



The Cronkite Journal

WALTER CRONKITE SCHOOL OF JOURNALISM AND MASS COMMUNICATION

2016-2017

Cronkite at 100

ASU commemorates the
late anchor's 100th birthday

Inside

**Cronkite School Fosters
Journalism Innovation
Through New Initiatives**

**Students Cover Summer
Olympic Games in
Rio de Janeiro**

**Carnegie-Knight News21
Investigates Voting Rights
in America**

CAMPAIGN 2020

The Cronkite School is proud to play a part in **Campaign ASU 2020**, the university's first comprehensive, university-wide philanthropic effort in more than a decade. Building on our successes to date, **our mission is to be the best and most innovative professional journalism school** that serves as a critical regional news and community-engagement source, and in so doing, provide a new journalism school model. **Through Campaign ASU 2020, we will do exactly that.**



**SAMANTHA INCORVAIA '16 B.A. JOURNALISM
AND MASS COMMUNICATION**

ENSURE student access and excellence ...

so the Cronkite School can continue to attract and retain students with the ability and ambition to become news leaders and communications professionals of the future.

CHAMPION student success ...

so Cronkite students can continue to thrive as they experience the 'teaching hospital' concept of journalism education, participating in more than a dozen professional immersion programs, guided by award-winning journalists and communications experts, and apply what they have learned in the classroom in real-world learning environments.

ELEVATE the academic enterprise ...


so the Cronkite School can continue to attract, retain and enrich the work of faculty, who include both award-winning professional journalists and world-class media scholars.

FUEL discovery, creativity and innovation ...

so Cronkite students and faculty can successfully lead news innovation in journalism education and serve as a testbed for new ideas in storytelling, community and audience engagement, digital transformation, revenue models and other experiments.

ENRICH our communities ...

so the Cronkite School can continue providing critical news and information to its community, contributing to an informed, engaged citizenry.

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

cronkite.asu.edu/2020

For more information on how you can **support the Cronkite School today and in the future**, please contact a member of our development team:

Liz Bernreuter, senior director
602-496-9444

Beth Steurer, assistant director
602-496-5052

Mardi Gradolf, associate director for Arizona PBS
602-496-3614

contents

2016-2017
The Cronkite Journal

Managing Editor
Joe Giordano

Creative Director
Linda O'Neal Davis

Contributing Editors
Kevin Dale
Steve Crane
Kristin Gilger
Katie Jones
Jean Clare Sarmiento
Cameron Stevenson

Contributing Graphic Designer
Paula Maturana

Staff Writers
Joshua Bowling
Alyssa Hesketh
Samantha Incorvaia
Alexandra Myers
Ryan Santistevan

Contributing Writers
Brett Kurland
Becca Smouse

Contributing Photographers
Scott Bara
Laura M. Davis
Deana Dent
Dominick DiFurio
Alexandra Gaspar
Samantha Incorvaia
Thomas Hawthorne
Johanna Huckeba
Ashley Lowery
Sean Logan
David Marino Jr.
Ben Moffat
Madeline Pado
Courtney Pedroza
Brandon Quester
Ryan Santistevan
Evan Wyloge

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 Cronkite at 100

The Cronkite School, CBS News and the Newseum commemorate what would have been Walter Cronkite's 100th birthday with a special daylong celebration in Washington, D.C.

8 Cronkite Innovation Day

The school's first Innovation Day features drones, virtual reality, telepresence robots and a host of other technologies shaping the future of journalism.

12 Cronkite News Border Poll

An innovative \$50,000 crowdfunding campaign and a partnership with Univision and The Dallas Morning News produce a groundbreaking bilingual poll of residents on both sides of the U.S.-Mexico border.

16 Covering the Rio Olympics

Twenty-five Cronkite students travel to Rio de Janeiro to cover the 2016 Summer Olympic Games for Cronkite News and professional media outlets.

34 Carnegie-Knight News21

The seventh national Carnegie-Knight News21 project investigates voting rights and election participation in the run-up to the 2016 presidential election.

37 Student Awards

Cronkite students successfully compete with professional news organizations in contests ranging from the Alfred I. duPont-Columbia University Award to regional Emmys.

46 New Scholarships

Friends of the Cronkite School establish new scholarships to support high-performing students and give back to the school.

departments

- ▶ 2 Letter from the Dean
- ▶ 3 Letter from the President
- ▶ 15 Covering the World
- ▶ 22 Professional Programs
- ▶ 36 Our Students
- ▶ 46 Scholarships and Giving



Above: Walter Cronkite greets a Cronkite School student during a 2005 visit to ASU.

Cover: Cronkite takes part in a talk hosted by Cronkite Professor Donald G. Godfrey during his 2005 visit.

67 Middle East Study Abroad

Students report on the Syrian refugee crisis as part of the school's first summer study abroad in the Middle East.

71 The Cronkite Award

Charlie Rose of "CBS This Morning" and the late-night PBS talk show accepts the 32nd annual Walter Cronkite Award for Excellence in Journalism.

90-96 New Faculty

The school welcomes six new faculty members, including the former CEO of the largest public relations agency in the world and the former editor-in-chief of the Atlanta Journal-Constitution.

101 In Memoriam

Cronkite Professors Bruce Merrill and Joe Milner leave a legacy of accomplishments in the classroom and the community.

- ▶ 50 Outreach
- ▶ 63 Global Programs
- ▶ 70 Our Events
- ▶ 90 Our People
- ▶ 104 Our Alumni
- ▶ 120 Growing Our School

Celebrating Walter Cronkite: Past, Present and Future



Our design for the Cronkite School is simple. Each day, we draw on the best of the past, while focusing squarely on the future. Two events this past year powerfully illustrate that formula, which combines the “Cronkite values” of great traditional journalism with the excitement and unabashed optimism fueled by the digital future: our celebration of Walter Cronkite’s

100th birthday and our first Cronkite Innovation Day.

Walter Cronkite, throughout his extraordinary journalism career at CBS News, reflected the best of the news business by creating accurate, in-depth, fair, honest and balanced journalism to inform Americans about the most important issues of the day. Our students and faculty live and breathe Cronkite’s values each day in our classrooms and newsrooms, placing a premium on deep storytelling that impacts people’s lives while eschewing the “infotainment” fluff that far too often overwhelms our digital devices, TV screens and printed pages.

This past fall, we celebrated those values and the life of the most influential journalist of his generation. Gathering in the nation’s capital, the Cronkite School, the Newseum and CBS News joined forces to host “Cronkite Day” at the Newseum. It was the first time the Newseum devoted a full day to a single journalist. It was a marvelous celebration of the past, present and future of journalism. Professor Len Downie led a star-studded panel to discuss Walter’s legacy and what it means for the future of journalism. Walter’s grandson, Walter L. Cronkite IV, following in his grandfather’s footsteps as a producer at CBS News, welcomed the hundreds who gathered at the Newseum. One of my favorite parts of the memorable day: a livestreamed conversation with young Cronkite School alumni who have graduated within the past few years but are already making their marks at major national news organizations such as NBC News, Reuters and Congressional Quarterly.

Cronkite Day at the Newseum was followed by another birthday celebration for our namesake in the First Amendment Forum, driven by inspiring student leaders such as Bryce Newberry. Walter’s grandson, appearing via video conference on the Forum’s big screen, told the gathered students, professors and school supporters that “my grandfather loved this school, and he would be bursting with pride to see the state it is in today.” We think he would too.

Earlier in the year, the other part of our journalism education formula was on full display in the First Amendment Forum when Cronkite Innovation Chief Eric Newton launched our first “Innovation Day.” The Forum was filled with students exploring the future, trying out all kinds of new technologies — virtual reality goggles, new wearable devices, a 3-D printer and even flying a drone. Innovation Day, Newton’s brainchild, is a day of discovery

“Our students and faculty live and breathe Cronkite’s values each day in our classrooms and newsrooms, placing a premium on deep storytelling that impacts people’s lives”

to push our students’ creative boundaries and a great example of the school’s forward-looking path.

And of course, the old and the new come together each day through the journalism and strategic media projects created by our students in Phoenix and across the region. These include special reporting projects, which this past year included in-depth, multiplatform coverage of the Democratic and Republican National Conventions in Philadelphia and Cleveland, the Summer Olympic Games in Rio de Janeiro, a major voting rights projects by Carnegie-Knight News21, and a first-of-its-kind bilingual poll of residents on both sides of the U.S.-Mexico border.

I hope you enjoy reading the latest edition of The Cronkite Journal and the remarkable work of our talented students and professors. Please drop me a line at ccallahan@asu.edu with thoughts and ideas about our school. Or better yet, come for a visit. ■

Christopher Callahan
Dean, University Vice Provost and Arizona PBS CEO



Cronkite student leaders (from left) Nicole Praga, Olivia Richard, Courtney Mally and Alex Argeros join Dean Callahan and Sparky for ASU Family Weekend.

Photo by Sean Logan

ASU Fosters Growth of Lifelong Learning



For two straight years, ASU has been selected as the “most innovative” university by U.S. News & World Report, ahead of such institutions as Stanford and MIT. This recognition is a source for pride, but, more importantly, fuel for our continuing efforts to build an ecosystem of innovation — a culture that values entrepreneurial,

multidisciplinary work that identifies critical issues and leads to measurable, real-world impact.

Taken as a whole, the Cronkite School offers one of our sterling examples of this commitment, particularly its “teaching hospital” approach that combines immersive learning and community involvement to provide daily newscasts, award-winning documentaries, creative storytelling on multiple media platforms, and other innovations that reach millions of people in Arizona and beyond. Such work is only possible because of the hard work and enthusiasm of a diverse collection of students, faculty and staff who are driven to excel.

But in addition to a school-wide mission, Cronkite demonstrates the power of creative partnerships and creative thinking through its programs that link fields — journalism and sustainability, for example, or journalism and law, business, transborder studies and sports. For these and other university programs and projects to make a genuine impact, they need to be more than academic exercises. They must be active, forward-looking enterprises that give students concrete experiences, opening their minds to a wider world and the ways that conceptual thinking and problem-solving can open up new possibilities.

This cannot happen fast enough. We are living in a time of accelerating change. We have seen the dramatic decline of some industries that long defined the reality of many Americans and the emergence of new fields barely imagined a few decades ago. Over the course of a lifetime, many of us will hold more than a dozen different jobs spanning multiple careers. The ability to adapt is critical, which is why the ability to learn and engage in lifelong learning may determine who gets ahead in the coming years — and who struggles to participate, economically and socially.

The university’s mission focuses on access, excellence and impact. More than words, these values have inspired our commitment to enrolling a student body that matches the diversity of our community — and one that will gain the skills and guidance necessary to succeed as they pursue their degree. This mission also has influenced initiatives like our growing partnership with Starbucks to help more of its employees gain a college degree, as well as our alliance with King’s College London and the University of New South Wales in Australia to tackle global issues and expand the ability of learners from around the world to access world-class higher education.

In the coming year, we expect more partnerships, more experiments, more new ideas that can drive new innovations and solutions to enhance the quality of our teaching and learning — both at Cronkite and throughout ASU. We count on these efforts to serve the needs of our growing university population and to address the many challenges that yearn for attention and answers. ■

ASU President Michael M. Crow

“The university’s mission focuses on access, excellence and impact. More than words, these values have inspired our commitment to enrolling a student body that matches the diversity of our community.”



As anchor of the “CBS Evening News,” Walter Cronkite set the gold standard for broadcast journalism, shepherding the nation through President John F. Kennedy’s assassination, the Vietnam War and Armstrong’s walk on the moon.

THE 100 Years of ‘The Most Trusted Man in America’ Cronkite Century

Nov. 4, 2016, marked what would have been the late CBS News anchor’s 100th birthday. To commemorate a century of “The Most Trusted Man in America,” the Cronkite School organized a series of events, which included a daylong celebration in Washington, D.C., with CBS News and the Newseum. The Cronkite Century Celebration featured some of the country’s top journalists as well as Cronkite School alumni and faculty.

The Cronkite School also produced an hourlong TV special on the Cronkite Century Celebration, which aired on the school’s television station, Arizona PBS. Online, numerous people shared their memories of Cronkite on social media using the #CronkiteAt100 hashtag.

On the day of his birthday, more than 200 students gathered in the school’s First Amendment Forum to celebrate the late anchor’s legacy to journalism and their

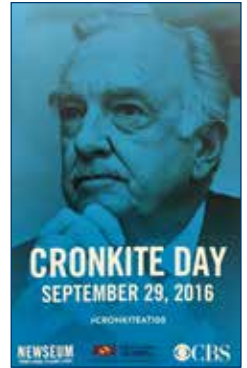
university. They were greeted via live video by the late anchor’s grandson, Walter L. Cronkite IV, a producer at CBS News.

“Walter Cronkite means so much to our school and the journalism profession,” said Cronkite Dean Christopher Callahan. “We were honored to partner with CBS News and the Newseum to mark this momentous occasion, and we are extremely proud of our students and alumni for carrying on Cronkite’s legacy.” ■

There is no better role model for our faculty and students than Walter Cronkite — the embodiment of excellence, integrity, accuracy, fairness, objectivity.

**Together, Our
Potential is Limitless**
CAMPAIGN ASU 2020
cronkite.asu.edu/2020

NEWSEUM THERE'S MORE TO EVERY STORY.



CBS News, Cronkite School Remember Walter Cronkite at Centennial Celebration at Newseum

To commemorate the 100th anniversary of the birth of Walter Cronkite, some of the nation's top journalists joined Cronkite School alumni and faculty for a daylong celebration at the Newseum in Washington, D.C.

Hosted by the Cronkite School, CBS News and the Newseum in September 2016, the Cronkite Century Celebration honored the late "CBS Evening News" anchor and his impact on journalism past, present and future.

The day's events included a panel discussion about Cronkite's legacy with "PBS NewsHour" anchor Gwen Ifill, "CBS Evening News" anchor Scott Pelley, CBS News contributor Bob Schieffer and "60 Minutes" correspondent Lesley Stahl. The talk was moderated by Leonard Downie Jr., the former executive editor of The Washington Post, who now serves as the Cronkite School's Weil Family Professor of Journalism.

Walter Cronkite "was a reporter first, last and always," Pelley said. "If Walter Cronkite was anchor of the evening news today ... we'd all be better off."

The celebration also featured a panel discussion on Cronkite's continued impact on journalism with Downie, Columbia University journalism Professor Michael Schudson and C.W. Anderson, associate professor at the College of Staten Island, CUNY.

In another talk moderated by Cronkite Innovation Chief Eric Newton, recent Cronkite alumni discussed the anchor's influence in a time of digital innovations in news. The discussion featured NBC News reporter Vaughn Hillyard, The Blaze political editor Leigh Munsil, Congressional Quarterly/Roll Call staff writer Elvina Nawaguna, Washington Post sports reporter Master Tesfatsion



Above: Weil Family Professor of Journalism Leonard Downie Jr. moderates a discussion with CBS News contributor Bob Schieffer, "60 Minutes" correspondent Lesley Stahl, "PBS NewsHour" anchor Gwen Ifill and "CBS Evening News" anchor Scott Pelley.

Right: Walter L. Cronkite IV remembers his grandfather as he introduces a panel discussion at the Cronkite Century Celebration. Photos by Johanna Huckleba



and Reuters cyber and surveillance policy reporter Dustin Volz.

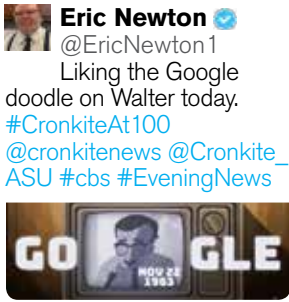
"The principles of journalism that Walter Cronkite espoused and came to know over the course of his career still matter," Munsil said. "They matter now more than ever."

Throughout the day, the Newseum showcased video clips and documentaries about Cronkite in its theaters and presented gallery talks highlighting its collection of artifacts related to the anchor.

The celebration was live-streamed at the Cronkite School, where students and faculty watched throughout the day.

Highlights from the celebration also aired in an hourlong special on Arizona PBS.

"Whether it's the report of President Kennedy's assassination or man's first steps on the moon, Cronkite's legacy transcends the generations of visitors who come to the Newseum," said Jeffrey Herbst, president and CEO of the Newseum. "We were honored to join these esteemed journalists and institutions in celebrating his lasting contribution to the record of our shared history." ■



Students Celebrate #CronkiteAt100

On Nov. 4, 2016, more than 200 students celebrated what would have been Walter Cronkite's 100th birthday at the school that bears his name.

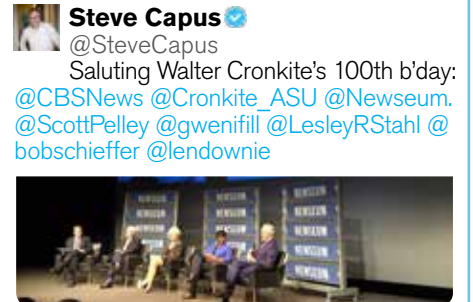
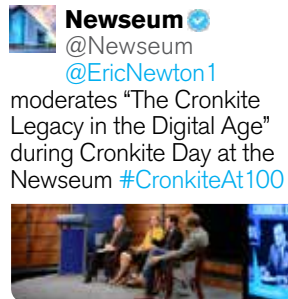
Cronkite students organized a special birthday celebration, which featured a live video greeting from Cronkite's grandson Walter L. Cronkite IV, a Capitol Hill producer at CBS News.

"My grandfather loved this school, and he would be bursting with pride to see the state it is in today," Cronkite said. "It is such an honor for him to have one of the premiere journalism institutions in the country carrying on his name and legacy."

During the celebration, students shared photos on social media and discussed how the late anchor's legacy has impacted their lives.

Bryce Newberry, who helped organize the event and represents Cronkite as a senator in the ASU Undergraduate Student Government Downtown, said the outpouring of support was impressive.

"It was a lot of fun," Newberry said. "It was great to see so many students, faculty and community members take part and connect in this special event." ■



Clockwise top left: The #CronkiteAt100 celebration includes a birthday cake for Walter Cronkite. Cronkite student Amanda Luberto welcomes attendees to the celebration. Cronkite's grandson Walter L. Cronkite IV addresses the school via live video feed. Luberto sings "Happy Birthday" onstage with fellow students Rilee Robinson and Bryce Newberry. Photos by Gabe Mercer

Nov. 4, 1916

Walter Cronkite is born in St. Joseph, Missouri, to Walter Leland Cronkite and Helena Fritsch.



1940

Cronkite marries Betsy Maxwell.



1958

Cronkite reports on America's Explorer 1 mission, the first satellite launched by the U.S.



1981

Cronkite retires as anchor and managing editor of the "CBS Evening News."



2008

The Cronkite School's new six-story building opens in downtown Phoenix.



1925

Nine-year-old Cronkite becomes a paperboy for The Kansas City Star.



1942

Cronkite moves to New York to work for United Press news wire service. He is sent to London as a foreign war correspondent and befriends Andy Rooney, a reporter for Stars and Stripes.



1962

Cronkite is named anchor and managing editor of the "CBS Evening News."



1984

The Arizona Board of Regents changes the name of ASU's journalism program to honor Cronkite. CBS legends Bill Paley and Frank Stanton receive the first Cronkite Award for Excellence in Journalism.



2009

Cronkite dies in New York at the age of 92.



1933

Cronkite graduates from San Jacinto High School. He enrolls at the University of Texas at Austin, where he writes for the school paper, The Daily Texan.



1945-1946

Cronkite covers the Allied air war against Germany and reports on the war crime trials in Nuremberg, Germany.



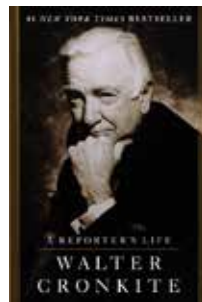
1963

Cronkite reports that President John F. Kennedy has been assassinated.



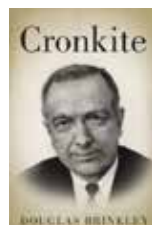
1997

Cronkite writes the best-selling biography "A Reporter's Life."



2012

Historian Douglas Brinkley publishes the biography "Cronkite."



1935

Cronkite is hired by Austin AM radio station KNOW to report on sports and campus news. At the end of the spring semester, he leaves the University of Texas, unable to afford tuition.



1950

Cronkite joins a new CBS television affiliate in Washington, D.C., WTOP-TV. His first segments covered troop movements on the Korean peninsula.



1968

Cronkite famously concludes a CBS special report on Vietnam by saying the war would end in stalemate. He also reports on the assassination of Martin Luther King Jr.



2003

Cronkite's longtime friend Andy Rooney becomes the 20th recipient of the Cronkite Award.



2013

"One PM Central Standard Time," a film recounting Cronkite's coverage of the JFK assassination, premieres on PBS.



1936

Cronkite is hired as a radio newsman at KCMO and moves back to Kansas City. There, he meets and falls in love with Betsy Maxwell, an advertising copywriter.



1952

The term "anchor" is coined to describe Cronkite's role at the Democratic and Republican national conventions.



1969

Along with Cronkite, Americans watch the first lunar landing live on television.



2007

Cronkite breaks ground on a new \$71 million Cronkite School building in downtown Phoenix.



2016

Cronkite School, CBS News and the Newseum host a special Cronkite Centennial celebration in Washington, D.C.



Looking Forward — Journalism Innovation

Innovation is a hallmark of both Arizona State University and the Cronkite School.

ASU has topped the U.S. News & World Report rankings as the most innovative school in the country for two consecutive years, and the Cronkite School is a key part of the university's drive to innovate.

From its annual Innovation Day featuring new technologies to a collaboration with Google News Lab to test new digital tools and a crowd-funding campaign for student journalism projects, Cronkite puts a high priority on experimentation.

"This isn't just about trying what's new and different," said Dean Christopher Callahan. "It's about creating what's new and effective. We need new ideas, tools and approaches to reach people with important news and information in a rapidly changing digital media world. As a journalism school, we can be an important test bed or laboratory for these changes." ■

Campaign ASU 2020 will provide students with space to experiment with new forms of storytelling, ways to engage audiences and explore revenue models that can benefit the future of the industry.

Together, Our Potential is Limitless

CAMPAIGN ASU 2020

cronkite.asu.edu/2020

Background: A telepresence robot is one of the new technologies showcased at the school's Innovation Day. Photo by Deanna Dent/ASU Now. Right: Student Judson Tomaiko holds an iPad that is connected to a Zacuto Gratical HD camera from B&H Photo Video. Photo by Samantha Incorvaia

Cronkite Innovation Day Inspires Fun, Discovery

By Samantha Incorvaia

A telepresence robot, an indoor drone, a 3-D printer and a virtual reality booth were among the developing technologies featured at the Cronkite School's first Innovation Day.

Students, faculty and members of the public had the chance to see and test the latest digital tools from more than 20 companies as well as several schools at ASU during Innovation Day in January 2016.

They slipped on headphones and goggles to watch U2 and other artists sing "Songs for Someone." They tested parabolic microphones, which can pick up sounds from great distances. They tried on wearable media like Apple Watches and Thync, a device that helps produce a sense of calm or provides an energy boost and is operated on a smartphone. And they learned to fly a drone, which can capture news video available no other way.

Students competed in an Innovation Day contest by tweeting ways journalists might be able to use the technologies they were trying. Winners were awarded prizes, including virtual reality gear and iPhone stabilizers, donated by participating vendors.

Kevin Dale, Cronkite News executive editor, said the contest was a fun way to get students thinking about how new technologies can change the way stories are reported.

The message resonated with Cronkite junior Scotty Bara. "Journalism



'Scotty' Rolls into Action at Cronkite

"Want to visit the Cronkite News newsroom?" Cronkite Innovation Chief Eric Newton asked more than 100 freshmen gathered for a lecture in the Cronkite Theater.

"Meet Scotty. He'll take you there."

With that, Scotty, a Beam Pro virtual presence device that looks like a small robot with a monitor that projects the operator's face, went into action, rolling through the newsroom on the sixth floor of the Cronkite School while his audience remained in their seats four floors below.

Scotty rolled up to Cronkite professors and students and asked them the questions the freshmen were pondering: Who is a journalist and what does a journalist do? The people and their answers were projected onto screens in the theater while Newton controlled the robot's movements with a remote device.

Since arriving at the Cronkite School last year, Scotty, named after the chief engineer on "Star Trek," has been a hit with students and faculty, who use him to stream webcam feeds, making it possible to bring guest speakers into classes from thousands of miles away — and in a manner that engages students' interest.

Scotty, marketed by Sutable Technologies, was one of the featured new technologies at Innovation Day, where he welcomed people to the school, and he is regularly used to give high school students across the state virtual tours of the school. Newton employs the unit to conduct "innovation tours" of the school, "showing the leaders of the nation's media innovation labs what we're doing."

Newton said the device also is used for remote meetings and has been a favorite at journalism conferences.

But is Scotty, in fact, an "innovation"? Newton said the robot meets his test — a new method improving on the old.

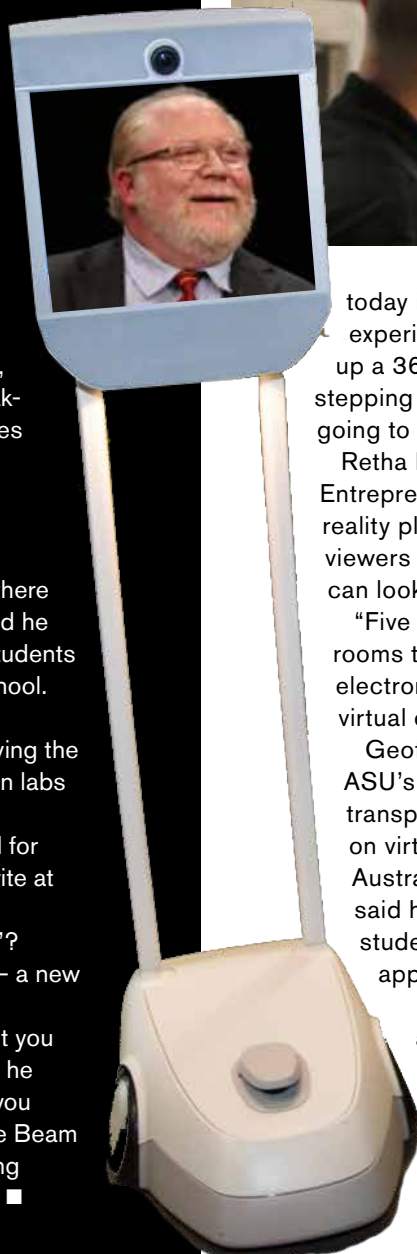
"Sure, Skype will get you places, but you can't look around while you are there," he said. "FaceTime will beam you in, but you can't control what you see or hear. The Beam unit is a new and improved way of being somewhere else. Even better, it's fun." ■



Top: Students Nicole Gutierrez (left) and Ciara Delgado try virtual reality technology.



Left: Judson Tomaiko controls the Zacuto gear while B&H's Jason Geller tells him about the technology. Photos by Samantha Incorvaia



today is about the power of the visual image and experiencing the world around you," said Bara as he held up a 360-degree camera the size of a juice glass. "It's a stepping stone for storytelling, and these experiences are going to shape the way we view news."

Retha Hill, who heads Cronkite's New Media Innovation and Entrepreneurship Lab, introduced students to Vrse, a virtual reality platform that supports 360-degree video, enabling viewers to feel that they are really at a location because they can look up, down or all around a scene.

"Five years from now people will turn their entertainment rooms that were once filled with large-screen TVs and electronics into immersive media rooms where they can have virtual experiences and say, 'Take me to Tahiti!'" Hill said.

Geoffrey Bruce, chief exploration software architect in ASU's School of Earth and Space Exploration, wasn't transporting students to Tahiti, but he was taking them on virtual fields trips to the Grand Canyon, Panama and Australia by way of his DJI drone and 4K camera. Bruce said his school is using the technology to take geology students to hard-to-reach places, but he sees powerful applications for journalists.

"Let's say a volcano erupts and you want to cover a story without putting anyone in danger," he said.

"This drone is the best and most efficient way to do that."

Nic Lindh, Cronkite web developer, demonstrated new apps for reporters. They included Bubbli, which gives smartphones 360-degree capability; Seene, which enables 3-D images on tablets; and



Top: Students Carolina Marquez (left) and Jawad Shahbandar learn how to fly a drone.

Bottom: Courtney Pedroza tries on goggles at the Experience Virtual Reality booth. Photos by Samantha Incorvaia

Cronkite Partners with Google to Test Tools



The Cronkite School is the first journalism school in the nation to team up with Google News Lab to test new digital tools and encourage their use throughout the curriculum.

The ASU pilot project helped Google launch its News Lab University Network, designed to assist journalists and entrepreneurs worldwide as they find new ways to discover, create and distribute news.

Cronkite students first received hands-on digital tools training from Nicholas Whitaker, the lab's training and development director. Students and faculty then used the tools to produce journalism. They also reviewed the tutorials on the lab's website, encouraging Google to cluster modules into classes and, eventually, to group classes into a certificate program.

The pilot was led by Cronkite Innovation Chief Eric Newton, who drives cutting-edge ideas and initiatives at Cronkite News and school wide.

Newton teaches an Innovation Tools class in which students find, try and critique new tools and apps, and he works closely with Cronkite News Digital Production to test-drive new tools. For example, Cronkite News students used Google Earth to create a virtual tour of an Aztec city, Google Trends to map searches for voter registration after the political conventions, and Google Maps to show everything from the location of

polling places to 360-views of rest stops for hikers.

"Students absolutely love trying new tools," said Rebecca Blatt, director of Cronkite News Digital Production. "Exposing them to as many as possible seems to really open up new ways of thinking about reporting and storytelling."

Not all new tools have worked well, but others have been game-changers. Cronkite News found the messaging app Slack ideal for tracking stories and communicating quickly from multiple locations. Blatt tracked an average of more than 4,000 messages and 250 shared files a week.

Another student favorite was Google Translate, an app that allows you to hold your phone over a piece of text and see it transform instantly into any number of languages.

The newsroom also learned how to do a better job with training. "The temptation is to train everyone up front, in, say, graphics programs, since you know they will eventually use graphics," Newton reported on the CronkiteLab.News website, "but it turns out that just-in-time training can be more effective. When it's time to create the graph, then teach that skill."

The partnership with Google News was "a natural," Newton added.

"Journalism students today need to know the best practices of digital journalism, not only to get that first job but to enjoy long careers," he said. ■

TouchCast, which creates pop-up graphics for broadcasts.

"The whole idea behind these apps is to put editing tools in your pocket with an eye to speed and quality," Lindh said. "These new capabilities lead to all kinds of possibilities."

Participating companies included B&H Photo Video, Apple, DODOCase, Double Robotics, I Am Cardboard, RedPost, Sennheiser and VSN Mobil as well as several ASU programs, such as the Herberger Institute for Design and the Arts, the Ira A. Fulton Schools of Engineering and the School of Earth and Space Exploration.

Innovation Day was designed by Cronkite Innovation Chief Eric Newton to accelerate innovation and showcase the central role of innovation at ASU.

"Reading about new technology is one thing," he said, "but trying it yourself in a fun atmosphere is a better way to understand." ■

Crowdfunding Campaign

Raises Money, Teaches Lessons



Right: Student Courtney Pedroza shoots photos at the U.S.-Mexico border fence.
Top: Pedroza and Southwest Borderlands Initiative Professor Angela Kocherga cover a story in Anapra, Chihuahua. Photos courtesy of Cronkite News



Students Cammeron Neely (top) and Lillian Griego cover both sides of the U.S.-Mexico border for Cronkite News. Photo courtesy of Angela Kocherga

The Cronkite School's first crowdfunding campaign — to support student coverage of border and immigration issues — successfully raised \$50,000 for a major Cronkite News project and taught important lessons about how crowdfunding can help finance quality journalism.

The campaign, conducted over a 30-day period in early 2016, attracted more than 130 supporters. The funds were used for student reporting trips, equipment and a major poll of residents living on both sides of the U.S.-Mexico border.

To conduct the campaign, Cronkite partnered with Beacon, an experimental crowdfunding platform that helped national news organizations and independent journalists raise funds for reporting projects. The school was the first journalism program in the nation to establish a major crowdfunding partnership with Beacon.

Eric Newton, Cronkite's Innovation chief, said the campaign expanded the Cronkite News Borderlands Bureau's effort "to give the people who live there a national voice" during election-year debates on border issues.

Students in the bureau, under the guidance of award-winning journalists Alfredo Corchado and Angela Kocherga, went on to cover Pope Francis' 2016 visit to the border and, using the opinion poll results as a starting point, delved into a variety of other stories on immigration, border security, the economy and the environment.

The poll, conducted by a professional firm and believed to be the first of its kind in 15 years, included interviews with nearly 1,500 residents in 14 U.S. and Mexican cities. Major media partners included Univision and The Dallas Morning News. They featured poll results, as did The Arizona Republic, The Washington Post, The Associated Press and others.

The crowdfunding campaign was spearheaded by students in Cronkite's Public Insight Network Bureau, an interactive hub helping newsrooms better engage with communities. The bureau investigated whether crowdfunding is a viable revenue source for student-produced news.

Their work, including data analysis by a graduate student from ASU's W. P. Carey School of Business, was

Major US-Mexico Border Poll Finds Opposition to Wall



supported by a \$10,000 grant from the Institute of Nonprofit News.

In a report on the campaign, Cronkite student Kaly Nasiff wrote that online crowdfunding campaigns work best if you choose a topic that resonates with your audience, use emails as a primary outreach, keep campaign goals modest and frequently update your community. Email is best for drawing donations, she emphasized, while “social media is much more about building a brand.”

Perhaps most important for journalism schools, Nasiff reported that people responded best to the campaign when they had a personal connection to ASU and when messages emphasized the educational mission of the effort.

“A good crowdfunding campaign can be a worthwhile educational experience for students, and, if successful, the funding can help schools do more for the community,” she wrote.

“This was a great project for students,” Nasiff concluded. “They were involved in every stage – developing poll questions, traveling the border, writing, editing, filming, designing and presenting a major story package and more. ... For these reasons alone, it’s a great project for journalism educators to do.” ■

A bilingual election-year poll of residents on both sides of the U.S.-Mexico border, a unique partnership between Cronkite News, Univision News and The Dallas Morning News, revealed a large majority opposed to the building of a new border wall between their countries.

The poll found that 86 percent of border residents in Mexico and 72 percent of U.S. border residents were against building a wall between Mexico and the U.S.

The Cronkite School led work on the groundbreaking poll of attitudes and opinions of residents in 14 cities along the U.S.-Mexico border. It was conducted in April and May 2016 by Baseline & Associates Inc., a public research opinion firm based in Austin, Texas, with extensive experience in the Southwest.

The poll was funded by the media partners and the public through the crowdfunding platform, Beacon, which matched the contributions. It had a margin of error of 2.6 percent.

Fewer than 20 percent of the border residents surveyed said life on the border was improving, a much lower figure than the 40 percent who told Baseline pollsters in 2001 that the region was improving.

The border poll received widespread attention from The Associated Press, The Washington Post and many other news organizations.

Cronkite’s media partners did even more.

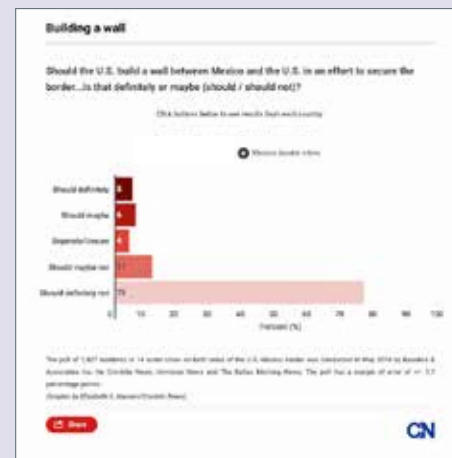
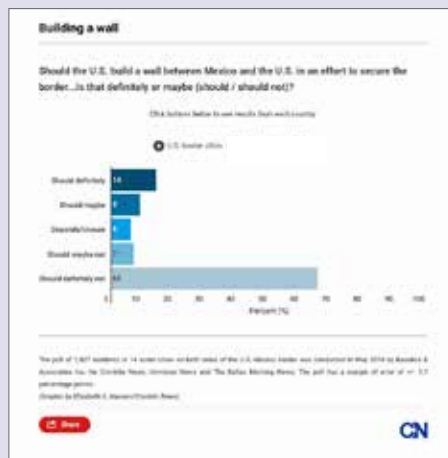
Univision, the Miami-based Spanish-language broadcaster reaching 94.1 million households, featured the poll and launched a permanent section dedicated to border issues on its website. The Dallas Morning News, the large Texas newspaper owned by the A. H. Belo Corp., featured a multimedia package of stories on its website, dallasnews.com, as well as a full print report.

The polls also sparked extensive reporting by students in the Cronkite News Borderlands Bureau. Cronkite journalists visited the seven pairs of U.S.-Mexico “sister cities” included in the poll. Their work, in both English and Spanish, appeared in a major report and spurred ongoing coverage. Their bilingual interviews, as well as eye-catching poll graphics produced by Cronkite News Digital Production, also were used by the media partners.

“Working on this border poll opened my eyes to a community I hadn’t really seen before – one I don’t think people understand well,” said Cronkite News photojournalist Courtney Pedroza. “With my camera, it gave me the opportunity to document their lives, hopes and frustrations.”

Cronkite Dean Christopher Callahan said more than 15 million Americans and Mexicans live along the border, and “too often they are missing from news coverage. This extraordinary poll captures the voices of the people who actually live and work along the border, providing a critical component to the national discourse and showing how united border residents are on many issues.” ■

The complete Cronkite News-Univision News-Dallas Morning News Border Poll and coverage from Cronkite News can be found at cronkitenews.azpbs.org/2016/07/17/border-poll-overview.





PIN Bureau Wins College Innovator of the Year Award



For the second time in two years, the Cronkite Public Insight Network Bureau has won a major award for innovation.

The professional program, designed to help news organizations strengthen community engagement, was awarded The Associated Press Media Editor's Innovator of the Year Award for College Students in 2016. The association, made up of editors at news media organizations in the U.S. and Canada, works closely with The Associated Press to foster journalism excellence and train and develop newsroom leaders.

The previous year, the PIN Bureau won the ASU President's Award for Innovation, an honor that recognizes significant contributions to the university through the development of cutting-edge projects and programs.

Students in the bureau work with professional journalists across the country to help them connect with diverse audiences to produce coverage that is personal, relevant and inclusive. Students also complete multimedia projects based on an immersion experience in an under-covered community.

The program is supported by the John S. and James L. Knight Foundation, the Corporation for Public Broadcasting and American Public Media.

Gary Graham, editor of The Spokesman-Review in Spokane, Washington, one of the judges for the APME contest, wrote: "The students paired shoe-leather reporting skills and street-smart use of new media tools to tell the untold stories of Phoenix communities. The program helps students develop critical listening skills and ways to engage ordinary people in extraordinary ways."

Rebecca Blatt, founding director of the bureau, said the award highlights "how critical community engagement is for the future of the news industry. Newsrooms across the country are looking to Cronkite students to drive innovation in engagement and reporting." ■



Lab Wins Prestigious Innovative Technology Award

The New Media Innovation and Entrepreneurship Lab won national recognition for driving innovation in the media industry with a 2016 award from the National Association of Broadcasters Education Foundation.

NABEF's Excellence in Innovative Technology Award went to the lab for the Cronkite News VR and Cronkite Border VR apps that utilize virtual reality and 360-degree video documentary storytelling to give people a sense of life on the border.

Retha Hill, lab director and Cronkite professor of practice, said 16 students worked on the apps during the 2015-2016 academic year, traveling to the border to shoot 360-degree video and interview residents and border patrol agents. She said the project gave students the opportunity to tell complex and emotional stories in a new medium.

Recent Cronkite graduate Alexandra Scoville was part of the team that worked on the project. She said she and her colleagues tried to create a virtual reality experience that was immersive and different from traditional storytelling methods.

"The experience expanded my idea of what storytelling and journalism can look like," Scoville said. "You're redefining everything, whether it's working with a different type of software or thinking about ethics. It's a really rewarding experience."

In addition to border stories, the Cronkite News VR app includes stories about water challenges at Lake Mead and other topics of interest to Arizonans.

Hill said students chose to focus on the border for much of their coverage because "we're so disconnected when we talk about the border. Many people have never been there. We wanted to help people better understand and experience the border with these apps."

The NABEF is a nonprofit organization dedicated to reinforcing the future of broadcasting through a commitment to education and to advancing excellence in diversity and community service efforts.

■

To download the Cronkite News VR and Cronkite Border VR apps, visit itunes.apple.com.



Covering the World

In a six-month period in 2016, Cronkite students covered the Olympics in Brazil and the national political conventions in Philadelphia and Cleveland. They traveled to Eastern Europe to report on the immigration crisis, and they joined scores of professionals covering the college football national championship in Glendale, Arizona.

Such opportunities are rare for college students, said Cronkite Associate Dean Kristin Gilger. But at the Cronkite School, they've become a regular occurrence.

"We want to be sure our students get every chance to experience what it's like to report on big news events, whether they take place close to home or on the other side of the globe," Gilger said.

She said the school frequently partners with professional news organizations, giving students

additional outlets for their work and the opportunity to work side-by-side with professionals.

The students come away changed — as individuals and journalists.

"Reporting at the Olympics has by far been my best memory and experience of my life," said Allison Gargaro, a Cronkite School senior.

"This experience will give me the chance to show my work to future employers and help me land my dream job one day." ■

Campaign ASU 2020 will ensure that we continue to innovate as a critical regional news and community-engagement source, providing a new journalism school model — and new ways to do journalism — for the nation and the world.

Together, Our Potential is Limitless

CAMPAIGN ASU 2020
cronkite.asu.edu/2020



Covering the Rio Olympics

Cronkite School students spend three weeks as working journalists for professional news outlets



By Brett Kurland,
director, Cronkite News,
Phoenix Sports Bureau

While sitting in the Rio Media Center late on the first Sunday morning of the 2016 Summer Olympics, I launched The Arizona Republic's iPad app. I swiped through the electronic version of the newspaper until I got to the front page of the Travel & Explore section. Right there on the cover was a story by one of our Cronkite News reporters about the beaches of Rio de Janeiro placed atop a beautiful photo taken by one of our Cronkite News photographers.

It was a thrill to see the package, which was produced by two of the 25 students we had brought with us to Rio as part of our immersive "Covering the Rio Olympics" study abroad program. This was not a typical study abroad experience — students spent three weeks as working journalists covering the games and the culture of the host city.

The Olympic experience is just one of the Cronkite School's innovative initiatives, including Cronkite News, the multiplatform news operation of Arizona PBS, the largest media organization operated by a journalism school in the world.

In addition to featuring our Olympic stories on Cronkite News, we worked closely with leading news organizations in our market and beyond. Many of our students' stories found their way into the pages and onto the websites and airwaves of KPNX-TV, Pac-12 Networks and The Arizona Republic, among others, thanks to partnerships we cultivated before leaving for Rio.

"When the opportunity arose to partner with the Cronkite School, we knew it could be mutually beneficial," said Ginger Rough, news director

Cronkite student Jaclyn Chung (left) does a report on camera with fellow student Kristina Vicario.

and strategist for entertainment at the Republic.

For students, it was the chance of a lifetime, covering one of the world's largest sporting events while bolstering their resumes as they prepared to graduate and pursue jobs in journalism.

"Reporting at the Olympics has by far been my best memory and experience of my life," said Allison Gargaro, a Cronkite senior. "This experience will give me the chance to show my work to future employers and help me land my dream job one day."

For partners, it meant a much larger presence in Rio than otherwise would have been possible.

KPNX-TV, the NBC affiliate in Phoenix sent two staff members to Rio: a reporter and a photographer. But thanks to our students, they were able to air many more stories from the Olympics. Our students produced several video packages, and they were featured on-camera during KPNX-TV's newscasts.

"Having the Cronkite students provided us with an extra resource to get places we couldn't get to," said Jeff Schneider, KPNX-TV's executive sports producer. "It was, in essence, like having additional personnel on site working with us."

That additional help was critical for KPNX-TV, which, as the Olympic station for the Phoenix market, devoted a significant amount of its news broadcasts to the Olympics, according to Assistant News Director Ivan Hernandez.

"NBC is out covering the big names and big events," Hernandez said. "Our focus is to showcase the hometown heroes. These guys are not always the big stars or competing in the most popular events. They don't have the network cameras fixed on them. The Cronkite students helped us give those Arizona athletes the exposure they deserved."

Laura Podolak, senior assignment manager at Pac-12 Networks, said that if the network had relied only on the two journalists it had sent to Rio, the



Covering the
Rio
Olympics

network's website would have featured only a fraction of the stories that wound up being produced.

"Without the Cronkite students, we would have been able to cover only about a quarter of the stories we wanted to target while on the ground," she said.

According to Candice Coots, who was one of the two journalists in Rio for the Pac-12, nearly 300 people connected to the conference were competing, coaching or otherwise involved in the games, and Cronkite enabled them to cast a wide net in covering them.

"One Pac-12 medalist told me, 'Wow, the Pac-12 is everywhere in Rio. I love all of the support,'" Coots said.

The Arizona Republic sent five staff members to Rio, but all five were primarily assigned to write sports stories for the USA Today Network, according to Rough.

"The Cronkite partnership allowed us to have a much bigger presence on the ground in Rio and to give our readers a much wider array of content about other topics of interest," she said.

This was not the first time our students covered the Olympics. In 2012, we sent 19 students to cover the London Games. This time around, we handpicked 25 students from a pool of approximately 80 applicants. We selected them based on their journalism experience, the quality of their work and their ability to hit the ground running.

Once selected, we charged the reporters with finding compelling stories that would be relevant to the audiences of our



Cronkite student Haley Stesiak interviews USA rugby player Danny Barrett. Photo by Jaclyn Chung

partners for the three weeks we would spend in Rio.

"It was a collaboration that benefitted our readers through interesting, in-depth stories we would not have otherwise published," Rough said. "You could tell they really embraced the opportunity and worked hard to go beyond the tried, the mundane, the overdone."

Cronkite reporters produced text, video, photo, social and 360-degree video content on a variety of topics, ranging from Brazil's famous steakhouse style of cooking and Rio's lush urban hiking trails to the members of Team USA's "Final Five" women's gymnastics team, who became some of the brightest stars of the games.

"The breadth of the stories and sports covered really enhanced and told a more complete story than our network could tell because of limited resources," Natalia

Ciccone, Pac-12 assistant commissioner for communications, said.

Our media partners gave many of the stories prominent placement on their respective outlets, including two straight Sundays on which Cronkite work was featured on the front page of the Republic's Travel & Explore section.

"The story ideas were creative, the narratives well-reported and interesting," Rough said. "The content was detailed, accurate and descriptive, and several of the packages were used as cover stories and centerpieces."

Reporters spent the months leading up to the games preparing and developing story ideas in class meetings with three award-winning journalists who served as faculty editors and leaders of the study abroad experience. The instructors, included myself (a professor of practice and the director of the Phoenix Sports Bureau of Cronkite News), Assistant Dean Mark Lodato, and faculty associate Sarah Muench.

"Before departing, one of our Cronkite News editors told us that we aren't students studying journalism; instead, we're journalists," said Logan Newman, a Cronkite senior. "The mindset gave us an air of professionalism in the field."

It is a mindset that the reporters took into the rooms full of veteran journalists at Team USA practices and press conferences, whether it was for a one-on-one interview with Team USA Basketball coach Mike Krzyzewski or as part of a packed press conference following Michael Phelps' final Olympic competition.

"We were always the youngest reporters there by far," Cronkite senior Jamee Lind said. "We owned it and asked questions amidst a crowd of 30 to 40 vetted reporters and made a lot of really cool connections with some of the regular broadcasters."

Students worked every day with faculty editors, producing about 100 stories while in Rio. They also received in-the-moment advice from some of the biggest names in journalism.

"On the day I covered Michael Phelps' last Olympic presser, I had NBC to my right and FOX to my left," said Kristina Vicario, a Cronkite master's student. "Both reporters told me how amazing it was that I was able to have this opportunity in college and offered me their insights



Top: Student reporter Ryan Curry interviews USA water polo player Caroline Clark.

Bottom: Student Langston Fields shoots near the Christ the Redeemer statue in Rio de Janeiro. Photos by Jaclyn Chung

as to how to best break into the field."

The Cronkite School has a long history of success partnering with major media outlets in covering sporting events. For six straight years, Cronkite students have covered Cactus League spring training for outlets such as MLB.com, The Denver Post and the Milwaukee Journal Sentinel.

In the months leading up to Super Bowl XLIX, students produced stories for Sports Illustrated, NFL.com, The Arizona Republic and FOX Sports Arizona. And Cronkite students in both our Phoenix and Los Angeles sports bureaus produce stories for Pac-12 Networks about ASU, University of Arizona, University of California, Los Angeles, and University of Southern California athletics.

It is this history that gave large media companies the confidence to partner with the school in Rio.

"We have worked with the Cronkite School before on other projects, such as spring training and ASU football coverage," Schneider said. "The students are well versed in what it takes to track down stories and have always provided us with high quality work."

Partners also see Rio as a building block for future work together.

"The partnership was a huge success," Podolak said. "I'm hopeful that this is a setup we can consider in future years when events occur that are important to our audience. It is a joy to work with the Cronkite School." ■

A version of this article originally appeared in the December 2016 issue of Editor & Publisher.

Cronkite Students Cover Republican and Democratic National Conventions

"Women's suffrage, wars and civil rights. In her 102 years, Jerry Emmett has lived through defining moments in history. And now, the centenarian hopes to witness even more."

So began a broadcast story by Cronkite News reporter Joey Carrera from the July 2016 Democratic National Convention in Philadelphia. Carrera was part of a team of 10 student journalists and two Cronkite News faculty directors who covered the national political convention. Another team of 10 reporters covered the Republican National Convention the week before in Cleveland.

Cronkite News had the largest presence of any Arizona media organization at each convention. The team was charged with looking for stories that would resonate with Arizona readers.

"We weren't going to try to duplicate what the national organizations would do; we wanted the student journalists to look for story ideas and angles that would matter to the audience back home," said Cronkite News Executive Editor Kevin Dale.

The Emmett story was a perfect example. By embedding themselves with the state delegations — and having spent the summer contacting delegates in conjunction with the Public Insight Network — the Cronkite team found interesting stories each day. Emmett was an honorary delegate and was nominated to announce how the Arizona delegation would cast its votes for the Democratic nomination for president. Her story ricocheted around the country.

Emily Zentner, a Cronkite student and Carnegie-Knight News21 reporter, wrote the digital portion of the Emmett story. News21, a national multimedia investigative reporting initiative headquartered at the Cronkite School, sent a student to each of the conventions to report on voting rights.

The assignment — covering the national political conventions in the most uncon-



Cronkite student Meghan Finnerty (center) works on a story for Cronkite News at the Republican National Convention in Cleveland. Photo courtesy of Heather Lovett Dunn

ventional of political years — was exciting for students.

"It's definitely the biggest thing I've ever done," said Selena Makrides, a Cronkite graduate student.

In addition to producing stories from the convention floors, the Cronkite teams hit the hotels and the streets to produce multiple broadcast and digital stories each day.

"In the short week we were at each convention, the reporters learned first-hand how to develop sources, ask follow-up questions, the challenges of covering big events and how to handle a more intense deadline pressure," said Cronkite News Professor of Practice Heather Dunn, who managed the coverage along with Cronkite News Washington Director Steve Crane. "They were able to observe politics in action and see their stories picked up by outlets like Politico. The broadcast reporters were able to do live shots from the balcony overlooking the floor, alongside journalists like Scott Pelley, Anderson Cooper and Lester Holt. They also learned the value of working as a team to bring the coverage back to Arizona PBS."

The students had to negotiate a myriad of logistical challenges. Dunn said, "like dealing with the Secret Service (and) security around the venues. Just getting from one news conference back to our



Arizona Republican Party Chairman Robert Graham (left) and Maricopa County Sheriff Joe Arpaio listen to speakers on the final night of the Republican convention. Photo by David Marino Jr./Cronkite News

work station added a degree of difficulty to reporting. But they were in the thick of things with all of the networks, USA Today, even Showtime's 'The Circus,' and that increased their already high level of professionalism. It's an experience I don't think they will ever forget."

Cronkite graduate student Krاندall Brantley spent part of the summer getting to know Arizona's delegates before the Republican National Convention.

"I haven't heard this much buzz about a political convention in my lifetime," he said before leaving for Cleveland. "It's amazing that a journalism program can have access to get us credentials to cover a national event of this magnitude. This will probably be an experience I'll remember for the rest of my life, and I'm hoping it will position me well for the rest of my career." ■

Cronkite Students Report on Immigration — from Hungary

By Alexandra Myers



Students reporting in Hungary photographed local scenes and tweeted while on assignment.

Top photo by Emily L. Mahoney
Bottom photo by Courtney Pedroza



For Cronkite senior Emily Mahoney, the most memorable sight on her Southwest Borderlands Initiative trip were the faces of children huddled around a trash can fire in a Roma ghetto on the Slovakia-Hungary border.

Mahoney said she entered another world when her group's driver turned onto a dirt road leading to a sea of shacks made of wood and corrugated steel. She and several classmates spent their day there speaking to residents.

The Roma, an ethnic minority in Eastern and Central Europe, are forced to live in ghettos and many experience daily discrimination. Mahoney said she felt honored to "give voice to the voiceless" and share the Roma's lives.

"Nothing could prepare me for what we saw there," Mahoney said. "I had never witnessed dire poverty like this before. It was a slap in the face and a reminder that the ugliness and the hatred and the discrimination that we typically associate with the past still exists today."

Mahoney was part of this year's Southwest Borderlands class, in which students study and report on transnational issues along the Mexican-American border. During the second semester, students focus on in-depth reporting in a specific place where borderlands issues are key to understanding the region.

This year, Southwest Borderlands Initiative Professors Rick Rodriguez and Alfredo Corchado and their students focused on Eastern Europe and the refugee crisis created by the Syrian war. They traveled to Hungary to document that country's border issues, which are similar to those along the U.S.-Mexico border, Rodriguez said.

In response to the Syrian refugee crisis, Hungary has shut off all immigration and put up a fence along its borders with Serbia and Croatia. A fence along

Hungary's border with Slovakia is in progress.

To prepare for their trip to Hungary over spring break, the students spent early mornings and late nights researching the country's history, arranging interviews and mentally preparing themselves for the challenges to come. Mahoney said she read everything about Hungary that she could get her hands on, even if it wasn't relevant to the story she was covering.

Mahoney and her classmates examined a range of border issues and reported on the repressed minority and refugees who made their way to Germany or Sweden through Hungary.

Mahoney said the biggest challenge was having a story fall through at the last minute. Student reporters had to be flexible, she said.

Students also learned to be aware of their personal biases. Mahoney said that reporters entering a foreign country have to try their best to see things from their subjects' point of view.

"No matter how objective you try to be as journalist, we are all Americans who believe that discrimination is wrong. We are all Americans who believe that the government should have freedom of the press," Mahoney said. "When you go into a country like this, those are no longer givens; those are no longer assumed."

Since 2011, the Southwest Borderlands Initiative has included student reporting projects to the Dominican Republic, Puerto Rico, the U.S.-Canadian border, Chiapas, Mexico and Nicaragua. ■

The Southwest Borderlands Initiatives is made possible by a grant from the **Howard G. Buffett Foundation**, a private foundation working to improve the standard of living and quality of life for the world's most impoverished and marginalized populations.



Cronkite Seniors Cover College Football National Championship

By Ryan Santistevan

In January 2016, with confetti raining on the field at University of Phoenix Stadium and Alabama players celebrating their national college football championship, two Cronkite sports journalists were intent on doing their jobs.

Seniors Kerry Crowley and Bill Slane were covering the college football national championship game in Glendale, Arizona, for the Cronkite News – Phoenix Sports Bureau.

“As a sports journalist, I don’t think there is a better event in America that you can cover than the college football national championship,” Crowley said. “The championship brings sections of society together with a city like Phoenix that you don’t see anywhere else.”

He said he was able to produce seven broadcast packages for Cronkite News during the three days he spent reporting, beginning with media day and concluding with the game.

Crowley said no other assignment has given him such an adrenaline rush, even though he has covered the Super Bowl, golf tournaments and spring training while at Cronkite.

“I think all four years of my Cronkite experience prepared me for this moment,” he said. “If you look at the curriculum at Cronkite, everything builds up to your ability to produce stories on deadline.”

And there aren’t much bigger deadlines than a night football game for a national

“As a sports journalist, I don’t think there is a better event in America that you can cover than the college football national championship.”

— Kerry Crowley, Cronkite student

championship. Crowley and Slane worked the field, talking to players about their emotions and the keys to the victory. One of their College Football National Championship videos went viral on social media.

Slane said he spent days preparing for the game, trying to find Arizona angles on the teams and players.

“I tried to find any Arizona connection I could find,” Slane said. “I think as far as preparing mentally, I tried to go in feeling that I belonged there, even though I was a student, compared to those who were from ESPN.”

Although creating packages at the game was challenging, Slane said media day was even more challenging. He said he and Crowley were running around, trying to talk to as many people as possible.

“I was lucky — I didn’t have to have a camera to carry around,” Slane said. “Kerry had to lug around everything. I was tired just watching him.”

Professor of Practice Brett Kurland, director of the Phoenix Sports Bureau, said Crowley and Slane relished the opportunity to show what they could do.

“The night of the game, we were there until three or four in the morning,” Kurland



Cronkite students Bill Slane (left) and Kerry Crowley experience Media Day at the College Football National Championship, interviewing players such as Clemson quarterback Deshaun Watson (top left photo) and Alabama receiver Richard Mullaney. Photos courtesy of Brett Kurland

said. “They hung in there and never complained and cranked out the work.”

The content was published at Cronkite News and in other outlets around the state. According to Kurland, it’s a win-win: Publications get more content and students have the opportunity to create great work for their portfolios.

“I am extremely thankful and grateful that Cronkite has provided this opportunity for students,” he said. “I think the initiative to expand sports journalism is important.” ■

Bright and passionate young student journalists working with inspiring professors to produce high-quality journalism that serves the public.

That's the goal Cronkite Dean Christopher Callahan had in mind when the school began creating professional programs that would serve as capstone experiences for Cronkite students.

A decade later, Cronkite students can choose from a dozen such programs, mixing and matching to fit their interests and career aspirations. They may report on the U.S.-Mexico border, cover spring training for MLB.com and other sports news outlets, create interactive graphics for Cronkite News, produce a nightly newscast that airs on one of the largest public television stations in the country or create public relations campaigns for Fortune 500 companies, among other options.

Students also have a choice of locations: They may complete their professional experiences in Phoenix, Los Angeles or Washington, D.C.

They earn course credits depending on how many days a week they devote to their program. The requirements are two full days a week for three credits; three days for six credits; and four days for nine credits. Evaluations are based on the quality of work produced, professionalism, teamwork, innovation and experimentation, among other criteria.

Professional Programs

In many ways, professional programs are the school's signature — and an important part of what distinguishes Cronkite from other journalism programs, Callahan said. No other school offers an equivalent range or depth of programs or produces as much journalism. With 150-plus students enrolled in professional programs each semester, the school is able to provide a unique public service for Arizona's news organizations and the public, Callahan said.

The number of professional program options, which grew to 12 in recent years, is set to expand by one more in 2017 when a Spanish-language bureau becomes part of Cronkite News. Bilingual students will be providing news and feature stories in Spanish for publication online as well as for a Spanish-language newscast.

With so many choices, many Cronkite students are opting to do more than one program before graduating.

Junior Olivia Richard wants to do the Cronkite News — Broadcast bureau as well as the Carnegie-Knight News21 program, "but I'm also trying to figure out how to fit in the New Media Innovation and Entrepreneurship Lab," she said.

"There are so many bureaus and they all have incredible benefits, so choosing between them is extremely difficult," she said. "The fact that the school is continuously adding new bureaus is really a testament to how in-tune Cronkite is with students' interests, the news industry's needs and the world they are preparing us to enter. It's a really good problem to have (to choose between) so many relevant and immersive learning experiences." ■

Arizona PBS Weekday News Lineup

BBC World News America provides up-to-the-minute news that goes beyond the headlines with 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. **5:30 p.m.**

PBS NewsHour with anchor Judy Woodruff 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: Cronkite student Lauren Michaels prepares to go on camera for the Cronkite News broadcast on Arizona PBS. Photo by Sean Logan

Cronkite News – Broadcast



Cronkite News

By Alexandra Myers

As a broadcast reporter for Cronkite News, Julia Thatcher “met” a robotic deer used to track down poachers in Arizona forests, experienced a new way to train police using virtual reality, and got an exclusive interview with a local principal who was struggling with a racial incident at her high school.

She also reported on U.S. Sen. Bernie Sanders’ wife as she toured Sheriff Joe Arpaio’s tent city. At times, she worked alongside reporters from The New York Times and USA Today as well as from Arizona news outlets — all before graduating from college.

Each semester, more than 50 students like Thatcher spend two to four days a week in the Cronkite News – Broadcast professional program, working with a core of experienced broadcast professionals to report and produce the Cronkite News newscast.

The student newscast airs weeknights on Arizona PBS, reaching 1.9 million households across the state. Student work also is published on the website of Cronkite News, the news division of Arizona PBS.

The newscast is highly differentiated from other local newscasts, said Cronkite Assistant Dean Mark Lodato, who supervises broadcast and sports programs. Students don’t cover traffic accidents, fires, shootings, sports or weather unless there is a broader story to tell.

“It’s the kinds of stories that really set us apart,” Lodato said. “We travel the whole state and do some interesting hard news stories and feature stories from all corners of Arizona.”

In addition, the newscast regularly features stories from Washington, D.C., where students report on news of interest to Arizonans.

Thatcher said she appreciated the range of hard news and feature stories she was able to work on, but one of the stories she remembers best was about a new program in Peoria, Arizona, to

provide gardening and custodial jobs to adults with disabilities. The people she spoke to said they never thought they would have the chance to earn a paycheck, and the story helped prompt other municipalities to consider similar programs, she said.

“It’s such a reminder that we get a huge platform to give a voice to people who wouldn’t normally get one,” she said.

Until 2006, the Cronkite student newscast, then known as Cronkite NewsWatch, aired on a municipal cable channel. Arizona PBS began carrying it on a secondary channel after the station and the school moved into a shared facility on the ASU Downtown Phoenix campus in 2008. In 2014, Arizona PBS became part of the Cronkite School and the newscast moved to a prime-time slot on the main 8.1 channel, making it one of the nation’s only local PBS newscasts.

The Arizona PBS brand means that when students go into the field, they have added credibility, Lodato said. And students respond by producing high-quality, rigorously reported work.

“This is not just some campus cable operation,” Lodato said. “This is something that is worth my time as a viewer, and it’s also worth my time as a newsmaker.”

Lodato noted that students in Cronkite News – Broadcast don’t focus exclusively on the newscast; they also learn to work on digital and social media platforms.

“Even if a student has an eye for broadcast journalism, it is essential for that student to also write a compelling digital story, take good photos and understand the importance of data analytics in reporting,” he said.

“That’s the beauty of our operation,” he said. “You can really begin to develop that skill set — not just be exposed to it, but get good at it — and you’ll end up so much stronger in the end.” ■

Campaign ASU 2020 provides students with more opportunities to work side-by-side with professional journalists and media professionals.

Together, Our Potential is Limitless

CAMPAIGN ASU 2020
cronkite.asu.edu/2020

Cronkite News – Phoenix Reporting

On a normal Saturday afternoon, Cronkite student Justin Emerson would be hanging out with friends or studying for classes.

But March 19, 2016, was no ordinary Saturday. Emerson and his colleagues in Cronkite News – Phoenix were blanketting Fountain Hills, Arizona, as Republican presidential nominee Donald Trump was arriving for a campaign rally.

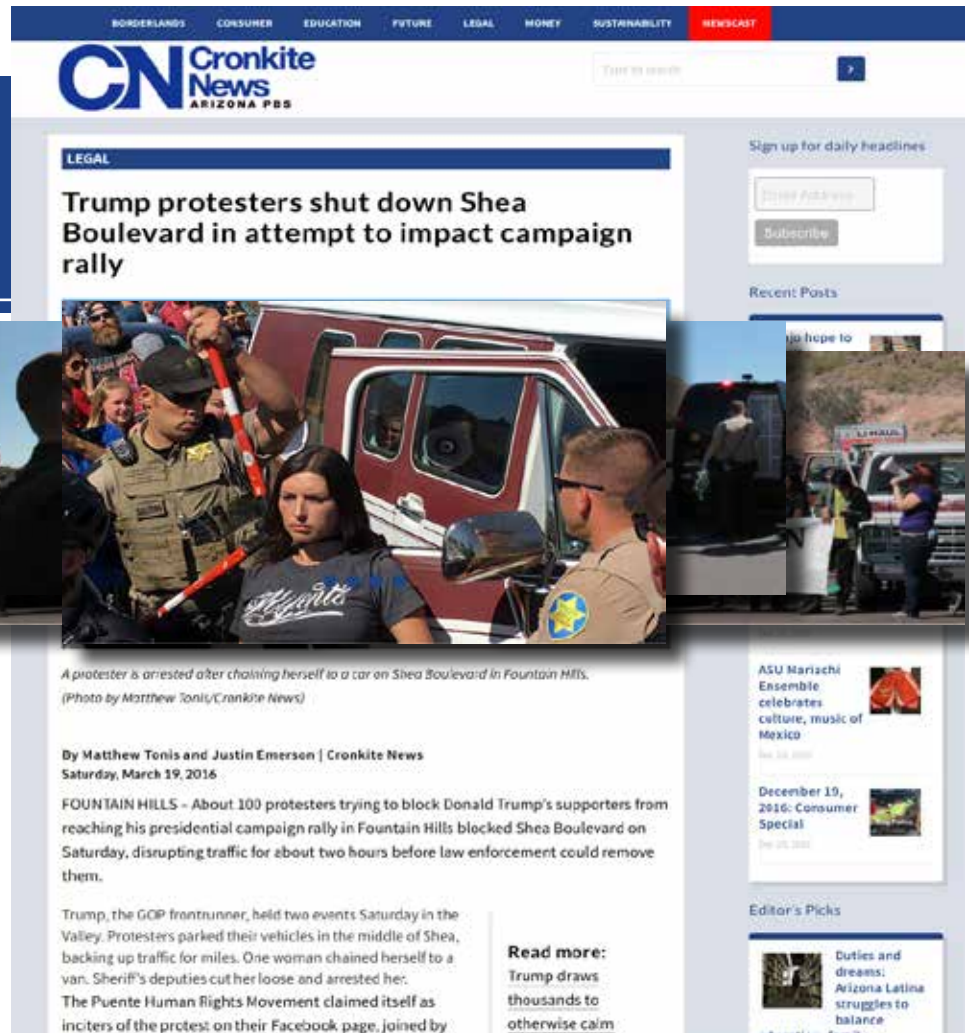
Emerson, on assignment for Cronkite News, was on the scene almost immediately when about 100 protesters blocked off a main access road to the rally. Emerson immediately began documenting the protest, which shut down Shea Boulevard for two hours.

One protester locked herself to a truck when deputies arrived to disperse the crowd, and, as deputies stepped in to cut the lock from around the woman's neck, Emerson raised his phone above the crowd and snapped away — making the perfect photo of the day.

"The funny thing about that photo was that I didn't plan it," said Emerson, who graduated in May 2016. "I pointed my camera in that direction, zoomed in a little bit and held it up. A 'Hail Mary pass' of photos. I took one shot and, miraculously, it turned out as well as it did."

Politics and campaigns dominated much of the year for students in the Cronkite News bureau in Phoenix. In addition to covering numerous campaign rallies and local political stories, they reported on the national Democratic and Republican conventions in Philadelphia and Cleveland, respectively. Teams of 10 went to each convention to write about issues that matter to Arizonans.

"Students exercised their learning muscles in key areas in covering the primary election and political rallies," said Cronkite News Professor of Practice Venita Hawthorne James. "They learned the critical need to work as a team and to work urgently, under constant deadlines, for social, broadcast and digital platforms."



Cronkite student Justin Emerson shot breaking news photos of the Donald Trump protest in Fountain Hills, Arizona. His photo above captures police detaining a protester chained to a vehicle.

James said students use the latest digital tools when reporting. On election night, for example, they fanned out to polling places across Maricopa County to tweet, capture video and interview voters minute by minute and then later wove the content into a coherent narrative.

The Phoenix reporting bureau was one of the Cronkite School's first professional immersion programs, opening in downtown Phoenix even before the school moved to the ASU Downtown Phoenix campus in 2008. Eight years later, it became a year-round operation, with students producing news and feature stories throughout the summer as well as during the fall and spring semesters.

"This was the perfect year to start the summer bureau," said Kevin Dale, Cronkite News executive editor. "The students produced deep reporting on the convention delegates and broke news while they were there. That experience is huge for them."

In another new initiative, Cronkite News students are now deeply engaged in audience analytics and developing and

implementing social media strategies. Led by Ethics and Excellence Professor of Practice Jessica Pucci, they learn to read real-time analytics and use the data to inform the newsroom's audience strategy. They also make full use of live social media coverage of news events.

"Social networks aren't new to our students, but using them at a professional level is," Pucci said. "We work together to groom their presences across social platforms and help them truly unlock the power of social media — using social not just to distribute work but to develop sources, bring the audience along on their reporting, engage in conversations and communities, and create native social content like livestreams."

Emerson, who covered the Trump rally in Fountain Hills, now covers sports for the Las Vegas Review-Journal newspaper.

"The entire rally was an experience I'll never forget," he said. "It was an opportunity that in sports I never thought I would have, but Cronkite makes sure that you're ready, no matter what wolves you get thrown to." ■

Cronkite News – Washington Bureau

By Samantha Incorvaia

Tracking down Arizona lawmakers during a Democratic sit-in over gun control that shut down the House of Representatives for a day.

Landing a lengthy one-on-one interview with Khizr Khan, the Gold Star Father who took on then-candidate Donald Trump over his remarks on Muslims.

Covering President Barack Obama's final State of the Union address in spring 2016.

These may sound like pages torn from a national reporter's calendar, but they are all stories produced by students who spent a semester in Washington, D.C., reporting for Cronkite News at Arizona PBS.

"It brings you to a completely new environment," said Katie Bieri, a Cronkite junior who was assigned to cover the State of the Union address. "You have to learn how to survive and get story ideas (and) compete with national reporters who have worked the Hill for decades."

Students in the bureau are credentialed through the congressional Daily Press and Radio-TV galleries, giving them the same rights and access as professionals.

With up to a dozen students each semester, the bureau is home to the largest Arizona-based newsgathering operation in Washington.

Articles and packages are published on the Cronkite News website and distributed to more than 30 Arizona

Katie Bieri, a broadcast senior, shoots a standup outside the Capitol. Photo by Danika Worthington



professional news outlets. Some stories are distributed nationally through a Tribune News Service agreement, and broadcast stories are aired on the Cronkite News weekday newscast that reaches 1.9 million Arizona homes on Arizona PBS.

Bureau Director Steve Crane sends students to cover the White House, the Supreme Court and the Pentagon as well as national conventions and inaugurations. He said the bureau's "bread and butter stories" are the congressional hearings, news conferences, rallies and marches that occupy Capitol Hill.

But it's not all politics and policy, he said. Cronkite students also report on the overlooked agencies that directly affect Arizona, and they produce features, such as annual stories on the Arizona youngsters who come to Washington to compete in the Scripps National Spelling Bee. They cover the annual congressional baseball game and write about individuals, such as a Navajo chef who runs the restaurant at the National Museum of the American Indian.

Stories that touch on Native American affairs often attract the biggest audiences on the Cronkite News website and its social media platforms, Crane said.

"We don't cover just politics," he said. "We're always looking for a range of stories that interest Arizonans and that aren't covered by anybody else."

Jessica Boehm spent a semester in the Washington bureau in 2015 and went on to a job as a community and watchdog



Cronkite student Lauren Clark interviews Dr. Ramy Kurdi, a Muslim-American, at the U.S. Capitol following the State of the Union. Photo by Jessica Swanner

reporter for The Arizona Republic. She looks back on the Washington bureau as a formative experience.

"It seems unreal to look back and think about the times that I was at the White House and navigating the tunnels beneath the Capitol," she said. "It seems like a dream in lots of ways."

The work she is proudest of, though, involved data analysis and deep reporting on the problems hundreds of Americans have experienced trying to access a government fund to compensate people who have had adverse reactions to vaccines. It was that series of stories, she said, that really prepared her to report for a major metropolitan newspaper.

Crane said reporting for Cronkite News teaches students lessons they can't learn in a classroom — getting beyond official pronouncements, landing an interview, finding multiple sources, dealing with rejection or antagonistic sources and keeping calm on deadline.

Bieri said one of the biggest lessons she learned was to be persistent. When she couldn't get an interview with an Arizona congressman, she staked out his office on Capitol Hill until he agreed to talk to her.

"Stay really tough," she advised other students. "If someone doesn't want to interview, you have to push it." ■



Cronkite News – Phoenix Sports

Bill Slane covered some of the country's top sporting events as a senior in the Phoenix Sports Bureau of Cronkite News, one of two professional immersion programs for students studying sports journalism at the Cronkite School.

"From covering MLB spring training to covering a national championship game, I don't know if there is another program in the country that gives its students more chances to do incredible things than the sports bureau," said Slane, who accepted a sports internship at the Las Vegas Review-Journal after graduation.

The bureau's students report on Valley professional and collegiate sports teams, MLB spring training and the Arizona Fall League and cover major sporting events such as the Waste Management Phoenix Open and the College Football Playoff National Championship. They also respond to breaking news events, such as the June 2016 death of legendary boxer Muhammad Ali in Scottsdale, Arizona. In addition to stories about Ali's impact on the Valley and Parkinson's research, two students traveled to Louisville, Kentucky, to cover the memorial service.

Students' stories in both digital and video formats are distributed free of charge to news organizations across the state, and their work regularly appears on the Cronkite News at Arizona PBS website, at The Arizona Republic's azcentral.com and in multiple other news outlets. Students also produce episodes of Cronkite Sports Report, a 30-minute television sports newsmagazine, for FOX Sports Arizona.

"I am continually impressed with the quality of work our students produce," said Brett Kurland, the bureau's founding director. "It's a tribute to both the quality of the students and our fantastic faculty, who do such a tremendous job of preparing them for this experience."

Students work under the direction of Kurland, an Emmy-Award winning sports television producer, and faculty associates that include Greg Boeck, a former USA Today sports writer, and Bob Young, a veteran sports reporter for The Arizona Republic. The instructors treat the



"I can't stress how much I feel being treated as a 'real reporter' has advanced me as a journalist." — Blair McElroy

students like professionals, while also making certain they get the support they need.

"I can't stress how much I feel being treated as a 'real reporter' has advanced me as a journalist," said Blair McElroy, who completed the bureau as part of her master's in sports journalism program. "We were treated like adults with real job-like requirements. It pushed me to expand my horizons and take countless steps outside my comfort zone."

Slane said he, too, benefited from the professional environment. "I had great editors and advisers," he said. "I grew more as an interviewer and writer in my two semesters with them than the rest of my life combined." Among the people he interviewed were Alabama head coach Nick Saban and San Francisco Giants manager Bruce Bochy.

McElroy said the most important thing she learned was to aim high. "Having so much one-on-one time with our editors allowed us to see what we do wrong and how we can improve. You don't realize your progression as a journalist until you truly look back at your earlier work, and I really think I owe it to the teaching of our editors for how far I've come."

In addition to meeting daily deadlines,



Top: Student Mauricio Casillas interviews Phoenix Suns' center Alex Len for Cronkite News.
Bottom: Student Rebecca Winn talks with ASU basketball head coach Bobby Hurley for the Pac-12 Network. Photos by Brett Kurland

student reporters also produce in-depth enterprise stories on major sports issues, such as efforts to minimize concussion risks among youth who play soccer. The author of that project, Mauricio Casillas, graduated in spring 2016 and went on to work as a reporter at KVIA-TV, the ABC affiliate in El Paso, Texas.

Casillas said tackling enterprise stories "seemed daunting at the time, but looking back on it, it's some of my proudest work at the Cronkite School. The bureau gave me the time, resources and support to put together some solid packages. You may love sports, but that doesn't make you a good storyteller."

The skills he developed in the sports bureau help him every day in El Paso, Casillas said.

"I use what I learned in the sports bureau all the time in my job," he said. "Getting good shots, asking good questions, filming creative stand-ups — those are all things I learned in the Phoenix Sports Bureau." ■

Cronkite News – LA Sports Bureau

By Alexandra Myers

Each semester, Cronkite students interested in careers as sports journalists head west to hone their reporting, shooting and editing skills.

In the LA Sports Bureau, they work under the direction of Tom Feuer, the former executive producer of FOX Sports Net who has covered some of the world's largest sporting events, including 10 Olympic games. The bureau, located in the ASU California Center in Santa Monica, is one of two Cronkite professional programs located outside of Phoenix. The other is in Washington, D.C.

Feuer's students work in the nation's No. 2 media market, covering professional and intercollegiate sports in Southern California. Students conduct interviews, shoot and edit video and produce stories for a range of news outlets.

"It's an opportunity for students to work with entities like FOX Sports West, Pac-12 Networks, MLB.com and a lot of

Arizona companies when they need something from Los Angeles," Feuer said.

Students have covered everything from high school sports to the 2015 Special Olympics, one of the largest sporting events held in Los Angeles since the 1984 Summer Olympics. In the process, they learn how to deal with athletes as well as executives and sports information staff.

Feuer said students also develop time-management and workplace skills they'll need to succeed in a job.

Cronkite student Meghan Kuebler spent a semester in the bureau hoping to gain experience and learn more about sports broadcasting. She got assignments that included covering live events and profiling athletes from University of California, Los Angeles, and University of Southern California as well as Olympic competitors.

"A lot of what we did were profiles for the local news stations," Kuebler said. "They are not able to cover everything, so we were helping them with their content."

One of her favorite stories was about an American swimmer from Syria who was hoping to represent Syria in the Olympics.

"It was really cool to get the chance to

sit down with this superstar athlete who had the potential to win the Rio Olympics and just learn to talk to someone who is at such a high level," Kuebler said. "It really encouraged me to keep going and follow my passion for sports."

Cronkite student Marcus Bowers created highlight packages for Pac-12 Networks and FOX Sports West. He said he would spend hours working on one three-minute video or digital package and grew far more comfortable conducting interviews and turning out professional packages.

"I really got to fine-tune my skills and get real world experience working with athletes and actual teams," Bowers said.

"This program is unique to Cronkite," he said. "Especially with our location being so close to L.A., it's nice that you can go out there for a semester and experience something different." ■



Clockwise from top: Cronkite student Cameron Bullock covers the NCAA Women's Final Four first round press conference with the University of California, Los Angeles. USA volleyball player Ried Priddy gets ready for an interview with the LA Sports Bureau. Student Kristin Kirby prepares for a stand up in L.A. Photos courtesy of Tom Feuer



Cronkite News – Digital Production

By Alexandra Myers

Alejandra Armstrong has always had a passion for writing, but when she began her professional program in Cronkite News Digital Production, she realized that digital is where she wants to spend her future.

“Being in the digital bureau has made me realize that I really like being behind the scenes online and producing content,” Armstrong said.

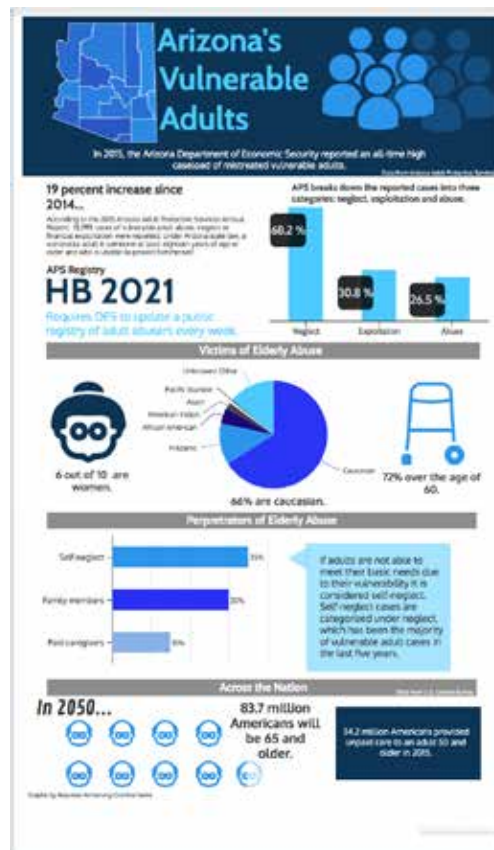
Digital production students produce photos, videos, graphics, data visualizations and social media for the Cronkite News website. They work to make sure content is seen and experiment with new ways to engage digital audiences, said Director Rebecca Blatt, former senior news editor at the public radio station WAMU 88.5 FM in Washington, D.C.

A typical day starts at 8:30 a.m. when student producers meet with beat reporters and editors to identify and plan digital elements for upcoming stories. Digital producers might build a map for one story and shoot photos for another. They also design the layout for each story, publish it on the Cronkite News website and use social media to make sure the content reaches a broad audience.

“We are enhancing the stories everyone in Cronkite News is producing,” said Cronkite student Kerry Crowley. “We are adding graphics, adding tools, adding visuals ... to make them pop even more.”

Students also get the opportunity to work on in-depth stories that involve reporting, data collection and digital-first video. They may focus on specific topic areas, such as investigative reporting, borderlands coverage or election coverage.

“You get to work with a team much like you would in a professional newsroom and really find your niche,” Crowley said. “I think most newsrooms around the country can look at Cronkite



Students in Cronkite News Digital Production regularly create interactive graphics and story maps that enhance digital stories.

and say that what we did on election night was truly special.”

Armstrong's focus was on borderlands and investigative reporting. She did a story about the growing problem in Arizona of vulnerable adults who are subjected to abuse, which was published by The Arizona Republic and other media outlets in the state.

Digital production students also work with Ethics and Excellence Professor of Practice Jessica Pucci to manage the Cronkite News social accounts and YouTube channel. They stream newscasts using Facebook Live and live tweet breaking news, and they conduct experiments using A/B testing and audience analytics. For example, one student tested ways to optimize open rates of Cronkite News email newsletters, increasing newsletter referrals to the website severalfold. Another tested a new tool for sharing audio content through social media to engage new audiences.

“Newsrooms across the country tell us they're looking for journalists who can provide this kind of nuanced analysis and experimentation,” Blatt said. “The approach they're learning here transcends technology of the moment. It prepares them to be leaders and innovators wherever they end up.”

After graduation, many of Blatt's students go on to work in web production for news outlets or interactive marketing firms. One of them, Courtland Jeffery, is the first data-visualist for ABC15 in Phoenix.

“Courtland is leading efforts in 360 video, 360 graphics and data visualization,” Blatt said. “Those are the kinds of jobs Cronkite News prepares students to take on as soon as they graduate.”

Armstrong said, “I'm really happy we have a program like this because it is real-life experience, and I don't feel like I'm going to class every day. I think this is something that really sets Cronkite apart from other journalism schools.” ■

Cronkite News – Reynolds Business Bureau

By Samantha Incorvaia

Students in the Reynolds Business Reporting Bureau have no shortage of stories to report.

“Money touches every part of our lives,” said Christina Leonard, a former editor at The Arizona Republic who came to the Cronkite School to direct the bureau when it opened in early 2015. “Whether it’s a trend story or a new business coming to town, those things all affect us, and I think

the stories are incredibly important.”

With more than a dozen students a year, the bureau covers topics such as commerce across the Arizona-Mexico border, Arizona’s growing winemaking industry and challenges in agriculture, such as one story about a drop in honey production due to a declining bee population.

Like other Cronkite News directors, Leonard works with students across platforms. Stories may make their way into the Cronkite News nightly newscast as well as being published on the Cronkite News at Arizona PBS website. Many stories also are published by local and regional news organizations, helping fill coverage gaps and providing an important service for Arizona consumers.

The bureau is supported by a \$1 million grant from the Donald W. Reynolds Foundation, a national philanthropic organization that supports a number of other initiatives at the Cronkite School, including the Donald W. Reynolds National Center for Business Journalism and a visiting professorship in business journalism.

Leonard said the bureau is focused on giving students real-world experience reporting and producing stories on business and the economy.

Student Chloe Nordquist already was versed in business journalism when she joined the bureau in spring 2016. A business minor, she also had taken business journalism classes at the Cronkite School. The bureau allowed her to apply everything she had learned in her coursework and gave her the chance to do stories on topics such as the growing popularity of skydiving that she hadn’t thought of as business stories.

The bureau “teaches you how to combine monetary aspects and the human element into one package, which makes stories stronger,” she said.

Leonard said students don’t have to be financial wizards to succeed in business reporting. They just need to keep an open mind and ask lots of questions.

“It’s not like the first day that they walk in I’m going to throw an earnings report at them,” she said. “I’m looking for great thinkers.” ■



Cronkite seniors Ben Brown (left) and Ziyi Zeng review a story they produced for the Reynolds Business Bureau. Photo by Samantha Incorvaia



New Media Innovation and Entrepreneurship Lab



Retha Hill tells her students in Cronkite's New Media Innovation and Entrepreneurship Lab that they should never be afraid of jumping into "the sandbox."

Hill, former vice president for content at BET Interactive, said it's important for anyone interested in technology and its applications to journalism to try new things, even if the new things don't always work.

"Telling stories won't go away because people are consuming news in non-traditional ways," Hill said. "For every medium that comes along, journalists need to be there."

In the lab, Cronkite students work side by side with ASU computer engineering, design and business students to create digital media products for regional and national media companies and other organizations. Recent projects have included an app for the Apple Watch that gives Valley light-rail riders up-to-the-minute information on routes and trains, an app for the Society of Baseball Research that pinpoints baseball attractions in MLB cities, a city guide for the Town of Queen Creek, Arizona, and a wildfire tracker for The Arizona Republic that pulls in a decade of maps and data on wildfires in the state and tracks fires currently burning.

In recent semesters, students also have designed and developed news games that tell complex stories in innovative ways, helping news organizations, including Cronkite News at Arizona PBS, engage new audiences. One such game allows users to experience the choices faced by veterans returning home from military service in Iraq and Afghanistan.

The lab was an early entrant into the world of virtual reality. According to Hill, 16 students made trips to the U.S.-Mexico border during the 2015-2016 academic year to shoot 360-degree video and interview residents and border patrol agents. They developed a VR experience and accompanying apps that allowed students to tell complex and emotional stories in a new medium.

"We are so disconnected when we talk about the border," Hill said. "Many people have never been there. We wanted to help people better understand and experience the border with these apps."

The project earned the school a prestigious innovation award



Left: Retha Hill, New Media Innovation and Entrepreneurship Lab director, watches as a student tries out a virtual reality headset.

Right: Students Melanie Abramoff (left) and Stevi Rex review their work on a VR project. Photos by Samantha Incorvaia

in 2016 from the National Association of Broadcasters Education Foundation that honors students who are driving innovation in the media industry.

"The experience expanded my idea of what storytelling and journalism can look like," said recent Cronkite graduate Alexandra Scoville. "You're redefining everything, whether it's working with a different type of software or thinking about ethics. It's a really rewarding experience."

Alex Sorrell, a Cronkite senior who also studies public relations, worked on a project to develop a 360-degree video experience of the Cronkite School for prospective students. The work helped him discover how virtual reality can apply to public relations.

"I like that we can do any project we really want to," Sorrell said. "We came in here, and we wanted to do a project that spoke to our career goals."

When they graduate, students not only have technical skills, but they also are equipped to help shape emerging technology.

"VR is a new thing; there are really no rules," Sorrell said. "I think that's exciting to be part of something where we can create what people will do after us."

Cronkite alumna Stevi Rex had planned to pursue a career as a baseball broadcaster until she spent a semester in the lab. After graduation in 2016, she became the marketing manager for Greenlight Insights, a virtual reality company based in San Francisco.

"This class not only prepares you for the business life ... it also really prepares you for what the professional world is like," Rex said. ■

Samantha Incorvaia contributed to this story.

Public Insight Network Bureau

One morning last summer, graduate student Selena Makrides set out before dawn to trail a motorcycle caravan of hundreds of Vietnam War veterans across the Arizona desert. The veterans were making a 200-mile pilgrimage from Phoenix to Morenci, a mining town in southeastern Arizona that boasts a rich history of military service.

Makrides had spent weeks getting to know members of the tight-knit veterans community and building trust before she was invited along to record the journey. The outreach was part of her semester-long project for the Cronkite Public Insight Network Bureau, a professional immersion program that trains students in community and audience engagement.

"Community engagement takes time," Makrides said. "Rarely is reaching out to sources once, or even having one conversation, enough to get to the point of actually 'engaging' them. It's only after several meetings that interesting truths about them come to light."

PIN students each select an under-covered community and produce a multimedia project that focuses on key interests and concerns of that community. In addition, they use digital tools to engage news consumers through a partnership with American Public Media, the second largest producer of public radio programs in the U.S. after NPR. Students learn to use American Public Media's Public



Insight Network, a database of more than 225,000 people across the country who have agreed to talk with journalists about their interests and areas of expertise. Students connect those sources with news organizations across the country as a way to deepen reporting and uncover new stories or story angles.

The bureau has worked with such news outlets as Univision Arizona, Solutions Journalism Network, Center for Investigative Reporting, Colorado Public Radio and the Center for Public Integrity.

In 2016, The Associated Press Media Editors recognized the PIN Bureau with its Innovator of the Year Award for College Students in recognition of its old-media-meets-new-media approach.

PIN students also collaborate with Cronkite News, the news division of



PIN Bureau student Margaret Staniforth (right) interviews a female motorcyclist at What the Hell Bar & Grill in Mesa, Arizona. Photo by Lex Talamo

Arizona PBS, in an effort to ensure that diverse community perspectives are included in the work other Cronkite students produce. The bureau was a key part of Cronkite News' presidential election coverage, using crowdsourcing and text messaging to provide insights, photos and audio almost instantly from the national political conventions and polling places.

"Knowing how to find out what audiences want is a critical skill in the news industry today," said PIN Bureau Director Theresa Poulson. "Students get to experiment with engagement techniques many newsrooms aren't even using yet, so they leave the bureau already leaders and innovators in their field."

Students said they come away with a newfound appreciation of how community engagement can empower both audiences and reporters.

"The PIN bureau helped me realize how rewarding reporting is when the audience has more power to decide what is newsworthy to them," said student Keerthi Vedantam. "Reporting is much more rewarding when you are actually able to understand how much of an impact you are having on those who consume your news." ■

Cronkite student Jolanie Martinez interviews Larry Rodriguez, chief of the Tolleson police force. Photo by Ryan Santistevan



Public Relations Lab

By Samantha Incorvaia

The Public Relations Lab prepares students for a seamless transition into the world of business.

Students work with Associate Professor Fran Matera, founding director of the lab and a longtime Cronkite faculty member, to develop campaigns and strategies for professional clients that range from start-ups and nonprofits to Fortune 500 companies. Recently, they also have benefitted from the guidance of Mark Haas, former president and CEO of the U.S. division of Edelman, the world's largest public relations firm, who shares a joint appointment in the Cronkite School and the W. P. Carey School of Business.

The lab operates like a PR agency, with students serving in roles that mirror those in the profession. They conduct research and create campaigns, all with the clients' wishes in mind. Some campaigns are focused on social engagement or events while others address issues of branding or image and reputation management.

Clients have included Intel, Honeywell, NASA, the U.S. Chamber of Commerce, Univision, the city of Tempe and media entities such as the National Newspaper Association.

Cronkite senior Teresa Joseph spent the spring 2016 semester working on a strategic communication campaign to increase awareness of the St. Patrick's Day Parade and Faire in Phoenix. Working with the event committee and her teammates, Joseph created fliers, distributed press releases and planned social media strategies.

The project went on to win a 2016 Copper Anvil Award and four Awards of Merit from the Phoenix chapter of the Public Relations Society of America. It also earned an honorable mention from the national Platinum PR awards program.

Joseph has known since middle school that she wanted to specialize in public relations, but "I don't think I really understood what PR was" until spending a semester in the lab, she said.

"I feel like she (Matera) helped us prepare for what a job in PR is really going



From top to bottom: A Public Relations Lab group prepares for a client presentation. Senior Asia Poole works on a project in the Public Relations Lab. Seniors Shea Mahoney (left) and Taylor Nelson consult on a client project. Photos by Samantha Incorvaia

to be like," she added. "It's just amazing. It reassures me that this is what I want to do."

Matera said one of her biggest rewards is seeing students move from the lab into successful careers.

"We often see high-caliber clients who are very interested in hiring either the students who worked on their project or other students they see in the lab," she said.

Cronkite senior Matt Covert, whose client was the U.S. Chamber of Commerce, said two of the biggest lessons he learned in the lab are the importance of research and confidence.



"Everyone is afraid of change and so you have to prove, through research and through industry opinions and through everything else, that what you're doing is the correct way forward," Covert said. "You need to be confident and learn to have that self-confidence when you're presenting and really believe what you're doing — and do it in a research-based way that's bulletproof." ■

Cronkite News – Borderlands Bureau

Cronkite student Miguel Otárola climbed on top of a dumpster to report his story about Pope Francis' 2016 visit to Ciudad Juárez, Mexico, near the border with the U.S. "It was the only place with solid Wi-Fi," he later told his editors.

Otárola, whose family is from Chile, was part of a group of Cronkite students who covered the Pope's historic trip for the Cronkite News Borderlands Bureau. They were among the few, if not the only, student reporters who covered the story from Juárez and El Paso, Texas.

The students were accompanied by their editors, Angela Kocherga and Alfredo Corchado, who believe that the best way for students to learn about the border is to go there.

"They really are going to leave here equipped to bring their experiences to newsrooms across the country that need this kind of coverage," said Kocherga, who previously worked as bureau chief in Mexico City and on the U.S.-Mexico border for a group of television stations. "It's important that students get experience in the field reporting in this vital region. And they're stories that help readers and viewers understand critical issues confronting both countries."

In addition to taking students into the field to report, Kocherga and co-bureau chief Corchado, longtime Mexico City bureau chief for The Dallas Morning News, make sure students are exposed to a wide range of stories that go well beyond border security or arguments over immigration.

"One of the things I try to emphasize to my group is that the border is no longer just a physical 2,000-mile border," Corchado said. "But, really, the border has moved ... the emotional border has moved. Often times the issues that you deal with far away are a product of the border."

Consequently, students do stories that touch on Latino culture, demographics, religion, food and other topics. Their stories are published at Cronkite News at Arizona PBS and shared with news organizations around the state.

Like other Cronkite News bureaus, students in the Borderlands Bureau work at least two full days a week to ensure they get an immersive professional experience.

When Mauricio Casillas came to the Cronkite School, he thought he wanted to become a sports reporter, but he changed his mind after taking a seminar and a reporting class focused on border issues. His experience in the Borderlands Bureau sealed his decision to pursue border reporting.

Casillas was one of the students who covered Pope Francis' visit to Mexico in February 2016. He had been to Ciudad Juárez a number of times as a child growing up in El Paso, Texas, just across the border. The last time he was there, it was a bleak place — a hub of drug violence often referred to as the murder capital of the world. "It was a ghost town — where you would only leave your house if necessary," he wrote in a reflection about his experience covering the pope's visit.

But the assignment made him see the city differently. "The streets were buzzing once again," he wrote. "The city is by no means perfect, nor is it 100 percent back to where it once was.



Top: Cronkite student Miguel Otárola (right) conducts an interview for Cronkite News Borderlands.

Bottom: Cronkite Southwest Borderlands Initiative Professor Alfredo Corchado (right), and students Mauricio Casillas and Otárola report from the U.S.-Mexico border for Cronkite News Borderlands. Photos courtesy of Angela Kocherga

But on the day the pope arrived and drove through the city, it felt like everything was OK."

Casillas did a story about a construction worker who was helping build an altar for the Mass that the pope would say. "Getting to see Ciudad Juárez transformed by the pope's visit and getting to report on that and giving those people voices is something that I will never forget," he said.

Molly Bilker, also a Cronkite School senior, said she signed up for the bureau because it made sense for someone minoring in Spanish. But she wasn't at all convinced that she had what it takes to report the news.

"Working with Alfredo and getting to travel and do the kind of reporting that we've done has made me feel like I could do this," she said.

Chole Nordquist, another senior, said her experience in the bureau "really shed a light on the diverse stories that need to be told. ... Journalism is a hands-on profession, and being able to be there is an important learning experience." ■

Samantha Incorvaia contributed to this story.



Carnegie-Knight News21 Executive Editor Jacquee Petchel talks through a story with News21 fellows Jeffrey Pierre and Phillip Jackson (far right). Photo by Samantha Incorvaia

Over the past six years, the nation's top journalism students have come together in the Carnegie-Knight News21 program to report on such wide-ranging issues as services for veterans and the gun culture in America.

In 2016, with the presidential election looming, News21 returned to a topic that students first tackled in 2012: voter access and participation in the election process. Thirty-one students from 18 different universities traveled to 31 states and interviewed hundreds of individuals to produce "Voting Wars," published at votingwars.news21.com.

Student stories were carried by 89 different news outlets across the country — the most for any News21 project to date. Publication partners included The Washington Post, nbcnews.com, USA Today, The Dallas Morning News and The Philadelphia Inquirer, plus a number of nonprofit online news sites affiliated with the Investigative News Network.

"'Voting Wars' fills a void in the election coverage," said Carnegie-Knight News21 Executive Editor Jacquee Petchel, a Pulitzer Prize-winning investigative journalist and Cronkite professor of practice. "In the last couple of years, we've seen a number of legal decisions involving voting rights that impact the

election process. Our fellows really rose to a significant challenge to shine a light on an important national issue."

Petchel supervised the project in partnership with Leonard Downie Jr., former executive editor of The Washington Post and Cronkite's Weil Family Professor of Journalism. Other Cronkite faculty who worked on the project were Knight Chair in Journalism and data specialist Steve Doig, Reynolds Business Reporting Bureau Director Christina Leonard, Cronkite News Digital Production Director Rebecca Blatt, Public Insight Network Bureau Director Theresa Poulson and Cronkite faculty associate Brandon Quester, who heads the nonprofit Arizona Center for Investigative Reporting.

Work on the project started in January with a video-conference seminar on voting issues taught by Downie and Petchel. Students heard from experts on voting rights, analyzed data, researched story ideas and conducted interviews around the country.

In May, the fellows began a 10-week paid fellowship, working out of Cronkite newsrooms and crossing the country in multimedia reporting teams to examine the political divide between citizens with significant voting power and those without, particularly in disadvantaged communities.

Cronkite graduate student Lily Altavena, a Carnegie-Knight News21 Ethics and Excellence in Journalism Foundation Fellow, reported from Arkansas, Louisiana, Michigan and Mississippi as well as from the Democratic National Convention in Philadelphia.

"I got to do the reporting that I've always wanted to do," Altavena said. "I've been given some really amazing reporting opportunities."

The final project included hundreds of photos, 31 videos and 17 articles that told stories ranging from voter disenfranchisement on Native American reservations to the state of voting rights in Shelby County, Alabama, the center of a civil rights fight over the 1965 Voting Rights Act. It also included an examination of voting laws in all 50 states. Students found that 20 states have recently implemented new voting laws and those laws were nine times more likely to be passed by Republican-led legislatures than those controlled by Democrats.

The project followed up and expanded on a 2012 investigation on voting rights that won numerous awards, including the First Amendment Award from the Society of Professional Journalists and a National Media Award from the National Association of Black Journalists.



From top to bottom: Weil Family Professor of Journalism Leonard Downie Jr. and Reynolds Business Bureau Director Christina Leonard review a story. Photo by Samantha Incorvaia
News21 Weil Fellow Emily Mahoney conducts an interview on voting rights in Cincinnati. Photo by Brandon Quester

Downie said that one of the most gratifying aspects of News21 is the enormous growth of the student journalists. "Although much of the nation's news media has been covering voting rights during this election campaign, the News21 students produced professional-quality stories, multimedia and data analysis that cannot be found anywhere else, which is why so many media partners are interested in publishing their work," he said.

Previous News21 projects have focused on transportation safety, food safety, gun rights and regulations and the challenges facing veterans returning home from wars in Iraq and Afghanistan. The 2015 project examined the trend toward legalization of marijuana in the U.S.

The projects have won numerous awards, including four EPPY Awards from Editor & Publisher magazine, the first Student Edward R. Murrow Award for video excellence and a host of honors from the Society of Professional Journalists and the Hearst Journalism Awards Program, considered the Pulitzer Prizes of collegiate journalism. ■

The 2016 News21 schools:

Arizona State University
Elon University
Florida International University
Hampton University
Kent State University
Louisiana State University
St. Bonaventure University
Syracuse University
Texas Christian University
University of British Columbia
University of Florida
University of Maryland
University of Nevada, Reno
University of North Texas
University of Oklahoma
University of Oregon
University of Tennessee
University of Texas at Austin

Carnegie-Knight News21 fellows are supported by their universities as well as by these foundations and philanthropists:

The John S. and James L. Knight Foundation supports transformational ideas that promote quality journalism, advance media innovation, engage communities and foster the arts.

The Ethics and Excellence in Journalism Foundation, headquartered in Oklahoma City, was founded by Edith Kinney Gaylord, the daughter of Daily Oklahoman Publisher E.K. Gaylord, to improve the quality of journalism by supporting research and creative projects that promote excellence and foster high ethical standards in journalism.

The Hearst Foundations support organizations and institutions working in the fields of education, health, culture and social service. Their goal is to ensure that people of all backgrounds have the opportunity to build healthy, productive and inspiring lives. The charitable goals of the Foundations reflect the philanthropic interests of William Randolph Hearst.

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.

Louis A. "Chip" Weil served as president and chief executive officer for Central Newspaper Inc., which owned The Arizona Republic. He was previously president and publisher of the Detroit News and publisher of Time magazine. Weil and his wife Daryl established the Weil Family Professorship at the Cronkite School.

The Bolles fellowship honors a "passion for the truth."

— Nicole Carroll, editor and vice president of news at The Arizona Republic



Bolles News21 Fellowship

The Arizona Republic has created a News21 fellowship in honor of reporter Don Bolles, who was mortally wounded in a car explosion 40 years ago.

The Don Bolles News21 Fellowship will provide a stipend and cover travel expenses for a Cronkite School senior or graduate student to participate in the full-time summer fellowship program beginning in 2017. The student will be competitively selected.

Bolles was an award-winning investigative journalist for the Republic for more than a dozen years. He was known for his dogged reporting and coverage of the mafia's influence in Arizona. He was fatally injured on June 2, 1976, when a remote-controlled dynamite bomb exploded under his car in a parking lot of a central Phoenix hotel and died 11 days later.

Nicole Carroll, the Republic's editor and vice president of news, said the newspaper decided to establish the fellowship because of a shared "passion for the truth" and a desire to keep Bolles' memory alive. "We're really proud and honored to nurture and support that in journalism moving forward," she told a June 2016 gathering to commemorate the 40th anniversary of Bolles' death.

Cronkite Associate Dean Kristin Gilger said the Don Bolles News21 Fellowship will allow students to pursue in-depth investigations that represent the values of the late reporter. ■

Our Students

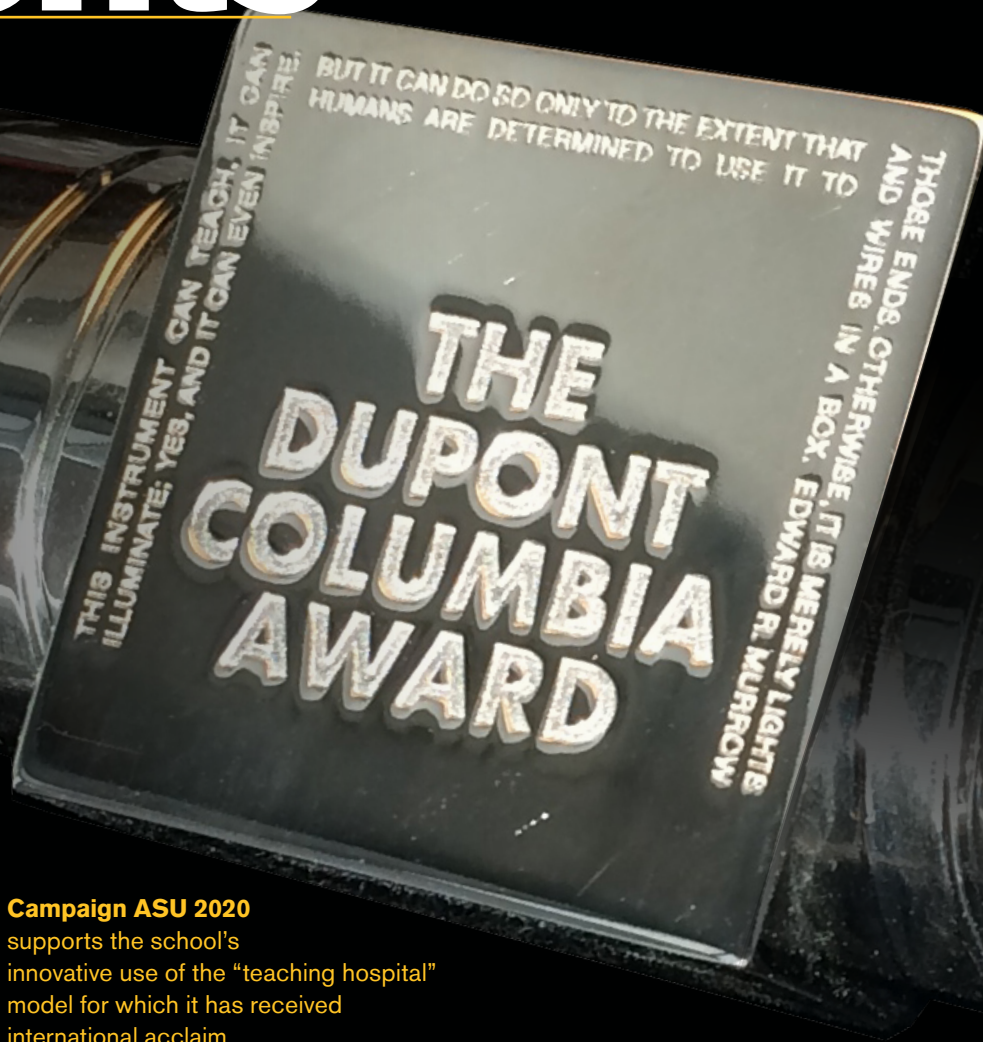
Each year, Cronkite students raise the bar for journalistic excellence, winning prestigious honors and pushing the limits of student journalism.

The 2015-2016 academic year was no exception. Students in Cronkite News, the student-produced news division of Arizona PBS, won numerous awards, dominating national and regional collegiate journalism contests. They even took home awards traditionally given to the very best in professional journalism.

Cronkite News won the Alfred I. duPont-Columbia University Award for a TV and radio documentary on heroin, which reached more than 1 million Arizonans. The documentary also won the top radio journalism award from the Society of Professional Journalists as well as regional Emmy honors.

Cronkite students also won eight awards in professional categories from the Arizona Press Club. ■

Background: The Cronkite School was the recipient of the prestigious Alfred I. duPont-Columbia University Award, marking just the third time in the history of the duPont Awards that a Phoenix-based news operation has received the honor.



Campaign ASU 2020

supports the school's innovative use of the "teaching hospital" model for which it has received international acclaim.

Together, Our Potential is Limitless

CAMPAIGN ASU 2020

cronkite.asu.edu/2020

Cronkite Students Win Prestigious National Journalism Awards

The Cronkite School won major national journalism awards during the 2015-2016 academic year, taking home honors that are usually given to top professional news organizations.

More than 100 students won 100-plus awards, which included the 2016 Alfred I. duPont-Columbia University Award for the Cronkite News documentary, "Hooked: Tracking Heroin's Hold on Arizona." Other duPont Award winners for the year included ABC News, "Frontline" on PBS, "60 Minutes" on CBS, as well as WBEZ and "This American Life" for the "Serial" podcast.

The documentary, which reached more than 1 million Arizonans on television and radio, took home the region's top Emmy, the Governors' Award. It also won other awards, including one of the country's highest professional radio reporting honors, the Sigma Delta Chi Award from the Society of Professional Journalists.

"We are extremely proud of our outstanding students," said Cronkite Associate Dean Kristin Gilger. "To win awards traditionally reserved for professional media outlets is a testament to the hard work of our students and the quality education and instruction they receive at the Cronkite School from our faculty."

Cronkite students also continued the tradition of leading the country in national collegiate journalism contests.

At the national Hearst Journalism

Awards competition, students finished fourth overall among the 108 accredited journalism schools. It was the 15th straight year that Cronkite finished in the top 10 in the Hearst Awards, considered the Pulitzer Prizes of collegiate journalism.

At the Society of Professional Journalists' national Mark of Excellence Awards, the Cronkite School had four national finalists. At the regional level, Cronkite led the contest for the 16th consecutive year with 22 awards. This included 11 first place honors, nearly twice as many as the second and third place schools.

In broadcast journalism, students had strong showings at the Rocky Mountain Emmy Student Production Awards and the Broadcast Education Association's Festival of Media Arts. At the Rocky Mountain Emmys, Cronkite students dominated the competition, winning eight of the 11 possible Student Production Awards. At BEA, students took home 15 awards in 11 different news, sports, video and documentary categories.

Cronkite students also took home high honors in journalism innovation. The Public Insight Network Bureau won the Innovator of the Year Award from The Associated Press Media Editors Journalism Awards. The Cronkite School's New Media Innovation and Entrepreneurship Lab also won several honors, including seed funding for



Cronkite Professor of Practice Jacquee Petchel, who led the production of the Cronkite News "Hooked" documentary, accepts the duPont Award in New York. Photo courtesy of Columbia University

startup ventures by recent Cronkite graduates.

In photojournalism, Cronkite student Sean Logan won the highest collegiate honor in the state's top photojournalism contest. It marked the fourth consecutive year that a Cronkite student has won the Arizona Press Club's Arizona Photojournalism Awards.

In public relations, student Morgan Rath won the Aspire Award for her outstanding work and leadership in the Cronkite Public Relations Lab. The honor included a special visit and award presentation by the head writer of a cutting-edge publishing company. ■

Hooked won some of the top national professional awards in journalism.

Alfred I. duPont-Columbia University Award

Winner: "Hooked: Tracking Heroin's Hold on Arizona," Cronkite News

Rocky Mountain Emmys

Governors' Award

Winner: Jacquee Petchel, Mark Lodato, Erin Patrick O'Connor, Elizabeth Blackburn and Sean Logan, "Hooked: Tracking Heroin's Hold on Arizona," Cronkite News

Societal Concerns — Program/Special

Winner: Jacquee Petchel, Mark Lodato, Erin Patrick O'Connor, Elizabeth Blackburn and Sean Logan, "Hooked: Tracking Heroin's Hold on Arizona," Cronkite News

Society of Professional Journalists Sigma Delta Chi Awards

Best Radio Documentary

Winner: "Hooked: Tracking Heroin's Hold on Arizona," Cronkite News

EPPY Awards

Societal Concerns — Program/Special

Winner: Erin Patrick O'Connor, Elizabeth Blackburn and Sean Logan, "Hooked: Tracking Heroin's Hold on Arizona," Cronkite News

National Association of Broadcasters Education Foundation

President's Special Award

Winner: "Hooked: Tracking Heroin's Hold on Arizona," Cronkite News

The Cronkite School has **finished in the top 10 nationally** in the Hearst Awards **for the past 15 years.**

Hearst Journalism Awards

National Journalism Championship

Third: Yahaira Jacquez, Television Broadcast News

Finalist: Jacob McAuliffe, Radio Broadcast News

Best Use of Radio for News Coverage: Jacob McAuliffe

Category Winners

Radio Reporting

First: Jacob McAuliffe, collection of radio stories for KTAR-FM and Blaze Radio, KASC-AM
18th: Olivia Richard, "Looking for Laurie, GOP Debate," Blaze Radio, KASC-AM

TV Feature Reporting

Third: Yahaira Jacquez, "Child Life Specialists in Phoenix Children's Hospital," Cronkite News
18th: Sydney Glenn, "Taliesin West," Cronkite News

TV II/News

Fourth: Julia Thatcher, "Curbing Wrong Way Drivers," Cronkite News
11th: Audrey Weil, "Untested Rape Kits," Cronkite News

Multimedia II/News

Sixth: Becky Brisley, "Quagga Mussels in Arizona: Understanding the Enemy," Cronkite News
26th: Erica Lang, "Auto Title Loans Offer Quick Holiday Cash but Critics Warn about Mounting Debt," Cronkite News

Personality/Profile Writing

Sixth: Miguel Otárola, "Canal Opposition Leader Ready to Fight for the Land in Nicaragua," Cronkite Borderlands project

Feature Writing

Eighth: Kristen Hwang, "Thicker than Water: Town of Williams Confronts Drought," Cronkite News
10th: Danielle Grobmeier, "Yuma's Heroin Problem Is Persistent and Visible — the Result of Life on the Border," Hooked: Tracking Heroin's Hold on Arizona

Multimedia III — Enterprise Reporting

10th: Daniel Santa Cruz, "Deforestation in Nicaragua Could be Accelerated by Canal," Cronkite Borderlands project
25th: Alexis Macklin, "DREAMERS Work to Thrive Without Threat of Deportation," Cronkite News

Photojournalism

11th: Sean Logan, photojournalism portfolio
20th: Reilly Kneedler, photojournalism portfolio
27th: Courtney Pedroza, photojournalism portfolio

Breaking News Writing

12th: Nihal Krishan, "Arizona Advocates Vow to Fight on as Supreme Court OKs Same-sex Marriage," Cronkite News

Multimedia Features

23rd: Ben Margiott, "ASU Hockey to Honor Deceased young Player," The State Press
27th: Erica Lang, "Nicaraguans Who Live in Canal Path Fear for Future," Cronkite Borderlands project

Enterprise Writing

23rd: Molly Bilker, "Solar Energy Illuminates Lives in Small Nicaraguan Village," Cronkite Borderlands project

Multimedia IV — Team Reporting

24th: Molly Bilker, "Celebration of Pope Francis' Visit Resonates on Both Sides of the Border," Cronkite News
29th: Katie Bieri, "Paying respects to Scalia," Cronkite News

Over the past 11 years, the Cronkite School has the **best overall record** in the national Mark of Excellence Awards, finishing with the **most awards eight times.**

National SPJ Mark of Excellence Awards

Editorial Writing

Finalist: **The State Press**

Online In-depth Reporting

Finalist: **"America's Weed Rush: A News21 Investigation,"**
Carnegie-Knight News21

Online News Reporting

Finalist: **"Hooked: Tracking Heroin's Hold on Arizona,"**
Cronkite News

Television Feature Reporting

Finalist: **Yahaira Jacquez**, "Child Life Specialists Help
Young Patients, Families," Cronkite News

BEA Festival of Media Arts

Television Newscast

First: **Nicole Fox and Tien Bischoff**, newscast, Cronkite News

Television News Anchor

First: **Megan Thompson**, anchor reel, Cronkite News
Honorable Mention: **Lauren Michaels**, Cronkite News,
anchor reel

Radio Hard News Reporting

First: **Jacob McAuliffe**, "Homeless Center for Men Closes,"
KTAR News

Radio Sports Story

Third: **Jacob Garcia**, "Senior Day Feature: Vi Teofilo and
his Ironman Selflessness," SunDevilSource.com

Television Feature Reporting

Honorable Mention: **Megan Thompson**, "Many Who Died
Crossing the Border Remain Unidentified," Cronkite News

Television Sports Talent (Anchor/Host)

Honorable Mention: **Kerry Crowley**, anchor reel, Cronkite
Sports

Radio Feature Reporting

Honorable Mention: **Olivia Richard**, "Looking for Laurie,"
Blaze Radio

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

Honorable Mention: **Jacob Garcia**, CCBL Playoffs Game 1:
Wareham Gatemen at Bourne Braves, SunDevilSource.com

Short Form Video or Film Documentary

Honorable Mention: **Carolina Marquez, Mauricio Casillas
and Cammeron Neely**, "OTMs: Layover in Nogales,"
Cronkite School project

Honorable Mention: **Bailey Netsch, Kiegan Stewart
and Kyle Jameison**, "Speak," Cronkite School project

Long Form Video or Film Documentary

Honorable Mention: **Emily L. Mahoney, Stephan Blake Harvey
and Kristy Westgard**, "Fresh Out," Cronkite School project

Cronkite students have won

118 journalism awards at the
Broadcast Education Association's
Festival of Media Arts in the past
seven years, **more than any
school in the country.**



Innovation Lab Develops Entrepreneurs

A virtual reality magazine for the Southwest.

A business startup that offers survival training for journalists reporting in high-risk areas.

A collaborative travel planning website that uses social media to connect people.

These are among the recent entrepreneurial projects developed by students in the Cronkite New Media Innovation and Entrepreneurship Lab that have attracted funding from ASU.

In the last two years, two Cronkite students have won Edson Awards from ASU's Edson Student Entrepreneur Initiative. The program supports the top 20 ASU student startups each year, giving entrepreneurs up to \$20,000 to develop innovative ideas and launch viable businesses.

Recent Cronkite Edson winners are David Van En for PACE Development Group, a venture providing survival training for journalists reporting in high-risk areas, and a group of students — Carolina Marquez, Chandler Longbons, Stevi Rex, Curtis Spicer and Ryan Hayes — who developed Terrainial, a magazine that uses virtual reality technology to explore the Southwest. The magazine developers also won a \$4,500 grant in the ASU Challenge, another ASU competition for entrepreneurs.

In addition, Cronkite student Melissa Brennan won a Great Little Companies Network grant for Savel, a collaborative travel planning website that uses social media to connect people. The grant program offers \$3,000 to up to 30 student startups a year.

In the innovation lab, Cronkite students work side-by-side with ASU computer engineering, design and business students to create digital media products for regional and national media companies and other organizations and develop their own entrepreneurial ventures.

"The New Media Innovation and Entrepreneurship Lab immerses our students in a startup culture and gives them the opportunity to push the limits of journalism," said Cronkite Dean Christopher Callahan. ■

Rocky Mountain Emmy Student Production Awards

Newscast

Winner: **Shannon Scharrer**, Jan. 26, 2015 newscast, Cronkite News

News: General Assignment

Winners: **Megan Thompson**, "Old-fashioned Dairy Farm," Cronkite News and **Peyton Gallovich and Melissa Yingst Huber**, "The Man

Accused of Pretending to Interpret Is Actually Certified," DHN: The Deaf and Hearing Network

Long Form: Fiction/Non-Fiction

Winner: **Maria Thompson, Florentino Luna and John Martinez**, "Good as Gold," Cronkite School project

Sports

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

Public Affairs/Community Service

Winner: **Kassandra Gonzalez, Kristen Hwang and Jacob Tibi**, "Thicker Than Water," Cronkite School project

Photographer

Winner: **Kari Osep**, "Greener Side of Golf," Cronkite Sports on FOX Sports Arizona

Talent

Winner: **Jamie Warren**, anchor/reporter reel, Cronkite News

Video Essay

(Single camera only)

Laura Sposato, "The Annual Mexican Grey Wolf Count," Cronkite News

Arizona Press Club Awards

Professional Category: Community Government Reporting

First: **Kristen Hwang**, "Series on Tribal Remains," Cronkite News

Professional Category: Community Health Reporting

First: **Jessica Boehm**, "Vaccine Injury Fund Tops \$3.5 Billion as Patients Fight for Payments" and related stories, Cronkite News

Second: **Danielle Grobmeier**, "Yuma's Heroin Problem Is Persistent and Visible," Cronkite News

Professional Category: Community Sports Feature Reporting

First: **Chris Wimmer**, "Basketball at Breakneck Pace a Way of Life in the Navajo Reservation," Cronkite News

Professional Category: Community Environmental/Science Reporting

Second: **Kristen Hwang**, "Thicker Than Water: Town of Williams Confronts Drought," Cronkite News

Professional Category: Community Business Reporting

Third: **Jason Axelrod**, "Chandler Pharmaceutical Company Sees Rapid Financial Gains, But Faces Scrutiny," Cronkite News

Professional Category: Statewide Government Reporting

Third: **Kristen Hwang**, series on tribal remains, Cronkite News

Professional Category: Community Human Interest Writing

Honorable Mention: **Sean Logan**, "For One Couple, Staying Sober Is the Key to Their Relationship," Cronkite News

Student Category: News Reporting

First: **Amelia Goe**, "Inspectors Find Dead Rodent, Undated Food at Cactus League Ballpark Eateries," Cronkite News

Second: **Travis Arbon, Rachael Bouley, Sarah Jarvis and Courtney Pedroza**, downtown Phoenix development stories, Downtown Devil

Student Category: Features Reporting

Second: **Alexandra Scoville**, "A History of Okilly Dokilly," Downtown Devil

Cronkite Student Takes Top Collegiate Honor at Arizona Photojournalism Awards



For the fourth consecutive year, the Cronkite School won the highest collegiate honor in the state's top photojournalism contest.

Award-winning photojournalism student Sean Logan prepares for a shoot at Hoover Dam. Photo by Evan Wyloge

Cronkite senior Sean Logan of Tucson, Arizona, was named College Photographer of the Year in the Arizona Press Club's Arizona Photojournalism Awards in March 2016, earning him a \$500 scholarship. His win marks the fourth straight year a Cronkite student has won the award. He joins past Cronkite student winners Connor Radnovich (2015), Jessie Wardarski (2014) and Aaron Lavinsky (2013).

Cronkite students swept the student category, with junior Courtney Pedroza of Phoenix taking second place, winning a \$250 scholarship. In the professional competition, Cronkite sophomore Ben Moffat of Tempe, Arizona, bested some of the state's leading professional photojournalists, securing second place in the spot news category for a State Press photo capturing the aftermath of a monsoon storm that hit the Valley in 2015.

Logan's award-winning photos depicted a family impacted by a mine spill

in Mexico, the relapse of a heroin addict and a woman wearing a hijab walking into an Islamic community center following an anti-Islam protest outside the building.

Logan, who has interned at Arizona Highways Magazine and The Arizona Republic, played a key role in Cronkite's 2015 duPont Award-winning documentary "Hooked: Tracking Heroin's Hold on Arizona," where he said he developed his skills and learned the importance of public service journalism.

"It means a lot to me to have won this award because it gives me more inspiration to continue telling important stories about the people in our community and around the world," Logan said. "The real awards belong to the subjects of journalism because, without them, there would be no stories."

Moffat, who was previously the photo editor of ASU's independent student-run news organization, The State Press,

finished in the top three of the spot news category with the Arizona Daily Star and the Casa Grande Dispatch. His second-place photo captured an uprooted tree toppled by a monsoon storm. Moffat said the honor speaks to the value of The State Press as a news outlet.

Pedroza's entry included photos from India and various assignments from her internships as well as photos from a project on gun culture that was part of an independent study project at Cronkite. She has interned as a photographer at The Arizona Republic and has held internships at Phoenix New Times and Phoenix Magazine.

The popularity of photojournalism has grown substantially in recent years, said Associate Dean Kristin Gilger.

"Not only has interest in photojournalism increased, but our photo students are some of our most driven," she said. "We are very proud of what they've been able to accomplish." ■



Two of Courtney Pedroza's winning photographs

Courtney Pedroza Captures Crowder Photography Award

By Alyssa Hesketh

Cronkite student Courtney Pedroza received her first camera, a Nikon 60D, at the age of 12.

The camera was intended for her sister, but Pedroza was the one who became enamored with it. And she has had a camera in her hands almost continuously ever since.

In May 2016, Pedroza received the Cronkite School's highest photojournalism honor, the Greg Crowder Memorial Photojournalism Award. Established in 2010 by Troy and Betsy Crowder, the award was established in memory of Greg Crowder, a Cronkite alumnus and gifted photojournalist who died in 2005.

Photography "is my passion," Pedroza said, "and I could not imagine doing anything else."

Her work has appeared in numerous publications, including The Arizona Republic, Phoenix New Times, Phoenix Magazine, AZ Big Media and ASU Now. At the Cronkite School, she has participated in Cronkite News, the news division of Arizona PBS.

Pedroza was a standout member of the Southwest Borderlands depth reporting project "Hungary: Europe's Borderland," and she completed a prestigious independent study with National Geographic photographer Chris Rainier.

Pedroza said she originally wanted to study photography in art school. However, she said her parents pushed her to consider journalism. "I would not have had nearly any of the opportunities that I have had if I chose to go to art school instead of Cronkite," she said.

Crowder Award judge Con Keyes, a former Los Angeles Times photo editor, said he was impressed with Pedroza's work as well as that of second-place finisher Reilly Kneedler and Ben Moffat, who received an honorable mention.

"I'm reasonably certain that Greg Crowder would be impressed by the growing talent of the photojournalism finalists at Cronkite School," said Keyes, who was one of Crowder's instructors at Cronkite. "Their ability to see and capture



Courtney Pedroza. Photo by Sierra LaDuke

2016 Crowder Award Honorees:

Winner: Courtney Pedroza
Second Place: Reilly Kneedler
Honorable Mention: Ben Moffat

2016 Crowder Award Judges:

Kristin Gilger, associate dean,
Cronkite School
Con Keyes, former photography editor,
Los Angeles Times
Mike Meister, visuals director,
The Arizona Republic

real moments demonstrates that they have established a very high learning curve that will serve them well into the future." ■

To view all the winning photography, go to cronkite.asu.edu/real-world-experiences

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 and interned at The Arizona Republic.

Aspire Award Underscores the Power of Mentoring in Public Relations



Wattpad's Ashleigh Gardner (left) poses with 2016 Aspire Award winner Morgan Rath and Cronkite PR student Caitlin Bohrer. Photo by Courtney Pedroza

Each year, a special program brings a top public relations professional to Cronkite to speak with students and mentor the winner of the school's Aspire Award.

The 2016 Aspire Award winner, Cronkite senior Morgan Rath, was paired with Ashleigh Gardner, head of writer and publisher partnerships for Wattpad, an online storytelling community where writers post their work and comment on the work of others.

The two spent the day together, reviewing Rath's portfolio and discussing career opportunities and goals. Rath said she was especially interested in talking about Wattpad, which started in 2006 and now features writers from around the world.

"A lifetime lover of reading, I was ecstatic to hear that Ashleigh Gardner was selected to be my mentor," Rath said.

That evening, Gardner presented Rath with the Aspire Award recognizing her accomplishments as a student in the Cronkite Public Relations Lab, where students plan and execute professional marketing and communication campaigns for clients that range from Fortune 500 companies to nonprofits. Gardner also delivered a lecture attended by students, faculty and members of the public on the power of mentorship and changes in the communications industry.

The PR Lab Mentorship Lecture and

Aspire Award was established in 2013 in honor of Enid R. Pansky by Scott Pansky, co-founder of the global public relations firm Allison+Partners, to connect students with the nation's top communications professionals.

"Morgan is a shining example of a student that has a vision for where digital communications is heading," Pansky said. "My family and I are honored that ASU recognized how my mother motivated and mentored thousands of people in her career. This program embraces her heart and spirit, providing mentoring opportunities with public relations and marketing luminaries."

Cronkite Associate Professor Fran Matera, the founding director of the PR Lab, said, "The Lab's innovative approach, coupled with Scott's support, helps our students move further along their career paths."

Previous PR Lab Mentorship Lectures have featured John J. Nicoletti, vice president for internal communications at Walt Disney Parks and Resorts; Gail Adams-Jackson, director of communications for the International Association of Geophysical Contractors; and Glen Broom, professor emeritus at San Diego State University. ■



Top: Allison+Partners co-founder Scott Pansky (right) chats with Associate Professor Dennis Russell.

Bottom: Cronkite Associate Professor Fran Matera, the founding director of the PR Lab, introduces Pansky at the ceremony. Photos by Courtney Pedroza



Enid Pansky, a pioneer of her time, was a mentor to friends, family and colleagues throughout her life. The Aspire Award is given in honor of her passion for education and mentorship.

Cronkite Grad

Elizabeth Blackburn

Named Fulbright Scholar

As a Cronkite student, Elizabeth Blackburn met Sholpan Zhaxybayeva, a media professional from Kazakhstan who was part of the school's Humphrey Fellowship Program.

The two quickly became "blogging buddies" in a class taught by Associate Professor B. William Silcock, who leads the Humphrey Program, a prestigious U.S. State Department initiative that brings mid-career professionals from emerging democracies to the Cronkite School for 10 months of academic study and professional experience.

"Through the class, Shola and I became great friends," Blackburn said. "She helped me learn Russian, and I helped her learn English. She taught me how to cook Kazakh meals, and I taught her about some classic American dishes. We learned about each other's countries and cultures, the good and the bad, and, ultimately, I left the class with a greater understanding of people and the world."

As Blackburn neared graduation in spring 2016, she learned that she would be heading to her friend's home country as a Fulbright Scholar, the U.S. government's flagship international educational exchange program.

As a Fulbright, Blackburn, from Morrisville, North Carolina, will teach English in Kazakhstan. Her first stop is in the neighboring country of Kyrgyzstan to study Russian before heading to her assignment.

According to the U.S. Department of State Bureau of Educational and Cultural Affairs, about 1,600 U.S. students are annually admitted into the program, which seeks to build an understanding between people of other countries and Americans.

"To be named a Fulbright is a tremendous honor," said Cronkite Dean Christopher Callahan. "We are extremely



Cronkite student Elizabeth Blackburn at ASU's 2016 commencement ceremony at Wells Fargo Arena. She is a Fulbright Scholar, teaching English in Kazakhstan. Photo by Ben Moffat/ASU Now

"To be named a Fulbright is a tremendous honor. We are extremely proud of Elizabeth, and we wish her the best in Kazakhstan."

— Cronkite Dean Christopher Callahan

proud of Elizabeth, and we wish her the best in Kazakhstan."

Blackburn said she is fascinated with Central Asia and its emergence from the shadow of the former Soviet Union. In particular, she is interested in how the people of Kazakhstan are creating a national identity.

"I don't think many people know about Kazakhstan," she said. "It's important to appreciate that culture and to help Americans and other people understand what it is like in that part of the world."

Blackburn said she has been

corresponding with Zhaxybayeva, who is back in Kazakhstan, and hopes to visit her. She said none of it would have been possible without the Cronkite School.

"The faculty and staff have always believed in me and encouraged me to chase my dreams, even if those dreams didn't look like other people's dreams," Blackburn said. "I want to express how appreciative I am for that. I hope the Cronkite School continues to be a place where students can learn how to chase their dreams." ■

Cronkite student Jade Carter (right) sits with her new mentor Jen Jones, a content coordinator at CBS 5. Photo by Sean Logan



Within the first few weeks of being at the Cronkite School, freshmen begin exploring career paths by connecting with working professionals, many of them alumni of the school.

Networking Starts Early

for Cronkite Freshmen and Their Mentors

By Joshua Bowling

The Cronkite Mentorship Program matches freshmen with media professionals in digital and broadcast journalism, photojournalism, public relations and related communications fields.

The program, which has grown exponentially since its inception in 2006, gives freshmen an early opportunity to explore journalism with a mentor. According to Cronkite Career Services Director Michael Wong, there were 85 freshmen and mentors in the 2015-2016 program, compared to 15 in its inaugural year.

The program offers students an early entry into the profession, Wong said. "It gives them a real connection to a professional who's working in the industry."

During a session just weeks after they arrived at the school, freshmen met their mentors for the first time.

Cronkite student Nicholas Serpa was matched with ABC15 multimedia reporter and Cronkite alumna Joe Bartels. Serpa said he was excited to get to learn the ropes from someone with experience. "It gives me the chance to grow in my skills," he said.

Wong said more students are focusing on sports and digital media careers, and the program has grown to include mentors from those fields.

Mentors and their mentees keep in regular contact, often over coffee or lunch.



"It gives them a real connection to a professional who's working in the industry."

— Michael Wong, Cronkite director of career services

Mentors answer questions, provide career and life advice and share what it's like to be a professional.

Many of the mentors for the 2015-2016 program were alumni of the Cronkite School, including Jennifer Jones, who works as a senior content editor for CBS 5 and 3TV. She said she was excited to come back to give freshmen a helping hand.

"So many professionals helped my college experience," said Jones, who graduated in 2001. "It made sense to give back to the community." ■



Clockwise top left: ABC15 anchor Kim Tobin (left) meets with Cronkite student Alexis Egeland at the kickoff of the Cronkite Mentorship Program. Student Reilly Kneedler talks with Arizona Republic multimedia producer Dave Seibert. Phoenix Suns creative content coordinator Jake Knapp advises student Braiden Bell on working for an NBA team. Photos by Courtney Pedroza

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

Scholarships and Giving

Lillie and Michael Axelrod were grateful for the education their son received at the Cronkite School, and they wanted to be sure other students had the same opportunities.

Jeff and Michael Mallace remembered the help they got as students and wanted to pay it back by helping students who came after them.

Cheryl and Andy Mandala ran a financial and business newsletter company and wanted to do something to support students interested in business and economics reporting.

These are among the families and individuals who have established scholarships for Cronkite students.

More than 150 Cronkite scholarships were awarded in 2015-2016, said Liz Bernreuter, Cronkite's senior director of development. "The financial help is critical, but it's also important that students know there are people out there rooting for them," she said. "It makes all of the difference." ■

Campaign ASU 2020

aims to increase the number of scholarships by 150 percent and grow the pool of "Cronkite Nation" scholarships, giving students the opportunity to receive a world-class education from one of the nation's top journalism programs.

Together, Our Potential is Limitless

CAMPAIGN ASU 2020

cronkite.asu.edu/2020

Background: 2015 fall convocation. Photo by Johanna Huckeba



Axelrod scholarship recipient Giselle Cancio reports from the 2016 Rio Olympics. Photo by Scott Bara

Cronkite Parents Pay It Forward to Students

When Lillie and Michael Axelrod watched with pride as their son, Jason, received his master's degree in December 2015, they had two thoughts.

"We saw the huge impact Cronkite had on Jason, and we wanted to try to help other students have the same opportunity," Michael Axelrod said.

In order to help others who share Jason's passion for journalism, Lillie and Michael established the Axelrod Family Scholarship for master's degree candidates at Cronkite.

Jason, now a content producer in Atlanta for the public infrastructure group at Penton, an information services company, said he was accepted to a number of top journalism graduate schools but was attracted to Cronkite because it is "so focused on staying on the cutting edge of technology."

"I was just really attracted to the idea that I'd get a bunch of skills under my belt," he said, adding that those skills "definitely" helped him land his current job.

The benefits included not just technical but traditional journalism skills — like getting comfortable approaching and interviewing strangers. They also included connections to the industry provided by Cronkite faculty such as Professor Andrew Leckey.

Leckey, the Reynolds Chair in Business Journalism, "just really seemed to open a lot of doors," Jason said, and sparked his interest in business journalism.

"I had no inclination to do business," said Jason, who described having a typical journalist's uneasy relationship with num-

"It's a nice reminder that things are earned, not given."

— Giselle Cancio, Axelrod scholarship recipient

bers. "When I started writing about business, I realized it's so widespread and open, and that really appealed to me."

The Axelrods said they were impressed by the level of engagement between Cronkite faculty members and students.

"We heard a lot about the special relationship Jason developed with Professor Leckey and how much Jason learned from him and was motivated by him," Michael said.

Jason credits Leckey with getting him a Reynolds business journalism summer internship at The Seattle Times and helping him get stories published in other publications.

Cronkite graduate student Giselle Cancio doesn't plan to be a business journalist, but she said she was attracted to Cronkite for the same reasons Jason was. She's a recipient of the Axelrod Family Scholarship, which is helping her earn her master's degree at Cronkite.

"Being a first-generation Hispanic female, the odds are not always stacked in my favor," Cancio said. "Being a recipient of this scholarship means so much to me simply because I represent a minority, and it's a nice reminder that things are earned, not given." ■

Golder Scholarship for Broadcast Engineering

In 1983, Jim Golder was an engineering student at ASU when he died in a fall from a radio tower. He was only 22.

After his tragic death, Golder's parents and the Society of Broadcast Engineers established the James F. Golder Memorial Scholarship Fund to honor his memory and to encourage students interested in broadcast engineering, the unseen and unsung heroes of broadcasting.

"All of the technical developments in radio and TV have been implemented at some level by broadcast engineers," said Roger Carter of the Society of Broadcast Engineers. "Above all, they are the guardians of quality."

The society managed the Golder Scholarship for more than 30 years until 2016, when it was transferred to the ASU Foundation.

Beginning this year, the Cronkite School will award scholarships to journalism students interested in broadcast technology.

"The Cronkite School has world-class technical facilities."

— Roger Carter, Society of Broadcast Engineers

Carter said ASU is an excellent place to begin a broadcast engineering career — and a fitting way to continue honoring the legacy of Golder, who grew up in Phoenix and Scottsdale, Arizona, and worked for KAET (now Arizona PBS) as well as KPNX (now 12 News) while he was a student at the school.

"The Cronkite School has world-class technical facilities, which are ideal to train the engineers and technicians of the future who are interested in audiovisual media transmission," Carter said.

The first ASU-awarded Golder Scholarship will be given in 2017. ■

The Mallaces Make Giving Back a Family Affair

As early as his senior year at ASU in 1985, Jeff Mallace knew he wanted to help others in return for the help he received as a student.

"I was very fortunate to receive grants and financial assistance," said Mallace, who worked full time while pursuing a degree in finance at the W. P. Carey School of Business. "ASU helped me out financially in a time of need. I never forgot that."

Mallace and his brother, Michael, who graduated from the Cronkite School in 1982, were taught the importance of hard work and giving back by their parents, who were small-business owners.

Mallace and his wife, Claudia, are now funding scholarships for students attending the Cronkite School and the Carey School.

Mallace attributes much of his professional and personal success to the value of his degree from ASU. He went on to spend his career with Frito-Lay Inc. Michael Mallace is now general manager of Sierra H



Scholarship donors Claudia and Jeff Mallace visit the Cronkite News studio. Photo courtesy of ASU Foundation

Broadcasting, which operates two radio stations in the Phoenix area. Michael and his wife Fran — another Cronkite graduate — also are members of the Cronkite School's Endowment Board of Trustees.

"Claudia and I are proud to be able to support both the W. P. Carey School of Business, where I earned my degree,

and the Walter Cronkite School of Journalism and Mass Communication, where Michael and my sister-in-law, Fran, earned their degrees," Jeff Mallace said.

"Our desire is that these scholarships will help shape and enrich the lives of many students for years to come." ■

Scholarship Supports Student Reporters in Washington Bureau

One of the biggest stories to come out of Cronkite News in the summer of 2016 was senior Wafa Shahid's extended sit-down interview with Khizr Khan, the Gold Star Father who spoke out against then-candidate Donald Trump and was criticized by Trump in return.

It's a story Shahid would not have been able to land without the Mandala Scholarship, which allowed her to spend a semester in Cronkite's Washington, D.C., bureau and be part of the team of Cronkite reporters covering the political conventions.

"It's a huge honor to be awarded this scholarship," Shahid said. "I couldn't be more thankful to the Mandala family for helping me pursue my dreams. They're truly inspirational people."

The Cheryl and Andy Mandala Family Scholarship is awarded each semester to students covering business and economic affairs for Cronkite News in the Washington bureau.

The Mandalas founded Mortgage Commentary, a

financial and business newsletter company now owned by Thomson Reuters. The couple established the scholarship in 2011, when Cronkite News opened its D.C. bureau.

"Looking back at our own careers and remembering how much we learned as young reporters in Washington, we believed strongly that this kind of knowledge could not be gained from a textbook or sitting in the classroom," Cheryl Mandala said.

Andy Mandala, who had been a business reporter in both New York and Washington, said at the time the scholarship was established that "by far, the work in Washington was more meaningful."

A dozen student reporters have benefited from the Mandalas' generosity, which has let students worry more about their reporting and less about their financials.

"I definitely think that when I was weighing staying in Phoenix versus going all the way across the country, the financial factor was something that came up," said Mauro Whiteman, a 2014

Blaze Radio Studio Named in Memory of Bill Austin

The Cronkite School's radio studio is now named in memory of the late Bill Austin, a beloved radio host and television weatherman who informed and entertained Phoenix for more than 20 years.

In 2016, the studio, home to ASU's student-run Blaze Radio KASC, received upgrades and was named in honor of Austin, thanks to an anonymous donation to the Bill Austin Memorial Scholarship, created by Clear Channel Radio and Digital Media (now iHeart-Media) in 2011.

Austin, who died of cancer in 2010, was co-host of KEZ Radio's "Beth & Bill" show for nearly 20 years with co-host Beth McDonald. Prior to that, Austin was a weatherman for Phoenix NBC affiliate 12 News, KPNX-TV.

"Bill was born for the broadcast business," McDonald said. "After Bill passed away, I heard from a lot of young people who said Bill mentored them in a lot of different ways. I think it's only appropriate that this studio be in his name, and that there's a scholarship named

after him. He would be thrilled about all of this, and how many more young people this will be able to help."

The Bill Austin Memorial Scholarship annually awards \$1,000 to a Cronkite student interested in broadcast journalism. Since its inception in 2011, six students have received the scholarship.

The fund also helped finance studio upgrades, which included a new digital recorder and playback devices, new computer hardware, upgraded audio boards and a new encoder used to stream Blaze Radio online.

Blaze Radio was founded in 1982 and broadcast out of a studio on ASU's Tempe campus for 30 years. In 2013, all station operations were moved to the Cronkite building. The station is run almost entirely by students, who produce new, sports and entertainment segments and manage the station's business operations.

"It got me interested in radio, which is something I did not think I was interested in," Cronkite sophomore Nikole Towers



Photo courtesy of KEZ Radio

said. "I'm a print journalist, so I thought I only wanted to do writing. But I'm also trying to go into music journalism, so this really helped ... me expand in a way I didn't think I could I didn't think radio was necessarily my thing, but it turns out I love it." ■

alumnus who spent a semester working in the Washington bureau.

"It (the Mandala Scholarship) played a big role in getting me to come out to the East Coast," Whiteman said from Washington, where he now works as social video producer for The Hill newspaper.

After Andy Mandala passed away in July 2015, more than 50 friends and family members stepped forward to add their support to the scholarship. That made it possible to endow the scholarship, making it a permanent source of help for students.

Shahid said she was able to spend spring and summer 2016 in Washington in part because of help from the Mandala Scholarship.

"I stood shoulder to shoulder with some of the biggest names in journalism, covering hearings and rallies, all because I was given this opportunity by the Cronkite School," Shahid said.

Cheryl Mandala said that at a time when the press is "under siege" it's more important than ever that journalists "understand how to interpret facts, dig for stories and deliver that information to their reading or viewing public in a way that increases their understanding."

"Our family has been impressed and delighted over the years



Wafa Shahid reports for Cronkite News from Washington, D.C., thanks to the Mandala scholarship. Photo by Paula Maturana

with the caliber of young journalists selected as recipients of our scholarship and are proud of every one of them," she said. "We hope the experience of spending a semester in the nation's capital as a member of the working press deepens and broadens their understanding of how important a role the media plays in letting the public know how our government actually works." ■

- *Scripps Innovation for students
- *Scripps Innovation media entrepreneurship
- *Mobile Module: Two-week experts and infused throughout
- *Game Research and Immersive Design Pre-incubation space for game development in student/graduate companies.
- *Certificate in Entrepreneurship with Business Partnerships with Accelerators: Internship opportunities for students with startup companies.

Outreach

Service is a big part of the Cronkite School's efforts to improve the quality of journalism and journalism education.

To that end, the school hosts a half-a-dozen residential training programs for everyone from high school journalism students to experienced professionals, and it provides a one-of-a-kind guide on disability language used by media outlets across the world.

The school partners with organizations such as the Scripps Howard Foundation, the Donald W. Reynolds Foundation, Dow Jones News Fund and the National Association of Broadcasters Education Foundation to make the training programs possible. ■

Campaign ASU 2020

encourages excellent journalism and ensures that students from less fortunate backgrounds find a pathway to journalism.

Together, Our Potential is Limitless

CAMPAIGN ASU 2020

cronkite.asu.edu/2020

Background: Michelle Ferrier, president of Journalism That Matters and founder of Troll-Busters.com, leads a session at the Scripps Howard Journalism Entrepreneurship Institute. Photo by Alexandra Gaspar

College Professors Discover the Future of Journalism



Photo by Alexandra Gaspar

By Alexandra Myers

For 10 years, University of Alabama broadcast news professor Chandra Clark has been looking for new ways to prepare her students for 21st-century journalism.

That search led Clark to the Cronkite School's Scripps Howard Journalism Entrepreneurship Institute, where she joined 14 other professors from across the country for an intensive five-day workshop on how to incorporate entrepreneurship into their academic programs.

Each year, the workshop, made possible by the Scripps Howard Foundation, brings professors together with some of the country's leading journalists and venture capitalists. The goal, said Cronkite Professor of Practice Dan Gillmor, is to get journalists attuned to "the startup culture."

"Most people will not be entrepreneurs, but everyone needs to understand the entrepreneurial method and everyone needs to have entrepreneurial thinking," said Gillmor, an internationally recognized author and leader in new media and entrepreneurship, who leads the institute.

"That's the real purpose, to build an understanding and appreciation of the startup culture."

The competitively chosen professors spend the week talking with entrepreneurs, brainstorming ideas and projects, learning about resources and product development, and discussing ways to bring other disciplines into the process.

The goal is to give the teachers and, in turn, the students the tools to create new businesses and new opportunities.

Mark Poepsel, an assistant professor at Southern Illinois University-Edwardsville, said more media startups are needed. That's one reason professors need to take more risks and change their approach to training future journalists, he said.

"There are plenty of reasons to teach entrepreneurial skills to journalism students and mass communication students because they are going to need to think like entrepreneurs for the companies that they'll work for," he said.

Speakers like Mark Briggs, author of "Entrepreneurial Journalism: How to Build What's Next For News," encouraged the professors to find new ways of teaching entrepreneurship to their students.

At the end of the workshop, the professors were required to pitch a product or service they could develop for their communities. They also left with

plans for developing courses at their own institutions.

The institute gave them the tools. Now it's up to the professors to take those tools and shape students into better and brighter journalists, Gillmor said.

"It made me think about what I'm already teaching my students and how I can push them a little bit further into digging a lot deeper into stories," Clark said of the experience.

"We all tried to take we learned and move it into our classrooms on campus and share that knowledge with our students." ■

2016 Fellows:

Thomas Bass, University at Albany-SUNY

Chandra Clark, University of Alabama

Philippa Croome, Brookfield

Institute for Innovation and Entrepreneurship/Ryerson University

Lillie Fears, Arkansas State University

Paul Glader, The King's College

Francine Huff, Florida A&M University

Yanick Rice Lamb, Howard University

Michael Marcotte, University of New Mexico

Juli Metzger, Ball State University

Brett Orzechowski, Utica College

Mark Poepsel, Southern Illinois

University-Edwardsville

Timothy Regan-Porter, Center for Collaborative Journalism at Mercer University

James Simon, College of Arts and Sciences at New York Institute of Technology

Len Strazewski, Columbia College Chicago

Matt Tullis, Ashland University

The Scripps Howard Foundation is the philanthropic arm of the E.W. Scripps Co., one of the nation's largest independent media enterprises 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. scripps.com/foundation



Photo by Sean Logan

Reporters and Educators Learn New Business Journalism Techniques

By Alexandra Myers

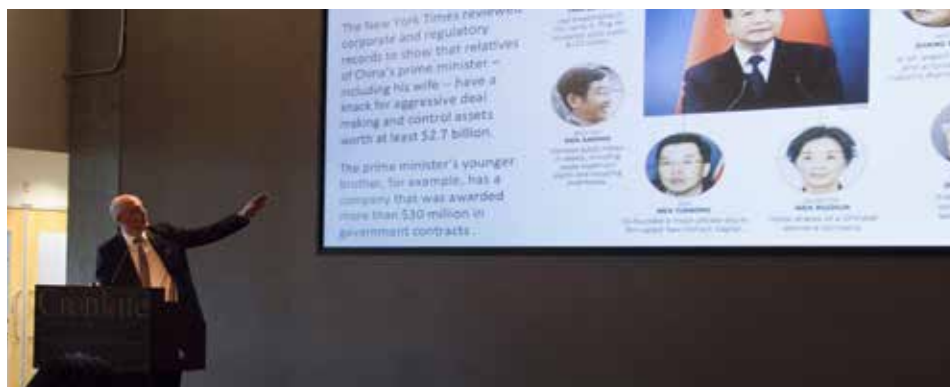
Zac Gershberg didn't have a strong background in business journalism, so the Idaho State University assistant professor turned to Reynolds Week at the Cronkite School to learn how to incorporate business in his courses.

"I really looked forward to the opportunity to learn about how to both teach elements of business as well as find stories for my journalism students to write about," said Gershberg, one of nine professors who attended the 2016 Reynolds Week.

They were joined by 17 reporters from news organizations such as USA Today, The Washington Post and U.S. News and World Report who were learning the fine points of business investigations and reporting on business in their communities.

The training, funded by the Donald W. Reynolds Foundation, included sessions on business and finance, the use of census and economic data, campaign finance, immigration, the marijuana industry and money in sports.

"The complexities and constant changes in business and the economy mean business journalists and professors everywhere must be well-versed in both the basics and the latest trends," said Andrew Leckey, Reynolds Endowed



Wall Street Journal editor Glenn Hall offers tips for building a winning business investigation. Hall recommends breaking long-form stories into multiple short, easily digested pieces and to use visuals such as videos, graphics and slideshows to engage the audience. Photo by Laura M. Davis

Chair in Business Journalism and president of the Reynolds National Center for Business Journalism. "Year after year, fellows from around the country — and often the world — come to Reynolds Week to pick the brains of experts and share concepts with their peers."

Outside of the sessions, fellows shared ideas on how to best incorporate business into journalism classes and ideas for stories and projects to take back to their newsrooms.

"I learned about new resources to use about data more than anything else," said Bonnie McGeer, a reporter for the

American Banker. "For example, the Census Bureau has more data than I expected — more than I knew about before the program."

Speakers included Tom Contiliano of Bloomberg News, The New York Times' Phoenix Bureau Chief Fernanda Santos, and Ilana Lowery, editor-in-chief of the Phoenix Business Journal.

Gershberg said the sessions drove home the point that "business is everywhere."

"These sessions kind of showcased new tools for collecting information and integrating them within the classroom," he said.

Idaho State University professor Zac Gershberg (top right photo) and USA Today reporter Elizabeth Weise (bottom right) accept their certificates from Andrew Leckey, Reynolds Endowed Chair in Business Journalism and president of the Reynolds National Center for Business Journalism.

Below: Washington Post reporter Michael Fletcher chats with Molly Young, a reporter for The Oregonian. Photos by Laura M. Davis



“Year after year, fellows from around the country — and often the world — come to Reynolds Week to pick the brains of experts and share concepts with their peers.”

— Andrew Leckey, president of the Donald W. Reynolds National Center for Business Journalism



Left: Phoenix Sports Bureau Director Brett Kurland (left) moderates a discussion on “The Numbers in Sports” with Marc Appleman, CEO of the Society for American Baseball Research, Arizona Republic senior reporter Craig Harris and Tableau sports data analyst Dash Davidson at Reynolds Week. Right: Davidson conducts a presentation on sports analytics. Photos by Sean Logan

Gershberg said he already has begun to create new assignments, using fresh materials and hands-on projects in his courses.

McGeer said he was most interested in the session on the growing business of legal marijuana.

Business journalism is important, McGeer said, for the same reason all journalism is: Reporters are the ones who help hold businesses accountable. No one else is likely to look into how

businesses are affecting their communities and whether shareholder agendas conflict with others.

“Journalists play a very important role as far as the public is concerned, because no one else is going to spend their time looking at the same issues,” McGeer said.

“It’s exciting to hear about, as much as it is informative to hear about,” she said.

■

2016 Reynolds Week Participants

Business Journalism Professionals:

Joel Aschbrenner, The Des Moines Register

Claes Bell, Bankrate.com

Rickey Bevington, Georgia Public Broadcasting

Luis Carrasco, Arizona Daily Star

Jared Council, Indianapolis Business Journal

Michael Fletcher, The Washington Post

Frank Holland, WCBV-TV Boston

Rachel Lerman, The Seattle Times

Ally Marotti, Chicago Tribune Media Group

Bonnie McGeer, American Banker Magazine

Teddy Nykiel, NerdWallet

Tim Sheehan, The Fresno Bee

Andrew Soergel, U.S. News & World Report

Eric Jay Toll, Phoenix Business Journal

Greg Trotter, Chicago Tribune

Elizabeth Weise, USA Today

Molly Young, The Oregonian

Business Journalism Educators:

David Copeland, Bridgewater State University

Zac Gershberg, Idaho State University

Desiree Hanford, Northwestern University

Christina Leonard, Reynolds Business Reporting Bureau, ASU

Amy Merrick, DePaul University

Jean Reid Norman, Weber State University

Morufu Oyeto Oyekeanmi, Osun State Polytechnic

Julie Serkosky, University of Connecticut

Terri Thompson, Knight-Bagehot Fellowship in Economics and Business Journalism, Columbia University

The Donald W. Reynolds Foundation

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



Photo by Thomas Hawthorne

Cronkite School Provides Multimedia Training to Dow Jones News Fund Interns

“Now I can work with programs I’d heard of before but had never used and apply those tools to prepare content.”

— Sherman Hewitt, Dow Jones News Fund participant

Ashley McBride, a graduate student at Syracuse University, prepared for her summer internship at the Palm Beach Post with a stop in Phoenix, where she took part in an intensive 10-day digital media training course at the Cronkite School.

“It’s great to hear from working professionals how they incorporate digital media into their work,” McBride said. “Though I had some prior knowledge, we went deeper on many of the tools and used them to create infographics, mapping and visualizations.”

McBride was one of 11 top college student journalists from across the country to complete the intensive digital media training in May 2016 as part of the prestigious Dow Jones News Fund program hosted at the Cronkite School.

Working with video was new to McBride, who as an undergraduate at the University of Miami was managing editor

of the award-winning Ibis Yearbook, a reporter for The Stand newspaper and contributing writer for the Miami Hurricane newspaper.

“I had never used a video camera before, but after the training at Cronkite I felt confident with it. I have more confidence now in all the tools we learned, including Photoshop, Illustrator and Adobe Premiere,” McBride said. “I can do more than just assist now.”

The students were in residency on the ASU Downtown Phoenix campus before reporting to paid summer internships at news organizations such as MSN, The Denver Post, The Philadelphia Inquirer, the International Center for Journalists, AccuWeather and azcentral.com.

Linda Shockley, managing director of the Dow Jones News Fund, said students trained as digital interns at the Cronkite School have the skills and work ethic media employers crave. The Cronkite



Clockwise from top: Sherman Hewitt prepares to take photos while his colleague Claire Voeglein captures a candid of him. Voeglein (left) and Avery Hall learn about podcasting. Instructor Kristy Roschke (left) helps participant Ashleigh Wilson with a project. Photos by Thomas Hawthorne

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, data journalism, news editing and sports editing.

"I could raise my hand now and say, 'I can do this,' if a podcast or video project came up at my internship," said Sherman Hewitt, a dual computer science and journalism major at University of Miami, who created a podcast about jazz music during the training at Cronkite. "Now I can work with programs I'd heard of before but had never used and apply those tools to prepare content."

Students also learned visual storytelling, digital editing, information gathering, infographics and data visualization as well as social media analytics, basic coding, interactive maps and podcast production.

"Through learning these skills,

students are trained to perform at a high level at their summer internships," said Michael Wong, Cronkite's career services director who oversees the Dow Jones program.

Erin Davoran, a graduate of Ohio University's E.W. Scripps School of Journalism, called the DJNF sessions "a jumpstart to something invaluable and necessary on the digital side of journalism, which is where so much of the industry is heading."

"Now I have a tool belt of digital skills that I can go out and master," Davoran said. "If my internship is like this, I'll be very excited."

Davoran also noted the valuable network of contacts she developed during the sessions.

"Some said if they had been to the training at Cronkite first, they would have picked Cronkite over their current journalism school," she said. ■

The 2016 interns and their assignments:

Wynne Davis

University of Texas at Austin
Corpus Christi Caller-Times

Erin Davoran

Ohio University
azcentral.com

Avery Hall

University of North Carolina
AccuWeather

Hayley Harding

Ohio University
The Denver Post

Sherman Hewitt

University of Miami
The Philadelphia Inquirer

Bernat Ivancsics

Columbia University
MSN News

Paige Levin

University of Florida
International Center for Journalists

Ashley McBride

Syracuse University
The Palm Beach Post

Roberto Roldan

University of South Florida
Austin American-Statesman

Claire Voeglein

Temple University
Advertising Specialty Institute

Ashleigh Wilson

North Carolina A&T State University
azcentral.com

The Dow Jones News Fund is a nonprofit organization supported by the Dow Jones Foundation, Dow Jones and Co., publisher of The Wall Street Journal, and other news industry organizations. Its mission is to encourage high school and college students to pursue journalism careers by sponsoring workshops and providing internships. It also offers ongoing training and grant-funded programs for educators. newsfund.org

College Graduates Jumpstart Careers at NABEF Media Sales Institute

Top college graduates from across the country take advantage of an intensive media sales boot camp at the Cronkite School.

Fifteen graduates from 10 universities took part in the 10-day 2016 Media Sales Institute, designed to help recent graduates launch careers in a rapidly growing job sector.

The annual training program, in partnership with the National Association of Broadcasters Education Foundation, immerses students in media research, customer needs analysis and the development of integrated media

campaigns, among other topics.

University of Texas at Arlington graduate Jessica Gryder said what she learned was “immeasurable. I couldn’t ask for a better opportunity.”

“We got a real-world snapshot within a 10-day period of what the business is all about: working with clients, applying research and technology and understanding how targeted the media is,” said Gryder, whose dream is to own her own



Cronkite alumna Junelle Bautista participates in the 10-day institute. Photo by Paula Maturana

broadcast station.

Participants worked in small teams to create and present integrated marketing sales pitches for real business clients.

David Burton, a graduate of Georgetown University, worked on a team creating a campaign for Cancer Treatment Centers of America.

“Our project involved developing an

Fifteen students participate in the 10-day media sales boot camp hosted at the Cronkite School. Photo by Paula Maturana.





Georgetown University graduate David Burton (right) takes part in an interview at the Media Sales Institute. Photo by Paula Maturana

integrated campaign with digital, radio, cable and broadcast to reach 5 million people in the Phoenix demographic," he said. "The best part of the sessions for me was learning the negotiating process, approaching the customer to discover what's most valuable to them and angling your sales pitch to demonstrate those benefits."

NABEF President Marcellus Alexander said the institute "continues to identify and prepare future sales leaders to launch their careers."

"ASU is a valued partner in this initiative, assisting the next generation of multiplatform sales professionals in taking their place in the ever-changing communications ecosystem," he said.

ASU is one of only three institutions in the nation to host the annual training, along with Florida A&M University and Howard University. This was the program's second year at the Cronkite School.

Cronkite Assistant Dean Mark Lodato, who leads the institute, said the school is "thrilled" with its partnership with NABEF.

"The program provides immersive learning experiences and networking opportunities that offer participants a real edge in landing media sales jobs with leading media companies," Lodato said.

The Media Sales Institute is made possible by support from the GM Foundation and Gannett Foundation.

Participants are chosen on a competitive basis and get hands-on training in radio, television, cable, print, digital and internet sales.

Cronkite 2016 alumna Junelle Bautista

"We got a real-world snapshot within a 10-day period of what the business is all about ... "

— Jessica Gryder, University of Texas at Arlington

said the institute helped shape her career plans.

"When I graduated, I didn't know exactly what I wanted to do," she said. "It interested me to learn the business and creative sides of media. It has been great to meet people from different parts of the country interested in the same things I am and to hear from the panel of former MSI graduates, VPs and CEOs about their process and career paths."

Participants get free housing, transportation and meals as well as one-on-one interviews with national and regional media companies. ABC, BET, CBS, ESPN, FOX, Gannett and NBC are among the media companies that regularly attend.

For Gryder, the program touched her in an emotional way.

"On our final day of training, I was placed in front of 19 employers, which I could have never done on my own," she said. "I thank myself every single day that I applied because these people pull strings; they make things happen." ■

2016 Media Sales Participants:

Nick Bacon

John Carroll University

Phillip Barnes

University of Idaho

Junelle Bautista

Arizona State University

David Burton

Georgetown University

Jessica Gryder

University of Texas at Arlington

Jacob Huska

University of Idaho

Connor Johnson

Arizona State University

Paige Johnson

Xavier University of Louisiana

Shay Kak

Arizona State University

Megan Keller

University of La Verne

Jessie Moore

Arizona State University

Francine Mroczek

Emerson College

Marcos Ortiz

University of Texas at Arlington

Felix Quinonez

City College of San Francisco

Nicholas Souza

Utica College

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 the industry. nabef.org

The **National Association of Broadcasters** is a trade association that advocates on behalf of more than 8,300 local radio and television stations and broadcast networks before Congress, the Federal Communications Commission and the courts.

Official Sponsors of the NABEF Media Sales Institute are **GM Foundation** and **Gannett Foundation**.



Above: High school students Maddie Armentrout, Kylie Cochrane and Victor Garcia sit at the Cronkite News desk. Right: Sophie Miniconi operates a studio camera. Photos by Paula Maturana



Cronkite Hosts Summer Journalism Institute for High School Students

Shandiin Gorman rated her journalism skills at close to a zero when she entered the Cronkite School's 2016 Summer Journalism institute for high school students. And she was a little nervous.

"I didn't know what to expect," said Gorman, a senior at Westwood High School in Mesa, Arizona.

But Gorman, like the 26 other high school students who participated in the program, quickly got a taste of what it's like to be a student journalist.

"Everything moves really fast," Gorman said. "We would go somewhere and interview someone. The next day we would go back and edit our packages."

That kind of experience is a staple of the institute, which for decades has brought high school students from across Arizona, across the country — and occasionally from overseas — to the Downtown Phoenix campus for two weeks to learn multimedia reporting skills.

The 2016 institute, held in June, welcomed 27 students, many from underrepresented communities. They got scholarships to cover housing, meals and training through support from the Arizona Broadcasters Association, the Scripps



Institute attendees work in the control room under faculty supervision. Photos by Paula Maturana

Howard Foundation and Cronkite Endowment Board members Tom Chauncey and Tim Riester.

"There is no other opportunity like this for students to get a real glimpse into the broadcast industry," said Art Brooks, president and CEO of the Arizona Broadcasters Association. "It's an honor for us to have such a positive impact on the lives of students."

In addition to getting a taste of campus life, students attended classes taught by Cronkite faculty on reporting, writing, multimedia journalism, videography and editing, then put those skills to work in the field. They heard from speakers, toured local media outlets and met



with professional journalists. Then they capped the experience by producing a newscast and a multimedia-rich website (dgi27.wordpress.com) of their work.

Cronkite High School Journalism Institute Director Anita Luera, who leads the program, said it is an especially eye-opening experience for students who attend high schools that lack journalism programs.

The goal, she said, is to let students "see what a future could be like in journalism today."

Luera, who also is president of the Arizona Latino Media Association, said the institute has always emphasized diversity, and that was particularly true in



Clockwise from top: Institute participants and student advisers gather outside the Cronkite School. Noel MulunehI works on an assignment. Sean Longley edits in Adobe Audition. Instructor Dave Cornelius works with student Paul Stanton. Photos by Paula Maturana



2016 when Riester, owner and CEO of RIESTER marketing and advertising in Phoenix, made a gift to encourage Native American students to participate.

Five Native American students from Arizona — Gorman; Kaleb Clyde of Winslow High School in Winslow; Jennifer Huma of Hopi Junior/Senior High School in Keams Canyon; Cora Tanner of Westwood High School in Mesa; and Keli Vicente of Mountain View High School in Mesa — completed the program.

Many of the students go on to study journalism in college, Luera said, and many of those enroll at the Cronkite School. Among them: Paulina Verbera, who was part of the 2015 institute.

"We had online digital content we had to produce; we heard from the radio station, which I thought was interesting; and we got to go to the TV stations," Verbera said. The institute "gave me a two-week taste of everything Cronkite has to offer." ■

2016 Participants:

Michelle Ailport, Phoenix
Vanessa Ambrocio, Lawrenceville, Ga.
Maddie Armentrout, Chandler, Ariz.
Mackenzie Belley, Gilbert, Ariz.
Sofia Blanco, Lake Havasu City, Ariz.
Kaleb Clyde, Winslow, Ariz.
Kylie Cochran, Phoenix
Sarah Cowherd, Phoenix
Carson Field, Austin, Texas
Victor Garcia, Tucson, Ariz.
Ethan Gilchrist, Phoenix
Shandiin Gorman, Mesa, Ariz.
Alejandro Hernandez, Avondale, Ariz.
Kelleigh Hogan, Phoenix
Troy Jansen, Gilbert, Ariz.
Sean Longley, Phoenix
Megan Marples, Tempe, Ariz.
Sophie-Marushka Miniconi, Monaco
Noel MulunehI, Tucson, Ariz.
Julen Omaechevarria, Oradell, N.J.
Skyler Rivera, Claremont, Calif.
Jesus Rodriguez, Avondale, Ariz.
Carmela Rubino, Glendale, Ariz.
Kiarra Spottsville, Phoenix
Paul Stanton, Mesa, Ariz.
Cora Tanner, Mesa, Ariz.
Keli Vicente, Mesa, Ariz.
Calista White, Safford, Ariz.

Support for the Summer Journalism Institute comes from:

Arizona Broadcasters Association
Dow Jones News Fund
Scripps Howard Foundation
Cronkite Endowment Board of Trustees
members Tom Chauncey and Tim Riester

High School Students Experience Sports Broadcasting



Left: Tyler Manion (left) with Jake Hedeby set up a tripod during the Cronkite Sports Broadcast Boot Camp. Right: Haley Spracale (left), Riley Trujillo, Mason Kern and Noah Ram tour University of Phoenix Stadium. Photos by Paula Maturana

2016 Participants:

Jacob Adler, Portland, Ore.
 Christopher Burton, Los Altos, Calif.
 Jack Caldwell, Westport, Conn.
 Ryan Ferron, Camarillo, Calif.
 Will Forbes, Dallas
 Kevin Foster, Newtown Square, Pa.
 Austin Grant, Maple Valley, Wash.
 Ethan Grossman, Oakland, Calif.
 Jake Hedeby, Phoenix
 Griffin Johnson, Ladera Ranch, Calif.
 Zachary Keenan, Chagrin Falls, Ohio
 Mason Kern, Poway, Calif.
 Will Kubzansky, Washington, D.C.
 Sevrin Lavenstein, Cranston, R.I.
 Michael Macchiaroli, Paradise Valley, Ariz.
 Tyler Manion, Phoenixville, Pa.
 Anthony Marrama, Anthem, Ariz.
 Dylan McKim, Friendswood, Texas
 Connor McLindon, Northampton, Mass.
 Sarandon Raboin, Phoenix
 Noah Ram, Palm City, Fla.
 Julian Rosa, Miami
 Abigail Shipley, Long Beach, Calif.
 Haley Spracale, Tempe, Ariz.
 Derek Strom, Renton, Wash.
 Riley Trujillo, Grand Junction, Colo.
 Evan West, Carlsbad, Calif.

What are the chances that a high school kid from Colorado could cover the historic No. 1 draft pick of Arizona hockey standout Auston Matthews by one of the NHL's iconic franchises, the Toronto Maple Leafs?

Pretty good, if that kid is a student in the Cronkite Sports Broadcast Boot Camp.

The NHL draft story, by Riley Trujillo of Fruita Monument High School in Grand Junction, Colorado, was just one of the packages produced by the 27 high school students who came from 13 states to take part in the annual boot camp.

Students selected for the third year of the program in 2016 got a real-world sports journalism experience during their two-week residential summer camp at Cronkite.

The program, which ran from June 19 to July 3, featured in-depth broadcast training sessions on the state-of-the-art equipment at the Cronkite School as well as field reporting experiences with professional teams in the Valley, including the Arizona Diamondbacks,

the Phoenix Mercury and Arizona United Soccer Club.

Students learned play-by-play and sideline reporting, hosting and studio production from veteran sports journalists at the Cronkite School as well as FOX Sports Arizona, the Phoenix Suns and Arizona Coyotes, among others. They got to tour Arizona Sports radio KMVP-FM and visited the sports departments at 12 News, KPNX-TV, and FOX 10, KSAZ-TV.

"The Cronkite School is in a unique position to offer a top-tier experience for these high school students who come from across the country," said Cronkite Assistant Dean Mark Lodato, who heads the program. "There isn't any other camp where you can do play-by-play at a major league baseball game, cover professional basketball and produce your own sportscast, among other activities.



Clockwise from top: Students pause for a group photo while touring the University of Phoenix Stadium. Students walk through the players' tunnel for the COPA America 2016 soccer tournament. Final Four Director Dawn Rogers answers questions about the 2016 basketball tournament. Photos by Paula Maturana

We have a great roster of professional talent in Phoenix who give participants experiences they can carry into college.”

The high school sports reporters also learned how to use digital television field reporting equipment and editing tools to produce the packages they reported and wrote. They took turns at the anchor desk, got a chance to do live play-by-play of a Diamondbacks game against the Philadelphia Phillies — and even produced their own blooper reel.

As part of their final project, students produced an interactive multimedia website showcasing their work.

Sarandon Raboin of Arcadia High School in Phoenix said she came away

with a new appreciation for what it takes to be successful in what she hopes will be her career.

“I learned so much about the world of sports journalism,” she said. “I feel as if this camp really put me a step ahead for college.”

Sevrin Lavenstein, a student at the Wheeler School in Providence, Rhode Island, said he would recommend the camp to anyone interested in sports media.

“My experience at the Cronkite sports camp meant the world to me,” he said. “I’m grateful to have met so many great staffers, campers and industry professionals who helped me learn

what it means to be a sports broadcaster.

“The hands-on training with quality equipment was invaluable, and I feel like I came away from the camp more prepared to enter this career field.” ■

For more information about the Cronkite Sports Broadcast Boot Camp, visit cronkite.asu.edu/outreach/cronkite-high-school-programs/broadcast-boot-camp.

The official sponsor of the Cronkite Sports Broadcast Boot Camp is **FOX Sports Arizona**.



National Center on Disability and Journalism Releases Comprehensive Style Guide

How can reporters deal with the sometimes difficult topic of covering disabled people?

One place to start is with the term “disabled people.”

Members of the disability community are divided on the use of the term, with some preferring “person-first” terminology — “a person living with a disability” — and others preferring “identity-first” terminology because they feel their conditions are an inseparable part of who they are.

Reporters should ask the person their preference, according to the one-of-a-kind style guide produced by the National Center on Disability and Journalism at ASU.

The guide, available on the organization’s website or as a printable PDF at ncdj.org/style-guide, offers information and advice on nearly 80 commonly used words or terms, from “able-bodied” to “confined to a wheelchair.” While some of the topics are addressed in The Associated Press Stylebook, two-thirds of those in the NCDJ guide are not covered by AP style.

The new style guide greatly expands on one developed by the NCDJ in 2010, said Kristin Gilger, the center’s director and associate dean of the Cronkite School.

“The language of disability keeps changing and there are so many different opinions about what words and phrases should be used that there’s a real need for an authoritative, neutral source of guidance and information,” Gilger said.

Headquartered at the Cronkite School, the NCDJ is a national organization that provides support and guidance to journalists and communicators as they cover people with disabilities.

Gilger said disability can be a difficult topic for journalists, many of whom are unfamiliar with current debates over language choices and what might be considered offensive.

The guide strives to balance the need for sensitivity and accuracy against the journalistic mandate for language that is clear and easily understood by a general audience, Gilger said.

The new style guide was released to coincide with the United Nations’ International Day of Persons with

Disabilities on Dec. 3, 2016.

The day of observance aims to promote an understanding of disability issues and mobilize support for the dignity, rights and well-being of persons with disabilities.

In addition to offering recommendations on language choices, the guide provides a brief background on each word or term

and touches on instances in which disability organizations disagree on usage. It also notes whether or not the word or term is addressed in The AP Stylebook.

Along with the guide, the NCDJ also created a companion piece, “Terms to Avoid When Writing About Disability.” The article offers advice to communicators on why they should avoid using terms such as “epileptic fit” or “senile” and directs them to more neutral language.

Tim McGuire, the recently retired Frank Russell Chair for the Business of Journalism at Cronkite, is the author of a memoir on living with a physical disability and raising a child with Down syndrome. McGuire, who serves on the NCDJ advisory board, said he thinks the guide is incredibly valuable for journalists and writers.

“Nobody else can provide this same kind of comprehensiveness on disability language,” he said. ■



National Center on Disability and Journalism Disability Style Guide

The style guide is intended for journalists, communication professionals and members of the general public who are seeking the appropriate and accurate language to use when writing or talking about people living with disabilities. The guide covers general terms and words on physical disabilities, hearing and visual impairments, mental and cognitive disabilities and seizure disorders. Entries are listed in alphabetical order.

Each entry includes a definition of the word or term, a summary of how it is used or viewed by disability groups and guidance, when available, from The Associated Press Stylebook. Finally, each entry includes the NCDJ recommendation, which strives for accuracy and aims to strike a balance between clarity and sensitivity.

Able-bodied

Background: This term is used to describe someone who does not identify as having a disability. Some members of the disability community oppose its use because it implies that all people with disabilities lack “able-bodied” or the ability to use their bodies well. They prefer “non-disabled” or “enabled” or more accurate terms.

NCDJ Recommendation: The term *non-disabled* or the phrase “does not have a disability” is a more neutral choice. *Able-bodied* is an appropriate term to use in some cases, such as government reports on the proportion of able-bodied members in the work force. In some cases, the word “typical” can be used to describe a non-disabled condition.

AP style: Not addressed

The **NCDJ** was founded in 1998 in San Francisco as the Disability Media Project to raise awareness of how the news media cover people with disabilities. The organization was renamed in 2000 and moved to the Cronkite School in 2009. ncdj.org

Global Programs

Director of Cronkite Global Initiatives B. William Silcock is fond of saying that every student should have an experience abroad, but if that isn't possible, the Cronkite School will do its best to bring the world to them.

Silcock's mission was accomplished in 2015-2016 when the school hosted international journalists from dozens of countries and sponsored its first study abroad trip to the Middle East, with students reporting in Jordan, Israel and Greece.

Cronkite faculty also conducted training and worked with news organizations and journalism schools abroad through a series of U.S. State Department grants and the Fulbright Program. ■

Campaign ASU 2020 supports Cronkite School's global activities, preparing the next generation of news and communications leaders.

Together, Our Potential is Limitless
CAMPAIGN ASU 2020
cronkite.asu.edu/2020

Background: Humphrey Fellows visit Monument Valley in Arizona. Photo by Deanna Dent

Cronkite Pioneers Global Training for Journalists and Educators

The Cronkite School is training journalists and journalism educators across the globe as part of a rapidly expanding international outreach effort.

The school garnered its first major U.S. State Department grant in 2015 to work with faculty members at the University of Punjab in Lahore, Pakistan, to improve their teaching and research. That was quickly followed by another State Department grant to conduct journalism training for media professionals in Pakistan and two other grants to support journalism reporting projects in the Balkans and Albania. The grants total more than \$800,000.

The first Pakistan project brings two faculty members from the University of Punjab's Institute of Communication Studies to Cronkite each semester for three years. In addition, several Cronkite faculty members have traveled to Lahore to work with faculty there.

The first trip took place in fall 2015 when Associate Dean Kristin Gilger and Associate Professor B. William Silcock spent a week in Lahore. They visited media outlets, conducted presentations at the university and interviewed faculty interested in coming to Cronkite for a semester.

In spring 2016, the school welcomed its first Pakistani faculty members, Akram Soomro and Seemab Far Bukhari, assistant professors at PU's Institute of Communication Studies. At the same time, two other PU faculty members came to ASU to study under the guidance of ASU's Center for the Study of Religion and Conflict, Cronkite's partner on the grant.

During her time at the Cronkite School, Bukhari worked on her doctoral thesis, which focuses on cognitive dissonance and music — specifically, how Muslims who enjoy music reconcile that with Islamic prohibitions.

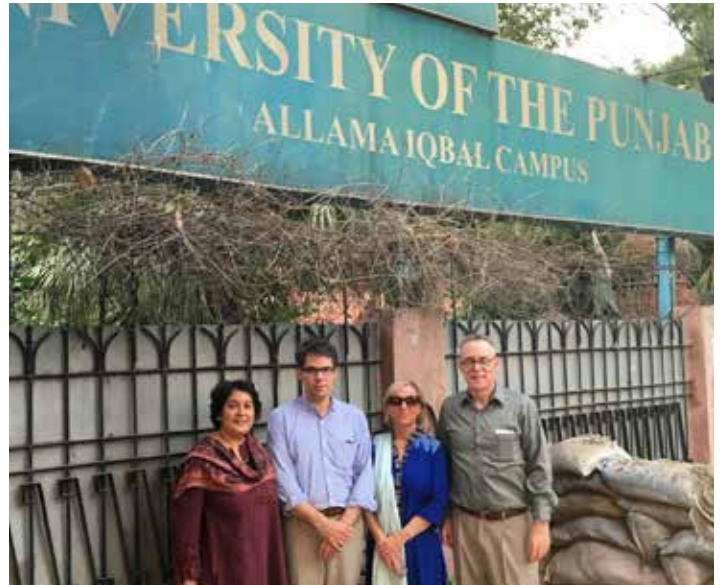
"I've been enriched by my association with Seemab and hope the same holds true for her," said Cronkite Associate Professor Leslie-Jean Thornton, who served as Bukhari's mentor. The two have continued working together after Bukhari's return to Pakistan, with Thornton serving on her dissertation committee.

Soomro's research focuses on the way the Pakistani English-language press have framed terrorism attacks in Pakistan. Cronkite Senior Associate Dean and Louise Solheim Professor Marianne Barrett, who served as his mentor, said Soomro also got interested in the work being done at the Cronkite Public Insight Network Bureau and is developing a similar audience engagement network for Pakistani media.

"Although our focus has been on his research, particularly his literature review, through our weekly meetings and conversations we also have learned quite a bit about each other's cultures," Barrett said. "In short, it has been an honor to work with Akram."

Six additional Pakistani scholars are scheduled to study at Cronkite through 2017.

The Cronkite School secured three other State Department grants in 2016 to lead media projects in three different countries. The first will take Cronkite faculty members Theresa Poulson and Jason Manning to Pakistan in early 2017 to conduct a series of



Professor Yasmin Saikia (left) and Assistant Professor Chad Haines from the ASU Center for the Study of Religion and Conflict join Cronkite Associate Dean Kristin Gilger and Associate Professor B. William Silcock for the first Pakistani project at the University of Punjab.

workshops for reporters and editors interested in improving their election and political coverage. That training will serve as the underpinning for the development of courses in politics and the press that the Cronkite School is developing in partnership with four Pakistani universities.

Later in the year, a group of journalism students and faculty members from Croatia will come to Phoenix to work on a multimedia reporting project on refugees. They will report in areas of Phoenix where

refugees who once passed through the Balkans have now resettled. That will be followed by a weeklong workshop in Zagreb for students and faculty members from journalism schools across the Balkans, including Bosnia and Herzegovina, Kosovo, Serbia and Montenegro.

Cronkite faculty and students will help lead that training.

The final grant-funded project will take a Cronkite professor and six graduate students to Albania over spring break in 2017. ■



Haines (left), Muhammad Shabbir Sarwar and Senior Associate Dean Marianne Barrett meet with Richard Boyum, university partnerships coordinator at the Office of Press and Public Diplomacy, U.S. State Department.



Humphrey Fellows

Bring the World to Cronkite

By Ryan Santistevan

Darko Ivanovic of Montenegro came to the Cronkite School as a Hubert H. Humphrey fellow expecting to polish his journalism skills, learn about U.S. media and immerse himself in a new culture. What he didn't expect was to produce stories for CNN.

Near the end of the 10-month fellowship for mid-career professionals from developing countries, fellows are expected to spend several weeks at a U.S. news outlet or another organization to experience how their U.S. counterparts do their jobs. Ivanovic secured a placement at CNN Money in New York and ended up producing several packages. He called the experience "a dream come true."

Joseph Mayombo, a Humphrey fellow from Gabon, completed his professional affiliation with the National Park Service. He spent three weeks working at the Grand Canyon, followed by a week at the World Ranger Congress in Denver and then 10 days in Washington, D.C., with the Office of International Affairs, a part of the

Criminal Division of the U.S. Department of Justice that is responsible for securing the return of fugitives from abroad.

Both affiliations were tailor-made to the fellows' interests and backgrounds. Ivanovic has nearly two decades of experience as an editor and news producer in Montenegro, a Balkan country that borders the Adriatic Sea. He manages an independent news service, "Robin Hood," and serves on a governmental commission that investigates attacks on journalists.

Mayombo has worked in communications for the World Wildlife Fund and the Gabon National Parks Agency, promoting nature conservation and environmentally friendly practices. He also has launched an environmental journalist network in his country, which is located on the west coast of Central Africa.

ASU is one of just two universities in the country that hosts a Humphrey program in journalism. The program, in partnership with the U.S. State Department and the Institute of International Education, brings accomplished, mid-career professionals from emerging democracies to the

The 2015-2016 Humphrey Fellows with Humphrey Program Curator B. William Silcock (far right) and Cronkite Global Initiatives Program Manager Kristi Kappes (second from left).

U.S. for an intensive, 10-month academic study and professional experience.

Fellows live in downtown Phoenix, participate in Cronkite classes and immerse themselves in the school and the community, in addition to their professional affiliations.

Cronkite has hosted Humphrey fellows since 2010. Ivanovic and Mayombo were two of nine fellows for the 2015-2016 academic year; the others came from Benin, Bhutan, Latvia, Moldova, Nepal, the Philippines and Russia.

Ivanovic said he was attracted to ASU in part because of the university's emphasis on innovation and entrepreneurship. He spent part of his time at Cronkite in the New Media Innovation and Entrepreneurship Lab, where he created a device that he calls "Badger," a wearable product that he said "doesn't speak to the consumer but about the consumer."

"It is combination of a badge and social network messaging device," he said. "It

2015-2016 Fellows

Vitalien Adoukonou, Benin, specializes in health promotion and behavioral change and was most recently a communications officer at the Agence de Médecine Préventive, a French non-governmental organization which aims to improve the health and well-being of those in need around the globe. Adoukonou, who holds a master's degree in communications from Pigier — Benin, has collaborated with the ministries of health for various African governments, primarily focusing on immunization.

Rajneesh Bhandari, Nepal, is an independent multimedia journalist, lecturer and trainer. For the past nine years, he has reported on Nepal's news and current affairs, with his reports appearing in The New York Times, National Geographic, Al Jazeera and the Los Angeles Times, among others. Previously, Bhandari worked at Kantipur Television Network (KTV), one of the top television stations in Nepal.

Criselda Marie Z. Caringal, Philippines, is an executive producer for GMA Network, one of the leading broadcasting companies in the Philippines. Upon graduating with honors from the University of the Philippines, she began her career in broadcast media.

Marta Cerava, Latvia, is a chief content editor and strategic creator of public broadcasting media at the radio, television and online news portal lsm.lv. She specializes in cross-platform content planning, merging multimedia, television and radio content online. Cerava holds a master's degree in journalism and mass communication from the University of Tampere in Finland and a bachelor's degree in communication science from the University of Latvia.

Natalia Ghilașcu, Moldova, is a veteran journalist specializing in human rights and LGBT issues. She has worked as editor-in-chief of the online news portal discriminare.md as well as a producer and moderator of a regional television station in the Republic of Moldova.

Darko Ivanovic, Montenegro, has nearly two decades of experience as a journalist, editor-in-chief and news producer. He is the manager of the independent production news service known as "Robin Hood." He also has worked for numerous news outlets in Montenegro, including RTCG, INTV, Monitor, Graffiti and Adut. Ivanovic is a graduate of the Faculty of Fine Arts in Cetinje with a specialization in film and television directing.

Joseph Mayombo, Gabon, has been working in media communications for the past 20 years, promoting nature conservation and environmentally friendly practices. He started his career with the environmental non-governmental organization newspaper Le Cri du Pangolin.

Alla Nadezhkina, Russia, is a highly regarded Russian public relations expert with more than 15 years of media and communications experience. She has worked as a spokesperson for the Russian International Agency Novosti, one of the country's top news organizations. She also was the head of press service at the International Information Agency Rossiya Segodnya.

Namgay Zam, Bhutan, is a noted journalist in Bhutan, working as a producer, editor and anchor of the Bhutan Broadcasting Service. She has written for The Guardian, the Australian Broadcasting Corporation, the Asia Literary Review and the Hindustan Times. She currently hosts an award-winning monthly talk show, "Let's Talk About It," on a private radio station. ■



Top: The Humphrey Fellows explore a Navajo hogan at Monument Valley. Bottom: The fellows tour the Grand Canyon. Photos by Joey Ruppert

features an open display that allows you to express, impress and dress. It is equipped with NFC (Near Field Communication) and Bluetooth technology to communicate with other devices/users, and thus it will be used for creating social, offline networks."

Mayombo worked with several others to develop a video that deals with climate change and suggests actions that individuals or groups can take to reverse the tide. They tweet about their work at #Notaboilingfrog.

Humphrey Program Curator B. William Silcock, director of Cronkite Global Initiatives, teaches a weekly leadership seminar for the fellows and Cronkite students who are members of Barrett, the Honors College and works with the fellows on a daily basis.

The international journalists do much to "enrich our students and invigorate our faculty," Silcock said. "We learn as much, if not more, from them as they learn from us." ■

Cronkite Conducts First Study Abroad in Middle East

By Alyssa Hesketh

A group of Cronkite students spent three weeks in Jordan, Israel and Greece during the summer of 2016 as part of the school's first study abroad program in the Middle East.

The students studied the religion and culture of the region and compared and contrasted journalistic practices in the Middle East with those in the U.S. They also interviewed Syrian refugees fleeing from the ongoing civil war in their country and reported and produced stories on religion and conflict in the Mideast.

The trip was led by Associate Professor B. William Silcock, director of Cronkite Global Initiatives, and Susan Lisovicz, the Donald W. Reynolds Visiting Professor of Business Journalism at Cronkite.

"Christianity, Islam and Judaism all converge in a very, very small area, and we were at all three locations," Silcock said. "It was not only a powerful educational experience but a breathtaking experience."

Silcock said the group started in Israel with both a Jewish and an Arab guide because "it's a good place to begin to understand the complexities of the Middle East."

In Jerusalem, students spoke with journalists who cover the Mideast for CNN and visited such famous sites as the Dome of the Rock, the Church of the Holy Sepulchre and the Wailing Wall. They also observed a Friday prayer during Ramadan and attended a feast held after sunset to mark the end of a daily fast.

In Amann, Jordan, students spoke with reporters and editors at Jordanian State Television and traveled to a small village just outside the city where 200 families now live after being bombed out of their homes in Damascus, the capital of Syria.

Cronkite junior Keerthi Vedantam said people in the camp were surprisingly upbeat. "It was like being at a big family reunion where everyone was your baby niece, your favorite cousin, your funny uncle," she said. "Kids were running between your legs and adults were clapping along to the music."

She also said the children were



Clockwise from top: Director of Cronkite Global Initiatives B. William Silcock (left) gathers with Cronkite students at the Temple Mount in Jerusalem. The Temple Mount fills with people during Ramadan season. Silcock, Reynolds Visiting Professor Susan Lisovicz (far right) and students tour the Jordan Radio and Television Corporation. Photos used with permission by JRTV

intrigued by a camera the Cronkite students had brought along and enjoyed taking pictures of themselves and family members.

In Athens, students visited Monastiraki Square, a popular market where Athenians buy groceries and talk politics, attended a performance of "The Apology of Socrates," and toured historic sites such as the Acropolis and the Parthenon. They also interviewed the head of foreign news for Antenna Group, the largest Greek media company, about the Greek government's response to the Syrian refugee crises.

Silcock, who has led previous Cronkite study abroad trips to Europe, said that while students were building their reporting skills they also learned just how small the differences are between the people of the world. "That realization —

that no matter where you are in the world, people care about the same things — is an important one for student journalists," he said. "Trips like this one help students see the world in a whole new way." ■

Greek journalist Maragarits Manousou (center) meets with Cronkite students. Photo courtesy of B. William Silcock



Two Cronkite Faculty Members Receive Fulbright Appointments

Two Cronkite faculty members received appointments in 2016 to teach journalism abroad as part of the Fulbright Program, America's flagship international education exchange program.

Professor Steve Doig, Knight Chair in Journalism, was named Fulbright Distinguished Chair at Masaryk University, the second largest university in the Czech Republic, and Andrew

Leckey, president of the Donald W. Reynolds National Center for Business Journalism, served as Fulbright Specialist to Uganda.

It was the second Fulbright Distinguished Chair for Doig, who spent four months in Portugal in 2010 teaching graduate classes in precision journalism and computer-assisted reporting at the Universidade Nova de

Lisboa. He also traveled the country, conducting seminars for students, faculty and professional journalists interested in computer-assisted and investigative reporting and helped organize a professional investigative journalism organization in the country.

Considered the most prestigious appointments in the Fulbright Scholar Program, only about 40 scholars with significant publication and teaching records are picked each year for the distinguished chairs at universities across Europe and elsewhere. The program is sponsored by the U.S. Department of State, Bureau of Educational and Cultural Affairs.

In the Czech Republic, Doig was assigned to teach two classes, one on data journalism and the other on public affairs reporting, in the Department of Media Studies and journalism of the Faculty of Social Sciences.

Doig, who had a 23-year career as a newspaper journalist before joining the Cronkite School, has trained journalists around the world in countries that include Australia, Austria, Belgium, Brazil, Canada, China, England, France, Germany, Indonesia, Mexico, the Netherlands, Norway, Portugal, Spain, Switzerland and Ukraine.

As a Fulbright Specialist, Leckey traveled to Uganda for several weeks in spring 2016 to lecture on business journalism and work with Makerere University to develop a business journalism major. He also met with local media leaders to discuss coverage of economics and business.



Top: Knight Chair in Journalism Steve Doig teaches data journalism and reporting public affairs to Czech students. Photo courtesy of Jana Sosnová
Bottom: Andrew Leckey, president of the Donald W. Reynolds National Center for Business Journalism, visits Uganda to work with university students. Photo courtesy of Andrew Leckey

The Fulbright Specialist Program promotes linkages between U.S. scholars and professionals and their counterparts at host institutions overseas. The program awards grants to U.S. faculty and professionals in select disciplines to engage in short-term collaborative projects at eligible institutions around the world.

Leckey said Uganda's agriculture, mining and petroleum industries, as well as public concerns about investment and inflation, "make it an outstanding center for quality growth in business journalism."

Leckey also is a two-time Fulbright recipient. He was a Fulbright Scholar at Sun Yat-sen University in Guangzhou, China, in 2014, and he serves on the board of directors of the Arizona Chapter of the Fulbright Association.

A third Cronkite faculty member who has been a Fulbright Scholar is Associate Professor B. William Silcock, who leads Cronkite's Global Initiatives. He taught television documentary production at the University of Stockholm in Sweden in 1997 and TV reporting at Dublin City University in Ireland in 1992.

Since it was established in 1946, the Fulbright Program has provided more than 360,000 people the opportunity to teach, study or research abroad and in the U.S. The U.S. State Department program operates in more than 155 countries throughout the world. ■



Nineteen journalists from Europe and Asia visit the Cronkite School in fall 2015 as part of the U.S. State Department's Edward R. Murrow Program. The journalists were nominated for the program by embassies in their home countries. Photo by Deanna Dent

International Journalists Visit Cronkite to **Learn About Free Press**

By Joshua Bowling

Nineteen journalists from Europe and Asia came to the Cronkite School in fall 2015 to examine the responsibilities of a free press as part of the U.S. State Department's Edward R. Murrow Program.

Named in honor of the late CBS News journalist, the program brings young international media professionals to the U.S. to study journalistic practices, examine foreign affairs reporting and network with American media professionals. The program is a public-private partnership between the State Department and several of the nation's top journalism schools.

Since 2010, the Cronkite School has hosted more than 70 Murrow journalists from around the globe, including the East Asia-Pacific region, the Middle East and sub-Saharan Africa.

Other universities participating in the Murrow Program are Syracuse University, University of Georgia, University of Minnesota, University of North Carolina and University of Oklahoma. In all, more than 1,200 international journalists have come to the U.S. as part of the program since 2006.

The 2015 Cronkite cohort, nominated by U.S. embassies in their home countries, were from Azerbaijan, the Czech Republic, France, Georgia, Germany, Hungary,

Iceland, Macedonia, Malta, Moldova, Poland, Romania, Russia, Slovakia, Slovenia, Spain, Switzerland, Turkey and the United Kingdom.

The journalists participated in sessions with Cronkite faculty, local journalists and civic leaders who spoke about the American political landscape, data journalism and regional issues. The visiting journalists also got a first-hand look at Cronkite News at Arizona PBS, where students cover politics, elections and border issues, among other topics.

"Every year, it's so exciting to have all these new journalists visiting us," said Cronkite Global Initiatives Director B. William Silcock, who hosted the group. "Afterward, I can put a face with a dateline. News is always about people."

He said the program also benefits the school by enlarging students' knowledge of the world.

Reni Eddo-Lodge, a freelance journalist in the United Kingdom, said she was struck by how similar are the issues faced by journalists in America and Europe.

"We face the same questions" when it comes to using social media and attracting audiences online, she said. "The challenge is in pitching something that gets clicks versus something I care about, and those two don't always overlap." ■

The Cronkite School hosts more than 100 events each year, many of which feature prominent professionals who give lectures, participate in class discussions, speak at convocations and accept awards.

Our Events

Special visitors in 2015-2016 included Cronkite Award winner Charlie Rose, anchor of "CBS This Morning" and PBS talk show host; Thomas E. Ricks, Pulitzer Prize-winning journalist and national security expert; NPR syndicated radio host Diane Rehm; and John W. Dean, former White House counsel to President Richard Nixon.

The school's Monday night lecture series featured many more journalists and communications professionals — Sarah Cohen, editor of The New York Times' computer-assisted reporting team; Emilio Nicolas, a pioneer in Spanish-language television in the U.S.; CNN National Security Analyst Peter L. Bergen; and ESPN journalists Kevin Merida, Justine Gubar and Chip Dean, among many others. ■

Campaign ASU 2020 will expand the number of events and educational opportunities for students to meet and network with national leaders in journalism.

Together, Our Potential is Limitless

CAMPAIGN ASU 2020

cronkite.asu.edu/2020

Background photo by Ashley Lowery

Charlie Rose

Receives Cronkite Award



By Joshua Bowling



Left: Cronkite Endowment Board of Trustees President David Bodney (left), ASU Provost Mark Searle and Cronkite student Yahaira Jacquez (far right) applaud CBS anchor Charlie Rose at the Cronkite Award Luncheon. Right: "Charlie Rose" Executive Producer Yvette Vega and "CBS Evening News" Executive Producer Steve Capus join Rose at the Cronkite Luncheon. Photos by Ashley Lowery

Nearly two decades after sitting at his oak table with Walter Cronkite, Charlie Rose, the award-winning anchor of "CBS This Morning" and host of a respected late-night PBS talk show, accepted the annual award named for the legendary CBS newsman.

"I'm going home now; it can only go downhill from here," Rose said as ASU Provost Mark Searle presented him with the 2015 Walter Cronkite Award for Excellence in Journalism.

Rose received the award at an October luncheon attended by approximately 1,100 students, media leaders, business executives, civic leaders and Cronkite School supporters at the Sheraton Phoenix Downtown hotel.

Rose dedicated the award to journalists who risk their lives pursuing stories around the world. His speech emphasized the crucial role that journalism plays in society and highlighted the significance of the journalistic interview.

"My table, whether it's an oak table on 'Charlie Rose,' or a glass table on 'CBS This Morning' or a '60 Minutes' set somewhere, is a symbol for me of the role of conversation today," Rose said.

"If you honor me for anything, honor me for my belief in the power of questions, the power of curiosity and — yes — the power of confrontation."

Rose recalled growing up in North Carolina and working for his parents at their general store. The customers' stories fascinated him, he said, and he always wanted to know more.

"Curiosity has been my best friend," he said. "At the center of any good story is a dramatic, compelling interview."

Over the years, Rose has honed an interview style characterized by short, to-the-point questions.

"Less is more," Rose told the crowd.

Rose also spoke of Cronkite's passion for news and praised the Cronkite School for carrying on the journalistic values and spirit of the late newscaster.

"No one since the time he was with us was like Walter Cronkite," Rose said. "He had the trust of a nation, and trust and credibility are the best things a journalist can have."

During his two-day visit to ASU, Rose taped an episode of his "Charlie Rose" show in the school's Arizona PBS studios. He interviewed U.S. Sen. John McCain of Arizona on foreign policy and conducted a roundtable discussion on the future of journalism with Cronkite Dean Christopher Callahan, Cronkite Innovation Chief Eric Newton and Steve Capus, executive producer of the "CBS Evening News with Scott Pelley."

After the taping, Rose toured the sixth floor newsroom of Cronkite News, where dozens of students produce daily news content for Arizona audiences. He also talked with more than 100 students during a discussion led by Ted Simons, host of "Arizona Horizon" on Arizona PBS.

Rose told students to "never stop learning" and to be bold in their careers.



Left: Charlie Rose prepares to tape the lead-in to the PBS show that bears his name during his visit to the Cronkite School.

Top: U.S. Sen. John McCain sits down for an interview on "Charlie Rose," which was taped on the set of "Arizona Horizon" at Arizona PBS. Photos by Courtney Pedroza



Elizabeth Murphy Burns of Morgan Murphy Media shares a laugh with Rose before the luncheon.



Bill Shover (center), founding member of the Cronkite Endowment Board, and wife, Kay Loftin, chat with other luncheon guests.



Cronkite Endowment Board member Anita Helt, vice president and general manager of ABC15, and 12 News anchors Mark Curtis and Caribe Devine pause for a photo at the Cronkite Award Luncheon. Photos by Ashley Lowery

"You can't wait for the world to come to you," he said. "You have to come to the world and take advantage of it where you can."

Rose said he was impressed with the questions students asked, prompting him "to remember why I, too, went into journalism."

During his 40-plus year career, Rose has interviewed Bill Clinton, Bill Gates, Nelson Mandela, Toni Morrison, Barack Obama, Yitzhak Rabin and Martin Scorsese, among hundreds of other newsmakers, including Walter Cronkite in 1996. His sit-down with Syrian President Bashar al-Assad in 2013 for "CBS This Morning" won him a Peabody Award for its timely and meaningful look into the face and mind of a tyrant.

From 1984-1990, Rose worked for CBS News as the anchor of "Nightwatch," the network's first late-night news broadcast. He won an Emmy in 1987 for his interview with convicted mass murderer Charles Manson. At CBS News, he also was a correspondent for "60 Minutes II" from 1999-2005.

Rose told students they can have equally compelling careers; they just need to keep learning and to be bold in their ambitions.

Cronkite presented the first award bearing his name in 1984 to CBS executives William Paley and Frank Stanton. He continued giving the award in person each year until shortly before his death in 2009.

Previous Cronkite Award recipients include television journalists Tom Brokaw, Diane Sawyer and Bob Schieffer; newspaper journalists Ben Bradlee and Bob Woodward; television executives Frank Stanton and Ted Turner; and newspaper publishers Katharine Graham and Otis Chandler.

Rose, the 32nd recipient of the Cronkite Award, said he feels humbled when he considers the list of past recipients.

"I'm so proud to join the people I most admire in journalism as fellow recipients of this award," he said. ■

View more photos online at [flickr.com/photos/asucronkite/albums](https://www.flickr.com/photos/asucronkite/albums)



Top photos: Rose meets with Cronkite students in the First Amendment Forum as part of a special talk the day before the luncheon. Students had the chance to take pictures and talk with the Cronkite Award recipient.

Below: "Arizona Horizon" host Ted Simons of Arizona PBS interviews Rose in the First Amendment Forum. Photos by Courtney Pedroza



Recipients of the Cronkite Award

- 2015 Charlie Rose, anchor, "CBS This Morning," and host, "Charlie Rose"
- 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

“The CBS Evening News’ is built largely around the core values of excellence espoused by Walter Cronkite. Scott Pelley not only exemplifies what it means to be a member of this proud news organization but is also an outstanding ambassador on behalf of our beloved profession.”

— Steve Capus, executive producer of the “CBS Evening News with Scott Pelley” and executive editor of CBS News

‘CBS Evening News’ Anchor Scott Pelley to Receive 2016 Cronkite Award

Scott Pelley, who now sits in Walter Cronkite’s former anchor chair, will be the 2016 recipient of the Walter Cronkite Award for Excellence in Journalism.

Pelley, anchor and managing editor of the “CBS Evening News” and a correspondent for “60 Minutes,” will receive the 33rd Cronkite Award and broadcast the “CBS Evening News” live from the Cronkite School on ASU’s Downtown Phoenix campus.

“Walter became known as ‘Uncle Walter’ to an admiring audience, but he was truly like an uncle to me,” Pelley said. “In our conversations, he pressed me to be honest with the audience, skeptical of conventional wisdom and grateful for my family. I’m greatly humbled by this recognition from the Cronkite School because it comes in the name of a man I knew, admired and loved.”

Pelley, who assumed the anchor desk in 2011, has won some of journalism’s most prestigious awards, including the George Foster Peabody Award, an Alfred I. duPont-Columbia University Award, two George Polk Awards, five Emmys and five Edward R. Murrow Awards. He also serves as a full-time correspondent on “60 Minutes.”

“CBS News, for many, is synonymous with Walter Cronkite. ASU and this award continue the best values of the Cronkite legacy,” said CBS News President David Rhodes. “We are so pleased that the journalism school recognizes the continuation of this important legacy through the impressive work Scott Pelley is doing for our audiences every day.”



Photo by John Filo/CBS

Cronkite Dean Christopher Callahan said honoring Pelley is appropriate. Cronkite would have been 100 years old in November 2017.

“No one today better represents the legacy of Walter Cronkite — and his values of accuracy, objectivity and integrity — than Scott Pelley,” Callahan said. “We are honored to have him at ASU and look forward to having him meet with the students, faculty, alumni and friends of Walter’s school.”

Pelley joined CBS News in 1989 and reported on the Persian Gulf crisis, covering Iraqi missile attacks on Saudi Arabia. He later served as a Dallas correspondent and covered the

Oklahoma City bombing and the trial of Timothy McVeigh. He also was among the first journalists to report from the World Trade Center site during the Sept. 11, 2001, attacks.

“The CBS Evening News’ is built largely around the core values of excellence espoused by Walter Cronkite,” said Steve Capus, executive producer of the “CBS Evening News with Scott Pelley” and executive editor of CBS News. “Scott Pelley not only exemplifies what it means to be a member of this proud news organization but is also an outstanding ambassador on behalf of our beloved profession.” ■



Pulitzer winner Thomas E. Ricks Explores Modern Warfare

By Alexandra Myers
Photos by Courtney Pedroza

The U.S. military's current strategies and technologies are obsolete, said Pulitzer Prize-winning journalist and national security expert Thomas E. Ricks at the Cronkite School's 2016 Paul J. Schatt Memorial Lecture.

Ricks, a senior adviser for national security at the New America Foundation and a contributing editor of Foreign Policy magazine, said the U.S. is following a path similar to the British Royal Navy at the end of World War I.

The British poured their money into battleships, thinking they were building the stealthiest, most powerful and most impregnable ships in the world, he said. But they failed to consider what other countries were doing — namely building fighter planes that quickly made their expensive new ships obsolete.

"What is the measure of our military?" Ricks said. "Is it the ability to throw firepower? Or is it the ability to subdue your enemies? I would say it's the ability to win."

Ricks criticized how today's U.S. military spends money. He said the system is "jimmied politically" to spend primarily on making existing technology bigger and better, rather than developing new and innovative technologies and strategies.

If the U.S. could rebuild its military from scratch, it would look entirely different, Ricks said. Budgets would be smaller

and more emphasis would be placed on innovation and education.

He said he doesn't believe meaningful change will happen, however, until something drastic happens to force the issue. He cited the example of Prussia's defeat at the hands of the French in 1806. Prussia was confident going into the conflict, but the French surprised them with a change of strategy, Ricks said. The crushing blow led Prussia to fire generals and restructure its military — changes that eventually led to Prussia's victory over Napoleon.

Ricks said the U.S. needs a similar wake-up call — "big enough to wake us up, not big enough to shake us apart." ■



Co-Director for the Center on the Future of War Daniel Rothenberg introduces Thomas Ricks as the featured speaker at the Paul J. Schatt Memorial Lecture. Photos by Courtney Pedroza

"What is the measure of our military? Is it the ability to throw firepower? Or is it the ability to subdue your enemies? I would say it's the ability to win."

— Thomas E. Ricks, Pulitzer Prize-winning journalist

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.



Watergate: Former Counsel to Nixon

John Dean Says It Took Years to Tell Full Story of Watergate Scandal

By Becca Smouse/Cronkite News

It has taken decades to reveal the many sides of one of the biggest political scandals in American history: Watergate. One former member of the Nixon White House who did time for the crime has spent years researching the details and listening to hours of Nixon's secret tapes to find the truth.

John W. Dean, former White House counsel to President Richard Nixon, has written numerous books and articles about the 1972 scandal in an attempt to reveal what he believes is the whole story.

"There are too many people out twisting and distorting history," Dean said in an October 2015 speech at the Cronkite School. "It's time to get the facts."

On June 17, 1972, five men were caught breaking into the Democratic National Committee headquarters at the Watergate office complex in Washington, D.C. The men were dressed in business suits and surgical gloves and carried crisp \$100 bills and bugging equipment.

It was actually the second break-in at the DNC, Dean said. The group was going back in to move the listening device to a better location when they were caught.

Dean later learned this wasn't the first time crimes had been committed on behalf of the Executive Office. Nixon himself had ordered his team to gather information to smear Daniel Ellsberg,

"There are too many people out twisting and distorting history; it's time to get the facts."

— John W. Dean, former White House counsel to President Nixon

the person who provided the Pentagon Papers to The New York Times.

John Ehrlichman, assistant to the president, approved a plan to break into Ellsberg's psychiatrist's office. Two of the men involved in the Ellsberg operation also were used in the Watergate break-in, according to Dean.

The first Watergate story published in The Washington Post included a statement by former Attorney General John Mitchell, the head of the committee, saying the men "were not operating either in our behalf or with our consent."

It was then, Dean said, that he could tell Nixon's staff was involved in a cover-up. Dean, who served as Nixon's counsel from 1970 to 1972, said no evidence has ever surfaced to directly connect Nixon to ordering the bugging operation.

Dean said he was in Manila during the break-in but was quickly brought up to speed upon his return to the U.S. the following day. Dean said there were good days and bad days while working at the White House, but "Watergate was one of the worst."

The White House "wasn't a pleasant place to work," he said.

Dean eventually broke ranks with the

Author and former White House counsel to President Richard Nixon John W. Dean speaks in the First Amendment Forum about the Watergate scandal. Photos by ASU Now

administration and was fired by Nixon. He testified against the Nixon administration in Senate hearings and, when the case went to court, he implicated himself and several members of the administration in the cover-up.

"I was in a very serious fight," Dean said. "I knew it was going to be my word against the president of the United States."

Dean pleaded guilty to obstruction of justice for his role and served four months in prison.

Dean said coverage of Watergate altered the way the presidency is covered by the media.

"Before Watergate, presidents were given the benefit of the doubt," Dean said. In the aftermath, confrontation has become the norm.

Dean served as ASU's Barry Goldwater Chair of American Institutions in the spring of 2016. ■

A version of this story first appeared on Cronkite News on Oct. 16, 2015.

Reynolds Center Honors AP with 2015 Barlett & Steele Award

In 2015, The Associated Press alerted the world to the practice of slavery in the Southeast Asian fishing industry. As a result of its 18-month investigation, more than 2,000 slaves were released and the U.S. government began enforcing a ban on importing products produced by slaves.

The AP investigation was selected for the \$5,000 Gold Award in the ninth-annual Barlett & Steele Awards for Investigative Business Journalism. The Minneapolis Star Tribune won the \$2,000 Silver Award, while The Palm Beach Post won a \$1,000 Bronze Award. The awards, named for the famed investigative reporting team of Don Barlett and Jim Steele, are given by the Cronkite School's Donald W. Reynolds National Center for Business Journalism.

"Fish Slavery," by AP journalists Robin McDowell, Margie Mason, Martha Mendoza and Esther Htusan, chronicled the horrific lives of captive Burmese slaves on a remote Indonesian island. The journalists traveled to the island to interview the slaves and expose abuses by a Thai fishing industry that ships its products to major U.S. supermarkets and pet food companies.

The AP's Martha Mendoza traveled to Burma for the award-winning project, where she interviewed slaves working for a Thai fishing company that imported products to the U.S.



"This was a gripping story with great reporting, and especially noteworthy was how careful the reporters were to protect the names of the slaves as they interviewed them and then notified authorities," the contest judges said in making the award. "Use of video helped to bring the story home, while the use of satellite indicates how even the most difficult stories can be covered anywhere in the world."

The AP project went on to win the Pulitzer Prize for Public Service.

In "Unchecked Care," Star Tribune reporters Christopher Serres and Glenn Howatt documented lax state oversight of



Andrew Leckey (right), Donald W. Reynolds Endowed Chair in Business Journalism and president of the Donald W. Reynolds National Center for Business Journalism, joins Pulitzer winner Jim Steele (left) to present awards to Associated Press reporters Robin McDowell and Martha Mendoza; Star Tribune journalists Christopher Serres and Glenn Howatt; and Palm Beach Post reporter Pat Beall. Photos by Johanna Huckleba

Minnesota's in-home health agencies. The series uncovered erratic home-care agencies that left fragile patients without care for extended periods, undertrained nursing aides performing risky procedures and for-profit care agencies using aggressive sales tactics. The project led to a strengthening of state policies and background checks to protect elderly patients.

"This comprehensive series gave early exposure to a big problem that is going to get bigger as the Baby Boom generation continues forward," the judges said. "It also underscored the situation in which cash-strapped states have no money for increased regulation."

Pat Beall of The Palm Beach Post spent six months investigating prison inmate medical care by for-profit companies. Beall found soaring fatalities, indifferent medical treatment and a corrections agency and billion-dollar corporation that hid data.

The state of Florida spent months denying Beall access to death data from the prison program. Beall's correspondence with inmates disappeared and the inmates feared retribution. In the end, the state was forced to cancel contracts and

levy fines. The series also led to high-level resignations within the Department of Corrections and in the Florida governor's office.

"A prison sentence should not be a death sentence, and people were dying while a company had been paid to care for them," the judges said. "This powerful story that represented people who otherwise had no voice is another example of states going broke and trying to shed costs."

The judges for the awards were Sharon Walsh, editor of PublicSource; Paul Steiger, executive chairman of ProPublica; and Rob Reuteman, professor at Colorado State University and former president of the Society of American Business Editors and Writers. ■

The awards, named for the famed investigative reporting team of Don Barlett and Jim Steele, annually recognize the best business investigations in the U.S. The awards are given by the Cronkite School's Donald W. Reynolds National Center for Business Journalism.

ProPublica Reporter Accepts Schneider Disability Journalism Award

Photos by Johanna Huckeba



In her story, "Violent and Legal," ProPublica reporter Heather Vogell profiled Carson Luke, a young boy with autism who sustained broken bones after educators grabbed him and tried to force him into a "scream room." Her reporting and data analysis, which uncovered at least 267,000 similar incidents in the U.S. in 2012, earned her the 2015 Katherine Schneider Journalism Award for Excellence in Reporting on Disability.

"Every story from every family is just heartbreaking," said Vogell, who discussed her story with Tim McGuire, the Frank Russell Chair for the Business of Journalism at the Cronkite School. "I'm a parent with two kids, and some of these parents didn't even know these things were happening."

The award is bestowed by the National Center on Disability and Journalism at the Cronkite School.

Vogell accepted the award and a \$5,000 cash prize on behalf of ProPublica during a ceremony at the school, during which she discussed "Violent and Legal: The Shocking Ways School Kids Are Being Pinned Down, Isolated Against Their Will."

The investigation exposed educators who secluded and physically restrained uncooperative school children, sometimes with straps, handcuffs, bungee cords and even duct tape, documenting hundreds of thousands of such cases a year. The piece was one of more than a dozen stories on the topic produced by Vogell and Annie Waldman.

The second-place award also went to Josh Kovner, a reporter at the Hartford Courant in Connecticut, for "Saving Evan: A Mother and Son Navigate the Challenges of Treating Autism." Radio producer Eric Mennel received an



honorable mention for a North Carolina Public Radio story, "Why Some NC Sterilization Victims Won't Get Share of \$10 Million Fund."

The annual journalism contest is supported by Schneider, a retired clinical psychologist who has been blind since birth and who also supports the national Schneider Family Book Awards.

"This is the third year of the contest, and all of the stories have been exceptional," said Schneider, who presented the awards.

Past winners have included Dan Barry of The New York Times and Ryan Gabrielson of California Watch, part of the Center for Investigative Reporting.

In its first three years, the contest received more than 200 entries from leading journalism organizations across the country, said Kristin Gilger, Cronkite associate dean and director of the NCDJ.

"Too often disability coverage can be



Top: Katherine Schneider (left) presents ProPublica reporter Heather Vogell with the Schneider Disability Journalism Award for her work exposing abuse against students by educators. Bottom: Vogell talks with the Cronkite School's Frank Russell Chair for the Business of Journalism Tim McGuire about her story, "Violent and Legal."

superficial," Gilger said. "Too often it can be inaccurate or offensive. The Schneider Award seeks to change that by recognizing the reporters who get it right and call attention to their work."

The NCDJ has been located at the Cronkite School since 2009. It is led by an advisory board consisting of award-winning media professionals and disability experts. The organization works to provide support and guidance to journalists as they cover people with disabilities. ■

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 by recognizing quality reporting. ncdj.org/contest

'Must See Mondays'

The Cronkite School's signature lecture series featured top-flight journalists and communications professionals

from The New York Times, Google, ESPN, USA Today, Bloomberg News and the Poynter Institute, among others, during the 2015-2016 academic year.

During the fall and spring semesters, students, faculty and the community regularly fill the Cronkite School's First Amendment Forum for the "Must See Mondays" lecture series. Since its launch in 2008, more than 160 speakers and panelists have participated in the event.

"'Must See Mondays' offers a rare opportunity for our students and the public to hear from leading journalists and communicators," said Cronkite Dean Christopher Callahan. "The lecture series has become an important part of our learning environment and community." ■

Background: Students fill the First Amendment Forum for a "Must See Mondays" talk. Photo by Courtney Pedroza

OUR EVENTS

Background: Cronkite students take notes during a "Must See Mondays" discussion with New York Times Editor Sarah Cohen. Photo by Courtney Pedroza

Each Monday, the Cronkite School brings local and national professionals to talk to students about their work and careers.

Fall 2015

- **"Women on Camera,"** featuring Cronkite alumnae Clara Colmenero, weekend news anchor of Univision Arizona, Kris Pickel, co-anchor of the CBS 5 Evening News, Kim Tobin, weekend anchor and reporter for ABC15, and Linda Williams, co-anchor of FOX 10 weekend news; moderated by Lin Sue Cooney, former anchor of 12 News
- **"Journalism in the Age of Personal Media,"** Andrew Heyward, principal of Heyward Advisory
- **"Solutions Journalism: Engaging Readers and Viewers in New Ways,"** David Bornstein, co-founder of Solutions Journalism Network
- **"Rough and Tumble: Public Relations for Startups,"** Alan Lobock, Reynolds Visiting Professor in Journalism Entrepreneurship and co-founder of SkyMall, and Aly Saxe, founder and CEO of Iris PR Software
- **"Next-generation Reporting: Using Data,"** Sarah Cohen, editor of The New York Times' computer-assisted reporting team
- **"Learning to See: Our Photographic Reality,"** Kenny Irby, senior faculty of visual journalism and diversity at the Poynter Institute
- **"The Bloomberg Way: Capturing the Money World Online,"** Matthew Winkler, former editor-in-chief of Bloomberg News
- **"Celebrating a Pioneer of Spanish Radio and TV,"** Emilio Nicolas, a leader in Spanish-language television in the U.S.
- **"The Best Investigative Business Journalism,"** Barlett & Steele Award winners: Robin McDowell and Martha Mendoza of The Associated Press, Christopher Serres and Glenn Howatt of the Minneapolis StarTribune and Pat Beall of The Palm Beach Post; moderated by Jim Steele, Pulitzer Prize-winning investigative business journalist
- **"Deep Searches: Google and Beyond,"** Daniel Russell, senior research scientist of the Google Sensemaking Group
- **"Disability Journalism,"** Heather Vogell, reporter at ProPublica, winner of the Katherine Schneider Journalism Award for Excellence in Reporting on Disability

Spring 2016

- **"Borderlands: The New American Narrative,"** Southwest Borderlands Initiative Professors Alfredo Corchado, former Mexico City bureau chief for The Dallas Morning News, and Angela Kocherga, former border reporter for Gannett; moderated by Richard Ruelas, reporter for The Arizona Republic
- **"Strategic Communications and Reputation in a Digital Context,"** Mark Hass, former president and CEO of Edelman U.S.
- **"Safeguarding Quality Journalism in the Digital Age,"** Rem Rieder, media columnist at USA Today
- **"News21 Weed Rush,"** Carnegie-Knight News21 Executive Editor Jacquie Petchel, Weil Family Professor of Journalism Leonard Downie Jr., former executive editor of The Washington Post; and News21 fellows: Clarissa Cooper, Sean Logan and Anne Shearer
- **"Race, Sports and Media,"** Kevin Merida, senior vice president at ESPN and editor-in-chief of "The Undeclared," and Pedro Gomez, baseball reporter at ESPN
- **"Becoming the Story: Turning Torment into Triumph with 'Fanaticus,'"** Justine Gubar, producer and investigative journalist at ESPN
- **"PR Lab Mentorship Lecture and Aspire Award Presentation,"** Ashleigh Gardner, head of content at Wattpad
- **"Telling Stories with Virtual Reality,"** Retha Hill, director of Cronkite New Media Innovation and Entrepreneurship Lab, and Cronkite students: Ryan Hayes, Carolina Marquez and Stevi Rex
- **"Investing in the Media Frontier,"** Benoit Wirz, director of venture investments at Knight Foundation
- **"Reporting Abroad: From Nicaragua to Europe,"** Rick Rodriguez, Southwest Borderlands Initiative Professor, and Cronkite students: Rian Bosse, Erica Lang, Emily Mahoney and Courtney Pedroza

- **"Facebook and the First Amendment,"** Joseph Russomanno, Cronkite associate professor, and David J. Bodney, partner at Ballard Spahr LLP
- **"Photographing the World in the 21st Century,"** Chris Rainier, National Geographic Society fellow and photographer ■



Photo by Sean Logan

Journalism in the Age of Personal Media

Andrew Heyward, formerly CBS News

Andrew Heyward, the former president of CBS News, explored the evolving landscape of broadcast journalism and the rise of new, upstart digital media outlets.

Heyward, who serves as the principal of Heyward Advisory LLC, examined how journalism has become more fragmented due to the rise of digital media and mobile devices in his September 2015 discussion with Cronkite Assistant Dean Mark Lodato.

Heyward also talked about the changing role of the news anchor and the future of TV news, noting that millennials generally do not watch the evening news. Heyward said the industry needs innovation, which will be led by the newest generation of journalists.

"I envy you," Heyward told Cronkite students. "You are coming into journalism at the most amazing time. There's a tremendous variety of experiences ... Don't let it be scary. It's going to be exciting."



Photo by Laura Davis

Solutions Journalism: Engaging Readers and Viewers in New Ways

David Bornstein, Solutions Journalism Network

David Bornstein, co-founder of the Solutions Journalism Network, discussed how positive reporting can assist in improving social issues and engage audiences.

Bornstein's September 2015 talk covered solutions journalism, a method of reporting in which journalists report on constructive responses to social problems. He said many stories focus more on the problems than the solutions.

Bornstein cited studies by scholars and news organizations that suggest negative news can lead to feelings of helplessness and the desire to tune out.

"Our tagline is 'Less tunnel. More light,'" said Bornstein, who explained that positive reporting is more engaging. "It's very difficult to engage with something that is heartbreaking, especially if it is adding on to many other heartbreaking stories that fill the news every day."

Next-generation Reporting: Using Data

Sarah Cohen, New York Times

New York Times data editor Sarah Cohen said the rise of data journalism has transformed investigative reporting.

She discussed a range of new tools to aid investigations during her September 2015 talk with Knight Chair Steve Doig, who specializes in data journalism at the Cronkite School.

Cohen, who leads a data journalism team at The New York Times, described how data journalists use web-scraping to gather large amounts of data off websites, noting that it helps with interpreting data for investigations.

Technology aside, she said the core values of journalism are present in data journalism. She also discussed how to look beyond the numbers. She said she sees data journalism more in line with the work of sociologists, historians and anthropologists.

"When you think of these numbers as some kind of summary of a human situation, and when you get to look at every document that went underneath it," she said, "all of a sudden they are not numbers."

Joshua Bowling contributed to this story.

Learning to See: Our Photographic Reality

Kenny Irby, Poynter Institute

Kenny Irby, senior faculty of visual journalism and diversity at the Poynter Institute, told Cronkite students they have power to tell visually impactful stories.

He said good photographic storytelling requires photographers to be in the moment, noting it's more than just pushing a button. He said photojournalism sometimes gets discounted by media organizations seeking to cut costs. He pointed to the Chicago Sun-Times, which eliminated its entire staff of photojournalists in 2013.



Photo by Courtney Pedroza

Irby shared a variety of photographs to showcase the power of the medium, displaying images of triumph and tragedy. He said great photojournalism takes training and experience that goes beyond the "selfie."

"Selfies will not draw us into conversation and understanding about the world around us," Irby said during his October 2015 talk at the Cronkite School. "It's only through compelling documentary photography."

The Bloomberg Way: Capturing the Money World Online

Matthew Winkler, Bloomberg News

Matthew Winkler, editor-in-chief emeritus of Bloomberg News, shared lessons from the rise of one of the nation's leading business news agencies.

Winkler, who was joined by Bloomberg Speed Desk Editor Molly Kissler, a 2012 Cronkite graduate, discussed Bloomberg's origins as an upstart organization in the 1990s with Donald W. Reynolds Endowed Chair Andrew Leckey, president of the Donald W. Reynolds National Center for Business Journalism.

"A former Wall Street Journal colleague asked what Bloomberg was, and I said, 'We're an online newspaper.'

This was 1990," Winkler said during his October 2015 discussion. By the 2000s, Bloomberg had thousands of editors and reporters around the world.

Winkler also explained Bloomberg's distinct no-nonsense style of presenting information known as the "Bloomberg Way." "The best reporting is reporting that is precise, accurate and actionable," he said.

Joshua Bowling contributed to this story.

Celebrating a Pioneer of Spanish Radio and TV

Emilio Nicolas, broadcast media pioneer

Emilio Nicolas, a broadcast media pioneer whose work helped form what is today known as Univision, stressed the importance of respect in television broadcasting.

Nicolas, who started as general manager of a Spanish-language television station in San Antonio in the 1960s, said he would regularly turn down potential advertisers that he felt could possibly exploit his audience.

"You have to respect your audience," Nicolas said during his November 2015 discussion with Cronkite Associate Professor Craig Allen. "When you go into their homes, don't put on any garbage. We have to respect the homes."

Nicolas followed that philosophy as his company expanded, purchasing more television stations. Eventually, the group of stations became the Spanish International Communications Corporation, which was sold in the 1980s and renamed Univision.

For his work, Cronkite Dean Christopher Callahan presented Nicolas with a proclamation from Phoenix Mayor Greg Stanton, marking Nov. 2, 2015, as Emilio Nicolas Day in honor of his work connecting citizens to

their communities through Spanish-language media.

Deep Searches: Google and Beyond

Daniel Russell, Google Sensemaking Group

Daniel Russell describes himself as a "cyber-tribal-techno-cognitive-anthropologist." He also is a software engineer who specializes in the art of deep searches.



USA Today media columnist Rem Rieder (right) talks with Cronkite Dean Christopher Callahan.
Photo by Samantha Incorvaia



Far left: Matthew Winkler, Bloomberg News editor-in-chief emeritus, discusses business journalism with students.

Emilio Nicolas, broadcast media pioneer, answers questions after his talk. Photos by Courtney Pedroza

During his November 2015 discussion, Russell explained how he works at Google to understand what people search online and how to teach them to do it better. He outlined the power of Google search and other Google products to uncover hidden information.

Russell shared several examples of how to find content online to improve reporting.

"Your ability to do deep search isn't just a nice thing to have," Russell said. "It's crucial to your existence as a reporter. Because if you're a better searcher than a guy at the next paper or the

next station, you're going to have a real leg up."

Safeguarding Quality Journalism in the Digital Age

Rem Rieder, USA Today

USA Today media columnist Rem Rieder said the media's horse-race style of coverage trumped detailed analysis of issues during the lead up to the 2016 presidential primary elections.

"I've been a political

junkie for quite a while, and I've never seen an election where there's been so much emphasis on who's winning and who's losing," Rieder said during his February 2016 discussion with Cronkite Dean Christopher Callahan.

Rieder, who writes a regular column on media coverage for USA Today, shared his thoughts on political polls, fact checking and Donald Trump's influence on the Republican Primary, noting the unconventional way he became the party's leading candidate.

Rieder also explored media ownership, the First

Amendment on college campuses and the state of political dialogue in the U.S.

"There's a great line from (the late U.S. Sen.) Daniel Moynihan, who said, 'You're entitled to your own opinions, but you're not entitled to your own facts,'" Rieder said. "We seem to be reaching the point where people want their own facts as well."

Background: Daniel Russell, senior research scientist of the Google Sensemaking Group, explains the power of search.
Photo by Courtney Pedroza

ER
Cronkite
OF JOURNALISM
COMMUNICATION



Background: Chris Rainier, National Geographic documentary photographer, explores the importance of photojournalism. Photo by Courtney Pedroza



Race, Sports and Media

Kevin Merida, ESPN

ESPN Senior Vice President Kevin Merida said he wanted to create a website at the intersection of sports, race and culture that was vibrant, soulful, smart, cool and brave — not predictable, not ideological and never

boring.

Merida discussed his new ESPN venture, The Undefeated, during a March 2016 talk with ESPN baseball reporter Pedro Gomez. Merida outlined plans for the new sports site, saying he wants it to be a place for innovation and experimentation.

"We want to try and reach people in different ways," Merida said. "We are not going to be a news site, but we want to be a site that feels urgent and necessary in people's lives."

Merida and Gomez took questions from the audience and shared thoughts on recent news in sports as



Photo by Courtney Pedroza

Photographing the World in the 21st Century

Chris Rainier, National Geographic Society

Chris Rainier, National Geographic Society fellow and photographer, showcased the power of photography during an April 2016 presentation at the Cronkite School.

Rainier traced his career through photographs, which started with famed landscape photographer Ansel Adams.

"One of the things I learned from Ansel is that photography can be used as a social tool," said Rainier, who explained that Adams' photographs influenced U.S. land preservation.

Rainier showed his photographs from Cambodia, Egypt, India, Japan and the American Southwest, among other regions, highlighting different cultural practices. He added that the internet is connecting the world through photography.

"Let us use this new technology to celebrate ancient traditions, build profound bridges of communication and share the stories of cultures living on the edge that lie deep in our existence," he said. ■



Photo by Samantha Incorvaia

Investing in the Media Frontier

Benoit Wirz, Knight Foundation

Benoit Wirz, Knight Foundation director of venture investments, said while the nation's media habits are significantly changing, new startups are emerging to fill the need for news and community engagement.

Wirz, who manages the Knight Enterprise Fund, said Knight seeks to invest in companies that lower the cost of creating news, improve distribution and increase engagement. During his April

2016 talk, he highlighted a number of new technologies and apps that are changing the way news is presented and distributed.

Wirz said social media is now the biggest driver of U.S. news consumption. Pointing to BuzzFeed, Wirz said two-thirds of its 6 billion monthly content views happen off-site on social media and other platforms. He also touched on the growth in messaging apps and their potential in delivering the news. He said the only thing predictable is change.

"This industry is going to continue to evolve really quickly," Wirz said. "People just got used to the web and then they had to get used to social. Then they had to get used to mobile, and now virtual reality is coming."

well as career advice.

"We're looking for people (at The Undefeated) who are hungry and really energetic," Merida said. "I'm always looking for people who have great ideas and want to experiment."

Alexandra Myers contributed to this story.



Arizona Republic President Stresses the Importance of Courage to Cronkite Graduates

Mi-Ai Parrish, the new president and publisher of The Arizona Republic, reminded Cronkite graduates that inspiration is possible even in the most challenging of times.

Parrish, a veteran journalist who previously served as publisher of The Kansas City Star and The Idaho Statesman, was the keynote speaker at Cronkite's December 2015 convocation ceremony at ASU Gammage, where 189 students received degrees with more than 1,000 guests in attendance.

In her address, Parrish, who became president and publisher of The Arizona Republic and azcentral.com a few months earlier, shared the story of how her grandfather was imprisoned by the Japanese more than 60 years ago for his religious beliefs. She explained how her family endured years of fear, separation and mistreatment from police, while her grandfather faced abuse from prison guards. She said her family grew stronger from the experience, with her mother moving to the U.S., raising a family and earning her doctorate in biochemistry.

Parrish said she decided to share her family's story "on a day that honors your

accomplishments and celebrates freedom of speech and our democracy and looks to your futures ... not for what it says about me, but what I think it says about us — that what we are isn't about the hand we're dealt, but what we do with it."

In all, the Cronkite School graduated 173 bachelor's degree students, 13 master's degree students and two students who earned both bachelor's and master's degrees. Richard Johnson received a doctoral degree, the third awarded by the school.

Student speaker Yahaira Jacquez of Peoria, Arizona, said graduating from the Cronkite School fulfills the dreams of her parents, who migrated to the U.S. from Mexico in search of a better life. She reminded her fellow graduates of the sense of possibility they all felt when they first entered the school.

"No matter where life takes us, we have been prepared to win and ... conquer life's biggest challenges," she said. "So



Top: Mi-Ai Parrish addresses new graduates at convocation. Bottom: Richard Johnson receives his doctorate from Cronkite Senior Associate Dean and Louise Solheim Professor Marianne Barrett. Photos by Johanna Huckeba

we must not lose this sense of possibility because no dream is too big and no goal is too far."

Cronkite Dean and University Vice Provost Christopher Callahan said a third of the graduating class earned high academic honors. Twelve students graduated summa cum laude with grade-point averages of at least 3.8; another 19 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.

In addition, 12 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. ■

For more photos, check out the Cronkite School Flickr albums at: [flickr.com/photos/asucronkite/albums](https://www.flickr.com/photos/asucronkite/albums)



“No matter where life takes us, we have been prepared to win and ... conquer life’s biggest challenges.”

— Yahaira Jacquez,
Cronkite convocation student speaker



Student Awards Fall 2015

Outstanding Graduate Student

Steven Dent

Outstanding Undergraduate Students

Aimee Cash
Peyton Gallovich
Rachel Gosselin
Samantha Shotzbarger
Siera Whitten

Highest Grade Point Average

Maribel Castillo
Whitney Woodworth

Kappa Tau Alpha Honor Society

Jason Axelrod
Gregory Breeden
Maribel Castillo
Steven Dent
Peyton Gallovich
Paulina Iracka
Richard Johnson
Mario Kalo
Miranda Perez
Jeffrey Vinton
Siera Whitten
Whitney Woodworth

Student Speaker

Yahaira Jacquez

Cronkite Professor Tim McGuire Encourages Graduates to ‘Dream Big’

On the day he retired from ASU, Cronkite Professor Tim McGuire issued a challenge to the school's newest graduates: “Dream big.”

McGuire, who retired after 10 years as the Cronkite School's Frank Russell Chair for the Business of Journalism, was the keynote spring 2016 convocation speaker at ASU Gammage, where 329 students received degrees with 2,000 guests in attendance.

In his address, McGuire, the former editor of the Minneapolis Star Tribune, told graduates they should not listen to anyone who tells them to play it safe.

“You are on the precipice of a new life. If you wish, you may focus on the prudent and the stable. You may make the secure and safe route your refuge. But, please, please don't,” he said. “Don't worry about being sensible. Don't worry about what others think you ought to do. Don't be modest in your goals. Don't hide your passion. Change the world. Take risks and go really big.”

McGuire capped his keynote speech with a trademark football call he often gave in his classrooms. “I am convinced that if you dream big and push to meet those dreams and understand that you, and only you, are responsible and accountable for making a good life, then one day you will be able to stand back and declare, ‘Touchdown!’” he said.

Cronkite Dean and University Vice Provost Christopher Callahan said McGuire's arrival at the Cronkite School helped launch a new era for the school, with a focus on innovation and the future of media. “Our goals as professors are to teach and inspire,” he said. “And no one has done that better than Tim McGuire.”

In all, the Cronkite School graduated



“Touchdown!”

— Tim McGuire, Cronkite Convocation keynote speaker

270 bachelor's degree students, with 203 earning a Bachelor of Arts in Journalism and Mass Communication, 61 receiving a Bachelor of Arts in Mass Communication and Media Studies and six earning a Bachelor of Arts in Sports Journalism. Cronkite also graduated five master's degree students and 53 students who earned both bachelor's and master's degrees. Steven Garry received a doctoral degree, the fourth awarded by the school.

Student speaker Erica Lang of Overland Park, Kansas, urged graduates to think of their futures as stories of their lives they have yet to write.

“The truth is that our graduation is not the end, but rather the beginning of our journey,” said Lang, who graduated with both her master's and bachelor's degrees in journalism. “And we each get to decide the path our own story takes.”

Nearly half of the graduating class earned high academic honors. Fifty-four students graduated summa cum laude with grade-point averages of at least



Top: Tim McGuire, the Frank Russell Chair for the Business of Journalism, gives an emphatic speech at the Cronkite convocation.

Bottom: McGuire fist bumps student speaker Erica Lang prior to the ceremony.

Photos by Ryan Santistevan

3.8; another 50 graduated magna cum laude with GPAs of 3.6 to 3.79; and 46 graduated cum laude with GPAs of 3.4 to 3.59.

In addition, 22 students were inducted into Kappa Tau Alpha, a national college honors 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. ■

For more photos, check out the Cronkite School Flickr albums at: [flickr.com/photos/asucronkite/album](https://www.flickr.com/photos/asucronkite/album)



Student speaker Erica Lang addresses graduates at ASU Gammage Auditorium.
Photos by Ryan Santistevan



Student Awards Spring 2016

Outstanding Graduate Student

Theresa Poulson

ASU Alumni Association Outstanding Graduate

Miguel Otárola

Outstanding Undergraduate Students

Nicole Fox	Kimberly Koerth
Jacob Garcia	Benjamin Margiott
Taylor Holmes	Brooke Stobbe
Samantha Incorvaia	

Highest Grade Point Average in Journalism

Molly Bilker

Highest Grade Point Average in Media Studies

Karyn Alexander

Top Innovator Award

Carolina Marquez

Cronkite Spirit Award

This award is given to students who best represent Sun Devil spirit, pride and tradition.

Kerry Crowley
Sydney Glenn

Kappa Tau Alpha National Honor Society

Molly Bilker	Cattarina Lovins
Skylar Clark	Emily Mahoney
Alexandria Coleman	Miguel Otárola
Carolyn Corcoran	Theresa Poulson
Nicole Fox	Morgan Rath
Jacob Garcia	Alexa Salari
Kristen Gioscia	Jessica Schultz
Kimberly Koerth	Katherine Sitter
Tamara Kraus	Shelby Slade
Erica Lang	Emma Totten
Emily Lierle	Kristina Vicario

Moeur Award

This award is given to students earning a 4.0 grade-point average and above for eight consecutive fall and spring semesters.

Alexandria Coleman	Morgan Rath
Jacob Garcia	Student Speaker
Emily Mahoney	Erica Lang
Miguel Otárola	

Student Speaker

Erica Lang



Our People

The Cronkite School welcomed six new faculty members in 2015-2016 and said goodbye to several others whose contributions to the school will long be remembered.

The new faculty members include: Julia Wallace, former editor of The Atlanta Journal-Constitution; Mark Haas, former president and CEO of the large public relations firm Edelman U.S.; Venita Hawthorne James, longtime editor at The Arizona Republic; Jessica Pucci, a specialist in content analysis and audience engagement; and K. Hazel Kwon, an assistant professor with expertise in quantitative social media analysis.

In addition, Milton Coleman, a former senior editor at The Washington Post, joined the Cronkite School for the fall 2016 semester as the Edith Kinney Gaylord Visiting Professor in Journalism.

Retirements included Associate Professor Mary-Lou Galician, affectionately known as “Dr. Fun,” who taught for more than 30 years; and Tim McGuire, who served for 10 years as the Frank Russell Chair for the Business of Journalism.

The school — and journalism education — lost Bruce Merrill, a nationally known pollster and researcher who taught at Cronkite and ASU for four decades, and Joe W. Milner, a pioneering ASU journalism professor who laid the foundation for what would become the Cronkite School. ■

Over the past decade, Cronkite has grown to nearly 50 full-time professors — many of them straight-from-the-newsroom industry leaders.

Campaign ASU 2020 will support our professors-of-practice and increase the number of endowed professors.

Together, Our Potential is Limitless

CAMPAIGN ASU 2020

cronkite.asu.edu/2020

Background: Assistant Dean Mark Lodato poses for a photo with 2007 graduate and ABC15 meteorologist Iris Hermosillo at the 2016 spring convocation ceremony. Photo by Ryan Santisteven

Former Edelman Public Relations Executive Teaches Strategic Communications at Cronkite

Mark Hass, a leading strategic communications executive and entrepreneur, is joining the Cronkite School as a strategic communications professor.

Hass, who served as president and CEO of Edelman U.S., will share an appointment with the Cronkite School and the W. P. Carey School of Business.

With more than three decades of experience as a journalist, entrepreneur and strategic communications professional, Hass will work to build a strong link between Cronkite and Carey, teaching both communications and marketing classes, while serving as a mentor to students.

"I am delighted to be joining the ASU community and its highly regarded communications and business programs," Hass said in April 2016. "I look forward to working with the excellent students and faculty at both schools and contributing to the way communications, in a business context, is understood and taught."

Hass led Edelman's 14 U.S. offices and its 2,400 employees from 2012-2014. He oversaw operations and performance of the company's largest division and led many of the firm's digital public relations and storytelling innovations. He also was president of Edelman's offices in China for two years.

Previously, he was the founder and CEO of MH Group Communications, a startup that was purchased and merged into Edelman in 2010. At MH Group, he worked closely with key clients, including United Airlines during its merger with Continental Airlines, developing digital corporate communications strategies.

Hass also served as Global CEO of MS&L Worldwide, a leading communications firm that is part of the Publicis Groupe, where he acted as a senior counselor to many of the world's largest companies, including General



"I am delighted to be joining the ASU community and its highly regarded communications and business programs."

— Mark Hass, professor of practice

Photo by Madeline Pado

Motors and Procter & Gamble. He joined MS&L in 2002, when his first independent public relations agency, Hass Associates, was acquired by and merged into MS&L. He grew his startup into Michigan's largest digital communications firm, developing one of the nation's first online newsrooms for Chrysler Corp.

"ASU is fortunate to have a seasoned business executive like Mark as a part of our faculty at both the Cronkite School and W. P. Carey School of Business," said Amy Hillman, dean of the Carey School. "He brings a wealth of experiential knowledge that will enrich our understanding and education of marketing, public relations and

communications."

Hass, who earned his bachelor's degree from the State University of New York at Buffalo, started his career as a reporter and editor, working for 16 years at newspapers such as The Miami Herald, The Syracuse Post-Standard and The Detroit News, where his staff won the Pulitzer Prize in 1994 for reporting on government corruption.

"Mark Hass is a master of strategic communication and marketing, advising some of the world's largest companies," said Cronkite Dean Christopher Calhahan. "We are thrilled to welcome him to ASU and look forward to him sharing his expertise with our outstanding students." ■

Top Media Executive

to Join Cronkite Faculty as Russell Chair

Julia Wallace, a top Cox Media Group executive and a leading editor of newspapers in Atlanta and Phoenix, has been named the new Frank Russell Chair for the Business of Journalism at the Cronkite School.

Wallace previously led Cox Media Group Ohio's converged TV, newspaper, radio and digital group. She also served as editor-in-chief of The Atlanta Journal Constitution and managing editor of The Arizona Republic.

Wallace will begin teaching classes on the future of news, new business models and innovative ways of thinking about journalism in 2017. She replaces Tim McGuire, the former Minneapolis Star Tribune editor who held the Russell Chair from 2006 until his retirement in May 2016.

As market vice president for Cox Media Group Ohio, Wallace helped to create a converged TV, newspaper, radio and digital operation that led to significant success on every platform. WHIO-TV ranks as the No. 1 CBS affiliate in terms of share of audience in the country.

She also expanded the development of digital products, increasing audience reach and engagement.

Wallace led The Atlanta Journal-Constitution from 2002-2010, where she became the first female editor-in-chief in the newspaper's history. During her tenure, the paper won two Pulitzer Prizes, and she was named Editor of the Year by Editor & Publisher magazine in 2004. Previously, she was managing editor of The Arizona Republic from 1998-2000.

"I'm so delighted to be joining the Cronkite School," Wallace said. "The media business is changing fast, and the school is at the forefront of that change. I can't think of a better place to work with this generation of students. They will be critical to determining the future of journalism."

Wallace, who earned her bachelor's degree from Northwestern University, began her career in Norfolk, Virginia, at the Ledger-Star and

then the Dallas Times Herald. In 1982, she joined USA Today as a reporter just weeks after the newspaper's launch and worked her way up to managing editor/special projects.

She joined the Chicago Sun-Times in 1992 as managing editor. She left in 1996 to lead the Salem Statesman Journal in Oregon as executive editor. In 1998, she became managing editor at The Arizona Republic before moving to Atlanta in 2001.

"We are thrilled to welcome Julia as the new Russell Chair," said Cronkite Dean Christopher Callahan. "Her three decades of experience as an award-winning journalist and a pioneering media executive make her a perfect fit to help us teach and guide the next generation of journalism innovators." ■

The **Frank Russell Chair** was created in 2000 through a \$1 million gift from Central Newspapers Inc., which owned The Arizona Republic and The Indianapolis Star before selling the newspapers to Gannett. Then-Arizona Republic Publisher John Oppedahl led the effort to create the Russell Chair in honor of the former Republic publisher to give Cronkite School journalism students an understanding of the business side of the news industry.

Photo by Paula Maturana

Arizona Republic Journalist Named Cronkite News – Phoenix Bureau Director

Venita Hawthorne James, a veteran Arizona Republic journalist, is a new director in the Phoenix bureau at Cronkite News, a multiplatform daily news enterprise at Arizona PBS.

Hawthorne James, who worked for more than three decades at the Republic, is charged with leading coverage at the Cronkite News – Phoenix Bureau, in which advanced multimedia student journalists cover important public policy issues across the state for Arizona PBS and other regional outlets. As bureau director, she oversees coverage of sustainability and consumer news.

“I am excited and honored to join the team at the Cronkite School, which builds excellence and innovation in journalism.”

— Venita Hawthorne James, director of Cronkite News — Phoenix Bureau

Hawthorne James previously led the Republic's Community Watchdog operations, overseeing government accountability, public safety, education and other issues. In her 34 years at the Republic, she had a number of leadership roles, including West Valley editor, acting metro editor and communities editor. She also reported on Maricopa County Superior Court and Phoenix City Hall.

“Venita is an excellent journalist with a deep understanding of our state and region,” said Cronkite Dean Christopher Callahan at the time of her hire in February 2016. “Her experience leading news coverage at the Republic makes her a perfect fit to direct the Cronkite News Phoenix bureau and mentor our students.”

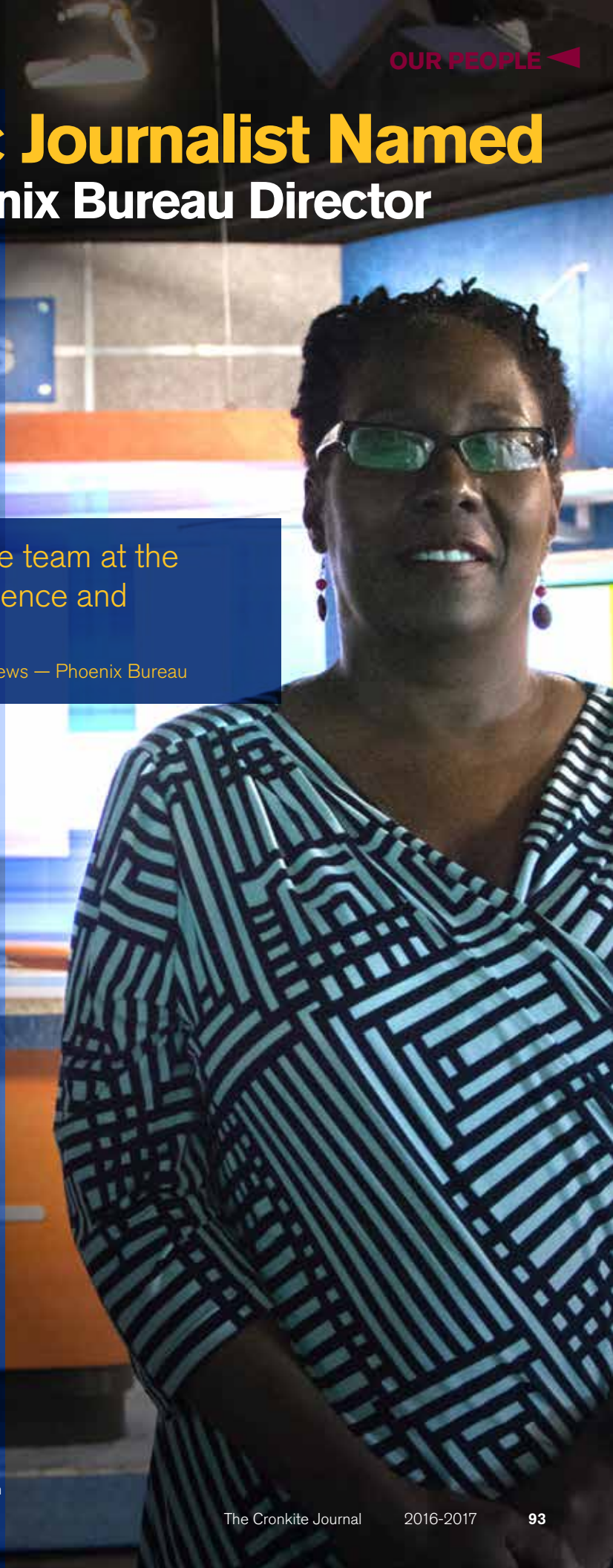
At the Republic, Hawthorne James led teams that launched community newspapers and websites in the West Valley and other regions. She also led the Republic's website, azcentral.com, in conducting in-person and virtual town hall meetings on major issues and launched the Valley's first virtual school-choice fair for middle school students and parents.

Her career began in her native Midwest, where she reported for The Topeka Capital-Journal. She said she was drawn to journalism by watching her mother lay out the weekly Iowa Bystander on the family dining room table.

Hawthorne James, who earned her bachelor's degree from Lincoln University in Jefferson City, Missouri, is a former chapter president and regional director of the National Association of Black Journalists.

“I am excited and honored to join the team at the Cronkite School, which builds excellence and innovation in journalism,” Hawthorne James said. ■

Photo by Ryan Santistevan



New Cronkite Assistant Professor Examines Social Media's Influence on Journalism

By Alyssa Hesketh
Photo by Paula Maturana

K. Hazel Kwon is interested in how social media influences audience engagement and how news spreads across social networks.

As a new assistant professor at the Cronkite School, Kwon will use her quantitative research expertise in social media to dive into the topic and teach students about its influence on journalism.

"What I am doing is trying to understand systematically how we can look at the audience behaviors, opinion patterns or emotions that appear in social media."

— K. Hazel Kwon,
assistant professor

Kwon said social media is changing the way news is disseminated, adding that there is far greater interaction between journalists and the public than ever before.

"One thing that we all know is social media is a big thing, and people use it a lot," Kwon said. "But at the same time, we do not know how to read the audience behavior or how to read a sociological pattern from the social media data that we, as a public, create and produce. What I am doing is trying to understand systematically how we can look at the audience behaviors, opinion patterns or emotions that appear in social media."

Kwon, who previously served as

a graduate faculty affiliate at ASU's Hugh Downs School of Human Communication, said she hopes to help students better understand audience behaviors and how it impacts news-making decisions.

"There is a greater interaction between the professional journalists and the public, and there hasn't always been interaction," she said.

Kwon said social media has disrupted the traditional pattern of social influence on audiences. Before the rise of Facebook and Twitter, she said individuals were influenced by family and friends; but now, those influences extend to online connections through social media.

Kwon, who earned her doctorate from the State University of New York at Buffalo, often collaborates with information system scientists, computer scientists and mathematicians on her research. The National Science Foundation and Humanities, Arts, Science, and Technology Alliance and Collaboratory have supported her work.

Her research has appeared in numerous journals, including the *Journal of Computer-Mediated Communication*, *CyberPsychology, Behavior & Social Networking*, *Computers in Human Behaviors*, *American Behavioral Scientists*, and *Social Science Computer Reviews*.

Senior Associate Dean and Louise Solheim Professor Marianne Barrett said that Kwon's strong research background and familiarity with big data will help the Cronkite School expand its expertise in quantitative social media research.

Barrett said Kwon is resourceful and energetic and will be a good resource for students. "We are just so thrilled that she is coming, and we are really looking forward to having her here," she said. ■

New Cronkite Professor Taps into Power of Data Analytics

By Alyssa Hesketh

Photo by Ryan Santistevan

As the Ethics and Excellence Professor of Practice at the Cronkite School, Jessica Pucci is charged with growing audiences and increasing engagement at Cronkite News, the student-produced news division of Arizona PBS.

To do this, she relies on her expertise in data analytics and audience engagement, which she developed by directing brand journalism, social media and engagement for large national home-design and retail clients at the communications agency Manifest, formerly McMurry/TMG.

Pucci, who joined the Cronkite School's faculty in February 2016 after previously serving as an adjunct instructor, works with the digital producers of Cronkite News to track analytics in real time and produce reports to help support news-making decisions. She also teaches Digital Analytics and the Audience, a course that shows students how to find and use audience data to create better content.

"I would hope that every student who graduates with a Cronkite degree is able to look at a piece of journalism they have produced and understand whether it performed well," Pucci said.

Pucci's role at the Cronkite School is part of the Edith Kinney Gaylord News Innovation Initiative. Funded by the Ethics and Excellence in Journalism Foundation, the Gaylord News Innovation Initiative supports new courses in journalism innovation and entrepreneurship at Cronkite as well as Pucci's professorship in data analytics and audience engagement.

Pucci said the relationship between the news media and the audience used to be one-sided, and it was difficult to determine whether or not audiences enjoyed and understood news content.

"Analytics and engagement are both helping us to close the loop and really make sure that the audience that is going to consume our news is an important part of how we create and deliver that news," she said.

Pucci, who earned her master's degree from the University of Missouri, also worked in magazine journalism, serving as a managing editor and later digital editor for DRAFT Magazine. There, she directed editorial content and oversaw social media while orchestrating print-to-web story packaging.

According to Cronkite Associate Dean Kristin Gilger, Pucci's experience in marketing and journalism made her a great fit for her new role at Cronkite. "Her analytics experience is from a marketing and business point of view," Gilger said. "And she also has a strong journalism sensibility, given her background in magazines and her degree in media ethics."

Pucci said she hopes to help students better understand analytics and how they can help journalists.

"I think learning about the numerical success of your journalism always makes students better journalists," Pucci said. "And I just like playing a role in the development of budding journalists." ■



Former Washington Post Editor Joins Cronkite as Gaylord Professor

Milton Coleman, a former senior editor at The Washington Post, is joining the Cronkite School as the Edith Kinney Gaylord Visiting Professor in Journalism.

Coleman, who serves as ombudsman for the Corporation for Public Broadcasting, will teach journalism ethics and diversity in fall 2016 at the Cronkite School. The veteran journalist retired from the Post in 2012 as senior editor, overseeing policies on corrections, standards and ethics.

"For four decades Milton Coleman has been a leading figure in championing ethics and diversity in journalism," said Cronkite Dean Christopher Callahan. "We are thrilled to welcome him to our school and look forward to the important lessons he will impart to our students."

Coleman started his career at the Post in 1976 as a reporter covering government and politics. He later became city editor and then assistant managing editor in charge of metropolitan news. In 1996, he was promoted to deputy managing editor and began creating news collaborations with Spanish-language news outlets. He was named senior editor in 2009.

Coleman was hired at the Post 40 years ago by then Assistant Managing Editor/Metropolitan News Leonard Downie Jr., Cronkite's Weil Family Professor of Journalism, who served as the newspaper's executive editor for 17 years.

"Milton is uniquely qualified to teach journalistic ethics and diversity as a Gaylord Visiting Professor," Downie said. "At The Washington Post, as an outstanding political reporter and senior editor, he was a strong advocate for diversity and professional development, a respected adviser on ethical news gathering and an influential mentor to many in the newsroom, including journalists of color. He was a media industry leader, serving as president of both the American Society of News Editors and the Inter-American Press Association."

As CPB ombudsman, Coleman works as an independent observer of public

broadcasting, reviewing and reporting on issues involving accuracy, transparency, objectivity and diversity.

Coleman said he looks forward to teaching at the Cronkite School, which operates the state's largest public television station, Arizona PBS. He said the teaching of ethics is critical during this transitional time in journalism, noting technological changes have presented new ethical and legal challenges for journalists.

"I'm excited to engage with students to impart the lessons that I have learned and to invigorate their thinking and help them plot courses of success," Coleman said.

■

The Edith Kinney Gaylord Visiting Professorship was created in 2006 through a generous gift from the **Ethics and Excellence in Journalism Foundation** of Oklahoma City and named in honor of reporter Edith Kinney Gaylord, the daughter of Daily Oklahoman Publisher E.K. Gaylord. She created the Ethics and Excellence in Journalism Foundation in 1982 to improve the quality of journalism.

Past Gaylord Visiting Professors:

Peter Bhatia, former Oregonian editor
Joe Hengemuehler, former ABC15, KNXV-TV, news director
Sandra Mims Rowe, former Oregonian editor

Caesar Andrews, former Detroit Free Press executive editor

Sharon Rosenhouse, former San Francisco Examiner managing editor
Christian Anderson III, former Orange County Register publisher and CEO
Ellen Soeteber, former St. Louis Post-Dispatch editor

James N. Crutchfield, former Akron Beacon Journal publisher



Photo by Courtney Pedroza

Retirements



Photo by Deanna Dent

Ten years ago, Tim McGuire arrived at the Cronkite School as the Frank Russell Chair for the Business of Journalism.

After mentoring thousands of students and punctuating countless lectures with his trademark “touchdown” call, McGuire retired in May 2016.

“I’m 67, and it is time to be on my own schedule,” said McGuire, who is now an emeriti faculty member. “The plan is, I’m going to keep an office here and do some of my writing from here and be hanging around some.”

McGuire taught a variety of classes, including Ethics and Diversity as well as the nation’s first class on the business and future of journalism. Cronkite Dean Christopher Callahan said Tim McGuire’s arrival signaled a new era for the school.

“Our goals as professors are to teach and inspire,” Callahan said. “And no one has done that better than Tim.”

Cronkite alumna Lauren Gilger said she remembers McGuire’s “touchdown” call when students gave him an answer he liked.

“He was so dynamic in class,” said Gilger, who is now a reporter and host at NPR member station KJZZ-FM. “Everybody was invested — everybody was involved. He kept everyone’s attention and really was able to drive the point home.”

McGuire came to the Cronkite School in 2006. He was editor and senior vice president of the Minneapolis Star Tribune from 1992 until 2002 and was a leading voice in newspapers for more than 20 years.

At the Star Tribune, he also served as the newspaper’s managing editor, helping to lead it to the Pulitzer Prize for investigative reporting in 1990. He was president of the American Society of Newspaper Editors from 2001-2002, and he served as a Pulitzer Prize juror six times.

McGuire capped his retirement from the Cronkite School with a keynote speech during the school’s spring convocation ceremony in which he encouraged students to dream big.

“I am convinced that if you dream big and push to meet those dreams and understand that you, and only you, are responsible and accountable for making a good life, then one day you will be able to stand back and declare, ‘Touchdown!’” he said. ■

Alexandra Myers contributed to this story.

Mary-Lou Galician

In her 30-plus years at the Cronkite School, Associate Professor Mary-Lou Galician came to be affectionately known by students and faculty as Dr. Fun.

When she discussed her retirement in spring 2016 with faculty members and staff, Galician embodied the spirit of her moniker, calling her new path a “rewirement.”

“My happiest moment always is when a former student would say, ‘Dr. Fun changed my life,’” Galician said at her faculty sendoff. “There’s nothing better than that, and to hear that is a great privilege.”

Galician joined the Cronkite School in 1983. She created the course Sex, Love, and Romance in the Mass Media, which is a model used at other universities. She also authored the pioneering media literacy book with the same title. Prior to becoming a professor, Galician worked at newspapers and television stations across the U.S.

Senior Research Professor Douglas Anderson, who served as the school’s director from 1987-1999, recalled Galician’s fire engine red

Cadillac and its personalized Dr. Fun license plate, noting how it always brought a smile to his face as he left the campus. Beyond the Dr. Fun persona, Anderson said

Galician was a trailblazer.

“Mary-Lou was indeed a pioneer in many respects,” he said. “When she got here, it was a one-person public relations program. She quickly taught every course in the curriculum. She supervised PR internships for more than a decade.”

In addition, Galician’s research, including her award-winning “Television’s Good News and Bad News: The American Dream and the Media Nightmare,” has appeared in *Journalism Quarterly*, *Southwestern Mass Communication Journal*, *Popular Music and Society*, *Journalism Educator*, *Business Research Yearbook* and *Journal of Mass Media Ethics*.

As for her “rewirement,” Galician said she will continue working on media literacy projects as an emeriti member of the faculty.

“If I have accomplished anything, it is only because of the support friendship and love that I have experienced here,” she told colleagues at her sendoff. ■



Photo by Kanupriya Vashisht



Craig Allen

Associate Professor **Craig Allen** published an article on “The President and the Apprentice: Eisenhower and Nixon.” He also presented a research paper on “The Defense of Journalism that Journalism Never Knew: Jacobo Zabludovsky and the Siege of SIN News” at the Broadcast Education Association Conference. Allen also appeared as a guest on radio talk shows, including Westar’s “Kim Komando Show” and programs on KTAR, KMVP and KFYI and was a source for news stories in The Washington Post and The Arizona Republic.



Rebecca Blatt

Rebecca Blatt, director of Cronkite News Digital Production, published articles in MediaShift, “How to Really Teach Students to Engage Communities” and “Solving Problems through Shared Reflection.” Until May 2016, Blatt directed the Cronkite Public Insight Network Bureau, which won The Associated Press Media Editors Innovation in Journalism Award — Innovator of the Year for College Students. She also was a panelist for “Marketing Your Work and Engaging Your Audience” during the Reynolds Business Journalism Week and was a presenter of “Cronkite PIN Bureau: Professional Experience, Entrepreneurship Community Service” at ASU’s Learning Innovation Showcase hosted by ASU’s Institute for the Science of Teaching and Learning.



Peter Byck

Peter Byck, professor of practice, premiered his documentary “Hybrid Law” across Toyota’s web platforms. The documentary short highlights a small town police department that replaces its law enforcement vehicles with hybrids. He also debuted two other documentaries, “One Hundred Thousand Beating Hearts” and “Luckiest Places on Earth.” Byck presented at numerous conferences and government agencies, including the White House Office of Science and Technology, White House Council for Environmental Quality and The World Bank.

Assistant Professor **Monica Chadha** published journal articles “The Neighborhood Hyperlocal: New Kid on the Block or a Chip off the Old One?” and “What I Am Versus What I Do: Work and Identity Negotiation in Hyperlocal News Startups” and “The Writing Is on the Wall, or Is It? Exploring Indian Activists’ Beliefs Toward Online Social Media’s Potential for Social Change.” She also presented papers at the Association for Education in Journalism and Mass Communication conferences in San Juan, Puerto Rico; San Francisco; and Minneapolis. Chadha’s research also was covered by the American Press Institute.

Alfredo Corchado, Southwest Borderlands Initiative Professor, received the Career Achievement Award from the California Chicano

News Media Association in June 2016 for his 30-plus year career covering the border for news organizations such as The Dallas Morning News and his best-selling book "Midnight in Mexico." He also published articles on immigration and the border for The Dallas Morning News in 2016.

Kevin Dale, executive editor of Cronkite News, was a keynote speaker at the Western News & Info Inc. annual convention on "Delivering When Your Community Needs You." Dale presented "Covering the Business of Pot" at both Reynolds Business Week and the Society of American Business Editors and Writers national convention. He also judged the 2015 Editor & Publisher EPPY Awards.

Knight Chair **Steve Doig** taught data journalism at Masaryk University in Brno, Czech Republic, as a Distinguished Fulbright Professor, his second Fulbright experience after a similar professorship in Portugal in 2010. He also served as juror for the International Data Journalism Awards and the Toner Prize for Political Reporting. He presented on panels for the National Institute for Computer-Assisted Reporting, Investigative Reporter & Editors and the Association for Education in Journalism and Mass Communication. Doig also gave keynote talks at conferences in Malaga, Spain, and at the University of Oregon, a speech for the Daily Dartmouth annual awards banquet, and a lecture on data journalism at Iowa State University.

Leonard Downie Jr., Weil Family Professor of Journalism, published "The News Media: What Everyone Needs to Know" with C.W. Anderson and Michael Schudson. The book, published by Oxford University Press, looks at the past, present and future of journalism. Downie also moderated a "Must See Mondays" discussion with Carnegie-Knight News21 fellows and News21 Executive Editor Jacquee Petchel.

Tom Feuer, director of the Cronkite News — Los Angeles Sports Bureau, produced NBC's beach volleyball coverage at the Olympic Summer Games. He also won the annual Grant Burger Media Award from the American Volleyball Coaches Association in 2016, given to a media member who makes a special contribution to the organization.

Associate Dean **Kristin Gilger** and Associate Professor **B. William Silcock** traveled to Lahore, Pakistan, as part of a U.S. State Department grant to work with faculty at the University of Punjab on academic and curricular improvements. Gilger also presented at the national Disability Matters conference in Durham, North Carolina, on disability language and moderated a panel on disability and journalism at the annual conference of the Association for Education in Journalism and

Mass Communication. She chaired two site team visits to evaluate other journalism programs for the Accrediting Council on Education in Journalism and Mass Communication.

Dan Gillmor, professor of practice, wrote numerous articles for Future Tense on Slate on topics such as social media and the role of mobile technology in politics and journalism. He also wrote articles for The Atlantic, Backchannel, The Huffington Post, NiemanLab and others. In January 2016, he led the Scripps Howard Journalism Entrepreneurship Institute at the Cronkite School for professors who are interested in infusing the concepts and practices of entrepreneurship into their teaching of journalism.

Retha Hill, director of the Cronkite New Media Innovation and Entrepreneurship Lab, and her students won the Excellence in Innovative Technology Award from the National Association of Broadcasters Education Foundation for the Cronkite News VR and Cronkite Border VR apps. She also participated in a panel discussion on augmented reality at the National Association of Black Journalists Conference and was a speaker at the Scripps Howard Journalism Entrepreneurship Institute at the Cronkite School.

Jim Jacoby, television production manager for Cronkite News, created a successful Media Issues in American Pop Culture class. He also co-created a tribute video with Cronkite News Assistant News Director **Melanie Asp Alvarez** for the Cronkite Award Luncheon, which honored Charlie Rose with the Walter Cronkite Award for Excellence in Journalism. Also, as part of his master's thesis, he created a short documentary on Walter Cronkite's effect on modern journalism.

Angela Korchega, Southwest Borderlands Initiative Professor, produced a story for "PBS NewsHour" in August 2016 on what people think about building a bigger fence on the U.S.-Mexico border. She reported on the issue with Cronkite student Courtney Pedroza, who shot video for the story. It recently was named Best in Festival at the Broadcast Education Association's Festival of Media Arts faculty competition.

Brett Kurland, director of the Cronkite News — Phoenix Sports Bureau, co-led the student reporting trip to the Summer Olympic Games in Rio de Janeiro with Cronkite Assistant Dean **Mark Lodato** and faculty associate **Sarah Muench**. Following the trip, Kurland wrote an article for Editor & Publisher, highlighting the experiences of the 25 students and the content they produced for numerous professional media outlets. Kurland also led a team of reporters in coverage of the College Football Playoff National



Monica Chadha



Alfredo Corchado



Leonard Downie Jr.



Retha Hill



Angela Korchega



Brett Kurland



K. Hazel Kwon

Championship game between Alabama and Clemson, played at Glendale's University of Phoenix Stadium in January 2016.

Assistant Professor **K. Hazel Kwon** was selected as the visiting scholar-in-residence at the Social Media Lab at Ryerson University in Toronto, the largest lab of its kind in Canada. She also published social media research in the *Asian Journal of Communication*, *International Journal of Communication* and *Social Media in the Classroom*. She gave presentations at the National Communication Association Conference and the Internet Research Conference.



Eric Newton

Donald W. Reynolds Visiting Professor **Susan Lisovicz** interviewed Berkshire Hathaway Chairman and CEO Warren Buffett in Omaha, Nebraska, for Yahoo Finance in November 2015. The interview centered on unforgettable lessons for college students. She also produced another Yahoo Finance piece in May 2016 on solar-powered homes.



Jacquée Petchel

Cronkite Assistant Dean **Mark Lodato** co-lead the Cronkite News Summer Olympic Games reporting trip to Rio de Janeiro. As associate general manager of innovation and design at Arizona PBS, he spearheaded an effort to bring more synergy between the Cronkite News and Arizona Horizon news operations during the primary elections. He also led the search committee to find a new general manager for Arizona PBS.



Sada Reed

Tim McGuire, the Frank Russell Chair for the Business of Journalism, retired in May 2016 and became a faculty emeriti member of the Cronkite School. He was the keynote speaker at the spring 2016 Cronkite convocation ceremony, and was recognized at a special Cronkite event at the Association for Education in Journalism and Mass Communication Conference in Minneapolis, where he formerly served as the longtime editor of the *Minneapolis Star Tribune*.



Rick Rodriguez

Cronkite Innovation Chief **Eric Newton** launched the first-ever Cronkite Innovation Day in January 2016, an expo featuring the latest technologies in journalism and beyond, including drones and virtual reality experiences. He also spearheaded a \$50,000 crowdfunding initiative to help Cronkite News expand coverage of border and immigration issues during the election year. He negotiated a pioneering partnership between the Cronkite School and Google News Lab to test new journalism techniques and teaching and piloted Innovation Tools, a new class designed to help students understand and find journalistic uses for new technology. In spring 2016, Newton received the distinguished Freedom of the

Press Award from the Reporter's Committee for Freedom of the Press.

Carnegie-Knight News21 Executive Editor **Jacquée Petchel** and students received the Alfred I. duPont-Columbia University Award in New York in January 2016 for the documentary "Hooked: Tracking Heroin's Hold on Arizona." She also led a Carnegie-Knight News21 investigation on voting rights with Leonard Downie Jr., Weil Family Professor of Journalism.

Jessica Pucci, Ethics and Excellence professor of practice, discussed journalism ethics in an April 2016 New York Times article on plagiarism accusations involving an editor at The Daily News. She also was interviewed for a USA Today article on social media as well as MediaShift articles on audience engagement during the 2015-2016 academic year.

Assistant Professor **Sada Reed** presented several conference papers on sports journalism at conferences, including the Association for Education in Journalism and Mass Communication in Minneapolis, the International Conference on Journalism & Mass Communications in Singapore and the International Association for Communication and Sport Summit in Grand Rapids, Michigan.

Associate Professor **Dennis Russell** served as a mentor to Abida Ejaz, a visiting professor from the University of Punjab in Pakistan. Russell helped Ejaz develop a Fulbright fellowship proposal, provided her with guidance on how to transform her Ph.D. dissertation into peer-reviewed journal articles and conference papers, helped her locate peer-reviewed journals and scholarly conferences for her research and helped her develop an end-of-the-semester research presentation.

Rick Rodriguez, Southwest Borderlands Initiative Professor, took 20 students to Hungary in April 2016 to report on the refugee crisis as part of the annual depth reporting trip at the Cronkite School. Previous trips have included the Dominican Republic, Puerto Rico, Canada and Nicaragua, among others.

Associate Professor **Joseph Russomanno** published a journal article, "Facebook Threats: The Missed Opportunities of *Elonis v. U.S.*," in *Communication Law and Policy*. He also published several book reviews on the First Amendment in *Journalism & Mass Communication Quarterly*. He presented at the Association for Education in Journalism and Mass Communication and was interviewed by Bloomberg BNA. Additionally, he wrote commentaries for The Arizona Republic and NPR member station KJZZ-FM. ■



Joseph Russomanno

Remembering Our Alumni and Friends

In Memoriam

The Cronkite School respectfully honors those alumni and friends who have recently passed away and who have contributed so much to the school.

Mitchell Bley '13
Sarah Dinell '15
Betty Jean Fierros '78
George A. Flynn
William E. Frans '91
Howard Goldstein '86
Mary Holguin-Wright '86
Lindsay "Erin" Lough '11

Bruce Merrill
Joe Milner
Gregory Smith '86
Ellen Soeteber
Jennifer Turner '90
Barbara Van Fleet '81

Merrill Made Numbers Meaningful for Arizonans, Students

Bruce Merrill, a nationally known pollster and researcher who taught at ASU for four decades, died in April 2016 from complications due to cancer. He was 78.

Merrill joined ASU in 1970 and taught in the Department of Political Science, the Center for Public Affairs, the Department of Communication and the Cronkite School before retiring in 2008 as professor emeritus. He also served as a senior fellow at the Morrison Institute.

Merrill was a respected figure in regional and national politics, conducting polling for more than 100 campaigns involving former President Richard Nixon and U.S. Sen. Barry Goldwater, Gordon Allott, Pete Domenici, Peter Dominick and John Tower, among others. In 1972, Nixon appointed him to the Population Advisory Committee, which directs the work of the Census Bureau.

"Bruce brought a wonderful dimension to the Cronkite School when he joined our faculty," said Cronkite Professor Douglas Anderson, who served as the school's director from 1987-1999 and helped bring Merrill to Cronkite. "He was, of course, best known for his polling work — and for the reach and quality of his work. He was also a very gifted teacher, working comfortably and effectively with undergraduate and graduate students."

At ASU, Merrill was known for establishing the non-partisan Cactus State Poll, later known as the Cronkite/Eight Poll, on Arizona PBS. The monthly poll captured the opinions of Arizona voters for more than 20 years. He joined the Cronkite School in 1988, using the poll as an educational tool that taught students how to design surveys and interpret data.

James Simon, a 1993 ASU alumnus who serves as dean of the New York Institute of Technology's College of Arts and Sciences, studied under Merrill for his master's and doctoral degrees. Simon, who worked with Merrill on the Cactus State Poll, said his mentor had a gift for explaining important polling information.



Cronkite Professor Emeritus Bruce Merrill was a pioneer in polling in Arizona. Photo by Deanna Dent

"Bruce accomplished the impossible of making numbers interesting, even for people not good at math," he said. "He was able to tell a story about a poll without getting bogged down by percentages. He could make it engaging and show why it mattered to the average person watching TV."

Merrill was born May 13, 1937, in the southeastern Arizona community of Pima. After World War II, his family moved to Grants Pass, Oregon, where he graduated from high school in 1955. He received a scholarship to play tennis at the University of Oregon, where he studied mathematics. He went on to serve as an officer in the U.S. Navy.

Merrill is survived by his wife, Janis Sandler Merrill; daughter, Kathryn Sorensen; son, Christopher Merrill; his wife's children, Laura Sonius, Brian Sandler and Heather Lauth; and a host of grandchildren from both sides of the family. ■

Milner Put ASU Journalism Program on the Map

Joe W. Milner, a pioneering ASU journalism professor who laid the foundation for what would become the Cronkite School, died in August 2016 at his home in Tempe, Arizona. He was 87.

Milner taught at ASU from 1967 until his retirement in 1991. As department chair from 1970-1979, he was responsible for transforming ASU's Department of Mass Communication into a nationally accredited program and leading the department's move into the new Stauffer Hall in 1973.

"Joe really put Arizona State's journalism program on the map," said Cronkite Professor Douglas Anderson, who served as the school's director from 1987-1999 and was hired by Milner in 1979. "He did the heavy lifting that got the department national accreditation."

Milner, a Fulbright scholar who studied in East Pakistan from 1963-1964, taught mass communication law throughout his 24-year tenure in the Department of Mass Communication, which became the Cronkite School in 1984.

At his retirement in 1991, Milner became a Cronkite professor emeritus and established the Joe W. Milner Scholarship, which continues to support high-performing Cronkite students. He also continued to serve as a board member of the Cronkite Endowment Board of Trustees.

"Joe set the Cronkite School on a path toward national excellence," said Cronkite Dean Christopher Callahan. "He understood the importance of national accreditation and the impact it could have on our school. He was a tremendous teacher, who will be deeply missed. His legacy will continue on through the countless students he mentored and his scholarship."

Milner was born Jan. 2, 1929, in Winnsboro, Texas, to O.K. and Annie Milner. He earned his bachelor's degree from East Texas State University in 1954 and his master's degree from the



Cronkite Professor Emeritus Joe W. Milner transformed ASU's journalism department into a nationally accredited program. Photo courtesy of Milner family

University of Oklahoma in 1955. He received his doctorate from the University of Wyoming in 1963.

Milner was an accomplished journalist, serving as a reporter for newspapers in Texas, including the Dallas Times Herald and The Greenville Herald. He also was a journalism instructor at Eastern New Mexico University before earning his doctorate.

Prior to joining ASU, Milner led the journalism department at the Mississippi State College for Women from 1957-1958 and served as a professor at the University of Wyoming from 1960-1967.

Milner received the Distinguished Newspaper Advisor Award from the National Council College Advisors in 1965 and was the national president of the American Society of Journalism Administrators in 1978. He also was an early active member of the Southwest Education Council for Journalism/Mass Communications in the 1980s.

Milner is survived by two sons, Derek and Brent, who is a 1996 graduate of the Cronkite School, and his longtime companion Ginger Dude. ■



Photo courtesy of Flynn family

George A. Flynn

George Flynn, a longtime journalism professor who taught at ASU and other universities, died in November 2016 at the age of 79.

Flynn was at Cronkite for five years as well as for two years at Texas A&M University and

16 years at California State University, Fresno, where he retired as professor emeritus. Flynn, who was born in 1937, in Quantico, Virginia, earned his doctorate from North Texas State University.

He is survived by his wife, Carol J. Flynn, as well as daughter, Margery Flynn Miller; grandson, Paul Miller; and step-children, Karen Metzger and Steven Humphrey.



Photo by Jerry Naunheim Jr., Post-Dispatch

Ellen Soeteber

Ellen Soeteber, the former top editor of the St. Louis Post-Dispatch who taught at Cronkite as the Edith Kinney Gaylord Visiting Professor in Journalism Ethics, died in June 2016 after a brief illness at the age of 66.

Soeteber served as the Post-Dispatch editor for five years after holding a variety of editing positions

at the Chicago Tribune and South Florida Sun-Sentinel. She taught ethics to Cronkite students in spring 2008 and was the school's keynote convocation speaker that semester.

Soeteber, who was born in 1950 in East St. Louis, Illinois, is survived by her husband, Richard Martins, and two sisters, Patricia Snyder and Carol Rosenkranz.



Jim Taszarek was a longtime champion of the Cronkite School.
Photo by Sean Logan

Taszarek Made Mark in Radio

Jim Taszarek, the former news vice president and general manager of KTAR News who was a champion of the Cronkite School, died in February 2016 from cancer at the age of 73.

Taszarek, affectively known as "Taz," was a leading news executive in radio journalism, managing stations in Phoenix, St. Louis and Cincinnati over the course of his career.

Taszarek was a founding member of the Cronkite Endowment Board of Trustees, advising the school on array of issues. He served on the board until his death and was president from 1992-1993.

At KTAR News from 1981-1983 and then again from 1987-1995, he built a successful operation, dramatically increasing earnings.

In 1996, Taszarek launched TazMedia, a multimedia consulting firm. The Phoenix Business Journal named him as one of the 100 Most Influential Business Leaders in Arizona.

At the time of his death, the broadcasting publication Current referred to Taszarek as the "godfather of public radio underwriting" for bringing commercial radio ad sales practices to public radio as part of a Public Radio International project known as the Public Radio Underwriting Partnership.


Taszarek began his career in 1965 as a disc jockey in St. Louis and quickly rose to the rank of general manager. He took his talents across the country, from Miami to Cincinnati. Prior to his career in radio, he was a lieutenant in the U.S. Navy.

In addition to being a member of the Cronkite Endowment Board, Taszarek was on the boards of Phoenix Suns Charities, Salvation Army, Fiesta Bowl, National Speakers Association and the National Association of Broadcasters.

Taszarek is survived by his wife of 52 years, Sharon (Terbrock) of Scottsdale, Arizona, along with his three children, Jim and his wife Lori (Fee), Mary Carol and son-in-law Jon Lienemann, and Alice and son-in-law Scott Rodrian. Taszarek also was a proud grandparent to eight grandchildren. ■

ENSURE student access and excellence
CHAMPION student success
ELEVATE the academic enterprise
FUEL discovery, creativity and innovation
ENRICH our communities

To learn more about Campaign ASU 2020, go to cronkite.asu.edu/2020.



Our Alumni

Visit a newsroom almost anywhere and you're likely to find someone who graduated from the Cronkite School.

Cronkite alumni work at national and international news organizations, such as CNN, ESPN and The Washington Post as well as a wide range of local and regional news outlets and communication companies, said Kristin Gilger, associate dean.

Each year, the school connects with alumni in person through Cronkite Day, an event that features panel discussions and informal gatherings for students and alumni. And the school lends support to alumni through a grant program that funds innovations in newsrooms. ■

Campaign ASU 2020 will grow the number of endowed scholarships for students with financial need, supporting the next generation of Cronkite alumni.

Together, Our Potential is Limitless

CAMPAIGN ASU 2020

cronkite.asu.edu/2020

The Cronkite School encourages all students to embrace experimentation during their time at ASU. The hope is that they will become lifelong innovators.

Cronkite Alumni

Receive Knight Foundation Grants to Drive Journalism Innovation

Six Cronkite graduates were the final recipients of the Knight-Cronkite Alumni Innovation Grant, a journalism innovation fund for alumni of the Cronkite School.

News organizations and media companies are facing challenges connecting with their communities and trying to better utilize technology for news gathering. Those are the types of projects supported by the innovation awards.

Hailey Frances and **Adam Waltz** of Phoenix CW6 KASW-TV, **Kyle Newman** of the Colorado Sports Network, **Sky Schaudt** of KJZZ 91.5 FM in Phoenix, **Steven Totten** of the Phoenix Business Journal and **Mauro Whiteman** of The Hill in Washington, D.C., each received up to \$15,000 in grants from the John S. and James L. Knight Foundation to propel innovation in their newsrooms.

Hailey Frances



Frances, a 2007 graduate, who is a host and executive producer at KASW-TV, and fellow Cronkite graduate **Waltz**, the digital content manager at the Phoenix-based station, are using the grant to launch “YourPHXGood,” a new mobile application that will connect the community to nearby volunteering opportunities.



Adam Waltz

“There are so many volunteering opportunities in our community that go unnoticed and unattended,” **Waltz said**. “The special thing about this project is that not only does it connect people to large nonprofits looking for volunteers, it focuses on the individual who may need help with everyday tasks we take for granted.”



Kyle Newman

Newman is a 2012 graduate and the founder and executive editor of the Colorado Sports Network (CSN), a multimedia high school sports website. He is using the grant to create a “broadcast studio in a box,” comprised of all the technologies needed to conduct a broadcast. He plans on offering this technology to local high schools to broadcast on CSN.

“Until now, we haven’t had the funds to implement the ‘broadcast studio in a box’ idea,” **Newman said**. “It’s going to be beneficial for us, the high schools and the teams.”

Schaudt, a 2008 graduate, is a digital media editor at KJZZ 91.5 FM. She plans to use the grant to create “Pic Re:Quest,” a technology allowing reporters and digital editors to easily transmit multimedia back and forth using their smartphones. The application aims to close the communication gap between reporters and digital producers by providing a simple interface that allows users to distribute and manage photo requests from any location.



Whiteman, a 2014 graduate who works as social video producer for The Hill, is using the grant to create a rig for shooting 360-degree video interviews. His goal is to provide an immersive storytelling experience through 360-degree graphics. With this technology, Whiteman will produce a series of interviews with lawmakers and political influencers, bringing viewers an augmented reality experience.



Totten, a 2015 graduate who is a reporter at the Phoenix Business Journal, is using the grant to enhance the publication's data visualization technologies. Totten said his goal is to bring data to life by creating digital maps that provide in-depth analysis on area companies.



Clockwise from top: Sky Schaudt, Mauro Whiteman and Steven Totten

“After spending several years learning, teaching and adapting to the changing face of journalism, I’m psyched to implement some of that innovation in my newsroom,” **Totten said.** “It’s even more rewarding to know that it’s with the support of my alma mater and the Knight Foundation, one of the biggest supporters of the industry.”

Knight Foundation President Alberto Ibargüen created the Knight-Cronkite grant in 2014 specifically for Cronkite alumni working as journalists to disrupt the status quo in journalism and stimulate new cutting-edge technologies, practices and ideas.

In all, 21 Cronkite School alumni have received support totaling \$250,000. ■

“Our alumni are among the very best in journalism, pushing the limits of innovation,” said Cronkite Dean **Christopher Callahan.** “This Knight Foundation grant has played a tremendous role in helping our alumni foster change in journalism.”

Cronkite Day Gives Alumni Opportunity to Revisit Their Alma Mater

By Joshua Bowling

Cronkite Day kicks off homecoming festivities by giving current students a chance to meet prominent alumni, and gives those alumni a chance to see how the school has evolved.

"It's really impressive, really," said David Routt, who graduated in 1990 and went on to found Paint It Black TV Productions. "Twenty-five years ago, it was not quite cutting-edge."

Alumni and faculty held panel discussions and showcased the school's innovations at Cronkite Day 2015.

Showcases and panel discussions focused on the Cronkite School's professional programs, the transition from college to the working world and the evolution of digital media in journalism.

Alumni, including Linda Kauss, former Supreme Court and Justice Department editor for USA Today, participated in the discussions.

Kauss appeared alongside 'Arizona Republic Vice President of News and Editor Nicole Carroll ('91), HMA Public Relations Vice President/General Manager Abbie Fink ('86, '96), and

ABC15 data visualizer beat journalist Courtland Jeffrey ('15).

Kauss, who said she retired just two weeks before Cronkite Day, worked at The State Press as an undergraduate, and said she marvels at the technological innovations that have become part of a journalist's everyday routine.

"I graduated in '68; that was before it was the Cronkite School," she said. "It was sharply focused, and we didn't have to worry about every platform."

Carroll spoke alongside Kauss and said the Cronkite School prepared her for her career and life after graduation.

"I remember it being a very professional education," she said. "We got really great real-life experience."

Student groups were able to showcase their work for organizations such as The State Press and the Downtown Devil in the First Amendment Forum, and the Cronkite School hosted an open house for its professional programs, where students and faculty talked about their work and answered questions.

Attendees also toured the school's facilities. ■



Cronkite student Jennifer Brewer checks into Cronkite Day with her father, Jim Brewer. Photo by Samantha Incorvia

Cronkite Director of Student Success Mary Cook (far left) greets visitors at Cronkite Day. Photos by Johanna Huckeba





Clockwise top left: Cronkite student Dylan Carter and his mother greet Sparky at Cronkite Day. Cronkite guest Isaiah Williams poses with Sparky. Prospective students tour the Cronkite School. Photos by Samantha Incorvia

Cronkite Day featured in-depth discussions with alumni, students and faculty on the latest trends in journalism. Photos by Courtney Pedroza



Covering a Global Beat

#CronkiteNation



By Eric Swedlund

Becky Anderson's career at CNN has taken her around the world — covering wars, reporting from the 2012 Olympics, and interviewing heads of state and celebrities.

It's exactly the kind of career she knew was possible when she earned a graduate degree at the Cronkite School. After completing an undergraduate degree in economics and French, the British native took the leap to come to ASU, taking on the challenge with a determination that would serve her well later as a foreign correspondent.

"I wanted a top school with a great master's program in a part of the world that I'd never been to before," she said. "The Cronkite School and Arizona and the Southwest of the United States ticked all the right boxes."

From her earliest years, it was an intense curiosity about the world that led Anderson to pursue journalism.

"Since I was a kid, I've wondered why people do the things they do," she said. "It just seemed to me that journalism would satiate my inquiring mind."

At ASU, she honed those skills, working as a graduate assistant for award-winning professor Ed Sylvester and interning for the Phoenix Business Journal. After completing her master's in 1994, Anderson worked for Bloomberg and CNBC before joining CNN 16 years ago.

She is now the managing editor of CNN Abu Dhabi (the network's fourth global hub) and the anchor of the daily prime time show "Connect the World with Becky Anderson." Standout moments of her career include anchoring CNN's coverage of the Iraq War in 2003, covering the Israel-Hezbollah war in 2006 and the London bombings in 2007 and reporting from the London Olympics in 2012.

Anderson has returned twice to ASU, in 2012 when she was inducted into the Cronkite Alumni Hall of Fame and in 2014 when she was a visiting professional.

"I was blown away the first time I got to experience the Downtown Phoenix campus," she said. "The broadcast facilities, combined with the professional programs in digital media and innovation, are truly impressive and offer a fantastic platform for anyone looking to get professionally involved in today's global media. I have every confidence the students I met were more than equipped to carve out a very successful future career in multiplatform journalism." ■

A version of this story first appeared in the September 2016 issue of ASU Magazine.

Becky Anderson

Photo courtesy of ASU Magazine

ASU® Arizona State University

“The Cronkite School has a great network that can get you in places where you can really learn the industry.”

— Aaron Lavinsky, photographer for the Minneapolis Star Tribune



Aaron Lavinsky

Photo courtesy of Aaron Lavinsky

#CronkiteNation

Cronkite Alumnus Wins Prestigious National Visual Journalism Award

When photographer Aaron Lavinsky, a 2014 graduate of the Cronkite School, made his first trip to Virginia, Minnesota, to profile the junior college football team, he thought a few trips to the remote town would tell the story. He quickly realized the unusual band of players would take much more.

He repeatedly made the nearly 200-mile drive to tell the story of players clinging to the hope of making a big-time college team. The resulting work was a stunning project that was awarded first place in the 2016 sports multimedia category by the National Press Photographers Association.

“The longer I worked on the story, the more I felt like I needed to shoot, and towards the end I really felt like I had to pitch specific moments in order to get the time to go back up north,” Lavinsky told the photography blog *The Image, Deconstructed*. “Luckily, my editors agreed and allowed me to do what I needed to do.”

That dedication to the story paid off. Lavinsky, a photographer for the Minneapolis Star Tribune, beat out *The New York Times* and ESPN in the NPPA finals. Judges awarded him first place for his photographs and video for “Hope on the Range,” an in-depth multimedia story profiling 44 young men in Minnesota’s “Iron Range.” Lavinsky said he spent three months on the project.

“We are so proud of Aaron’s success,” Cronkite Dean

Christopher Callahan said at the time of the award. “Even as a student he showed exceptional talent, evidenced by his many awards and honors. We are thrilled for him and couldn’t be more pleased to celebrate this deserving honor.”

At the Cronkite School, Lavinsky won the school’s top photojournalism honor, the Greg Crowder Memorial Photojournalism Award, established by Troy and Betsy Crowder of Chandler, Arizona, in memory of their late son, 1980 Cronkite graduate Greg Crowder.

As a student, Lavinsky also won first place in both feature and general news photography in the Society of Professional Journalists’ Mark of Excellence Awards in 2013 and was named Arizona College Photographer of the Year by the Arizona Press Club in 2012. He was a photo intern at *The Seattle Times* and a Pulliam Fellow at *The Arizona Republic*. At his graduation, he received an Outstanding Undergraduate Student Award.

Lavinsky, who joined the Star Tribune in 2014, said the Cronkite School opened the door to many opportunities. “The Cronkite School has a great network that can get you in places where you can really learn the industry,” he said.

The NPPA’s Best of Photojournalism Multimedia contest recognizes the best visual journalism being produced online or for mobile delivery. Lavinsky’s work was weighed against nearly 1,000 other entries. ■

For Some Cronkite Students, Journalism Is All in the Family

By Marshall Terrill

It's a natural inclination for children to want to follow in their parents' professional footsteps.

But what about when that means becoming a journalist? That's the question children of journalists ask themselves as they consider entry to a challenging profession.

"It was such a fun career, and journalism has opened the door to so many wonderful things in my life," said Deborah Sedillo Dugan, a pioneering Hispanic reporter, producer, news host and the mother of Cronkite School alumna Christina Dugan. "How could I tell my daughter not to go down that same path, knowing the adventure that awaited her?"

Despite industry challenges, the draw and passion are still there for the children and family members of journalists. Whether it's a trend or coincidence, the Cronkite School has seen more than its fair share of families graduate from journalism education.

"I think it's inherent that your children initially resist what their parents do for a living ... but our children grow up in newsrooms and get that stimulation in their blood early on," said Kristin Gilger, Cronkite associate dean. Her daughter Lauren is an on-air reporter for the NPR member station in Phoenix.

"Sometimes it just takes a while for the lights to go on."

Growing Up in a Newsroom

Christina Dugan knew how a newsroom operated by the time she was 10 years old.

She spent plenty of hours during her youth sitting underneath her mother's desk at WTTG and the AFL-CIO in Washington, D.C., listening to keyboards clacking, reporters working the phones and news anchors rehearsing their lines, and witnessing firsthand how a half-hour



Journalism is a family affair for Cronkite alumna Christina Dugan (left) and mother Deborah, who both work in newsrooms. Photo courtesy of Dugan family

TV news program was assembled.

"It looked more exciting than intimidating because there was always something exciting going on," Dugan said. "The intensity level was always high."

Despite the intensity, her mother, Deborah, always maintained her cool. She had to. As one of the first Latinas to graduate from American University with a broadcast journalism degree, Deborah started her career in 1981 at WRC-TV in the nation's capital and had to work hard to find her place.

"It was very much like 'Anchorman,'" Deborah said, referencing the Will Ferrell comedy about chauvinistic TV news culture. "Men dominated the industry, openly smoked in the newsroom, and the three-martini lunch still existed."

But times have changed and journalists like Deborah, who is now the station manager for PHXTV for the City of Phoenix, helped move the needle.

Deborah worked long hours, was given more responsibility and took on many different duties — including stints as an on-air host, anchor and producer — to advance up the ranks. Her work has been

rewarded with an Emmy nomination and several other broadcasting honors.

It would have been easy for Deborah to use her connections to find a job for Christina after she earned her degree in 2013, but she made a conscious decision not to interfere.

"She's my daughter, but everything she's accomplished she's done on her own," Deborah said. "She's very poised, charming and pleasant."

Those attributes are necessary for success, said Christina, who has been writing for People magazine since January 2013. She also said the Cronkite School prepared her well for the real world.

"The instructors at Cronkite told students exactly how it was, and they didn't sugarcoat anything regarding journalism," Christina said. "I've always enjoyed telling stories, so journalism seemed like a good fit for me. It's never been about the money but about passion, and it's paying off."

While mother and daughter lines have not been blurred, Deborah said she enjoys going with her daughter on assignments and watching her work.

"We went to a photo exhibit where Michael Keaton, Demi Moore and Robin Wright were in attendance and Christina was very poised while I got a little starstruck," Deborah said. "It was a very proud moment for me."

Understanding the Pull

Cronkite School sophomore Skye Merida has two journalists in the family to whom he can go for advice.

His father, Kevin Merida, is a managing editor at The Washington Post, and his mother, Donna Britt, is a Pulitzer Prize-nominated reporter, nationally syndicated columnist and the author of "Brothers (& Me): A Memoir of Loving and Giving."

Skye admits his home life had some influence on his decision to study journalism, but the late ESPN anchor Stuart Scott was the one who put the fire in his belly.

"Stuart Scott is a captivating presence and the kind of guy you looked at and said, 'This man really enjoys his job,'" Skye said. "He brought honor to sports broadcasting, and he had the career that I want to emulate."

But it was his parents' responsibilities that clued Skye into the life of a working journalist, where any day's schedule can be interrupted by breaking news, like, say, the assassination attempt of U.S. Rep. Gabrielle Giffords in Tucson, Arizona. Skye was with his father in Washington, D.C., when the story broke.

"We were going to have lunch that day, but before we did my dad had to stop into the Post to drop off something quickly. The story broke and that it was it ... we were there all night," Skye said. "That incident showed me that anything can happen at any time and as a journalist, you have an obligation to stop what you're doing and cover the story."

In his freshman year, Skye rolled up his sleeves and got to work. He joined Blaze Radio, ASU's alternative radio station, as a co-host of "Traffic Jam," which covers news, sports, politics, movies and music. He also produced "Bottom of the 6th," a sports radio show covering ASU sporting news as well as top national sports headlines.

"I'm so thankful to ASU for giving me this experience right out of the gate," Skye said. "They're putting me to work, and I love every day here."

Skye's mother said her son not only has



KJZZ reporter Lauren Gilger (left), a 2011 Cronkite graduate, and mother Cronkite Associate Dean Kristin Gilger share a strong passion for journalism. Photo courtesy of Gilger family

the talent but a real passion she can get behind, even in a changing industry.

"He (Skye) lives and breathes sports," Donna said. "He knows the facts, statistics, and rankings — not just for one or two sports — everything in between except curling. He gets to live it 24/7, and that's the only way to live your life."

An Uncommon Bond

It took some time for Lauren Gilger to understand she was a journalist at heart.

She was a dual major at Fordham University in New York and was studying French and visual arts when she applied for a Rhodes scholarship in 2009 and was asked to write a paper basically blueprinting the rest of her life.

It turned out to be a soul-searching "manifesto."

"I wrote that I wanted to do something creative, fun and effective," Gilger said. "To have impact and do good in the world."

She had done plenty of odd jobs in the past, but nothing stimulated her more than being in a newsroom. She had done internships for the Phoenix New Times and East Valley Tribune — writing food and culture blogs for the former and crime, features and obituaries for the latter.

Her mother, Kristin, an editor with the Times-Picayune in New Orleans and The Arizona Republic before joining the Cronkite School, remembers the phone call when Lauren decided it was

no use resisting.

"She said, 'OK, Mom, you win,'" Kristin said, laughing. "I want to be a journalist."

Lauren received her master's degree from the Cronkite School in May 2011, graduating with a 4.0 GPA and receiving the Outstanding Graduate Student Award. That same year she went to work at ABC15 News (KNXV-TV) in Phoenix. She is now a reporter at KJZZ-FM.

Her work has helped her reach those early goals of wanting to have impact and do good in the world.

Lauren's reporting on an acceleration defect in Ford Escapes compelled one of the world's largest automakers to recall more than 700,000 SUVs. And her stories exposed the backlog of untested rape kits in Valley police departments forced them to change their protocol.

The work earned Lauren a George Foster Peabody Award and an Edward R. Morrow Award.

But the biggest award, her mother said, is the bond the two share as journalists.

"The same passions we share have been ignited by journalism," Kristin said. "We talk about the state of the industry, the ups and downs of the newsroom, and the pressures of the profession. It has brought us closer because we share that." ■

A version of this story first appeared in ASU Now on Sept. 2, 2015



The Washington Post

Photo by Randy Smith/
The Washington Post

Cronkite Alumnus Scores Dream Job with Washington Post

By Alyssa Hesketh

Cronkite alumnus Master Tesfatsion has always been passionate about sports.

He came to the Cronkite School hoping to turn his interest into a profession and he is now in the Washington Redskins' press box as beat reporter for The Washington Post.

Tesfatsion's career as an NFL reporter started just six months after he graduated from the Cronkite School in 2013. He started covering the Minnesota Vikings for the Star Tribune, a job he landed with the help of retired Cronkite professor Tim McGuire.

"I have probably never had a student who has been a better friend," McGuire said.

Today at The Washington Post, Tesfatsion produces next-day stories for the website and makes sure there is a steady stream of content for readers.

"I have a really good team that I work with in terms of knowledge," Tesfatsion said. "It is an outstanding situation to be a beat writer, but also just to own the beat."

Tesfatsion attributes his success to the experience he gained at the Cronkite School, where he learned the principles of journalism and ethics in the classroom. He also gained valuable experiences in several internships, including at The Seattle Times.

Tesfatsion said his experiences have come full circle — he currently works with Washington Post sports columnist Jerry Brewer, who worked at The Seattle Times during his internship.

Tesfatsion said he faced financial hardships, especially during college and he used to believe that his career options were limited.

"Going into my senior year of high school ... my two goals ... were either to become a comedian or join the military," he said.



Cronkite alumnus Master Tesfatsion interviews retired NFL wide receiver Terrell Owens for a Facebook Live event for The Washington Post.

"I was just so naïve that I was not aware of the opportunity that there was to write about sports."

Tesfatsion said he is thankful for the individuals who guided him during his senior year of high school and made sure he attended a college that would be good for him. Even though he had to face the financial burdens of taking out student loans, he did not let that stand in the way of his dreams.

"Once I saw that there was a little crack of an opportunity to do something that I love, which is talk about sports and make a living out of it, I just wanted to make sure I did everything I could those four years at Arizona State to make that happen," he said.

Tesfatsion said he is excited to innovate and explore new ways to cover the NFL and other sports.

"Those are the things that always excite me when I wake up in the mornings," he said, "finding out what I can do differently that no one else is doing." ■



Alumni Notes



Stacia Affelt '16



Cassandra Anfinson '16



Junelle Bautista '16



Zuriel Loving '16



Ben Margiott '16



Jackie Padilla '16



Miles Romney Ph.D. '16



Samantha Incorvaia '16



Celeste Ruiz '16

Congrats Class of 2016

#CronkiteNation

Stacia Affelt (B.A./M.M.C.) is an editorial assistant at Redbook Magazine in New York.

Cassandra Anfinson (B.A.) is a public relations coordinator at Anderson Advertising & Public Relations in Scottsdale, Arizona.

Junelle Bautista (B.A.) is a content marketing coordinator at Insight in Tempe, Arizona.

Molly Bilker (B.A./M.M.C.) is a corps member for Teach for America in Pueblo, Colorado.

Carolyn Corcoran (B.A.) is an assistant account executive at The Walker Marchant Group in Washington, D.C.

Nicole Fox (B.A./M.M.C.) is a production assistant at ESPN in Bristol, Connecticut.

Jake Gadon (B.A.) is a sports director at KOSA-TV, the CBS affiliate in Odessa, Texas.

Samantha Incorvaia (B.A.) is a producer at The Arizona Republic and azcentral.com in Phoenix. She also was the 2016 Pulliam Fellow at the Republic.

Connor Johnson (B.A./M.M.C.) is an account executive at Raycom Media in Tucson, Arizona.

Tyler Klaus (B.A.) is a producer at KMOV-TV, the CBS affiliate in St. Louis.

Emily Lierle (B.A.) is a digital marketing manager at Markitors in Scottsdale, Arizona.

Zuriel Loving (B.A.) is a digital content producer at KERO-TV, the ABC affiliate in Bakersfield, California.

Alexis Macklin (B.A./M.M.C.) is an immersive entertainment analyst at Greenlight Insights in San Francisco.

Ben Margiott (B.A./M.M.C.) is a reporter at KRNVT-TV, the NBC affiliate in Reno, Nevada.

Carolina Márquez (B.A./M.M.C.) is the creative director at Terrainial and Nvelop Media in Phoenix.

Jackie Padilla (B.A.) is a reporter at WTAJ-TV, the CBS affiliate in Altoona, Pennsylvania.

Morgan Rath (B.A.) is a publicist at SparkPoint Studio in Tempe, Arizona.

Stevi Rex (B.A./M.M.C.) is the marketing manager at Greenlight Insights in San Francisco.

Miles Romney (Ph.D.) is an assistant professor at the University of South Carolina's College of Information and Communications in Columbia, South Carolina.

Celeste Ruiz (B.A.) is a morning news producer at KGW-TV, the NBC affiliate in Portland, Oregon.

Kate Sitter (B.A./M.M.C.) is account coordinator at Anderson Advertising & Public Relations in Scottsdale, Arizona.

Alex Sorrell (B.A./M.M.C.) is a marketing activation consultant at Best Western Hotels & Resorts in Phoenix.

Jacqueline Soto (B.A.) is a PR coordinator at Steve Levine Entertainment in Scottsdale, Arizona.

Emma Totten (B.A./M.M.C.) is a social media manager at Buzzly Media in Chandler, Arizona.

Elaine Wilson (B.A.S.J.) is a multimedia reporter at the Las Vegas Review-Journal.



Stephan Harvey '15



Sierra Oshrin '15



Mercedes Santana '15



Naina Tugung '15



Austin Controulis '14



Ja'han Jones '14

2010s

Shirin Ahmadpour '15 (B.A./M.M.C.) is a regional marketing manager at RideNow Powersports in Chandler, Arizona.

James Anderson '15 (B.A.) is an associate editor at Informa Exhibitions in Phoenix.

Casey Brecker '15 (B.A.) is a corporate account development associate at Cornerstone OnDemand in Santa Monica, California.

Mackenzie Cummings '15 (B.A.) is public relations and tourism coordinator at Century 21 Department Stores in New York.

Dominick DiFurio '15 (B.A.) is a web producer at The Dallas Morning News in Dallas.

Victoria M. Fernandez '15 (B.A.) is a corporate communications specialist at Sprouts Farmers Market in Tempe, Arizona.

Rachel Gosselin '15 (B.A.) is a social media specialist at Sesame Communications in Seattle.

Stephan Harvey '15 (B.A.) is digital producer at the Tennis Channel in Los Angeles.

Hannah Johnston '15 (B.A.) is an account coordinator with Evolve PR and Marketing in Scottsdale, Arizona.

Lauren Klenda '15 (B.A.) is morning/noon anchor at KREX-TV in Grand Junction, Colorado.

Kimberly Linn '15 (B.A.) is a contracted marketing specialist with PetSmart corporate in Phoenix.

Jessie Moore '15 (B.A.) is a marketing strategist at Jasmine Engineering in San Antonio.

Sierra Oshrin '15 (B.A.) is a reporter/multimedia journalist at KBOI-TV, the CBS affiliate in Boise, Idaho.

Daisy Prado '15 (B.A.) is a social media and digital producer at KSAZ-TV, the FOX affiliate in Phoenix.

Mercedes Santana '15 (B.A.) is a social media coordinator at Leaf Group in Santa Monica, California.

Nicole Schwab '15 (B.A.) is a communications specialist at Allstate Southwest in Tempe, Arizona.

Margaret Staniforth '15 (M.M.C.) was the deputy communications director for the 2016 John McCain campaign in Phoenix.

Naina Tugung '15 (B.A.) is the communications and social media associate of global talent acquisition marketing for The Walt Disney Company in Burbank, California.

Bailey Badillo '14 (B.A.) is a content specialist at FlipSwitch in Chandler, Arizona.

Marlee Bever '14 (B.A.) is a public relations specialist at Fender Musical Instruments Corporation in Los Angeles.

Brendan Capria '14 (B.A.) is public relations coordinator at the World Racing Group in Concord, North Carolina.

Kaitlyn Carl '14 (B.A.) is a media relations coordinator for GrubHub in Chicago.

Gabrielle Castillo '14 (B.A.) is a production enhancements production assistant for ESPN in Bristol, Connecticut.

Austin Controulis '14 (B.A.) is a communications coordinator for US Speed-skating in Salt Lake City.

Moriah Costa '14 (B.A.) is a banking reporter for SNL Financial in Washington, D.C.

Anthony Costello '14 (B.A.) is a copywriter at G/O Digital in Phoenix.

Caitlin Cruz '14 (B.A./M.M.C.) is an associate features editor at Fusion in New York.

Ja'han Jones '14 (B.A.) is a production assistant at the TODAY show in New York.

Korey Kaczur '14 (B.A.) is a multimedia journalist for Weekend Sports at KBJR, the NBC affiliate in Duluth, Minnesota.

Michael Kandararis '14 (B.A.) is an Arizona Cardinals writer for profootballspot.com in Phoenix.

Molly Lange '14 (B.A.) is a reporter for KXLY-TV, the ABC affiliate in Spokane, Washington.

Matthew Longdon '14 (B.A./B.S.) is a communications coordinator at National Speakers Association in Tempe, Arizona.

Megan Miller '14 (B.A.) is an account coordinator at Krupp Communications in New York.

Tara Molina '14 (B.A./M.M.C.) is a multimedia journalist at WEWS-TV, an ABC affiliate in Cleveland.

Brittany Morris '14 (B.A./M.M.C.) is a desk assistant at NBC News in Washington, D.C.

Sal Musto '14 (B.A.) is a social media coordinator for the Oklahoma City Dodgers in Oklahoma City.



Tara Molina '14

Connect with Cronkite Colleagues

ASU Walter Cronkite School Alumni group on LinkedIn



Formed in March 2009, the group boasts **more than 3,500 members** and is growing rapidly. Members get school news and announcements as well as job leads posted by members and Michael Wong, Cronkite's director of career services. Join the discussion and the Cronkite professional network.

[linkedin.com/groups/ASU-Walter-Cronkite-School-Alumni-1837452](https://www.linkedin.com/groups/ASU-Walter-Cronkite-School-Alumni-1837452)

cronkitenation.com

[facebook.com/cronkiteschool](https://www.facebook.com/cronkiteschool)

[@Cronkite_ASU](https://twitter.com/Cronkite_ASU)



Jessica Goldberg '13



Ariyanna Norman '13



Alyssa Deitsch '11



Thomas Lenneberg '11



Staci McCabe '11

Isabelle Novak '14 (B.A.) is an account executive at Buzz Monkeys in Milwaukee.

Genevieve Roublick '14 (B.A.) is an associate sales planner at WebMD in New York.

Robert Soares '14 (B.A.) is the publicity manager of SparkPoint Studio in New York.

Kayla Wall '14 (B.A.) is the media team lead at G/O Digital in Phoenix.

Mauro Whiteman '14 (B.A./M.M.C.) is a social video producer/curator at The Hill in Washington, D.C.

Alexandra Adams '13 (B.A.) is an account executive at 7 for All Mankind in New York.

Annie Carson '13 (B.A./M.M.C.) is a senior content analyst specializing in SEO at Allison+Partners in Phoenix.

Ryan Cohan '13 (B.A.) is director of operations for Women's Basketball at ASU in Tempe, Arizona.

Deanna Benjamin '13 (B.A.) is a broadcast associate for Major League Baseball in Secaucus, New Jersey.

Brandon Brown '13 (B.A./M.M.C.) is a producer at KHQ-TV, the NBC affiliate in Spokane, Washington.

Anthony DeWitt '13 (B.A.) is an account executive at Beckerman in New York.

Chad Garland '13 (M.M.C.) is a reporter/photographer for Stars and Stripes in Germany.

Jessica Goldberg '13 (B.A./M.M.C.) is a freelance GMA field and series reporter for ABC News in New York.

Yvonne Gonzalez '13 (B.A.) is a news associate for The Associated Press in Phoenix.

Kortney Gruenwald '13 (B.A.) is the founder and editor of "The Modern Jetsetter" blog in Hamburg, Germany.

Ashley Haines '13 (B.A.) is a junior fashion editor at STYLIGHT in New York.

Hayden Harrison '13 (B.A.) is an assistant account executive at Falls Communications in Cleveland.

Stacy Haynes '13 (B.A.) is digital content producer at KERO-TV, the ABC affiliate in San Diego.

Liz Kotalik '13 (B.A.) is a morning news anchor/reporter at KSAZ-TV, the FOX affiliate in Phoenix.

Jennifer McCoy-Meshey '13 (B.A.) is a junior style editor at Bauer Media Group in New York.

Amber McMurray '13 (B.A.) is a producer for San Diego Living at XETV, the CW affiliate in San Diego.

Ariyanna Norman '13 (B.A.) is youth and family programs coordinator at NAMI-Valley of the Sun in Phoenix.

Andrea Perez '13 (B.A.) is a producer at KUSI-TV in San Diego.

Anthony Reda '13 (B.A.) is a production assistant at FOX Sports in Portland, Oregon.

Michelle Rivas '13 (B.A.) is a senior account executive at Abelseon Taylor in Chicago.

Molly J. Smith '13 (B.A.) is a photographer for the Statesman Journal in Salem, Oregon.

Sara Steffan '13 (B.A./M.M.C.) is a digital communications specialist at Fintrac Inc. in Washington, D.C.

Anne Stegen '13 (B.A.) is senior social media producer for KPNX in Phoenix.

Mitchell Terrell '13 (B.A.) is a communication program coordinator for ASU Athletics in Tempe, Arizona.

Natalie Tischler '13 (B.A.) is a social media specialist at the Hard Rock Hotel in Las Vegas.

Julia Tylor '13 (B.A./M.M.C.) is a web designer for Government Executives Media Group in Washington, D.C.

Ulyana Vitkovskaya '13 (B.A.) is deputy digital editor for foreign/national security desks for The Washington Post in Scottsdale, Arizona.

Kristina Zverjako '13 (B.A.) is a reporter for WVEC-TV, the ABC affiliate in Norfolk, Virginia.

Jessica Abercrombie '12 (B.A.) is a senior account executive at Murphy O'Brien Public Relations in Los Angeles.

Daryl Bjoraas '12 (B.A.) is associate producer at USA Today Network in Atlanta.

Andrew Boven '12 (B.A.) is a reporter at KOSA-TV, the CBS affiliate in Odessa, Texas.

Cailyn Bradley '12 (B.A.) is a producer at Discovery Digital Networks in San Francisco.

Kim DeGuilio '12 (B.A.) is morning traffic reporter at WDIV-TV, the NBC affiliate in Detroit.

Sabrina (Desjardins) Leon '12 (B.A.) is a public relations account executive at Serendipit Consulting in Phoenix.

Greg Dillard '12 (B.A.) is a media relations manager for the Phoenix Coyotes in Glendale, Arizona.

Jerilyn Forsythe '12 (B.A./M.M.C.) is digital associate editor at "5280" magazine in Denver.

Eric Gembarowski '12 (B.A./M.M.C.) is a production assistant for ESPN in Bristol, Connecticut.

Krystal Klei '12 (B.A./B.S.) is weekend morning meteorologist at WCAU-TV, the NBC affiliate in Philadelphia.

Rachel Korchin '12 (B.A.) is a field producer for the Phoenix Coyotes in Glendale, Arizona.

Selena Larson Maffeo '12 (B.A.) is a staff writer for the Daily Dot in San Francisco.

Kailey Latham '12 (M.M.S.) is a news producer for Good Day Columbus Weekend at WSYX-ABC6/WTTE-FOX28 in Columbus, Ohio.

Paige Marsin '12 (B.A.) is regional

admissions counselor at Grand Canyon University in San Diego.

Tarryn Mento '12 (M.M.C.) is a multimedia producer for WNET-TV, the PBS member station in New York.

Daniel Neligh '12 (B.A.) is a desk producer at CNBC in New York.

Mugo Odigwe '12 (B.A.) is an anchor/reporter for KMOV-TV, the CBS affiliate in St. Louis.

Victoria Pelham '12 (B.A./M.M.C.) is a cyber-security reporter at Reuters in Washington, D.C.

Caroline Porter '12 (B.A./M.M.C.) is an operations project manager at Sure Spark Internet Marketing in Phoenix.

Lia Steinberg '12 (B.A.) is a multimedia journalist at WestStar Multimedia in Phoenix.

Michael West '12 (B.A.) is assistant director of broadcasting and media relations for Arkansas Travelers in Little Rock, Arkansas.

Adam Wolfe '12 (B.A.) is communications manager for Navajo County in Holbrook, Arizona.

Brenda Yanez '12 (M.M.C.) is a public information specialist for the city of Phoenix.

Alicia Cormie '11 (B.A.) is an associate account executive at Blanc & Outs in San Francisco.

Kylee Cruz '11 (B.A.) is a public relations and social media manager for North America at Nuix in San Francisco.

Alyssa Deitsch '11 (B.A.) is a multimedia journalist at KVVU-TV, the FOX affiliate in Las Vegas.

Emily Erwin '11 (B.A.) is media production manager at Stanford University in Palo Alto, California.

Josh Frigerio '11 (B.A.) is a web producer/digital journalist at KNXV-TV, the ABC affiliate in Phoenix.

Lauren Gilger '11 (M.M.C.) is a host/producer at KJZZ, the NPR member station in Phoenix.

Whitney Kobey '11 (B.A.) is a marketing services manager at LeadMD Inc. in Scottsdale, Arizona.

Thomas Lenneberg '11 (B.A./M.M.C.) is director for Sun Devil Club Annual Fund in Tempe, Arizona.

Jason Lewis '11 (B.A.) is weekend sports anchor and reporter at WRGB-TV, the CBS affiliate in Albany, New York.

Jessica Malenfant '11 (B.A.) is an account manager at TEKsystems in Phoenix.

Leah Masuda '11 (B.A.) is a reporter for KCOY-TV and KKFX-TV, the CBS and FOX affiliates in Santa Maria, California.

Staci McCabe '11 (B.A.) is a senior account executive at Porter Novelli in Washington, D.C.

Elvina Nawaguna '11 (B.A./M.M.C.) is an

economics reporter/editor at Market News International in Washington, D.C.

Daniel Nettles '11 (B.A.) is a broadcast editor and coordinator for the Arizona Cardinals Club in Tempe, Arizona.

Gitzel Puente '11 (B.A.) is a video journalist at KMIR-TV, the NBC affiliate in Palm Springs, California.

Chelsea Smeland '11 (B.A.) is a brand development executive at Owens Harkey Partners in Phoenix.

Adam Sneed '11 (B.A.) is an associate editor at CityLab in Washington, D.C.

Maycie Thornton '11 (B.A.) is a director of social media at BuzzFeed in Los Angeles.

Jacqueline Valle '11 (B.A.) is a junior copywriter at JustFab in Los Angeles.

Aldo Vazquez '11 (B.A.) is a multimedia journalist at KTVX-TV, the ABC affiliate in Salt Lake City.

Pilar Arias '10 (B.A.) is a multimedia journalist and reporter at KSAT-TV, the ABC affiliate in San Antonio.

Whitney Clark '10 (B.A.) is an anchor/reporter at KGUN-TV, the ABC affiliate in Tucson, Arizona.

Kim Foley '10 (B.A.) is weekend producer at KPHO, the CBS affiliate in Phoenix.

Liz Lastra '10 (B.A.) is the director of public relations at Evolve Public Relations in Scottsdale, Arizona.

Christina Lundeborg '10 (B.A.) is a digital marketing specialist at United Rentals in Scottsdale, Arizona.

Jennifer Martin '10 (B.A.) is a corporate account manager at Safari Books Online in Scottsdale, Arizona.

Leigh Munsil '10 (B.A.) is political editor at The Blaze in Washington, D.C.

Kalia Pang '10 (B.A.) is a public relations specialist at Scottsdale Cultural Council in Scottsdale, Arizona.

Andrew Pentis '10 (B.A.) is associate digital editor at ValuePenguin in New York.

Christie Post '10 (B.A.) is social media video producer at The Penny Hoarder in Tampa, Florida.

Michael Seiden '10 (B.A.) is a general assignment reporter at WPLG-TV, the ABC affiliate in Miami.

Eric Smith '10 (B.A.) is a staff writer for the Minnesota Vikings in Minneapolis.

Brittany Uter '10 (B.A.) is a publicist at Vocative in New York.

2000s

Cassandra Nicholson '08 (B.A.) is a digital marketing coordinator at Arizona PBS, the PBS member station in Phoenix.



Gitzel Puente '11



Adam Sneed '11



Aldo Vazquez '11



Pilar Arias '10



Kim Foley '10



Leigh Munsil '10



Amber Hutchins '02



Shawndrea Thomas '00



Carlos Machado '95



Brady Chatfield '94



Danielle Sittu '89



Carl Geller '80



Anita (Jacobs) Walker '00



Zeenat Potia '99



Jake Batsell '96



Winston F. Mitchell '94



Marie Dillon '82

Lauren Whitney '07 (B.A.) is a meteorologist for KCNC-TV, the CBS affiliate in Denver. She joined the CBS4 Morning News team in 2011. Before her start in Denver, she was the morning weather anchor in Grand Junction at KKCO-TV.

Amber Hutchins '02 (B.A./M.M.C.) is the Robert D. Fowler Endowed Chair of Communication and the assistant director for digital and new media technologies education at Kennesaw State University in Kennesaw, Georgia. She recently published "Public Relations and Participatory Culture: Fandom, Social Media, and Community Engagement."

Kirsten (Schaefer) Magen '01 (B.A.) is senior vice president at The Brandman Agency and Blackbird PR in New York.

Shawndrea Thomas '00 (B.A.) is an anchor at KTVI-TV, the FOX affiliate in St. Louis.

Anita (Jacobs) Walker '00 (B.A.) is vice president of marketing for Fox Restaurant Concepts in Phoenix.

1990s

Zeenat Potia '99 (M.M.C.) is associate director of communications at Harvard Business School in Boston.

Dan Siegel '99 (B.A./M.B.A.) is assignment manager at KPNX-TV, the NBC affiliate in Phoenix.

Jen Franklin '98 (B.A.) is vice president of digital, regional sports networks for NBC Sports Group in Stamford, Connecticut.

Stacey Proctor '98 (B.A.) is general sales manager for CBS Radio in Phoenix.

Latonya Jordan-Smith '98 (B.A.) is public information officer at the Arizona Department of Economic Security in Phoenix.

Kevin Norgaard '97 (B.A.) is regional director at Univision Communications in Phoenix.

Jake Batsell '96 (B.A.) is an assistant professor in journalism at Southern Methodist University in Dallas. His book, "Engaged Journalism: Connecting with Digitally Empowered News Audiences," was a finalist for the Tankard Book Award, presented by the Association for Education in Journalism and Mass Communication.

Jamie Ernst '96 (B.A.) is vice president at Brodeur Partners in Phoenix.

Carlos Machado '95 (B.A.) is senior vice president at Bank of America Small Business Banking in Phoenix.

Justin Norvell '95 (B.A.) is vice president of product development at Fender Musical Instruments in Scottsdale, Arizona.

Brady Chatfield '94 (B.A.) is CEO of High Power SEO in San Diego.

Winston F. Mitchell '94 (M.M.C.) is an assistant professor of journalism at the College of the Bahamas' School of Communication and Creative Arts in the Bahamas. He is a two-time Emmy Award winner and was previously the news director and producer of "Transit Transit News Magazine," which reaches 22 million homes in the New York tri-state area.

Marc Wolloff '93 (B.A.) is vice president of production at ITV Studios in Los Angeles.

John Spilman '92 (B.A.) is the vice president and market manager at Cumulus Media in Carmel, Indiana.

Angie (Senner) Barrick '91 (B.A.) is head of Industry, media & entertainment at Google in Los Angeles.

Tim Sweeney '91 (B.A.) is senior vice president and general manager at FOX Sports in Houston.

1980s

Troy Bausinger '89 (B.S.) is president and publisher of Trades Publishing Inc. in Philadelphia. Trades Publishing includes seven national trade magazines.

Danielle Sittu '89 (B.A.) is senior manager of marketing content strategy at AAA Arizona and the editor-in-chief of Highroads Magazine in Phoenix.

John Baiata '87 (B.A.) is senior director of digital newsgathering at NBC News in New York.

Carol Thompson '87 (B.A.) is a special projects producer at CBS O&O WBBM-TV in Chicago.

Scott Rein '86 (B.A.) is national sales manager at KSAZ-TV, the FOX affiliate in Phoenix.

Scott Steiner '86 (B.A.) is president and CEO of On Target! Marketing and Advertising in Houston.

Russell Elwell '85 (B.A.) is general sales manager at KITV, the ABC affiliate in Honolulu.

Gerry Johnston '85 (B.A.) is an executive producer at E!/NBCUniversal in Los Angeles.



Jeff Hulewicz '76



Khambrel Marshall '76

Kathleen O'Connell '83 (B.S.) is a senior producer at CBS News in New York.

Ruth Bell '82 (B.A.) is senior vice president of public affairs for the LifeLink Foundation in Tampa, Florida.

Marie Dillon '82 (B.S.) is deputy editorial page editor at the Chicago Tribune in Chicago.

Bob Adlhoch '81 (B.A.) is executive producer at Phoenix Suns Television in Phoenix.

Steve Duffy '81 (B.A.) is general sales manager at KOTA-TV, the ABC affiliate in Rapid City, South Dakota.

Becky (Schol) Nothnagel '81 (B.A.) is senior manager of global outreach marketing for Jeppesen, a Boeing Company in Denver.

Carl Geller '80 (B.A.) is director of production/technical services at NBCUniversal in Los Angeles.

Kerwin Gober '80 (B.S.) is managing partner at Basin Broadcasting/KRJG in Albuquerque, New Mexico.

1970s

Marsha Bartel '79 (B.A.) is an investigative producer at WGN-TV in Chicago.

Laraine Herman '77 (B.S.) is a news writer, editor, producer at KNX Newsradio in Los Angeles.

Jeff Hulewicz '76 (B.A.) is senior representative of communications at UTC Aerospace Systems in Chula Vista, California.

Khambrel Marshall '76 (B.S.) is weekend evening meteorologist at KPRC-TV, the NBC affiliate in Houston.

Nancy Rebek '76 (B.A.) is president at Rebek Productions and owner of NRPR LLC in Denver.

Ted Williamson '75 (B.S.) is executive director of integrated publishing systems at The New York Times in New York.

Rod Chambers '73 (B.A.) is CEO and owner at Sierra Broadcasting Corp. in Reno, Nevada.

Linda Thrane '72 (B.A.) is vice president of public affairs at Rice University in Houston.

Ira Oppen '71 (B.S.) is president of Oppen Sports Productions in Solana Beach, California. Ira co-founded Networks on Demand, a proprietary online video platform that delivers HD video over the internet. ■

There are **many ways** to make an impact

Estate Planning Opportunities

A planned gift to support the Cronkite School can fulfill many needs at once:

- Many planned gifts can help you 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.

For more information on how you can **support the Cronkite School today and in the future**, please contact a member of our team:

Liz Bernreuter, senior director of development
602-496-9444 • liz.bernreuter@asu.edu

Mardi Gradolf, associate director of development, Arizona PBS
602-496-3614 • mardi.gradolf@asu.edu

Beth Steurer, assistant director of development
602-496-5052 • beth.steurer@asu.edu

Raul Chavez, development specialist
602-496-0482 • raul.chavez@asu.edu



Invest in the Cronkite School
cronkite.asu.edu/2020

Growing Our School

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

THANKING OUR SUPPORTERS

The Walter Cronkite School of Journalism and Mass Communication 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, 2016. Through their thoughtful philanthropic investments, the Cronkite School is able to continue the important work of preparing the next generation of exceptional journalism, media and public relations professions to assume leadership roles within their fields and to do so with the strong foundation of excellence, integrity and innovation that was the hallmark of Walter Cronkite. ■



ENSURE student access and excellence ... so the Cronkite School can continue to attract and retain students with the ability and ambition to become news leaders and communications professionals of the future.

CHAMPION student success ... so Cronkite students can continue to thrive as they experience the 'teaching hospital' concept of journalism education, participating in one of more than a dozen professional immersion programs, guided by award-winning journalists and communications experts.

To learn more about Campaign ASU 2020, go to cronkite.asu.edu/2020.

\$1 Million+ **Ethics and Excellence in Journalism Foundation**

\$100,000 – \$999,999

Anonymous

The Arizona Republic

William Randolph Hearst Foundation

John S. & James L. Knight Foundation

The Miami Foundation

Raza Development Fund

Donald W. Reynolds Foundation

ELEVATE the academic enterprise ... so Cronkite School can continue to attract, retain and enrich the work of faculty, who include both award-winning professional journalists and world-class media scholars. To learn more about Campaign ASU 2020, go to cronkite.asu.edu/2020.



\$50,000 – \$99,999

American Public Media
Anonymous (2)
Arizona Diamondbacks
Beacon Reader
National Association of Broadcasters
Scripps Howard Foundation
Louise Solheim

\$25,000 – \$49,999

Arizona Broadcasters Association
Lillie and Michael Axelrod
Dow Jones News Fund Inc.
Lila Harnett
Daryl and Louis A. “Chip” Weil



FUEL discovery, creativity and innovation ... so Cronkite students and faculty can successfully lead news innovation in journalism education and serve as a testbed for new ideas in storytelling, community and audience engagement, digital transformation, revenue models and other experiments. **To learn more about Campaign ASU 2020, go to cronkite.asu.edu/2020.**

\$10,000 – \$24,999

ABC15
 APS
 Elizabeth and Richard Burns
 The Chauncey Foundation
 Kathy Chauncey and Thomas Chauncey '73
 Cox Communications
 Gannett
 Institute for Nonprofit News
 KPHO TV CBS 5 / KTVK TV Channel 3
 KPNX-TV Channel 12
 Cheryl Mandala
 Yovita and Scott Pansky
 RIESTER
 Society of Broadcast Engineers Inc.
 Suitable Technologies
 Virginia Sylvester
 Univision
 Ellie and Michael Ziegler

\$5,000 – \$9,999

Claudia and Douglas Anderson
 Blue Cross® Blue Shield® of Arizona
 Bonneville Broadcasting
 Jean and Christopher Callahan
 Dallas Morning News
 Christine Devine '87
 Janice and Leonard Downie
 KASW CW6
 LifeLock, Inc.
 Valery Lodato and Mark Lodato '15
 Candace and Tim McGuire
 Dionne Najafi '91 and Farshid Najafi '76
 Eric Newton
 Online News Association
 Jacqueline Gaillard Petchel '80
 R & R Partners
 Dorothy Sokol
 Dawn Sokol '92 and TJ Sokol '92
 Univision KTVW 33 - TeleFutura 35

\$2,500 – \$4,999

Arizona Capitol Times
 Arizona Cardinals
 Arizona Foothills Magazine
 Arizona Highways Magazine
 Ballard Spahr LLP
 Marianne Barrett
 Janet and Raymond Bernreuter
 Bushtex, Inc.
 CBS Radio
 CenturyLink, Inc.
 Clear Channel Outdoor
 Clear Channel Worldwide
 Nancy Dedera and Donald Dedera '51
 FOX Sports Net Arizona, LLC
 Deeann Griebel
 Hardt and Associates Public Affairs, LLC
 Athia Hardt '70
 Christine and John Hatfield
 Jennifer Helling '10 and Erik Helling
 Laura Jordan and Michael Jordan '83
 Friends of Public Radio / KJZZ
 Ginger Lamb
 Mary Morrison
 Owens Harkey & Associates LLC
 Phoenix Suns and Phoenix Mercury
 Adelaida Severson '95 '06 and Barry Severson
 Kaari Swope

ENRICH our communities ... so the Cronkite School can continue providing critical news and information to its community, contributing to an informed, engaged citizenry. **To learn more about Campaign ASU 2020, go to cronkite.asu.edu/2020.**



\$1,000 – \$2,499

Sara Agne and Timothy Agne '04
Lynn Agnello
Samuel Alpert '02
The Artigue Agency LLC
Martha Artigue and Ray Artigue '76
Astra Capital Management
Liz and Jon Bernreuter
Kristin Bloomquist
Kathleen and Anthony Broadman
Business Real Estate Weekly, Inc.
Vicki Cabot '89 '08 and Howard Cabot
Barbara and Roger Carter
Selena Chang and Mark Johnson
Cities West Publishing, Inc.
City of Phoenix Public Information Office
Conversant
Araceli De Leon
Janis Dean '84
Decibel Blue Creative Marketing & PR
Donald Dotts '58
Frankie Ellis '51 '64 and Robert Ellis '53
Sophia Faskianos and Stephen Capus
The Flinn Foundation
Rosemary and Andrew Forman
GateHouse Media LLC
Kristin and Gary Gilger
Terry Greene Sterling '71 '84
Anita and Kip Helt
Carolyn and Winfield Holden
House of Broadcasting Inc.
Hubbard Radio Phoenix
iHeartMedia
The Jordan Group, Inc.
Susan Karis '80
Linda Kauss '68 and Clark Hoyt
KSAZ-TV
Lane Terralever
Donna and Edward Lane
The Lavidge Company
Ian Lee '07
Fran Mallace '82 and Michael Mallace '82
Juli and Larry Mandala
Lisa and Andrew Mandala
Mary M. Media, Inc.
Terence McDonnell '86
Denise McManus
Angela Astore Misner and John

Misner '10
Mary Nock '74 and Jack Nock
James Paluzzi
Perkins Coie
Phoenix Business Journal
Roberto Reveles
Salt River Project
Ellen Schleifer and Jordan Katz
Linda Silver
Alan Silverman
Catherine Silverman '13 and Matthew Silverman
Joan and Joseph Sirven
Susan Bitter Smith '77 '82 and Paul Smith
Southwest Cable Communications Assoc.
Telemundo Arizona
TeleRep Inc.
Eric Termansen
The Thunderbirds
John Whiteman '63
Robyn Wong and Michael Wong '83
Roberto Yanez

\$500 – \$999

Laura Anderson '97
Byron Arnold '56
Thomas Burke '84
Patricia Chavez and Anthony Chavez '97
Michael Dee
Isaac Easley '12
Mary-Lou Galician
Mary Kay Gustin
Chad Hartman '88
Tami and Rob Herndon
Abraham Kwok
Evelyn Lucking and John Lucking '69
Miriam Lynch '68
Nielsen
Pandora
Pamela Sebastian Ridge '70 and Gerald Ridge
John Roberts
Robert Stieve '94
Thomson Reuters
Claire and David Wilcox

\$250 – \$499

Lorri Allen '13
Lee Archer
Jacob Batsell '96
Peter Bhatia
Trisha Brandt-Fox '87 and William Fox '86
Suanne Brownell '64 and David Brownell
Robert Chamberlain '64 '70

Nathan Collins
Lattie Coor
Nelda Crowell '58 and Norman Crowell '60
Robert Dell'Artino
Nancy Dibble
Ryan Eilders
Joni Finkel '05
Gannett Foundation, Inc.
Deborah Glaser
Kim and Frederick Hahn
Winston Howard '02
Susan and Richard Howe
Phyllis Hughes '68 '85 and Mark Hughes '66
Joan and Paul Johnson
Thomas Keeler '93 '98
Mitzi Krockover and Jacques Sokolov
Nora and Arthur Leibold
Steve Leitman
Marjorie Lewis '78 and Charles Lewis
Kathleen Norton Maledon
Elizabeth Mays '10 and Matt Mays
Carol and Howard McCrady
Kelly McCullough '82 '91
Lori Medigovich '79
Wendy Mihalic
Susan Nolen and William Nolen '88
Linda and George Orr
Martha and Lonnie Ostrom
Nancy Prenzno '94
William Redeker '71
Risk Information, Inc.
Emelyn and Rick Rodriguez
Laura and Herbert Roskind
Emily Russell
Mark Scarp '80
William Scruggs '79
Lindsey Shirley '05
Judith Smith '63 '70 and W. Jeffrey Marshall
Elizabeth and Jeffrey Steurer
Tracie and Brian Sullivan
Pamela and Markos Tambakeras
Kelley Troia
Sara Troy and Joseph Giordano
Dorothy Yancy
Kathleen and Thomas Young

\$100 – \$249

Roger Adelson
Jennifer Anderson
Beverly Arrington
Laura Ashbrook
Charlene and Alan Augenstein

Catherine Bailey '02
Mary Barrett and James Barrett '61
Byron Bartlett '63
Jacob Bash '12
Celia Bassinder
Benevity Community Impact Fund
Kathy Bernreuter and Michael Downing
Rachel and Gerald Blank
Timothy Bojeczko
Melissa Bordow '85 and Scott Bordow '98
Marilyn Bosworth and Jonathan Bosworth '67
Terri Boyd
R. Gail Bradley '76
Jo Brandt
Nancy and William Brown
Sandra and James Bruner
Peggy Bryant '52
Robert Bundy '81
Paula Casey '74 '78 and Thomas Casey '74
Sandra and William Cawley
Martha Christopherson '85 and Larry Clark
Shelley Cohn '75 and Mollie Trivers
Martha Columbus
Betsy and Troy Crowder
George Cummings '96
Lana and Kevin Dale
Dorothy Danner
Miki Davidson and Andrew Davidson '82
Richard DeBruhl
Andrew DeLorenzo '88
Eddie DeVall '93
Ellen and Stephen Doig
Anne and Daniel Donahoe
Jennifer Dunworth
Shayne Dwyer '14
David Van En '15
Morgan Estabrook '04 '05 and Christopher Estabrook '05
Catherine Foley '75
Joseph Garner
Lauren Gilger '11 and Jesse Teer
Daniel Gillmor
Desanne Gonsalves '08
Mardi Gradolf
Jumana Hadeed
Victoria Harker
Rory Hays '71 '77
Barbara Hedges '63 and John Hedges

Ellen and Carl Herling
 Helen and Jerry Hill
 IBM International Foundation
 Carol and Louis Irwin
 Patricia Kallof
 Janet Haroutunian Kennedy
 and James Kennedy
 Jennifer Klein
 Lynn Klotz
 Kristen and Casimir Koziara
 Kenneth Kurtz
 Ilene Lashinsky '69 '72
 Lauren Lee '16
 David Leshner
 Ina and Murray Manaster
 Carolyn Marston
 Dorris McCoy
 Tahnia and Jeffrey McKeever
 Linda Miller
 Esta and Robert Mitchell
 Adrienne and Paul Mittenag
 Nadia Mustafa
 Network for Good
 Chloe Nordquist '16
 Valerie Nunez '14
 Dottie O'Carroll
 Katherine O'Halleran
 Barbara O'Malley '73 and
 Robert O'Malley '73
 Kenneth Orman '92
 Anna Powell and Thomas
 Lovvorn
 Progressive Bank
 Brian Rackham '08
 Gilbert Rau
 Diane Reilly and Robert Reilly
 '65
 Arnie Robbins
 Marc Robbins '84
 Beth Ryan '79 and Timothy
 Ryan '76
 Benjamin Saenz
 Leslie Schaffer '76 and Dean
 Schaffer '75
 Eloy Sedillo '79
 William Sewell
 Karen and Mathew Shannon
 Emily and Robert Shriver
 Susan Shultz
 Chester Shupe
 Althea and Earl Smith
 Rachel Snell '99
 Travis Snell '00
 Carolyn Stein and Richard
 Stein '75
 Melissa and Brian Strachan
 Victoria Sweeney '84 and
 Patrick Sweeney '09
 Anna Theisen-Olson and

Christopher Olson
 Victoria Thomas '89
 Elizabeth Tracy and Brian Tracy
 '67
 Crystal Velasquez and Kevin
 Neel '04
 Deanna and Lee Vickers
 Teresa and Steven Ward
 Janet and David Warren
 Lynn and Robin Wheatley
 Tiffany White '05
 Susan Wibker
 Wallace Wilson '71
 Marc Young '08
 Sheila and Michael Zuieback
\$50 – \$99
 Lawrence Adams
 Michelle Alcantar '90 '96 and
 David Alcantar '92
 Heather Balliet '05
 Marjorie Bilker
 Boeing Gift Matching Program
 Kathryn and John Brown
 Vicky and Richard Bruner
 Kathleen Burke '04 '08
 Nancy and Guy Carusone
 Evelyn Casuga and Jerrold
 Stabley '84
 Alfredo Corchado
 Susan Cox
 Alec Damiano '15
 Sara David '15
 Jeffrey Davis
 Deborah Dellis '82 and Rusty
 Austerman '88
 Steven Dent '15
 Marie Dillon '82
 Heather and Andrew Dunn
 Marcia Joy Edelstein '77 and
 Jeffrey Edelstein
 Patrice and James Ek
 Jessica Ezzell
 Mary Beth Faller
 Lorraine and Robert Freiberg
 Lisa Gannon '82 and Peter
 Gannon
 Vladimir Gazi '67
 Renea Gentry-Wiley '76 '83
 and William Wiley '76 '91
 Courtney Godfrey '10
 Barbara and Jimmie Fred Irwin
 Kelly and Thomas Jantunen
 Lauren Jordan '13
 Kathryn Kurtz
 Jill Laffoon '15
 Melissa Landaker
 Nicholas LaTona '16
 Diane and Herman Lawrence
 Daniel Liguori '12

ASU **Walter Cronkite**
 School of Journalism
 and Mass Communication
 Arizona State University

lifetime giving

\$20 Million
Donald W. Reynolds Foundation

\$7.5 Million
John S. and James L. Knight Foundation

\$1 Million and above
Adobe Systems Incorporated
American Society of News Editors
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

Anita Luera '77 and Eduardo Luera '78 '75
 Andrew Mandala
 Susan and Mike Minahen
 Aisha Morales '11
 John Nadel '66
 Beth Nakamura
 Pricilla and Joe Naworski
 Cheryl Newton '88 and Walter Newton
 Jack Ong '62
 Angel Otarola
 Molly Peters '99
 Alice Raho
 James Schaible '86
 Debra Schilling
 Margaret Sciacca '80
 Teresa Sinatra
 Rachel Urban '15
 Diana Valentini
 Katie Voss '70 and Jack Voss
 Erin Weissman '93
 Sara Wilkinson
 John Woodman
\$1 – \$49
 Dylan Abrams '14
 Margie Albert
 David Allyn '92
 Kelly Andersen '14
 Brenda Arellano '13
 Robert Auffret '71
 Sarah Auffret '68
 Judy and Lee Ayers
 Aaron Bartlett '16
 Robert Beamesderfer
 Ashley Bigley '16
 Nancy Buell and Edward Buell '59

Jennifer Burke '97
 C. Bye
 Alicia Clark '16
 Joshua Connolly
 Aurelia Conrow
 Anna Consie '09 '11
 Andrew Cummings '15
 Wesley Cummings '15
 Brittany Dierken '16
 Torrence Dunham '16
 Natalie Duran '11 '16
 Bradford Dworak '11
 Dianne Echazabal
 Rebecca Anne Edelman '13 '15
 Christie Fergus and Brian Fergus '06 '11
 Jane and Gary Fisher
 Catherine Scarbrough Fletcher and Daniel Fletcher
 Sherry and Steven Fletcher
 Colleen Flood '94
 Linda Fortney '14
 Sandra Foss
 Jennifer Freel
 Jennifer and John Garcia
 Stacy Gollinger '12
 Rebecca Grubaugh '89
 Karissa Haberkamp '16
 Carol Halverson
 Mary Havill and Paul Havill '76
 Mary Hayes
 Jenna Hedstrom '06
 Kimberly Hill '99 and Mitch Hill
 Danielle Hollander '16
 Marcia Iole and Jay Iole '89
 Wendy and Stephen Isaacs
 Tracy Jackson-Tisdale '85
 Erika Jahneke '97

Rachel Jimenez '11
 Jeanne and Dennis Johnson
 Kristi Kappes
 Thomas Keeling '05
 Raheel Khan '05
 Margaret Kirch '79 and Arthur Piccinati
 Sherri Kural '81
 Alexandra Lancial '14
 Erica Lang '16
 Lizbeth Lee
 Shari Lightstone and Marvin Borsand
 Adriana Loya '15
 Jean Luce
 Harriet Maccracken '80 and Edmund Stump
 Christine Martinez '99 and Juan Martinez
 Preston Melbourne-Weaver '12
 Andrea Melcher '85
 Mark Melcher
 Kathy and Phil Mele
 Lorraine Menaker
 Faith Miller
 Natalie Miranda '14
 Matthew Mona
 Catalina Monsalve '11
 Martin Montorfano '01
 Francesco Morales '09
 Marianne Moriarty
 Jeffrey Morris '72
 Linda Mullins '75
 Marilyn Napier
 Griselda Nevarez '11
 Martha O'Bryan '72 '77 and Louis O'Bryan '74
 Paige Owen '13

Diane Phelps
 Carol Poole
 Alexia Porto '13
 Theresa Poulson '16
 Virginia and Robert Pringle
 Joanne Ralston '60
 Chelsey and David Reeder
 Kathy Reynolds
 Dana Robling '92
 Scott Romanek '94
 Marla Rothfarb and Robert Rothfarb '90
 Sydni Russell '15
 Paulina Sanchez '14
 Jill and Alan Sandler
 Tracy Scott '88
 Aaron Shauinger '11
 Ashley Shumway '14
 Jonathan Soto
 Kathleen and John Tanner
 D'Asia Tate '13
 Shannon Terrill '09 '15 and Dustin Terrill '07
 Sally Thomas
 Janice Toland
 Judith and George Towers
 Truist
 Duane Wadsworth
 Lindsay Walker '08
 Maureen West '10
 Sarah Wiggins '01
 Elizabeth Wilkinson '08
 Sel Yackley '62
 Sarah Yong '16
 Elizabeth Young '88

Tap Cronkite Talent

Many Cronkite alumni go on to work for other Cronkite alumni. It's a system that works:

**great talent
 working for great talent.**

We can help find the right candidates for jobs in your company. Consider posting jobs or internships that reach thousands of alumni and current students or join us on campus for interviews or information sessions.



photo by 123rf.com

Contact Cronkite's Director of Career Services **Michael Wong** at mike.wong@asu.edu, 602-496-7430.

Endowment Board

The Cronkite School Endowment Board of Trustees has helped transform the Cronkite School into a model professional journalism program. Since the board's inception in 1983, top media leaders from around the Valley — including newspaper editors and publishers, television and radio station general managers, magazine editors and publishers, public relations and other industry executives — have contributed time, talent and financial resources in support of the school and its students.

Endowment Board members serve as our strongest advocates. They mentor and provide internships to students, hire Cronkite School graduates, facilitate community partnerships, give of their financial resources and advise the dean. They also organize and sponsor tables for the annual Cronkite Award Luncheon, where the Walter Cronkite Award for Excellence in Journalism is presented each year to an exceptional journalist. The Cronkite School offers its sincere thanks to these individuals for their outstanding service.

EXECUTIVE COMMITTEE

Kristin Bloomquist, executive vice president, LaneTerraLever: president
 David Bodney, partner, Ballard Spahr LLP: immediate past president
 Christopher Callahan, dean, Walter Cronkite School of Journalism and Mass Communication
 Tom Chauncey, attorney, Gust Rosenfeld: chair, Nominations Committee
 John Hatfield, vice president of communications, APS: chair, Development Committee
 Anita Helt, vice president and general manager, ABC15/KNXV-TV: chair, Outreach and Diversity Committee
 Win Holden, publisher, Arizona Highways Magazine: chair, Assessment
 Fran Mallace, vice president, Cox Media: chair, Luncheon Committee
 Diane Veres, president and general manager, Clear Channel Outdoor: chair, Mentoring

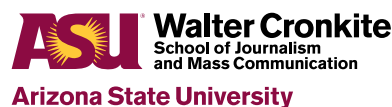
BOARD MEMBERS

Ray Artigue, executive vice president, Cardon Global
 Susan Bitter Smith, executive director, Southwest Cable Communications Association
 Steve Brain, vice president and general manager, Sneaky Big Studios
 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
 Araceli De Leon, president and regional general manager, Telemundo Arizona
 David Eichler, founder and creative director, Decibel Blue Creative Marketing and PR
 Elvira Espinoza, publisher, Mixed Voces
 Kristin Gilger, associate dean, Walter Cronkite School
 Derrick Hall, president and CEO, Arizona Diamondbacks
 Scott Harkey, president, Owens Harkey Advertising
 Brian Hogan, senior vice president and general manager, FOX Sports Arizona
 Rich Howe, executive vice president and general manager, KAZT
 Gordon James, owner, Gordon C. James Public Relations
 Laura Jordan, owner, The Jordan Group
 Susan Karis, vice president sales, Hubbard Radio Phoenix
 Linda Little, president, Phoenix market, iHeartMedia
 Michael Mallace, general manager, Sierra H Broadcasting
 Denise McManus, media consultant
 Art Mobley, CEO, AdviceAd
 Mary Morrison, Mary M Media
 Ed Munson, vice president and general manager, CBS 5 and 3TV, KTVK-TV
 Jim Paluzzi, vice president, division of public service, Rio Salado College, KJZZ/KBAQ
 Mi-Ai Parrish, president and publisher, The Arizona Republic and azcentral.com
 Tim Riester, president and CEO, RIESTER
 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
 Alan Silverman, senior vice president, general council and secretary, Cable One
 Matt Silverman, vice president and managing director, RandR Partners
 Robert Stieve, editor, Arizona Highways Magazine
 Scott Sutherland, vice president and market manager, Bonneville Media
 Clancy Woods, president, D Mobile
 Roberto Yañez, vice president and general manager, Univision 33 and Unimas

Sharing Your Philanthropy

Your Gift Can Make a Difference

ASU and the Cronkite School offer many opportunities to match your philanthropic passion with the right opportunity.



Cronkite Enrichment Fund • Gifts provide general support for the most pressing needs of the school. Contributions may supplement student scholarships, provide the most up-to-date reporting tools and technologies, cover travel for students covering important stories, bring renowned journalists and communications professionals as guest speakers or support a host of other student services and activities that make the Cronkite School so successful.

Journalism Scholarships • Gifts have a direct impact on current students, making it possible for them to successfully complete their education. Gifts of any size can make a difference.

Program Support • Support provides much-needed resources to grow and sustain many of the school's flagship opportunities.

Endowed Funds • Provide sustaining support for scholarships, chairs and professorships. 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 for years to come. 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.

For more information on how you can
support the Cronkite School today
and in the future, please contact a member of our team:



Liz Bernreuter
Senior director of development
602-496-9444
liz.bernreuter@asu.edu

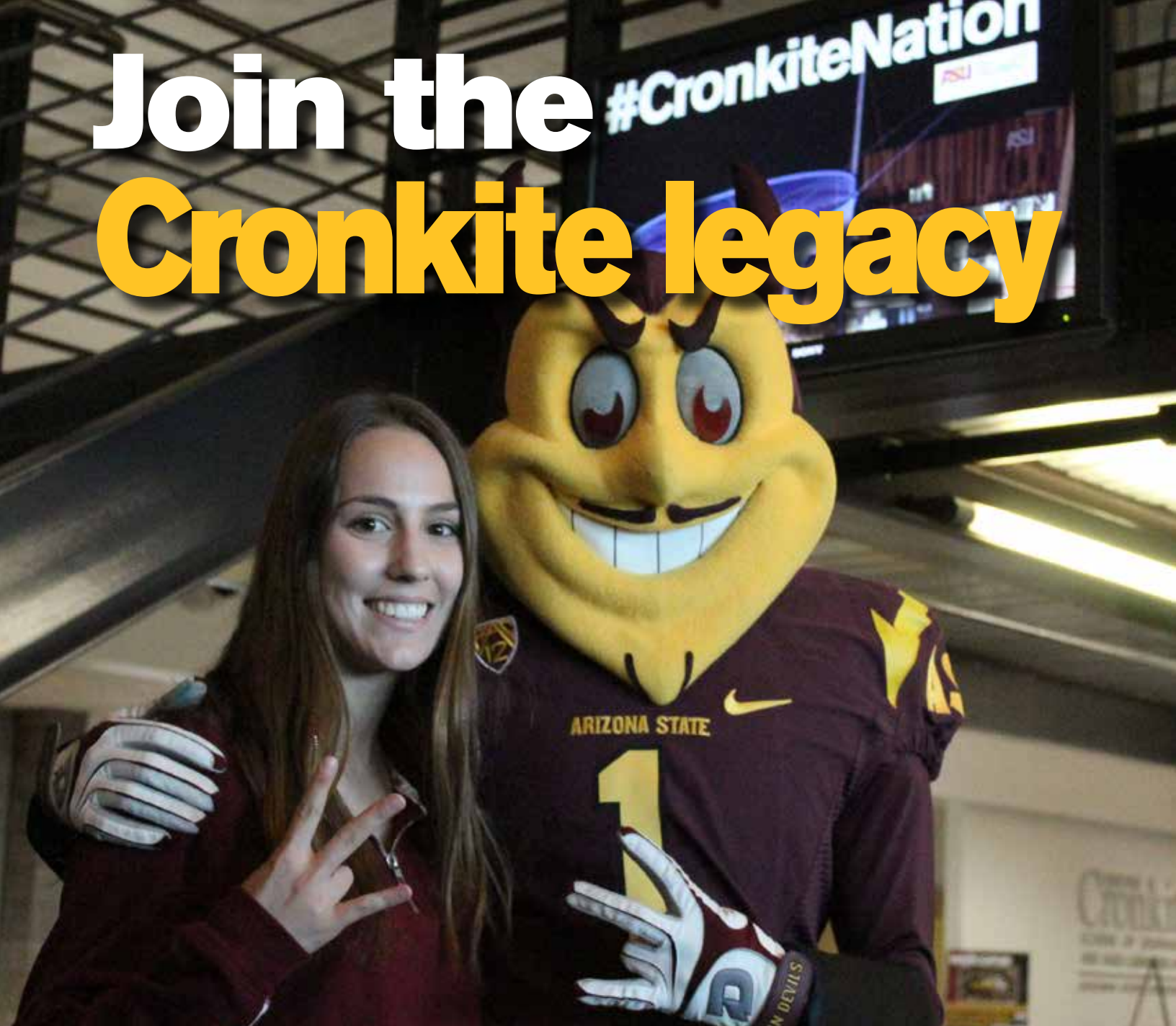
Beth Steurer
Assistant director of development
602-496-5052
beth.steurer@asu.edu

Raul Chavez
Development specialist
602-496-0482
raul.chavez@asu.edu

Mardi Gradolf
Associate director of development for Arizona PBS
602-496-3614
mardi.gradolf@asu.edu

cronkite.asu.edu/2020

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
ARIZONA STATE UNIVERSITY

555 N. Central Ave., Suite 302
Phoenix, AZ 85004-1248

