benefit from Cronkite's partnerships with top national and regional sports journalism organizations, including ESPN, Sports Illustrated, NFL.com, MLB.com, Pac-12

Networks, FOX Sports Arizona and Arizona Republic Sports.

The Cronkite School already has a strong contingent of graduates working at major sports newsrooms, including ESPN, NFL Network and FOX Sports. Alumni also run live sporting events for ESPN, FOX, CBS and Univision and work for NFL, NBA, MLB and NHL teams.

"Sports journalism is the fastest-

growing sector of the news media industry, with continued growth on all platforms," Lodato said. "Our new degrees will give students unparalleled preparation and experiences for careers in sports journalism." ■

Background photo: Cronkite students Kari Osep and Ben Brown cover Super Bowl XLIX. Photo by Courtney Pedroza

Cronkite Students Play Important Role in Super Bowl XLIX

More than 200 students assisted the NFL and major media outlets, providing critical support and news coverage for Super Bowl XLIX.

With the Super Bowl generating record-breaking activity on social media channels, the Cronkite School was home to the NFL's Social Media Command Center the week before it moved to the NFL Experience at the Phoenix Convention Center. More than 150 ASU students monitored all activities and conversations on NFL social media channels to keep fans connected to Super Bowl-related news and activities.

Cronkite Dean and University Vice Provost Christopher Callahan said the NFL housing its Social Media Command Center at ASU was unprecedented. "We were thrilled to be partnering with the NFL through its Social Media Command Center," Callahan said. "This was one of several amazing opportunities for our outstanding students to experience the world's premier sporting event as working media professionals."

Cronkite News, the school's award-winning broadcast news and digital media outlet, had a presence on Radio Row, the media epicenter of the Super Bowl at the

Phoenix Convention Center. Broadcast and digital student journalists reported on breaking news and events from the center.

As part of Cronkite's sports journalism program, students also produced Super Bowl-related multimedia content for news organizations, including Sports Illustrated, NFL.com, azcentral and FOX Sports Arizona. For Sports Illustrated, students developed an online interactive travel guide that highlighted Valley restaurants, outdoor excursions and other activities through videos and other multimedia content.

"It's not your standard travel guide,"



Sports Illustrated Executive Editor B.J. Schecter said. "I think it was a really good experience for the students, and the end result is something that they can be proud of. It's really good content."

Nearly 50 Cronkite students also assisted with Super Bowl-related show operations at major television networks and production companies, including NBC, ESPN, CBS Sports, MSNBC and Dick Clark Productions.

From the Cronkite News — Phoenix Sports Bureau, 30 students produced numerous stories on the Super Bowl and Pro Bowl for Cronkite News broadcast

Clockwise from left page: Cronkite student Alexis Ramanjulu is one of more than 150 students monitoring social media for the Super Bowl. Photo by Sean Logan. Students and professionals work side-by-side in the command center. Photo by Johanna Huckleba. Cronkite students Antonio Venegas and Justin Toscano contribute to the social media effort. Photo by Johanna Huckleba. Student Chris Schubert works on Radio Row. Photo by Sean Logan

and digital outlets as well as Cronkite News media partners. The Phoenix Sports Bureau is a fully operational digital newsroom in the Cronkite School where students cover sports under the guidance of professional journalists.

The school's Public Relations Lab worked four NFL-sanctioned Super

Bowl events, including the Taste of NFL, the NFL Gospel Celebration, the NFL Player Networking Event and NFL Moms "Baskets of Hope." The Public Relations Lab is a strategic communications agency that puts advanced PR students to work developing campaigns and strategies for major companies and nonprofits. ■

Top Sports Journalists Headline Cronkite Super Bowl Lecture Series

As the media descended upon the Valley in the week leading up to Super Bowl XLIX, some of the country's leading figures in sports journalism took part in a special speaker series at the Cronkite School.

In January, hundreds of students and community members attended the "Must See Sports" lecture series, featuring ESPN columnist and "Pardon the Interruption" host Michael Wilbon, USA Today columnist Christine Brennan, ESPN Senior Vice President Rob King and Mike Arnold, a 1978 ASU graduate who is the lead game director of "The NFL on CBS."

"Students were able to get an insider's look at the sports news



industry and coverage of the big game," said Cronkite Dean and University Vice Provost Christopher Callahan. "We sincerely appreciate these journalists taking the time to meet with our students during the busiest sports week of the year."



**MICHAEL
WILBON,
CO-HOST,
"PARDON THE
INTERRUPTION,"
ESPN, AND
COLUMNIST,
ESPN.COM**

Wilbon Says Sports Becoming too Specialized

By Colton Dodgson

ESPN's Michael Wilbon cut his teeth in journalism more than 30 years ago, covering numerous sports beats for The Washington Post — a rarity by today's standards.

Wilbon, the co-host of ESPN's "Pardon the Interruption," said sports are becoming too specialized in the press box and on the field of play. During his "Must See Sports" discussion, Wilbon recounted his days as a youth in Chicago playing football, basketball, baseball, ice hockey and tennis.

"This whole specialization in sports — I find it frightening," Wilbon said. "I hate the fact that people push you into something the moment you're good at one thing."

Wilbon, who was interviewed by former Washington Post Executive Editor and Cronkite Weil Family Professor of Journalism Leonard Downie Jr., said the specialization of sports journalism has limited journalists' ability to provide multidimensional coverage.

In an hourlong conversation with Downie, Wilbon offered students career advice, citing the importance of healthy competition. He said

he has learned to be a better journalist working with Tony Kornheiser at The Washington Post.

"PTI" is a popular weekday sports television show in which the two informally debate the top stories of the day. Downie said in the 1990s he used to wander back to the sports department each day to watch Wilbon and Kornheiser spar about sports.

"It was the best show in town," Downie said. "It was just wonderful to listen to. It just made my day. It made all of the hours I had to work after that go so much easier." ■





USA Today's **Brennan** Uncovers Deeper Meaning in Sports

By Lia Juriansz

Christine Brennan, USA Today national sports columnist and commentator for ABC News, CNN and PBS, sees sports as more than just a game.

During her "Must See Sports" talk, she cited the importance of Title IX and its impact on women's rights.

"I think Title IX is the most important law in our country in the last 40 years," she said. "For generations we were telling 50 percent of our country 'no.' (Title IX) is not about creating Olympic athletes — though it does — and it's not about creating scholarships — though it does. It's about creating better people."

Brennan, who was introduced by Cronkite News — Phoenix Sports Bureau Director Brett Kurland, cited the Lance Armstrong, Ray Rice and Jerry Sandusky scandals to make the point that players and coaches need to be held more

responsible. She said players and coaches serve as role models for children and it's the job of sports journalists to report stories when they miss that mark.

Brennan said sports empower women and will be a common denominator among the next generation of women leading Fortune 500 companies and running for president. Women should not feel intimidated by the male-dominated field of sports journalism, she said, adding that she has never thought of herself as a "woman sports journalist," but rather a sports journalist who happens to be a woman.

"If you do something you love, you will never work a day in your life," she told students, "and I can tell you that I have never worked a day in my life." ■



Photo by Johanna Huckeba

King Explains Success of ESPN's 'SportsCenter'

ESPN faced a challenge at Super Bowl Media Day in Phoenix. How would the network cover Marshawn Lynch, a player notorious for stiff-arming reporters at press conferences?

Rob King, senior vice president of "SportsCenter" and news at ESPN, said the network tackled the situation with creativity, using a counter to mark off the number of times Lynch said, "I'm just here so I don't get fined" during Media Day. The final tally was 29.

"We cover Media Day ever year, but to take advantage of that and letting somebody go with an idea that is just purely creative is just fun," King said. "We do that every day."

During his "Must See Sports" talk with Tom Feuer, director of the Cronkite News – Los Angeles Sports Bureau, King talked about what makes "SportsCenter" one of America's most-watched sports news programs.

King explained the advanced television, Web and social media analytics ESPN uses to discover which stories draw the highest ratings. At the same time, the network has to balance stories that viewers demand — stories such as those about LeBron James, Tim Tebow, Red Sox vs. Yankees — with other important headlines.

King advised students to be patient as they pursue



Photo by Johanna Huckleba

sports media careers and to always remember to have fun on and off the job.

Cronkite students, he said, have a considerable head start in sports journalism.

"This is a staggering facility," King said. "The equipment I've seen here is mind-blowing." ■

ROB KING,
SENIOR VICE
PRESIDENT,
"SPORTSCENTER"

XLIX
MUST SEE SPORTS

XLIX
MUST SEE SPORTS

LEAD GAME DIRECTOR, "THE NFL ON CBS," MIKE ARNOLD

Arnold Takes Students Behind the Scenes

By Lia Juriansz



Top: Students gather for a conversation with Mike Arnold of CBS. Above: Student Michael Baron (left) thanks Arnold for his advice. Photos by Courtney Pedroza

When Mike Arnold graduated from ASU in 1978, he was looking for any opportunity in sports journalism.

"I wanted to be a producer, but there weren't any openings available," Arnold said. "There was a directing position opening for the game and I was asked if I had ever directed, and I said, 'Oh yeah sure,' and I had never directed a thing in my life."

Arnold got the job and today serves as the lead game director of "The NFL on CBS." A member of the Cronkite School's Alumni Hall of Fame, Arnold gave students a behind-the-scenes look at Super Bowl XLIX during his "Must See Sports" discussion.

He shared a video that captured the controlled chaos of camera and halftime show crews working to produce a Super Bowl.

Directing the Super Bowl actually is a yearlong occupation, with the first meeting for next year's big game taking place a week after the previous game ends.

"Once the game ends, we're on the clock," Arnold said.

The first game Arnold directed was between the Green Bay Packers and the Los Angeles Rams. He said it reached only 2 percent of the country. In 2014, he directed 31 games that reached millions of viewers.

A strong work ethic is essential to success in broadcast sports journalism, he told students.

"I work seven days a week," he said. "If you want to be good, or even great, you need something that stands out; you need to work hard." ■

“The addition of SABR, along with our growing sports journalism opportunities, makes the Cronkite School one of the leading centers for sports journalism education.”

— Christopher Callahan, dean, Cronkite School

Society for American Baseball Research

Moves to Cronkite

The Society for American Baseball Research, a nonprofit organization dedicated to baseball scholarship, is now headquartered at the Cronkite School.

SABR has established itself as a vibrant baseball community and a premier distributor of ground-breaking baseball information through annual

publications and events such as the SABR Analytics Conference and SABR National Convention. It has more than 6,000 members worldwide devoted to studying baseball history, statistics and every aspect of the game.

“We are very excited to have our new office at the Walter Cronkite School in Phoenix,” said Marc Appleman, executive director of SABR. “We believe this move will lead to future collaborations with one of the top journalism and communication programs in the country and will help us reach the next generation of SABR members. It will also allow us to expand what is already a strong internship relationship with ASU.”

The move from Phoenix’s Arcadia neighborhood in May has allowed SABR to take advantage of the Cronkite School’s state-of-the-art facility and partner with faculty and students across the university to undertake research and collaborate on projects. The society is housed in a suite on the fourth floor of the Cronkite building.

The organization comes to ASU as the university expands its sports programs and experiences for students. The Cronkite School recently has launched graduate and undergraduate degrees in sports journalism and opened sports reporting bureaus in Phoenix and Los Angeles. Students regularly report on Cactus League spring training,

producing coverage for MLB.com and regional media outlets.

At the W. P. Carey School of Business, ASU students can pursue a bachelor’s degree in sports and media studies that covers a range of trends at the intersection of sports, media and business. The Sandra Day O’Connor College of Law offers degrees with an emphasis in sports law and business that focus on legal issues in sports.

“It’s a great honor to welcome one of the pre-eminent organizations in sports to Arizona State University,” said Cronkite Dean and University Vice Provost Christopher Callahan. “The addition of SABR, along with our growing sports journalism opportunities, makes the Cronkite School one of the leading centers for sports journalism education.”

Founded in 1971, SABR features more than 60 chapters and 27 research committees and produces three annual publications — two editions of *The Baseball Research Journal* and *The National Pastime* — in addition to other print and e-books. SABR also hosts two annual events: the SABR National Convention each summer, and the SABR Analytics Conference in March in Phoenix. ■

For more information, visit SABR.org



Marc Appleman directs SABR, with 6,000 members around the world. Photo by Alexandra Gaspar

Dual Degree

Cronkite Launches Dual Degree Programs

The Cronkite School has created new Dual Degree Programs in which students can earn two degrees in a streamlined process.

Cronkite offers five dual degrees in conjunction with other ASU schools and colleges, including the Ira A. Fulton Schools of Engineering, the Sandra Day O'Connor College of Law, the School of Geographical Sciences and Urban Planning, the School of Sustainability and the School of Transborder Studies.

"The Cronkite School's Dual Degree Programs offer students the powerful combination of coupling their journalism education with a degree from another discipline at ASU," said Cronkite Dean Christopher Callahan. "These innovative programs give students a much deeper understanding of areas such as graphic information technology, law, meteorology, sustainability and transborder issues."

Journalism and Graphic Information Technology

The Cronkite School is partnering with the Ira A. Fulton Schools of Engineering to offer a Bachelor of Arts in Journalism and a Bachelor of Science in Graphic Information Technology.

Under the Cronkite-Fulton partnership, ASU students can simultaneously earn two bachelor's degrees by taking between 122 and 137 credit hours. Prior to the program, students would typically take more than 170 credit hours for the two degrees.

Students pursuing dual degrees in journalism and graphic information technology engage in immersive, hands-on learning in areas such as digital reporting, videography, news writing, Web design and development and news game creation.

With the graphic information technology degree, students select between Web development and gaming animation as an area of focus. Cronkite's journalism degree requires a professional internship as well as participation in the school's New Media Innovation and Entrepreneurship Lab, where students design and create cutting-edge digital media products for regional and national media companies and other organizations.

"This is a fantastic opportunity for students, given the expanding role of technology in communicating complex messages, ideas and news in our rapidly changing world," Fulton Schools Dean Paul C. Johnson said. "The Fulton Schools of Engineering is excited to be teaming with the world-renowned Cronkite School in this first of what we hope will be many unique programs linking our schools at the intersection of journalism, communications and technology."

Journalism and Legal Studies

The Cronkite School is teaming up with the Sandra Day O'Connor College of Law to offer an accelerated path to a Master of Mass Communication and a Master of Legal Studies.

This joint course of study is designed for incoming students interested in reporting on legal issues as well as for those in law who communicate with journalists or practice public relations.

Students take courses in U.S. law and legal analysis, professional legal writing and business organizations as well as other foundational courses and electives through the law school. The Master of Legal Studies degree provides a knowledge base and skill set that enables graduates to navigate and analyze general legal issues and apply them to their specific career interests.

At the Cronkite School, graduate students participate in advanced classes in media research methods, business and economic reporting and 21st century media organization and entrepreneurship. Students also have the opportunity to cover legal issues for Cronkite News.

"The dual MLS/MMC reinforces our commitment to teaching law to students who may not practice law, but who want to master legal principles in their chosen professions," said Eric Menkhous, ASU Law associate dean of new education initiatives. "Students tell us they appreciate the comprehensiveness and flexibility of our programs. We are dedicated to providing a multidisciplinary education so that students are able to thrive in a complex world in which legal knowledge is becoming increasingly valuable."

degrees

[cronkite.asu.edu/
dual-degree-program](http://cronkite.asu.edu/dual-degree-program)

Journalism and Meteorology

The Cronkite School and the School of Geographical Sciences are offering a Bachelor of Arts in Journalism and a Bachelor of Science in Geography (Meteorology-Climatology).

The dual degree saves approximately two semesters of study by eliminating overlapping course requirements between the two schools.

Under the program, students take courses in synoptic, physical and dynamic meteorology as well as geographic research methods through the School of Geographical Sciences.

At Cronkite, they take advanced classes in reporting, videography and multimedia journalism. Students also get the opportunity to report the weather for Cronkite News, the Cronkite School's award-winning student news broadcast on Arizona PBS.

"The School of Geographical Sciences and Urban Planning is excited about the career opportunities for students in the new journalism-meteorology dual degree program," said Elizabeth A. Wentz, the school's director. "This cooperation between SGSUP and the Cronkite School will ensure that students will be able to fully understand processes related to weather and climate and competently and fully report these interactions to the interested public."

Journalism and Sustainability

The Cronkite School of Journalism and the School of Sustainability have partnered to offer a Master of Mass Communications and a Master of Sustainable Solutions.

The program, for students interested in reporting on environmental issues and alternative energy, saves 12 credit hours of study by eliminating overlapping course requirements between the two schools, allowing students to complete both degrees within four to five semesters.

Under the program, students take courses in methodology of sustainability, research and problem solving, perspectives on sustainability, project management and methods. The Master of Sustainable Solutions degree provides a knowledge base and skill sets to bring sustainability solutions to corporate, government and non-governmental organization sectors.

At the Cronkite School, students take advanced classes in reporting, data journalism and multimedia journalism. Students also have the opportunity to cover sustainability issues for Cronkite News, the school's award-winning student news operation and news division of Arizona PBS.

"One of the critical aspects of moving toward a sustainable future is helping people understand why and how sustainability is relevant to their lives and how best to communicate those ideas," said Christopher Boone, dean of ASU's School of Sustainability. "This dual-degree opportunity with the Cronkite School will provide our School of Sustainability students with a versatile skill set to effectively reach and engage a broad audience on the very best solutions for building a sustainable future."

Journalism and Transborder Chicana/o and Latina/o Studies

The Cronkite School and School of Transborder Studies are offering a Bachelor of Arts in Journalism and Mass Communication and a Bachelor of Arts in Transborder Chicana/o and Latina/o Studies.

The degrees prepare students for a variety of advanced reporting, legal, governmental and social service careers. The dual degree program saves approximately one to one-and-a-half semesters of study by eliminating overlapping course requirements between the two schools.

Students choose from one of three different focus areas in the School of Transborder Studies: media and expressive culture; transborder community development and health; or U.S. and Mexican regional immigration policy and economy.

At Cronkite, students take a variety of advanced journalism skills courses as well as a signature professional program, such as the Cronkite News daily newscast and website.

Edward Escobar, acting director and associate professor of the School of Transborder Studies, said graduates will be prepared for careers working with the nation's largest and fastest-growing ethnic group.

"The concurrent Bachelor of Arts degrees in Transborder Chicana/o and Latina/o Studies and Journalism and Mass Communication provide a wonderful opportunity for students," Escobar said. "We developed the program with the goal of combining a thorough understanding of the Chicano/Latino community with training from one of the country's finest journalism and mass communication schools."

Every year, Cronkite faculty members congratulate students on their accomplishments and wonder if next year's class could possibly do better. Every year, students do better.

Students garnered more than 100 different awards in 2014-2015, ranging from a national Alfred I. duPont-Columbia Award for a half-hour documentary on heroin to the first Student Edward R. Murrow Award in overall video excellence.

In other milestones, the school was the first to have four consecutive champions in a single contest at the Hearst Awards, and students bested professionals in the Arizona Press Club Awards for video storytelling, the first time that has happened in the 91-year history of the organization.

our students

Student accomplishments went far beyond awards. Elizabeth Candello became the first to complete Cronkite's new Ph.D. program. Undergraduate student Justin Emerson got national attention for inspiring a groundswell of support for NCAA Division I hockey, and a group of Cronkite students reported on development at the Grand Canyon for a piece that aired on the "PBS NewsHour," seen by more than 4 million weekly viewers around the country. Still other students made their marks in photography, sports and public relations.

By the numbers:

58.2 percent of freshman class from out of state

31 percent minority student enrollment

32 percent of freshmen in Barrett, the Honors College

91.3 percent freshman retention rate

115 student awards

85 students in professional mentorship program

539 for-credit student internships

115

539

Cronkite Students Make History in National Journalism Contests

The Cronkite School took its tradition of leading the country in national and regional journalism competitions to a whole new level of excellence during the 2014-2015 academic year.



(First row) Erin Patrick O'Connor, Megan Thompson, Jessica Boehm and Emilie Eaton display their Hearst Championship awards. With them (back row) are Douglas A. Anderson, Mike Wong, Mark Lodato and Christopher Callahan of the Cronkite School.

More than 100 students amassed 100-plus awards, which included an unprecedented number accomplishments.

The Cronkite School was the first journalism program in the nation to win a Student Edward R. Murrow Award in overall video excellence as well as the first to have four consecutive national champions in a single contest at the Hearst Awards. At the Arizona Press Club Awards, Cronkite students bested professional journalists, marking the first time in the 91-year-old organization's history that students from any journalism program have beaten the pros.

"This was a tremendous year for our students," said Cronkite Associate Dean Kristin Gilger. "They took on tough and important issues and executed their stories at an exceptionally high level."

Erin Patrick O'Connor, a December 2014 graduate of the Cronkite School, was the inaugural winner of a Student Edward R. Murrow Award in overall video excellence for his work on "Gun Wars," a Carnegie-Knight News21 investigation into gun rights and regulations in America.

Megan Thompson, who graduated in May 2015, took first in the

The 55th Hearst National Journalism Championship was held in San Francisco in June 2015. Students competed in writing, photojournalism, multimedia, broadcast TV and radio competitions. Photos by Erin Lubin, Hearst Foundations

national television broadcast news championship at the Hearst Awards. Her broadcast win follows Cronkite students Shayne Dwyer in 2014, John Genovese in 2013 and Dan Neligh in 2012.

At the Arizona Press Club Awards, O'Connor and Sean Logan took first in the video storytelling category for "Hooked: Tracking Heroin's Hold on Arizona," a statewide documentary that reached more than 1 million viewers on all Arizona broadcast television stations in January 2015.

In all, the Cronkite School amassed 12 awards in the Arizona Press Club Awards, with students taking nearly every single college honor in addition to their professional award. According to Arizona Press Club President Jim Small, there was much excitement about Cronkite students winning a professional award.

"It shows the great work universities are doing training students," he said. "The fact that they can put out journalism deemed by our judges to be on the same caliber as professional news outlets is fantastic."

At the Society of Professional Journalists' national Mark of Excellence Awards, the Cronkite School secured five national winners, the most among the 86 journalism programs in the competition. Over the past 10 years, Cronkite has the best overall record in the national Mark of Excellence Awards, finishing with the most awards eight times. At the regional level, Cronkite topped the SPJ contest for the 15th straight year with 35 awards, nearly twice as many as the second-place school.

At the national Hearst Awards competition, students placed third overall among the 108 accredited journalism schools. It was the 14th straight year the Cronkite School finished in the top 10 at Hearst, scoring in the top three in three of the four categories.

The year also included strong performances in broadcast journalism at the Rocky Mountain Emmys as well as the Broadcast Education Association's Festival of Media Arts. At BEA, students took home 15 awards. In the past six years, the Cronkite School has amassed 106 awards at the competition, the most of any school in the country. ■

Hearst Journalism Awards

National Journalism Championship

First: **Megan Thompson**, Television Broadcast News

Second: **Erin Patrick O'Connor**, Multimedia

Finalist: **Jessica Boehm**, Multimedia

Finalist: **Emilie Eaton**, Writing

Category Winners

Feature Writing

Second: **Emilie Eaton**, "Central American Minors Pushed North by Poverty, Violence, Hopes for Refuge," Cronkite Borderlands Initiative

Sixth: **Jessie Wardarski**, "Shelter Operators Heed Calling," Cronkite Borderlands Initiative

Multimedia News

Third: **Erin Patrick O'Connor**, "Colorado: Expanded Gun Laws and the Political Fallout," Carnegie-Knight News21 "Gun Wars"

Fifth: **Jessica Boehm**, "In Prescott — 'Everybody's Hometown,'" "Hooked: Tracking Heroin's Hold on Arizona"

Multimedia Enterprise

Fourth: **Sean Logan**, "For One Couple, Staying Sober Is the Key to Their Relationship," "Hooked: Tracking Heroin's Hold on Arizona"

Seventh: **Jessica Boehm**, "Downwind," thesis project

TV Feature Reporting

Fourth: **Megan Thompson**, "Charity Creates Mobile Unit to Help Steer People in the Right Direction" and "Local Dairy Company Is Making Old Fashion Glass Bottles a New Thing," Cronkite News

27th: **Brittany Bade**, "Tomb of the Unknown Soldier Sentinels" and "Congressman Ed Pastor Retires After 23 Years in Congress," Cronkite News

TV News Reporting

Fifth: **Ryan Hill**, "Police Body Cameras" and "New Rule Expands Roaming Area for Endangered Mexican Gray Wolf," Cronkite News

15th: **Jamie Warren**, "Phoenix Arts District Could be Demolished" and "Medical Marijuana Farms Could be Your New Neighbor," Cronkite News

Breaking News

Fifth: **Miguel Otarola**, "300 More Immigrant Children Shipped to Arizona," azcentral.com

17th (tie): **Emilie Eaton**, "ASU, Other Campuses Stock Up on Military Rifles under Federal Program," Cronkite News

Multimedia Features

Eighth: **Erin Patrick O'Connor**, "Camden Community Battles Gun Violence," Carnegie-Knight News21 "Gun Wars"

24th: **Sean Logan**, "Francisco's New Leg," The State Press

Personality Profile Reporting

10th: **Connor Radnovich**, "In Southern Mexico, an Invasion, a Battle and a Vision for the Future," Cronkite Borderlands Initiative

34th: **Mackenzie McCreary**, "Searching for a Sea Change," The State Press

Enterprise Reporting

10th: **Marlena Saucedo**, "Fair Trade Coffee a Big Business, but Indigenous Growers Not Getting Rich," Cronkite Borderlands Initiative

35th: **Mauro Whiteman**, "Dropped by State, Left Out of 'Obamacare,' Family Struggles for Health Care" and "As National Debate Looms, Arizona's KidsCare Freeze Puts It in Spotlight," Cronkite News

Radio Reporting

11th: **Annika Cline**, "CrossFit Athletes Go Head-to-head in Rush Club" and "Homeless Veterans Face Barriers to Services, Job Opportunities," Downtown Devil

Multimedia Team News

13th: **Erin Patrick O'Connor** and **Andrea Martinez**, "Model City Built to Help Mexico's Indigenous Poor Now a Ghost Town," Cronkite Borderlands Initiative

News and Feature Photography

23rd: **Jessie Wardarski**, a selection of photos

29th: **Dominic Valente**, a selection of photos

Sports Writing

34th: **Kristen Hwang**, "Phoenix-area Golf Courses Continue to Struggle," Cronkite News

41st: **Evan Webeck**, "Sonics Gone, but Hoop Dreams Still Alive with Seattle Pro-am," Sports Illustrated

National SPJ Mark of Excellence Awards

Best All-around Television Newscast

Winner: **Kelsey Tardio** and **Brittany Ducksworth**, Cronkite News

Television In-depth Reporting

Winner: **Vondalynn Dias**, "Arizona's Water Future," Cronkite News

Television General News Reporting

Winner: **Tara Molina**, "Mesa Police Body Camera," Cronkite News

Television Sports Reporting

Winner: **Kari Osep**, "Concussions: It's a Girl Thing, Too," Cronkite Sports on FOX Sports Arizona

Radio Sports Reporting

Winner: **Peter Haden**, "Race Fans Flock for the 'Almost-Crashes,'" KJZZ

BEA Festival of Media Arts

Television Hard News Reporting

Best of Festival: **Shayne Dwyer**, "Few Physicians Are Handing out the Majority of Pot Prescriptions," Cronkite News
Second: **Jamie Warren**, "New Bike Share Offers Green Way to Get Around Phoenix," Cronkite News

Radio Hard News Reporting

Best of Festival: **Peter Haden**, "Bad Apps," KJZZ

Television News Anchor

First: **Analise Ortiz**, Cronkite News
Third: **Megan Thompson**, Cronkite News

Television Weathercaster

Third: **Alena Lee**, Cronkite News

Television Feature

Second: **Kristen Hwang**, **Kassandra Gonzalez** and **Jacob Tibi**, "Thicker than Water," documentary

Radio/TV Sports Event, Play-by-Play Talent

Third: **Kerry Crowley**, "Bourne Braves vs. Cotuit Kettleers, Cape Cod Baseball League"

Long-form Video or Film Documentary

Third: **Mauricio Casillas**, **Carolina Marquez** and **Cammeron Neely**, "Until the Southern Border is Secure," documentary
Honorable Mention: **Alex Lancial**, "Breaking the Spectrum," documentary

Radio Feature Reporting

Honorable Mention: **Peter Haden**, "Race Fans Flock for the 'Almost Crashes,'" KJZZ

Television Sports News Program

Honorable Mention: **Casey Ferreirae**, **Josh Frons**, **Arianna Grainey** and **Kari Osep**, Cronkite Sports on FOX Sports Arizona

Television Sports Story/Feature

Honorable Mention: **Sam Rabadi**, "Rachael Adams USA Women's Volleyball," USA Volleyball Cup

Short-form Video or Film Documentary

Honorable Mention: **Vianka Villa**, **Edward Hernandez**, **Chris Smith** and **Aidan Cooney**, "Garden City," documentary
Honorable Mention: **Kristen Hwang**, **Kassandra Gonzalez** and **Jacob Tibi**, "Thicker Than Water" documentary

Rocky Mountain Emmy Student Production Awards

Arts and Entertainment/Cultural Affairs

Winner: **Chris Smith**, "ASU Downtown Life," Cronkite School website

Newscast

Winner: **Peyton Gallovich** and **Dyan Sue Kovacs**, Deaf and Hearing Network

Sports

Winner: **Erin Patrick O'Connor**, **Adrian Borunda** and **Chris Smith**, "Let's Roll," Cronkite TV documentary class

Talent

Winner: **Robby Baker**, anchor reel
Winner: **Nick Marek**, sports reel

Student Edward R. Murrow Award

Video

Winner: **Erin Patrick O'Connor**, "Colorado: Battle on the Front Range" and "Camden, N.J. — Homicides," Carnegie-Knight News21

Arizona Press Club Awards

Professional Category: Video Storytelling

Winner: **Sean Logan** and **Erin Patrick O'Connor**, "Hooked: Tracking Heroin's Hold on Arizona"

Student Category: College Photographer of the Year

First Place: **Connor Radnovich**
Second Place: **Jessie Wardarski**
Third Place: **Sean Logan**

Student Category: College Sports Reporting

First Place: **Bethany Reed**, **Thomas Mitchell** and **Morgan Chan**, "Kush, Wulk, Winkles Helped Elevate ASU Athletics to National Prominence," Cronkite News
Second Place: **Justin Emerson**, "Bottom of the Ninth — Packard Stadium Shuts its Doors after 40 Years," The State Press
Third Place: **Benjamin Margiott**, "Bump, Set, Sand — Sand Volleyball to Begin 1st Season in School History," The State Press

Student Category: College News Reporting

First Place: **Emily Mahoney**, "Dream Deferred: ASU Facilities Wither Without Maintenance Funding," The State Press
Second Place: **Shelby Slade**, "The New Frontier — Advocates Seek Change in Tuition Rates for Dreamers," The State Press
Third Place: **Emily Mahoney**, "We the Police — The Relationship Between Tempe and Its Protectors," The State Press

Student Category: College Features Reporting

Second Place: **Sarah Jarvis**, "A Nonprofit Group Leaves Humanitarian Aid Along Immigrant Trails," Downtown Devil
Third Place: **Sean Logan**, "Help From Above: 'Flying Sams' Bring Clinic to Mexican Communities," The State Press

Recent Grad Wins Student Murrow Award for News21 Investigation



A recent Cronkite graduate won the first Edward R. Murrow award honoring a college student for work in video journalism.

Erin Patrick O'Connor, a December 2014 graduate, is the inaugural winner of a Student Edward R. Murrow Award in overall video excellence for his work on "Gun Wars," a Carnegie-Knight News21 investigation into gun rights and regulations in America. O'Connor accepted the award from the Radio Television Digital News Association during an October awards ceremony in New York.

Established in 2014, the Student Murrow Awards celebrate overall excellence in student journalism at the collegiate and high school levels. They are awarded in three categories — audio, video and digital journalism — and, unlike the professional Murrow Awards, which are presented to a news organization, the Student Murrows are awarded to individuals.

O'Connor's award-winning News21 stories, "Colorado: Battle on the Front Range" and "Camden, N.J. — Homicides," examined how two states are trying to balance gun rights and regulations in two very different parts of the country. In Colorado, O'Connor profiled the tension between the rural community and the expanding urban population, sparked by gun control legislation. In New Jersey, he



highlighted government initiatives to curb gun violence in a city with a murder rate 17 times higher than the national average.

"It's such an honor to be considered for such a prestigious award, and then to win it is a bit overwhelming," said O'Connor, who was an Ethics and Excellence in Journalism Fellow in News21. "You put your heart and soul into a story and hope it benefits the community. I'm just happy people are listening, and it makes me want to do more."

News21 is a multimedia investigative reporting initiative established by the Carnegie Corporation of New York and the John S. and James L. Knight Foundation. Twenty-nine college students from 16 universities participated in the 2014 project headquartered at the Cronkite School. Students traveled to more than 28 states to interview hundreds of people about their experiences with guns. News organizations across the country, including The Washington Post, USA Today and NBC News, published portions of the project.

The investigation was led by News21 Executive Editor Jacquee Petchel, a

Pulitzer Prize-winning investigative journalist, and Leonard Downie Jr., the former executive editor of The Washington Post and current Weil Family Professor of Journalism at the Cronkite School.

"Erin is an extraordinary visual storyteller and reporter whose ability to capture the essence of his characters is matched only by his determination and humility," Petchel said. "His attention to detail at a student level is unparalleled. He is, in every way, remarkable."

As a Cronkite student, O'Connor specialized in documentary production. He served as the director of "Hooked: Tracking Heroin's Hold on Arizona," a documentary produced by the Cronkite School and the Arizona Broadcasters Association that aired on all 33 Arizona television stations and reached 1 million viewers in January 2015.

O'Connor has held internships with Republic Media and the Arizona Center for Investigative Reporting. He also traveled to Chiapas, Mexico, to participate in Cronkite's Southwest Borderlands Initiative, a semester-long depth reporting project.

Originally from Wrightwood, Calif., he spent the summer of 2015 working at The Washington Post as a part of a 12-week video internship, producing short-form stories in the nation's capital.

"Erin tells vivid narrative stories through the people and places in his videography that make important statements without the intrusion of Erin's own voice — a rare talent at any age and level of experience — as recognized by this well-earned award," Downie said. ■



Cronkite Student Secures Historic Win at Hearst National Championships

For an unprecedented fourth consecutive year, a Cronkite student won the national television championship at the prestigious Hearst Journalism Awards.

Megan Thompson competes at the 55th Hearst National Journalism Championship in San Francisco. Photo by Erin Lubin, Hearst Foundations

Megan Thompson of Gilbert, Ariz., took first in the national television broadcast news championship sponsored by the William Randolph Hearst Foundation. The win makes the Cronkite School the only journalism program in the country to have four consecutive national champions in a single contest at the Hearst Awards.

Thompson received a \$5,000 award for first place and an additional \$1,000 for the Best Use of Television for News Coverage Award, which she accepted during a dinner reception in San Francisco. Her broadcast win follows those of Cronkite students Shayne Dwyer in 2014, John Genovese in 2013 and Dan Neligh in 2012.

"To be given the top honor in such a challenging and noble competition is the absolute highlight of my budding journalism career," said Thompson, who graduated in May 2015 and is now a reporter at KGUN 9, the ABC affiliate in Tucson, Ariz. "I knew what I was doing because my time with the Cronkite School made powerful storytelling the standard. I am honored to be the Cronkite student to bring it home for the school I love so much."

Thompson's win marks the sixth time in

10 years a Cronkite student has secured a national championship at the Hearst Awards. She was one of four Cronkite students to compete in the 2015 competition, which included 30 students from 15 colleges and universities.

Cronkite's Erin Patrick O'Connor of Wrightwood, Calif., placed second in the multimedia competition, winning a \$4,000 award. His second-place multimedia piece centered on urban renewal in San Francisco. O'Connor graduated in December 2014 and worked at The Washington Post as a video intern the following summer.

Jessica Boehm of Tempe, Ariz., also competed in the multimedia competition, securing a finalist position. She graduated in May 2015 and went on to become a Pulliam Fellow at The Arizona Republic. Emilie Eaton of Rio Vista, Calif., was a finalist in the writing competition. She graduated in December 2014 and is now a reporter for The Cincinnati Enquirer.

For her winning entry, Thompson reported on the historic drought in California. She focused on Bay Area land-

scapers and how they are adapting to the water shortage by replacing lawns and irrigation systems with drought-resistant plants and other sustainable practices. Over the course of 24 hours, Thompson interviewed business owners and environmental experts and produced the story.

"Megan's first-place finish represents the very best of the Cronkite School," said Cronkite Dean Christopher Callahan. "We are proud of her outstanding work as well as the tremendous performances of Erin, Jessica and Emilie at the Hearst Awards."

The Hearst Journalism Awards, often called the Pulitzer Prizes of college journalism, were established by the William Randolph Hearst Foundation in 1960 to provide support, encouragement and assistance to journalism education at the college and university levels. More than 100 accredited journalism schools across the country compete in the annual competition. The program distributes more than \$550,000 in scholarships and grants annually. ■



Senior Associate Dean and Louise Solheim Professor Marianne Barrett congratulates Elizabeth Candello on being the first Ph.D. graduate of the Cronkite School.
Photo by Molly J. Smith



Associate Professor Craig Allen (left) and Associate Professor Leslie-Jean Thornton (right) applaud the school's first doctoral graduate, Elizabeth Candello, at convocation. Photo by Molly J. Smith

Elizabeth Candello Earns 1st Cronkite School Ph.D.

By Lia Juriansz

Elizabeth Candello brimmed with excitement as Cronkite Associate Professor Leslie-Jean Thornton draped a doctoral hood over her shoulders during the fall 2014 convocation ceremony.

Candello was the first student to receive a Ph.D. through the Cronkite School's doctoral program, which is designed to prepare students to conduct scholarly research and teach at the university level.

"Just being able to sit on the stage with the rest of the faculty — faculty I look up to so much — was really awe-inspiring," she said. "I think I was shocked really, if anything."

Candello was part of the school's inaugural doctoral class in 2011. As a student, she was the first to have research published in a scholarly journal. Her 227-page dissertation, "Cocreating Value Through Relationships: An Exploration of Snap-Ed and the Base-of-the-Pyramid Service User," examined how the scarcity of time and money limit people with an economic disadvantage from working with communities, organizations and companies.

Cronkite doctoral studies director and Associate Professor Craig Allen said Candello was an outstanding student with a keen eye for research. Candello began her studies after working for the national marketing and public relations firm Waggener Edstrom, where she served as an insights and analytics analyst and an assistant account executive.

"Liz had a background in research and knew exactly what she was going to do and did it," Allen said. "It really demonstrated to the other doctoral students what they can achieve."

Thornton, who served as Candello's faculty adviser, said she was impressed by Candello's work ethic and discipline, which drove her to finish and defend her dissertation in record time. Thornton said Candello's dissertation added important knowledge to the communications field.

"She discovered a more human element to the process than had been in the books before," Thornton said. "She really opened up a lot of public relations and communications practices to taking into consideration individual elements, into really looking at the person they are working with."

Candello, who earned her bachelor's and master's degrees from the University of Oregon, is now teaching in the Pacific Northwest. She is dividing her time between the University of Portland and Washington State University, where she teaches communications and public relations courses.

Over the past three years, Cronkite doctoral students have participated in international academic conferences and published articles in peer-reviewed journals.

Candello said the doctoral program's faculty and students helped her reach her personal and professional goals.

"The contacts which I've made and the friendships that I've made mean the world to me," Candello said. "The faculty really just set me up for success." ■

Cronkite freshman Rachael Bouley wants to pursue a career in broadcast journalism.

In her first month at the Cronkite School, she was matched with ABC15 multimedia journalist Allison Rodriguez as part of the Cronkite Mentorship Program, a yearlong experience that connects freshmen to media professionals for mentorship and career advice.

"It's a really awesome program," said Bouley, who was one of 116 student participants. "It's one of the reasons I came to Cronkite."

Rodriguez said she set out to help Bouley by listening and critiquing her work.

"I think seeing what (students are) interested in and how they're going to shape the future of the industry is the most rewarding," Rodriguez said.



Mentorship Program Connects Freshmen with Media Pros in Arizona

According to Cronkite Career Services Director Mike Wong, the 2014-2015 program set a new enrollment record, with half of the freshman class participating. He said the program, now in its seventh year, gives students an early introduction to the media profession.

It all starts with a two-day networking event in August during which students meet their mentors, who include some of the top media professionals in Phoenix.

The program matches freshmen with professionals in a variety of communications fields, including digital and broadcast journalism, photojournalism and public relations. Mentors check in and meet with students throughout the year.

Over the past six years, nearly 400 students have participated in the program.

"The goal of the mentorship program is to try to connect students to the profession at a very early stage of their education," Wong said. "If students and mentors establish a strong rapport with one another, they may keep in touch with one another in the years beyond the freshman year."

By John Haverlin

"It's a really awesome program. It's one of the reasons I came to Cronkite."

— Rachel Bouley, Cronkite freshman

Wong said he works to find mentors who match students' career goals, and he is often able to tap into Cronkite's network of alumni.

Joe Ortiz, a 1985 Cronkite graduate who serves as the public relations director for the Roosevelt School District, said the program is a way to help his alma mater.

"I love ASU," said Ortiz, who has been working in public relations for more than 25 years. "I was always close to the university, and I just feel that I got a good education and I want to give back." ■



Top: Cronkite student Alexander M. Wright (right) talks with his mentor, Jon Roy, managing editor at FOX 10.

Above: Erika Flores, a reporter for 3TV, takes a selfie with Cronkite student McKenna Leiva. Photos by Zachary Joseph Hillenbrand

To become a mentor, contact Cronkite Career Services Director Mike Wong at mike.wong@asu.edu.



Cronkite Student Scores Big Assist in Making NCAA Ice Hockey a Reality at ASU

By Colton Dodgson

In November 2014, ASU Athletic Director Ray Anderson announced the men's ice hockey program was making the jump from a club sport to NCAA Division I status.

It all started because of a 1,000-word article by Cronkite student Justin Emerson that inspired a groundswell of support for D-I hockey in the desert.

In July 2014, Emerson sat down with Anderson on the heels of the hockey team's victory in the men's club-level national championship. He asked the athletic director about the potential for D-I hockey at ASU.

"I asked him, 'Hypothetically, what if somebody called you and said they had the money and were willing to fund a men's hockey program. What would you do?'" Emerson said. "He told me they would do everything that they needed to do to make that happen."

After that meeting and talking with ASU hockey coach Greg Powers,

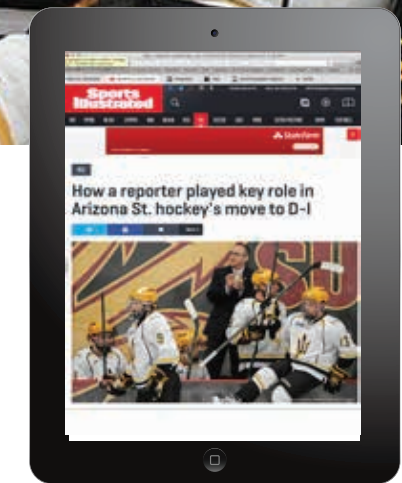
Emerson wrote a story for the Houseof-Sparky.com about how ASU could field a D-I hockey team. Powers told him it would take a financial endowment between \$30 million and \$40 million to make it a reality.

Shortly after his story went live, Emerson said Powers received a call from a donor group led by Don Mullett, a Wisconsin businessman whose son, Chris, played hockey at ASU. The group was committed to pledging \$32 million for the program.

Powers and Anderson told Emerson his story was the reason for the donation.

At the press conference announcing the creation of the program, Anderson said the gift from Mullett and other donors, who wished to remain anonymous, was the single largest in the history of ASU Athletics. In the midst of the conference, Anderson asked Emerson, who was covering the announcement, to stand.

"Justin, you've really done this university,



Sports Illustrated credited Cronkite student Justin Emerson with helping to make D-I hockey a reality at ASU. Photo by Courtney Pedroza/House of Sparky.

your Cronkite School and your media partners proud because you were sincere, you were together, you were passionate and, you know what, you put a lot of pressure on me," Anderson said.

Emerson's efforts were reported by major media outlets across the country, including The New York Times. A few months after the announcement, Emerson wrote another article for Sports Illustrated detailing his role in making D-I hockey a reality at ASU. In it, he said he had no idea just how much difference his work would make.

As ASU begins its foray into D-I hockey, Emerson will be there for the action.

"ASU has a Division I hockey program now," he said. "It's weird; it's crazy, and I couldn't be more excited." ■

Cronkite Students Take a Swing at **Covering Cape Cod Baseball League**

By John Haverlin

Every summer, the Cape Cod Baseball League brings the best collegiate ballplayers to a string of towns dotting a narrow stretch of Massachusetts coastline.

In 2014, six Sun Devils made the 2,600-mile trip to play ball with some of the top prospects in the country. Tagging along were Cronkite students Dominic Cotroneo and Kerry Crowley, who called dozens of games for the CCBL on online radio.

"You got the beach, baseball, bonfires at night and great weather," Cotroneo said. "The fields were right on the water, and it was 75 degrees. It was pure Americana."

The CCBL is widely seen as a stepping stone for college prospects on their way to the big leagues. The summer league consists of 10 teams that play 44-game regular season games, punctuated by a jam-packed post season. During the 2014 season, Cotroneo and Crowley did

the play-by-play, highlighting numerous players, including ASU's Dalton DiNatale, Ryan Kellogg, Brett Lilek, Brian Serven, Johnny Sewald and RJ Ybarra.

The two students said their days started early in the morning and ended well past dark when they would study notes for the game they were calling and examine scouting reports and player statistics.

Cotroneo did pregame interviews with players from the team he covered, the Chatham Anglers. Both Cronkite students observed and took notes during practices, watching players in the batting cages or on the field.

"I would look for something simple like streaks and slumps," Cotroneo said. "I'd look for how a batter is doing against lefties, what is the team's record when they commit two errors or what their record is when they don't commit an error."

Games typically started at sunset and

"When you are calling live games on an everyday basis, the amount of improvement you can have is just exponential."

— Kerry Crowley, Cronkite student

lasted three hours. Cotroneo and Crowley would call separate games, both penciling stats in their scorebooks. Afterward, the two produced postgame shows that were broadcast live.

While baseball consumed most of their time, the two did get a chance to explore the area. Crowley, who covered the Bourne Braves, said he will remember meeting new people and experiencing the cultural differences of the East Coast. He also said covering the CCBL helped him as an aspiring sports journalist.

"There was absolutely nothing comparable to what I was able to accomplish," Crowley said. "When you are calling live games on an everyday basis, the amount of improvement you can have is just exponential." ■



Student Dominic Cotroneo (right) attempts a post-game interview with Chatham Anglers players. Photo courtesy of Dominic Cotroneo



Student Ryan Hill reports from the Grand Canyon. Photo by Susan Lisovicz

‘PBS NewsHour’ Spotlights Cronkite Students’ Story

By Greg Freitas

In his final semester as a Cronkite student, Ryan Hill traveled to a remote corner of the Grand Canyon to report on a story that would gain national attention.

Hill and a team of students covered the growing battle over a proposed \$1 billion tourism development on Navajo Nation land that would change the landscape near the confluence of the Colorado and Little Colorado rivers.

After months of reporting for Cronkite News, the student-produced news division of Arizona PBS, the story was featured in June on the “PBS NewsHour,” which is seen by more than 4 million weekly viewers across the country.

In his report, Hill explored the rising tensions between Confluence Partners, a group of Arizona-based developers, and the Navajo Nation. The proposed project would be constructed on hundreds of acres on the canyon’s eastern rim. It would include hotels, restaurants and an aerial tram to take

visitors to the confluence, an area considered sacred by the Navajos.

Hill reported on both sides of the issue, highlighting the potential environmental and economic impact on the region.

“We were here to make a difference, whether it’s small or monumental,” he said. “It’s been great to be active in the community and to have the opportunity to potentially change lives by uncovering the truth behind a story.”

The report was led by Cronkite Professor of Practice Jacquee Petchel, who also serves as executive editor of Carnegie-Knight News21. She said the students did an excellent job on the complex project.

The reporting started in March with students talking with numerous sources, including government officials, land developers, area residents and tourists. Hill said the divide on the issue was complicated because there were some internal disagreements amongst the

Navajo, who were torn between preserving the land and boosting economic opportunity in a region where some live without water and electricity.

Cronkite senior Alexis Eader shot video for the report, surveying the area and scoping out interesting spots for interviews as well as editing the project back at the Cronkite School.

“So much time was spent writing and rewriting, and so much time in edit bays was spent in order to make multiple stories into one,” she said. “That’s what this career is all about — telling stories, and I’m just happy that I could be a part of it.”

Hill, who graduated in May, is now a multimedia journalist for KFOX-TV, the FOX affiliate in El Paso, Texas.

“Cronkite News prepared me for this moment,” Hill said. “If you can absorb everything you can then you’ll be ready when your time comes.” ■

Watch the Report
cronkitenews.azpbs.org/2015/06/03/economic-needs-collide-with-preservation-in-grand-canyon



Dominic Valente's winning photos are on display on the third floor of the Cronkite School. Photo by Alexandra Gaspar

Crowder Award Inspires Next Generation of Photojournalists

By Greg Freitas

Dominic Valente is the 2015 winner of the Greg Crowder Memorial Photojournalism Award at the Cronkite School.

Valente, who graduated from the Cronkite School in May 2015, took first in the annual photojournalism contest, established in 2010 by Troy and Betsy Crowder in memory of their late son, Greg Crowder, a talented photojournalist and Cronkite alumnus.

"It was very apparent that (Greg Crowder) lived and breathed his work," Valente said. "I am honored, flattered and surprised that I won the award."

Valente received a \$1,000 prize and his winning portfolio is on display at Cronkite for a year. He was recognized during an awards ceremony in fall 2015 along with second-place winner Sean Logan and honorable mention recipients Carla León Celaya and Ben Moffat.

As a student, Valente shot photographs for The Arizona Republic, The East Valley Tribune and The State Press. He also worked for the Montrose Daily Press in Colorado during the summer of 2014.

Valente said much of his inspiration has come from the work of past Crowder

2015 Crowder Award Honorees

Winner: Dominic Valente
Second Place: Sean Logan
Honorable Mention: Carla León Celaya
Honorable Mention: Ben Moffat

2015 Crowder Award Judges

Kristin Gilger, associate dean, Cronkite School
Bettina Hansen, photojournalist, The Seattle Times
Nick Oza, photojournalist, The Arizona Republic

Award winners, including Aaron Lavinsky and Molly Smith. "It meant a lot for me to win the award because Aaron and Molly won the award before me, and both of them share my passion for photojournalism," he said.

Cronkite School Associate Dean Kristin Gilger, who served as a judge, said Valente's winning portfolio was well-balanced and tightly edited.

"Dominic is a wonderfully talented young photographer," she said. "He is especially adept at capturing emotion in telling moments, whether at a protest or a football game. He has a bright future ahead and many more photographs to shoot." ■



The Greg Crowder Memorial Photojournalism Award honors Cronkite alumnus and photojournalist Greg Crowder. Crowder, a 1980 graduate and longtime photojournalist at The Riverside Press-Enterprise in California, died in 2005. While a student at ASU, he worked for The State Press, ASU's independent student newspaper, and interned at The Arizona Republic.



Above: Valente's winning photos include news, features and sports images.



Aspire Award Helps Cronkite Student's Disney Dream Come True

By Joshua Bowling

As a Cronkite public relations student, Tayllor Lillestol knew she wanted to work for Walt Disney Co.

In spring 2015, Lillestol received a rare networking opportunity with Disney, thanks to the annual Public Relations Lab Mentorship Lecture and Aspire Award at the Cronkite School. Today, the 2015 graduate is a public affairs coordinator for the iconic company.

Established in honor of Enid R. Pansky by Scott Pansky, co-founder of the global public relations firm Allison+Partners, the PR Lab Mentorship Lecture and Aspire Award bring a nationally recognized PR practitioner to the Cronkite School to meet with students and mentor a senior-level PR student.

In April 2015, Lillestol met with John J. Nicoletti, vice president for internal communications at Walt Disney Parks and Resorts, who offered career advice and guidance.

Nicoletti also presented Lillestol with the Cronkite School's Aspire Award, recognizing her public relations achievements and desire to emulate her mentor's career and character.

"This award helped me get my start," Lillestol said. "The Aspire Award gave me the chance to pursue, right after graduation, a field that I'm very interested in (and land) a job with amazing colleagues at the company that I've wanted to work with for years."

Pansky, who made the Aspire Award



PR Lab Director Fran Matera (above) and John J. Nicoletti of Walt Disney Parks and Resorts congratulate Aspire Award winner Tayllor Lillestol. Photos by Sean Logan

selections in concert with family members, said Lillestol's application amazed him.

"The entire family each read applications this year, and then it was a consensus that Tayllor would be the award winner," he said.

Pansky established the PR Lab Mentorship Lecture and Aspire Award in 2013 to honor the entrepreneurial spirit of his mother Enid, who served as a mentor to many.

Associate Professor Fran Matera, founding director of the PR Lab, said the award "is a tangible representation of the best intentions of practitioners and professors who want to connect their students to the future." ■

New scholarships for Cronkite students were created in 2015 to honor a longtime Cronkite professor, promote the development of young leaders and honor family members — all while helping students in need.

cronkite scholarships

The family of Professor Ed Sylvester established a science writing scholarship to honor the memory of Sylvester, who was part of the Cronkite faculty from 1980 until his death in 2014, and Cronkite Professor Tim McGuire created a scholarship to honor the memory of his late wife, Jean. Other new scholarships were established by Cronkite faculty member Jacquee Petchel; Fred Mercaldo, founder of City Brand Media; and Cronkite deans.

Like many scholarship recipients, Cronkite senior Jessica Bermudez works part-time to help pay for her education. The first recipient of the Jean Fannin McGuire Memorial Scholarship, Bermudez transferred to ASU from community college and hopes to become the first person in her immediate family to earn a college degree. "It hasn't been easy getting to this point," she said, "so for me this is a very big deal."

By the numbers:

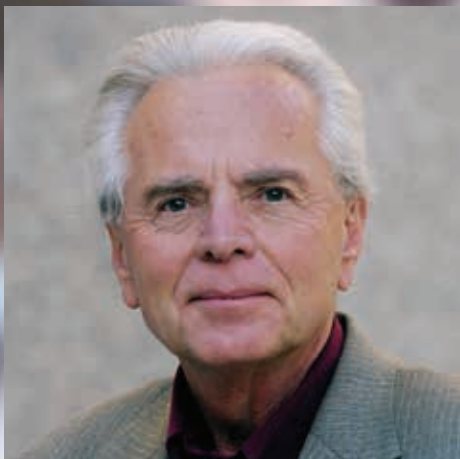
94 percent of freshmen receiving merit scholarships

148 Cronkite scholarships awarded

\$8 million university and college scholarships awarded

7 new endowed scholarships created

Student Travis Arbon welcomes visitors to the school's annual Cronkite Day. Photo by Sean Logan



Science Writing Scholarship Honors Memory of Professor Ed Sylvester



Ginny Sylvester and Daniel Sylvester, wife and son of the late Professor Edward J. Sylvester, attend the Cronkite scholarship brunch. Photo by Deanna Dent

“Helping people understand science is my passion, so thank you so much for helping me do that. I love this field and have accepted a position doing social media for the (club) Students for the Exploration and Development of Space.”

— Chelsey Ballarte, recipient, Edward J. Sylvester Memorial Scholarship in Science Writing

The late longtime Cronkite Professor Edward J. Sylvester was passionate about a lot of things.

“He was so eclectic in his interests,” said his wife, Hayden Library Director Ginny Sylvester. “But he made it his career to really teach people how to explain science and medicine in a way that everyone can understand.”

Sylvester began college as a physics major, although he graduated with a degree in philosophy and later earned a master’s in creative writing. After serving in the U.S. Army, he spent more than a decade as a reporter and editor for newspapers such as the Los Angeles Times, The Wall Street Journal and The Arizona Daily Star. He also began writing about science, forming a decades-long partnership with his Princeton roommate, biotech expert Lynn C. Klotz.

Sylvester came to ASU in 1980, joining what was then the Department of Mass Communication. He played a critical role in the development of the Cronkite School, championing the basics of journalism and the importance of science writing.

After his death in November 2014, his family established the Edward J. Sylvester Memorial Scholarship in Science Writing in his memory.

“We set the scholarship up because we know how important it was to Ed that students really learn how to transmit ideas about science and medicine, which are

difficult to interpret, and to do them well, and to really do them in language that the layman can read,” said Ginny Sylvester. “That was his whole approach to his writing all along, and I think (that’s) how he encouraged his students.”

The first recipient of the Sylvester scholarship is eager to follow in his footsteps. Junior Chelsey Ballarte said she was told about Ed Sylvester and his science writing class when she arrived at the Cronkite School, although she wasn’t able to take his class.

“It was him that made me think, OK, even though there aren’t a lot of students (studying science writing), there are professors who are teaching this; it’s still alive and well at ASU,” she said. “That’s what inspired me to look at clubs and other outlets.”

What Ballarte found was a club at ASU called the Students for Exploration and Development of Space. She manages the club’s website and social media and also works for the national chapter, SEDS USA. She has completed an internship at Medical Marketing Solutions and hopes to work for the Discovery Channel one day.

“Explaining the sciences to the average reader is a real knack,” Ginny Sylvester said. “And it’s so important, because if we don’t understand the sciences, we’re not going to go very far.” ■

Douglas and Claudia Anderson Support Students with Scholarship

Douglas A. Anderson has long been an active supporter of the Cronkite School.

Anderson built the foundation for the school's current success when he served as director of the Cronkite School from 1987-1999.

He left ASU to serve as dean of Penn State's College of Communications, the nation's largest accredited communications program. Upon retiring from Penn State in 2014, he and his wife, Claudia, returned to the Valley of the Sun, and Anderson returned to Cronkite as a senior research professor.

"We had always intended (to return),"



"Your scholarship will help me take advantage of the chance I've been given by reducing my financial burden and allowing me to focus on school and self-improvement instead of how I'm going to pay tuition and fees."

— Travis Arbon, recipient, Douglas and Claudia Anderson Maroon and Gold Scholarship in Memory of Arthur Anderson and Calvin Soucie

Anderson said, explaining that with his grown daughters and young granddaughter living in Arizona, "we had a more than compelling reason to do so — though I question our sanity moving in the middle of July."

Doug and Claudia Anderson first endowed a scholarship in honor of their late fathers during Doug Anderson's tenure as director of the Cronkite School. Upon their return, ASU's Maroon and Gold Leaders Giving Program enabled them to increase the impact of their gift,

now titled the Douglas and Claudia Anderson Maroon and Gold Scholarship in Memory of Arthur Anderson and Calvin Soucie.

"I firmly believe that support for students is what we're all about," Anderson said. "Tuition continues to go up, expenses continue to go up, and who wouldn't feel good about making life at least a little bit better for some recipients in perpetuity?"

Travis Arbon, a honors student in the combined bachelor's/master's program, said he was surprised when he received a letter in the mail saying he was this year's recipient.

"Any opportunity to alleviate the cost of higher education is massive because you can focus on things like internships, classes and the future," Arbon said. "I'd like to thank Doug Anderson and his wife, Claudia, for putting this together. It's been

a great help, and I appreciate it."

At Cronkite, Arbon has focused on digital journalism and completed internships at the Phoenix Business Journal, Arizona Capitol Times and The Arizona Republic's AZ Fact Check, all close to the school.

Anderson said the school's move to the Downtown Phoenix campus has been "a game-changer from any number of perspectives." While the school was always a big program, he said, the last 15 years have brought great success, particularly under the leadership of Dean Christopher Callahan.

For all the changes, however, Anderson emphasized some things have remained the same. "One thing hasn't changed," he said. "There were good students here in the 1980s and 1990s, and there are good students here today." ■



Senior Research Professor Douglas A. Anderson mingles with guests at the 2015 Cronkite Scholarship Celebration Brunch. Photo by Deanna Dent

"It is with much appreciation and deep gratitude that I've been selected as the recipient for the Jean Fannin McGuire Memorial Scholarship; This personally means so much to me to be awarded this scholarship; (it) will make it easier for me financially to attend school and graduate next year with my Bachelor's Degree in Mass Communication and Media Studies."

— Jessica Bermudez, recipient, Jean Fannin McGuire Memorial Scholarship



Cronkite School Professor Tim McGuire Establishes Scholarship in Wife's Memory

Cronkite Professor Tim McGuire said his late wife, Jean, was many things: a dedicated mother, a remarkable homemaker, a talented journalist and a junior college graduate.

McGuire, the Cronkite School's Frank Russell Chair for the Business of Journalism, said his wife felt very strongly about her experience at Howard County Community College in Big Spring, Texas.

"She believed that it saved her," he said. "She felt that she would not have been able to go to Texas Tech without a junior college experience."

When his wife died in June 2014, McGuire created the Jean Fannin McGuire Memorial Scholarship to help aspiring journalists following a path like the one his wife began in 1965.

As a young journalist, Jean Fannin worked for the Big Springs Herald, Corpus Christi Caller-Times and Michigan's Ypsilanti Press, where she met and married McGuire.

Although she had always intended to return to the workplace when her children got older, she committed herself to her family when the couple's third child was born with Down syndrome. She was active in various causes, including the Minnesota Down Syndrome Association.

As her husband took editor jobs around the country, she supported him,

spotting stories and advising him on tough news decisions. Her unrelenting support continued when he joined the Cronkite School in August 2006.

After her death, McGuire reflected on what a scholarship in her name should look like. "Jean had to put up with being Mrs. Tim McGuire a lot in her life," he said with a chuckle, "so I decided to do something that would honor her."

Combining Jean's passion for community colleges, her love of journalism and her fierce feminism, the family created a scholarship that McGuire called "a legacy that I know would please her immensely."

Senior Jessica Bermudez, who transferred to Cronkite from Estralla Mountain Community College in Avondale, Ariz., is the first recipient of the scholarship. When she is not in class, Bermudez works part time as an instructional assistant for Rio Salado College. She said the scholarship will help her become the first person in her immediate family to earn a college degree.

"It hasn't been easy getting to this point," Bermudez said, "so for me this is a very big deal. When I graduate, it's going to be a very exciting moment for my mom and my dad."

McGuire said the outpouring of support from the Cronkite School during his wife's last months was tremendous.



Top: Stephanie Guzman, Professor Tim McGuire, Madalyn Heimann and Associate Dean Kristin Gilger gather after the scholarship brunch. Bottom: Scholarship recipients Kristy Westgard and Stephanie Guzman join McGuire at the brunch. Photos by Deanna Dent

"The dean and much of the faculty and staff have kept me upright these last six months without question," McGuire said. "I can't possibly forget that." ■

New Scholarship Links News21 Student and Professor

Last summer, Cronkite senior Anne Shearer was stressed, but overflowing with excitement.

She and the rest of the Carnegie-Knight News21 students at the Cronkite School were nearing the end of their 10 weeks of investigative reporting, and the deadline was looming.

"We're all in stress mode right now," Shearer said. "But it's been a really great experience."

Shearer also was excited about something else. She had just learned that she was the first recipient of the Mary Louise Gaillard Maroon and Gold Leaders Scholarship, endowed by News21 Executive Editor Jacquee Petchel in honor of her mother.

It was entirely serendipitous that the recipient was a News21 student, as Petchel was not involved in the selection process, but both student and teacher were pleased.

"Anne is a diligent researcher," Petchel said, describing how Shearer combed through thousands of pages of records on medical marijuana laws across the country. "Her work was a critical data component to the News21 project."

Petchel said the scholarship honors the financial sacrifice her mother made to ensure her daughters attend college. Gaillard, a retired nurse, helped both of her daughters, Petchel and Judie Gaillard Bizzozero, graduate from ASU.

"She is and was a steadfast supporter of what seemed an impossible goal for me at the time — to become an investigative journalist," Petchel said.

Petchel, a 1980 Cronkite graduate, was part of The Miami Herald team that won the 1993 Pulitzer Prize Gold Medal for Public Service for an investigation into property damage in South Florida caused by Hurricane Andrew. She also



was part of the Herald team that received the Pulitzer Prize for Breaking News in 2001 for coverage of the federal raid that removed 6-year-old Elián González from his relatives' home in Miami.

Petchel returned to the Cronkite School as a faculty member in 2013 after managing the investigative team at the Houston Chronicle for more than seven years. At Cronkite, she leads the Carnegie-Knight News21 program, a digital reporting initiative in which top journalism students from across the country cover an issue of national significance.

As News21 executive editor, Petchel has overseen investigations into gun rights and regulation and the fate of veterans returning home from Iraq and Afghanistan. She also led a Cronkite School investigative report on the perils of heroin that aired on all broadcast television stations in Arizona, reaching 1 million viewers.

Shearer spoke highly of Petchel's leadership. "It's been a really great atmosphere," she said, describing how Petchel provided encouragement and sweets to keep her students upbeat and on task, even on days when the amount of work seemed overwhelming.

Shearer, an honors student who plans to graduate with her bachelor's and master's degrees in spring 2016, said she hopes to pursue a career in digital and print journalism. ■

"Thank you so very much for the contribution you've made to my education. ... Words can't express how nice it was to be able to tell him (my father) that the amount he'd have to contribute to my final year of schooling was significantly less than I had originally thought."

— Anne Shearer, recipient, Mary Louise Gaillard Maroon and Gold Leaders Scholarship

Scholarship recipients Sean Logan and Danielle Grobmeier chat with News21 Executive Editor Jacquee Petchel after the scholarship luncheon. Photo by Deanna Dent



“Thank you for supporting my academic career and allowing me to be a part of the best professional journalism program in the nation.”

— Katryna Seki, recipient, Barrett-Gilger-Lodato Leadership Scholarship

Cronkite Deans Promote Leadership Through New Scholarship



Senior Associate Dean Marianne Barrett (top), Associate Dean Kristin Gilger (center) and Assistant Dean Mark Lodato establish a leadership scholarship for Cronkite students. Top photos by Sean Logan; bottom photo by Molly J. Smith

Inspired by an understanding of how many Cronkite students rely on financial aid, three of the school's deans decided that, together, they could become part of the solution.

This was the genesis of the new Barrett-Gilger-Lodato Leadership Scholarship.

Senior Associate Dean and Louise Solheim Professor Marianne Barrett, Associate Dean Kristin Gilger and Assistant Dean Mark Lodato decided to reflect their leadership roles at the Cronkite School by establishing a scholarship to foster and encourage student leaders.

The Cronkite School “is a very student-centric place, where we really understand that you can change students' lives,” Barrett said. “And with journalism, you're not only changing their lives and their families' lives, but they, in turn, are changing others' lives by the stories they cover, by the work that they do.”

Barrett said about 70 percent of Cronkite students are women. And while women enter journalism in large numbers, relatively few rise to key management positions.

Gilger, who served in editing roles at five different newspapers before coming to ASU, said she had few role models when she first became a newsroom manager. “It's as important to support and encourage strong leadership as it is to support good journalism basics,” she said.

Lodato, who also serves as associate general manager for innovation and design at Arizona PBS, said leadership comes in many forms. Recipients of the new scholarship could be students who are invested not only in their own education but also the experience of others.

“We're looking for students who understand that it's important to make a difference,” Lodato said.

The first recipient of the leadership scholarship is senior Katryna Seki, who has held internships at both Arizona PBS and ASU Video Production. Seki is specializing in broadcast journalism and hopes to go into sports video production. A student in Barrett, the Honors College, her thesis is a documentary on a concussion-detection study in which ASU's football program has participated.

Lodato said he is continually amazed by how much Cronkite students are able to accomplish in the classroom and newsroom and he's glad to be able to help out.

“Affording college is a real challenge for students these days, so feeling like you can help out a little bit is a really wonderful thing,” he said. ■

Tempe.com Partners with ASU on New Scholarship/Internship

The founder of City Brand Media, a growing media and marketing venture representing a network of more than a 140 city dot-com websites, is establishing an innovative scholarship/internship program at ASU.

Fred Mercaldo, whose tourism and events websites include Tempe.com and Scottsdale.com, has created a program that helps students at ASU's Cronkite School and W. P. Carey School of Business gain valuable real-world internship experience and create scholarship funds in the process.

Under the initiative, interns from the Cronkite School create content for Tempe.com, while interns from the Carey School sell advertising for the site. Funds generated will be split 50-50 by the two schools, allowing Cronkite to create the Tempe.com Journalism Scholarship.

"When you own a city dot-com, you feel a responsibility for doing right by the city. At least I do," said Fred Mercaldo, CEO and partner of City Brand Media.

Mercaldo has held a variety of jobs, ranging from a youthful stint as a steel-worker in Delaware and selling insurance in Chicago to an unexpected period of dealing Andy Warhol paintings in the late '80s.

When he moved to Scottsdale in 1996, he started a property management company that specialized in vacation rentals. The 2008 recession prompted him to change direction, and he began to develop the city dot-com concept.

Today, Mercaldo's company manages 140 city dot-com sites across the country,



with another 100 scheduled to come online in the first quarter of 2016. Some, including Tempe.com and Scottsdale.com, he owns, while about 30 are owned by City Brand Media.

Mercaldo said it was immediately clear to him that in order to make the Tempe.com site accurately reflect the city, it would need a substantial focus on ASU.

"We wouldn't think of being able to succeed without a strong partnership with ASU," he said.

The scholarship/internship initiative is a win for all involved, Mercaldo said. Student interns from the Cronkite and Carey schools get experience and pay. The Cronkite School gets a new scholarship to award each year. Tempe.com gets content, and the city of Tempe gets a robust local resource.

Although the scholarship will not be awarded until it is fully funded — a goal still a few years out — the internship component of the partnership is already underway.

Mercaldo hopes that as Tempe.com grows, it will become ever more useful for everything from finding an apartment to



By the time most Cronkite students graduate, they have completed two, three or more internships. Photos by Laura Davis



Fred Mercaldo is partnering with ASU on a scholarship/internship program. Photo courtesy of DN Journal

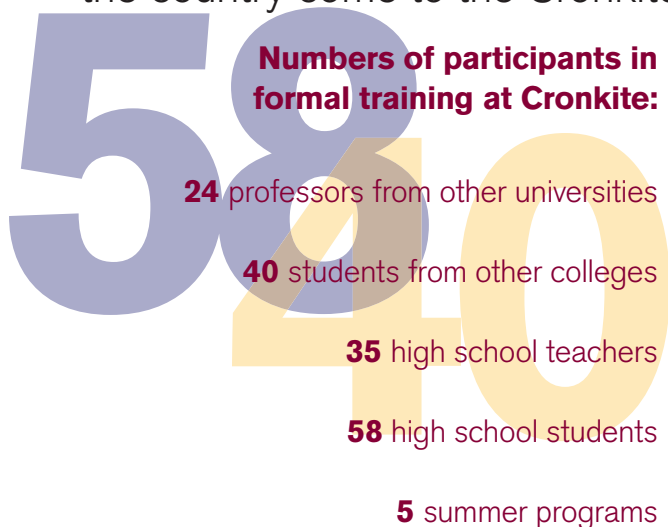
finding somewhere to go on a Friday night. He also looks at this partnership with ASU as a possible prototype for other scholarship initiatives between universities and their local city dot-coms.

"Whenever you can combine marketing with a good cause, I think everybody feels a bit better about doing business together," he said. ■



cronkite school outreach

Each year, journalists, communication professionals, high school teachers, journalism students and recent graduates from around the country come to the Cronkite School for training and inspiration.



Journalists get specialized training in reporting on business and the economy. Teachers learn how to infuse entrepreneurship and business into their courses or how to build their multimedia skills. College students polish their digital skills before heading off to multimedia internships or jobs in television news. High school students practice sports journalism or take part in a multimedia boot camp during the summer months. And recent college graduates get a crash course in media sales to help them launch their careers.

The programs are supported by a variety of organizations, including the Scripps Howard Foundation, the Donald W. Reynolds Foundation, Dow Jones News Fund, Meredith Corp., National Association of Broadcasters Education Foundation and the Arizona Broadcasters Association as well as several individuals.

These partnerships are an important part of the Cronkite School's mission to serve the industry and improve the quality of journalism.

Students in the Meredith-Cronkite Fellowship Program visit with Catherine Anaya, anchor at CBS 5 in Phoenix. Photo by Johanna Huckeba



Above: Cronkite Professor of Practice Dan Gillmor (third from left) gathers with professors attending the Scripps Howard Journalism Entrepreneurship Institute. Left: Kyle Crafton, CEO of Casual Astronaut, a content marketing company, leads a session. Photos by Dominic Valente



Scripps Howard Institute Trains Professors in Journalism Entrepreneurship

By Colton Dodgson

Fifteen journalism professors from across the country visited the Cronkite School to learn how to infuse entrepreneurship into their academic programs.

The Scripps Howard Foundation is the philanthropic arm of the E.W. Scripps Co., a media enterprise with interests in national cable networks, newspaper publishing, broadcast television stations, electronic commerce, interactive media and licensing and syndication. The foundation strives to advance the cause of a free press by supporting excellence in journalism, quality journalism education and professional development.

The annual five-day Scripps Howard Journalism Entrepreneurship Institute is held at the Cronkite School each January under a grant from the Scripps Howard Foundation, the philanthropic arm of the E.W. Scripps Co.

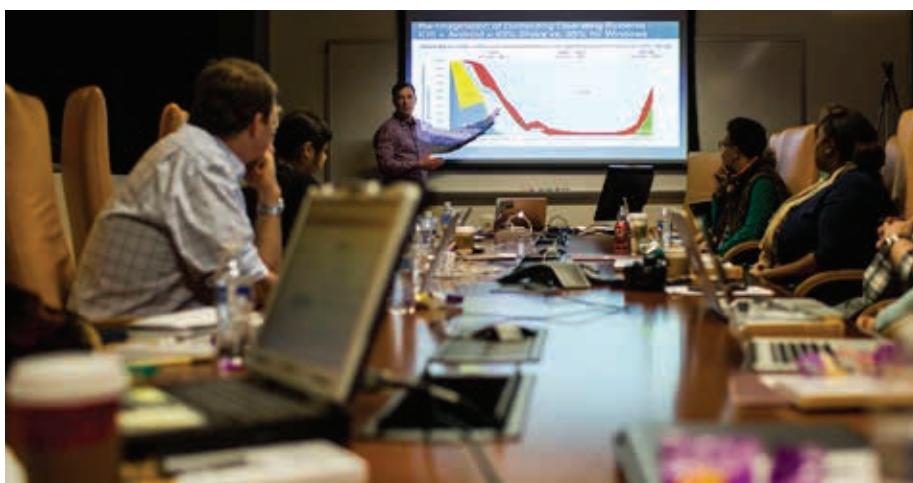
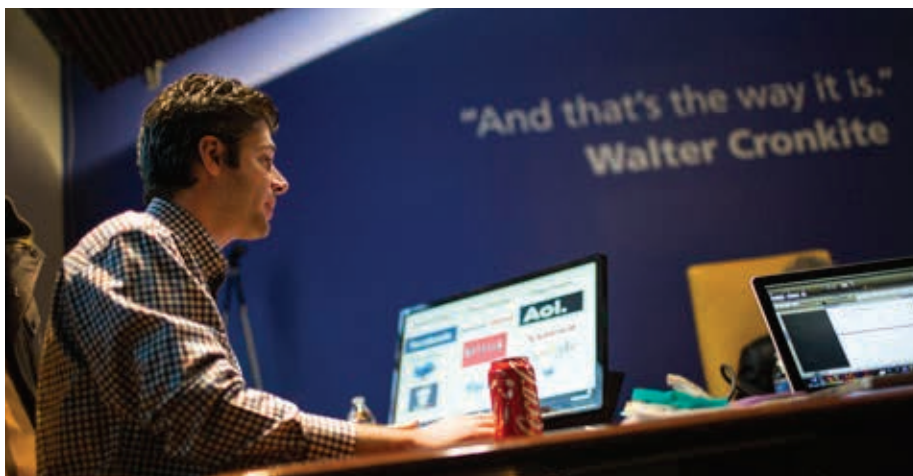
University of Connecticut journalism professor and Scripps fellow Julie Serkosky said she appreciated the range of insights and perspectives offered.

"We spoke with journalists, ASU program graduates, academics, venture capitalists and entrepreneurs, and we were lucky to have media

expert Dan Gillmor leading the institute," Serkosky said.

Gillmor, a Cronkite professor of practice and a well-known author and leader in new media and entrepreneurship, said the institute's goal is to help professors train tomorrow's journalists who will need to understand and appreciate the startup culture.

"It's an opportunity for people who teach journalism and want to teach entrepreneurship," Gillmor said. "They get some good information from people who have done it and from people in the entrepreneurial and



Clockwise from top: Mark Briggs, director of digital media for KING Broadcasting, reviews mobile and social media statistics. David Cohn, executive producer for AJ+, offers suggestions on teaching social media. Professor Sybril Bennett, Belmont University, Nashville, Tenn., takes notes during a session. Photos by Dominic Valente

technological world.”

The institute boasted a lineup of speakers that included Francine Hardaway, partner at Stealthmode Partners; Brad Burnham, partner at Union Square Ventures; Retha Hill, director of the Cronkite School's New Media Innovation and Entrepreneurship Lab; and former Forbes magazine Publisher Jeff Cunningham, a professor of practice at Cronkite and the W. P. Carey School of Business at ASU.

It also included joint sessions with journalists and professors from around the country who attended Reynolds Week, a business journalism boot camp sponsored by the Donald W. Reynolds National Center for Business Journalism at the Cronkite School.

Both groups attended keynote lectures featuring Chiqui Cartagena, Univision's vice president of corporate marketing, and Elisa Camahort Page,

co-founder and chief operating officer of BlogHer.

The 15 fellows were competitively selected, and each of their universities committed to offering a class in journalism entrepreneurship in the year following the fellowship. Training, transportation, lodging and meals were provided at no cost.

Serkosky said she developed valuable contacts who can help her with her classes at the University of Connecticut.

“Many of us started out the fellowship joking that we weren't even sure we could remember how to spell entrepreneurial journalism, let alone attempt to teach a course about it,” Serkosky said. “But just days later, I flew home with concrete ideas for how to craft an effective syllabus for prospective journalists.” ■

2015 Scripps Howard Journalism Entrepreneurship Fellows

Sybril Bennett, professor, Belmont University

Marquis Blaine, journalism director and senior instructor, University of Oregon School of Journalism and Communication

Allie-Ryan Butler, assistant professor, Hampton University, Scripps Howard School of Journalism and Communications

Curt Chandler, senior lecturer, Penn State University College of Communications

Melanie Faizer, lecturer, University of Tennessee College of Communication and Information

Mignon Fogarty, chair in media entrepreneurship, University of Nevada, Reno, Reynolds School of Journalism

Geoffrey Graybeal, assistant professor of media management and entrepreneurship, Texas Tech University, College of Media and Communication

Jae Sik Ha, assistant professor, University of Illinois Springfield

Desiree Hanford, lecturer, Northwestern University Medill School of Journalism

Steven Listopad, assistant professor/student media director, Valley City State University

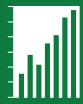
Asmaa Malik, assistant professor, Ryerson University

Carmen Manning-Miller, professor and chair, The Lincoln University

Shearon Roberts, assistant professor, Xavier University of Louisiana

Julie Serkosky, assistant professor-in-residence, University of Connecticut

Amy Sindik, assistant professor, Central Michigan University



Donald W. Reynolds
National Center
for Business Journalism



Two dozen journalists and professors receive training in business journalism during Reynolds Week at the Cronkite School. Photo by Dominic Valente

Reynolds Week Steeps Journalists and Professors in Business Journalism

By TreNesha Striggles

Michael Giusti, an instructor at Loyola University in New Orleans, was looking for new ways to engage his students in the growing field of business journalism.

He found support at the Cronkite School through the Donald W. Reynolds National Center for Business Journalism's Reynolds Week. Giusti was one of 24 journalists and professors who participated in the annual seminar in January of 2015.

As in previous years, Reynolds Week fellows were divided into two groups. The Strictly Financials seminar provided 15 journalists with training on topics ranging from how to read financial statements to coverage of CEO compensation. The Business Journalism Professors seminar offered guidance to nine professors who are teaching business journalism or who plan to incorporate money themes into

existing courses.

"Being surrounded by like-minded people was a great opportunity," said Giusti, who plans to propose a new business journalism class and integrate a business story requirement into his journalism class at Loyola.

Reynolds Week also featured a variety of speakers, including Chiqui Cartagena, vice president of marketing for Univision, and Elisa Camahort Page, co-founder and chief operating officer of BlogHer.

The participants each received a fellowship to cover tuition, meals and hotel accommodations.

Nicole Collins, a research manager for the Business Journal News Network, said Reynolds Week gave her the opportunity to learn more about financial documents and proxies and how to spot red flags.

She said the training gave her more confidence in her business reporting abilities.



"At Reynolds Week I got the chance to learn things that I didn't get the chance to learn during school," she said. "It went by really fast. I wish it had been longer." ■

The Donald W. Reynolds Foundation is a philanthropic organization founded by the late media entrepreneur for whom it is named. It has committed more than \$150 million to journalism initiatives nationally. dwreynolds.org



Reynolds Week Fellows 2015

Keynote speaker Chiqui Cartagena, vice president of marketing for Univision, explains the booming Latino market. Photo by Dominic Valente

Business Journalism Professors

Andrew Cassel, Penn State University
 Michael Giusti, Loyola University of New Orleans
 Paul Glader, The King's College
 Gary Guffey, Johnson C. Smith University
 Thomas Hrach, University of Memphis
 Jay Seidel, Fullerton College
 James Tennant, Mount Royal University
 Venise Wagner, San Francisco State University
 Janine Weisman, Roger Williams University

Strictly Financials

Lauren Abdel-Razzaq, The Detroit News
 Ben Bergman, Southern California Public Radio
 Nirmala Bhat, U-T San Diego
 James Briggs, Baltimore Business Journal
 Nicole Collins, Business Journal News Network
 Molly Dill, BizTimes Media
 Terri Langford, The Texas Tribune
 Celeste LeCompte, Nieman Foundation
 Issa Mansaray, The Africa Paper
 Lourdes Medrano, Freelance
 Erin Negley, Reading Eagle
 Lauren Ohnesorge, Triangle Business Journal
 Sarah Scully, Houston Chronicle
 Yvonne Villarreal, Los Angeles Times
 Andrea Vittorio, Bloomberg BNA

Meredith-Cronkite Fellowship Program Inspires Broadcast News Students

Story and photos by Johanna Huckeba

In January 2015, 10 of the nation's top broadcast journalism students spent a week at the CBS 5 studio and the Cronkite School, participating in newsroom meetings and practicing their broadcast skills.

It was all part of the Meredith-Cronkite Fellowship Program, a weeklong media training camp designed to prepare the next generation of broadcast journalists from underrepresented communities. The camp is made possible by Meredith Corp., parent company of CBS 5, KPHO-TV.

Fellows spent the week with CBS 5 reporters, producers, editors and videographers as well as instructors at the Cronkite School, receiving hands-on instruction interviewing, storytelling, videography, voicing and anchoring.

Kofo Lasaki of Howard University worked on a package about a \$20 million grant proposal by the Arizona Board of Education for early childhood education. She said she appreciated the professional feedback and advice from CBS 5 journalists and Cronkite faculty.

"It's great meeting other people who

are just as passionate about your work as journalists," she said. "In a setting like this, you get so much time and so much attention."

Ten students are selected for the fellowship each year in a competitive process. Half of the group comes from the Cronkite School and the remainder from other universities and colleges.

The program is led by Cronkite Assistant Dean Mark Lodato, CBS 5 News Director Leona Wood and Cronkite News Content Director Heather Dunn.

"The experience the Meredith-Cronkite fellows gain in this weeklong, intensive program is unrivaled," Wood said. "It sets each of the individuals apart from their peers, and, in turn, helps ensure that the future of our industry remains inclusive of diverse voices."

The program culminated with an anchored newscast produced by the fellows in the CBS 5 studio.

Cronkite student Jesus Yanez-Reyes, who is focusing on a career behind the camera, called the experience incredible. "If you want to succeed in journalism, you need experiences like these," he said. ■

Meredith Corp. has been committed to service journalism for more than 110 years. Today, Meredith uses multiple distribution platforms — including broadcast television, print, digital, mobile, tablets and video — to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners. **meredith.com**

2015 Meredith-Cronkite Fellows

Katrina Arroyos, Arizona State University
Hanna Battah, University of Missouri
Adrian Gurrola, Northern Arizona University
Yahaira Jacquez, Arizona State University
Kofo Lasaki, Howard University
Isaac Moody, University of Southern California
Vivian Padilla, Arizona State University
Jacqueline Pulido, Arizona State University
Jesus Yanez-Reyes, Arizona State University
Valerie Young, University of Maryland



Sean McLaughlin, news anchor at KPHO-TV, CBS 5, offers advice to students (from left) Yahaira Jacquez of the Cronkite School and Kofo Lasaki of Howard University.



Top: Katrina Arroyos of the Cronkite School and Isaac Moody of the University of Southern California, learn from professionals at CBS 5. Above: Valerie Young of the University of Maryland practices her on-air skills.



High School Teachers Discover the Power of Journalism at Reynolds Institute

Story and photos by Alexandra Gaspar

In June 2015, 35 high school teachers from across the country came to the Cronkite School to receive multimedia journalism training to help them inspire the next generation of journalists.

The Reynolds High School Journalism Institute is a summer academy focused on digital and teaching skills. It is funded by the Donald W. Reynolds Foundation and administered by the American Society of News Editors through its Youth Journalism Initiative.

The one-week program included sessions on Adobe Photoshop, the basics of digital photography and editing video in Adobe Premiere.

Larry Steinmetz from Bullitt East High School in Mount Washington, Ky., was hoping to sharpen his video editing skills at the institute. He said he was blown away by the Cronkite School's facilities and the up-to-date instruction provided by Cronkite News Bureau Chief Steve Elliott, who led the institute.

"I am bringing back so much more than video," Steinmetz said. "I didn't really come here to get writing (training), but my session with Steve made me really think I need to bring some of this stuff back."

Other instructors included Dave

Seibert, a senior multimedia producer for The Arizona Republic, and Paola Boivin, sports columnist for The Arizona Republic.

"In eight years of offering the Reynolds Institute at the Cronkite School, we've seen how great an impact this kind of intensive training can have not only on high school journalism programs but on entire campuses, which benefit from stronger student-produced news outlets," Elliott said.

Erinn Harris, a teacher from Thomas Jefferson High School for Science and Technology in Alexandria, Va., said she was impressed with the newsrooms and facilities at the Cronkite School.

She said she improved her skills in video editing, writing and classroom management. Even more important, the week at Cronkite rekindled her passion for journalism.

"Journalism is for adrenaline junkies, and I had never really thought of it that way before, and it's totally true," Harris said. "I think that's why I love being a journalism adviser and a journalism teacher, because everything is constantly changing, and it's such a rapid pace. And, yeah, it can be stressful, but it's total fuel for the adrenaline junkie. I love it." ■



From top: High school teachers participating in the institute include: Sharon Fonzo, Poston Butte High School, San Tan Valley, Ariz.; Garrett Herbst, Ronald Reagan High School, San Antonio; and Heather Eaton, La Joya Community High School, Avondale, Ariz.



Photo by Laura Davis

College Graduates Master the Art of Selling at Media Sales Boot Camp

By Greg Freitas

Top college graduates from across the country got a head start on their careers, thanks to an intensive media sales training boot camp sponsored by the National Association of Broadcasters Education Foundation.

Sixteen graduates from 14 universities participated in the June 2015 Media Sales Institute, a 10-day residential fellowship program designed to expose recent graduates to media sales careers.

Participants are selected on a competitive basis for training at the Cronkite School in radio, television, cable, print, digital and Internet sales, audience measurement and media research.

The fellows get free housing, transportation and meals as well as the opportunity to interview with national and regional media companies, such as ABC, BET, CBS, ESPN, FOX, Gannett, NBC and The New York Times Co.

According to Cronkite Assistant Dean and MSI co-leader Mark Lodato, the institute provides training and networking opportunities that give participants an edge in landing media sales jobs.

Ithaca College graduate Tom Dempsey said he had more than a dozen job interviews with top media companies.

"The instructors have been instrumental in giving all of the students in the program a crash course in media sales," Dempsey

said. "Now we have a great opportunity to take what we've learned here and use it in our careers."

ASU is one of only four institutions to host the sales institute. Other host universities are Florida A&M University, Howard University and Ohio University.

"The Media Sales Institute lays the groundwork for successful careers," said NABEF President Marcellus Alexander. "We value our partnership with ASU and the opportunity to assist in preparing the next generation of multiplatform sales professionals for the evolving communications space."

University of Washington graduate Taylor Shimizu said the institute introduced her to new career opportunities and allowed her to network with industry professionals.

"It's been amazing to see the growth and the challenges we all went through during the week," Shimizu said. "It's been a great learning experience." ■

The National Association of Broadcasters Education Foundation

is a nonprofit organization dedicated to reinforcing the future of broadcasting through a commitment to education and to advancing excellence in the diversity and community service efforts of our industry. nabef.org

2015 Media Sales Institute Participants

Shannon Barr
Arizona State University
Julie Bixler
University of Idaho
Kalen Bobadilla
University of Oklahoma
Colleen Curry
West Chester University
Thomas Dempsey
Ithaca College
Oluwafemi Ehinmiakhena
North Carolina A&T
David Good
Arizona State University
Cole Hanson
DePauw University
Angelica Mormile
Bowling Green State University
Kierra Perry
North Carolina A&T
Hope Pittard
East Carolina University
Aaleeyah Pringle
Georgia State University
John Roda
Ursinus College
Marisol Ruiz
Grand Canyon University
Taylor Shimizu
University of Washington
Dustin Yourishin
Colorado State University-Pueblo

High School Students Experience Sports Broadcasting at Cronkite

Eton Tuttle, a high school student from Davis, Calif., hopes to be a baseball play-by-play announcer one day, preferably for the San Francisco Giants.

Marenis Kansfield, a student from Peoria, Ill., wants to direct sports documentaries similar to the ones on ESPN.

The two 16-year-olds took their first



“I don't know of another place in the United States where students can get on-field access to Major League Baseball, where they can do play-by-play broadcasting of a MLB team and learn the ins and outs of what it takes to put a sports story together for broadcast.”

— Brian Snyder, co-leader, Cronkite Sports Broadcast Boot Camp

steps toward their dream jobs at the Cronkite Sports Broadcast Boot Camp, a two-week residential summer camp on sports journalism held for the first time in the summer of 2015.

Thirty students from 16 states participated in the camp, which included baseball play-by-play sessions in the press box during Arizona Diamondbacks games as well as trips to cover the Phoenix Mercury basketball team and the Arizona United Soccer Club.

“It's the perfect way to get a sense of what being a sports journalism major at ASU is all about,” said Cronkite Assistant Dean Mark Lodato, who leads the school's sports journalism program. “Students are exposed to the resources, faculty and partnerships that make our program the best in the country.”

Students learned video editing, interviewing and play-by-play techniques from Cronkite faculty, who were joined by leading Arizona sports broadcasters and producers from the Arizona Diamondbacks, the Phoenix Suns and KTAR's Arizona Sports, among others.

Kansfield, who is editor of his high school newspaper, said the skills he

learned in the camp's video editing session will help him cut highlight reels of football games when he returns home.

Tuttle was particularly excited to get in the broadcast booth at Chase Field and call a Diamondbacks game against the Milwaukee Brewers.

“I'm a big baseball guy — a little basketball and football — but primarily baseball,” Tuttle said. “I just like to be around the game as much as possible.”

During the camp, students received play-by-play advice from Diamondbacks announcers Steve Berthiaume and Jeff Munn. They later had the opportunity to test their new skills in the booth by recording a play-by-play broadcast.

“I don't know of another place in the United States where students can get on-field access to Major League Baseball, where they can do play-by-play broadcasting of a MLB team and learn the ins and outs of what it takes to put a sports story together for broadcast,” said Cronkite Production Manager Brian Snyder, who co-directed the camp with Cronkite alumna Siera Santos, a sports broadcaster for CBS Los Angeles.

Students also had a chance to



Clockwise from top: Cronkite alumna Siera Santos gives instructions to Alec Dietz of Woodinville, Wash. Emily Keenan of Burleson, Texas, and Eton Tuttle of Davis, Calif., practice broadcast reporting in a summer sports journalism boot camp. Photos by Mauricio Casillas

experience life as a student on the ASU Downtown Phoenix campus, staying in Taylor Place residence hall and using the Sun Devil Fitness complex.

Kansfield said he is now looking forward to the real thing.

“I looked all over for the best journalism schools and ASU just kept coming up,” Kansfield said. “When I finally came out here for a tour, I was introduced to this camp. Since being here, I have just fallen in love with this school.” ■

Register for Cronkite Sports Broadcast Boot Camp at cronkite.asu.edu/broadcast-boot-camp.

College Students Sharpen Reporting Skills at Cronkite's Dow Jones News Fund Training Center

By Greg Freitas

Alexa Wybraniec, a Rutgers University journalism student, spent the summer of 2015 producing stories for the Rockford Register in Illinois.

During her internship, she reported on the LGBT community in Rockford and the area's real estate market.

Wybraniec prepared for her internship at the annual Dow Jones News Fund summer training program at the Cronkite School.

Wybraniec was one of 14 journalism students from across the country, including four Cronkite School students, who participated in the weeklong multimedia seminar in May 2015.

"We got to film each other and put together shots we took downtown into a small video," Wybraniec said. "I learned as much in that one week as I did during an entire semester at Rutgers."

Students also learned visual storytelling and digital editing and how to produce graphics, interactive maps and podcasts. Students then headed out to 10-week paid internships at regional and national news organizations, such as The New York Times, The Denver Post, MSN and Comcast.

According to Cronkite Director of Career Services Mike Wong, the Dow Jones program gives students the tools they need to succeed in digitally focused internships.

Linda Shockley, managing director of the Dow Jones News Fund, said the Cronkite School offers the perfect setting for multiplatform training. The Cronkite School is the only DJNF-sponsored digital training center for college students in the country. Six other universities offer instruction in areas such as business reporting, news editing and sports editing.

Cronkite student Curtis Spicer, who participated in the seminar at Cronkite, said the training prepared him for his sports reporting internship at Republic Media's azcentral in Phoenix, where he wrote headlines and edited



Clockwise from top left: Cronkite student Samantha Incorvaia (left) practices shooting video. Will True of Carnegie Mellon University and Cronkite student Danika Worthington review a video. Gilbert Zermeño, investigative producer/photojournalist at CBS 5, KPHO-TV, takes Thomas Neas of Elon University and Joshua Farmer of Appalachian State University into the field. Photos by Kaard Bombe

The **Dow Jones News Fund** is a national foundation supported by Dow Jones & Co., Dow Jones Foundation and others within the news industry. Their emphasis is on education for students and educators as part of their mission to promote careers in journalism. newsfund.org

stories and photos.

"Working for Republic Media gave me great experience and gave me the opportunity to network," he said. "I'm thankful for the Dow Jones News Fund summer internship because it made all of this possible." ■

2015 Dow Jones Multimedia Interns

Madi Alexander, University of Missouri; The New York Times, New York
Katrina Arroyos, ASU; AccuWeather, State College, Pa.
Harrison Brink, Temple University; Comcast, Philadelphia
Kristie Chua, American University; Journal News, White Plains, N.Y.
Joshua Farmer, Appalachian State University; The Tampa Bay Times, Tampa, Fla.
Samantha Incorvaia, ASU; The Arizona Republic, Phoenix
Matt Leonard, Virginia Commonwealth University; The Denver Post, Denver
Gracie McKenzie, Tufts University; Journal News, White Plains, N.Y.
Thomas Neas, Elon University; The Palm Beach Post, West Palm Beach, Fla.
Curtis Spicer, ASU; The Arizona Republic, Phoenix
Graham Starr, Tufts University; The Christian Science Monitor, Boston
Will True, Carnegie Mellon University; International Center for Journalists, Washington
Danika Worthington, ASU; MSN, Bellevue, Wash.
Alexa Wybraniec, Rutgers University; Rockford Register Star, Rockford, Ill.



Support for the Summer Journalism Institute

Arizona Broadcasters Association
Dow Jones News Fund
Scripps Howard Foundation
Cronkite Endowment Board of
Trustees member Tom Chauncey

Photo by Courtney Pedroza

High School Students Practice Multimedia Journalism at Summer Institute

By Greg Freitas

High school students from across the country got a taste of what it's like to be a journalism student at the Cronkite School.

Twenty-eight students from as far away as Florida attended the Cronkite School's 2015 Summer Journalism Institute to receive hands-on training in broadcast and digital journalism.

The annual residential program allows students to explore journalism and gain skills in digital reporting, video editing and online publishing. The students, many from underrepresented communities, produced newscasts, wrote stories and created Web content.

Terraney Hightower from Phoenix's South Mountain High School said she received plenty of encouragement and feedback from Cronkite faculty and SJI guest instructors, such as Cronkite Production Manager Brian Snyder. She said she enjoyed touring area media outlets and getting a behind-the-scenes look at the industry.

"It opened my eyes to the world of journalism that people don't see and know," she said. "It was fascinating to see the projects that Cronkite can offer, and the instructors were amazing. The opportunity changed my career plans and opened my eyes to a different side of media."

The 2015 institute was funded by the

Arizona Broadcasters Association, the Dow Jones News Fund, the Scripps Howard Foundation and Cronkite Endowment Board of Trustees member Tom Chauncey, a media lawyer at Gust Rosenfeld PLC.

Art Brooks, president and CEO of the Arizona Broadcasters Association, said SJI exposes high school students to a plethora of career possibilities in journalism. The students are "outstanding, and they really get what they're doing and why they're doing it," he said.

Founded in 1988, SJI is one of the Cronkite School's longest-running outreach programs. Over the years, it has become much more multimedia in focus, while also offering training in traditional writing and broadcast skills, said Anita Luera, director of Cronkite's high school programs.

Danielle Malkin from Felix Varela High School in Miami said she especially enjoyed getting the chance to produce a newscast.

"I fell in love with Cronkite, and I enjoyed the entire experience," she said. "I learned so much and am lucky to have been brought from 3,000 miles away for this program." ■



From top: Jamie Cohen of Phoenix Country Day, Paradise Valley, Ariz., looks for her room at Taylor Place residence hall. Faculty Associate Brian Rackham (right) conducts an interview exercise with students. Sarah Hermosillo (middle) of Sedona Red Rock High School, Sedona, Ariz., and Natori Cruz (right) of Horizon Honors High School, Phoenix, interview Phoenix Mercury basketball player DeWanna Bonner. Photos by Alexandra Gaspar

global programs

The Cronkite School's global outreach continues to expand, with programs that take students abroad and others that bring international journalists and communications professionals to the school.

In addition to offering its first massive online course (MOOC) on news literacy to thousands of people around the world, the Cronkite School hosted mid-career journalists from 10 countries for a year of academic study and professional development. They were joined by other international media fellows who spent a week at the school learning about and observing the American election process.

In the spring, 18 students in a depth reporting class traveled to Nicaragua to report on the controversial construction of a massive canal there, and in the summer, a dozen students spent a month in Europe, visiting media outlets and reporting on media trends in several countries.

Support for the Cronkite Borderlands Initiative comes from the Howard G. Buffett Foundation, a private family foundation working to improve the standard of living and quality of life for the world's most impoverished and marginalized populations. The foundation focuses on funding for food security, water security, conflict mitigation resolution and post-conflict development. **thehowardgbuffettfoundation.org**



Cronkite Borderlands Initiative Investigates **Global Impact of Nicaragua Canal**

By Lia Juriansz

Eighteen Cronkite students traveled to Nicaragua in March 2015 to report on the proposed construction of a massive 173-mile canal linking the Atlantic and Pacific oceans.

The \$50 billion project has released a flood of political, social and economic upheaval that the students examined during an eight-day reporting expedition as part of the Cronkite School's Borderlands Initiative, a multimedia journalism experience that teaches reporting on border, immigration and sovereignty issues.

Background: Gilberto Espinoza and his granddaughter live on the coast of Lake Nicaragua, where residents may be displaced by construction of a canal across the country.
Photo by Dominic Valente

Previous Borderlands Initiative Projects

2015: Nicaragua:
Channeling the Future

2014: Chiapas:

State of Revolution

2013: Two Borders:

Mexico and Canada

2012: Puerto Rico:

Unsettled Territory

2011: Stateless in the
Dominican Republic



Above: Students report from Bluefields, Nicaragua, where a majority of the nation's indigenous people live. Photos by Carla León Celaya

"Nicaragua: Channeling the Future" is an in-depth report featuring 15 multimedia stories on the potential impact of a new cross-continental canal.

The project examined numerous perspectives on the canal, including the environmental impact on the region as well as the influence from outside countries seeking to capitalize on the canal from as far away as China, Russia and the U.S.

Cronkite faculty members Rick Rodriguez, former executive editor of The Sacramento Bee, and Jason Manning, former online political editor for The Washington Post, led the reporting project, which started in January as part of an intensive depth reporting class.

Students spent significant time researching and developing story ideas leading up to the trip. Erica Lang and Dominic Valente focused on the individuals who would be displaced by the canal's construction in Rivas, Nicaragua. Lang, who served as a videographer, said the trip was a challenging professional experience.

"You try to prepare yourself as best as



Above: The proposed Nicaragua Canal would be the biggest canal project in history, affecting large numbers of small fishing villages. Photos by Dominic Valente

you can, but the truth is, when you are there you can only be prepared so much," she said. "You try to create a plan, but you had to be ready for whatever the day brought."

Valente, who shot photographs for the project, said Nicaragua and its volcanic beaches provided a stunning backdrop to tell the story of the canal. He said the experience reinforced his desire to be a journalist.

Charles McConnell wrote an in-depth profile on Nicaraguan President Daniel Ortega and his rule of the country. He worked with Manning and fellow student Miguel Otárola, who both speak Spanish, to fully understand how Nicaraguans view Ortega.

When students returned home, they worked closely with Rodriguez and Manning to produce their stories.

Rodriguez said he sees a difference in his students after the trip.



"What's gratifying is when they come back and see that they've really gotten the story and they're excited about it," he said.

Rodriguez and Manning have led previous reporting trips to northern and southern Mexico, the Dominican Republic, Puerto Rico and Canada. Rodriguez said the program offers unparalleled international experiences that have helped propel students to jobs at major news outlets across the country.

"If you can go into a country you know nothing about, set up interviews, do the interviews and come back and accurately describe what is happening in that country, that ability gives students the confidence that they can do just about anything," he said.

The project was made possible by the Howard G. Buffett Foundation. ■

View the project at cronkite.asu.edu/buffett/nicaragua.

Thousands Enroll in Cronkite's First MOOC

More than 4,400 students from 139 countries enrolled in the Cronkite School's first massive open online course (MOOC) in the summer of 2015.

The free online course, "Media LIT: Overcoming Information Overload," gives people anywhere in the world the opportunity to study media and news literacy at the Cronkite School. The course is supported by the Robert R. McCormick Foundation, a longtime proponent of digital media literacy.

The MOOC is available on the online education platform edX, a learning service that was founded in 2012 by Harvard and MIT.

The first seven-week course, taught by Cronkite Professor of Practice Dan Gillmor and Cronkite Ph.D. student Kristy Roschke, featured guest speakers such as Wikipedia co-founder Jimmy Wales, New York Times Public Editor Margaret Sullivan and BuzzFeed Editor-in-Chief Ben Smith, among dozens of others.

The MOOC was designed to help students understand, analyze and create media, Gillmor said.

"Our primary goal was to help traditional news 'consumers' become more active and engaged news and information 'users,'" said Gillmor, a digital media innovator and technology columnist. "We combined lectures, interviews, discussion forums, quizzes and hands-on explorations of the tools and skills needed to acquire media literacy in a digital age."

Roschke said, "We are just starting



Cronkite Professor of Practice Dan Gillmor is the creator of ASU's first free online course. Photo by Molly J. Smith

to understand what MOOCs mean for traditional education. But I think one of the key benefits to the platform is that it enables high-quality education on a global scale."

According to Cronkite Dean and University Vice Provost Christopher Callahan, the new MOOC is one of the first of its kind to be offered by a major journalism program and ASU's first-ever MOOC.

"This course makes world-class journalism and communications instruction more accessible around the world," Callahan said. "We are thrilled to partner with the McCormick Foundation to offer this innovative learning experience." ■

For information about "Media LIT: Overcoming Information Overload" at bit.ly/cronkite-mooc.

The **Robert R. McCormick Foundation** is committed to fostering communities of educated, informed and engaged citizens. The foundation was established as a charitable trust in 1955, upon the death of Col. Robert R. McCormick, the longtime editor and publisher of the Chicago Tribune. The Robert R. McCormick Foundation is one of the nation's largest foundations, with more than \$1 billion in assets. mccormickfoundation.org

"Media LIT: Overcoming Information Overload" Guest Speakers

Gillian "Gus" Andrews, producer, "The Media Show"

Andy Carvin, founder and editor, Reported.ly

Molly Crabapple, artist and writer

Malkia Cyril, executive director, Center for Media Justice

Leonard Downie Jr., Weil Family Professor of Journalism, Cronkite School

Richard Gingras, senior director of news and social products, Google

Renee Hobbs, professor, University of Rhode Island

Joi Ito, director, MIT Media Lab

Lawrence Krauss, foundation professor, ASU's School of Earth and Space Exploration

Jeff Jarvis, director, CUNY Tow-Knight Center for Entrepreneurial Journalism

Craig Newmark, founder and customer service representative, craigslist

Brendan Nyhan, assistant professor, Dartmouth College

Rory O'Connor, director, Digital Resource Center at Center for News Literacy

Amanda Palmer, musician, author and crowdfunding pioneer

Latoya Peterson, activist and deputy editor, Fusion's Voices section

Jay Rosen, professor, New York University, and author of PressThink blog

Douglas Rushkoff, author and professor, City University of New York/Queens

Callie Schweitzer, editorial director of audience strategy, TIME and Time Inc.

Ben Smith, editor-in-chief, BuzzFeed

Brian Stelter, host, "Reliable Sources" and senior media correspondent, CNN Worldwide

Lisa Stone, co-founder, BlogHer

Margaret Sullivan, public editor, The New York Times

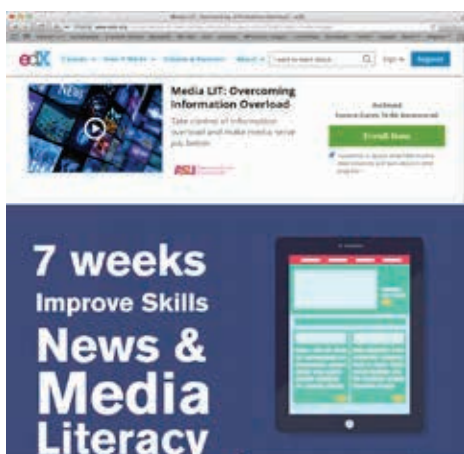
Baratunde Thurston, author; comedian; CEO and co-founder, Cultivated Wit

Trevor Timm, co-founder and executive director, Freedom of the Press Foundation

Jimmy Wales, co-founder, Wikipedia

Ev Williams, founder and CEO of Medium; co-founder, Blogger and Twitter

Ethan Zuckerman, director, MIT Center for Civic Media



Humphrey Fellowship Program Fosters Global Journalism

By John Haverlin
Photos by Deanna Dent

In the past five years, the Cronkite School has become a global crossroads for change and innovation for international journalists and communicators through the Hubert H. Humphrey Fellowship Program.

Each year, mid-career journalism and communications professionals from developing nations spend 10 months at the Cronkite School, studying journalism, receiving leadership training and forging professional affiliations with media organizations across the country.

The Humphrey Fellowship Program is an initiative of the U.S. State Department's Bureau of Education and Cultural Affairs and is administered by the Institute of International Education. Its goal is to foster a mutual exchange of knowledge and understanding between fellows, faculty and students. Cronkite is one of only two schools in the country to host a Humphrey Fellowship in journalism.

"The Humphrey program offers an exciting opportunity for cross-cultural exchanges among the fellows and our students," said Cronkite Associate Professor B. William Silcock, who serves as curator. "They bring global perspectives on how truthful journalism can heal societies, and they energize our faculty and inspire our students."

The 2014-2015 fellows represented a variety of communications disciplines, including print journalism, government communications, broadcasting and film production. The 10 fellows arrived in August 2014 from Afghanistan, Armenia, Estonia, Kazakhstan, Liberia, Lithuania, Nepal, Romania, Tanzania and Uganda.

Sholpan Zhaksybaeva, a television broadcast executive from Kazakhstan, became a Humphrey fellow with the goal of establishing a public television station in her home country. Zhaksybaeva attended numerous Cronkite classes and spent time at Arizona PBS, which is part of the Cronkite School.

"I was very impressed," she said. "I had never seen such a huge building for a journalism department. The equipment is high-quality and modern, and I think technology makes a difference in how to train journalists."

The fellows were a fixture at the school, working side-by-side with students in Cronkite classrooms and newsrooms as well as giving presentations as part of Cronkite Global Conversations, an annual lecture series on global journalism.

The fellows also got involved in the community, visiting students and faculty at Yavapai College in Prescott, Ariz., to discuss globalization and international cooperation. Omar Mohammed, a journalist from Tanzania, participated in an Arizona Republic panel discussion on the Syrian conflict and wrote an op-ed



Above: Humphrey Fellows Priscilla Janet Nyenator Quiah from Liberia and Sholpan Zhaksybaeva from Kazakhstan peer through a border fence during a visit to Nogales, Ariz. Fellows tour a Department of Homeland and Internal Security facility on the border.

on the Oscar-nominated film "Selma" and civil rights for the newspaper.

Fellows from the Cronkite School and the University of Minnesota's Humphrey School of Public Affairs and Law School joined fellows from the International Leaders in Education Program at ASU's Mary Lou Fulton Teachers College for a trip to Tucson and Nogales, Ariz., to learn about border and human rights issues. In all, 47 international professionals from 31 countries participated.

"This was an exciting chance for internationals from dozens of countries and different professions to collaborate and gain valuable lessons that they can use to help their home countries," Silcock said.

The fellows spent their final six



Top: Fellows speak with Austin G. Nuñez, chairman of the Tohono O'odham Nation, during a visit to the border. Above: Christopher Teal, U.S. consul general in Nogales, Sonora, addresses the group.

weeks in the U.S. working at media organizations across the country. Mohammed did his professional affiliation with Quartz, a digital news operation owned by Atlantic Media that focuses on the new global economy.

"The experience I enjoyed while at the Cronkite School and the Humphrey program has proved invaluable," Mohammed said. "As a result of the program, I have been offered and accepted a position as an East Africa correspondent for Quartz."

Silcock said the Cronkite School will continue to provide such opportunities for aspiring leaders in journalism, thanks to a new five-year grant from the Institute of International Education.

"This program provides discipline, creativity and innovation," he said. "I'm looking forward to the next five years." ■

Learn about the Humphrey Fellowship program at cronkite.asu.edu/outreach/humphrey-fellowship.

Humphrey Fellows 2014-2015

Ten mid-career journalists spent the academic year at the Cronkite School as part of the Hubert H. Humphrey Fellowship Program. They pursued studies, received leadership training and forged professional affiliations with journalism and public relations organizations in Arizona and across the nation.



Tabua Francis Butagira, Uganda, is the chief news reporter for the Daily Monitor newspaper. With more than 10 years of journalism experience, Butagira has been published in South Africa's Mail & Guardian and The Times of London.

Lila Ojha Dhakal, Nepal, is editor-in-chief and publisher for the BYAPAR (Business) Weekly newspaper. She has been editing and publishing contemporary business, economic and market product news in Nepal since 2010.

Said Intizar Khadim, Afghanistan, is the former chief of staff and communications director for the Independent Directorate of Local Governance, a governmental agency that reports to the Afghan president's office.

Krista Kull, Estonia, is head of public relations and tourism for Viljandi, an Estonian city with a population of about 19,000. She is responsible for public relations management as well as tourism and international relations development.

Evaldas Labanauskas, Lithuania, is the chief editor of the independent weekly magazine Veidas, which focuses on political and business issues.

Omar Mohammed, Tanzania, is a senior consultant at africapractice, responsible for analytical and advisory services in media and stakeholder relationship management.

Vlad Odobescu, Romania, is a freelance journalist and member of the Romanian Centre for Investigative Journalism and correspondent for Casa Jurnalistului, an independent media platform based in Bucharest.

Priscilla Janet Nyenator Quiah, Liberia, is a media trainer at the Liberia Media Center, an organization dedicated to improving media capacity as well as strengthening democracy and sustaining peace.

Armen Sargsyan, Armenia, is a television and film producer at the Media Initiatives Center, an organization promoting the dissemination of free and independent information in Armenia.

Sholpan Zhaksybaeva, Kazakhstan, is executive director of the National Association of Broadcasters of Kazakhstan, a non-governmental organization that supports independent private TV channels as pluralistic sources of information.



Edward R. Murrow Global Journalists Experience Freedom of the Press

Press freedoms in Malaysia are murky for journalists such as Isabelle Lai, a reporter for the country's largest English-language newspaper.

Many media outlets are owned by the government or by political parties. Lai, who is a business reporter for The Star, experienced a different kind of journalism at the Cronkite School in fall 2014 as part of the U.S. State Department's Edward R. Murrow Program for Journalists.

Lai was one of nine international media professionals to participate in the Murrow program, a public-private partnership between the State Department and several of the nation's top journalism schools. The Cronkite School hosted journalists from the East Asia-Pacific region, giving them an opportunity to witness media coverage of an American election.

"I came here with a really open mind because the U.S. system is very different than Malaysia," Lai said. "It's really interesting to get a different perspective of government."

Cronkite faculty and Phoenix-area media leaders led in-depth seminars on the American political and media landscape, providing an overview of the rights and responsibilities of a free press in a democracy. Sessions covered the election process, newsroom convergence and investigative reporting, among other topics. The visitors also

participated in the annual Cronkite Day alumni celebration at the school, sitting in on panel discussions and student presentations.

On election day, the Murrow visitors were paired with Cronkite student journalists as they reported on local, state and national elections for professional news organizations around the region and Cronkite News, the school's multimedia news outlet.

Since 2006, more than 1,100 international journalists have studied in the U.S. through the Murrow Program, with the Cronkite School hosting 55 journalists from regions that have included sub-Saharan Africa and the Middle East.

The three-week program starts in Washington, D.C., and ends in New York. Highlights for the Murrow visitors included a White House press briefing on the South Lawn that featured a statement from President Barack Obama.

"I was really impressed with the White House briefing, which was an hour long," Lai said. "In Malaysia, sometimes that's not the case. The spokesperson will cut them short."

Boma Ardhian, a manager of an Indonesian radio station, said the Murrow program taught him a lot about the American media and culture. He said he especially appreciated learning how young Americans view the election process.

The Murrow program is part of Cronkite



Top: Nine international media professionals visit the Cronkite School as part of the Edward R. Murrow Program for Journalists. Above: Cronkite Dean Christopher Callahan congratulates Hendrick Tze Seung Foh of Malaysia. Photos by Madeline Pado

"It's really interesting to get a different perspective of government."

— Isabelle Lai, Malaysia

Global Initiatives, which aims to foster meaningful connections among Cronkite students, staff and faculty and international media professionals, scholars and citizens.

"The Edward R. Murrow Program offers a rare opportunity for our international participants to see a democracy in action," said Cronkite Associate Professor B. William Silcock, director of Cronkite Global Initiatives. "We were thrilled to have this prestigious program at Cronkite for the fifth consecutive year." ■



From left: Cronkite students visit Milan and Berlin. Students Gavin Schall and Chloe Nordquist try out the news desk at CNN in London. Photos courtesy of Chloe Nordquist

Cronkite Students Experience Journalism in Europe

Twelve Cronkite students spent a month in Europe in the summer of 2015, traveling to some of the top media organizations in England, Germany and Italy.

The excursion was part of the annual CronkiteEuro study abroad trip, a digital journalism experience that exposes students to the media centers of Europe. This year's trip took students to CNN in London, Edelman public relations in Milan and the Federal Press and Information Office in Berlin, among other destinations.

"There is a lot about the ways other countries and cultures handle news and media that I wouldn't have known about" without the trip, Cronkite student Amanda Luberto said.

Cronkite Associate Professor B. William Silcock and Susan Lisovicz, the Donald W. Reynolds Visiting Professor of Business Journalism, led the tour, which

included visiting historical and cultural landmarks such as the Berlin Wall, the Tower of London and Leonardo da Vinci's "Last Supper" in Milan.

Silcock said his goal was to expose students to new journalism experiences as well as the nuances in storytelling across cultures, countries and continents. He said students got a clear sense of how the press operates in different countries.

"What's most interesting is to sit with them over dinner or on the subway and hear them process what they're seeing and watching," he said. "It's learning on the ground, and that's the most exciting way that you can teach. The world becomes our classroom that way."

Experience CronkiteEuro at asucronkiteuro.com. ■

Below: Students tour the Berlin Cathedral. Cronkite alumnus Samuel Burke (far left) hosts students and Cronkite Visiting Professor Susan Lisovicz (front) at CNN London, where he is a correspondent and anchor. Photos by B. William Silcock



CronkiteEuro Highlights

Milan, Italy

Edelman public relations
Rai television news
Duomo Di Milano
Leonardo da Vinci's "Last Supper"

Berlin, Germany

Rundfunk Berlin-Brandenburg
Broadcasting
ARRI motion picture company
Berlin Wall
Bundestag

London, England

CNN London
The Guardian
Queen's birthday parade
Parliament and Big Ben



Cronkite students Cassidy Welker (left) and Brooke Pettet watch a procession of the royal family in London. Photo by Chloe Nordquist

our events

Robin Roberts of ABC's "Good Morning America," Dan Barry of The New York Times and NPR's Eric Deggans were just a few of the prominent visitors to the Cronkite School in 2014-2015.

They came to accept awards, give lectures, participate in class discussions and speak at convocations, sharing their insights and stories with Cronkite students and faculty.

Students learned about some of the most pressing issues in journalism, ranging from ethics in a digital age to coverage of race, immigration, sports, politics, business, the economy and entrepreneurship, among many other topics.

By the numbers:

94 school events, including conferences and workshops

1,100 guests at annual Cronkite Award Luncheon

25 "Must See Mondays" lectures



cronkite.asu.edu/events/all

"Good Morning America" anchor Robin Roberts answers questions at the Cronkite Award Luncheon. Photo by Tim Trumble

Robin Roberts Accepts Cronkite Award for Excellence in Journalism



By Samantha Incorvaia

“Good Morning America” anchor Robin Roberts said receiving the Walter Cronkite Award for Excellence in Journalism was poetic.

While being treated for a rare bone marrow disorder, she said she experienced hallucinations in her hospital room. A nurse came in laughing one day because she had found Roberts at the foot of her bed the previous night conducting an interview.

“True story,” Roberts said, “I asked who I was interviewing — Walter Cronkite.”

Roberts shared stories of optimism and faith as she accepted the annual Cronkite Award in front of 1,100 students, media leaders, business executives, civic leaders and Cronkite School supporters at the Sheraton Phoenix Downtown Hotel in October 2014.

Since 1984, the Cronkite School has annually honored journalists who exemplify the talents and values of Walter Cronkite. Roberts is the 31st recipient of the Cronkite Award, joining past winners such as TV anchor Tom Brokaw, newspaper journalist Bob Woodward and Washington Post publisher Katharine Graham.

“What an honor to be holding this right now,” Roberts said. “Thank you to the Cronkite School not only for this honor, but for letting me see first-hand that journalism is in wonderful hands.”

In lieu of a traditional acceptance speech, Roberts was interviewed on stage by Cronkite students Analise Ortiz and Megan



Top: Roberts shares the stage with Cronkite students Analise Ortiz (left) and Megan Thompson. Above: Roberts poses with members of the ASU women's basketball coaching staff: Meg Sanders (left), Charli Turner Thorne, Jackie Moore, Amanda Levens and Christina Wombacher. Photos by Tim Trumble

Thompson, both reporters at Cronkite News, the school's award winning newscast that reaches 1.9 million households on Arizona PBS.

During their conversation, Roberts recalled how she got into journalism with the help of her sister, Sally-Ann Roberts, who is an anchor for WWL-TV in New Orleans. Roberts said she realized she wasn't going to be a professional athlete in high school, but her sister advised her to combine her passion for sports with her interest in journalism. The plan eventually led to 15 years as a contributor to ESPN.

Roberts spoke about her work at “Good Morning America” and covering Hurricane Katrina, a story that hit close to home. She also talked about her personal battles with breast cancer and the rare bone marrow disorder myelodysplastic syndrome.

She said she was glad to document her recovery for viewers and felt that she couldn't just disappear from television without explaining why.

"We are storytellers," she said. "No, I did not want to be the focus, and we do not want to be the focus in our stories. But it was a teachable moment in so many ways. It is a privilege to be a messenger."

During her two-day visit, Roberts toured the Cronkite School and talked with more than 200 students during a special question-and-answer session hosted by Cronkite School Assistant Dean Mark Lodato. She fielded questions about women in sports journalism and the current state of the news industry.

Roberts also offered career advice to students, encouraging them to be fearless and optimistic in the pursuit of their dreams. She praised the Cronkite School's state-of-the-art facility as well as the professional journalism training available to students.

"I had a quick tour of the facility: Wow, you are so blessed, so fortunate," Roberts said during a talk with students. "I hope you know that. It's incredible, the opportunities. I saw a little bit of your newscast, and to have the hands-on experience that you are receiving is paramount."

Cronkite freshman Nicole Randock said she was 8 when she met Roberts, and the anchor has been her hero ever since.

"She's like a friend you have over for lunch," Randock said. "I appreciate how humble she is. If you can still be humble and relatable to people, you are amazing."

Roberts told students she is thankful for



Roberts fields student questions during a special event at the Cronkite School hosted by Assistant Dean Mark Lodato. Photo by Molly J. Smith

the opportunities she has had. She said she takes life as it comes and encourages others to do the same.

"You would never know what someone else's path or journey is," she said. "You only know what yours is. My mother always said, 'Be the leading lady in your own life story; don't be the supporting actress.'" ■



Clockwise from top left: Roberts pauses for a photo with her sister, Sally-Ann Roberts, an anchor at WWL-TV in New Orleans, La. Fay Fredricks of ABC15, Phoenix, answers students' questions after the luncheon. Cronkite freshmen gather for a photo after the ceremony. Photos by Tim Trumble. Roberts talks with Assistant Dean Mark Lodato and students Analise Ortiz and Megan Thompson, who interviewed Roberts at the luncheon. Photo by Molly J. Smith



Charlie Rose Receives 2015 Cronkite Award

Charlie Rose, the award-winning anchor of "CBS This Morning" and host of the respected late-night talk show on PBS that bears his name, is the 2015 recipient of the Walter Cronkite Award for Excellence in Journalism.

Rose, a Peabody and Emmy Award winner, is known for his hard-hitting, one-on-one interviews on CBS and "Charlie Rose," his daily late-night interview program that has been syndicated on PBS for more than 20 years.

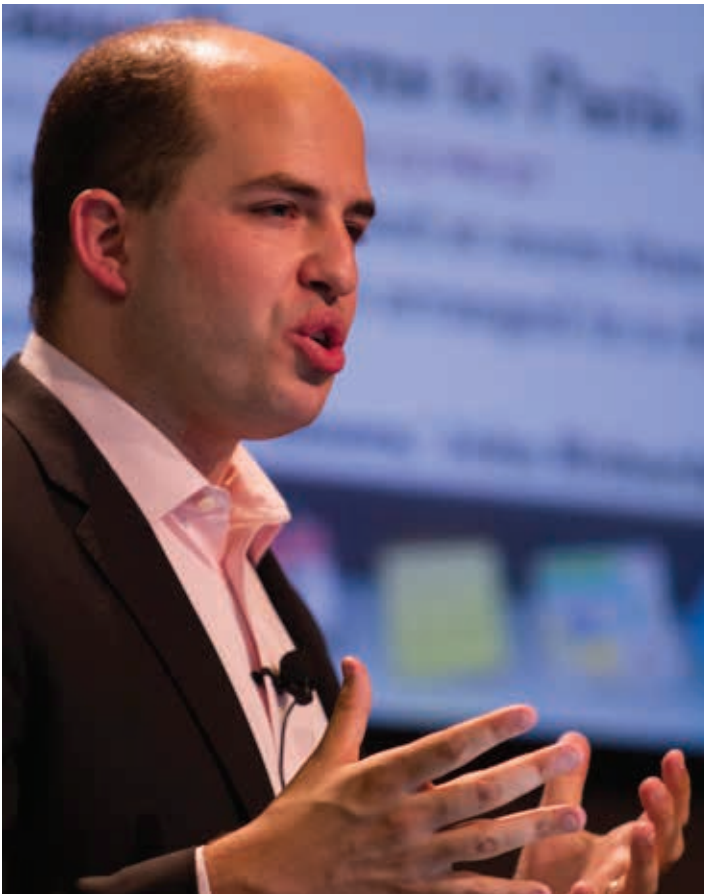
With more than 40 years of broadcasting experience, Rose has interviewed Bill Clinton, Bill Gates, Nelson Mandela, Toni Morrison, Barack Obama, Yitzhak Rabin and Martin Scorsese, among hundreds of other newsmakers that include Walter Cronkite in 1996.

"I treasure this honor the way I cherish the life of Walter Cronkite," Rose said. "What I loved about his life was his passion for all things in life, including sailing. His journalism went far beyond the headlines to include the same range of curiosity I pursue — from politics to people, from science to space — and always the story. Whether he was looking back into history or forward into space, he was the constant connection to our world. The fact that this award comes from one of our best journalism schools makes it even more appreciated."

Stay tuned for complete coverage of the 2015 Cronkite Award Luncheon with Charlie Rose in the next issue of The Cronkite Journal. ■

Recipients of the Cronkite Award include:

- 2014 **Robin Roberts**, co-anchor, "Good Morning America"
- 2013 **Bob Schieffer**, correspondent and anchor, "Face the Nation" and CBS News
- 2012 **Bob Costas**, sportscaster, NBC Sports
- 2011 **Christiane Amanpour**, anchor, "This Week with Christiane Amanpour"
- 2010 **Diane Sawyer**, anchor, "World News with Diane Sawyer"
- 2009 **Brian Williams**, anchor and managing editor, "NBC Nightly News"
- 2008 **Jim Lehrer and Robert MacNeil**, PBS news anchors, "The MacNeil/Lehrer NewsHour"
- 2007 **Jane Pauley**, former anchor, NBC's "Today Show" and founding co-host, "Dateline NBC"
- 2006 **Tom Brokaw**, former anchor, "NBC Nightly News"
- 2005 **Dave Barry**, Pulitzer Prize-winning humor columnist for The Miami Herald
- 2004 **Charles Osgood**, host, "The Osgood Files" and "CBS News Sunday Morning"
- 2003 **Andy Rooney**, "60 Minutes" correspondent
- 2002 **Al Michaels**, sportscaster, ABC Sports
- 2001 **Bob Woodward**, Pulitzer Prize-winning reporter, The Washington Post
- 2000 **Cokie Roberts**, ABC News correspondent
- 1999 **Tom Johnson**, president, CNN
- 1998 **Ben Bradlee**, executive editor, The Washington Post
- 1997 **Roone Arledge**, chairman, ABC News
- 1996 **Charles Kuralt**, former host, "On the Road" and "CBS News Sunday Morning"
- 1995 **Bill Moyers**, PBS host and producer
- 1994 **Bernard Shaw**, CNN anchor
- 1993 **Helen Thomas**, White House bureau chief, United Press International
- 1992 **Don Hewitt**, creator and executive producer, "60 Minutes"
- 1991 **George Will**, Pulitzer Prize-winning syndicated columnist and author
- 1990 **Ted Turner**, chairman and president, Turner Broadcasting System and founder, CNN
- 1989 **Malcolm Forbes**, publisher and editor-in-chief, Forbes magazine
- 1988 **Allen H. Neuharth**, chairman, Gannett Co. and founder, USA Today
- 1987 **Katharine Graham**, chairwoman of the board, The Washington Post Co.
- 1986 **Otis Chandler**, publisher, the Los Angeles Times
- 1985 **Bill Mauldin**, Pulitzer Prize-winning editorial cartoonist
- 1984 **William Paley**, founder, CBS, and Frank Stanton, former president, CBS



Left: Brian Stelter, who reports on the media for CNN, headlines a "Must See Mondays" lecture. Above: Stelter chats with Cronkite Dean Christopher Callahan (right) before the talk. Photos by Sean Logan

CNN's Brian Stelter Discusses the Power of Digital Media

By Lauren Hornberger

CNN Senior Media Correspondent Brian Stelter's infatuation with the news media started at a young age.

Stelter said that, as a child, he would make homemade newscasts using drapes and an ironing board as a news desk. His passion continued into college, when he founded the media news blog TVNewser, which he sold to Mediabistro in his senior year.

The former New York Times media reporter and current host of CNN's "Reliable Sources" told Cronkite students the digital era of journalism opens the door to new possibilities.

"It is the most interesting time because the revolution is unfolding right now," Stelter said during the Cronkite School's eighth annual Paul J. Schatt Memorial Lecture in October 2014.

Stelter said the new age of digital journalism requires basic reporting skills that sometimes get overlooked by media professionals.

"PR people nowadays will tell you so few reporters call anymore, so few reporters check their facts anymore," Stelter said. "For young journalists, it's actually pretty easy to stand out just by doing the basics."

Stelter, who reports on trends, personalities and companies across the media spectrum for CNN, said some media organizations' thirst for Web traffic encourages thinly reported and regurgitated stories that may be inaccurate.

Stelter cited an Esquire story about ESPN's "Monday Night Football" allegedly hosting an all-male panel discussion on domestic violence. He said some news organizations picked up the story without fact-checking it. Stelter said he called ESPN to confirm the report and discovered it was false.

For young journalists, Stelter stressed the importance of making phone calls and following up with sources on stories. He said a new generation of journalists can regain the public's trust.

"For the young people in the room, I think we are the little green shoots that come out of the soil after a forest fire," he said. "I think we are the new, young growth that comes out afterwards, and that's the good news in all of it." ■



Borderlands Journalists Share Stories from the Mexican Drug War

While reporting on the Mexican drug war for *The Dallas Morning News*, Alfredo Corchado received a tip that his life might be in danger.

Corchado learned he might be the next target of the Zetas, a Mexican drug cartel.

"The first thing I thought was: I was scared," Corchado said during the Cronkite School's ninth annual Paul J. Schatt Memorial Lecture in April 2015. "Second reaction was: I hope my parents don't find out because I had not been very forthcoming with my parents about what was happening to Mexico."

Corchado, then Mexico bureau chief for *The Dallas Morning News*, and Angela Kocherga, then border bureau chief at Gannett, shared the experiences and dangers they faced on the front lines of the Mexican drug war.

Corchado read from his book, *"Midnight in Mexico: A Reporter's Journey Through a Country's Descent into Darkness,"* which recounted the threat against his life by the Zetas. Corchado said he and his colleagues decided to stick together and alert the public to the threat.

During the discussion with Cronkite's Southwest Borderlands Initiative Professor

Rick Rodriguez, the two journalists shared how the dangerous climate has affected reporting on both sides of the border.

"Any threat we faced pales in comparison to our Mexican colleagues, who are in Mexico. (They) really have no protection," Kocherga said. "They have had to self-censor to survive. They've been attacked, kidnapped, murdered, disappeared — grenades thrown into newsrooms."

Kocherga shared videos of several of her news stories, noting that not all stories from Mexico are dark. One video highlighted Mexico's growing presence in the aerospace industry.

The journalists also took questions from the audience on a range of topics, including asylum for Mexicans and future relationships between the U.S. and Mexico.

"I can't think of another country that impacts the United States more on a daily basis than (Mexico)," Corchado said. "I think one of the pockets of hope, if you will, in trying to influence policy with the U.S. and Mexico lies in Americans who really care about Mexico and the 35 million Americans who trace their roots back to Mexico." ■

Southwest Borderlands Initiative Professor Rick Rodriguez (center) interviews Alfredo Corchado and Angela Kocherga. Photo by Laura Davis

The Paul J. Schatt Memorial Lecture is held annually in honor of the longtime Arizona Republic editor who taught journalism at ASU for more than 30 years.

The series features prominent journalists exploring topics that were important to Schatt. It is made possible through a generous endowment from his widow, Laura Schatt-Thede, and an annual gift from The Arizona Republic.

Schatt joined the newspaper in 1962 as a copy boy while earning a degree in English and political science from ASU. He served as a city hall reporter, columnist, urban affairs editor, metro editor, magazine editor, associate editor and editorial page editor during a career that spanned five decades. Schatt died in 2005 at age 60. He posthumously received the Arizona Press Club's Distinguished Service Award.



Reynolds Center Honors Barlett & Steele Award Winners

James Steele (far left) and Reynolds Chair Andrew Leckey (far right) congratulate Barlett & Steele winners Ben Hallman, Michael Grabell and Megan Twohey. Photo by Sean Logan

By Lauren Hornberger

Some of the nation's leading business journalists shared their award-winning investigations into abuse against children, senior citizens and temporary workers.

2014 Barlett & Steele Award Winners

Gold: "Temp Land" by Michael Grabell of ProPublica

Silver: "The Child Exchange" by Megan Twohey of Reuters

Bronze: "Hospice Inc." by Ben Hallman and Shane Shifflett of The Huffington Post

It was all part of the Barlett & Steele Awards, honoring the best investigative business coverage in the nation each year.

The awards, named in honor of Pulitzer Prize-winning journalists Donald Barlett and James Steele, are administered by the Donald W. Reynolds National Center for Business Journalism at the Cronkite School.

The November 2014 event featured reporters from ProPublica, Reuters and The Huffington Post, who won gold, silver and bronze awards, respectively. The winners participated in a panel discussion with Steele and Reynolds Center President Andrew Leckey, who also serves as Cronkite's Reynolds Endowed Chair in Business Journalism.

"One of the things that is so evident in all three of these stories, even though they are all quite different, is this real concern for human beings," Steele said.

ProPublica reporter Michael Grabell won the gold award and \$5,000 for "Temp Land," a story that examines the dangers often faced by temporary workers. Grabell said he wanted to find out if the deaths among temporary workers were simply isolated incidents or a trend. He discovered what he called "institutionalized day labor" in which temps were working long hours in dangerous environments without even knowing who employed them.

The silver award and \$2,000 went to Reuters reporter Megan Twohey for her story on black market adoptions, "The Child Exchange." Twohey said parents were posting advertisements on online forums for adopted children they no longer wanted. Since the investigation, several states have enacted new restrictions on child advertising, custody transfers or both.

"All of the young folks who I talked to, who had fed into this underground network, had such hopes and dreams of what life in America was going to be like," Twohey said. "They really had those dreams shattered. What was interesting was there were no organizations advocating on behalf of those children."

Huffington Post reporters Ben Hallman and Shane Shifflett won the bronze award and \$1,000 for "Hospice Inc." The two investigated fraud and abuse within nursing homes, creating an interactive database showing the number of violations nursing homes had committed.

Leckey said the award-winning stories are dramatic examples of investigative journalism.

"Each of these stories shows the power of one – one person who cares about an issue and learns more about it than anyone else and the tremendous impact they can have by following through," he said. ■

PBS MediaShift Journalism School Hackathon Inspires Entrepreneurship

By Lia Juriansz

Journalism students and faculty from across the country gathered at the Cronkite School to envision cutting-edge media products to help underserved communities in a PBS MediaShift Journalism School Hackathon.

The two-day event in February 2015 brought approximately 50 students and 30 faculty members to the Cronkite School, where teams brainstormed a variety of sustainable media products. The winning team created Basics, a mobile app designed to serve the homeless community and those battling the poverty line.

Basics would give charitable service providers a way to communicate with underserved communities with real-time updates of available resources. Team members said the app would help prevent those in need from going to a closed food bank or a full shelter.

"We stuck with the idea of simple information and a way to get it out there," said Edgar Walker, a student at the University of North Carolina at Chapel Hill, "because that's what matters: Are they open? How much do they have? And how long will they be available for?"

Walker was on a team with fellow students Katie Callahan and Danielle Cervantes-Stephens from Point Loma Nazarene University, Grace Fenlason from Northern Arizona University and facilitators David M. Morgan of the



Above: Mark Glaser, executive editor of PBS MediaShift, encourages students to be creative and focus on audience needs during a hackathon held at the Cronkite School. Right: Hackathon participants brainstorm ideas on how to reach high school students. Photos by Johanna Huckleba

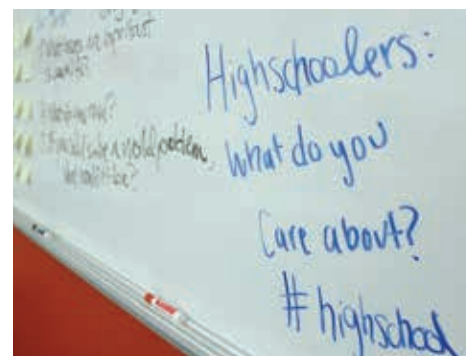
Cochise County Record and Pat Shannahan of The Arizona Republic.

In all, 10 teams competed, developing projects in one of three threads: gaming, data or audience engagement. Other notable projects that earned recognition included [Rec]ollection, an app that would provide a digital way for individuals to preserve their personal stories; Uproot, a scavenger hunt and trivia app focused on African-American history; and Accessible Phoenix, an app to provide accessibility information on Phoenix restaurants and shops for people with disabilities.

While most hackathons involve coding, MediaShift Executive Editor Mark Glaser said MediaShift hackathons emphasize entrepreneurship.

"I think it's important that schools and their students get entrepreneurial training to do startups, and I hope it spreads," Glaser said.

Hackathon participants heard from veteran entrepreneurs, who offered



guidance and advice on funding and product design.

Speakers included Alan Lobock, co-founder of SkyMall; Mike Alonzo, chief operating officer at Storybyte; Retha Hill, executive director of the Cronkite School's New Media Innovation and Entrepreneurship Lab; and Elizabeth Mays, assistant director of the Donald W. Reynolds National Center for Business Journalism.

Cronkite Dean Christopher Callahan said entrepreneurship is central to much of what ASU and the Cronkite School do.

"I think this was a great opportunity not only for Cronkite but for the other journalism schools here to see some of the thinking that goes into entrepreneurship and come up with innovative ideas that can actually be applied," he said. ■



Tim McGuire (left), the Frank Russell Chair for the Business of Journalism and NCDJ board member, interviews Dan Barry of The New York Times. Photo by Sean Logan



Katherine Schneider, a retired clinical psychologist, is the founder of the Schneider Journalism Award for Excellence in Reporting on Disability, the first national journalism contest devoted exclusively to disability coverage. Since its inception in 2013, the Schneider Award has strived to improve coverage of disability issues, moving beyond “inspirational” stories that don’t accurately represent the lives of people with disabilities. ncdj.org/contest

New York Times Reporter Wins Schneider Award for Reporting on Disability

By John Haverlin

A New York Times story about a group of men with intellectual disabilities who worked in servitude for decades won top honors in the Katherine Schneider Journalism Award for Excellence in Reporting on Disability.

New York Times reporter Dan Barry accepted the Schneider Award in November 2014 during a “Must See Mondays” lecture at the Cronkite School. Barry was awarded first place and \$5,000 for “The ‘Boys’ in the Bunkhouse,” which describes in text, photos and video the lives of men who for 30 years worked in an Iowa turkey processing plant for almost no pay.

The Schneider Award contest, the only one devoted exclusively to disability reporting, is administered by the National Center on Disability and Journalism at the Cronkite School. It was created in 2013 under a grant from Schneider, a retired clinical psychologist who has been blind since birth and who also supports the national Schneider Family Book Awards.

During his talk, Barry recounted how the men who worked in the processing plant were physically and verbally abused and were given inept health care and substandard housing. “They faced abuse and couldn’t have relationships,” Barry said. “Condition and care in the bunkhouse declined, and the boys were neglected.”

Barry also touched on the importance of long-form storytelling during a discussion with Tim McGuire, Cronkite’s Frank Russell Chair for the Business of Journalism and NCDJ board member.

“Life is complicated and dense,” Barry said. “Storytelling helps us, and if you think about it, it can transform many lives.”

Schneider Award contest judges awarded second place to Kyle Hopkins and Marc Lester of the Anchorage Daily News for “State of Intoxication — Fetal Alcohol Spectrum Disorders.” The pair won a \$1,500 prize for the series, which provides an intimate portrait of children with Fetal Alcohol Spectrum Disorders.

Eric Adler of The Kansas City Star was awarded honorable mention and \$500 for “Denise’s Decision,” which chronicles the legal, medical and emotional ordeal of placing a loved one into long-term nursing care.

Finally, judges awarded special recognition and a \$500 award to Peyton Gallovich and Melissa Yingst Huber of ASU for their startup enterprise, a television show that delivers the news for both deaf and hearing audiences.

Schneider pointed out that millions of people have some form of disability, yet they are frequently under-covered by the media or they are depicted in stereotypical ways. In establishing the contest, “I wanted to help highlight good stories, and I chose to work with the NCDJ and the Cronkite School because of their commitment to fair and accurate journalism that includes diversity,” she said. ■

Global Business Leaders Share Thoughts on Journalism in 'Iconic Voices' Lecture Series

By TreNesha Striggles

Leading business figures, including Berkshire Hathaway CEO Warren Buffett, were featured in a new speaker series at the Cronkite School.

The "Iconic Voices" lecture series features in-person and video interviews with some of the country's most influential business leaders.

The lecture series was created in spring 2015 and is hosted by former Forbes magazine Publisher Jeff Cunningham, a professor of practice at the Cronkite School and the W. P. Carey School of Business.

"We have chosen to bring these important leaders and disruptors to the Cronkite School to impart the lessons from disruption in non-media industries that could be applied to the digital transformation taking place in the media," Cunningham said. "They have relevance to our student journalists' understanding of how different leaders approach change, innovation and disruption."

The lecture series kicked off with the premiere of a taped video interview Cunningham conducted with Buffett from Berkshire Hathaway's headquarters in Omaha, Neb. Cunningham also led an in-person interview at the Cronkite School with Richard Adkerson, vice chairman, president and chief executive officer of Freeport-McMoRan.

During Cunningham's interview, Buffett shared his view of the media, noting he approaches investing in companies in much the same way as a journalist researches a story.

"If I didn't do what I do in my life, I would want to be a journalist," Buffett said. "Journalism is fascinating. I love it."

"Iconic Voices" also includes a significant multimedia presence, including videos, photos and additional interviews with other thought leaders.

According to Cronkite Associate Dean Kristin Gilger, the lecture series offers unique perspectives on journalism from individuals who are often the subjects of media coverage.



Top: Professor of Practice Jeff Cunningham interviews Richard Adkerson of Freeport-McMoRan. Photo by Courtney Pedroza. Above: Cunningham sits down with Warren Buffett at Berkshire Hathaway's headquarters in Omaha, Neb. Photo courtesy of Jeff Cunningham

Cunningham joined ASU in 2014 as a professor in the areas of disruptive innovation and the business of media. In addition to serving as publisher of Forbes magazine, he was publisher of American Heritage magazine, founder and editor-in-chief of Directorship Magazine and a senior executive with BusinessWeek.

Cunningham has profiled or interviewed many key business and public policy leaders, including former Supreme Court Justice Sandra Day O'Connor, former Securities and Exchange Commission Chair Mary Schapiro and Goldman Sachs Chairman and CEO Lloyd C. Blankfein. ■

See interviews at iconicvoices.jmc.asu.edu.

'Must See Mondays'

Experience 'Must See Mondays'
cronkite.asu.edu/eventvideos

The Cronkite School's Monday night lecture series has featured more than 145 speakers and panelists since its launch in 2008.

"Must See Mondays" is one of the Cronkite School's most popular offerings. Each Monday night, students, faculty and members of the public fill the Cronkite School's First Amendment Forum to hear leading journalists and communicators speak on current events and the latest industry trends. During the 2014-2015 academic year, "Must See Mondays" featured leaders and innovators in business journalism, international reporting, photojournalism, political journalism, public relations and more.

"Must See Mondays" offers ASU students and Arizonans the rare opportunity to learn from some of our profession's top journalists and communicators," said Cronkite Dean Christopher Callahan. "Since its inception, this series has invigorated community discourse in Arizona and beyond."

NPR's Eric Deggans Explores Race and the Media

Eric Deggans, NPR's first full-time TV critic, addressed how media depictions of race influence public opinion and discourse during a September 2014 "Must See Mondays" presentation at the Cronkite School.

Deggans, whose talk was part of ASU's Diversity Scholar Series, shared reality television and movie clips that exemplify racial prejudices, noting that some people do not realize they are acting in offensive ways.

"Prejudice is seductive, and it's easy to use against people we don't like," he said. "So it's easy to go out and take a black person to the prom and also use racism when you're talking about somebody you don't like. We call that situational racism."

Deggans, author of "Race-Baiter: How the Media Wields Dangerous Words to Divide a Nation," said both the entertainment industry and news media often simplify stories, boiling things down to good versus bad.

Today's media outlets often focus on small audience segments he said, and that can result in prejudicial and

"When police or volunteer watchmen make a split-second decision, what images guide their choice?"

— Eric Deggans, TV critic, NPR



NPR TV Critic Eric Deggans spoke to a full house in the Cronkite School's First Amendment Forum as part of ASU's Diversity Scholar Series. Photo by Kaarde Bombe



Deggans takes a picture of the audience and answers students' questions. Photos by Kaarde Bombe

stereotypical reporting.

Deggans highlighted news stories in which certain individuals were labeled “thugs” and “terrorists,” while others of different backgrounds did not fall into those categories. He said reporting based on prejudice ultimately leads to inaccurate coverage.

Touching on the Michael Brown shooting in Ferguson, Mo., he said the media’s portrayal of different races can reflect how society views and treats people. “When police or volunteer watchmen make a split-second decision, what images guide their choice?” he asked.

Deggans said the “Must See Mondays” talk demonstrated that racial issues can be discussed in a civil way. “Part of it is getting people to think a little more about the media they’re consuming and about how they’re reacting to it,” he said. “And the other part of it is figuring out how we can talk about this stuff without getting upset.” ■

Bloomberg Reporter Shares Stories from Washington

By John Haverlin

Bloomberg News White House correspondent Margaret Talev kicked off her “Must See Mondays” talk by sharing a piece of the presidency — boxes of presidential Peanut M&Ms in red, white and blue.

Talev, who has been covering Washington news for 10 years, shared an insider’s view of the White House press corps and its relationship with the president during a September 2014 presentation moderated by Cronkite Dean Christopher Callahan.

Talev outlined the typical schedule of a correspondent, noting that many days at the White House start at 5:30 a.m. and end at 11 p.m. When the president is on the road, she said, the days are even longer.

“Those days can be 16- to 20-hour days when you’re on the road with him,” Talev said. “But the payoff is usually pretty good because you get to see some amazing things in between.”

She said there’s a lot of competition among reporters covering the White

House, with everyone looking for a unique angle to the same story.

After reporting for The Tampa Tribune, Los Angeles Times and Sacramento Bee, Talev became a White House correspondent in 2005 with McClatchy and joined Bloomberg News in a similar role in 2011.

Talev, who has covered both Presidents George W. Bush and Barack Obama, said being part of the White House press corps is both exciting and difficult.

“You’re covering someone you can never talk to, and the people who do talk to him will almost never talk to you either,” Talev said. “There are a lot of head games in covering the White House that exist at a greater volume and intensity than any other beat that I covered before.”

Talev said she had one opportunity to interview Obama and raced out to buy new shoes just before the interview. And she shared personal photos from inside the White House and aboard Air Force One.

“It’s been a really amazing experience,” Talev said. “I feel very lucky to have covered the White House.” ■



Cronkite Dean Christopher Callahan interviews Bloomberg News White House correspondent Margaret Talev. Photo by Courtney Pedroza

Veteran Broadcasting Executive Examines Journalism Ethics

By John Haverlin

Fred Young, former senior vice president of news at Hearst Television, stressed the importance of getting the story right during an October 2014 “Must See Mondays” lecture at the Cronkite School.

Young, who retired in 2008 after a 46-year career in television, said the path to an informed public is not clearly marked these days.

“The road signs that used to say, ‘fair,’ ‘objective,’ ‘balanced’ and ‘unbiased’ have been removed from a lot of the highways,” he said. “They’ve been replaced with signs that read, ‘now,’ ‘urgent,’ ‘break-ing news’ ... and other self-serving descriptors.”

Citing the media’s frenzied coverage of the Ebola virus in the U.S. and the NFL’s domestic violence scandal, Young said today’s journalists should return to the profession’s roots of accuracy and ethical practices. He urged journalists to seek the truth and report it as fully as possible.

“Today, we live in a speedy world, a frenzy,” Young said. “But as we move forward in our business, we need to act in an ethical manner for our customers about issues impacting our life and well-being.”

Young opened the discussion to the audience, asking for opinions about the media’s coverage of recent events. He also asked about the rise of social media, and whether Twitter is a reliable source.

“Anyone can be a journalist, no matter how unqualified they are,” Young said.



Photo by Courtney Pedroza

“Journalists need to act in an ethical manner for our customers.”

Young emphasized the importance of having a system in place to practice ethical journalism. He provided a list of tips that included verifying information, having a broad perspective and celebrating excellence in journalism.

Young also toured the Cronkite School and talked with students and faculty members.

“I can say in one sentence that you’re growing some great journalists out here,” he said. ■

New York Times Phoenix Bureau Chief Shares Untold Stories in Plain Sight



Photo courtesy of Fernanda Santos

New York Times Phoenix Bureau Chief Fernanda Santos said some of best stories are in the most obvious places, but many people fail to notice them.

Santos discussed story development and some of the stories she has covered as a New York Times journalist during an April 2015 “Must See Mondays” presentation.

She emphasized the importance of communication and observation.

“The real stories are right around us,” she said. “You can find them talking to your friends. You can find them talking to perfect strangers.”

And sometimes you find them even when you’re not looking. That is how Santos said she came to do a story on the origins of soccer play-by-play announcers screaming “gooooooal” during matches. She traveled to Brazil and talked with numerous broadcasters to chronicle the history of the trend.

The goal cry story “was so obvious because we watch TV and we listen to the radio, and it’s there every day and all the time,” she said. “I don’t even know how many times I’ve heard that. I mimic that because that’s how you celebrate a goal.”

Santos shared several of her articles, including stories on school segregation, the death penalty and life after prison.

She said finding the right combination of people and theme in a story is important, no matter the topic.

It’s critical to find a way to get readers to care about your story, she told students.

Santos encouraged students to travel and take risks. “Talk to people,” she said. “Don’t be afraid. They’re not going to bite. If they do, call the police.”

Santos took up residence in 2014-2015 at the Cronkite School while on sabbatical from The New York Times to write a book on the 2013 Yarnell fire, which killed 19 firefighters in Arizona.

The Cronkite School “has restored my faith in journalism,” she said. “I’m here late sometimes and I see people working, discussing work together, and it is so good to see that.” ■



Al Jazeera America President Discusses the Growth of Global TV News

Kate O'Brian, president of Al Jazeera America, said marketing and outreach are critical for TV news organizations seeking to build and engage audiences around the globe.

O'Brian, a journalist with more than 30 years of newsroom experience, discussed Al Jazeera's foray into the U.S. and changes in the broadcast industry during a February 2015 "Must See Mondays" presentation at the Cronkite School.

"The Al Jazeera mission is to deliver captivating content, which informs, inspires and entertains," O'Brian said, "to reach deeper, broader and closer with our content, and to rebalance the

global media by respecting diversity and humanity of the world."

She said the mission also includes giving a voice to the voiceless, telling real stories and encouraging a pioneering spirit among journalists.

O'Brian touched on the history of Al Jazeera, noting it was a "game changer" when it launched in the Middle East in 1996. She said the network provided an unprecedented level of news coverage, following a model similar to the BBC — government-supported but independent.

Since then, Al Jazeera has become one of the largest television news companies in the world with numerous bureaus around the globe.

O'Brian took questions from the audience about the newsroom culture at Al Jazeera, what it's like to report in war zones and her favorite news stories.

O'Brian said she is aware that some people have preconceived notions about the Al Jazeera network, in part because of its name. That's why marketing and outreach are so important, she said.

"We do this because we know that when people actually watch what we're doing, they stay," she said. "Whether they are FOX viewers, MSNBC viewers or broadcast news viewers, when they find us, they are pretty much always impressed by what we are doing." ■



Cronkite student Olivia Richard talks with Kate O'Brian of Al Jazeera after a "Must See Mondays" lecture. Photos by Sean Logan

USA Today's Rem Rieder Dissects the News Media Beat

USA Today media columnist and editor-at-large Rem Rieder was busy in the weeks leading up to his talk at the Cronkite School.

New York Times media critic David Carr died; NBC anchor Brian Williams faced ethical questions about his reporting; and Jon Stewart announced his retirement from "The Daily Show."

It has been "an extraordinary period of media news," Rieder said during a February 2015 "Must See Mondays" lecture. "It's one of the most remarkable that I can remember."

Rieder, who also serves as editor-at-large at USA Today, talked about the explosive growth of the news media beat.

He said coverage of the news media has changed dramatically since he began editing the American Journalism Review 20-plus year ago. Stories about the media are not just "inside baseball" anymore because the public is much more interested in stories such as Dan Rather's departure from CBS News.

To cover the media well requires high standards. "It's got to be straight down the middle," he said. "You can't have one set of rules for one side and another for the other."

Rieder also touched on the future of journalism, saying legacy media, such as newspapers and magazines, need to find an economic model that will create profits



Photo by Sean Logan

but also enable them to cover important public issues.

Prior to his presentation, Rieder toured the school and talked with students in several classes about the state of the media and good reporting techniques.

"It's just a terrific thing you have got going on here — the excitement, the exhilaration, the commitment to journalism," Rieder said. "As someone who cares about journalism, this is very exciting to see." ■

Chronicle of Higher Education Editor Encourages Focus on Audience

By Lauren Hornberger

The head of the nation's leading publication on higher education urged journalists to embrace business innovation.

Michael G. Riley, CEO and editor-in-chief of The Chronicle of Higher Education, offered aspiring journalists advice on how to be successful in the digital era of journalism during a November 2014 "Must See Mondays" lecture.

Riley said it is in the hands of young journalists to rally around a new form of journalism that focuses on niche markets and services.

"We don't have a journalism problem today. We have a business model problem," he said. "If journalists don't think about business in terms of journalism, there won't be any journalism to be had."

Riley, who previously was editorial

director of Bloomberg Government, said student journalists need more opportunities to fail so that they can learn from their mistakes, noting the margin for error in professional newsrooms is slim.

He said journalists need to be audience experts, understanding behaviors, needs and desires.

"You've got to think about journalism not as a product," he said. "What it is, is really a service. And if you are doing journalism right as a service, you are helping people manage their lives better — do things, learn things."

Riley also watched a live broadcast of Cronkite News and visited with international professional journalists who are participating in the Cronkite School's Hubert H. Humphrey Fellowship Program.

He praised ASU for reinventing higher education and the Cronkite School for producing journalists who have the opportunity to elevate journalism.

"You guys are at an institution that in



Photo courtesy of Michael G. Riley

many ways is reshaping and remaking what higher ed can be about," he said. "There are a lot of things happening at this campus that are happening nowhere else in higher education." ■



Glenda Umaña Recounts the Rise of Spanish-language TV News

Former CNN en Español anchor Glenda Umaña launched her career more than two decades ago at Costa Rica's first English-speaking television news station.

"One of the reasons I got that first job in television was because most of the reporters in Costa Rica didn't speak English," she said.

Umaña discussed the growing opportunities in Spanish-language media and her experiences as an international journalist during a February 2015 "Must See Mondays" lecture.

She spoke about major stories she has covered at CNN, some of which were emotionally wrenching, such as the 2010 earthquake in Haiti.

"One the hardest things was going back to the U.S. and going out to a restaurant and acting normal" after covering the earthquake, which claimed more than 100,000 lives, she said.

Umaña said millennials are consuming news differently than previous generations and encouraged students to embrace social media and other emerging platforms.

Spanish-language TV news is growing and offers many career avenues, she told students. One such success, she said,



Cronkite student Erica Lang talks with Glenda Umaña after a "Must See Mondays" lecture. Photos by Johanna Huckeba

is her former colleague Samuel Burke, a 2009 Cronkite School graduate, who is a CNN correspondent and an anchor for CNN en Español.

"It's incredible that he's American. He started his career in Spanish, and now all the networks want him on air," Umaña said.

Umaña also took the time to remind students to find meaning in their careers,

noting their work impacts others. She told them to avoid striving for fame and popularity and to take great pride in their work, treating every word, video and image with respect.

"Remember that it's an honor to be a journalist," she said. "It's a responsibility ... I see the people that are successful: They have the passion." ■

Combat Photographer Shares Images from the Front Lines of War

By Colton Dodgson

For a week in the spring of 2015, the Cronkite School's First Amendment Forum was lined with photographs from the wars in Afghanistan and Iraq as part of a national exhibition, "Conflict Zone."

The event included a "Must See Mondays" presentation by photographer Bill Putnam, who discussed the mental, physical and political cost of war.

"There was one time I was shooting at a checkpoint where a child was hit — a baby," Putnam said. "I couldn't do it. The baby lived, but it was the first time I had seen that. I didn't take the photograph, and I don't regret not taking the photograph either."

Putnam, whose work has appeared in *The Washington Post* and *Newsweek*, among other publications, shared his experiences working in Afghanistan's volatile Helmand Province. When shooting photos in war zones, "the picture

is important, but so is your humanity," he said.

Putnam recounted debating with other war photographers about the line each photographer must draw between photojournalism and sensationalism. He said every photographer's line is different.

Keeping a sense of one's self in the midst of a war zone is essential. "Even in the midst of all of that, I knew I had to keep some sense of who I was," he said.

In addition to Putnam's work, the "Combat Zone" exhibition featured images from numerous other photographers, including Chris Hondros, a Pulitzer Prize-nominated photojournalist who was killed while covering the Libyan Civil War in 2011. Photographs captured soldiers' and journalists' experiences, ranging from battle scenes to intimate moments of everyday life.

"The 'Conflict Zone' exhibition offered the public a rare opportunity to get a glimpse of the emotional toll of war



Photographer Bill Putnam shares photos from conflicts around the world with students and moderator, Cronkite adjunct faculty member Deanna Dent (right). Photos by Laura Davis

through the lenses of some of the best combat photographers," said Cronkite Associate Dean Kristin Gilger.

"We were thrilled to hear from Bill Putnam, a tremendous photojournalist who has captured powerful images from around the world," she said. ■

National Geographic Photographer Explores the Democratization of Storytelling



By Lia Juriansz

A week before his "Must See Mondays" presentation, National Geographic documentary photographer Chris Rainier was in the middle of the South Pacific handing out cameras to residents of the Solomon Islands.

He told the story during his November 2014 talk to emphasize the evolution of storytelling, which can connect and preserve cultures and communities around the globe.

"We live in an amazing era of technology where it has begun to flatten and democratize the ability to tell stories," said Rainier, who also is a Walton

Practitioner Fellow at ASU's Julie Ann Wrigley Global Institute of Sustainability.

Rainier shared photos that show native cultures and languages being pushed to the brink of extinction. He said any of these cultures could hold answers to the problems of the 21st century.

Rainier also showed photos of young men with guns in Somalia taken in the early 1990s.

Photographers "kept going into Somalia, staying for months on end and really trying to tell the story," he said. "What we were trying to do was gain enough momentum and hit a tipping point where the world media would pay attention."

Technology today makes it possible to bridge communities around the globe and share much-needed knowledge, he said. For example, National Geographic is working to empower indigenous communities to share their stories by providing computers, websites and cameras.

Rainier highlighted the famous National Geographic cover photo, "Afghan Girl," showing a young woman with green eyes and a headscarf looking into the camera.

"I'm more interested in what the Afghan girl has to say," Rainier said. "Because we have the technology; we have the ability to put more seats at the table of the human dialogue." ■



Students gather in the First Amendment Forum for photographer Chris Rainier's presentation. Photos by Zachary Joseph Hillenbrand



Marian Salzman, CEO of Havas PR North America, discusses how journalists can spot cultural trends with Associate Professor Fran Matera, who directs the school's Public Relations Lab. Photo by Courtney Pedroza

Havas PR CEO Covers 'Trendspotting' in News

By Lia Juriansz

How do journalists discover the next big cultural trend?

Marian Salzman, the CEO of Havas PR North America, said it has to do with something called "trendspotting," the prognostication of the next big thing.

Salzman, who heads one of the country's leading PR agencies, explored the gray area where popular culture and news meet during an April 2015 "Must See Mondays" presentation at the Cronkite School with Public Relations Lab Director Fran Matera.

Salzman said trendspotting is not soothsaying. It involves careful observation of cultural patterns and being a provocateur. She said it's about putting yourself in the midst of controversial stories.

Learning how to sell is essential in trendspotting, she said. For example, she used data research to pitch The New York Times on the buzzword "metrosexual," which describes men who care deeply about their grooming and appearance.

"There's not a single weekend the front

page of the style section of The New York Times isn't the most coveted hit for any marketer," she said. "How do you get that page? You get that page by owning a trend."

Salzman said anyone can create trendspotting news if they have a decent budget and an idea. She said digital organizations, such as BuzzFeed and Refinery29, are growing in influence, and public relations practitioners can use them to promote a trend.

Salzman likened today's readers and their short attention spans to the dating app Tinder. "Life is like Tinder. Either, (the viewer) wants to hook up or get out of their space."

She also said that she views reality television shows, such as "Keeping up with the Kardashians," as source material for spotting trends.

"Whether we like it or not, the Kardashians can sell more stuff to more people than pretty much anyone else," Salzman said. "There's almost nothing you can't learn to sell after watching how real people react and feel desire in lower-brow settings." ■



Former Oregonian Editor Encourages Cronkite Grads to 'Change the World'

fall 2014

A former top newspaper editor urged fall 2014 graduates of the Cronkite School to invent the future of journalism.

Peter Bhatia, the award-winning editor of The Oregonian newspaper and the Cronkite School's Edith Kinney Gaylord Visiting Professor in Journalism Ethics, was the keynote speaker at the December 2014 convocation ceremony at ASU Gammage, where 142 students received degrees with more than 800 guests in attendance.

Bhatia, the first journalist of South Asian descent to lead a major U.S. daily newspaper, said the Cronkite School does an extraordinary job preparing students for success in the newsroom and beyond. Citing quotes from musician Bruce Springsteen and the late Apple CEO Steve Jobs, Bhatia told graduates to pursue their dreams and change the world.

"While so many in my generation wring their hands about what has been lost, you are ready to jump in with both feet, to

define how future generations will be informed, and, again, to do it in the right way, moved with the values we hold so dear at Cronkite," he said. "I am completely confident you will find the way because you are not wed to a traditional past. You are the new wave of content creators, born in a remarkable age of discovery."

The ceremony celebrated Cronkite student Elizabeth Candello as the first graduate of the school's doctoral program, established in 2011. Candello joined 15 master's degree and 126 bachelor's degree graduates at convocation.

Student speaker Emilie Eaton of Rio Vista, Calif., said that growing up, she envied her friends who seemed to know what they wanted to do with their lives. It wasn't until she entered the Cronkite School that she found her passion, she said.

"What is so wonderful about this school is that it has allowed



Student speaker Emilie Eaton (above left) and keynote speaker Peter Bhatia encourage graduates at the fall 2014 Cronkite convocation ceremony. Photos by Molly J. Smith

“What is so wonderful about this school is that it has allowed all of us to discover and cultivate so many incredibly important, personally satisfying passions.”

— Emilie Eaton, Cronkite student speaker

all of us to discover and cultivate so many incredibly important, personally satisfying passions,” Eaton said. “Because of this school, we are journalists, writers, videographers, photographers, producers, entrepreneurs, public relations professionals and so much more.”

Cronkite Dean and University Vice Provost Christopher Callahan said more than one-third of the graduating class earned high academic honors. Fifteen students achieved summa cum laude status with grade-point averages of at least 3.8; another 21 graduated magna cum laude with GPAs of 3.6 to 3.79; and

19 graduated cum laude with GPAs of 3.4 to 3.59 GPA.

In addition, 14 students were inducted into Kappa Tau Alpha, a national college honor society that recognizes academic excellence and promotes scholarship in journalism. The top 10 percent of the graduating class is inducted into the society each semester.

“You are truly a remarkable group of young women and men — and Walter (Cronkite) would be very proud of you,” Callahan said. “Thank you for your hard work, your passion, your dedication and your undying spirit of optimism.” ■

Student Awards Fall 2014

Outstanding Graduate Student
Megan Guthrie

Outstanding Undergraduate Students
Aaron Lavinsky
Analise Ortiz
Herminia Rincon

Highest Grade Point Average
Patricia Oliverio-Lauderdale

Moeur Award
Alex Gallant

Kappa Tau Alpha National Honor Society

Angel Almendares
Elizabeth Candello
Alex Gallant
Megan Guthrie
Joshua Hamel
Stephen Hamway
Isabelle Higuera
Jennifer Johnson
Laurie Liles
Rachel Lund
Nicole Northcutt
Patricia Oliverio-Lauderdale
Nathaniel Pallone-DeLaTorre
Alyssa Prano

Student Speaker
Emilie Eaton



‘PBS NewsHour’ Anchor Judy Woodruff Urges Cronkite Graduates to

Be Bold

spring 2015

Judy Woodruff, co-anchor and managing editor of the “PBS NewsHour,” challenged graduates of the Cronkite School to embrace the changing media world and produce impactful journalism.

Woodruff, a veteran political journalist who is part of the first female co-anchor team on national TV news, was the keynote speaker at the school’s May 2015 spring convocation ceremony at ASU Gammage, where 297 students received degrees with more than 1,800 guests in attendance.

In her address, Woodruff explored the evolution of the news business from the days of Walter Cronkite to today, noting there is still great demand for quality, in-depth reporting. She pointed to numerous news operations, including The New York Times, The Washington Post and the “PBS NewsHour,” that have adapted to the new landscape to produce quality journalism.

Woodruff said there will always be a need for journalists who strive to keep the public informed. She said ASU, “one of the nation’s truly great public universities,” is preparing the next generation of journalists.

“The values and, especially, the standards you learned here at the Cronkite School will serve you well in this new world,” Woodruff said.

The ceremony celebrated Cronkite student Janice Sweeter as the second graduate of the school’s doctoral program,

“The values and, especially, the standards you learned here at the Cronkite School will serve you well in this new world.”

— Judy Woodruff, co-anchor and managing editor,
“PBS NewsHour”

established in 2011. In all, the Cronkite School graduated 269 bachelor’s degree students, two master’s degree students and 25 students who earned both bachelor’s and master’s degrees.

Student speaker Megan Thompson of Gilbert, Ariz., shared how the Cronkite School helped her discover and cultivate her passion for broadcast journalism. Thompson, who accepted a reporting position with the ABC affiliate in Tucson, Ariz., encouraged her fellow graduates to tell the stories that matter.

“My fellow graduates, it’s time to move on from this moment and step into a future that is bigger and brighter than ever before,” she said. “You are about to start writing the best story yet — the story of your life. It has your byline, and the direction it goes is all up to you.”

Nearly half of the graduating class earned high academic honors. Fifty-five students achieved summa cum laude status with grade-point averages of at least 3.8; another 40 graduated magna cum laude with GPAs of 3.6 to 3.79; and 48 graduated cum laude with GPAs of 3.4 to 3.59.

In addition, 26 students were inducted into Kappa Tau Alpha, a national college honor society that recognizes academic excellence and promotes scholarship in journalism. The top 10 percent of the graduating class is inducted into the society each semester. ■



Left: Cronkite Spirit Award winners Kari Osep and Malcolm Brinkley celebrate at graduation. Above: Judy Woodruff of "PBS NewsHour" tells graduates there will always be a need for journalists. Photos by Laura Davis



Student Awards Spring 2015

Outstanding Graduate Student

Lauren Loftus

ASU Alumni Association Outstanding Graduate

Jessica Boehm

Outstanding Undergraduate Students

Brittany Bade

Kristen Hwang

Alicia Canales

Brett Nachman

Dominick DiFurio

Jessie Wardarski

Highest Grade Point Average

Stephanie Habib

Moeur Award

Mackenzie Concepcion

Erin Regan

Emily Nichols

Matthew Seeman

Domenico Nicosia

Kappa Tau Alpha National Honor Society

Michael Bartelt

Lauren Loftus

Jessica Boehm

Brett Nachman

Andrew Catanzariti

Emily Nichols

Annika Cline

Domenico Nicosia

Mackenzie Concepcion

Kari Osep

Caelen Demos

Meiti Prang

Mariah Ellis

Erin Regan

Stephanie Habib

Shannon Scharrer

Sepeedeh Hashemian

Matthew Seeman

Kristen Hwang

Janice Sweeter

Amanda Janczak

Kelsey Tardio

Tayllor Lillestol

Tara Terregino

Sierra Loerch

David Van En

Cronkite Spirit Award

Malcolm Brinkley

Kari Osep

Student Speaker

Megan Thompson

Cronkite welcomed nine new faculty members in 2014-2015, bringing the number of full-time faculty to 47 — up from 20 faculty members just 10 years ago.



our people

The newest faculty members include Eric Newton, a national champion of news industry innovation and former executive at the John S. and James L. Knight Foundation, who became the school's innovation chief, and the nation's leading reporters on border and immigration issues, Alfredo Corchado and Angela Kocherga.

Also added to the faculty were a top editor of The Denver Post, an assistant professor in sports journalism, a director of broadcast engineering and four professors of practice to work with students in various aspects of the Cronkite News operation.

At the same time, the school lost professors Edward Sylvester and Susan Clark-Johnson, who passed away, and said goodbye to broadcast engineer Jim Dove, who retired after 30 years at the school.

Other faculty amassed an impressive list of activities, publications and awards, adding to the school's national and international reputation.

By the numbers:

47 full-time faculty

23.4 percent diversity of full-time faculty

5 Pulitzer Prize winners

3 Fulbright Scholars

New faculty include professionals from:

The Dallas Morning News, The Denver Post, FOX Sports Net, John S. and James L. Knight Foundation, NBC Universal, Reuters, Tegna Inc., 12 News KPNX-TV, Los Angeles Times and The Arizona Republic

Background: Associate Dean Kristin Gilger introduces new faculty member Eric Newton to a class in the Cronkite Theater. Newton appears in the class through a telepresence robot, one of the new innovation tools he is testing.
Photo by Chris Campbell

Knight Foundation Executive Named Innovation Chief at Cronkite

Eric Newton, who championed transformational digital innovation in the news media as an executive of the John S. and James L. Knight Foundation, is now driving cutting-edge ideas and initiatives at Cronkite News.

Newton joined the Cronkite School in June 2015 as innovation chief of Cronkite News, the school's multiplatform daily news operation. Under Newton's direction, Cronkite News serves as a test bed for news industry innovations and experimentation while providing critical content to news consumers in Arizona and across the country.

Newton also consults for the Knight Foundation on special projects and endowment grants. In his nearly 15 years at Knight, he expanded the foundation's journalism and media innovation program, overseeing the development of more than \$300 million in grants, \$160 million of which went to universities for pioneering projects in journalism education. For the past four years, he has been senior adviser to Knight Foundation President Alberto Ibargüen.

"In the past decade, the Cronkite School has become one of the best, most innovative journalism schools in the country," Newton said. "Now it has an ambitious goal: to transform journalism education — and to some degree journalism itself — with a stream of digital news experiments and inventions. This will be a built-out version of the teaching hospital model, with Cronkite News, a converged news organization in a major media market, as its platform. That's a tremendously exciting challenge. If we are successful, we will do things in journalism education the likes of which the world has never seen."

Newton developed grants for groundbreaking initiatives such as Poynter Institute's News University, the largest online journalism training portal in the world, and Sunshine Week, an annual national observance of the importance of open government.

His work was central to the creation of



Photo by Molly J. Smith

the Carnegie-Knight Initiative on the Future of Journalism Education, a high-visibility consortium of leading journalism schools dedicated to transforming journalism education at the university level. The initiative produced the landmark News21 program, headquartered at the Cronkite School, in which top journalism students from across the country investigate issues of national significance.

"Eric is an internationally recognized leader in the digital transformation of journalism over the past 30 years," said Christopher Callahan, dean of the Cronkite School and CEO of Arizona PBS. "He also possesses a deep understanding of journalism schools and universities. I can't think of a better thought leader to be driving disruptive innovation and experimentation in our Cronkite News journalistic teaching hospital."

In 2007, Newton's team at the Knight Foundation launched the nationally recognized Knight News Challenge, a media innovation competition that funds breakthrough ideas in journalism. The challenge, designed to open up digital media to innovative ideas from anywhere, went on to attract more than 10,000 applications and provide more than \$37 million in funding to 100-plus projects.

"Eric's tenacity, know-how, enthusiasm and love of journalism have helped drive our program into the 21st century," said Ibargüen. "He also has been an extraordinary and imaginative counselor to me on many subjects. I'm sorry to lose my office mate, but I know that this is good for Eric and his family and great for Arizona State. Since he will continue as an adviser to Knight, it's good for us, too." ■



New faculty members Alfredo Corchado and Angela Kocherga lead a new bilingual Cronkite News program focusing on Latino issues. Photo by Ryan Santistevan

Veteran Reporters Bring Border Expertise to Cronkite News

Alfredo Corchado and Angela Kocherga have spent most of their professional lives reporting on the U.S.-Mexico border and in Mexico.

The two award-winning journalists are now sharing their expertise with students in a new bilingual Cronkite News program focusing on border and Latino issues.

Corchado and Kocherga join Rick Rodriguez, former executive editor of the Sacramento Bee, as ASU Southwest Borderlands Initiative professors. The initiative, created in 2001 to enhance research and teaching focused on the Southwest and the U.S.-Mexico border, has 25 faculty members across eight ASU colleges.

The pair also will teach advanced journalism courses in which students will produce digital and TV news reports in Spanish and English.

"We're thrilled that Angela and Alfredo are joining Cronkite to launch this critically important initiative," said Christopher Callahan, dean of Cronkite and CEO of Arizona PBS. "Journalism is in desperate need of young journalists who can produce deep, sophisticated and nuanced stories about the

"We have a responsibility to go beyond crisis-oriented coverage and political rhetoric to show the complex realities. That's what we'll be working with our students to do."

— Angela Kocherga, Southwest Borderlands Initiative professor

increasingly important Latino population on multiple platforms and in multiple languages."

Corchado was the Mexico City bureau chief for The Dallas Morning News for more than 20 years. He has reported on Mexico's drug cartels, organized crime and political corruption as well as U.S. policies in Latin America. He is the author of "Midnight in Mexico," a 2013 memoir, and is the recipient of major national journalism awards, including the Maria Moors



Corchado and Kocherga look over student Mauricio Casillas' story for the Cronkite News borderlands program. Photo by Ryan Santistevan

Cabot Prize and the Elijah Parish Lovejoy Journalism Award.

Corchado started his career at the El Paso Herald Post and reported for The Wall Street Journal in Philadelphia and Dallas before joining The Dallas Morning News. He was a Nieman Fellow at Harvard University, a visiting scholar at the Woodrow Wilson International Center for Scholars in Washington, D.C., and a visiting fellow at the David Rockefeller Center for Latin American Studies at Harvard University.

Kocherga began covering the U.S.-Mexico border in 1999, first for the Belo Corp., a Dallas-based media company, and then for the Gannett Co., which purchased Belo in 2013. She served in the same role at Tegna Inc., formerly the broadcast division of Gannett. She has reported on border security, drug smuggling, gun running and immigration as well as the economic, political and cultural influences of Latinos in the U.S.

She has won two Emmys for her work on violence in Ciudad Juarez, Mexico,

and traveled to Honduras for a series of special reports on the mass migration of children from Mexico to the U.S.

Kocherga started her career as a public radio reporter in El Paso, Texas. She later served as a reporter and producer for KDBC-TV, the CBS affiliate in El Paso, and WFAA-TV, the ABC affiliate that serves the Dallas-Fort Worth area, and Mexico bureau chief for KHOU-TV, the CBS affiliate serving Houston.

In the bureau, students travel and report across platforms, producing content in English and Spanish for Cronkite News and news outlets in U.S. and Mexico.

Kocherga said coverage of the Southwest border has never been more critical. "As journalists, we have a responsibility to go beyond crisis-oriented coverage and political rhetoric to show the complex realities. That's what we'll be working with our students to do."

Corchado agreed, saying the bureau is being established at a critical time when

"our profession is reinventing itself and our country is undergoing deep demographic changes.

"As a working correspondent, I'm thrilled to share that knowledge with the next generation of journalists alongside respected colleagues at the Cronkite School, a school that strives for journalism excellence and innovation in our field." ■

ASU announced the **Southwest Borderlands Initiative** in 2001 as a long-term faculty appointment plan with two primary objectives: the strengthening of existing ASU scholarly and instructional resources on the Southwest with emphasis on the region along the U.S.-Mexico border and enhancing institutional recruitment and retention efforts toward building a faculty fully reflective of the Southwest Borderlands' diversity.

Kevin Dale, a senior editor who helped lead The Denver Post to a Pulitzer Prize and drove the newspaper's digital transformation, has been named executive editor of Cronkite News.



Denver Post News Director Leads Cronkite News at Arizona PBS

Photo by Ryan Santistevan

Dale oversees 15 full-time editor/professors and more than 120 students a semester who produce daily news content on TV and digital platforms for Arizona audiences. Cronkite News is the news division of Arizona PBS, the state's main PBS station. Reaching 1.9 million households, it is the nation's largest media outlet operated by a journalism school.

With news bureaus in Phoenix, Washington and Los Angeles, Cronkite News produces a 30-minute daily newscast on Arizona PBS and a mobile-engaged digital news site at cronkitenews.azpbs.org. It serves as an immersive learning laboratory for students and a place of experimentation and innovation for the industry.

"The mission of Cronkite News and the school of journalism is one of the most exciting things I've seen in media," Dale said. "I can't think of anything more fun and meaningful than being part of a news organization that tackles innovation and storytelling on important subjects with the next generation of journalists."

Dale has more than 20 years of senior-level leadership experience. He was the second-ranking newsroom executive at The Denver Post, where he was responsible for digital and print content.

He directed coverage of the Aurora theater shootings, which won the 2013 Pulitzer Prize for Breaking News. He also supervised two other reporting projects that were Pulitzer finalists.

Under his leadership, the Post became one of the nation's most digitally forward newspapers, with a robust presence on the Web, mobile and social media. The Post is a top-10 newspaper on Facebook and has hundreds of thousands of Twitter followers.

Dale also helped develop the Post's video strategy of live, taped and remote broadcasts. The newspaper produces Denver Post TV on the Web, providing broadcast-style news updates and video stories.

Before being named news director at the Post, Dale was in charge of the newspaper's Sunday edition, the ninth-largest Sunday newspaper in the nation. He also was responsible for the Post's investigative reporting projects and led the Post's coverage of the 2008 presidential campaign, including the Democratic National Convention in Denver. He began his tenure at the Post in 2000 as assistant managing editor for sports, overseeing

coverage of major events that included Super Bowls and Olympics.

Earlier in his career, he was senior assignment editor for the sports department of USA Today, supervising coverage of sports business, investigations and features. He also served as managing editor of The Journal News in Westchester County, N.Y.; managing editor of the Fort Worth (Texas) Star-Telegram; and deputy sports editor at the Los Angeles Daily News. He began his career reporting for several small newspapers in California and Kansas.

Dale has served as a Pulitzer juror and is active in the Online News Association, the world's largest association of digital journalists.

"Kevin brings to Cronkite News the perfect mix — a strong newsroom leader and collaborative team builder with unwavering journalism values who is also a bold and creative digital innovator," said Christopher Callahan, Cronkite dean and CEO of Arizona PBS. "He is the ideal person to lead these tremendously talented student journalists and inspiring faculty editors." ■

New Assistant Professor Specializes in **Teaching and Researching Sports Journalism**

By Joshua Bowling

Sada Reed started her career as a sports reporter at newspapers in Illinois, Minnesota and South Carolina. She then took what she learned back to the classroom, earning a Ph.D. with a research focus in sports journalism practices.

The veteran sports reporter and enterprising researcher is now an assistant professor at the Cronkite School, teaching the next generation of sports journalists and publishing research in leading academic journals, including the *International Journal of Sport Communication* and the *Journal of Sports Media*.

"I like that the things I'm teaching and the things I'm researching tie together," said Reed who joined the Cronkite School in August 2015.

Reed earned her doctorate from the University of North Carolina at Chapel Hill. For her dissertation she analyzed American sports journalists' conflicting roles as journalists, community members and sports enthusiasts and how those roles influence sports journalists' interactions with whistleblowers.

Reed said sports journalism should go much deeper than game coverage and team dynamics, and she urges her students to always maintain their journalistic professionalism. She tells them about her research, which suggests that sports journalists who also are sports enthusiasts tend to not be as professional as others.

Reed also brings to the classroom years of first-hand experience covering sports for the *Jacksonville Journal-Courier* in Illinois, the *South Washington County Bulletin* in Minnesota and the *Beaufort Gazette* in South Carolina. She also was the features editor and digital specialist at the *Kennebec Journal and Morning Sentinel* in Maine.

Reed is one of five full-time faculty at Cronkite who are now teaching sports journalism as part of an expanded program in which students can earn bachelor's or master's degrees in sports journalism. She joins Senior Research Professor Doug Anderson, LA Sports Bureau Director Tom Feuer, Phoenix Sports Bureau Director Brett Kurland and Tim McGuire, the Frank Russell Chair for the Business of Journalism.

Cronkite Senior Associate Dean and Louise Solheim Professor Marianne Barrett said Reed's experience as a sports reporter and her research interests rounds out the school's growing sports journalism program. "She's a great addition to our faculty," Barrett said.

Reed said she is excited to be conducting research and teaching at the Cronkite School. "I'm thrilled to be here; it's a perfect fit for me," she said.

"I think there are a lot of needs that sports journalists have, or professional concerns, that just have not been addressed. I hope to become that person that really looks at the challenges they have and find some solutions." ■

Photo by Alexandra Gaspar

Emmy-winning Producer Leads Sports Bureau

By Colton Dodgson

On any given day, the Cronkite News – Phoenix Sports Bureau is bustling with students heading out on assignments, covering stories on deadlines and monitoring the latest breaking sports news.

At the center of it all is Brett Kurland, an Emmy-winning sports producer and multimedia entrepreneur, who is the founding director of the bureau.

Kurland, who has contributed to ESPN, ABC, CBS, FOX and NBC, guides Cronkite graduate and undergraduate students as they produce content for regional and national news outlets.

"This is in every way an acting newsroom," said Kurland, who was named director in November 2014. "We want to do all we can to produce the best content for our clients, whether they are affiliated with Cronkite or they're an outside publication, station — whatever the case may be."

Kurland has played an important role in Cronkite's sports journalism program as an adjunct faculty member teaching sports writing class and co-teaching an annual spring training multimedia reporting class.

He also created and taught a Super Bowl reporting class in which students produced multimedia content for Sports Illustrated, NFL.com, FOX Sports Arizona and The Arizona Republic.

"As an adjunct faculty member, Brett was a tremendous teacher who mentored countless students, helping them launch careers in sports journalism," said Cronkite Assistant Dean Mark Lodato.

Kurland's 16-year sports journalism career included stops at FOX Sports Net in Chicago, where he produced content for the Bulls, Blackhawks, Cubs and White Sox telecasts, as well as Intersport, a leading sports and entertainment media group that works with many of the major networks.

Faculty adjunct Greg Boeck, a former USA Today sports reporter who has worked closely with Kurland, said he is impressed with his colleague's ability to connect with students.

"He's the perfect guy for the job," Boeck said. "He really was the perfect fit."

Kurland, who won a National Sports Emmy Award for "Outstanding Edited Sports Series/Anthology" and has received four Telly Awards and a W3 Award, said he treats the bureau just like a professional newsroom to ensure his students get a real-world experience.

"The Cronkite School is a leader in journalism education with its dynamic faculty, fantastic students and wonderful facilities," Kurland said. "I am thrilled to have the opportunity to continue to grow one of the nation's top sports journalism programs." ■



Photo by Zachary Joseph Hillenbrand

Christina Leonard

Named Founding Director of Reynolds Business Bureau

By Lia Juriansz

During a 17-year career at The Arizona Republic, Christina Leonard played a key role shaping news coverage as an assistant business editor and editor-in-chief of two business magazines.

In February 2015, Leonard joined the Cronkite School to lead business coverage at Cronkite News as the founding director of the Reynolds Business Bureau. Under her guidance, students cover business and economics and produce multimedia stories for Cronkite News, the news division of Arizona PBS.

"I see my job here as trying to prepare students for when they get out into the professional world — to make sure they have all the tools and skills necessary to get hired," Leonard said. "They need to know how not only to be a good writer and reporter but also metrics, social media and how to adapt to this new world we live in."

At the Republic, Leonard was editor-in-chief of Arizona Woman and bizAZ. Most recently, she was the Republic's Phoenix-West Valley regional editor and also served as Phoenix editor, state politics and government editor and night city editor.

Leonard played an integral role in a number of initiatives at the Republic, including the development of a technology guide and AZ Fact Check, a service that examines the accuracy of statements by politicians, partisan groups and government agencies. She was the lead editor on the coverage of Phoenix's pension-reform measure and helped spearhead the Republic's efforts to transition to a mobile newsroom.

Leonard has a solid background in business journalism and can give aspiring journalists an edge in the newsroom, said Cronkite Associate Dean Kristin Gilger.

"She really built a reputation at the Republic as someone who is a strong line editor and is really good working with students and young reporters," Gilger said. "She has high standards and is a real go-getter. Plus, she knows Arizona."

Leonard, who graduated from the University of Oklahoma, started at the Republic as a Pulliam Fellow. During her career, she has won a number journalism awards, including the Gannett Chairman's Award, the John Kolbe Politics and Government Reporting Award and several Arizona Press Club Awards.

She also is the former president, vice president and treasurer of the Arizona chapter of the Asian American Journalists Association and was founder and former chairwoman of the Republic's Diversity Committee.

"I love the fact (students) are very excited for the prospect of what they are going to do, and I'm excited for what the future of journalism will look like in their hands," she said. ■

Photo by Scott Bara

On Air or Online, Heather Dunn Brings Out the Best in Students at Cronkite News

By TreNesha Striggles

When Heather Lovett Dunn took over as content director for Cronkite News, her workplace moved approximately two blocks.

Dunn joined the Cronkite faculty in August 2014 after serving as the senior content manager at 12 News KPNX-TV, the NBC affiliate in downtown Phoenix.

Dunn was brought in to help transform Cronkite News into a multiplatform news operation. She directs student reporters and helps oversee newsroom operations for both the Cronkite News multimedia website and the afternoon newscast, which reaches 1.9 million households on Arizona PBS.

Dunn said she is enjoying her new role as a teacher and mentor, adding that she hopes her students learn the importance of punctuality and how much fun it can be to cover a big story from beginning to end.

"It's exciting to know that they have all the possibilities in the world open to them," she said. "And I am happy and pleased to do anything I can to help them choose a path and get started down the right road." ■

"Bottom line, she's a terrific journalist. She knows what it takes to do a balanced, quality news story — whether it's on air or online."

— Mark Lodato, assistant dean, Cronkite School

"I find that the students here have the same high level of professionalism as the people that I've worked with at Channel 12," she said. "They may need a little more help, but they're just as capable of putting together a good story as the people I've worked with."

Cronkite Assistant Dean Mark Lodato, who previously worked with Dunn at CBS 5 KPHO-TV, Phoenix's CBS affiliate, said the veteran journalist is a perfect fit for the job because of her experience in coordinating content across multiple platforms.

"Bottom line, she's a terrific journalist," Lodato said. "She knows what it takes to do a balanced, quality news story — whether it's on air or online."

During the 2014 midterm elections, Dunn played a key role in rallying almost 75 students who provided more than two hours of live election coverage on Arizona PBS, Lodato said.

Dunn, a graduate of the University of Mississippi, started as an associate producer at Phoenix's 3TV KTVK-TV. Over the past two decades, she has worked as a producer for CBS 5 and in a variety of content leadership roles at 12 News.

During her 10 years at 12 News, she won three Emmy awards, for "Best Newscast," "Continuing Coverage of the Yarnell Wildfire" and "School Solutions," a franchise dedicated to helping parents navigate the education system.



Photo by Alexandra Gaspar

Cronkite Taps Digital Media Leader for New Digital Production Bureau



Photo courtesy of Mike Reilley

Mike Reilley, a 25-year journalism veteran with stops at the Los Angeles Times and Chicago Tribune, is the new director of the Cronkite News – Digital Production Bureau.

Under Reilley's direction, students create multimedia content that integrates text, video, images, statistical information and other content into usable, shareable products such as interactives, infographics and data visualizations.

Reilley, who joined the Cronkite School in November 2014, has spearheaded several multimedia initiatives, including a new, dynamic Cronkite News website and an expanded social media presence. He also played a key role in the Carnegie-Knight News21 investigation into marijuana laws, directing the development of the project website.

"These are interesting and exciting times for journalism, and I can't think of a better place to be teaching than Cronkite," Reilley said. "It's the perfect storm of great students, outstanding faculty and incredible facilities."

Reilley joined the Cronkite School after five years at DePaul University's College of Communication. As a faculty member, he developed the award-winning interactive Red Line Project, in which students cover news and urban issues in neighborhoods near Red Line "L" train stops in Chicago. The Chicago-based mobile news site has won more than 50 national, regional and local awards, including honors from the Online News Association and Editor & Publisher.

Reilly also is the founder and editor of The Journalist's Toolbox, a popular Society of Professional Journalists website and Twitter account featuring more than 25,000 resources on a variety of industry topics.

At DePaul, Reilley was the founder and faculty adviser to the university's Society of Professional Journalists and Online News Association group. He won the David Eshelman Award as the top SPJ adviser in the nation and was named DePaul's outstanding campus organization adviser in 2012.



Cronkite students Danielle Kernkamp (left) and Joy Findeisen review the Cronkite News website with Mike Reilley, who directs the Digital Production Bureau. Photo by Johanna Huckeba

He earned his bachelor's degree in journalism from the University of Nebraska-Lincoln and a master's degree in media management from Northwestern University.

Reilley's career has included leadership roles at the Chicago Tribune and the global public relations agency GolinHarris. At the Tribune, he was one of the founding editors of the news organization's website, ChicagoTribune.com. He also reported sports for the Los Angeles Times, covering the LA Rams football team, and taught as an adjunct and later as a lecturer at Northwestern University's Medill School of Journalism.

Reilley regularly speaks about and teaches online journalism and digital-first thinking at conferences.

"Mike is a digital innovator with great ideas and energy," said Cronkite Associate Dean Kristin Gilger. "We couldn't be more excited to have him work with our students." ■

ASU Alumnus Joins Cronkite as Director of Broadcast Engineering



Photo by Ryan Santistevan

By Colton Dodgson

Ian MacSpadden, a veteran broadcast engineer, is the new leader of broadcast operations at the Cronkite School and Arizona PBS.

MacSpadden, who has more than 25 years of experience with organizations such as ABC News, NBC Universal and Reuters, was named director of broadcast engineering and operations in January 2015.

"It's an exciting opportunity," MacSpadden said. "I've had so many different experiences in my career, and (it's great) to be able to come to a facility like this where I am able to really leverage all those skills and experiences and help add to what already exists."

An ASU alumnus, MacSpadden has seen the evolution of the Cronkite School first hand. He studied in Stauffer Hall in the late 1980s and was part of the first class at Cronkite to produce a newscast.

Today, he is in charge of all station technical operations for the school, including planning, installation, operation and maintenance of systems that broadcast the Cronkite News student newscast and all other programs on Arizona PBS.

MacSpadden said he sees many new opportunities on the horizon for students.

"Now that Arizona PBS falls directly under the Cronkite School, the goal is to integrate the facility and production resources more so they can be shared on both sides," MacSpadden said. "Students can get access to doing more work at (Arizona PBS), and the station has access to a new creative workforce to produce more content."

Before returning to ASU, MacSpadden headed the engineering teams that built New York production facilities for YouTube and Meredith Corp. He also was the engineer in charge, performing site surveys and overseeing event production, for the Oscars, the Super Bowl, G8 summits and political conventions.

Despite his busy schedule, MacSpadden manages to find time to regularly write for TV Technology magazine on television broadcast and production trends and new media.

"Ian's broadcast engineering experience has been a real asset to the Cronkite School," said Dean Christopher Callahan, who also serves as CEO of Arizona PBS. "In a short period of time, Ian has brought together Cronkite and Arizona PBS broadcasting operations, positioning us well for the future." ■



Cronkite Chief Broadcast Engineer Jim Dove Retires

By John Haverlin

After 30 years of mentoring students and leading the Cronkite School on a path of technological excellence, Jim Dove retired as chief broadcast engineer.

Dove, who retired in August 2014, was instrumental in making the Cronkite building one of the most technologically advanced educational journalism facilities in the nation. In the classroom, he taught and mentored countless students, helping many launch careers at the country's top media outlets.

"My goal was always to put our students first and to provide a positive and productive learning environment," Dove said. "Simply put, having fun teaching, mentoring and advising ambitious students was the fuel I needed to return to the classroom each day. The ultimate reward is the lasting friendships of today's professionals both in front of and behind the camera."

Dove came to ASU in August 1984 as a production engineer for Arizona PBS, while also teaching communication classes and television production at Stauffer Hall.

Arizona Diamondbacks President Derrick Hall was one of Dove's students. Hall described Dove as "everybody's best friend." He said that when he was

still a student, Dove helped him get a job broadcasting football games at Sun Devil Stadium.

"I wouldn't be where I am without Jim Dove," Hall said. "He was a role model and mentor in school."

Another of Dove's pupils, Bob Adlhoch, executive producer for the Phoenix Suns' television broadcasts, called Dove "the godfather of Arizona sports television."

Starting in 1986, Dove also worked for ESPN, serving as a key member of the production teams for "Monday Night Football" and "Sunday Night Baseball." He continues to work for ESPN in retirement.

Dove has received numerous awards for his work, including an Emmy in 1989 for ESPN's auto racing program "Speed-World." In 2000 and 2003, he was part of an Emmy Award-winning team for "Outstanding Live Series" on ESPN's "Sunday Night Football."

In 1994, Dove was named the Cronkite School's first engineer. He played a key role in the annual Cronkite Award Luncheon, producing powerful tribute videos for the recipients of the Walter Cronkite Award for Excellence in Journalism, including Andy Rooney, Bob Costas and Diane Sawyer.

Above left: Chief Broadcast Engineer Jim Dove developed a special friendship with Walter Cronkite during the former anchor's many visits to the school. At his retirement gathering, Dove reconnects with rock guitarist Nils Lofgren, who has recorded and performed with Bruce Springsteen's E Street Band. Photo by Sean Logan

Over the years, Dove developed a special friendship with Walter Cronkite.

"People enjoyed listening to Walter Cronkite talk," Dove said. "He was engaged and cared. He was proud of his school."

Dove said he is grateful the late "CBS Evening News" anchor had the opportunity to break ground on the new building in 2007, although he never saw the building completed.

On the heels of his retirement, Dove received the Governors' Award, the highest honor given by the Rocky Mountain Emmy Awards, for service to the Arizona broadcast community. Cronkite Dean Christopher Callahan said the award was well-deserved.

"There are few people who have touched more Arizona broadcasters, journalists and communicators than Jim Dove," Callahan said. "We're going to miss Jim, but he will always be a part of the Cronkite School." ■



Faculty associate Greg Boeck supervises students covering the 2012 Summer Olympics in London. Photo by Jannah Din

Greg Boeck

Wins Cronkite Faculty Associate of the Year Award

By Joshua Bowling

Greg Boeck has covered 10 Olympics, seven Super Bowls, 14 World Series, 14 NBA Finals, five Final Fours, 16 Kentucky Derbies and numerous other sporting events.

When he wrapped up his 37-year career as a sports reporter, Boeck took on a new challenge — teaching and

mentoring the next generation of sports journalists.

He has brought to the classroom the enthusiasm and humor that exemplified his career, earning him the 2014-2015 Cronkite Faculty Associate of the Year Award. The award is given each year to one adjunct faculty member among the 75-plus who teach at the school.

"Greg Boeck is extremely well-versed in his craft and creates a unique, non-intimidating environment for students to learn and grow," said Lisa Blanco, a former student who is now a multimedia producer and reporter for the Arizona Cardinals. "He always has a smile on his face and an ear to listen. Greg is more than deserving of this award, and anyone who has had him surely agrees."

Boeck said he works hard to instill in students the fundamentals of sports writing and storytelling.

"I start almost every class I teach saying to them that I'm jealous," said Boeck, who started teaching at Cronkite in 2008. "I'm jealous because they're

starting on a career that I just ended, and I know what's ahead, and I'd do it all over again."

Boeck worked for five years at the Orlando Sentinel as a sports reporter and 15 at the Rochester (N.Y.) Democrat and Chronicle, mostly as a columnist. He then moved to USA Today, where he spent 17 years covering sports.

In addition to teaching, Boeck played a key role in the launch of the school's Major League Baseball Spring Training reporting program in which students cover teams for national and regional news outlets, and coverage of the 2012 Summer Olympics in London.

Brett Kurland, director of Cronkite News — Phoenix Sports who has worked closely with Boeck over the years, said he is the ideal mentor. "I learned so much from Greg about how to teach sports journalism," Kurland said. "He has been an incredible partner, mentor and resource for me."

Boeck said he was pleased and surprised to receive the award.

"This has been very rewarding, even without the award," he said. "But I think it means an affirmation that somebody else thinks you've contributed." ■

Previous Outstanding Faculty Associates

2013-2014: Elvia Diaz, editor, La Voz Arizona

2012-2013: Allysa Adams, freelance reporter/producer

2011-2012: Gilbert Zermeno, investigative producer/photojournalist, CBS 5, KPHO-TV

2010-2011: Tom Blodgett, assistant sports editor, The Arizona Republic

2009-2010: Richard Ruelas, features reporter, The Arizona Republic

2008-2009: Jennifer Johnson, communications director, Arizona Democratic Party, and Andrea Decker, teacher, Phoenix Country Day School

2007-2008: Wilma Mathews, former ASU director of constituent relations

2006-2007: Norm Ginsburg, former CBS marketing executive

Faculty and News Notes

Associate Professor **Craig Allen** continued to lead the Cronkite School's doctoral program and completed a revision of a book manuscript on the history of Spanish language television. He plans to present a paper at the upcoming Broadcast Education Association Conference on "The Defense of American Journalism that Journalism Never Knew: Jacobo Zabłudovsky and the Siege of SIN News."

Senior Research Professor **Douglas A. Anderson** gave the keynote at the annual Cronkite Day alumni celebration in October 2014. He also conducted several accreditation visits and presented at the Association for Education in Journalism and Mass Communication workshop for potential new site-team members in Chicago.

Senior Associate Dean and Louise Solheim Professor **Marianne Barrett** is a member of the Academic Committee for the 12th World Media Economics and Management Conference to be held in New York in May 2016. The conference is the leading biennial meeting of the global community of media business scholars. Barrett also served as an external reviewer for the Hank Greenspun School of Journalism and Media Studies at the University of Nevada, Las Vegas, and for Salem State University's Communications Department.

Rebecca Blatt, Public Insight Network Bureau chief, and her students received the ASU President's Award for Innovation in April 2015. The honor recognizes significant contributions to ASU through the development of cutting-edge projects and programs. She also was quoted in a recent EducationShift article on innovative course curricula.

Peter Byck, professor of practice, premiered his documentary, "Hybrid Law," which highlights a small town police department in Arkansas that has replaced traditional law enforcement vehicles with hybrids. The short film, which was screened at the North American International Auto Show in Detroit, shares officers' thoughts on the change.

Assistant Professor **Monica Chadha** published an article in Digital Journalism on hyperlocal news sites in October 2015 and presented it to the Alhambra Source/Hyperlocal Research team at the University Southern Californis via Skype. She also shared a paper at the AEJMC conference in San Francisco on how journalists covered organizational change at the New Republic under the leadership of technology entrepreneur Chris Hughes.

Jeff Cunningham, professor of practice and publisher-in-residence, launched the "Iconic Voices" speaker series at the Cronkite School with some of the country's leading business innovators, including Berkshire Hathaway CEO Warren Buffett and General Electric CEO Jeff Immelt. Sessions are both in-person and taped on YouTube at IconicVoices.TV. Cunningham also wrote an extensive profile on Walter Cronkite for medium.com and the American Philosophical Society.

Steve Doig, Knight Chair in Journalism, discussed teaching data journalism as a panelist at the AEJMC conference in San Francisco. An essay he wrote also appeared as a chapter in the book, "Data Journalism: Inside the Global Future." The chapter questioned the idea that instruction in computer programming is a necessity for all journalism students.



Craig Allen



Douglas A. Anderson



Marianne Barrett



Rebecca Blatt



Monica Chadha



Steve Doig



Heather Dunn



Retha Hill



Tim McGuire



Jacquee Petchel



Rick Rodriguez



Joseph Russomanno

Leonard Downie Jr., Weil Family Professor of Journalism, finished a book, tentatively titled "Journalism: Everything You Want to Know," with co-authors Michael Schudson of Columbia University and Chris Anderson of the City University of New York. It will be published later this year by Oxford University Press. He also wrote the lead article, "Four Decades of Collaboration: IRE Develops as Investigative Reporting Advances," for the summer 2015 anniversary issue of the IRE Journal of the Investigative Reporters and Editors group. Downie also continues to chair the journalism advisory committees of Kaiser Health News and Arizona Center for Investigative Reporting. At the IRE national conference in Philadelphia, he led a talk with Pulitzer Prize-winning journalist Seymour Hersh.

Heather Dunn, Cronkite News content director, became a member of the Awards and Honors Committee for the Executive Committee of the Society of Professional Journalists. The committee reviews SPJ's national contests: the SDX Awards, the Mark of Excellence Awards and the New American Award.

Tom Feuer, director of the Cronkite News – Los Angeles Sports Bureau, produced live telecasts for several sporting events, including international beach volleyball tournaments for NBC. He also served as the scholarship chair for the Southern California Sports Broadcasters Association and the broadcast committee chair for the American Volleyball Coaches Association. Feuer wrote numerous articles and blog posts for leading volleyball publications and also regularly provided commentary on track and field meets for regional television networks.

Associate Dean **Kristin Gilger** moderated a panel, "Ensuring the Success of your Part-time Faculty," at the AEJMC conference in San Francisco. Also at the conference, she participated in an Online News Association-sponsored panel with recipients of the Challenge Fund for Innovation in Journalism grants and a panel on "How and Why Journalism Schools Can Contribute to Improved Civic Engagement." She led a session at the Arizona Newspapers Association conference on partnerships between journalism programs and media outlets and was a member of two ACEJMC accreditation site team visits to other journalism schools.

Dan Gillmor, professor of practice, launched ASU's first massive open online course (MOOC), which focused on media literacy. He also received the 2015 Manship Prize from Louisiana State University, which recognizes exemplary use of digital media and technology in the service of public affairs. Gillmor gave talks in Armenia, Italy and the United Kingdom and led the Scripps

Howard Journalism Entrepreneurship Institute at Cronkite, helping journalism educators learn to teach entrepreneurship.

Terry Greene Sterling, writer-in-residence, won a Bronze Award from the International Regional Magazine Association for her Arizona Highways feature story, "Grandfather Figure," which profiled her grandfather William Cornell Greene, who The New York Times called "America's Copper King." She also won a Silver Award from IRMA for public issues reporting for an Arizona Highways story on the sustainability of the Verde River. She taught a sustainability writing class at the Julie Ann Wrigley Global Institute of Sustainability.

Retha Hill, director of the New Media Innovation and Entrepreneurship Lab, and Juli James, an initiative manager for ASU's Center for Games & Impact, launched a beta version of the Playable Stories engine, a tool that helps journalists create news games without requiring a knowledge of coding or game mechanics. The initial development was funded in May 2015 by the Knight Foundation Prototype Fund. Hill's lab also produced a tablet app on the history of heroin for "Hooked: Tracking Heroin's Hold on Arizona."

Brett Kurland, director of the Cronkite News – Phoenix Sports Bureau, led student coverage of Super Bowl XLIX in Arizona and the Pro Bowl and managed students in the NFL Social Media Command Center in the week leading up to the Super Bowl. He also co-led the school's annual baseball spring training student reporting program.

Andrew Leckey, Donald W. Reynolds Endowed Chair in Business Journalism and Reynolds National Center for Business Journalism president, was named to the national Fulbright Chapter Advisory Board that serves as a liaison between the national association and its local chapters. Leckey, who also is on the board of directors of the Fulbright Arizona chapter, will travel to Makerere University in Uganda where as a Fulbright Specialist he will advise on the development of a business journalism program. He was a Fulbright Scholar at Sun Yat-sen University in China in 2014.

Assistant Dean **Mark Lodato** was named associate general manager for innovation and design at Arizona PBS, in addition to his Cronkite responsibilities. In the newsroom, Lodato served as co-executive producer of the Cronkite student-produced documentary, "Hooked: Tracking Heroin's Hold on Arizona." He also designed and collaborated on the creation of more than a half-dozen undergraduate and graduate sports journalism classes and completed a master's in higher education administration from ASU.

Cronkite Professor **Retha Hill** Receives Lautier Award

Retha Hill, executive director of Cronkite's New Media Innovation and Entrepreneurship Lab, received a prestigious journalism award honoring her achievements as an educator, journalist and media entrepreneur.

Savannah State University presented Hill with the Louis R. Lautier Award for Career Achievement at its Southern Regional Press Institute in February 2015 in Savannah, Ga.

The annual honor is bestowed upon a media professional who embodies the journalistic spirit of Lautier, an African-American journalist who broke political reporting color barriers on many fronts in Washington, D.C., in the 1940s and 1950s.

"We are excited to recognize and honor Professor Hill, who has distinguished herself as an outstanding journalist on the cutting edge of digital innovation and content development," said Wanda Lloyd, chair of the Department of Journalism and Mass Communications at Savannah State University.

As director of the New Media Innovation

and Entrepreneurship Lab, Hill works with ASU students from different disciplines to create innovative new media products for professional organizations.

Hill joined the Cronkite School in 2007 after nearly eight years as vice president of content at BET Interactive, the online unit of Black Entertainment Television. Previously, she was executive producer of special projects at washingtonpost.com, developing new online products for The Washington Post.

"It is an honor to receive the Louis R. Lautier Award," Hill said. "He broke through many barriers as a black political reporter in his day. But, also, I appreciated working with the students and faculty at Savannah State University to help them think about media entrepreneurship and innovation."

Hill also is the recipient of the New Media Catalyst Award, given by the National Association of Minority Media Executives, and is president of the Arizona Association of Black Journalists.

"Retha has been a leader of many of Cronkite's most important innovation and



Photo by Laura Davis

entrepreneurship initiatives and has been a critical part of our school for the past eight years," said Cronkite Dean Christopher Callahan. "We are delighted her great work is being recognized with the Lautier Award."

Savannah State University established the award in 1997 in honor of the late journalist, who was one of the first African-Americans to gain membership to the White House Correspondents' Association and the U.S. Senate and House of Representatives Press Galleries. Recent Lautier Award recipients include CNN correspondent Tory Dunne and Kenny Irby, senior faculty and director of community relations at the Poynter Institute. ■

Tim McGuire, the Frank Russell Chair for the Business of Journalism, published his first book, "Some People Even Take Them Home: A Disabled Dad, a Down Syndrome Son and Our Journey to Acceptance," which tells the story of his son Jason, who lives and thrives with Down syndrome. McGuire also hosted a webinar on disability journalism for the National Center on Disability and Journalism. McGuire was interviewed on various journalism topics by publications that included USA Today, the Los Angeles Times, International Business Times and Yahoo Parenting. He is in the process of launching a new class, Advanced Issues in Sports Journalism.

Jacquie Petchel, Carnegie-Knight News21 executive editor, led more than 70 students in the production of the award-winning "Hooked" heroin documentary, which was aired on all 33 Arizona broadcast television stations and reached more than 1 million people. She also directed the News21 investigation, "America's Weed Rush,"

a national multimedia report produced by 27 journalism students from 19 universities, which examined the legalization of marijuana in the U.S.

Rick Rodriguez, Southwest Borderlands Initiative professor, and fellow Cronkite professor **Alfredo Corchado** are preparing to take 20 students to Hungary over spring break 2016 to report on the refugee crisis. It will be the sixth spring break trip for Rodriguez's depth reporting classes. Prior trips have been to the Dominican Republic, Puerto Rico, Canada, the Mexico-Guatemala borderland region and Nicaragua. Rodriguez also served on the board of advisers of the Asian American Journalists Association's Heartland Diversity in News project and is on the board of directors of the Alternative News Foundation. At ASU, he was a speaker for the School for Future of Innovation in Society and worked with the College of Nursing and Health Innovation on borderlands' health issues.

Associate Professor **Joseph Russomanno** finished an upcoming article, "Facebook Threats: The Missed Opportunities of *Elonis v. U.S.*," for Communication Law and Policy. The article explores a Supreme Court case in which a man posted threatening Facebook statuses about his estranged wife.

Associate Professor **B. William Silcock**, director of Cronkite Global Initiatives, is part of a \$1 million U.S. State Department grant to work with faculty at the University of the Punjab on research and improved teaching in partnership with ASU's Center for the Study of Religion and Conflict. He produced a television documentary with faculty and students at the University of Zagreb on Croatia's entrance into the European Union. Silcock also was elected head of planning for the News Division of AEJMC's 50th anniversary celebration. ■

Cronkite Professor *Susan Clark-Johnson* Leaves Legacy

Susan Clark-Johnson, former executive director of the Morrison Institute for Public Policy, a professor of journalism at ASU and a longtime news executive who capped her storied career as president of the Gannett Newspaper Division, died in January 2015 at the age of 67.

"Sue was a pioneer in journalism who dedicated her life to making her communities better by telling their stories to all," said ASU President Michael M. Crow. "She was immensely helpful in advancing Arizona to higher levels of success and ASU as a leader for change. We will all miss Sue and her energy and drive and commitment to a better Arizona."

Among her accomplishments at the Morrison Institute were the creation of the State of Our State Conference, an annual signature event that features discussions and reports on Arizona's key challenges and opportunities. She also oversaw the launch of the Morrison Institute's Latino Public Policy Center and played an integral role in the early stages of forming the Kyl Center for Water Policy at the Morrison Institute. The institute is part of ASU's College of Public Service and Community Solutions.

"Sue worked tirelessly for the common good of all Arizonans," said Richard Morrison, chairman of the Morrison Institute Advisory Board. "I had the utmost respect for her passion, her energy and her vision. She was a giant

among us. Besides that, she was a wonderful human being."

Since 2010, Clark-Johnson served as a professor of practice at the Cronkite School, where she was the driving force behind the creation of the school's New Media Innovation and Entrepreneurship Lab, which brings together students from across the university to develop cutting-edge digital products for media companies.

She also pioneered the schools' partnership with Chyron Corp., an innovative digital broadcast graphics products and services company, to bring a new graphics management system to the school and served as an adviser and advocate for other school initiatives.

"Sue was a powerful figure in journalism and a pioneer in a largely male-dominated industry," said Cronkite Dean Christopher Callahan. "She also was an important civic leader in the Valley and a good and loyal friend to Cronkite and journalism. She will be greatly missed."

Clark-Johnson joined the Morrison Institute in May 2009 after retiring as president of the Gannett Newspaper Division a year earlier. She worked for 41 years in a variety of news and executive leadership roles with the company, which owns about 85 daily U.S. newspapers, including The Arizona Republic.

At Gannett, Clark-Johnson served as chairman and CEO of Phoenix Newspapers Inc. as well as senior group president of Gannett's Pacific Newspaper Group with oversight responsibility for



Sue Clark-Johnson delivers the keynote address at Cronkite's convocation in May 2006. Photo courtesy of ASU

32 companies throughout the West.

Her newspaper career also included stints in Niagara Falls, N.Y.; Binghamton, N.Y.; and Reno, Nev. In addition to her role as newspaper executive for Gannett, she served a term as chairwoman of the Newspaper Association of America.

Clark-Johnson's accomplishments were recognized by numerous organizations, including The Washington Women's Center, which gave her a lifetime achievement award, and the National Association of Female Executives. She also was awarded the Distinguished Lifetime Achievement Award for Diversity efforts from the National Association of Minority Media Executives and the Jerry J. Wisotsky Torch of Liberty Award from the Anti-Defamation League.

Clark-Johnson graduated from the State University of New York at Binghamton, from which she also received an honorary doctorate. She and her husband, Brooks Johnson, lived in Paradise Valley, Ariz., and Lake Tahoe, Nev. ■

In Memoriam

The Cronkite School respectfully honors these alumni, faculty and friends who have recently passed away and who contributed greatly to the school.

Harold R. Agee ('82)
Joyce E. Black ('73)
Sue Clark-Johnson
Kip McLaren Culver ('90)
Patrick J. Denley ('81)
Laura J. Devany ('03)
Jeorgetta M. Douglas-Acosta ('91)

Lawrence A. Dunkel ('69)
Elizabeth J. Field ('60)
Victor W. "Vic" Figarelli ('59)
Raymond H. Filak ('77)
William "Bill" Burton Jackson Jr. ('71)
Andrew R. Mandala
Gerard F. McCabe ('51)

Karen R. Morris ('76)
Richard L. Palmay ('81)
Elliott E. Perritt, III ('69)
James Patrick "Jim" Richards ('92)
Lisa M. Schneider-Cipriano ('88)
Sandy Socolow
Edward J. Sylvester

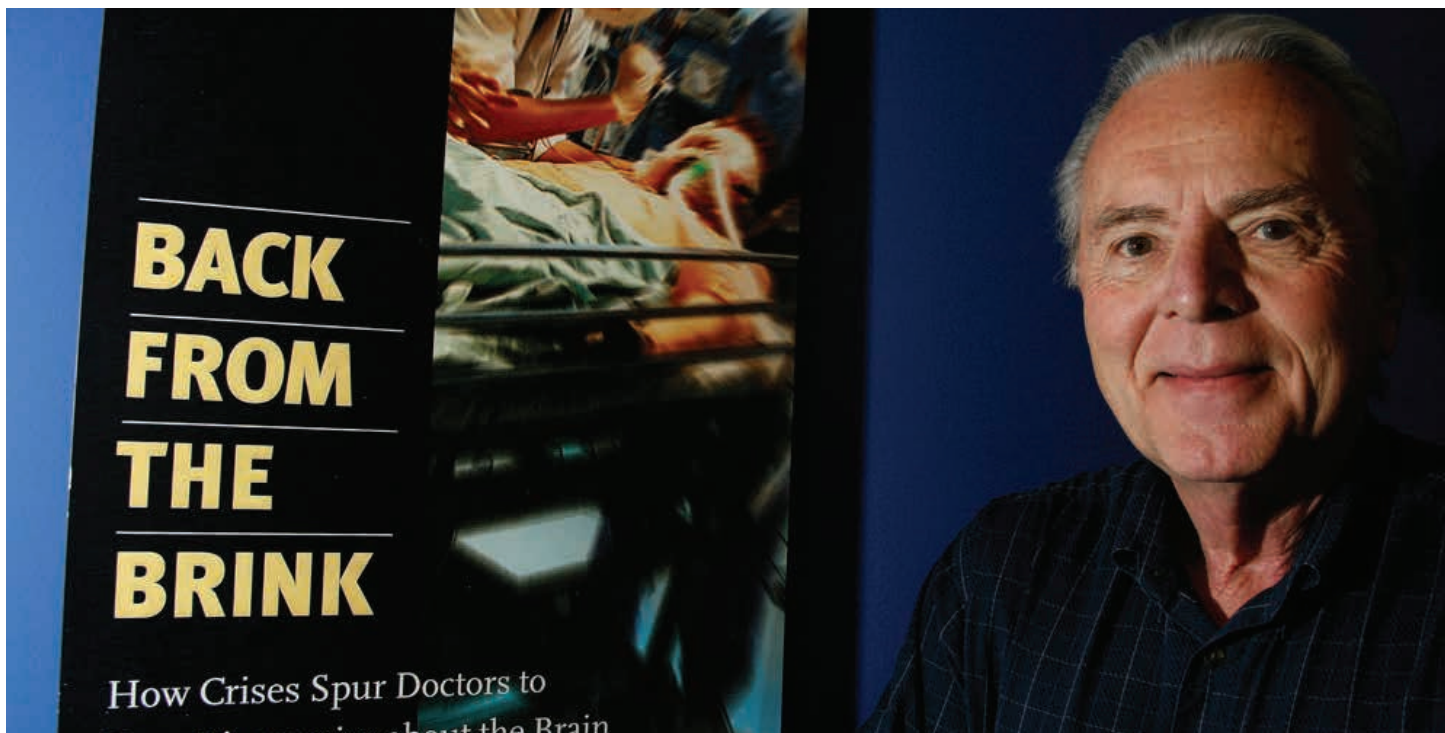


Photo by Shannon O'Connor

Cronkite Professor Edward J. Sylvester Remembered as ‘Master of the Classroom’

Edward J. Sylvester, an award-winning journalist who taught at ASU for more than 30 years, died in November 2014 from complications due to cancer. He was 72.

Sylvester joined ASU in 1980 in what was then the Department of Mass Communication. He played an integral role in the school's development, leading the charge in science journalism education and teaching a wide variety of news reporting and editing courses.

"Ed was a cornerstone of our school for more than three decades," said Cronkite Dean Christopher Callahan. "He was instrumental in Cronkite's rise as one of the nation's premier professional journalism programs. Ed will be greatly missed, but his legacy will live on in the hearts of the countless students, alumni, faculty and friends he touched."

With former Cronkite School Director Douglas A. Anderson, Sylvester helped craft a successful proposal for one of the first Knight Chairs in Journalism, an endowed professorship currently held by Pulitzer Prize winner Steve Doig, who teaches data journalism.

"I owe my career at the Cronkite School to Ed's visionary understanding that data journalism would be a necessary part of a modern journalism curriculum," Doig said. "He was among the first journalism educators to teach such a course, starting even before the World Wide Web was invented."

Sylvester's achievements included leading the school's partnership with the Mayo Clinic and mentoring medical school students pursuing Cronkite master's degrees. Cronkite Senior Associate Dean and Solheim Professor Marianne Barrett said Sylvester remained active, teaching courses after retiring in 2013. "He was

really dedicated to his students, going above and beyond to mentor them," she said.

Conrad J. Storad, a 1983 ASU master's graduate, said Sylvester was instrumental in helping him launch a career as an author and executive editor of ASU Research Magazine.

"He was a master of the classroom," said Storad, who was Sylvester's teaching assistant. "He could get people moving in the right direction and get people to turn around and see the light. He really was a master teacher and loved being in the classroom with the kids."

Prior to joining ASU, Sylvester was a reporter and editor for more than a decade at newspapers that included the Los Angeles Times, The Wall Street Journal and The Arizona Daily Star. He secured numerous journalism honors, including a nomination for a Pulitzer Prize in feature writing in 1977 for an Arizona Daily Star story on the Tohono O'odham Nation.

Sylvester was the author of five books on medical research and biosecurity, including "Back from the Brink: How Crises Spur Doctors to New Discoveries about the Brain" as well as numerous academic journal articles. He was nominated for the Pulitzer Prize in general nonfiction in 1983 for "The Gene Age" and in 1986 for "Target: Cancer."

Sylvester served in the U.S. Army as an information specialist for the 24th Infantry Division in Augsburg, Germany, from 1965-1967. He earned his bachelor's degree in 1965 from Princeton University and a master's degree in 1974 from the City College of New York, where he was a member of Joseph Heller's famed fiction workshop. ■

our alumni

“Where will the Cronkite School take you?”

When asked that question on Twitter, scores of alumni responded from around the world with news of their dream jobs — at television and radio stations, public relations and marketing firms, newspapers, magazines, sports teams and digital start-ups, among many others.

Also in the past year, alumni launched innovative projects in their newsrooms as part of a new alumni innovation grant sponsored by the John S. and James L. Knight Foundation.

And alumni shared their achievements and reconnected with each other at the annual Cronkite Day, featuring panels and speakers on developments in journalism and at the school.

By the numbers:

10,150 total alumni

3,153 alumni on Cronkite LinkedIn

46 alumni inducted into Cronkite Alumni Hall of Fame

398 degrees conferred in 2014-2015

Photo by Mark Lodato



cronkitenation.com

#WhereWillCronkiteTakeYou

Graduates Innovate in Newsrooms with Knight-Cronkite Alumni Grant

Alberto Ibargüen, president of the John S. and James L. Knight Foundation, issued a bold challenge to Cronkite graduates during the May 2014 convocation ceremony.



Alberto Ibargüen, president, Knight Foundation
Photo by Dominic Valente

Ibargüen, who leads the nation's largest funder of journalism and media innovation, unveiled a special \$250,000 grant for ASU journalism graduates to accelerate innovation in newsrooms across the country. The Knight-Cronkite Alumni Innovation Grant offers up to \$15,000 to any Cronkite graduate working in a newsroom who proposes a new way to advance digital reporting and storytelling.

"Think of this grant as a quarter-million dollar bet that you have the drive and imagination to lead in the digital era," Ibargüen said during the convocation ceremony.

Since the announcement, Cronkite graduates have taken on Ibargüen's challenge, developing groundbreaking initiatives for media outlets across the country.

“Think of this grant as a quarter-million dollar bet that you have the drive and imagination to lead in the digital era.”

— Alberto Ibargüen

Apply for the Knight-Cronkite Alumni Innovation Grant:
The Cronkite School is accepting applications for the Knight-Cronkite Alumni Innovation Grant. Visit cronkite.asu.edu/knight-cronkite-alumni-innovation-grant.

Kerry Oslund

Class of 1983

Schurz Communications, Mishawaka, Ind.

Oslund is senior vice president of publishing and emerging media at Schurz Communications, a national multimedia company. He is using the funding for RedPost iBeacon applications. RedPost is a new kind of newspaper rack that is a digital display affixed atop shelves at stores. With iBeacon, it can send real-time information, including news alerts and video, to mobile devices.

“The students that Dean Callahan and his A-list professors at Cronkite are sending into the media space are remarkable. With the Knight Innovation grant, we can together fast-track development of mobile proximity-triggering from RedPost digital displays. Editorial teams will be able to send ultra-local push notifications and mobile messaging to the smartphones and smartwatches of people on the go — particularly millennials.”

— Kerry Oslund



Photo courtesy of Kerry Oslund

Natasha Khan

Class of 2012

PublicSource, Pittsburgh

Khan, who covers the environment and energy for PublicSource, is using the grant to equip families living near shale gas operations in Pennsylvania with cameras and air quality monitors to document how fracking affects their quality of life. Khan plans to publish a series of multimedia stories based on the collected data.

“I am very honored to be chosen for this incredible opportunity. There are still many unanswered questions on how shale drilling affects people’s health. We at PublicSource believe this could be a turning point in the conversation in Pennsylvania and elsewhere about fracking and health.”

— Natasha Khan

Brandon Quester

Classes of 2005 and 2012

Arizona Center for Investigative Reporting, Phoenix

Quester, who earned his bachelor’s and master’s degrees from the Cronkite School, is using the grant to support the development of AZCIR’s The Background Machine, an online application that uses crowdfunding to conduct background checks on public officials. The Investigative News Network has signed on to support beta testing of The Background Machine. In 2012, Quester established AZCIR, a nonprofit media organization dedicated to statewide accountability journalism in Arizona.

“This grant is a tremendous opportunity for AZCIR to develop an innovative tool that will increase transparency and community engagement in our political process. I’m honored to be one of the first recipients of this funding and look forward to implementing our technology here and in newsrooms across the U.S.”

— Brandon Quester

Nora Avery-Page

Class of 2010

Herald and News, Klamath Falls, Ore.

Avery-Page, who works as a reporter at the Herald and News in Oregon, is using the grant to implement an augmented reality technology that merges traditional print content with new digital features. The technology allows readers to use their smartphones with print materials to unlock dynamic features such as video or animation.

“The Herald and News is thrilled to have this grant. As a newspaper, augmented reality is a new way of reaching readers and fulfilling their needs for more information than what the printed page can provide. We look forward to using this technology to enhance the readers’ experience.”

— Nora Avery-Page

Weston Phippen

Class of 2012

National Journal, Washington, D.C.

Phippen is using the grant at the National Journal to implement an online program that simplifies the process of designing in-depth Web stories involving a variety of multimedia, including videos, images, text and audio.

Phippen joined the National Journal as a reporter after working for the Tampa Bay Times in Florida.

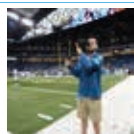
“We’ve all struggled to figure out the best way to incorporate video, photos, audio, data and words into an online story. By leveraging design, this technology hopes to take advantage of each medium’s strength so that our storytelling is as nuanced and rich as the characters we report on.”

— Weston Phippen



In March 2015, Cronkite alumni responded to the question on Twitter:

“Where will the Cronkite School take you?”



Will Posthumus

@WillPosthumus

Mar 18

My @Cronkite_ASU degree brought me back to 2015 Pro Bowl in PHX as Sr. Prod of the @MiamiDolphins #cronkitenation



Analise Ortiz

@AnaliseKGBT

Mar 17

.@Cronkite_ASU took me to the Rio Grande Valley of TX...Where will Cronkite take you? #CronkiteNation

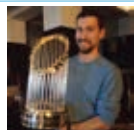


Tarryn Mento

@TBMento

Mar 18

@Cronkite_ASU I cover local govt for the NPR & PBS affiliate in sunny San Diego. Thx Cronkite! #cronkitenation #bcX



Anthony Reda

@anthonyjreda

Mar 13

.@Cronkite_ASU took me to San Francisco & Kansas City to cover the World Series for @FOXSports #CronkiteNation



Erika Tallan

@ErikaTallan

Mar 26

@Cronkite_ASU

Where will Cronkite take u? From class of '08 to reporter/anchor in Kansas City! Thx #cronkitenation

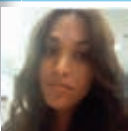


Michelle Rivas

@michellearivas

Mar 26

@Cronkite_ASU prepped me for life in PR with @EdelmanCHI and becoming at @Latina #30Under30 honoree! #CronkiteNation



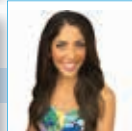
Ruby Ramirez

@missrubyramirez

Mar 25

@Cronkite_ASU lead

me 2 @Globies Started as an intern, now I'm here. Hard work rarely goes unnoticed #CronkiteNation



Bailey Mosier

@BaileyMosierGC

Mar 19

.@Cronkite_ASU took me to my dream job, covering golf for @GolfChannel @GCMorningDrive #CronkiteNation #Croncats



Lauren Kyger

@LaurenKyger

Mar 11

@Cronkite_ASU took me all the way to China! Earning my Master's in global biz journalism in Beijing. #CronkiteNation



See more at storify.com/Cronkite_ASU/where-will-the-cronkite-school-take-you.



Joe Henke
@JoeHenke
Mar 19

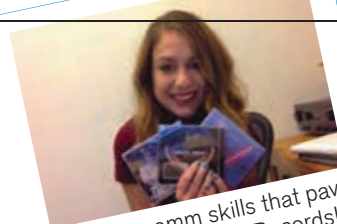
@Cronkite_ASU took me to Tulsa, Oklahoma and now Tulsa, Oklahoma broadcast reporter. Living #CronkiteNation



Tara Molina
@TaraMolinaTV
Mar 16



Kirsten Stubbs
@KirstenS
Mar 18



ASU gave me the comm skills that paved the way at Interscope Records!



Siera Santos

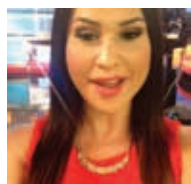
@SieraSantos
Mar 12

Where will Cronkite take you?

#CronkiteNation

@Cronkite_ASU @ CBS Los Angeles

<https://instagram.com/p/OJdubkJkr1/>



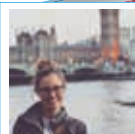
Jessica Hickam
@JHickam
Mar 11

@Cronkite_ASU took me to this amazing gig #ilovemyjob #CronkiteNation #hostlife



Colton Shook
@ColtonS
Mar 8

Shoutout Thanks



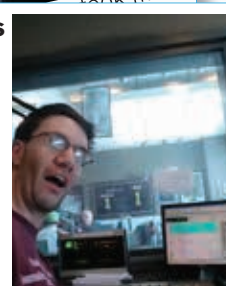
Megan Doyle
@megankdoyle
Mar 13

Not all @Cronkite_ASU grads stand behind the camera & ask the questions...some of us answer them! #CronkiteNation #PR



Richard Flores
@RFlores91
Mar 10

Where has @Cronkite_ASU taken me? Making live radio happen on @foxsports910 #CronkiteNation



a member of #Cronkite_ASU take you?



Anne Stegen
@AnneStegen
Mar 10

#CronkiteNation member here! producer: engaged and finding s



Liliana Soto
@LilianaSotoAZ
Mar 18

@Cronkite_ASU took me to #ATX @Univision62 @Univision for my 1st job & will take me to an #EMMY #cronkitenation



Jill Galus
@JillGalus
Mar 6

At age 6, I realized my dream. @Cronkite_ASU empowered me to pursue it. Where will it take you? #cronkitenation



Brennan Smith
@BrennanJSmith
Mar 12

Covering the Utah Jazz-Houston Rockets game and Sun Devil Jam Harden! Where will Cron take you? #CronkiteNation



Ana Reyes
@ana_reyes
Mar 10

Post @12 #Cron



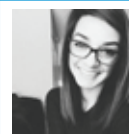
Laura Palmisano
@laurapalmisano
Mar 9

Where has @Cronkite_ASU taken me? Senior public radio reporter @KVNFradio & 2015 @ijnews fellow #CronkiteNation



Brandon Rittiman
@BrandonRittiman
Mar 7

Where did @Cronkite_ASU take me? Leading political coverage at KUSA Denver in fascinating times. #cronkitenation



Gabrielle Castillo
@gabrielleelynn
Mar 13

Where did @Cronkite_ASU take me? To The Worldwide Leader! Thankful to have been a part of #CronkiteNation.



“This institution keeps pace with technology better than any other institution in America. This must be the very best journalism facility in America.”

— Douglas A. Anderson, Cronkite senior research professor
and former school director

Cronkite Day

Celebrates School's Past, Present and Future

By John Haverlin

The third annual Cronkite Day alumni celebration featured the return of a familiar figure to the Cronkite School.

Douglas A. Anderson, the former director of the Cronkite School, shared his thoughts on the past, present and future of the school during a keynote talk at Cronkite Day in October 2014. Recalling his two decades as a Cronkite faculty member, Anderson said the school has risen from regional to national prominence.

“This institution keeps pace with technology better than any other institution in America,” said Anderson, who returned to Cronkite as a senior research professor after retiring as dean of Penn State's College of Communications in 2014. “This must

be the very best journalism facility in America.”

Anderson's talk set the tone for social, career development and networking opportunities for alumni and students. The half-day event, which coincided with ASU Homecoming, included panel discussions with alumni and media leaders from a variety of disciplines.

Discussions focused on the changing nature of sports journalism, the emergence of nonprofit journalism and the role of public relations in an increasingly complex society. Alumni panelists included Los Angeles Times Pulitzer Prize-winning reporter Julie Cart



Above: Samuel Burke ('09), anchor and correspondent for CNN, moderates a panel on the impact of public service journalism.

Right: Craig A. Newman ('79), chair of the Cronkite National Board of Advisors, interviews former Cronkite School Director Douglas A. Anderson. Photos by Sean Logan





Student Shanta Barnes poses with Sparky at Cronkite Day. Photo by Sean Logan

('80), Arizona PBS General Manager Kelly McCullough ('82) and FOX Sports Arizona reporter Lisa Blanco ('12).

Cronkite Dean and University Vice Provost Christopher Callahan said he was thrilled to welcome the hundreds of alumni, students, faculty and supporters who attended Cronkite Day.

"Cronkite Day offers a wonderful opportunity for our graduates to reconnect with their friends and favorite professors," Callahan said. "It was great to have Doug Anderson, who laid the foundation for the school's success, back home sharing his experiences with our students and alumni."

Students and faculty were on hand to showcase Cronkite's signature programs such as Carnegie-Knight News21, the Public Relations Lab and the New Media Innovation and Entrepreneurship Lab. Panels also featured some of the school's new programs, including the Public Insight Network Bureau and the Cronkite News – LA Sports Bureau.

Cronkite student Torrence Dunham, an aspiring sports broadcaster, said he especially enjoyed the sports bureau discussion. "I have been to all three Cronkite Days and they have all been great," he said.

As in previous years, attendees

toured the Cronkite School's state-of-the-art building and visited the Stanley and Erika Tobin Broadcast Center to record greetings at the news anchor desk.

Craig A. Newman, a 1979 alumnus and chairman of the Cronkite National Board of Advisors, said Cronkite Day provides an extraordinary opportunity to advance conversations about the profession and the school.

"Beyond showcasing the Cronkite School and its proud accomplishments, Cronkite Day provides us with the opportunity to tap into our accomplished alumni and thought leaders to discuss and explore the ever-changing landscape and challenges facing the media business," said Newman, who moderated a discussion with Anderson.

Newman asked Anderson what he thinks the future holds for the Cronkite School and journalism. Anderson joked that it's above his pay grade to make such forecasts, but he said he is optimistic.

"I really think journalism schools are going to be around in 35 years," Anderson said. "I think as information systems evolve over time, there's always going to be a need for schools like this one." ■



Student Ziyi Zeng from Beijing, China, catches up with Andrew Leckey, Reynolds Endowed Chair in Business Journalism, at Cronkite Day. Photo by Sean Logan

Arizona PBS General Manager Named to Cronkite Alumni Hall of Fame

Kelly McCullough, who leads one of the nation's largest PBS stations, was the 2014 inductee into the Cronkite School's Alumni Hall of Fame.

McCullough, a 1982 Cronkite graduate, is general manager of Arizona PBS, a station that reaches more than 1.9 million households across the state on three television channels. During his time at Arizona PBS, McCullough has diversified local programming, increased membership and cemented the station's ties to the community.

"I am so extremely proud and humbled to join the esteemed ranks of Cronkite Hall of Fame inductees," McCullough said. "The Cronkite School provided me with an incredible launching pad into a career that has been exceptionally interesting and rewarding, and it continues to do so for hundreds of grads each year."

McCullough, who was inducted into the hall of fame in October 2014, has been at Arizona PBS for much of the past 30 years. In 1986, he became manager of viewer marketing, increasing the station's revenue 50 percent and boosting membership 40 percent over seven years. He also served as associate general manager before being named general manager in 2008.

As general manager, McCullough is responsible for all aspects of Arizona PBS, including strategic planning, community partnerships, business development, programming and multi-media operations. He played an instrumental role in the station's recent union with the Cronkite School, making it the largest media organization operated by a journalism school in the world.



Craig A. Newman ('79) chair of the Cronkite National Board of Advisors, congratulates Kelly McCullough ('82) on his induction into the Cronkite Alumni Hall of Fame. Photo by Courtney Pedroza

"Kelly has shaped Arizona PBS into one of the country's top public television stations," said Cronkite Dean Christopher Callahan. "I am thrilled to welcome him into our Alumni Hall of Fame, and I am excited to continue working with him as we build a game-changing journalism learning environment."

McCullough is the recipient of 20 PBS awards for development and promotion and five Rocky Mountain Emmy Awards.

McCullough studied broadcast management at the Cronkite School and earned an MBA from ASU's W. P. Carey School of Business. He is a member of the Arizona Office of Tourism Advisory Council, the Alliance of Arizona Non-profits Board of Directors, the Arizona Tourism & Lodging Association Board, the EVIT Media Advisory Board and the Taliesin West Board of Stewards.

He also is a member of the Cronkite School's Endowment Board of Trustees, a group of the Valley's top media leaders who help plan the annual Cronkite Luncheon at which the Cronkite Award for Excellence in Journalism is presented each year to a leading journalist.

McCullough is the 46th inductee into the Cronkite Hall of Fame, joining Pulitzer Prize-winning Los Angeles Times reporter Julie Cart, CNN International's Becky Anderson and Arizona Diamondbacks President Derrick Hall, among others. ■

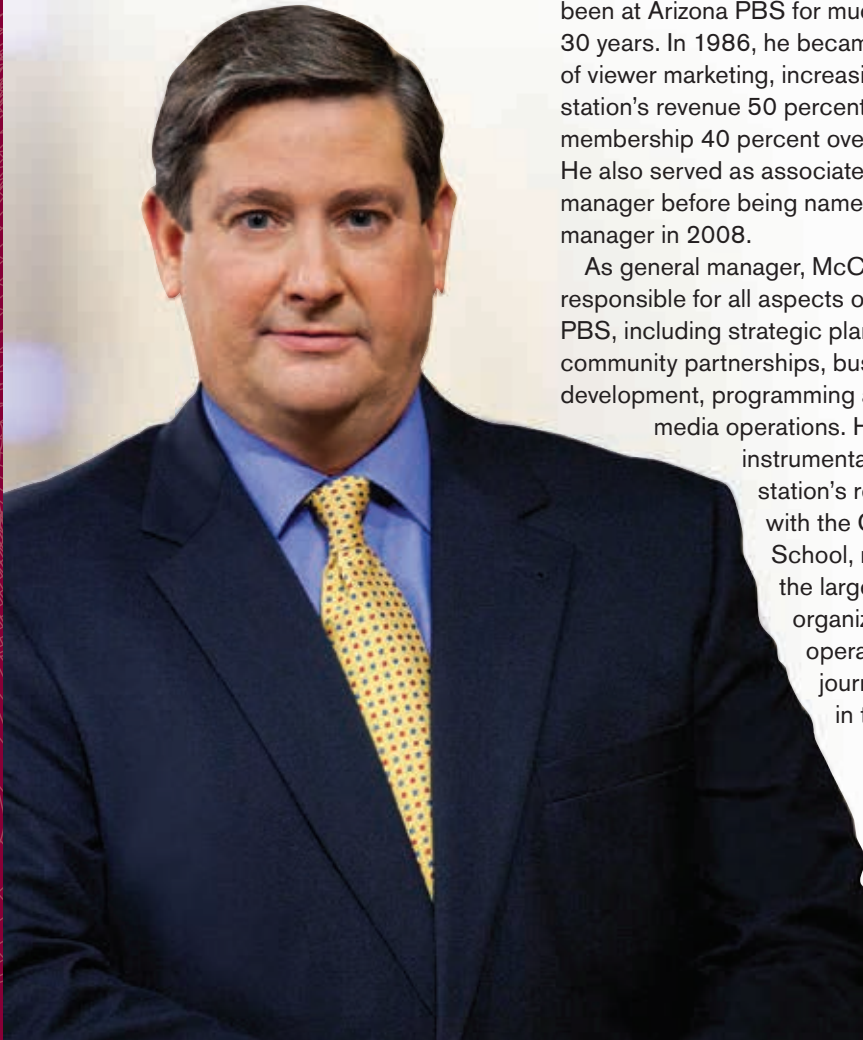


Photo courtesy of ASU Magazine

Over the past 30 years, Cronkite graduate Chris Shlemon has covered five U.S. presidents and countless breaking news events.

Cronkite Grad

Shlemon, who works as a senior producer/editor for Independent Television News of London, was named Video Editor of the Year for a record fifth time by the White House News Photographers Association.

"We have a great team that I am blessed to work with," said Shlemon, a 1983 Cronkite alumnus. "I don't take this lightly. You don't win these awards alone. I'm really grateful."

Shlemon took first place in five editing categories. The WHNPA is a leading organization for still and video photographers who cover the White House and other news events in Washington and beyond.

Shlemon, who was the first student director of the school's news radio station, said he attended Cronkite when teletype machines and typewriters were the norm. He said the teletype machine was three buildings away from the radio studio and, during breaks, he would run over, hoping the roll of printing paper and printing ribbon hadn't run out, tear the copy off, run back and hand-write a script before the next newscast.

"Personal computers were still many years away, cell phones didn't exist and we only had three or four black-and-white video tape cameras to play with," Shlemon said. "But all my professors were great writers, and I learned the art of writing from the best in the business."

Today, Shlemon works in ITN's bureau in Washington, D.C., editing reports on national news stories such as the riots in Ferguson, Mo., and the journeys of undocumented immigrants across

Captures Top White House News Photographers Association Award

By TreNesha Striggles



Photographer Chris Shlemon is congratulated by President Barack Obama for receiving the 2015 Video Editor of the Year Award. Photos courtesy of Chris Shlemon

the border. He also teaches television news production at the University of Maryland's Philip Merrill College of Journalism.

Shlemon has covered Presidents Ronald Reagan, George H.W. Bush, Bill Clinton, George W. Bush and Barack Obama. He said he first met Obama on the campaign trail in 2007 when he was a senator knocking on doors in a Des Moines neighborhood.

"It was amazing to follow Obama as a candidate that not many people gave a chance to win the presidency, then be in Grant Park in Chicago with him on the



night he won the election and then meet him again in the Oval Office," Shlemon said. "To get to be a part of all of that is what makes my job the best job in television news."

Video journalism is not simply about reporting a story but about taking viewers on a visual and audio journey, he said.

In the WHNPA contest, Shlemon took first place in spot news, news features, editing short form, editing long form and audio as well as second place in general news. His colleague Ben Martin was named Video Photographer of the Year, capping a successful run for ITN in the "Eyes of History" contest. This was only the second time in the WHNPA's history that members of the same news organization took both top honors. The other was two years ago when Shlemon and his ITN videographer won both awards.

"Martin and Shlemon are true examples of the excellence of WHNPA's members," WHNPA President Ron Sachs said. "Both work in the spirit of the 'Eyes of History' and their award-winning body of work truly shows how their storytelling is the eyes and ears of their viewers." ■



Photo by Alexandra Gaspar

FOX Sports Arizona Taps into Cronkite Sports Journalism Pipeline

By Colton Dodgson

FOX Sports Arizona's roster is packed with talent from the Cronkite School.

Ten Cronkite graduates currently work for the state's largest sports media company, holding a variety of key positions. In all, 20 percent of FOX Sports Arizona's employees graduated from the Cronkite School.

Brian Hogan, general manager of FOX Sports Arizona, said it's no coincidence there are so many Cronkite graduates on the 50-person staff.

"It's the best program in Arizona, and the kids that we get live up to that billing," Hogan said. "They can come in and work right way without being babysat or without any extra attention."

Brock Kraft, a 2013 alumnus who is a production assistant with FOX Sports Arizona, said the Cronkite School prepared him well for his work as a videographer. At Cronkite, he held numerous internships and was a sports on-air talent for The Blaze radio station. Kraft now shoots Suns basketball, Diamondbacks baseball and Coyotes hockey.

"Cronkite gave me the basic steps for what you need to do every time you go out and shoot or any time you're doing an interview," Kraft said.

Amber Harding, a production assistant who earned her master's degree from

"It's the best program in Arizona, and the kids that we get live up to that billing."

— Brian Hogan, general manager, FOX Sports Arizona

Cronkite in 2012, said the experience of covering the Summer Olympic Games and Major League Baseball spring training for Cronkite had a significant impact on her professional growth. One of the most important things she learned was: "You have to go out and find your own story," she said. "Of course, sometimes big things do happen, but a lot of times it's about you going out and finding your own stories."

FOX Sports Arizona Executive Producer Craig Ritchie said Cronkite graduates such as Kraft and Harding have a distinct advantage over other job candidates.

"I think that the quality is outstanding," Ritchie said. "The facilities over at Cronkite are second to none, and when you can come out of college with the hands-on experience and the technology that's there, you have a leg up."

According to Cronkite Assistant Dean Mark Lodato, the Cronkite School and FOX Sports Arizona have forged a strong partnership over the years. He said students have the chance to apply for apprenticeships working side-by-side with FOX Sports producers in both broadcast editorial and production.

Students also can take a sports marketing class in which they develop and pitch

promotional campaigns for the network. And during basketball season, the FOX Sports Arizona's staff is a fixture at the Cronkite School, producing 100 pre- and post-game programs for Phoenix Suns road games.

"FOX Sports Arizona has been instrumental in the growth of our sports journalism program," Lodato said. "They have been tremendous partners and neighbors, and we look forward to working with them for years to come." ■

Cronkite Graduates at FOX Sports Arizona

Taylor Bell ('13), production assistant
Alyssa Ebnat ('13), account executive
Chris Gabel ('03), digital content assistant

Kathy Goodenough-Miller ('98), on-air promotions manager

Amber Harding ('12), production assistant

Josh Kelman ('01), producer
Brock Kraft ('13), production assistant
Kelli Ryan ('02), director of traffic
Desiree Salazar ('12), executive assistant

Graham Taylor ('00), producer
Jamie Zissis ('13), account executive

Welcome to Cronkite Nation

Alumni Notes

Class of 2015

Miranda Alm (B.A.) is social community manager for General Mills in Minneapolis.

Ciara Archer (B.A.) is public relations associate at Axiom Public Affairs in Phoenix, where she manages social media accounts and blogs.

Brittany Bade (B.A.) is a news reporter at WBIR-TV, the NBC affiliate in Knoxville, Tenn.

Nicole Barrett (B.A.) is digital marketing coordinator at Make-A-Wish Arizona in Phoenix.

Jessica Boehm (B.A./M.M.C.) is a reporter at The Arizona Republic and azcentral.com in Phoenix, covering the community of Gilbert, Ariz.

Malcolm Brinkley (B.A.) is digital content coordinator at iHeartMedia in Phoenix.

Chloe Brooks (B.A.) is a copywriter at Loud Rumor, an online marketing and advertising agency in Phoenix.

Gretchen Burnton (B.A.) is associate client services representative at Disney Digital Studio Services in Burbank, Calif., where she provides technical and creative services support.

Celina Busse (B.A.) is assistant public relations representative at The James Agency in Scottsdale, Ariz.

Jared Cooper (B.A.) is social media content producer for the NFL in Los Angeles.

Samantha Davis (B.A./M.M.C.) is tease producer at the "TODAY" show in New York, where she produces taped promos for the

morning news program.

Sarah Dinell (B.A./M.M.C.) is English teacher at EPIK in Ulsan, South Korea.

Joy Findeisen (B.A.) is digital marketing specialist at LEWIS Global Communications in San Francisco.

Korina Garcia (B.A.) is public relations coordinator at Urias Communications, an advertising and public relations agency in Phoenix.

Noemi Gonzalez (B.A.) is page editor and designer at Gannett Co. in Phoenix.

Lauren Grifo (B.A.) is editor/reporter/anchor at KTAR-FM in Phoenix.

Kylie Gumpert (B.A.) is a retail reporter at Reuters in New York, where she covers breaking retail news.

Ryan Hale (B.A.) is technical director at iHeartMedia in Phoenix, where he runs the soundboard for live radio shows.

Lauren Handley (B.A.) is a multimedia journalist at WTAJ-TV, the CBS affiliate in Altoona, Pa.

Sepeedeh Hashemian (B.A./M.M.C.) is account coordinator at Allison+Partners in Seattle.

Ryan Hill (B.A.) is a multimedia journalist at KFOX-TV, the FOX affiliate in El Paso, Texas.

Tess Homan (B.A.) is news editing producer at The Arizona Republic and azcentral.com in Phoenix.

Kristen Hwang (B.A./M.M.C.) is an education reporter at The Desert Sun in Palm Springs, Calif.

Photo by Jeffrey Lowman ('10)

Courtland Jeffrey (B.A./M.M.C.) is a data visualizer at KNXV-TV, the ABC affiliate in Phoenix, where he creates interactive visual content for Web and broadcast.

Alyssa Jones (B.A.) is producer at KSL-TV, the NBC affiliate in Salt Lake City.

Lauren Klenda (B.A.) is a morning and noon anchor at KREX-TV, the CBS affiliate in Grand Junction, Colo.

Cody Larkin (B.A.) is account manager at Awe Collective, a public relations and marketing agency in Tempe, Ariz.

Alyssa Lee (B.A.) is designer and page editor at Gannett Co. in Phoenix.

Taylor Lillestol (B.A./M.M.C.) is public affairs coordinator at the Walt Disney Co. in Los Angeles.

Troy Lopez (B.A.) is a page editor at Gannett Co. in Phoenix.

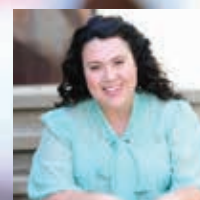
Sophia Mayberry (B.A./M.M.C.) is program manager at Valley Leadership, a nonprofit promoting leadership in the Phoenix area.

Justin McDuffie (B.A.) is a multimedia journalist at WMAZ-TV, the CBS affiliate in Macon, Ga.

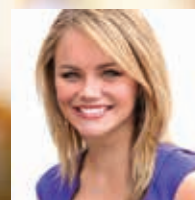
Cydney McFarland (B.A.) is a reporter at The Idaho State Journal in Pocatello, Idaho.

Erin Patrick O'Connor (B.A.) is a video producer at The Washington Post in Washington, D.C.

Kari Osep (B.A.) is a sports reporter at WJAC-TV, the NBC affiliate in State College, Pa.



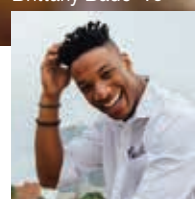
Ciara Archer '15



Brittany Bade '15



Jessica Boehm '15



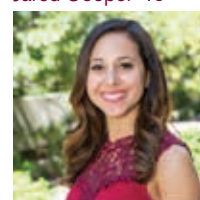
Malcolm Brinkley '15



Jared Cooper '15



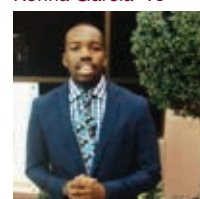
Samantha Davis '15



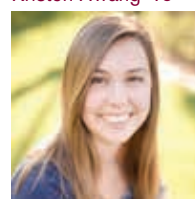
Korina Garcia '15



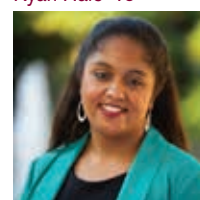
Kristen Hwang '15



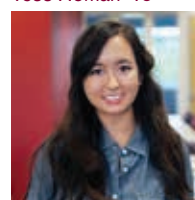
Ryan Hale '15



Tess Homan '15



Sophia Mayberry '15



Alyssa Lee '15



Lauren Klenda '15



Justin McDuffie '15

Stay connected



cronkite.asu.edu



facebook.com/cronkiteschool



[@Cronkite_ASU](https://twitter.com/Cronkite_ASU)



cronkitenation.com



Julia Shumway '15



Lauren Wong '15



Louie Del Rio '14



Analise Ortiz '14



Kim DeGiulio '12



Mohamud Ali '13



Beth Wischnia '11



Steven Bohner '09



Ryan Kost '08



Amanda Soares '08



Sarah Muench '05



Jerry Romo '03



Matt Barrie '01



Erin Williams '98

Julia Shumway (B.A.) is weekend editor at The Hawk Eye in Burlington, Iowa, where she serves as a copy editor and a page designer.

Janice Sweeter (Ph.D.) is marketing director at Avella Specialty Pharmacy in Phoenix.

Sophia Thomas (B.A.) is executive producer at WACH-TV, the FOX affiliate in Colombia, S.C.

Megan Thompson (B.A.) is a morning reporter at KGUN-TV, the ABC affiliate in Tucson, Ariz.

Lauren Wong (B.A.) is a UX designer at the Jet Propulsion Laboratory in Pasadena, Calif.

Class of 2014

Robby Baker (B.A.) is a multimedia sports reporter/anchor at KPNX-TV, the NBC affiliate in Phoenix.

Gabrielle Castillo (B.A.) is a production enhancements production assistant at ESPN in Bristol, Conn.

Louie Del Rio is sports director at WICD-TV, the FOX affiliate in Springfield, Ill.

Korey Kaczur (B.A.) is a reporter and in-game host for the East Texas Pump Jacks baseball team in Tyler, Texas.

Tara Molina (B.A./M.M.C.) is a reporter at WFTX-TV, the FOX affiliate in Fort Myers, Fla.

Analise Ortiz (B.A.) is a multimedia journalist at KGBT-TV, the CBS affiliate in Harlingen, Texas.

Connor Radnovich (B.A./M.M.C.) is a Hearst Journalism Fellow at the San Francisco Chronicle and SFGate in California.

Cooper Rummell (B.A.) is a reporter at KTAR-FM 92.3 News in Phoenix.

Lorenzo Zazueta-Castro (B.A.) is a reporter at The Monitor in McAllen, Texas.

Class of 2013

Mohamud Ali (B.A.) is an international reporter at Voice of America in Washington, D.C.

Kelsey Pfeffer (B.A.) is a public relations specialist at GoDaddy in Scottsdale, Ariz.

Master Tesfatsion (B.A.) is a beat writer, covering the Washington Redskins for The Washington Post.

Class of 2012

Kim DeGiulio (B.A.) is a traffic reporter at WDIV-TV, the NBC affiliate in Toledo, Ohio.

Kyle Newman (B.A.) is the founding editor at The Fan Varsity Sports Network in South Bend, Ind., which was named the winner of the 2014 Award for Excellence in Coverage of Youth Sports from Penn State's John Curley Center for Sports Journalism.

Class of 2011

Heather Billings (M.M.C.) is a designer/developer at Northwestern University Knight Lab in Chicago.

Matt Culbertson (B.A.) is marketing communications manager at ON24 in San Francisco.

Lauren Gilger (M.M.C.) is host and producer at KJZZ-FM, the NPR member station in Tempe, Ariz.

Beth Wischnia (B.A.) is associate editor at Brit + Co, a media and commerce company in San Francisco.

Class of 2010

Justin Doom (M.M.C. 2010/B.A. 2002) is a Knight-Bagehot Fellow at Columbia University in New York.

Leigh Munsil (B.A.) is political editor at TheBlaze, where she is managing 2016 political coverage. She has appeared on MSNBC, CBS, BBC, NBC and Al Jazeera, among others. She previously reported for Politico and The Dallas Morning News.

Class of 2009

Steven Bohner (B.A.) is mobile producer for The Washington Post in Washington, D.C. He works on a tablet team curating and producing content for the Post.

Jonathan J. Cooper (B.A.) is a reporter for The Associated Press, based in the state capital in Salem, Ore. He covers politics, state government and health care, among other topics. He joined the Oregon AP bureau right after graduation.

James Kindle (B.A.) is an ESL teacher at the Anne Sullivan Communication Center in Minneapolis.

Class of 2008

Ryan Kost (B.A.) is an arts and entertainment reporter at the San Francisco Chronicle. He previously worked in Oregon, where he reported for The Oregonian newspaper and The Associated Press.

Amanda Soares (B.A.) is program manager for customer marketing at Avnet Electronics Marketing Americas in Phoenix. She also is a singer and song writer, directing and managing the Brazilian-fusion group The Samba Project, and is lead singer for the group Grupo Liberdade.

Class of 2007

Stjepan Alaupovic (B.A.) is the creative director and a producer at Clear Online Video, a full-service video production agency in New York.

Class of 2005

Sarah Muench (B.A.) is the owner of Launch Media Consulting in Phoenix, which provides marketing, communication and public relations services to clients, and the publisher of Clipped In, a leading resource for cycling news in Arizona.

Class of 2004

Andres Diaz (B.A.) is special projects producer at CNN HLN in Atlanta.

Erin Hawksworth (B.A.) is a sports anchor and reporter at WJLA-TV, the ABC affiliate in Washington, D.C.

Class of 2003

Jerry Romo (B.A.) is manager of Hispanic and emerging markets for the Arizona Diamondbacks in Phoenix.

Evan Rosenblum (B.A.) is executive producer for TMZ Sports in Los Angeles. He was named one of the top 50 most powerful people in LA sports by the Los Angeles Daily News.

Greg Salvatore (B.A.) is manager of internal communications at Comcast in Minneapolis.

Class of 2001

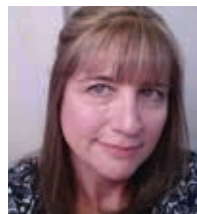
Matt Barrie (B.A.) is an anchor for "SportsCenter" and other studio programs on ESPN in Bristol, Conn.

Class of 1998

Erin Williams (B.A.) is vice president of marketing partnerships and promotions at FOX Filmed Entertainment in Los Angeles.



Jeramie McPeck '95



Wendy Marberry '94



Adam Johnson '92



Ellen Leyva '86



Susan Green '85



Amy Petrovsky '84



Mike Consol '83



Eloy Sedillo '79



Carol Polombo '78



Ira Oppen '71

Class of 1997

Matt Goldberg (B.A.) is managing editor at KNBC-TV, the NBC affiliate in Los Angeles.

Class of 1996

Melissa Mumbauer (M.M.C.) is the graphic design manager/vice president at Wells Fargo in San Francisco.

Sean Noble (B.A.) is owner/president of DC London Inc. with offices in Phoenix and Washington, D.C., which develops and executes national advocacy campaigns, advertising campaigns and political campaigns.

Dan Patrick (B.A.) is managing editor at KPHO/KTVK-TV in Phoenix.

Class of 1995

Byron Filson (B.A.) is owner and operator of Villain Recording in Phoenix.

Jeramie McPeck (B.A.) is vice president of digital and brand strategy for the Phoenix Suns.

Class of 1994

Wendy Marberry (B.A.) is interactive media producer at Pearson North America in Phoenix.

Class of 1992

Adam Johnson (B.A.) won the 2015 National Book Award for Fiction for his book of short stories, "Fortune Smiles." He also won the Pulitzer Prize for his 2012 novel, "The Orphan Master's Son."

Class of 1991

Nicole Carroll (B.A.) is vice president of news and editor at The Arizona Republic in Phoenix. She leads the state's largest newsroom, overseeing content for all platforms.

Class of 1986

Ellen Leyva (B.A.) is co-anchor for 4 p.m. and 6 p.m. broadcasts on KABC-TV, the ABC affiliate in Los Angeles.

Class of 1985

Juliet Falevitch Gomez (B.A.) is program manager for The Flinn Foundation in Phoenix.

Susan C. Green (B.S.) is co-founder and creative director of Pretty Smart Women, a media consultant company in Phoenix that develops mobile apps and websites.

Class of 1984

James Moser (B.S.) is managing partner of business consulting firm Metamorphix in Phoenix.

Amy Petrovsky (B.A.) is owner of Sensational Events, an events planning company in Scottsdale, Ariz.

Marla Perlmutter Berkey (B.S.) is account director at Sirius XM Radio in Chicago.

Patricia Werre (B.A.) is president and co-founder of Longdoloza Dog Den and Cattery in Culver City, Calif. The company is a high-end dog and cat boarding facility.

Class of 1983

Mike Consol (B.S.) is president of MikeConsol.com, which provides corporate training seminars. Consol spent 17 years with American City Business Journals, the nation's largest publisher of metropolitan business journals.

Class of 1982

Marie Dillon (B.S.) is editorial writer for the Chicago Tribune. She was named to the Cronkite Alumni Hall of Fame in 2013.

Class of 1979

Richard Gress (B.S.) is owner of Red Lips Productions, LLC, in Phoenix.

Eloy Sedillo (B.A.) is producer for "Good Day LA" at KTTV-TV, the FOX affiliate in Los Angeles.

Class of 1978

Renata Golden (B.A.) is president of Golden Ink in Santa Fe, N.M., which provides exam development and management for the computer industry. In addition, Golden teaches at the Institute for American Indian Arts.

Tasha Kostantacos (B.A.) is owner of KAPRIA Marketing Consulting, with offices in Boston and Munich.

Phillipa Maltese (B.S.) is senior project manager for Mercy Care Plan in Phoenix.

Carol Polombo (B.S.) is media director for 5th P Advertising in San Francisco.

Kevin Wunrow (B.S.) is a real estate agent in Kerikeri, New Zealand.

Class of 1971

Ira Oppen (B.S.) is CEO of Oppen Sports Productions, an Emmy-winning digital media company specializing in ultra-high definition production and Web services in Solana Beach, Calif.

Class of 1969

George Thorne (B.S.) is president and owner of One Voice Research, Planning & Development in San Diego.

Class of 1968

Linda Kauss (B.A.) is Supreme Court/Justice Department editor at USA Today in Washington, D.C. She has worked at the news organization for more than 30 years.

Class of 1964

Susan (Marionneaux) La Riviere (B.A.) is the author of nine books, including "Lords of the Moxee Valley" and "Wolf Castle."

Connect with Cronkite Colleagues

Cronkite grads have a new way to reconnect with classmates: the ASU Walter Cronkite School Alumni group on LinkedIn. Formed in March 2009, the group boasts more than 3,000 members and is growing rapidly. The group gets school news and announcements as well as job leads posted by members and Mike Wong, Cronkite's director of career services. Join the discussion and the Cronkite professional network.

cronkitenation.com



Nicole Carroll '91



Matt Goldberg '87



Marie Dillon '82



Linda Kauss '68

The Cronkite School offers its most sincere thanks to the following alumni, parents, grandparents, friends, foundations, corporations and community partners for their generous support during the fiscal year that ended June 30, 2015. Through their thoughtful philanthropic investments, the Cronkite School is able to continue the important work of preparing the next generation

growing the Cronkite School | thanking our supporters

of exceptional journalism, media and public relations professionals to assume leadership roles within their fields, and to do so with a strong foundation of excellence, integrity and innovation that was the hallmark of Walter Cronkite.



www.asufoundation.org/Cronkite

#WeSupportCronkite

\$1,000,000 and above

Donald W. Reynolds Foundation

\$500,000 – \$999,999

John S. and James L. Knight Foundation

\$100,000 – \$499,999

American Society of News Editors
Ethics and Excellence in Journalism Foundation
The Miami Foundation
Oregonian Media Group
Scripps Howard Foundation

\$50,000 – \$99,999

American Public Media
Anonymous
Anonymous
Robert R. McCormick Foundation
Tim McGuire
Jean Mercaldo '80 and Frederick Mercaldo
National Association of Broadcasters
Louise Solheim
Tempe.com

\$25,000 – \$49,999

Dow Jones News Fund
Gannett Foundation
William Randolph Hearst Foundation
HIDTA
Meredith Corporation
Online News Association
Katherine Standish Schneider
Adelaida Severson '95, '06 and Barry Severson
Daryl and Louis A. "Chip" Weil

You Can Make a Difference

Sometimes we don't realize how impactful our philanthropy can be. But even modest gifts can make a huge impact. The Cronkite School relies on these investments from alumni, parents and the community. Please consider a gift that is significant to you.

Support the Cronkite School today.

Whether you make a one-time gift or a pledge paid over multiple years, below are some popular giving areas that may be of interest to you.

Cronkite Enrichment Fund — Gifts to the Cronkite School Enrichment Fund provide support for the most pressing needs of the school. Contributions may be used to supplement scholarships to students that receive world-class journalism training, provide the most up-to-date reporting tools and technologies, cover student reporters' travel to cover an important story, assist in bringing renowned journalists or communication professionals to speak with students, support Cronkite's professional immersion programs and support a host of other student services and activities that make the Cronkite School so successful.

Journalism Scholarships — Gifts to the Cronkite School's scholarship fund have a direct impact on current students, offering that little bit of assistance that can make the difference between not being able to complete their degrees and being able to focus on their studies.

Program Support — Support for the Cronkite School's professional programs provides much-needed resources to grow and sustain many of the school's flagship opportunities. Gifts of any size make a difference.

\$10,000 – \$24,999

12 News / KPNX-TV
ABC15
Claudia and Douglas Anderson
Arizona Broadcasters Association
APS
The Arizona Republic
Sarah and David Bodney
Liz and Richard Burns
Chauncey Foundation
Kathy Chauncey and Thomas Chauncey '73
LifeLock
Angela Astore Misner and John Misner '10
Morgan Murphy Media
Susan Newman and Craig Newman '79
Virginia Sylvester
Ellie and Michael Ziegler

\$5,000 – \$9,999

Arizona Diamondbacks
Marianne Barrett
Blue Cross® Blue Shield® of Arizona
Bonneville Broadcasting
Jean and Christopher Callahan
Cox Communications
Deseret Management Corporation
Christine Devine '87
John Dille
Kristin and Gary Gilger
KAZT-TV
Laurie and Joel Kramer
Val Lodato and Mark Lodato '15
Cheryl Mandala
The Minneapolis Foundation
Yovita and Scott Pansky
Jacqueline Gaillard Petchel '80
Public Relations Society of America
R & R Partners
Rocky Mountain Southwest Chapter — NATAS
Dorothy Sokol
Theodore Sokol '92

Thank You
“Your gift helps to make my dream of attaining an undergraduate degree a reality.”

\$2,500 – \$4,999

Arizona Cardinals
 Arizona Highways Magazine
 Martha Artigue and Ray Artigue '76
 Ballard Spahr
 Kristin Bloomquist
 Bushtex
 CBS Radio
 CenturyLink
 Clear Channel Outdoor
 Cox Media
 Cramer-Krasselt
 Nancy Dederer and Donald Dederer '51
 Janice and Leonard Downie
 Elvira and Jesus Espinoza
 FOX Sports Net Arizona
 Friends of Public Radio Arizona / KJZZ
 Hardt and Associates Public Affairs
 Athia Hardt '70
 Anita and Kip Helt
 HonorHealth
 Susan Karis '80
 Ginger Lamb
 Mary Morrison
 City of Phoenix PIO
 Republic Services
 Tgen

\$1,000 – \$2,499

Charles Allen '60
 ANA Advertising Services
 Anderson Advertising
 Arizona Capitol Times
 The Artigue Agency
 Balfour Publishing
 Bechily Hodes Family Foundation
 Liz and Jon Bernreuter
 Janet and Raymond Bernreuter
 Cities West Publishing
 Beverly and Jack Clifford
 CopperPoint Mutual Insurance Co.
 Elizabeth Dahl and Peter Bhatia
 Araceli De Leon
 Decibel Blue Creative Marketing & PR
 Donald Dotts '58
 Isaac Easley '12
 Frankie Ellis '51, '64 and
 Robert Ellis '53
 Fiesta Bowl
 Terry Greene Sterling '71, '84
 Jennifer Helling '10 and Erik Helling
 Carolyn and Win Holden
 Susan and Richard Howe
 Hubbard Radio Phoenix
 Gordon James
 Laura Jordan and Michael Jordan '83
 Linda Kauss '68 and Clark Hoyt
 KPHO TV CBS 5
 KTVK TV Channel 3

KUPD-FM/KDUS-AM
 Lane Terralever
 Donna and Edward Lane
 The Lavidge Co.
 Randall Lovely
 Francie Mallace '82 and
 Michael Mallace '82
 Mary M. Media, Inc.
 Media Buying Services
 Karen and Edward Munson
 NAU Women's Basketball
 NBC Universal Media
 Mary Nock '74 and John Nock
 Off Madison Ave
 James Paluzzi
 Perkins Coie
 Phoenix Business Journal
 Phoenix Suns / Phoenix Mercury
 Susan and Timothy Pohlman
 Mark Rodman
 SRP
 Linda Silver
 Catherine Silverman '13 and
 Matthew Silverman
 Joan and Joseph Sirven
 Skyview Networks
 Southwest Cable Communications
 Association
 Sun Devil Club — Wings of Gold
 Scott Sutherland
 Telemundo Arizona
 TeleRep
 Nicholas Thomley
 Univision Management Co.
 Urias Communications
 Lisa Urias
 Pam and John Zidich

\$500 – \$999

Beth Bowen '79
 Anthony Chavez '97
 Janis Dean '84
 Andrea Flatley '03
 Candace Hadley
 Katherine Hanna '66
 Theresa Jones
 Miriam Lynch '68
 Lenore Nii and Marek Mirski
 Cora Petty '62 and Robert Petty '70
 Diane Reilly and Robert Reilly '65
 Janet Sassone
 Lisa Schneider-Cipriano '88
 Terri Joe Charitable Foundation
 Sharon and Donald Ulrich
 Valley of the Sun Pro Chapter of SPJ
 Robyn Wong and Michael Wong '83
 Kathleen and Thomas Young

Endowed Funds — Endowed funds provide sustaining support for scholarships, fellowships, professorships and programs. The income generated by these funds strengthens our programmatic core, enabling the Cronkite School to attract and retain top students and faculty. Named funds may be established to recognize and honor friends, family members, former professors, colleagues and mentors or simply to provide support for the Cronkite School in perpetuity. A minimum of \$25,000, which can be paid over a term of years, will establish an endowment in perpetuity.

Bequest Through a Will or Living Trust — It is easy to include a gift to the Cronkite School in your will or living trust. A simple provision or amendment prepared by your attorney at the time you make or update your will or trust is all that is necessary. Gifts included in wills and living trusts are popular because they are flexible, easy to arrange and may be changed with your life circumstances.

Other Estate Planning Opportunities — A planned gift can fulfill many needs at once:

- Many planned gifts enable you to generate income for yourself or others while also benefiting students and programs at the Cronkite School.
- A carefully chosen gift plan can help you minimize your estate and income tax burdens.
- Many gift plans can be structured to honor a special friend or family member.

Join Cronkite Nation and support the Cronkite School today.

Contact our development office today if you would like to make a philanthropic contribution and our staff can ensure your donation makes an important impact at the Cronkite School.

Liz M. Bernreuter
602.496.9444
Liz.Bernreuter@asu.edu

\$250 – \$499

Laura Anderson '97
Robert Baker '14
Ann and Mark Bieri
Julie Boney
Patricia Carras '88 and James Carras '85
Sarah and Donny Closson
Lea Cloud
Georgia and Gene Cole
Nikal and Robert Conti
Beatrice and Gregory Favre
Stephanie and Morris Garfinkle
Laurie and Charles Goldstein
Lisa Handley '98 and Adam Handley
Thomas Hanson '12
Paige Heavey
Mary Heiss and Harold Dorenbecher
Michelle Henson '06
Hewlett-Packard Co.
Diana Mitsu Klos
Melissa Landaker
Gayle and Dave Marsh
Melanie McBride '01
Trish and Steve McCarty
Lori Medigovich '79
Carolyn Mrowczynski
Network for Good
Red Hut Coffee
Emelyn and Rick Rodriguez
Mark Scarp '80
Judy Schumacher '86 and
Roy Schumacher '98
Karen and Mathew Shannon
Melissa and Brian Strachan
Andre Todd
Sheila and Michael Zuieback

“sincere gratitude”

\$100 – \$249

Martha Abbott and Ryan Abbott '01, '08
Judy Ackerman and Richard Epstein
Emanuelle and James Adkins
Michelle Alcantar '90, '96 and
David Alcantar '92
Sanae Alexander '14
Martha Allen
Rance Amend
Louraine Arkfeld '74, '76
Mary Barrett and James Barrett '61
Byron Bartlett '63
Lori Bartlett '83 and R. Bartlett

Thank You “humbled” “incredible opportunities”

Jacob Batsell '96
Judith Berger
Karen Biggs-Leeds and Charles Leeds
Boeing Gift Matching Program
Timothy Bojeczko
Gena Bonsall '68 and David Bonsall '71
Carol and J Bosley
Jo and William Brandt
Suanne Brownell '64 and David Brownell
Christine and William Cheevers
Cynthia Choate '87
Martha Christopherson '85 and Larry Clark
Ryan Clarke
Victoria Clive '98
Barbara and Laird Coates
Shelley Cohn '75 and Mollie Trivers
Mauri Congleton
Cay Cowie
Jeffrey Davis
Rick DeBruhl
Kelly Wielkopolski D'Elena '08
Andrew DeLorenzo '88
Dona Kay Cafe, LLC
Ginger Dude
Mary Ehret
Ehrlich Architects, LLP
Andrew Encisco '93
Mark Ferry
Ted FioRito '58
Barbara Van Fleet '81
Randy Footlike
Jeanne Forbis '87
Linda Fortney '14
Christina Freds
Judy Fried
Harriet and Jack Friedland
Kristen Go Gipner and Michael Gipner
Judith and George Goodman
Thomas Griesbach
Linda and Donald Griesback
Margaret and William Griesback
Nancy Griffin and Steven Ehrlich
Ariel Gurian '05
Kim and Frederick Hahn
Lila Harnett
Ellen and Carl Herling
Linda Herold

**“I am genuinely and
deeply appreciative of
your support that will
ensure I continue my
education.”**

Jerry Hill
Aja Hood '13
Susie Eaton Hopper
Ann and Frank Hughes
Candace and Steven Hughes
Phyllis Hughes '68, '86 and
Mark Hughes '66
Ellen Jozoff
Dona Kay
Sharon Kelley '74
Janet and James Kennedy
Lynn Klotz
Christine Kovach '82 and
Richard Kovach '83
KT Wielkopolski Foundation, Inc.
Jill Laffoon '15
Kathleen Lee and Lon Lee '64
Marjorie Lewis '78 and Charles Lewis
Saralyn Lundy
Janis and Dennis Lyon
Elizabeth and Tom Lyons
Diane and William Marimow
Elizabeth Mays '10
Cynthia McCarty-Dawson and
Patrick Dawson
Janet and Martin McGuire
Audrey and Brian Menard
Maxi Mertens
Maura Moneyhon '80 and Jon Moneyhon
'85
Deborah Forsch Muller
Valerie Nunez '14
Joan and Jerome Olson
Barbara O'Malley '73 and
Robert O'Malley '73

“I cannot express how crucial your contribution is, so I thank you for investing in me.”

Paige Owen '13
 Brian Rackham '08
 Linda and Charles Redman
 James Roberts
 John Roberts
 Christine Roehler '91 and Michael Roehler
 Laura and Herbert Roskind
 Kim Ruggiero '78 and Martin Ruggiero '78
 Amy Russell and Thomas Schrantz
 Leslie and Daniel Saftig
 Christina and Mitchel Sayare
 James Schaible '86
 Debra Schilling
 Claren Scott
 Eloy Sedillo '79
 Dawn Carson Senger and Erston Senger
 Judy and Allen Silberman
 Ann Stanton and Robert Haddock
 Carolyn Stein and Richard Stein '75
 Elizabeth and Jeffrey Steurer
 Camaron Stevenson '14
 Cheryl Sucato
 Mary and Ronald Thompson
 Elizabeth Tracy and Brian Tracy '67
 Dawn and William Tripp
 Carolyn Untiedt
 Virginia and John Walsh
 Patricia and R. Welborn
 Kathleen and Ted Wielkopolski
 Elizabeth Wilkinson '08
 Sybil and Shelby Yastrow

Anna Consie '09, '11
 Robert Coombs '87
 Jack Coyner '74
 H. Crain
 Angela Crall
 John Druckenmiller
 Brittni Evans
 Ryan Foote '14
 MC G
 Helen Gibson '14
 Nicole Gilbert '12
 David Gillies '84
 Melissa Guy
 Mary Havill and Paul Havill '76
 Rachel Heitz '05
 Kathleen Hippensteel '91 and
 John Hippensteel
 Dennis Isbell
 Nihal Krishan
 Nancy Lacher and Richard Lacher '73, '74
 Bojan Louis '09
 Terri Mango '95
 Christine Martinez '99 and Juan Martinez
 Sarah McCauley
 Laura McGuire
 Susan and Mike Minahen
 Kelly Mlnarik
 Marianne Moriarty
 Bina Naik and Rakesh Naik '90
 Paulina Pineda '15
 Pineiro Sound
 Nancy and Neil Robinson
 Beth Ryan '79 and Timothy Ryan '76
 James Secord
 Celeste Sepessy '09
 Travis Snell '00
 Elena Steencken
 Shannon Terrill '09, '15 and
 Dustin Terrill '07
 Victoria Trotta
 Katie Voss '70 and Jack Voss
 Ellen and Lawrence Welty
 Beth Wischnia '11

David Cardoza '11
 Wesley Cummings '15
 Nicole Dizon '10 and Chris Dizon '05
 David Van En '15
 Noah Findling '14
 Norma Jean and Robert Franklin
 Barbara Friedman
 Jennifer Froelich '97 and Bryan Froelich
 Lauren Gilger '11 and Jesse Teer
 Elizabeth Gillies
 Taryn Hale '11
 Kate and Shad Hanselman
 Jason Henry '14
 Stephen Herling
 Jean and Milton Hilbrecht
 Lisa Kammerlocher '09
 Kelly Kernohan '15
 Jennifer Klemmetson '13 and
 Joshua Klemmetson '13
 Ann Kolesar '89 and Charles Kolesar '86
 Leslie Leiter '60, '79
 Lily Leung
 Adriana Loya '15
 Anita Mabante-Leach '77 and Benny Leach
 Sophia Mayberry '15
 Aisha Morales '11
 Kyle Mounce
 Sarah Muench '05, '15
 John Nadel '66
 David Phelps
 Kristin Plante
 Alyssa Prano '14
 Mark Quinones
 Joanne Ralston '60
 Elizabeth Reynolds '00
 Dana Robling '92
 Cameron Lue Sang '09
 Nicole Schwab '15
 Diane Smith '98
 Yolanda Spina
 Lisa Sweeting '00 and Russell Sweeting
 Benicia Thompson '02
 Sara Troy and Joseph Giordano
 Jessica Uy '07
 Lindsay Walker '08
 Penny and Robert Whereatt
 Sarah Wiggins '01

“Thank you ... for helping me to afford my education and for bringing me closer to my dreams.”

\$50 – \$99

Robert J. and Martha G. Blenkush
 Lisa Allan '78 and Mark Allan '78
 Marcia Anderson
 Robert Barrett '13
 Melissa Bordow '85 and Scott Bordow '98
 Kathleen Burke '04, '08
 Shari Carson
 Alma and Jose Castro
 Pamela and Vijay Choksi
 Catalina Claiborne

\$1 – \$49

Erin Alley '15
 Tiffany Antor
 Deborah Ayache '81
 Ryan Bafaloukos '15
 Callie Baumgartner '10
 Stephen Bennett '14
 Kimberly Blum '07
 Cynthia and Theodore Bukowy

“opened so many doors”

Walter Cronkite School of Journalism and Mass Communication

Endowment Board of Trustees

Since its inception in 1983, the Cronkite School Endowment Board of Trustees has played a pivotal role in advancing the school's mission and elevating Cronkite to national prominence.

The board is composed of top media leaders from the Phoenix metropolitan area and includes newspaper editors and publishers, television and radio station general managers, magazine editors and publishers, public relations executives and other industry executives — all of whom contribute time, talent and financial

resources in support of the school and its students. Board members serve as mentors to students, offer numerous internships, hire Cronkite graduates, facilitate community partnerships and advise the dean. They also organize and host the annual Cronkite Award Luncheon at which the Walter Cronkite Award for Excellence

in Journalism is presented to an exceptional journalist. Perhaps most important, members of the Endowment Board serve as advocates for and ambassadors to the Cronkite School, raising its public profile and drawing attention to its many extraordinary programs.

Executive Committee

President: **David Bodney**, partner, Ballard Spahr LLP

Dean **Christopher Callahan**, Walter Cronkite School of Journalism and Mass Communication

Chair, Mentoring Committee: **Kristin Bloomquist**, executive vice president and general manager, Cramer-Krasselt

Chair, Nominations Committee: **Tom Chauncey**, attorney, Gust Rosenfeld

Chair, Development Committee: **John Hatfield**, vice president of communications, APS

Chair, Outreach and Diversity Committee: **Anita Helt**, vice president and general manager, ABC15/KNXV-TV

Chair, Assessment Committee: **Win Holden**, publisher, Arizona Highways Magazine

Co-chair, Luncheon Committee: **Susan Karis**, group publisher, Cities West Publishing

Immediate past president: **John Misner**, president and general manager, 12 News/KPNX-TV and 12News.com

Co-chair, Luncheon Committee: **Matt Silverman**, vice president and managing director, R&R Partners

Board Members

Lynn Agnello, audio sales manager,
Skyview Network

Ray Artigue, principal, The Artigue
Agency

Susan Bitter Smith, executive director,
Southwest Cable Communications
Association

Art Brooks, president and CEO, Arizona
Broadcasters Association

Elizabeth Murphy Burns, president
and chief executive officer, Morgan
Murphy Media

Paula Casey, executive director, Arizona
Newspapers Association

Jack Clifford, president, Clifford
Consulting

Araceli De Leon, president and regional
general manager, Telemundo Arizona

Michael Dee, president, Arizona

Foothills Magazine

David Eichler, founder and creative
director, Decibel Blue Creative
Marketing & PR

Elvira Espinoza, publisher, Mixed Voces
Kristin Gilger, associate dean, Walter
Cronkite School of Journalism and
Mass Communication

Derrick Hall, president and CEO,
Arizona Diamondbacks

Scott Harkey, President, Owens Harkey
Advertising

Don Henninger, publisher, Phoenix
Business Journal

Michael Hiatt, publisher, Scottsdale
Magazine

Brian Hogan, senior vice president &
general manager, FOX Sports Arizona

Rich Howe, executive vice president &

general manager, KAZT

Gordon James, owner, Gordon C. James
Public Relations

Laura Jordan, owner, The Jordan Group
Ginger Lamb, vice president and
publisher, Arizona Capitol Times

Randy Lovely, senior vice president,
news and audience development,
The Arizona Republic

Fran Mallace, vice president, Cox Media
Michael Mallace, general manager,
Sierra H Broadcasting

Kelly McCullough, general manager,
Arizona PBS

Denise McManus, vice president,
general manager, KASW

Joe Milner, professor emeritus

Art Mobley, CEO, AdviceAd

Manny Molina, president, M&M Media

Cumulative Lifetime Giving

The Cronkite School humbly acknowledges the significant investments of these partners and friends whose cumulative lifetime giving has exceeded \$1 million.

\$20 Million +

Donald W. Reynolds Foundation

\$7.5 Million +

John S. and James L. Knight Foundation

\$1 Million +

Adobe Systems Incorporated

American Society of News Editors Foundation

The Howard G. Buffett Foundation

Carnegie Corporation of New York

Ethics and Excellence in Journalism Foundation

The Miami Foundation

Phoenix Newspapers, Inc.

Stanley and Erika Tobin Foundation

We are enormously grateful for your support!

 **Walter Cronkite**
SCHOOL OF JOURNALISM
AND MASS COMMUNICATION
ARIZONA STATE UNIVERSITY

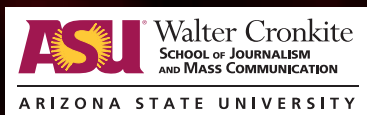
Mary Morrison, Mary M Media
Ed Munson, vice president and general manager, CBS 5 and 3TV, KTVK-TV
Nick Nicholson, former president and general manager, KTVK-TV / 3TV Arizona's Family
Jim Paluzzi, vice president, division of public service, Rio Salado College, KJZZ/KBAQ
Tim Pohlman, senior vice president and market manager, CBS Radio
Tim Riester, president and CEO, Riester
Jose Rodiles, general manager, Riviera Broadcast Group
Mark Rodman, vice president and general manager, Fox 10 / KSAZ-TV Phoenix
Jason Rowley, president, Phoenix Suns and Phoenix Mercury
Ray Schey, publisher, Phoenix Business Journal
Robert Stieve, editor, Arizona Highways Magazine
Scott Sutherland, vice president and market manager, Bonneville Media
Loren Tapahe, publisher, Arizona Native Scene
James Taszarek, president, TazMedia, Inc.
Diane Veres, president and general manager, Clear Channel Outdoor
Clancy Woods, president, D Mobile Inc.
Roberto Yañez, vice president and general manager, Univision 33 & Unimas
John Zidich, president, domestic publishing, Gannett

invest in the Cronkite School

**Whether you make a one-time gift or a pledge paid over multiple years,
your gift supports the Cronkite School.**

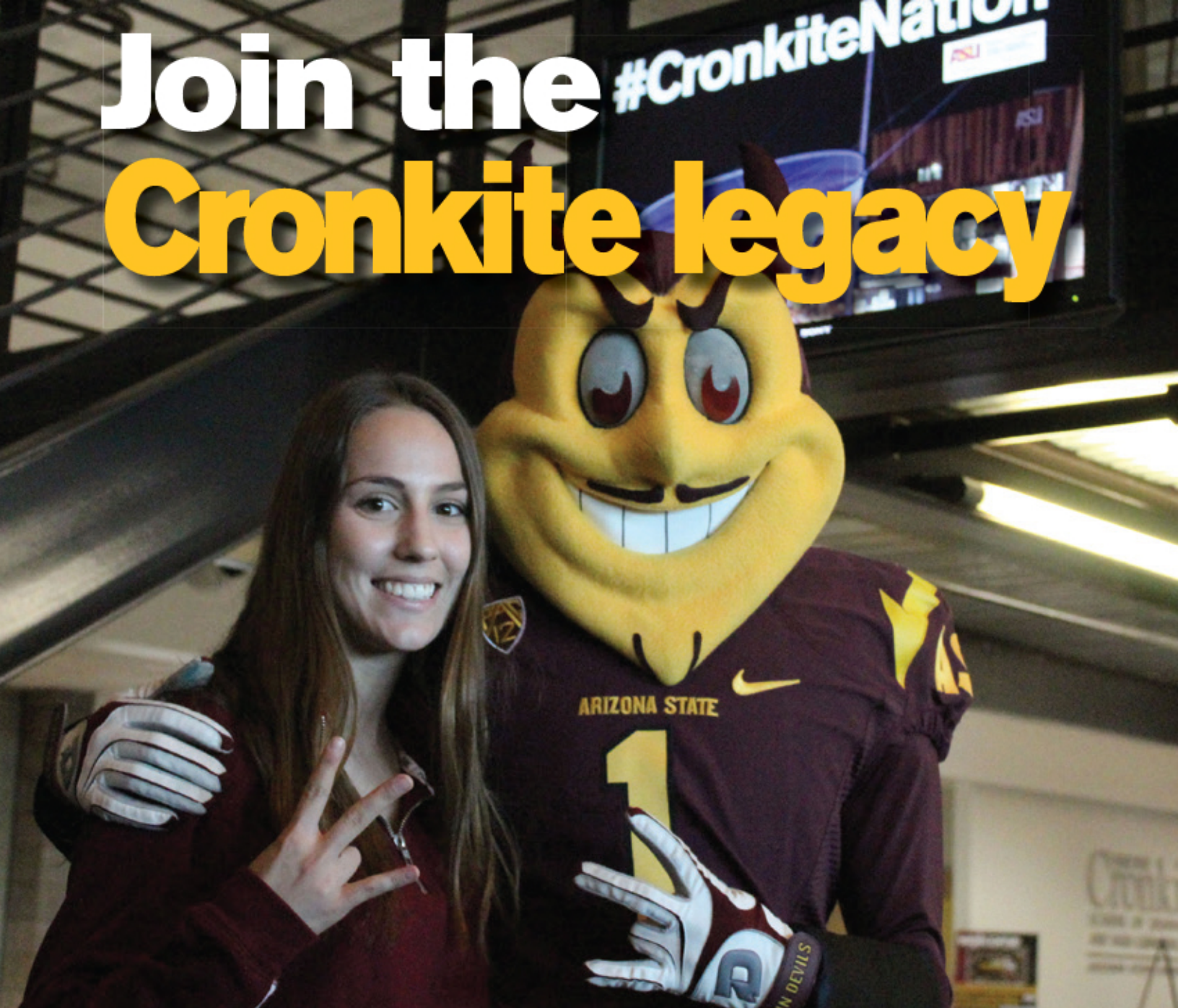
The Cronkite School has always relied on the generosity of alumni, parents, friends, corporations and foundations who support our pursuit of excellence. This support has been a key factor in the Cronkite School's success. Now more than ever, philanthropy is an essential part of the Cronkite School's transformation.

Our generous supporters give for many reasons. Some are simply grateful for their Cronkite experience and want to give back. Many desire to leave a legacy that will benefit future generations of journalism, communication and media leaders. Others are passionate about supporting the good work our students are doing. Whatever the motivation, there are numerous ways to make a difference.



Find out more about
contributing to the Cronkite School
cronkite.asu.edu/giving

Join the Cronkite legacy



You can have a meaningful impact on the future of journalism with a bequest to support the Walter Cronkite School of Journalism and Mass Communication. This simple gift-planning tool allows you to make a commitment now while retaining control of your assets during your lifetime. Depending on your particular situation, a charitable bequest also may result in reduced estate taxes.

For more information about making a bequest through the ASU Foundation for A New American University to benefit the Cronkite School, please contact Tim Gartland, Office of Estate and Gift Planning:

800-979-5225 (toll free)
480-965-5338
asufoundation.org/giftplanning

ASU Foundation
for a new american university

ARIZONA STATE UNIVERSITY



ARIZONA STATE UNIVERSITY

555 N. Central Ave., Suite 302

Phoenix, AZ 85004-1248

@Cronkite_ASU

CRONKITE SCHOOL

Walter Cronkite School of Journalism and Mass Communication

ARIZONA STATE UNIVERSITY